

QlikView In-Memory Analysis and Reporting Simplifying Analysis for Everyone

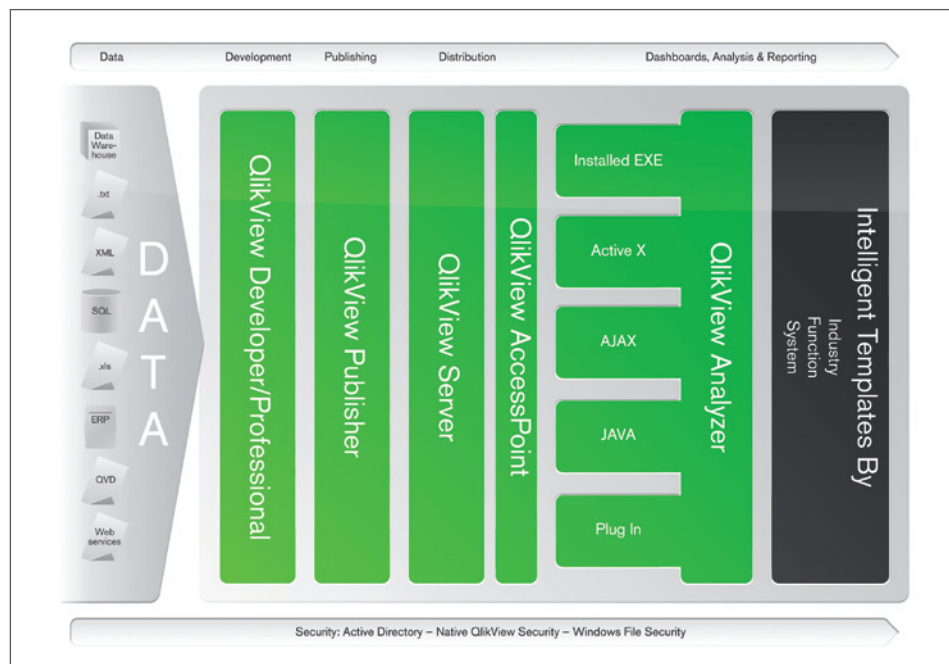
For 20 years now, organizations have focused on automating their business processes and deploying traditional business intelligence (BI) technologies to retrieve and report data trapped in the underlying operational systems. But many implementations have failed. End users who were supposed to be supported by these massive investments to drive business performance are still struggling to get the right information at the right time to improve their day-to-day business decisions. The cost of these complex implementations has been enormous.

But the business intelligence industry is going through a fundamental change led by a few visionary organizations. The biggest impact comes from in-memory analysis and reporting which brings simplicity, flexibility, and scalability to enterprise-wide BI deployments resulting in faster deployment of highly scalable solutions at a fraction of the cost of traditional BI solutions.

QlikView is the in-memory leader and the fastest spreading business intelligence platform in the world. QlikView is leading a new class of easy-to-use, fast and flexible business analysis solutions that empower individuals to improve organizational performance and drive innovation. QlikView utilizes next generation patented in-memory association technology to make sophisticated analysis and reporting dramatically easier to deploy, use and maintain.

QlikView makes it simple to deploy powerful analysis. QlikView takes advantage of 64-bit multi-core hardware platforms to allow thousands of users to access billions of records of data. The QlikView in-memory data model allows an integrated view of information through dashboards, ad-hoc analysis, and reports – all from a single platform.

QlikView Platform Overview



In-memory analysis and reporting driving simplicity and performance

With an in-memory data model, QlikView allows data to be analyzed both at an aggregate and a detailed level without the time-consuming and costly step of building multidimensional OLAP cubes. In addition, associations between data are automatically mapped in QlikView and respond instantly to user selections. Since data is kept in-memory the response time of any calculation is lightning fast even on extremely large data sets analyzed by multiple concurrent users.

Single architecture for dashboards, analysis, and reporting

QlikView is all about simplicity. It provides all the features of the traditional BI tools in a single architecture. QlikView has ETL functions to extract, transform, and load data from one or several data sources (e.g., ERP, text, Excel, XML, etc.). Development is also facilitated by function rich wizards. QlikView is click-driven and it provides state-of-the-art visualization capabilities using dashboard style gauges, graphs, and tables. With QlikView, users quickly find information at their finger-

tips and are able to share insight with colleagues through integrated reporting and printing, and through full integration with Microsoft Office.

By incorporating all of these BI capabilities into a single architecture, QlikView meets all the different user needs of different user roles within an organization spanning dashboards, analysis and reporting. This approach also makes QlikView extremely fast to deploy. Most QlikView customers are live in less than 30 days. This single solution and architecture approach also makes QlikView easy to upgrade and maintain, providing a low total cost of ownership.

