

## ASSOCIATIVE ANALYTICS

Business intelligence (BI) expectations have changed forever. Fast-moving businesses no longer accept overly-complex software designed for a handful of power users, involving long deployment cycles and low project success rates. The QlikView platform offers something no other BI provider does: true simplicity that delivers instant, one-click business answers for all users, not just power users. It enables users to be both curious and creative. On top of that, QlikView is easy to use, deploy, and manage, and our customers' time to value is measured in days and weeks — not months and years.

### QLIKVIEW IS EASY TO USE

The key to QlikView's success is its unique, associative experience. Associative, in-memory analysis and reporting means one-click access to visually rich, interactive dashboards anyone can build and modify quickly. It enables users to see and know their businesses in new ways and interactively explore data without limits. Users can engage their data with blazing speed, resulting in more informed, proactive decisions.

### ASSOCIATIVE SEARCH

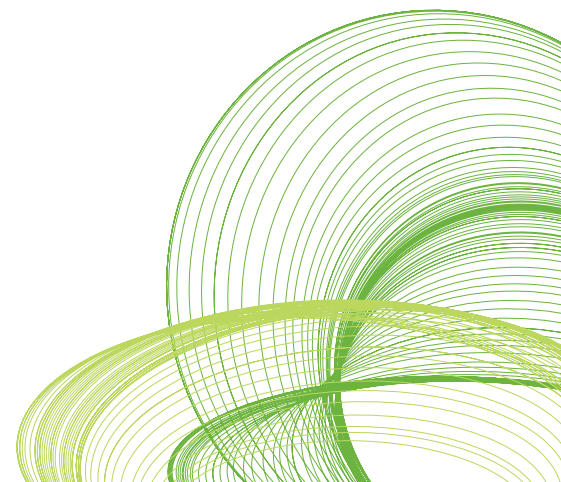
Associative search is a simplified, everyday search tool embedded in QlikView. It helps people find data using the keywords that make sense to them. They can explore data knowing only associated facts — they can find data even when they don't know the data structure or syntax. They can search using keywords and let QlikView find the permutations.

Imagine a marketing manager returning to the office after attending a trade show. He wants to recall who it was that he met but can only remember where the person worked and what their role was. Associative search lets him search a list box of contact names using just these two facts to get to all the possible matches.

### EASY TO USE

Users love QlikView for its:

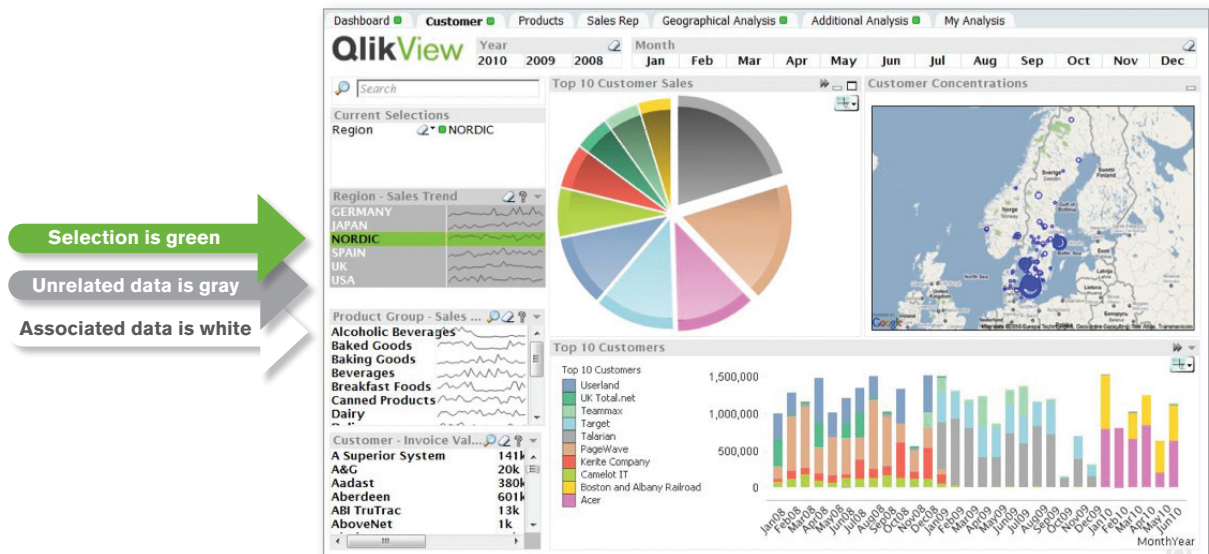
- Associative search
- Intuitive user interface
- Boundless visualizations
- Speedy response time
- Flexible analysis
- Integrated dashboards, analysis, and reporting
- Anytime, anywhere access
- Collaboration capabilities



