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

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Forbes

QlikTech Hits Top 3 in Forbes Fast Tech 25

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Growing Customer Base

*Historical results not indicative of future results.

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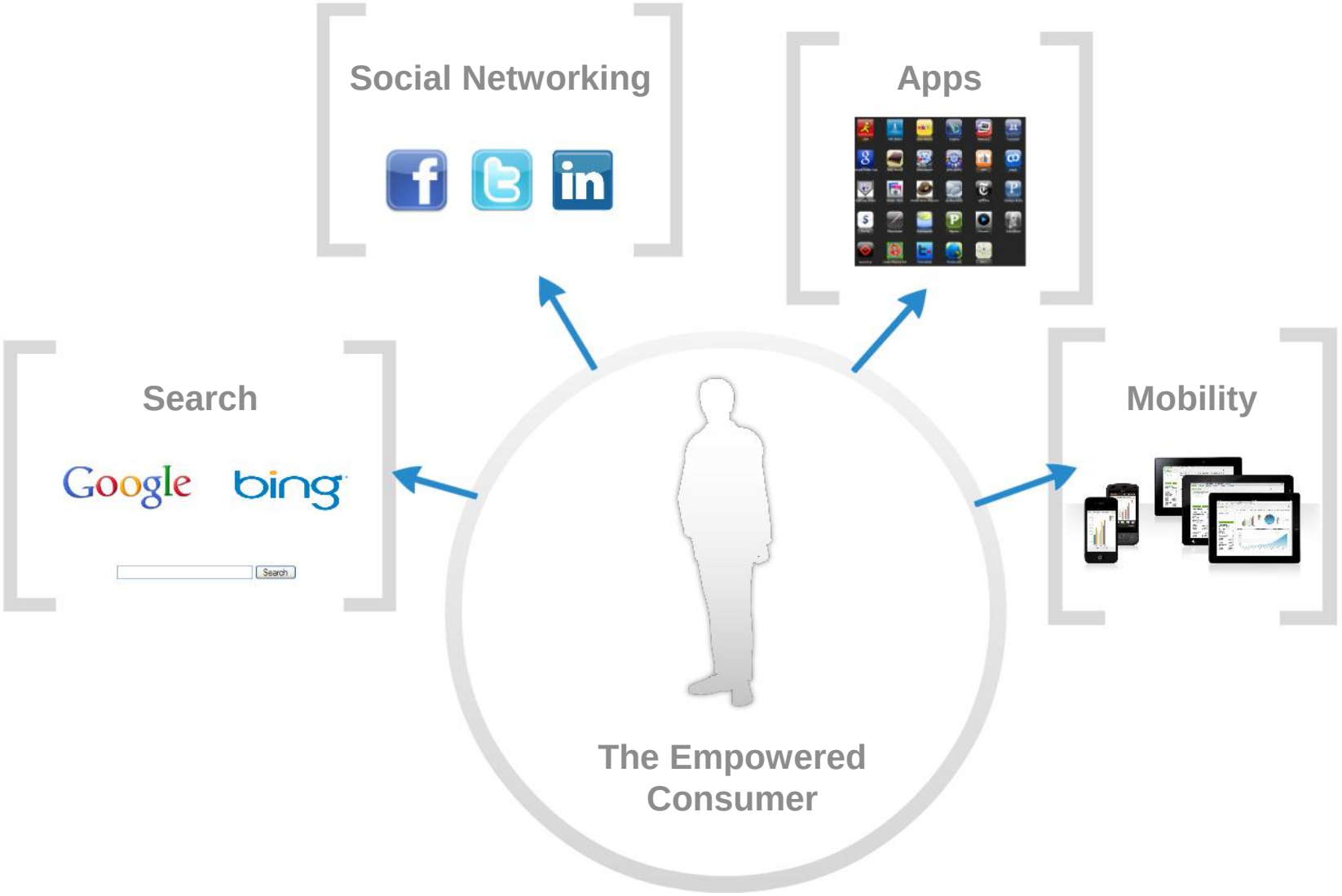
The Empowered Consumer



