



Welcome!

October 1st, 2009

CHAMPS Software



**Come Learn How to Build
Interactive Dashboards In Less than
1 hour**

Your Presenter Today:

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My Goals for Today

1. Simplicity
2. Awareness + Choice
3. Rules Changing / Disruptive Technology
4. Demonstration – Let's Prove it!





Agenda

- Phase 1 First ~ 15 minutes:
 - What is QlikView?
 - How is QlikView Different?
 - Business Challenges for reporting and analytics
- Phase 2 ~30 minutes
 - Proof is in the pudding – Let's build a dashboard!!
- Phase 3 ~ 15 minutes
 - Q & A
 - Seeing Is Believing!



About QlikTech

Heritage

- Founded in 1993 in Sweden
- R&D located in Lund, Sweden
- World HQ in Radnor, PA
- Granted patents on in-memory associative technology
- Nine major QlikView product releases
- QlikView 9 released in June 2009
- Lead investors – Accel Partners and JVP



Board

- **Paul Wahl**, former COO Siebel and CEO, SAP America
- **Alex Ott**, JVP, former President, Siebel North America
- **Bruce Golden**, Accel, former Executive, Sun, Illustra and Informix
- **Claes Björk**, former CEO, Skanska
- **Måns Hultman**, Chairman, QlikTech
- **Lars Björk**, CEO, QlikTech

Organization

- Management Team:
 - Former executives from SAP, Siebel, Oracle, PA Consulting, Mactive, Intenia
- 441 employees across 22 offices in 12 countries
- More than 300 partners
- Headquartered in US (Radnor, PA)

Results

- Leading provider of next generation BI solutions
- Fastest growing BI software company in the world for three years running (2006 – 2008) according to IDC
- Profitable, annual revenue growth of ~80%
- Over 12,000 customers in over 92 countries
- Adding 13.9 new customers every day
- Over 500,000 live users
- Only 1 ?





Simplifying Analysis for Everyone

Everyone Else

“Fast Implementation”

“Easy-to-Use”

“Powerful”

“Flexible”

“Integrated”

QlikView New Rules

- **Fast Implementation...** Customers are live in less than 30 days, and most in a week
- **Easy to Use...** End users require no training and enjoy “Qliking” through the application
- **Powerful...** Near instant response time on data volumes as high as a billion records across thousands of users
- **Flexible...** Allows unlimited dimensions and measures and can be modified in seconds
- **Integrated...** Dashboards, analysis and reporting in a single solution and on a single architecture





Simplifying Analysis for Everyone

Everyone Else

“Low Cost”

“Risk-Free”

QlikView New Rules

- **Low Cost...** Less costly, shorter implementations result in fast return on investment
- **Risk-Free...** Fully-functional free trial download, and a seeing-is-believing experience

QlikView Value Proposition: 1/4 the Time, 1/2 the Cost, 2x the Value





What makes QlikView Different?

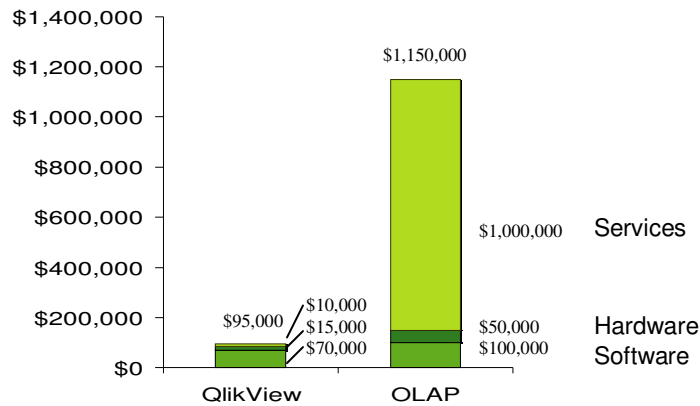
- QlikView works the way your brain works using associations to connect data
 - Transforms SQL into AQL
- QlikView shrinks large data sets down to about a 1/10 of its size and loads this data into Memory
- Can process BILLIONS of rows of data in memory on one piece of hardware
 - No need for data warehouses or OLAP cubes





