

# Write!

**Write! is a TED accredited writeback extension for Qlik. Our extensions offer a wide range of features allowing QlikSense users to edit and plan directly in Qlik.**

To get the most out of your planning, the Qlik extension Write! Plan allows individual interaction of data analytics and integrated planning in Qlik Sense.



Write! was designed to allow Qlik users to work as efficiently and comfortably as possible within the Qlik solution, implementing complex plans flexibly, reliably and quickly. We recognize that the decisions that make your company successful and competitive are based on these plans and therefore the timely flexibility and accuracy of these plans are paramount. With Write! Plan you have the possibility to create and edit data directly in the software's user interface. This allows you to eliminate completely the need for external tools such as Excel in the planning process. Planning becomes easier, more accurate and more flexible.

**AREAS OF APPLICATION**

The editing and planning functions not only allow for simple adjustments in Qlik, but also enable fast, strategic decisions in real time. Due to the simple handling, the extension can be used across departments. Possible fields of application are:

- Cost and revenue planning
- Budget planning and forecasting
- Sales planning and control
- Quantity planning
- Project planning
- Marketing controlling



**PROJECT PLANNING**  
Project controlling

**FINANCE**

Profit & loss, balance sheet, cash flow  
Cost center planning  
Integrated financial planning  
Investment planning  
Liquidity planning

**MARKETING**  
Controlling  
Budgeting  
Forecasting

**SALES**

Sales planning & forecasting  
Sales dashboards

**HR**

Personnel controlling  
Staff requirements planning

**QUANTITY PLANNING**

## FUNCTIONALITY

With Write! Plan, you can plan in detail at various levels quickly and conveniently, perform quick top-down and bottom-up planning and carry out forecasting based on real historical data.

Write! Plan is a simple input option for planning data that contains complex planning functions. The high level of intuitive user-friendliness enables enormous time savings by eliminating the manual consolidation of data. To support digital decision making and consistent, long-term planning, Write Plan! offers integrated planning that provides the following options:

- › Top-down and bottom-up planning
- › Forecasting
- › Configurable workflows
- › Automatic writing back of the users
- › Multi-user capability
- › Extended data input
- › Cause-effect scenarios (predictive planning)
- › Comment function
- › Deviation, ABC and graphical analysis
- › Automated data import
- › Individual weighting of factors
- › Automatic consideration of all changes in the previous system
- › Drill down to the lowest level
- › Simple transfer of reference data
- › Early warning system through traffic light signals
- › Simulation of different market conditions
- › Integration of master data from various data sources
- › Work in the cloud or on premise
- › Individual authorization concept / rights management / access restriction to protect sensitive data
- › Create new fields such as customers, regions, budget, etc.
- › Spreadsheet (like in Excel)

## THE ADVANTAGES OF WRITE! PLAN AT A GLANCE:

- › Short budget cycles
- › Quick reaction time in case of deviations or changes in the success scenario
- › Transformation of Excel into a professional planning solution
- › Minimal training with high user acceptance
- › Fast and easy data entry
- › Automatic writing back to databases and if required also to the original database
- › Full integration through development on native Qlik APIs
- › Increased interdepartmental exchange
- › Better version control
- › Simple AD connection
- › Consistent security and governance
- › Elimination of individual solutions
- › Minimal manual effort



» *“With Qlik Sense in combination with Write! Plan, we have established a uniform platform on which all relevant data from any source system for the creation of analyses, reports, budgets and forecasts is centrally provided, evaluated and can be commented on.”*

Alexandra Eckelhart, Corporate Controller,  
GABRIEL-CHEMIE Gesellschaft m.b.H.

» *“Thanks to Write! Plan we can completely plan without using Excel as an external tool. Planning is much easier, more flexible and faster. We were able to significantly reduce the time and effort required for monthly and quarterly statements.”*

Alexandra Eckelhart, Corporate Controller,  
GABRIEL-CHEMIE Gesellschaft m.b.H.