Flexibility in analysis

QlikView allows thousands of dimensions and any value of any dimension or measure can be the starting point of an analysis. Changes to application dimensions or measures are done in seconds, which makes it easy to respond quickly to the changing BI needs of an organization. End users benefit from not being trapped by pre-calculated hierarchical structures because all data is held in-memory and calculations are made

when requested and not prior. Since data does not have to be aggregated, users can analyze the entire data volume down to the transaction level.

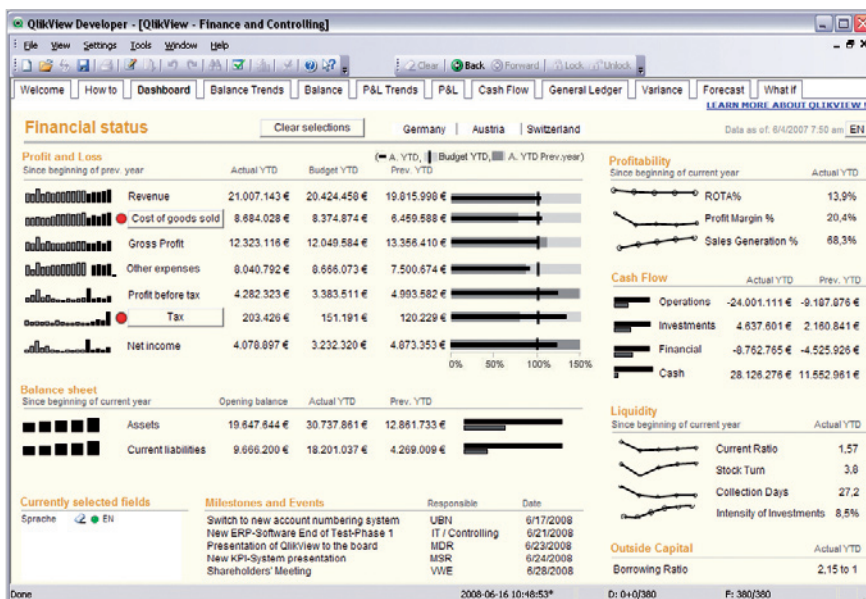
Fast to deploy

The QlikView platform integrates smoothly with an organization's existing infrastructure making QlikView extremely fast to deploy. Implementations can be done in weeks and users can be trained in minutes. QlikView adapts to the technical needs of the organization. Sophisticated analysis is made accessible through the most advanced web techniques providing the interactivity, flexibility, and speed for the QlikView user interface. Users can analyze business data in their web browser using the QlikView AJAX Client, QlikView Java Client, or QlikView Browser Plug-in Client.

Easy-to-learn, easy-to-use

Because of its color coded, point-and-click user interface, QlikView is extremely intuitive and easy-to-learn for any employee. Changes to QlikView applications are done in seconds, which makes it easy to respond quickly to the changing BI needs of an organization.

Visually Interactive User Interface



“ 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 and explore the data. With a visually interactive user interface, QlikView is not only easy-to-learn, but also easy-to-use and allows the user to gain a deeper understanding of the data. ”

Representative QlikView Solutions By Function



Deliver the right information to the right people at the right time

QlikView Server and QlikView Publisher form the information hub of the enterprise, providing the right information to the right people at the right time. QlikView provides a common view of analysis guaranteeing a single version of the truth across the organization. Users easily and securely connect to QlikView to get the latest updated information at their fingertips. Through automated, timely and secure distribution of personalized analysis and reporting, users have access only to the data and analysis to which they are authorized.

Actionable analytics

QlikView offers the unique capability to input data directly into the in-memory data model. This allows users to perform what-if scenario analysis or to do budgeting and planning directly in QlikView. QlikView also permits the display of close-to-real-time data feeds for spotting trends in frequently changing data. QlikView does this by opening up the data model for data entry. Data entered into QlikView is held securely and treated exactly like any other QlikView data.

End user collaboration for better business performance

QlikView quickly adapts to the needs of the users and not the other way around. It promotes user intelligence by allowing users to be curious and creative. QlikView supports users working together to find insight from analysis and to share that insight across users. Applications, reports and specific graphs can be personalized for specific needs and shared between user groups through QlikView Server.