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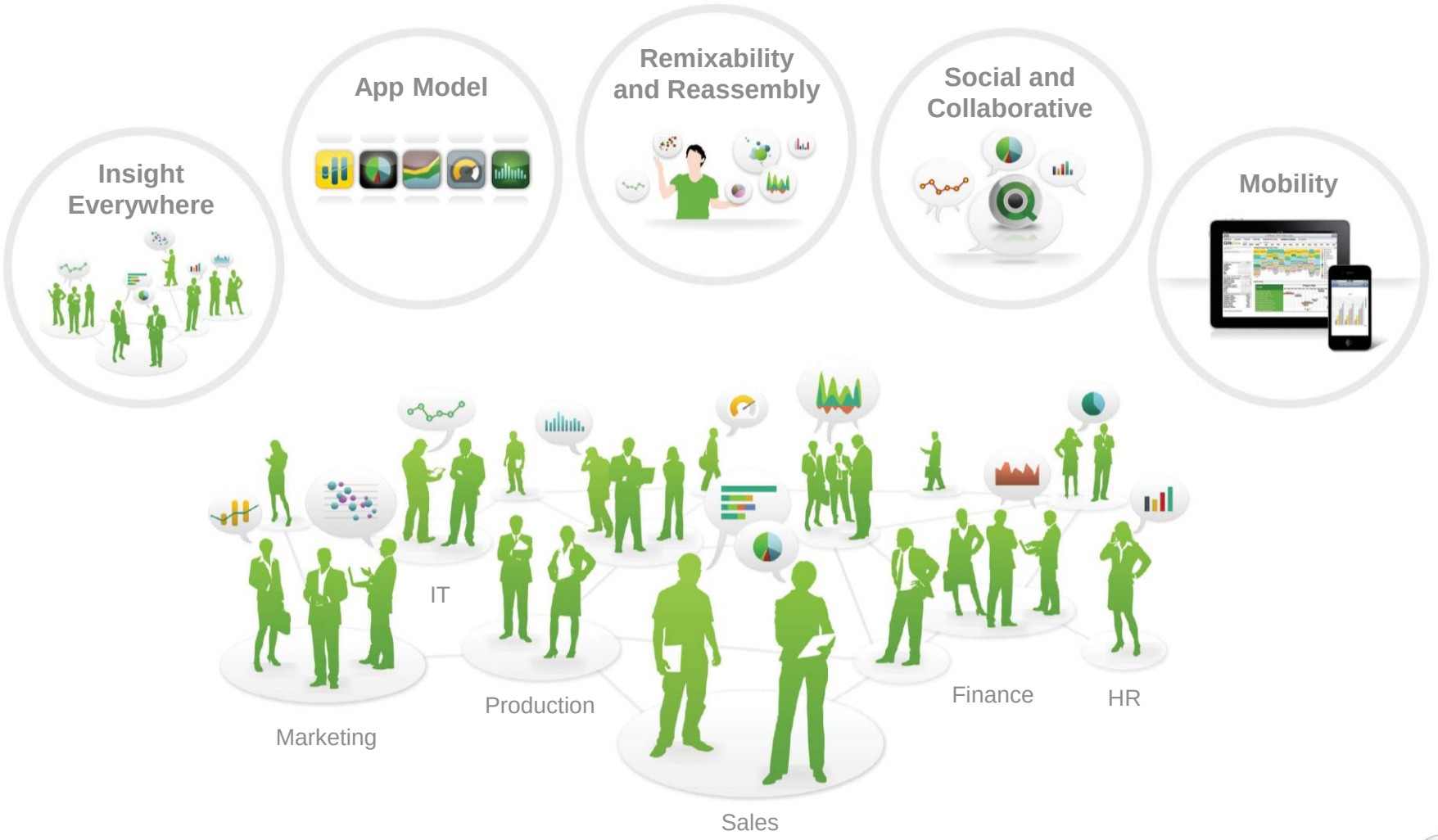
Business Discovery:
Business User-Driven BI



