

QlikView Overview

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QlikView

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A New Kind of Software Company

- U.S.-based company, founded 1993 in Sweden
- 26,000+ customers in 100 countries
- 1,400 global partners
- 1,300+ employees across 28 offices in 23 countries
- No. 1 fastest-growing enterprise technology company (ZDNet)
- NASDAQ: QLIK
- Change Their World Grant and Philanthropic Programs

Broad Base of 26,000 Customers



Forbes



QlikTech Hits **Top 3**
in Forbes Fast Tech 25



Growing Customer Base

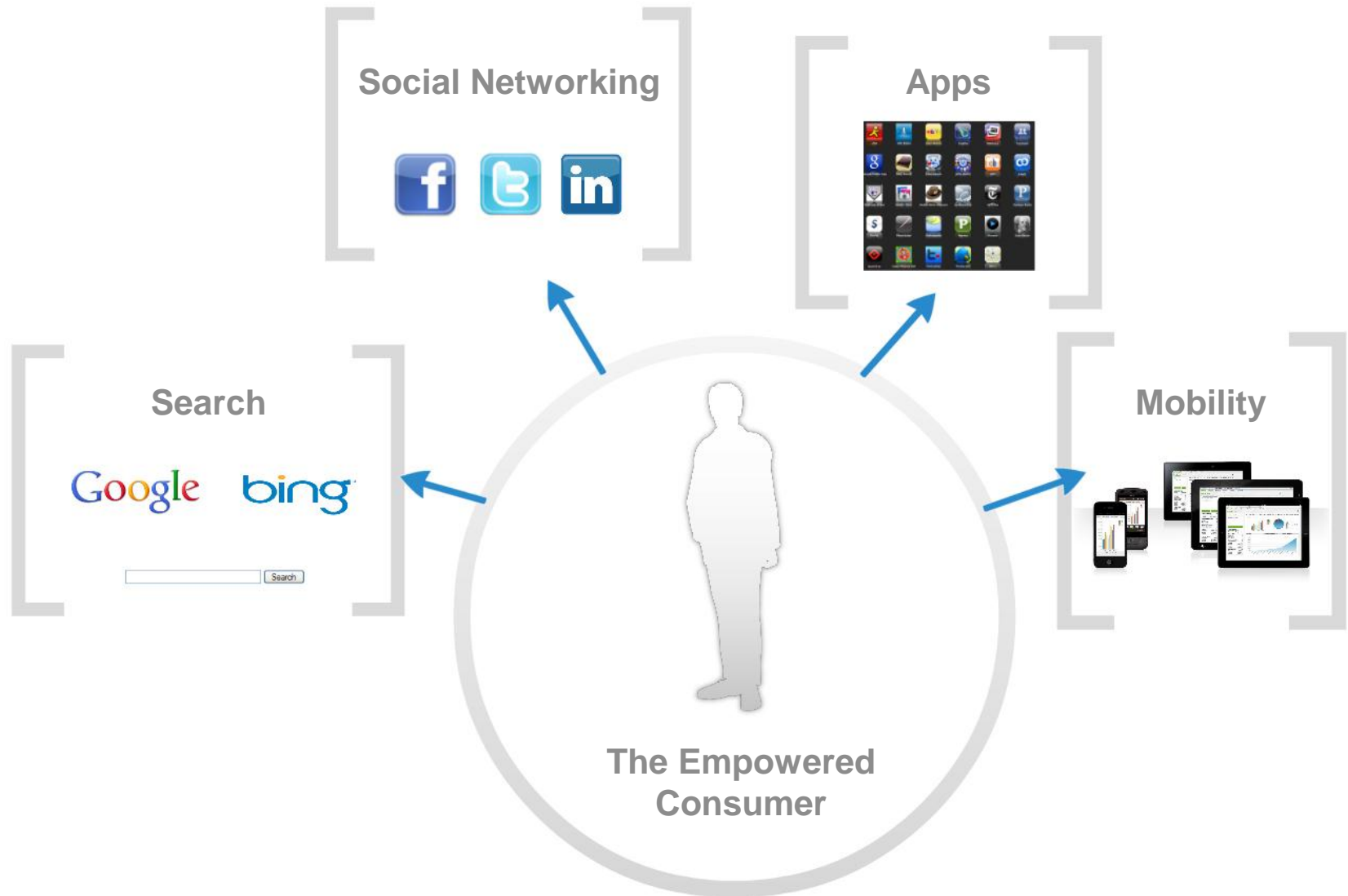


*Historical results not indicative of future results.

