

THE DECISION IS
SIMPLE

**SIMPLICITY =
SUCCESS**



The **QlikView** difference

DELIVERING THE BI CONSUMER ENTERPRISE

Think Google, Facebook and iTunes. Now, think BI. Different worlds, right? Those consumer apps are amazingly easy to use. Just jump in, start clicking and become instantly productive. But traditional BI is slow and frustrating beyond belief, with huge learning and deployment curves.

QlikView is different, it changes everything by delivering a consumer app experience. It's simple and easy, and puts the business user in total control. No waiting for outdated reports, no more guessing. Just fast answers to the most critical business questions.

**What if you could answer any business question?
What would that mean for your business?**

GETS RESULTS

The world's fastest-growing BI company*

HIGHEST CUSTOMER SUCCESS**

96% customer satisfaction
186% return on investment
16% revenue increase

FASTEST TIME TO VALUE**

44% deployed in 1 month
77% deployed in 3 months
50% reduction in analysis time

LEADER IN CUSTOMER LOYALTY***

#1 in intention to buy more licenses
#1 in standardization preference
#1 in renewal rates

QlikView is a new kind of BI tool that's driving spectacular results for companies worldwide. It empowers business users to stop guessing and start knowing how to make faster, smarter decisions. QlikView's simplicity lets anyone easily consolidate, search, visualize, and analyze all their data for unprecedented business insight.

* Worldwide BI Tools 2008 Vendor Shares, IDC, 2009

** IDC/QlikTech Joint Survey, 2009

*** BARC: BI Survey 9, 2010

**15,000 customers in
100 countries**

HOW IT WORKS



Consolidate

QlikView's patented, in-memory technology rapidly combines data from any source. Already using Oracle, SAP, Salesforce.com, Business Objects, Cognos, Hyperion, SQL Server, MySQL, or Excel? No problem. QlikView's got you covered.



Search

Google-like BI search is finally here. Go ahead and type any word or phrase, in any order, into the QlikView search box. You'll get instant, associative results that let you see new connections and relationships between your data from different apps.



Visualize

Here's the fun part. In just seconds, take your data and see it any way you want. Put it in sexy charts, tables, graphs — every kind imaginable. Make them 2-D or 3-D. Zoom in. Zoom out. Click anywhere for more detail. With QlikView, you'll look at your data in a whole new light.

SEARCH ASSOCIATIVELY



The associative experience

QlikView's Associative Search is what's next. It uses the familiar experience of your favorite search engine to deliver fast business answers. Go ahead and enter any search words. QlikView provides instant results as you type. Its intuitive interface highlights important relationships between your data, enabling you to make more informed business decisions.

Powered by in-memory technology

The engine behind Associative Search is QlikView's next-generation in-memory architecture. It virtually eliminates the problems and complexity plaguing traditional, slow, disk-based BI tools that deliver little more than static, prepackaged data. With QlikView, all your data — from virtually any source — is loaded in memory and available for instant, real-time analysis with a few clicks.

GOES WHERE
YOU GO



Deploy anywhere

QlikView provides anytime access through the most popular mobile devices, including iPhone, iPad, Android, and BlackBerry. It offers unprecedented freedom from the desktop by delivering dynamic, interactive data analysis, when and where users need it.

QlikView for Mobile puts sophisticated real-time business answers, and the simplicity and power of QlikView's easy-to-use interactive visual dashboards, in the hands of users on the go.

With QlikView for Mobile, users get complete data selection, associative search, GPS-sensitive filtering (on GPS-equipped phones), and advanced visualization.

THINK IT
BUILD IT
SHARE IT



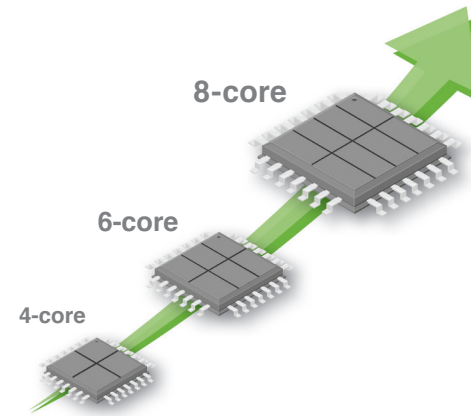
Collaborative BI

QlikView makes your whole organization smarter by enabling every business user to easily create their own QlikView apps. They can even mash them up and integrate them into other complementary apps and share their business insights with anyone.