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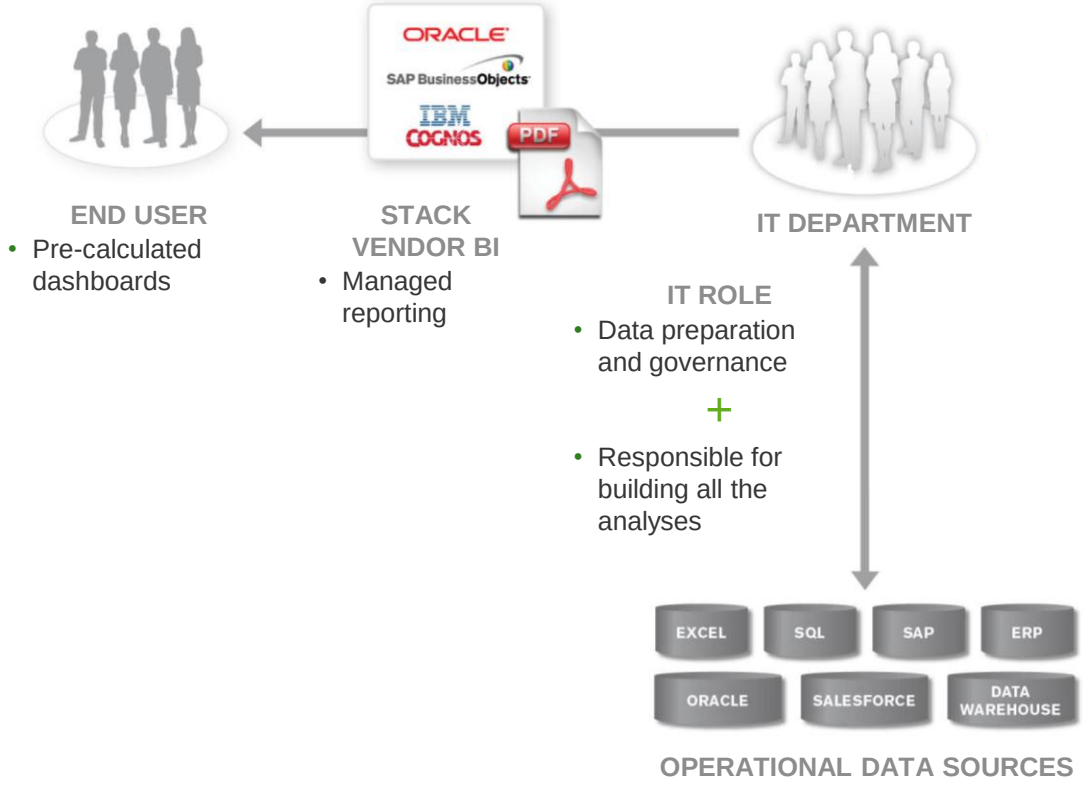
The Evolving BI Landscape