**Margin Planning**

PlanID: \_\_\_\_\_ Year: \_\_\_\_\_ Supplier: \_\_\_\_\_ Product Group: \_\_\_\_\_ Product: \_\_\_\_\_ KPI: \_\_\_\_\_ BU: \_\_\_\_\_ Month: \_\_\_\_\_

**Planned Net Result**  
3.245.049.409 €

**Planned Turnover**  
4.602.761.910 €

**Turnover per Plan per Month**

**Profit & Loss**

Layer	Dimension	2020	January	February	March	April	May	June	July	August	September	October	November	December	Sum
1	Turnover		191,921.08	240,728.55	240,728.55	240,728.55	356,509.31	240,728.55	240,728.55	240,728.55	240,728.55	240,728.55	240,728.55	205,015.66	3,01
2	COGS		-8,126.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-8,123.00	-4
3	Marketing		-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-20,833.33	-21
4	Sales		23,916.60	23,916.60	23,916.60	23,916.60	23,916.60	23,916.60	23,916.60	23,916.60	23,916.60	23,916.60	23,916.60	23,917.40	21
5	Tax		-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.66	-29,666.71	-21
Total Column Sum:			109,378.49	158,186.96	158,186.96	158,186.96	273,964.72	158,186.96	158,186.96	158,186.96	158,186.96	158,186.96	158,186.96	202,472.15	2,01

**The Controller can change planned Margins and manage impacts on P&L Statement.**

**Margin Planning:**

Quick overview of margins. Employees can directly visualize and check the effects of different scenarios on the margin.

**Quantity Planning**

Plan: \_\_\_\_\_ Product Group: \_\_\_\_\_ Product: \_\_\_\_\_ KPI: \_\_\_\_\_ BU: \_\_\_\_\_ Year: \_\_\_\_\_ Month: \_\_\_\_\_ Supplier: \_\_\_\_\_

**Actual Quantity**  
496,1k

**Planned Quantity**  
1M

**Monthly Quantity per Plan**

**Total Quantity per Plan**

Layer	Dimension	2020	January	February	March	April	May	June	July	August	September	October	November	December	Sum
1	Totals		94,885	59,860	75,735	118,224	143,465	75,255	66,588	75,075	72,216	60,804	88,918	69,811	1,001,136
Total Column Sum:			94,885	59,860	75,735	118,224	143,465	75,255	66,588	75,075	72,216	60,804	88,918	69,811	1,001,136

**The SalesRep can change planned Quantities and create different Plans / Scenarios.**

**New Budget:**

See at a glance and with just a few clicks what effect a changed budget has on your overall financial planning.

## With INFORM's Write! Edit solution we turn BI into UI!



Adding writeback functionality to Qlik Sense enhances the BI solution and significantly improves the data quality. This makes the need for external tools, like Excel, redundant. Using a wide range of data input types (dropdowns, free text, checkboxes, calendar fields, ratings, etc.) you are able to creatively design applications for your use case.

### WRITE! EDIT ALLOWS YOU TO:

- Edit data live in the user interface
- Create new data in Qlik
- Close the analytics loop
- Switch from chaos governance to a single source of truth
- Write data back to a database (MS SQL, Oracle, PostgreSQL, etc.) or the source system (e.g. SAP) as desired
- Edit your data from mobile devices
- Improve your data quality
- Create your own custom workflows

### THE ADVANTAGES OF WRITE! EDIT AT A GLANCE:

- TED certified
- Enterprise ready
- Secure and professional backend
- First writeback solution for Qlik (more than 5 years experience)
- Easy configuration
- Lifelong free updates
- Zero coding, easy installation, simple configuration
- Outstanding support

» *"The quality of support has been excellent! From day one and setting up the app on premise, right through to any issues we have had along the way, we have been able to contact someone from INFORM and have been able to setup a Support Call within 24 hours."*

Michael Rowe, Qlik Reporting Manager, NHS

## Selected Write! Edit Use Cases:

### 01 Approval Workflow

Creating approval processes is an important topic for many Qlik Sense users. Our demo and many customer projects show how easy it is to implement such approval workflows in Qlik Sense.