Dated October 4, 2012.



The Empowered Consumer

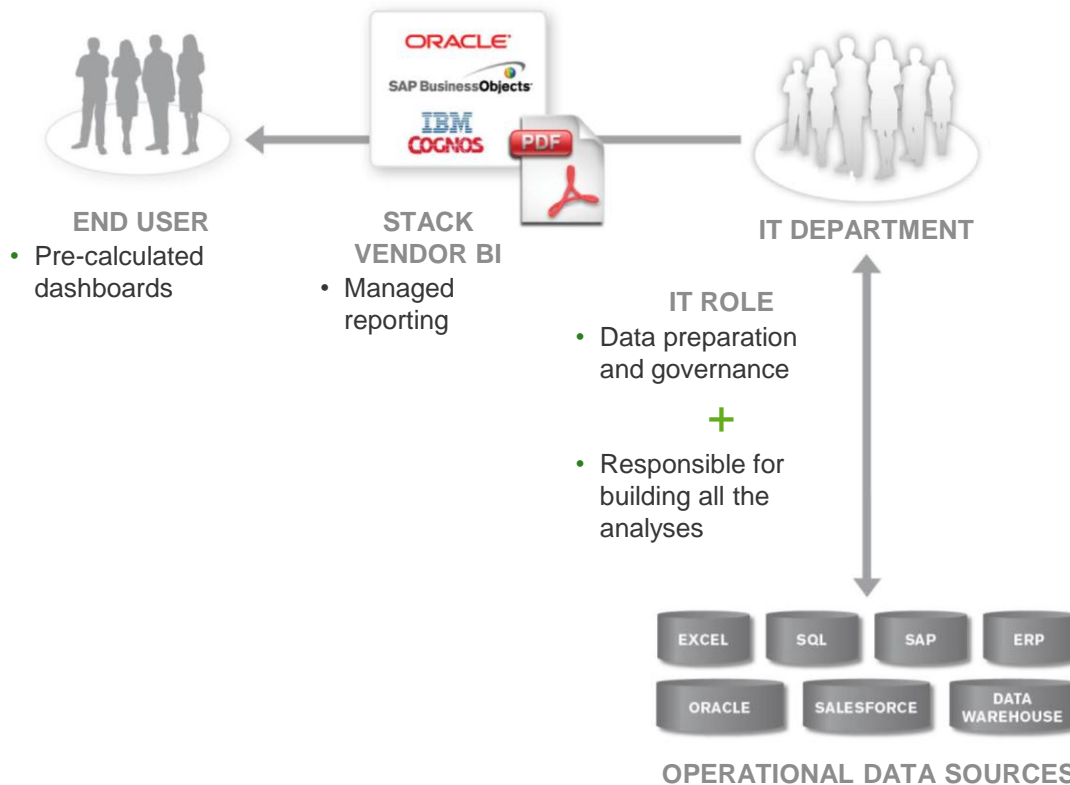


Business Discovery: Business User-Driven BI



The Evolving BI Landscape

REPORT-CENTRIC ARCHITECTURE (IT-driven, tightly controlled)



The Evolving BI Landscape and IT's Changing Role

REPORT-CENTRIC ARCHITECTURE (IT-driven, tightly controlled)



- END USER**
- Pre-calculated dashboards

- STACK VENDOR BI**
- Managed reporting

- IT ROLE**
- Data preparation and governance
 - +
 - Responsible for building all the analyses

- IT ROLE**
- Data preparation and governance
 - +
 - Enable business users to create their own analyses



OPERATIONAL DATA SOURCES

BUSINESS DISCOVERY ARCHITECTURE (Business user-driven, self-service)



QLIKVIEW

- Dynamic dashboards
- Search live data
- Any device

BUSINESS USER

- Self-service analysis
- Create analysis relevant to specific business problems
- Change analysis on the fly



QlikView on Mobile: The HTML5 Advantage

- Delivers the same QlikView experience across mobile devices
- The same analytic apps work on all devices
- Reduces IT's support burden
- Secure: Data is stored on the server, not the device



QlikView: Number One in Performance and Total Cost of Ownership

QlikView is #1 in:



Performance



Satisfaction with development tools



Lowest total cost of ownership

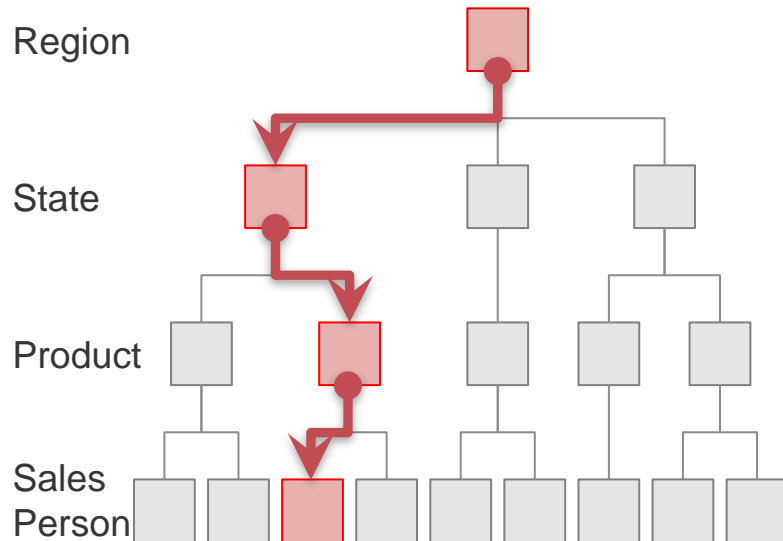
Gartner



An abstract graphic consisting of several overlapping, flowing, wavy lines in various shades of green. The lines are thin and delicate, creating a sense of movement and depth. They are set against a plain white background.

QlikView Delivers an Associative Experience

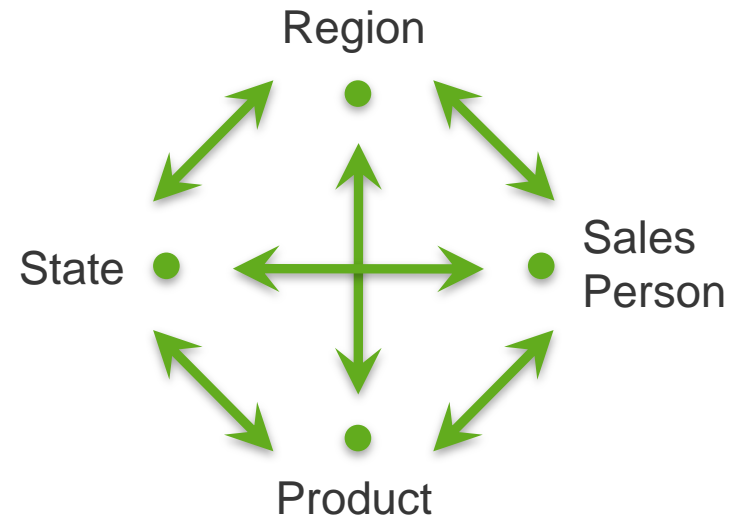
Traditional BI



IT Driven

- Linear, pre-defined thinking
- Insights missed in hidden data
- Months to change
- Data-centric