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



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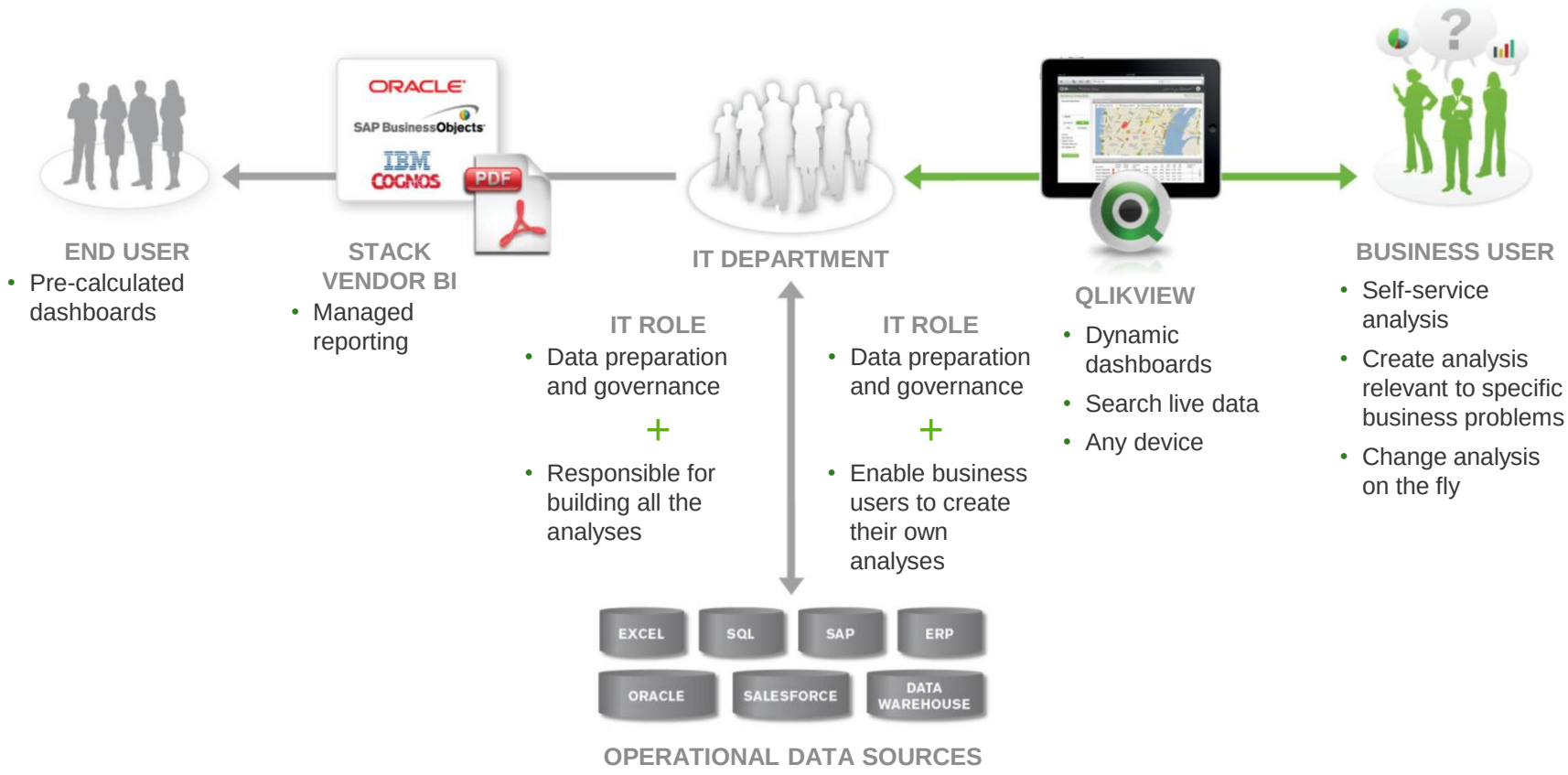
The Evolving BI Landscape and IT's Changing Role

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

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



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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

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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

*Gartner: BI Platforms User Survey, 2011

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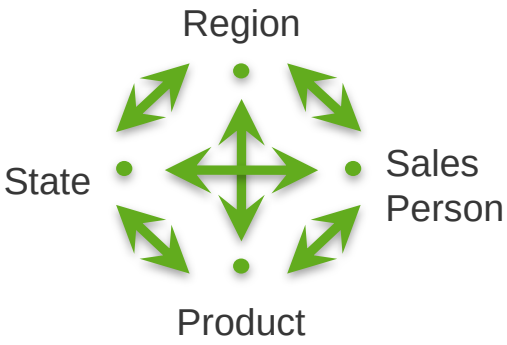
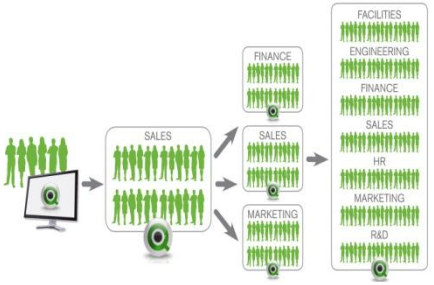
The Sum of Three Things Makes QlikView Unique