### 02 CRM

The combination of Write! Edit and Write! Forms enables the creation of a CRM system integrated with Qlik Sense. Create sales cycles, track customer activities, create new customers and contacts or check your pipeline.

### 03 Project Planning

Write! can be used for creating and managing projects within Qlik Sense. The assignment of responsible persons and the live calculation of the project budget can now be done directly in Qlik. No need for an additional tool, such as Excel.

### 04 Supplier Evaluation

Thanks to our extension, supplier evaluation and a related ABC analysis can now also be implemented in Qlik Sense. The responsible buyer can evaluate his suppliers live in Qlik Sense and use the existing visualizations to present the results.

» *“Write! Edit allows us to share a consistent, coordinated format with our customers and to maintain a regularly updated database centrally in Qlik Sense.”*

Birgit Olbrich, Project Manager, Otto International Ltd.

**Approval Process**

Accounts For Review: 3 of Total Accounts  
 Accounts Checked: 7 of Total Accounts  
 Net Result Reviewed: 2.155.678.117,14 €  
 Reviewed Profit Margin: 62,46%

**Reviewer**

Plan	Product	Year	Net Result	Turnover	Profitmargin	Reviewed	Comment
Budget	Belgia	2020	346.911.279,09	628.038.434,68	35,24%	<input type="checkbox"/>	nope!
Budget	Johnnie Walker	2020	111.226.418,17	326.625.689,44	34,05%	<input type="checkbox"/>	Ok, looks good.
Budget	Chivas Regal	2020	120.841.922,93	196.770.450,76	61,41%	<input type="checkbox"/>	Better check your figures again!

**Approver**

Plan	Product	Year	Net Result	Turnover	Profitmargin	Reviewed	Approved	Comment
Budget	Russian Standard	2020	651.077.466,52	1.089.735.271,37	59,75%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Values too high, please review!
Budget	Moskovskaya	2020	313.492.235,06	623.179.459,15	49,64%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	-
Budget	Finlandia	2020	374.817.537,47	608.631.113,85	61,48%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	-
Budget	OVO	2020	233.614.849,72	365.706.526,19	63,08%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	perfect
Budget	Jim Beam	2020	301.831.581,59	453.018.923,88	66,82%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Final figures.
Budget	Tullamore Dew	2020	134.191.679,08	229.480.237,49	58,48%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	-
Budget	Glenfiddich	2020	146.623.781,58	246.504.190,63	60,16%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Looks good.

**Approver Summary:**  
 Accounts For Approval: 2 of Total Accounts  
 Accounts Approved: 5 of Total Accounts  
 Net Result Approved: 1.270.985.700,90 €  
 Approved Profit Margin: 63,68%

**Reviewer Instructions:**  
 A Reviewer can confirm planned items to mark these as candidates for approval and assign these to the Manager.

**Approver Instructions:**  
 The Manager can approve items, so that they show up in the corresponding validated KPIs.

**Approval Process:**

Have your supervisor approve changes in planning or have them checked by colleagues. Ensure long-term, high-quality financial planning.