Business Discovery

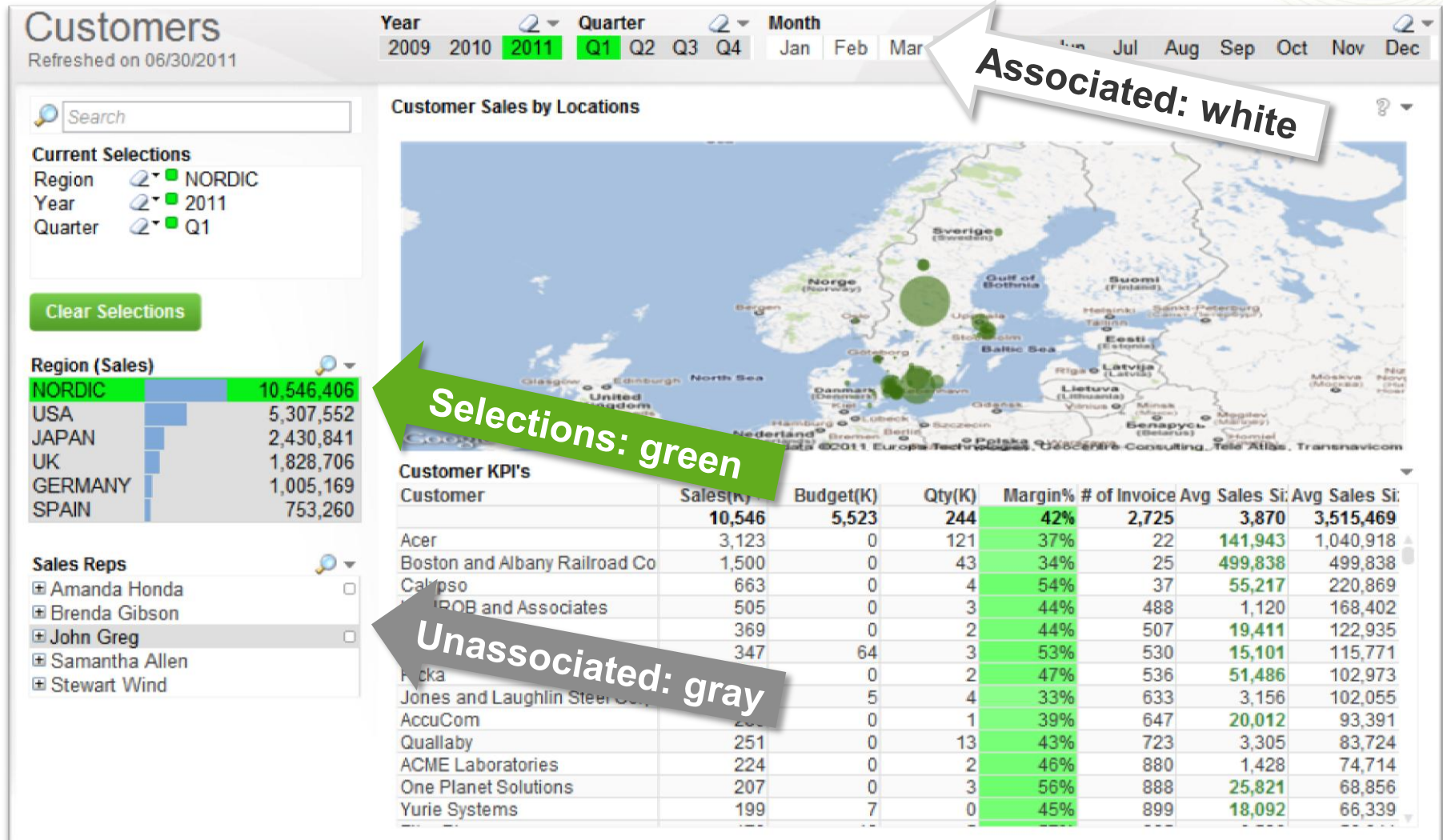


User Driven

- User decides where to start
- All data, always visible
- Minutes to change
- Insight driven



QlikView Show You What's Associated — and What's Not



An abstract graphic consisting of several overlapping, flowing, wavy lines in various shades of green. The lines are thin and delicate, creating a sense of movement and depth. They are set against a plain white background.

A diagram illustrating a central node connected to four peripheral nodes. The central node is a green four-way arrow pointing towards four dots. The dots are labeled: Region (top), State (left), Sales Person (right), and Product (bottom). Curved green arrows connect the dots in a clockwise cycle: Region to Sales Person, Sales Person to Product, Product to State, and State back to Region.



The diagram illustrates the organizational structure of a company. It shows a flow from a group of people (represented by green stick figures) and a computer monitor to a central 'SALES' department. From 'SALES', the flow splits into three parallel departments: 'FINANCE', 'SALES', and 'MARKETING'. These three departments then feed into a final 'FACILITIES' department, which lists various roles: 'ENGINEERING', 'FINANCE', 'SALES', 'HR', 'MARKETING', and 'R&D'.