Imagine linking regional sales data from QlikView to locations on Google Maps. How about taking a QlikView inventory analysis and making it available to all business users on SharePoint? And what if you could have QlikView autopopulate Excel spreadsheets for you? QlikView makes all of this a reality via simple-to-use extensions.

Twitterers and Facebookers can also easily create one-click links to their QlikView mash-ups and analytics. It's simply never been easier to share unique business insight with the entire organization.

MAXIMUM SCALABILITY



BI that scales new heights

QlikView was built to grow in tandem with your business needs. In fact, QlikView scales to meet the requirements of the largest global enterprises, including Campbell's Soup, Canon, Fila, Gatorade, Panasonic, and Toyota.

QlikView supports tens of thousands of connected users and billions of records. It does this through an optimized architecture with perfect linear scalability that leverages even the most advanced 64-bit Intel multi-core architectures. It also includes support for the latest in virtualization and cloud deployment models, as well as built-in resilience with standard failover options. The result? Maximum performance. And maximum confidence.

WORKS
WITH WHAT
YOU HAVE



QlikView unlocks your enterprise data

Too many enterprises find themselves hostage to their business applications stack which prevents them from getting to their data in a simple and meaningful way. With purpose-built connectors for some of the most popular applications, such as SAP and Salesforce.com, QlikView eases access and analysis of your business data.

QlikView is enabling enterprises across the globe to better leverage their investment in existing business and warehousing assets with intuitive access, comprehensive analytics and sophisticated visualization. The result? Happier, more productive business users. And higher ROI on your entire enterprise stack investment.

TOTAL CONTROL



Deep manageability

QlikView provides IT with powerful, flexible and easy consoles for measuring, monitoring and deploying QlikView applications and data. QlikView consoles give IT a single view into deployment status, whether it's for a single server or multiple servers spread across different geographies, and simultaneous users that can number into the tens of thousands. QlikView also offers centralized management capabilities including load balancing, administration, and refresh scheduling.

Ironclad security

QlikView is designed to protect your critical data and analysis assets. QlikView supports security standards specifically designed to safeguard the billions of records and tens of thousands of users it's capable of supporting. QlikView's advanced, easy-to-administer security console enables you to control which users see which analyses, data, metrics, and results. You can also enforce group, role-based and individual user policies from individual documents to granular row and value restrictions.

CUSTOMERS
LOVE US

“

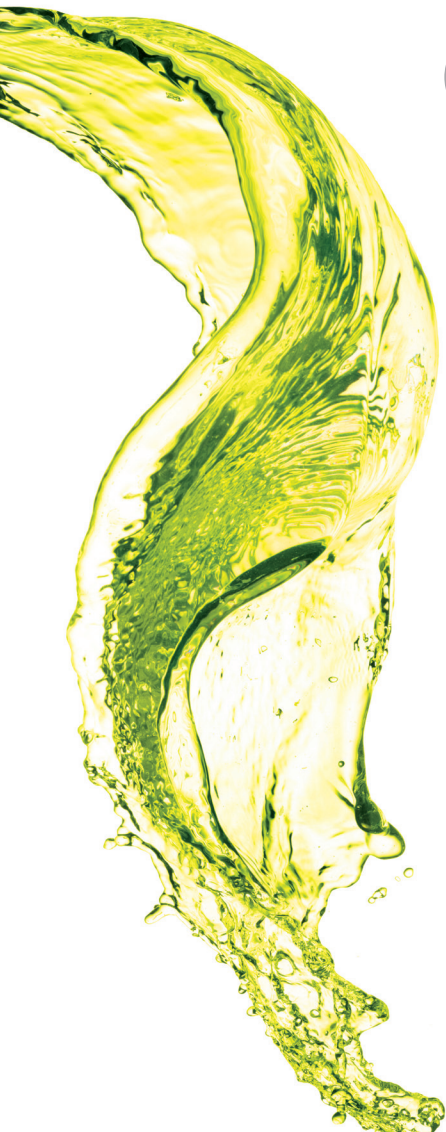
We didn't anticipate the scope of efficiency gains possible with QlikView. It revolutionized our ability to manage data throughout our supply chain. We continue to find new ways to integrate, view and use data that are tremendously better than what we were doing before.

