



MANIFESTO

Finally, BI for the People

WE BELIEVE INFORMATION CAN CHANGE THE WORLD. We believe that data is an untapped resource. We believe it can still amaze you in ways you haven't imagined. That it can make you more productive, profitable, secure, and happy. We believe it can change the face of business and help make the world a better place.

WE BELIEVE IT'S TIME TO MAKE YOUR JOB EASIER. The problem is, you're sitting on a treasure trove of information but can't run your hands through it or wrap your head around it. Collecting data is easy; using it to your best advantage is the challenge.

Modern tools for productivity and efficiency were supposed to be the solution. Instead, they collect even more information, and businesses still spend more time chasing, searching, sorting, and syncing data than they do learning from it. There has to be a better way.

It's time to take a deep breath, and remember who's in charge. You need to stop working for the information, and let it work for you. You need to let it tell its story. You need to set it free and explore it beyond any preconceived boundaries. You need what QlikView calls "Business Discovery."

THERE IS A BETTER WAY. Business Discovery is not just different; it's a radical departure from the status quo. Traditional business intelligence was fashioned for senior management. Business Discovery is built for everyone. Traditional business intelligence was designed to monitor big data and generate static reports from a fixed set of predefined questions. Business Discovery is all about giving business people freedom and flexibility to explore any data from anywhere at any time — it's robust and secure, yet app-driven, light, and mobile, so it carries insight to the very edges of the organization.

And the edges are precisely where you'll find your best analysts — the people closest to your day-to-day business. These people need living data to help them decide what to do tomorrow, today, right now. They need to be able to ask any question and explore every angle. To work on the fly and react at a moment's notice. They need to socialize their ideas, share their questions, and collaborate on their answers. Business Discovery is the business intelligence they've been waiting for.

BUSINESS IS BEING ENERGIZED BY THE POWER OF THE PEOPLE. The workforce may have been waiting for better business intelligence,

but it wasn't waiting patiently. And when people saw a better way to get their jobs done, they took charge of their own destinies. They started a revolution in the truest sense — a revolution by the people and for the people.

Inspired by consumer technology, business people are going out and finding their own apps that work on the tools they love. They're finding innovative ways to ask real questions of their work data and find instant answers. They're working wherever and whenever they want with the information they need. They're making data more interactive, collaborative, engaging, and relevant to the tasks at hand.

Business people are claiming Business Discovery as their own.

YOU DESERVE MORE THAN JUST A PRETTY INTERFACE. QlikView is true to the Business Discovery revolution — in both form and substance. Our seductively slick and intuitive dashboards are easy to navigate and fun to use. We support rich colors and robust graphics. We encourage data to speak for itself in vivid shapes and colors. We've got style in spades — and so does the competition. But where they stop is where we're just getting started.

QlikView is gorgeous — but it's also genius. We bundle the best of Business Discovery into one application. It allows you to access all your data sources, create your own dashboards, ask your own questions, and get answers instantly from a blazing fast associative technology. Untethered from traditional business intelligence, you can slice and dice data and drill in, out, up, down, and sideways. You can tweak, improve, improvise, and innovate to your heart's content.

With the freedom to ask any question, insight begins to appear everywhere.

SHOULDN'T INSIGHT BE FOR EVERYONE? We believe Business Discovery should be as accessible as it is extraordinary. So QlikView makes strategy and analysis more social and collaborative. It extends the value of your information across supply chains, through distribution channels, to vendors and customers, and beyond. It makes data easier to digest, beautiful to view, and fun to work with. We impose no limitations, because we know the next astonishing insight could come from anywhere.

WE BELIEVE THAT DATA IS THE NEXT FRONTIER. And we believe that we are all explorers. We'll ask the next question. But the answer is all yours. What will you discover?