An Associative, Collaborative User Experience



QlikView's Core Technology

Business Discovery Adoption Path



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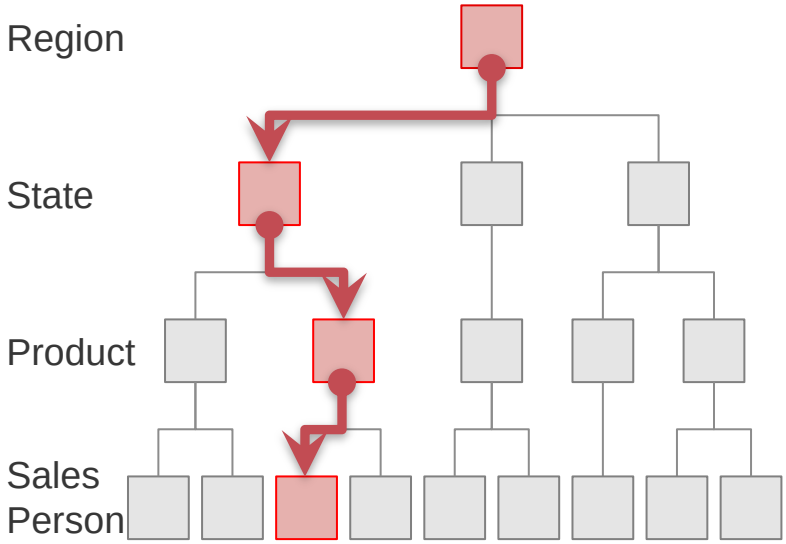
QlikView Delivers an Associative Experience

