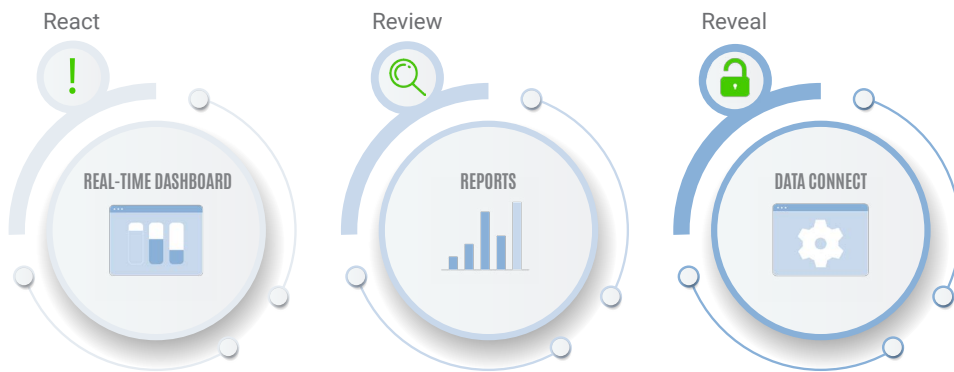# QMATIC DATA CONNECT

Unlocking your most valuable insights

Data Connect is a Business Intelligence (BI) API that helps Qmatic users gain powerful insights into their customer journey data.

Simple and convenient to set up and use, Data Connect lets you bring this rich data into your own BI/Data Visualization tools such as Microsoft Power BI, Tableau, Spotfire, Qlikview and others. On top of being able to use your preferred data analysis tool, it also makes it easier for you to combine your customer journey data with other sources like sales, weather, footfall, and production data to reveal even deeper insights.

Customer Journey Management Analytics by Qmatic

React — REAL-TIME DASHBOARD

Review — REPORTS

Reveal — DATA CONNECT

With the addition of Data Connect to the existing Qmatic real-time dashboard and reports, you have the possibility to slice data your own way and using your existing BI tools. Helping you dig deeper and learn more about improving and optimizing your customer services processes — whether it is to manage costs, increase sales, optimize staff/branch performance or boost the customer experience.

Make a deeper connection with your data

- Use your favorite BI tools such as Power BI, Tableau and Qlickview

- Easily import 70+ data points from the Qmatic platform

- Cross-reference customer journey data with data from other operational systems

- Import customer journey data into your chosen cloud solution such as Azure Data Factory

- Start using the data directly with no need for pre-processing or modeling

- Integrate and store your data securely with safe encryption during transit

- Scale up integration and storage as needed

- Control user access through the administrative portal

QMATIC

"Your API is easier than any other API I've ever used."

BI ANALYST, DENVER CO, USA

How Data Connect works

The Data Connect API lets you access CJM data from the convenience of your chosen BI or data visualization tool. The data is exposed using web technologies to make sure that there is maximum compatibility. You can easily import data into your own tool and directly start making your own reports or dashboards without having to resort to any data preprocessing or modeling. The API is designed in such a way that the data is safely encrypted during transit. You also have full control over who has access to the API and your data, thanks to an administrative portal.

Data Connect is designed with system integration in mind to enable advanced analytics and storage in your systems. You can incrementally pull all your data into your system for further processing. The technologies that enable this are carefully chosen to make the process very easy, scalable and secure.
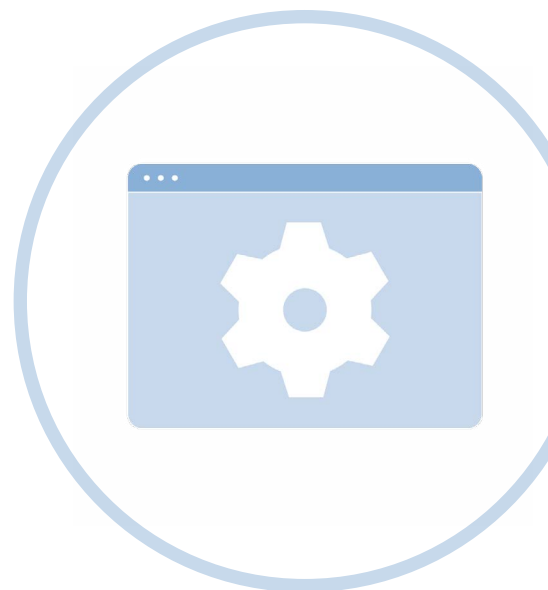
Simple, standardized, and open

Data Connect works via OData, an open data protocol that allows the creation and consumption of queryable and interoperable REST APIs in a simple and standard way.

Put simply, OData is a smooth and easy way for BI users to get specific data from one system to another. Letting you query and share data between unconnected systems or even merge all your various data sources into a single, consolidated view for faster and more powerful insights.

Next step

To find out more about the Qmatic Data Connect API, contact your Qmatic representative for information or ask for a demo.

Getting the full value from your customer journey data

With the Data Connect API, you can use BI or Data Visualization tools seamlessly on your customer journey and other data. And uncover new insights and hidden value to help you:

- Streamline processes

- Shorten transaction times

- Optimize planning and scheduling of staff, rooms, or equipment

- Find the optimal queueing time

- Make better, data-driven decisions

- Learn and discover even more

QMATIC

Qmatic is a global leader in reshaping connections between people and services for truly excellent customer experiences. Working seamlessly with partners all over the world, we provide over 2 billion customer journeys every year, on more than 65,000 systems, in over 120 countries and across several sectors such as finance, healthcare, retail and public services. Creating a world where everyone can access the services they need.

Contact us info@qmatic.com
See **qmatic.com** for more details and a sales representative near you

Corporate headquarters are situated in Mölndal, Sweden with Qmatic sales and service offices in Atlanta, Bocholt, Dubai, Paris, Katwijk, Madrid and Zaventem. Through smart and future-forward technology, we help our clients create truly excellent customer and employee experiences as well as smoother, more efficient operations – every day and all around the world.

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