



**Welcome!**

**July 28<sup>th</sup>, 2009**

**CHAMPS Software**



**Come Learn Why QlikView Is  
Changing The Rules of Business  
Intelligence!!**

Your Presenter Today:

**Chuck Patel, President, Business Intelligence Div.**

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# My Goals for Today

1. Simplicity
2. Awareness + Choice
3. Answer some questions
4. Let's have fun!



# Agenda

- What is QlikView?
- How is QlikView Different?
- Business Challenges for reporting and analytics
- Examples Dashboards
- Seeing Is Believing Event
- Next steps



# About QlikTech

## Heritage

- Founded in 1993 in Sweden
- R&D located in Lund, Sweden
- 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 10,000 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 does this mean for you?

If you already have a BI tool like Business Objects, Cognos or any other traditional BI vendor....

- THAT'S OK!
- QlikView doesn't need to displace these tools...
- QlikView can peacefully co-exist with them because it is so unique in how it works.



# 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



# QlikView Compared to BO / SAP

## Business Objects

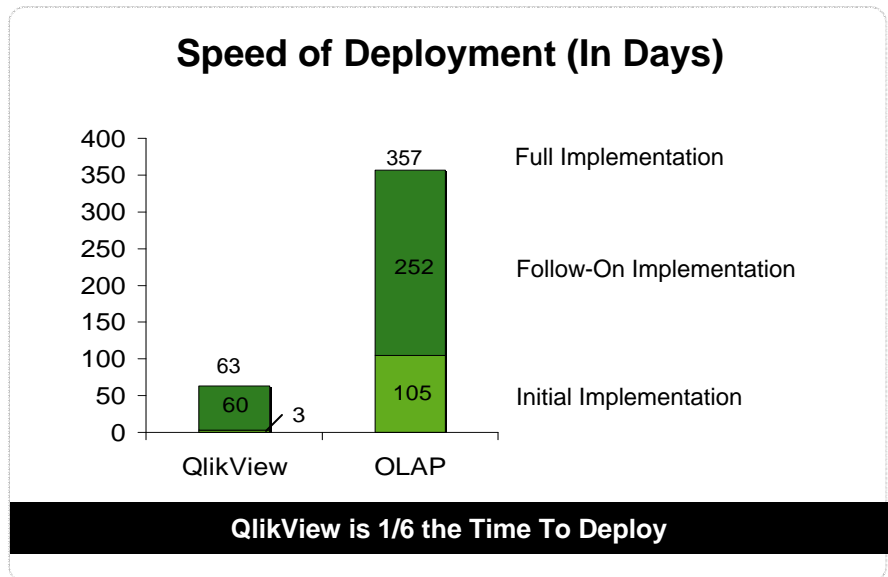
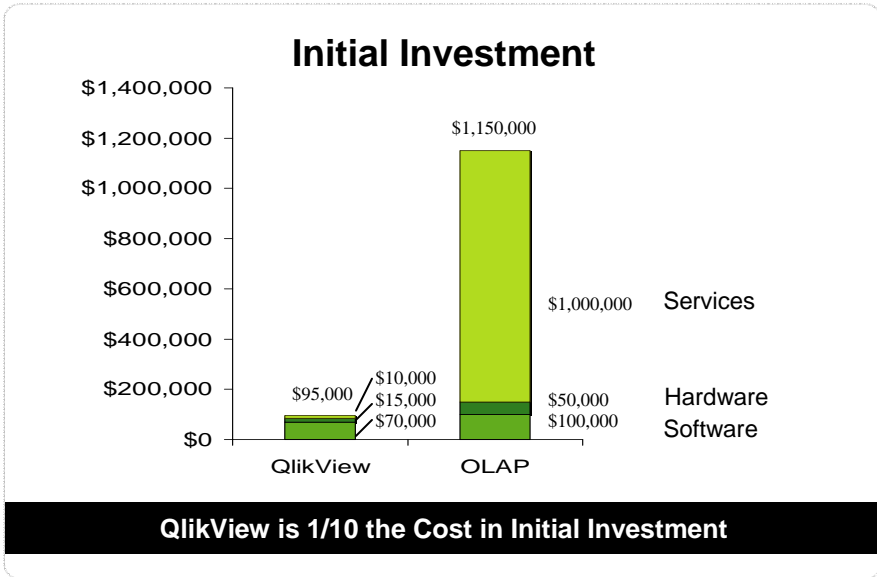
- ROLAP / Web Intelligence / Crystal Reports / Excelsius – several different products stitched together = Complex
- Longer term projects typically measured in months
- Requires more IT involvement and typically becomes an enterprise decision which requires DW architects to load in all the data
- More complex to use and maintain, Slower to deploy, Requires more hardware