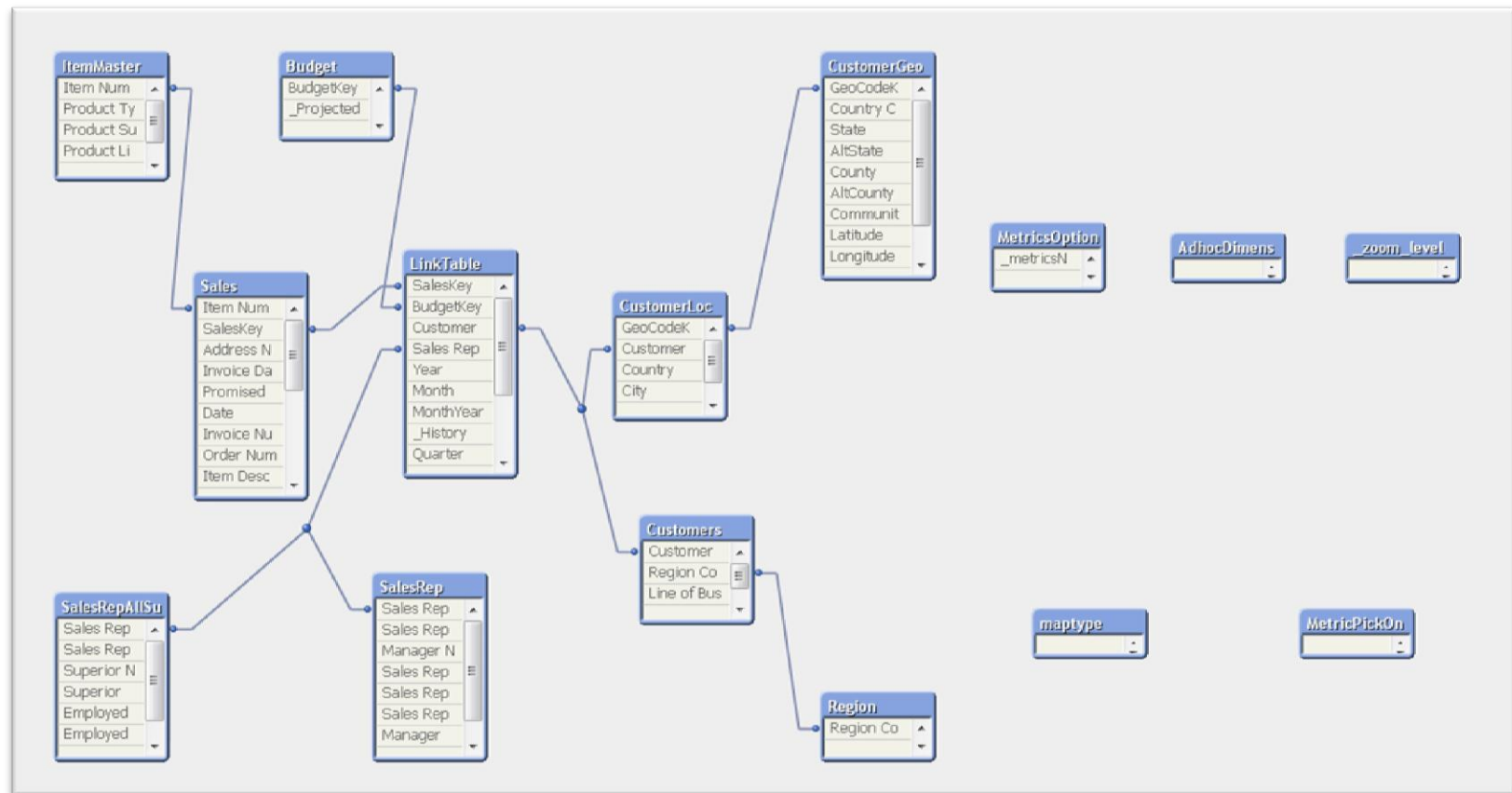
QlikView's Core Technology: The Basics

- Holds data in memory for a super-fast user experience
- Compresses data to 10% of original size
- Optimizes the power of the processor to perform calculations



QlikView's Core Technology: The "Secret Sauce"

- Maintains associations in the data automatically
- Calculates aggregations on the fly as needed



An abstract graphic consisting of several overlapping, flowing, wavy lines in various shades of green. The lines are thin and delicate, creating a sense of movement and depth. They are set against a plain white background.