## INTUITIVE USER INTERFACE

QlikView's color coded, point-and-click user interface makes it extremely intuitive and easy to learn. Designers and even end users can make changes to QlikView applications in seconds, enabling them to respond quickly to the changing BI needs of an organization. QlikView offers hundreds of possible chart and table types and varieties: list boxes for exploring and selecting data dimensions, statistics boxes, charts and graphs, and many other visual interface elements. Users can click on any element to explore the data and identify associations and outliers. QlikView is easy to learn and easy to use, typically requiring no more than an hour of end user training.

## QlikView has a rich, visual user interface



## BOUNDLESS VISUALIZATIONS

Out of the box, QlikView supports more than a dozen and a half different visualizations such as radar charts, scatter charts, and Mekko charts. With QlikView extensions, designers can create custom visualizations and user interface components for use within QlikView. Extensions can be used to bring mapping tools, Gantt charts, tag clouds, infographic charts, or any other visualization into QlikView. Once integrated into QlikView applications, custom and third-party visualizations can take advantage of QlikView's core capabilities.

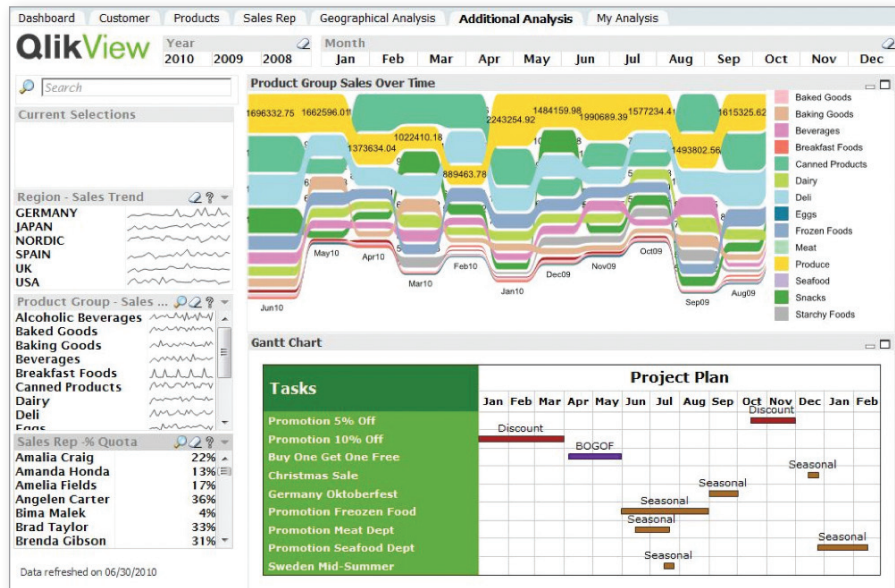
## MAXIMUM POWER...

QlikView has consistently demonstrated how it maximizes the efficient use of available memory in advanced 64-bit, multi-core hardware. It can support thousands of users or billions of data records. QlikView leverages every ounce of hardware and every byte of memory. QlikView has been featured as a premier solution at Intel hardware launches to demonstrate the processing power of Intel's advanced architectures, confirming that QlikView is a flexible and highly-scalable BI tool.

