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The Empowered Consumer

Social Networking

Apps

Search

Mobility

The Empowered Consumer
Traditional BI

IT-Driven

Prepackaged Reports

Vendor Stack

Slow Time to Value

High Cost

BI doesn’t serve the business

IT Department
QlikView Business Discovery
An End User-Driven BI Approach
Business Discovery
Insight Everywhere

- Insight created and delivered to the edges of the organization
- Bottoms-up approach puts end users in control
- Empowers workgroups, departments and business units to harness data for better decisions
Business Discovery
Zero-Wait Analysis

- Radically collapses time to insight
- Traditional BI takes weeks, months, years and sometimes never delivers results
- QlikView lets end users instantly tap directly into data on their own
- Users can ask all the questions they want and get answers on the fly
Business Discovery
Total Mobility

• Delivers live data and analysis so users can answer any question they want on the go

• Supports a new world of mobile applications

• Available on large-form mobile devices like the iPad, and on iPhones or Android devices

• Total freedom from the desktop
Business Discovery
Social and Collaborative

• Creates a community of users engaged in wiki-like decision-making

• Enables users to share and collaborate on insight and analysis

• Drives critical knowledge that can cascade across an organization
The QlikView Business Discovery Platform Works With What You Have

- Complementary to traditional BI and ERP
- Purpose-built connectors for popular applications, including SAP and Salesforce.com
- Better leverage investments in existing business and warehousing assets
- Higher ROI on entire enterprise stack investment
Business Discovery
App-Driven

• Shifting away from heavyweight enterprise applications to lightweight apps

• Think iTunes: Hundreds of apps

• QlikView apps are created by the people that use them

• Apps are purpose-built and designed to solve specific business problems
Business Discovery
Remixability and Reassembly

• Create new visualizations on the fly for deeper understanding

• Business users can precisely combine and assemble data any way they want

• Because data is in memory, business users can instantly access and analyze all their data
The QlikView Business Discovery Platform

How It Works

**Consolidate** information rapidly from any data source

**Search** data with Google-like ease

**Visualize** data with state-of-the-art graphics
The QlikView Business Discovery Platform
Enterprise Proven

QlikView
Business Discovery Platform

- Security
- Scalability
- Consolidate
- Search
- Visualize
- Enterprise Manageability
- Deploy Anywhere
Business Discovery
Business User-Driven BI

App Model
Remixability and Reassembly
Social and Collaborative
Mobility

Insight Everywhere
QlikView: Gartner 2011 BI Magic Quadrant Leader

- “Data discovery platform momentum accentuates the need for a portfolio approach.”
- “QlikTech is the poster child for a new end-user driven approach to BI.”
- “With ‘ease of use’ now surpassing ‘functionality’ for the first time as the dominant BI platform buying criterion in research conducted for this report, vocal, demanding and influential business users are increasingly driving BI purchasing decisions.”
A New Kind of Software Company

- U.S.-based company, founded 1993 in Sweden
- 19,000 customers in 100 countries
- 1,100 global partners
- 1,000 employees across 28 offices in 23 countries
- NASDAQ: QLIK
- Motley Fool: “Top 5 2011 tech stock”
- Change Their World grant program
Summary

• QlikView reflects a shift to end user-driven BI
• Gartner: QlikView is the “poster child” for this new approach
• Organizations need a portfolio BI strategy
• QlikView bridges the gap between traditional BI and standalone office productivity software
• Offers anywhere, anytime access on any device
• Yields extraordinary results
What Makes QlikView Unique

- Associative experience
- Speed-of-thought analysis
- Rapid time to value
- User-centric interactivity
- Access to relevant business data — from anywhere
MORE INSIGHT = BETTER RESULTS