**Sales Plan**

Level	Dimension	2018				
		January	February	March	April	May
1	→ Gesamt	290.292	315.542	401.896	470.409	361.066
1.0	→ Nord	58.104	58.085	53.376	20.408	34.526
1.0.0	→ Decler	50.104	58.085	53.376	20.408	34.526
1.0.0.0	The Corner Store	50.104	58.085	53.376	20.408	34.526
1.1	→ Ost	240.189	257.457	348.510	450.000	326.530
1.1.0	→ Miller	150.707	136.578	163.266	193.904	103.611
1.1.0.0	Priority Clothing	76.923	29.827	21.970	14.634	10.990
1.1.0.1	Rods & Vite	65.935	72.214	72.215	89.636	73.782
1.1.0.2	Wildlands Camping	7.849	34.537	69.073	69.634	18.839
1.1.1	→ Urban	89.482	120.879	185.244	256.096	222.919
1.1.1.0	Antje Herlich	4.712	43.525	21.977	43.730	31.395
1.1.1.1	Kleidung Gröcklich	12.559	10.990	32.967	95.976	40.876
1.1.1.2	Schule-Steak	14.138	35.117	76.424	38.413	53.376
1.1.1.3	Wanderstore	18.698	34.837	20.408	48.730	28.288
1.1.1.4	Young Fashion	47.385	4.710	37.968	40.745	69.074
Total Column Sum:		290.292	315.542	401.896	470.409	361.066

**Security Management**

Logged in as: User\mestory@write.com

Number of rules / user:

USERID	Total rules
Gesamtwerte	1
INFORM-AD\TCOBR	2

**Manage existing Section Access rules**

Section Access Rule ID	USERID	Access	Reduction on Region	Reduction on SalesRep	Reduction on Cust
249451080	INFORM-AD\TCOBR	USER	Nord		
336837373	INFORM-AD\TCOBR	USER	Ost	Decler	The Corner Store

**Create new Section Access rule...**

Create new SA rule for user: User

New Section Access Rule ID: 380490345

Access: USER

Reduction on Region: +

Reduction on SalesRep: +

Reduction on Customer: +

Comment:

**Section Access Management and Workflows:**

Eliminate the need to manually manage section access rules in Qlik data models or dusty Excel files! With our Section Access Management it is no longer necessary to manually perform tasks like duplicating/publishing Qlik applications with new section access rules!

Write! Gantt is an intuitive project planning timeline extension for Qlik Sense. Keep your projects on track, stay within budget, optimize resources and forecast accurately.



### EVENT MANAGEMENT

Planning agendas: sessions and speaking slots



### MANUFACTURING

Editable process visualization  
Controlling of process fulfillment  
Identifying delays