## ...AT A FRACTION OF THE COST

Because of its associative, in-memory architecture, QlikView's total cost of ownership is a fraction of that of traditional BI solutions. In August 2010, Aberdeen Group published a research brief called "QlikView Customers Outperform Best-in-Class with Dashboards." According to this study, organizations that deployed QlikView were able to deliver dashboards to end users at a one-year cost per user that was roughly three quarters that of the best in class.<sup>1</sup>

## Extensions provide boundless possibilities for data visualization



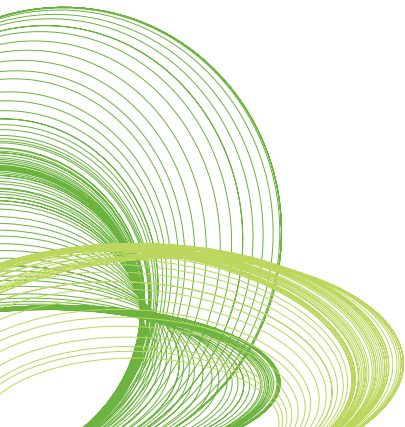
## SPEEDY RESPONSE TIME

QlikView scalability and performance is driven by mainstream availability of 64-bit hardware with reduced power consumption, multi-core processors, and a continuous fall in the cost of memory. QlikView handles enterprise-scale deployments, with nearly instant query response time, running on standard hardware.

Dealing with billions of data records for ad hoc analysis means high processing demands for data reload. QlikView addresses this with incremental data loads, thereby decreasing refresh times from hours to minutes and reducing the load on underlying data stores.

## FLEXIBLE ANALYSIS

Our philosophy is that software should easily fit the business — it must be flexible. Why is this so important? Because flexibility is a pre-requisite to fast deployment, quick time to value, and ongoing business relevance. Business analysts can build measures, charts, and comparisons any way they want to suit the needs of the business. End users benefit from the fact that data does not have to be pre-aggregated. They can explore their data to get a complete picture of the business without requiring changes to cubes, models, or queries.



QlikView customers can prototype with their data very quickly – in line with their own requirements, not ours. In the August 2010 Aberdeen Group research brief, “QlikView Customers Outperform Best-in-Class with Dashboards,” the research firm stated that QlikView users were on average able to drive a revision to dashboards from conception to completion in a single day, as opposed to an average of 3.5 days for all respondents.<sup>1</sup> And in August, 2010, Business Application Research Center (BARC) published a report called, “The BI Survey 9 – The Customer Verdict.” BARC found that QlikTech was among leaders in implementations within 3 months and 85% of customers had implemented within 6 months.<sup>2</sup>

## **INTEGRATED DASHBOARDS, ANALYSIS, AND REPORTING**

QlikView is all about simplicity. It provides all the features of traditional BI tools in a single platform. QlikView can extract and transform data from one or more sources (e.g., ERP, text, Excel, and XML). QlikView is click-driven and provides state-of-the-art visualization capabilities using dashboard-style charts, graphs, and tables. Users quickly find information at their fingertips – even when on the road, using mobile devices.

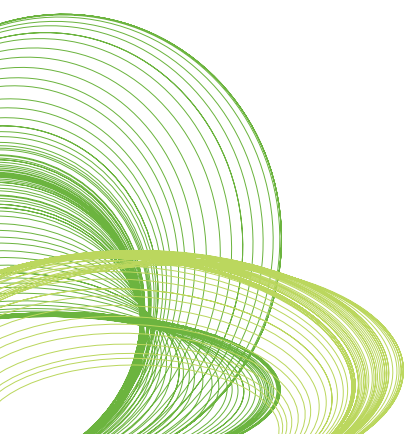
Further, users can share insights with colleagues through integrated emailing, reporting, and printing reports, as well as sharing bookmarks. Live integration of QlikView objects with Microsoft Office applications delivers analytic content into presentations and documents. By incorporating all of these BI capabilities into a single architecture, QlikView meets the dashboard, analysis, and reporting needs of a wide variety of users throughout the organization.