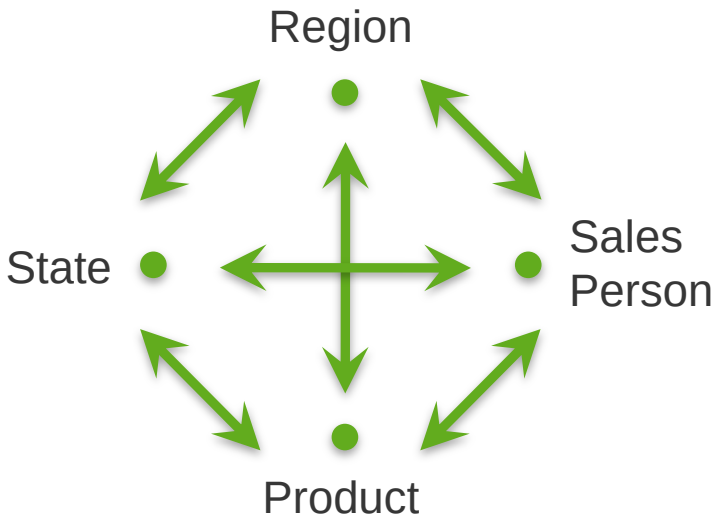
Traditional BI



IT Driven

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

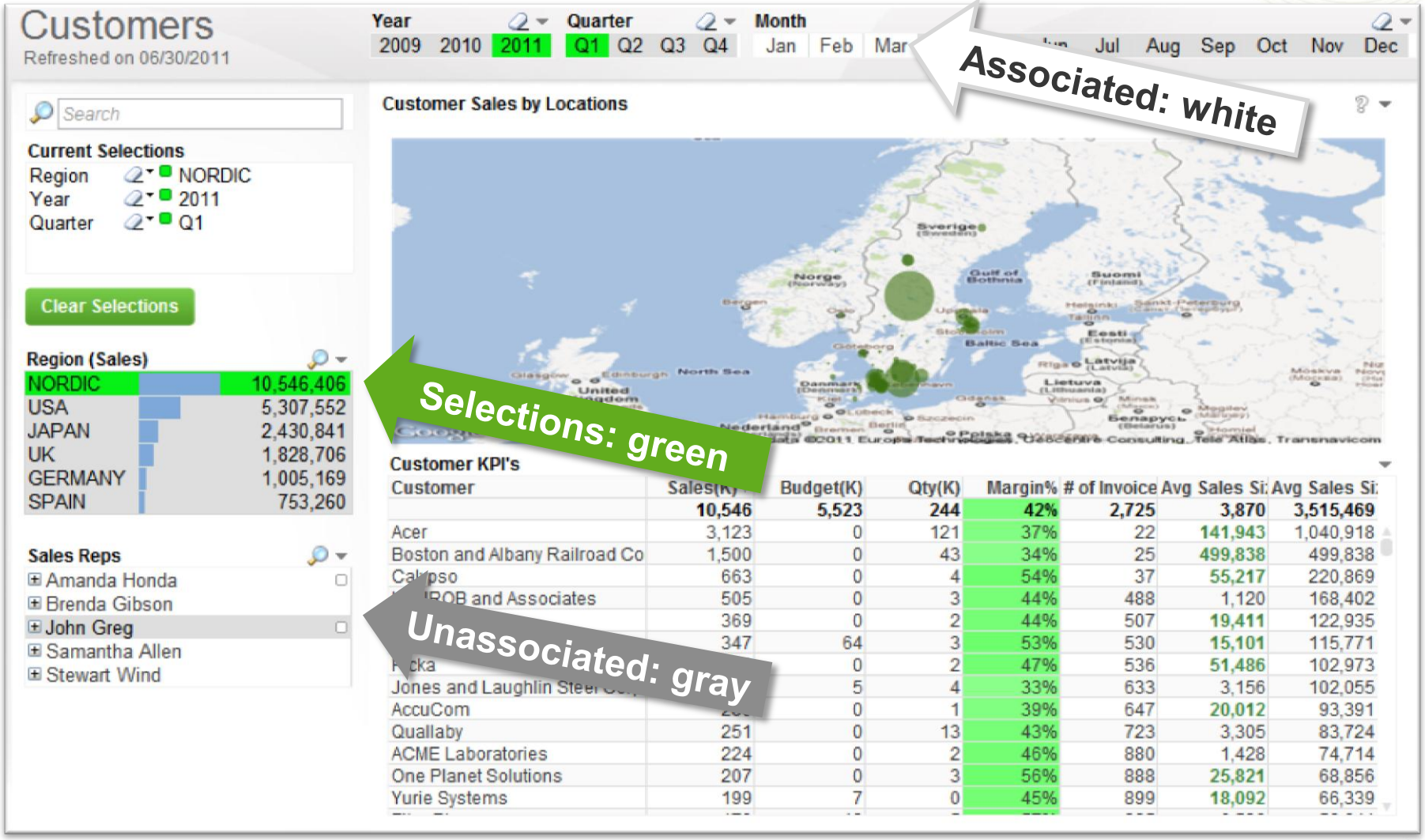
Business Discovery



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



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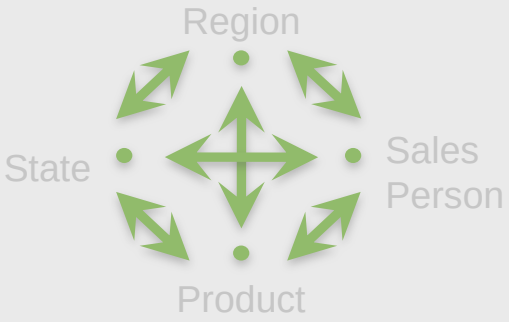

