

# Coca Cola FEMSA closes deal with Qlik via Marketplace

FEMSA, the largest Coca-Cola bottler, sought to migrate large volumes of data from SAP and other external sources to accelerate benefits to its business units, with analysis solutions such as Pricing, Price and Promo, Perfect Order, among others

**Qlik** was the solution that made it possible, providing greater flexibility and also implementing the latest SAP ECC data analysis capabilities in Azure at FEMSA.

The solution includes Qlik Data Integration in Azure, considering the SAP data value and extending it to Azure Datalake and Synapse, giving a complete view of all its data with a powerful, secure and unified cloud analytics solution.

## Qlik customer benefits

- **Proven scalability:** supports many concurrent users with the unlimited scale of Azure Synapse and features for lightning-fast query performance with Power BI.
- **Cost savings:** experience industry-leading performance at an unbeatable price – costs up to 94% less than other cloud providers.
- **No vendor lock-in:** implement the latest advanced analytics capabilities on SAP data by creating a data mart in Azure Synapse.

## How did the Microsoft Commercial Marketplace add value to the solution purchase?

### FEMSA

For FEMSA, purchasing through the Azure Marketplace represented a massive **agility in the acquisition processes**.

It took advantage of the current agreement with Microsoft Azure and thus avoided registering Qlik as an additional supplier.

**Everything got under a single Azure account**, simplifying the way they buy new solutions and allowing deployment to happen immediately after the purchase.

Another great benefit was reducing **the consumption commitment** that FEMSA has with Azure.

### Qlik

For Qlik, selling via Azure Marketplace allowed them to access **multiple customers**, greatly accelerating **the sales cycle** and **managing the sale** without creating a new contract or separate invoice.

For example, by having the option to **extend a private plan**, Qlik was able to negotiate directly with FEMSA, adapting to the client's needs, and growing personalized prices and conditions.

It was also possible extending the solution through this channel, which added more value to both companies at the time of purchase.