Talking 'Bout
a Revolution

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In-Memory analysis on 64-bit platforms ushering in a new class of powerful, affordable and easy-to-use Business Intelligence solutions 'for the masses'

In-Memory Analysis is poised to revolutionize the Business Intelligence (BI) industry as it becomes the predominate approach. The BI industry is a major focus for organizations making investments, and according to Gartner, "demand for fast queries against big datasets, coupled with lower-priced 64-bit computing will increase the use of in-memory technology. " The analyst firm expects that" by 2012, 70% of Global 1000 organizations will load detailed data into memory as the primary method to optimize BI application performance."

When the BI space began to emerge 20 years ago, memory was expensive and processing speeds were slow. As such, entrants into the space were constrained in how they might technically approach so-called multidimensional analysis. Specifically, they were forced to employ a "precalculation" approach that involved the use of "cubes" to organize and store the results of these pre-calculations. While the results appeared to the user to be instantaneous, the main challenge with this so-called "on-line analytical processing" (OLAP) approach was around the time and cost associated with defining and redefining cubes.

With Moore's Law having beat its relentless drum over the past two decades, today's BI space is ripe for an innovation revolution. Specifically, processing speeds are much greater, and memory is much more affordable. In particular, the mainstream availability of 64-bit computing has significantly increased the amount of memory a computer can use. The combination of these advances now allow for new approaches, in terms of technical architecture, that alleviate some of the short-comings of the traditional OLAP solutions.

Today, because of this technological evolution, the so-called traditional and standalone OLAP players – such as Cognos, Business Objects, MicroStrategy, SAS and others – are facing a squeeze and, therefore, a threat to their services-heavy business models. Pressuring from one side are the large "stack" players who are including BI solutions in their integrated offerings. Key "stack" players include IBM, SAP, Microsoft and Oracle. Pressuring from the other side are innovators, such as QlikTech, who are taking full advantage of the latest in technology to offer solutions that are more powerful, flexible and easy to use and that help users achieve value in a fraction of the time.

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Industry Analyst Recognition for QlikTech

As the market continues to transform, Qlik-Tech is consistently gaining recognition as the emerging leader among In-Memory Analysis providers. This is evident from what industry analysts are saying and from how quickly QlikTech has been growing. The reason for this is very straightforward: Qlik-Tech provides one of the best In-Memory Analysis and Reporting solutions available. QlikTech believes information should be available broadly, affordably, and quickly – essentially giving business intelligence tools to the masses.

QlikTech's flagship product, QlikView, utilizes next generation patented In-Memory Association Technology to navigate sophisticated analysis in the same way peopl think. Users experience the freedom of "Qliking" their unique path and discovering insights hidden in their data. QlikView's click-driven, visually interactive interface is simple for end users to learn and use.

In its annual "Magic Quadrant for Business Intelligence Platforms, 1Q09" report published in January 2009, Gartner positioned QlikTech in the Visionaries Quadrant based on the company's "ability to execute" and "completeness of vision."

In July 2009, industry analysis firm IDC recognized QlikTech as the fastest growing BI company, three years running. IDC analyst Dan Vesset remarked: "Over the past three years, QlikTech has seen unequaled acceleration of the acceptance of its technology in the business intelligence market. Qlik-Tech's expansion from its European base into North America has been received well and has helped the company achieve over a 70 percent growth rate in software license and maintenance during the past two years."

IDC also recently published the whitepaper "QlikTech's Approach to Business Intelligence: Keep It Simple and Flexible." In this report, IDC describes what makes traditional OLAP challenging for business users and IT; how QlikView is different, and provides value for the business and IT; and, finally, provides detailed real-world quotes and figures from QlikTech customers (around the globe) independently documenting ROI.

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QlikView was built with a simple architectural premise – that all data should be held in memory and that all calculations should be performed when requested and not in advance. Twenty years ago this would have been impossible. Today, QlikView is the only fully-integrated in-memory solution comprised of the following three components:

o   Fast Query Engine: loading the data into memory allows QlikView to query, or sub-set, the data instantly to only reveal the data which is relevant to a given user. In addition, QlikView shows users the data which is excluded by a selection.

o   On-Demand Calculation Engine: charts, graphs, and tables of all types in QlikView are multidimensional analysis. That is, they show one or more measures (metrics, KPIs, expressions, etc.) across one or more dimensions (example: total sales by region). The major difference is that these calculations are performed as the user clicks and never prior.

o   Visually Interactive User Interface (UI): QlikView offers hundreds of possible chart and table types and varieties; there are list boxes for navigating dimensions; statistic boxes; and many other UI elements. Every UI element can be clicked on to query.

Revolutionary Partnership

QlikTech's growth has been tremendous, as of January 1st, 2010:
QlikView has over 550,000 users at more than 12,500 customers in 95 countries. QlikTech added 3197 new customers in 2009, a rate of 13.9 new customers per day. Organizations in almost every industry – from Financial Services, to Retail, to Manufacturing and beyond – leverage QlikView to gain competitive advantage. Business users in almost every function – from finance, to sales, to operations and beyond – are benefiting from QlikView's power, flexibility and ease-of-use.

QlikView is offered through Business Partners like CHAMPS Software. CHAMPS leverages QlikView to deliver powerful, in-memory Business Intelligence applications to customers in any industry. CHAMPS is the premier North American Business Partner, bringing analytics and reporting applications to their customers using QlikView technology.
The market for Business Intelligence software is ripe for change. The challenges with implementing and using traditional OLAP technology have troubled organizations for too long.

People want, and deserve, analysis that everyone in an organization – not just the chosen few – can use. The emergence of 64-bit computing platforms provides a basis for a step change – a revolution – in the status quo. In-Memory analysis is the future platform for business intelligence, and QlikTech is emerging as the leader of new in-memory BI providers.

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About CHAMPS Software

CHAMPS Software was founded in 1976, pioneering the development of EAM (Enterprise Asset Management) software systems. The CHAMPS CMMS Product has been in development for over thirty years with customers worldwide. Our customers range in size from SMB to Enterprise, and each is a member of the CHAMPS family.

CHAMPS Software is an industry-leading provider of rapid deployment, In-memory Business Intelligence applications. CHAMPS produces interactive BI applications in days or weeks, as opposed to months or years.

CHAMPS strives to build life-long relationships with our customers. We have an incredible track record for customer retention through value-added service and support. Some of our customers today have been using the CHAMPS system(s) since that first release in 1976. Today, CHAMPS offers business systems and solutions for EAM, CRM (customer relationship management), and BI (business intelligence).

For more information on CHAMPS Software
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