### MARKETING & SALES

Campaign planning  
Visualizing and editing tasks  
Identifying conflicts



### HOTEL & TOURISM

Annual and seasonal trends  
Room and booking plan



### CONSULTING

Registration of project milestones  
Total overview of the project horizon



### HEALTHCARE INDUSTRY

Visualizing e.g. vaccine trial-phases  
Patient history

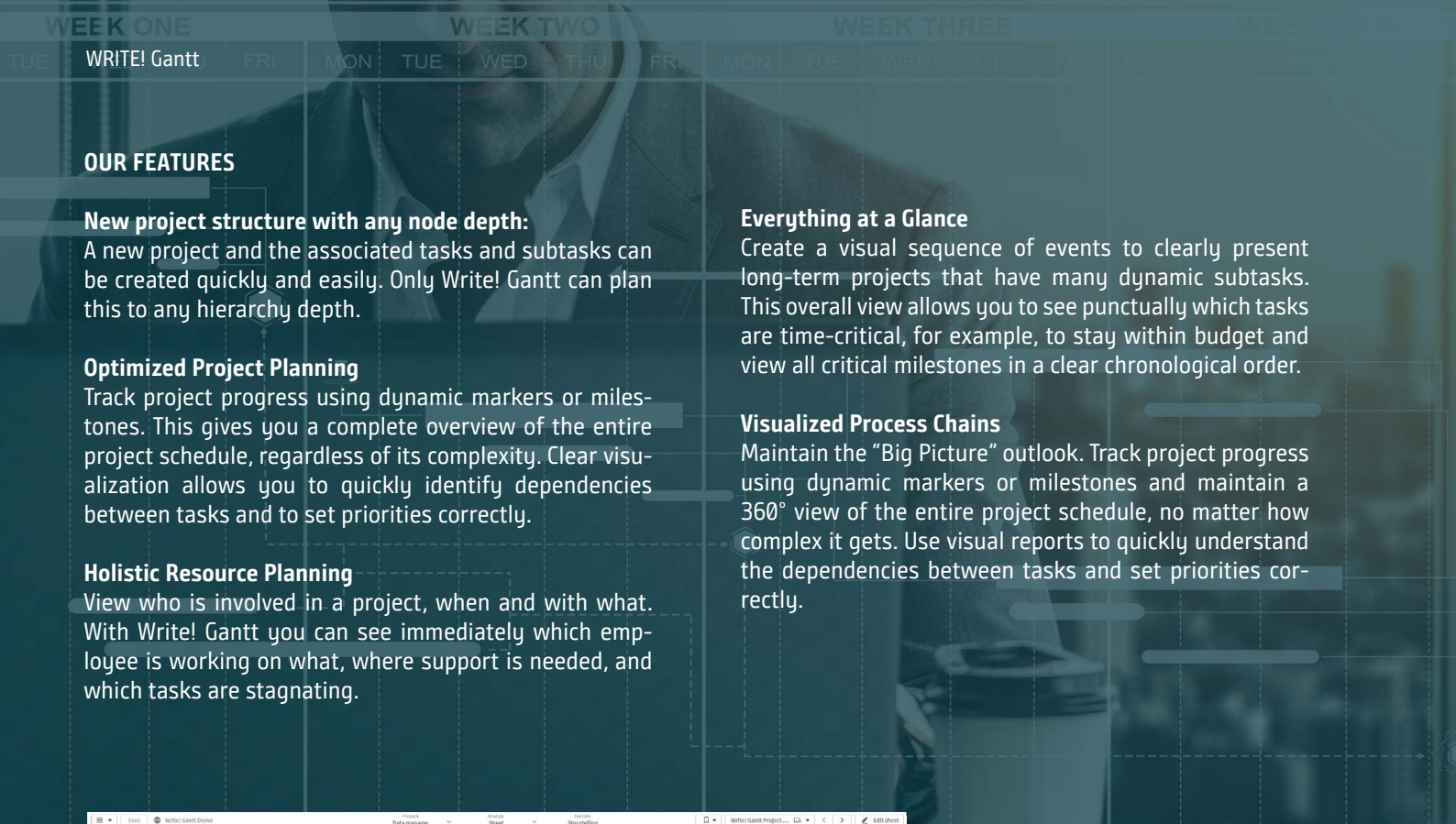


Write! Gantt is an interactive project illustration helping Qlik users visualize deadlines of tasks, upcoming activities and the overall project timeline in one place. The extension allows the user to understand, through visualization, the relationship and dependencies between pieces and stages of the project. Write! Gantt displays entire projects in a single editable illustration showing tasks and events on the horizontal bars and time intervals on the vertical axis.

Write! Gantt not only displays data but allows users to edit and add to the data!

### FUNCTIONALITY

- View, edit, add and delete projects, tasks, milestones, and links
- Full support of interactivity
- Range and zoom control
- Creative control over projects, tasks, milestones, and links
- Add reference lines to define dependencies between tasks, projects and milestones
- User-defined time periods
- User-defined milestones
- Display of holidays and weekends



## OUR FEATURES

### New project structure with any node depth:

A new project and the associated tasks and subtasks can be created quickly and easily. Only Write! Gantt can plan this to any hierarchy depth.

### Optimized Project Planning

Track project progress using dynamic markers or milestones. This gives you a complete overview of the entire project schedule, regardless of its complexity. Clear visualization allows you to quickly identify dependencies between tasks and to set priorities correctly.