Easy-to-scale deployments

The introduction of 64-bit hardware with lower power, multi-core processors in combination with a precipitous fall in the price of memory has allowed QlikView scalability and performance to increase to meet the needs of even the largest of enterprises. Today, QlikView handles thousands of users and billions of records of data down to the transaction level with near instant query response time running on standard hardware. With this level of performance, QlikView provides a robust platform for business analysis not only within the enterprise, but also across its network of customers, distributors and suppliers - addressing solutions across a wide array of functional areas from sales

and marketing to supply chain and operations to finance and human resources to name a few.

Update analysis at the speed of light

In-memory analysis and reporting is changing the rules of the BI industry. Dealing with potentially billions of data records for ad-hoc analysis means high demands on the process for doing data loads and refresh. QlikView does incremental loads by using QlikView Data (QVD) files which makes the process 10 – 100 times faster. This architecture decreases load times from hours to minutes. It also reduces the load on the underlying operational or warehouse systems.

Deliver a single version of the truth

The QlikView Publisher and QlikView Server interfaces provide a detailed, alert supported real-time view of the QlikView installation and minimizes the time to action. It also provides an easy way of seamlessly integrating native security with the QlikView platform. QlikView Publisher's load-sharing capabilities allow for the distribution of tasks between locations. This guarantees that users always have access to the latest analysis ensuring a single version of the truth across the organization.

Multiple deployment options

The QlikView BI platform offers a rich variety of client deployment options from Windows clients, to Java, to zero-footprint AJAX based clients. With a single click, QlikView can be deployed via any of these clients. Employees, suppliers, distributors and customers can connect to the QlikView Server using a standard web browser without losing the feature rich interactivity which characterizes QlikView.

Using the latest web technology techniques, the QlikView AJAX client provides a highly dynamic, interactive and fast deployable analysis environment leaving a zero-footprint. The QlikView Java client provides a pixel perfect alternative for reporting and analysis integration in Java-based portals or intranet solutions. QlikView also offers an ActiveX plug-in client for Microsoft Office integration.

On-line and off-line analysis

For the traveling workforce, the off-line capabilities of QlikView are remarkable. After synchronizing QlikView application data in the office, users have full access to portable in-memory analysis and reporting delivering detailed information when on the road.

Different QlikView flavors for different user needs

The QlikView platform is very powerful because of its simplicity. QlikView covers all specific user needs through an integrated solution and architecture.

QlikView Developer - for the developer

QlikView Developer is for developing QlikView applications. Developer users can connect to and integrate data from any data sources by using an ETL load script. The QlikView script handles over 200 functions for manipulation, concatenation, and cleansing of source data to create the QlikView in-memory data model. Users can easily load data from any ERP system, data warehouse, operational system database, or any other data source, such as text files, Excel documents, XML files or data from web services.

QlikView Professional – for the power user

QlikView Professional lets the power users build or modify the layout on top of the QlikView in-memory data model. It lets the power users build applications on local desktop data. It also provides mobility to the mobile work force adding the ability to analyze applications off-line.

QlikView Analyzer – for the end user

QlikView Analyzer lets people connect to any QlikView Server in order to do analysis and reporting based on QlikView applications. Users can be trained in minutes and once familiar with the QlikView user interface they can make full use of any QlikView application getting the information they need to excel in their day-to-day work. Results can easily be shared between users via bookmarks or as printed PDF reports. Seamless integration with Microsoft Office makes QlikView graphs, tables, and data available for export to Office documents. QlikView Analyzer also offers off-line analysis and reporting functionality for the traveling workforce.

The QlikView information hub

QlikView Publisher and QlikView Server offer secure, automated and timely distribution of personalized analysis and reporting to any user who is authorized.

QlikView Publisher – for distribution

QlikView Publisher ensures that the right information reaches the right user at the right time. As the use of business analysis spreads throughout the organization, controlling the distribution of analysis becomes increasingly important. QlikView Publisher allows for complete control of the distribution of a company's QlikView applications, automating the data refresh process for QlikView application data. In addition, it ensures that applications are distributed to the users through QlikView AccessPoint.

QlikView Server – for security

QlikView Server is the central source of truth in an organization. With today's distributed workforce, QlikView Server

QlikView In-Memory Analysis and Reporting

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

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

provides a simple way for organizations to ensure that everyone has access to the latest data and analysis regardless of their location. Regardless of the client chosen – AJAX zero-footprint, Windows, ActiveX plug-in, or Java – QlikView Server provides secure access to the latest version of each QlikView application.

Risk-Free

Evaluating QlikView is risk-free. Most of our customers simply download QlikView from the web site (www.qlikview.com) and try it on their own data. A fully functional first application can be up and running in a matter of hours. In fact, most customers are live with their first project in less than 30 days - proving how QlikView is simplifying analysis for everyone.