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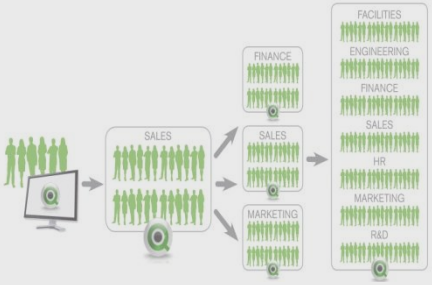
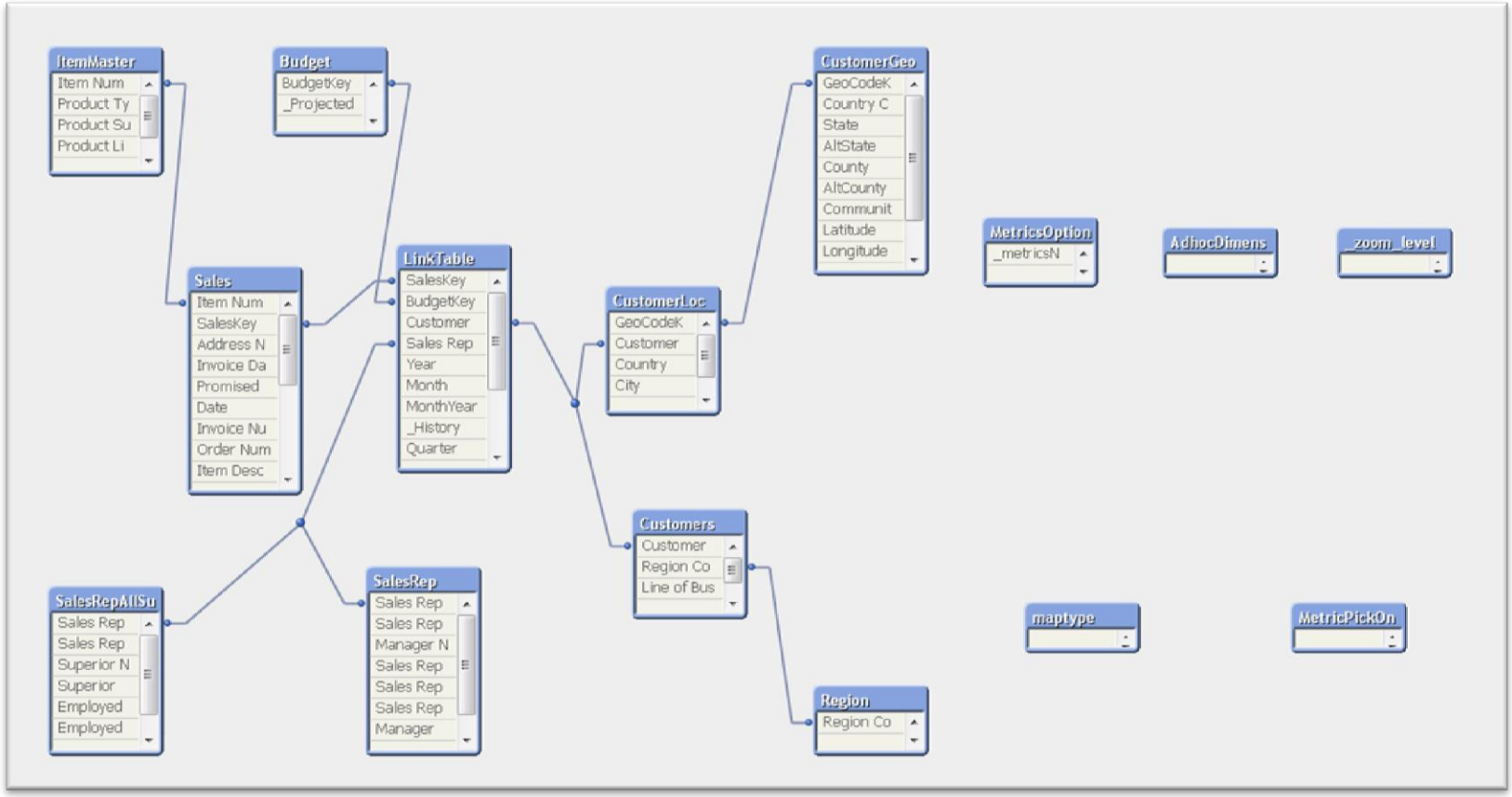


QlikView's Core Technology: The Basics

- 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



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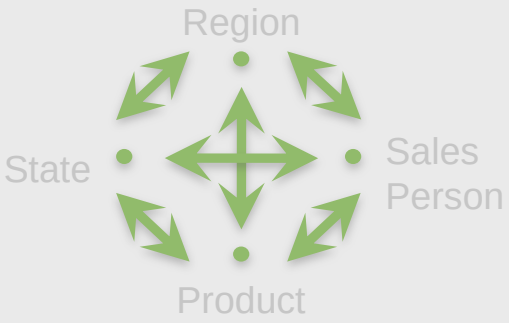

QlikView's Core Technology

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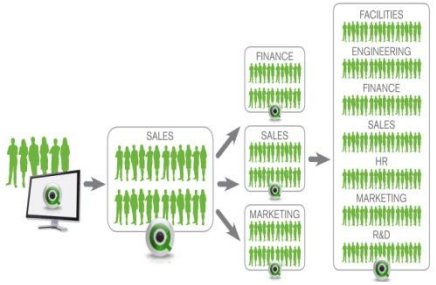