### Holistic Resource Planning

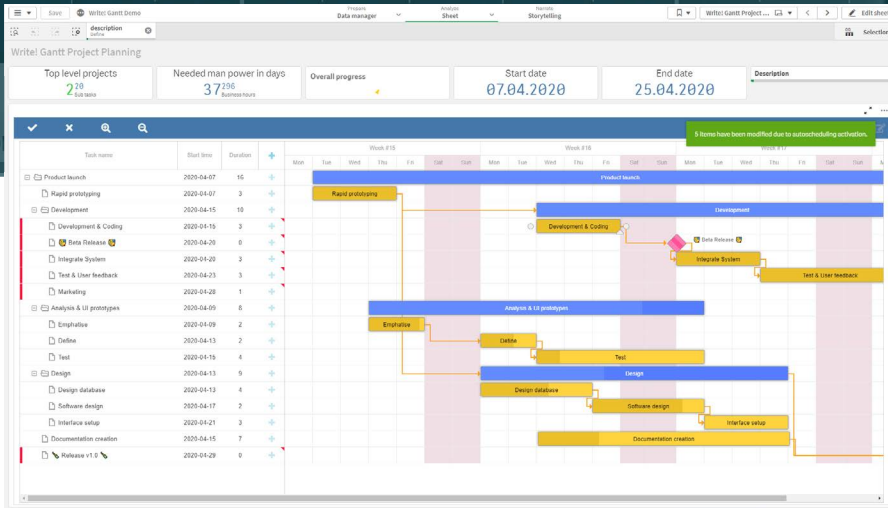
View who is involved in a project, when and with what. With Write! Gantt you can see immediately which employee is working on what, where support is needed, and which tasks are stagnating.

### Everything at a Glance

Create a visual sequence of events to clearly present long-term projects that have many dynamic subtasks. This overall view allows you to see punctually which tasks are time-critical, for example, to stay within budget and view all critical milestones in a clear chronological order.

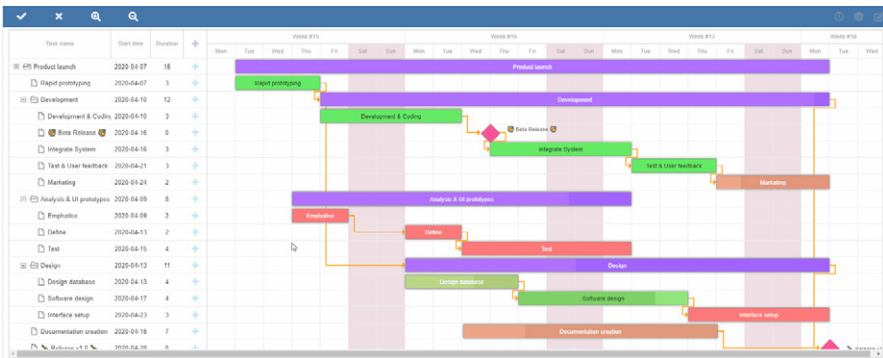
### Visualized Process Chains

Maintain the "Big Picture" outlook. Track project progress using dynamic markers or milestones and maintain a 360° view of the entire project schedule, no matter how complex it gets. Use visual reports to quickly understand the dependencies between tasks and set priorities correctly.



### Apply, Edit and Reschedule:

Tasks, projects, milestones and links can be edited, added or deleted and the project plan is automatically rescheduled accordingly.



### Colorization:

All projects, tasks, milestones or links can be colored individually. This ensures direct visual feedback at any level.



» "When we made our monthly forecast in the past, the controllers in each department were busy for up to 1.5 days. Today, the plan version is created within two hours and then users can incorporate their changes. We had loading times of approx. 3 to 4 hours in our old DW. An SAP data extraction takes about 30 minutes with Qlik Sense."

Patrick Lowski, Senior Commercial Officer and Co-Project Manager, Controlling2.0@CLH, Lufthansa CityLine GmbH

## SELECTED REFERENCES & PARTNER



ottointernational



DAIMLER



Lufthansa Cityline

MEHRWERK  
WIR SCHLIESSEN LÜCKEN



## CONTACT



To find out more about our Write! solutions visit us at [www.write.bi](http://www.write.bi)

John Henry Mee  
Email: [info@write.bi](mailto:info@write.bi)  
Phone: +49 (0) 2408 9456 4000