An Associative, Collaborative User Experience

Region

State

Sales Person

Product

QlikView's Core Technology

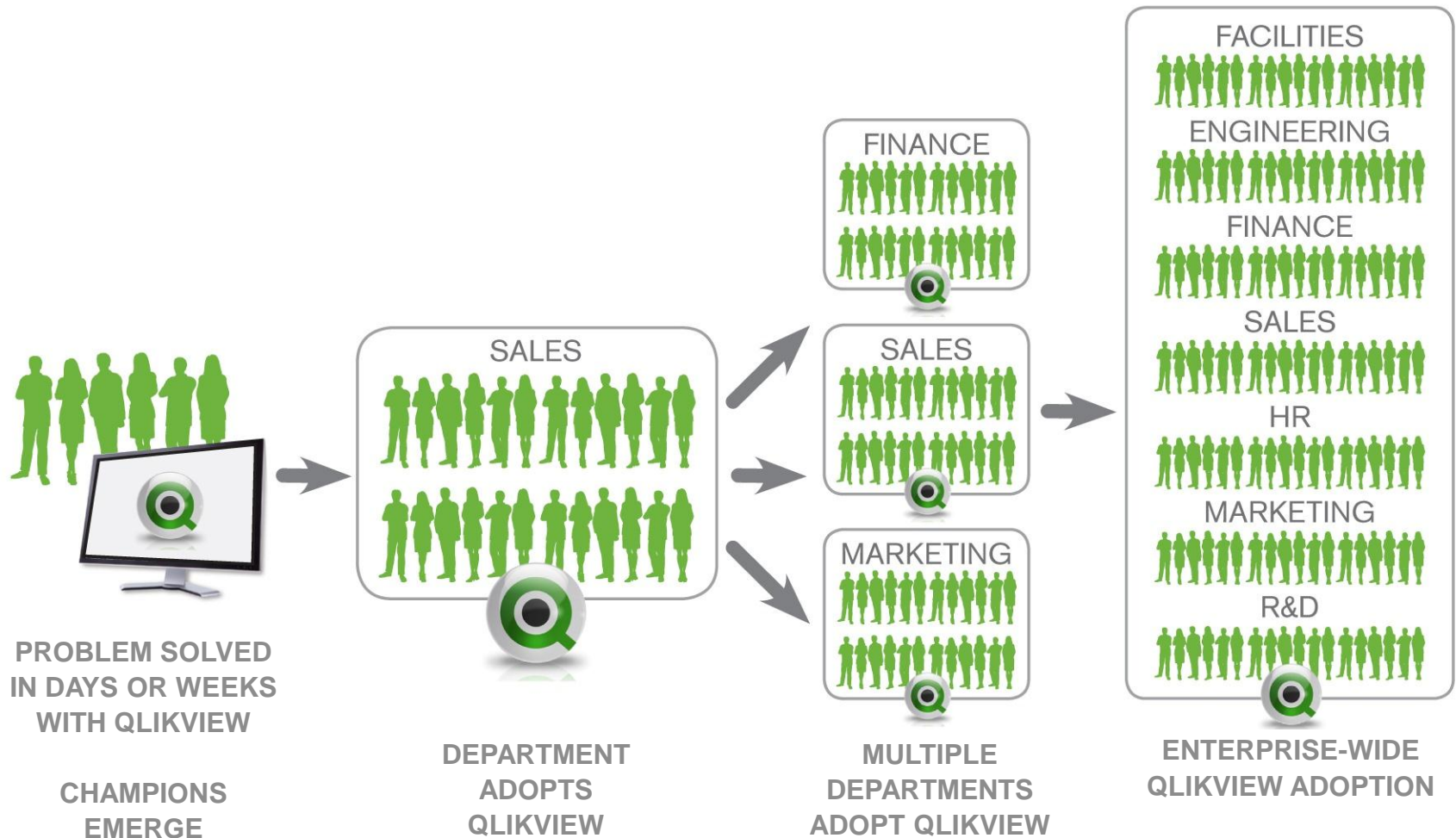
The QlikView logo is a 3D sphere with a green 'Q' on it, casting a reflection below it.

Business Discovery Adoption Path

The diagram illustrates the Business Discovery Adoption Path, showing a sequence of steps and departments involved in the process:

- Initial Group:** A group of people (represented by green stick figures) is shown at the start.
- Computer Monitor:** An arrow points from the initial group to a computer monitor displaying a person icon.
- SALES Department:** An arrow points from the monitor to a box labeled "SALES" containing a group of people and a person icon.
- Branching Paths:** From the "SALES" box, two arrows branch out to two separate boxes:
 - Left Branch:** A box containing "FINANCE" and "MARKETING", each with a group of people and a person icon.
 - Right Branch:** A box containing "SALES" and "MARKETING", each with a group of people and a person icon.
- Final Departmental Structure:** An arrow points from the right branch to a large box labeled "FACILITIES" containing a list of departments, each with a group of people and a person icon:
 - FACILITIES
 - ENGINEERING
 - FINANCE
 - SALES
 - HR
 - MARKETING
 - R&D

The Business Discovery Adoption Path



Demo – Twitter Sentiment Analysis





Thank you!