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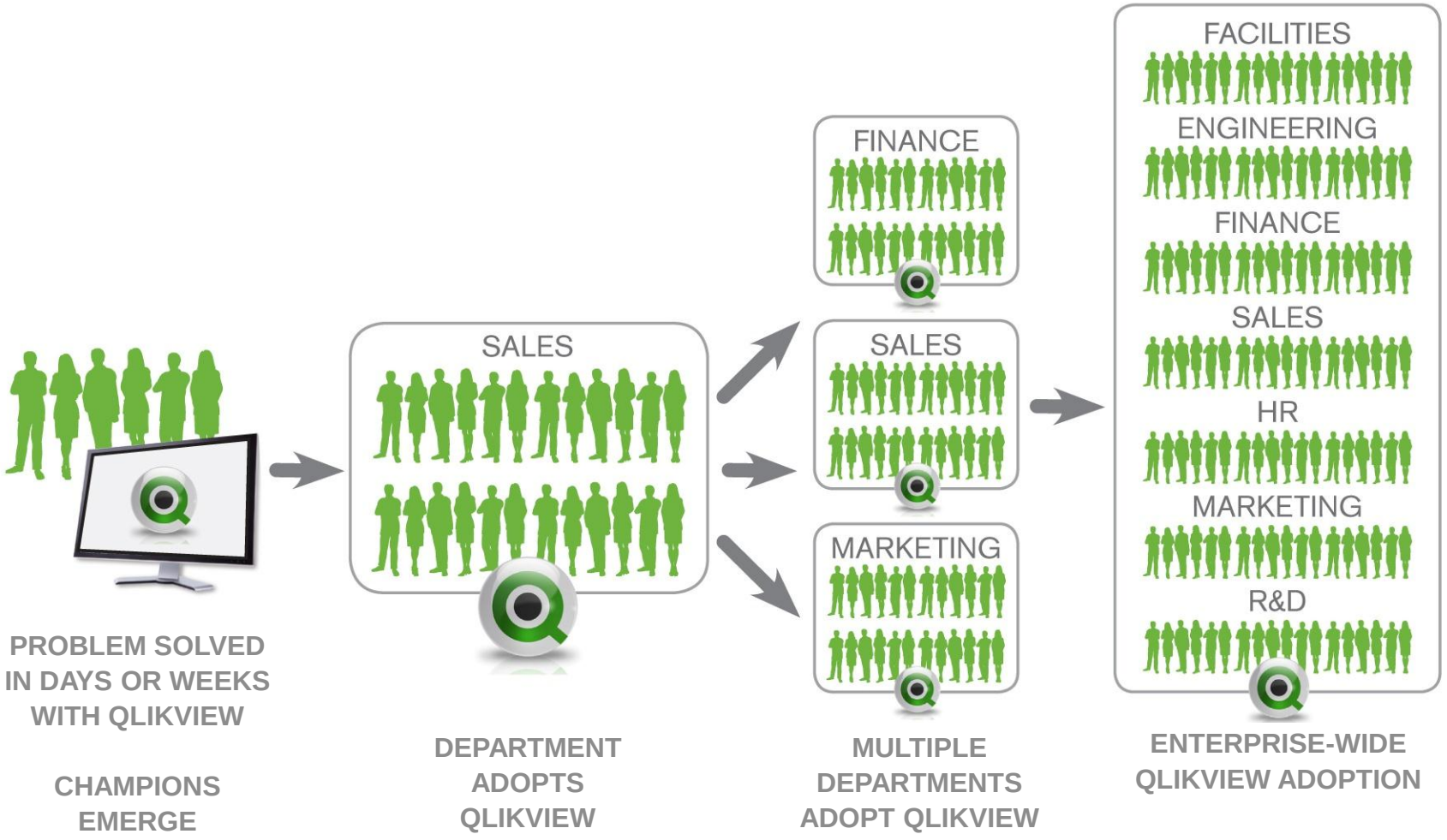
The Business Discovery Adoption Path



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Demo – Twitter Sentiment Analysis

Thank you!