## QlikTech

- **One simple product that houses the application and data in one file – leverages Associative data model = Brain**
- **Most customers implemented in 2 to 5 weeks with full training**
- **Faster to deploy QT Departmentally as we can connect directly to source data without needing for DW infrastructure**
- **Easier to use, Faster to deploy, Runs in memory on one server**



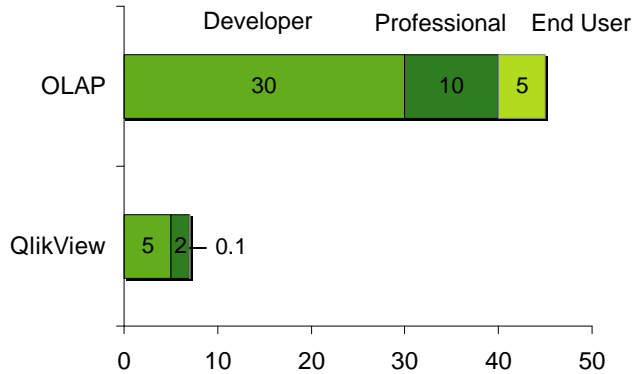
# TCO Comparison – QlikView versus OLAP Cubes / Data Warehouses





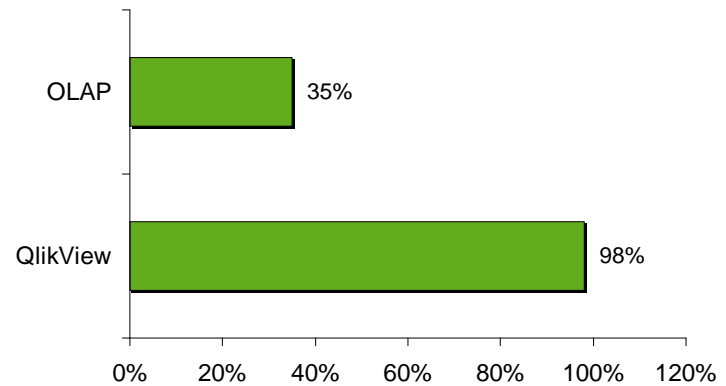
# TCO Comparison – QlikView versus OLAP Cubes / Data Warehouses

### Time to Proficiency (In Days)



**QlikView is 1/6 the Time to Become Proficient**

### Project Success Rate



**QlikView Is ~ 3x More Successful**



# Time Magazine Article

- In a feature article titled the “Braniac” QlikView is strongly positioned and credited for *“Making search much more like your brain--and applying it to business analysis”*.
- *This compelling article is centered around a lively interview with our CEO, Lars Bjork , and includes many of his insightful quotes and anecdotes.*
- <http://www.time.com/time/magazine/article/0,9171,1912425-1,00.html>



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# Brainiac

By BILL SAPORITO Monday, Aug. 03, 2009



QlikTech CEO Lars Bjork, in a photo simulation, at a typical QlikView screen.

PHOTO-ILLUSTRATION FOR TIME BY BILL CRAMER / WONDERFUL MACHINE

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## COUNTRY NAVIGATOR



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When it comes to search engines, your brain has it all over Yahoo! and Google. If you think of the word airline, your brain makes connections in all kinds of directions: planes, pilots, fares, food, money, and even airline

## TOOLS

WEATHER	MARKETS	CURRENCY
5 Day forecast   Current conditions F°   C° © 2009 Accuweather.com		
USA	Enter City or zip code	Washington D.C. GO



# 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 Databases structure are large and complex; we don't understand it.
  - It's difficult 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 want a simple and easy to use tool to help us analyze data.
  - We are wasting tons of paper.

**WE WANT QLIKVIEW!**



# Let's look at some real examples

- Time to have some fun!



# 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...