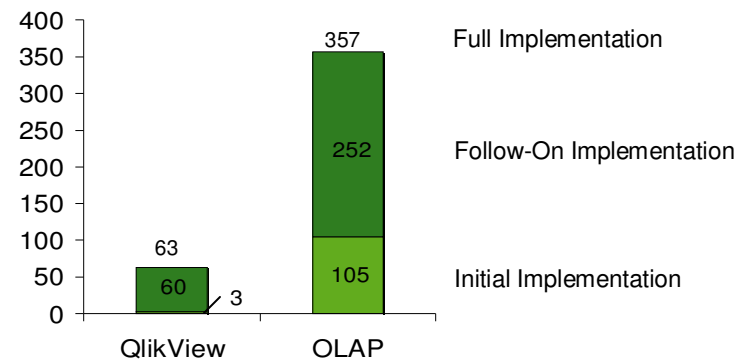
TCO Comparison – QlikView versus OLAP Cubes / Data Warehouses

Initial Investment



QlikView is 1/10 the Cost in Initial Investment

Speed of Deployment (In Days)



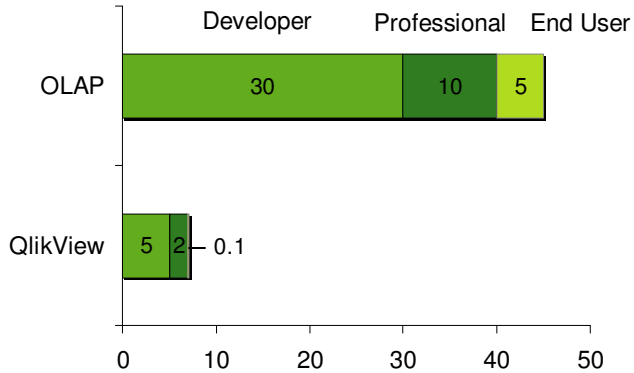
QlikView is 1/6 the Time To Deploy





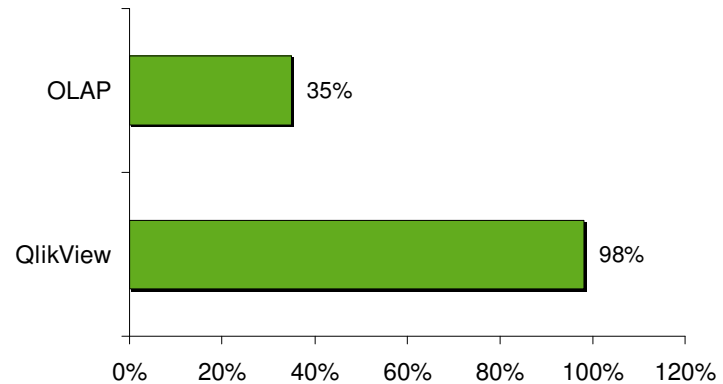
TCO Comparison – QlikView versus OLAP Cubes / Data Warehouses

Time to Proficiency (In Days)



QlikView is 1/6 the Time to Become Proficient

Project Success Rate



QlikView Is ~ 3x More Successful





Simplifying Analysis!

- This...

Fiscal Year		
2003	2004	2005
Fiscal Month		
Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec
Division Name		🔍 🗑️
Domestic	International	
Region Name		🔍 🗑️
Canada	Central	International
Northeast	Southern	Western
Product Type Desc		
Breakfast Foods		⬇
Dairy		
Eggs		
Baking Goods		
Beer and Wine		
Bread		
Candy		
Canned Anchovies		⬆

- Equals This...

WHERE [Fiscal Year] = 2004

AND ([Fiscal Month] = 'Apr' OR
[Fiscal Month] = 'May' OR [Fiscal
Month] = 'Jun')

AND [Division Name] = 'Domestic'

AND ([Region Name] = 'Northeast'
OR [Region Name] = 'Southern')

AND ([Product Type Desc] =
'Breakfast Foods' OR ([Product
Type Desc] = 'Dairy' OR [Product
Type Desc] = 'Eggs')



Business Challenges around reporting and analytics...

- **What our clients are telling us everyday:**
 - Our Database structures are large and complex; we don't understand it.
 - It's difficult & time consuming to build reports with many tables.
 - It is difficult to visualize our data graphically.
 - We are struggling with bringing in data from "XYZ" system and our other systems
 - We spend countless man hours using Excel to analyze data.
 - We are the mercy of IT when we need data or reports
 - We are wasting tons of paper.

WE WANT QLIKVIEW!





Let's build a dashboard together...

- Time to have some fun!
- Two Parts to building a QV Application
 1. Load Script – connect to 6 tables
 - Customers, Orders, OrderDetails
 - Categories, Products, Employees
 2. Designer – build out the GUI
 1. List Boxes, Charts, Statistics
 2. Search Buttons, Pivot Tables





The Seeing Is Believing Event

- Do you find this interesting?
- Would you like to try a sample?
- Let us build an application for you....
 - We do it all the time!

- The SIB Process...

Want to get started?

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