## **ANYTIME, ANYWHERE ACCESS**

Remote and travelling users have full access to QlikView analysis and reporting while they're on the road. Laptop users in offline mode can work with a downloaded QlikView as if they were attached to the QlikView Server. Our mobile clients offer more than simply presenting a PDF report in a browser on a mobile phone. Using the Apple iPad and iPhone, Android devices, and BlackBerry devices, users can access and interact with applications on the QlikView Server from anywhere they have Internet access.

<sup>1</sup> For more information see the August 2010 Aberdeen Group research brief, “QlikView Customers Outperform Best-in-Class with Dashboards” at: <http://www.aberdeen.com/Aberdeen-Library/6776/RB-business-intelligence-dashboards.aspx>.

<sup>2</sup> For more information see the August 2010 BARC study, “The BI Survey 9 – The Customer Verdict” at <http://www.bi-survey.com/product-overview.html>.



## EASY TO DEPLOY AND MANAGE

IT Administrators appreciate QlikView's:

- Multiple client deployment options
- Multiple server deployment options
- Secure, controlled data access

## COLLABORATION CAPABILITIES

Unlike traditional BI solutions that make users adapt to the software's interface and methodologies, QlikView adapts to users' needs. It supports collaboration and allows users to find and share analysis and insight with just a few clicks. Designers can personalize applications, reports, and graphs for specific needs and distribute them to users and groups. QlikView eliminates traditional BI's ongoing issue of creating islands of knowledge containing multiple versions of the truth. In contrast, QlikView users collaborate from within a single version of the truth, sharing mutually beneficial insights.

## QLIKVIEW IS EASY TO DEPLOY AND MANAGE

QlikView's single-solution approach and range of deployment options make the platform easy to maintain, resulting in a low total cost of ownership.

## MULTIPLE CLIENT DEPLOYMENT OPTIONS

QlikView adoption may start small with just one download, but this revolutionary, game-changing tool can easily evolve into an enterprise-grade BI deployment supporting billions of rows of data or thousands of users — underpinned by a resilient, scalable infrastructure.

We offer a variety of deployment options: installed Windows client, Internet Explorer plugin, mobile clients, and a browser-independent, download-free Ajax client. Employees, suppliers, distributors, and customers alike can connect to a QlikView Server using a standard web browser without losing the feature-rich interactivity that characterizes QlikView.

## MULTIPLE SERVER DEPLOYMENT OPTIONS

QlikView can scale to support thousands of connected users, giving everyone in the organization access to one shared version of the truth. With QlikView, an application originally intended for a single user or small group can be deployed to many others simply by adding memory and processing power. The application itself does not have to be changed.

QlikView Personal Edition is usually the starting point for our clients' deployments. QlikView Desktop enables document sharing. QlikView Server adds a layer of solid management functionality. QlikView Publisher delivers enhanced scheduling and administration. Clustering QlikView Servers provide maximum scalability, performance, and resilience. QlikView in the cloud increases resilience, and provides dynamic scalability at zero capital cost.

## **SECURE, CONTROLLED DATA ACCESS**

The QlikView platform ensures that enterprise security policies are enforced. It applies security policies to data, applications, and even individual QlikView objects – as well as users and groups. QlikView works with Microsoft Active Directory, NT LAN Manager (NTLM), and third-party security models. QlikView's security model can be extended from simple document access all the way through to data distribution, with control over individual charts, field level displays, and functions within each application.

QlikView Publisher (an add-on to QlikView Server) ensures that the right information reaches the right user at the right time in the right format. It allows for complete control of the distribution of an organization's QlikView applications, automating the data refresh process. In addition, Publisher ensures PDF reports are distributed on time and applications are securely distributed to the right users through QlikView AccessPoint. Distributing PDF reports to users requires the optional QlikView PDF Report Distribution module.