– Michael Mastroianni, *Vice President*
North American Planning Reliability and Operations
Campbell Soup Company

With QlikView, we can run reports and create dashboards quickly to detect market changes and product sales in real time. This allows our salespeople to immediately respond to new opportunities and improve business performance.

– Victor Aguilar, *Support Sales Manager*
Gatorade

”



GATORADE

Subsidiary of PepsiCo, Inc. and manufacturer of industry-leading sports drink Gatorade.

Challenges

- Sought real-time sales data to proactively respond to market changes
- Wanted to improve reporting time
- Needed to handle tens of millions of data records

Solution

Deployed QlikView to analyze:

- Sales and profitability by account
- Sales expenses
- Billing

Results

- Reduced reporting time from 1-4 hours to 3 minutes, saving \$237 per employee, per report
- Gained real-time visibility of company-wide sales performance
- Realized full return on investment in four months

TENS OF MILLIONS OF DATA RECORDS

**REPORTING TIME REDUCED FROM
1-4 HOURS TO 3 MINUTES**

\$237 SAVED PER EMPLOYEE, PER REPORT

CAMPBELL'S SOUP

Global manufacturer of soup, baked snacks, beverages, and premium chocolate.

Challenges

- Aligning demand forecasting and supply chain planning to manage an increase in new products
- Ensuring inventory management could accommodate significant increases in SKU numbers

Solution

Deployed QlikView for:

- Sales analysis
- Supply chain analysis of 4,500 SKUs
- Operational analysis

Results

- 50% improvement in inventory forecasting accuracy
- Can easily adapt to daily demand changes and order flows
- Ensures the right product mix is available to customers at the right time
- Reduced transportation and workforce costs

**50% IMPROVEMENT IN INVENTORY
FORECASTING ACCURACY**

4,500 SKUS ANALYZED ACROSS SUPPLY CHAIN



NATIONAL HEALTH SERVICE

The publicly-funded healthcare system of England, providing the majority of healthcare in the country.

Challenges

- Needed to consolidate, visualize and analyze financial data across all regional NHS hubs
- Wanted to reduce contract spend throughout NHS supply chain

Solution

Deployed QlikView to regional hubs and financial personnel nationwide for:

- Benefits reporting
- Spend vs. cost analysis
- Supplier and purchaser analysis
- Organizational benchmarking analysis

Results

- \$66 million in procurement cost savings over two years
- Improved regional hub performance through better data insight
- Significant reduction in management time spent on reporting and analysis

\$66 MILLION IN PROCUREMENT COST SAVINGS

HEIDELBERG

Leading manufacturer of sheet fed offset printing machines for commercial and industrial customers.

Challenges

- Couldn't handle new reporting demands and ad hoc analysis
- Needed complementary analysis capabilities for SAP BW data

Solution

Deployed more than 200 QlikView applications, including:

- Sales analysis
- Financial analysis
- IT analysis

Results

- Business users make better, more informed decisions through flexible, ad hoc analysis on SAP BW data
- Complete integration of SAP BW, Access, Excel, Navision, and Sage data

263% INTERNAL RATE OF RETURN FOR APPLICATION IN IT CONTROLLING



STRENGTH IN NUMBERS



QlikCommunity: Sharing the love

Customers love QlikView. Truly, madly, deeply. That's why QlikCommunity, our incredibly vibrant, thriving online global forum at community.qlikview.com, is unlike any other. In fact, it's the most-visited and active user community in the BI universe with tens of thousands of users.

QlikCommunity is a fun, addictive experience that finds enthusiastic QlikView users from across the planet learning, sharing and profiting from their collective experiences. You'll also find QlikView rock stars offering up powerful free apps and productive ideas ready to deploy in your organization.

QlikView product experts are just as addicted to QlikCommunity. Affectionately known as "Qlikkies," they're constantly engaging with the community to provide rapid answers and best practices. So, get online and get rolling. We look forward to seeing you there.

SEEING IS
BELIEVING

Try **QlikView**

We're so convinced of QlikView's ability to make a positive difference in your business that we will demonstrate your data working within QlikView before you buy.

We invite you to experience the unique speed and power of QlikView through our groundbreaking "Seeing is Believing" offer. In just two or three days, we will build a working QlikView application – with your data – to start providing answers to your business questions.

We're also the only BI vendor that backs up its software with a no-risk, 30-day money-back guarantee.

Ready to check out QlikView? Download a free trial version now at: qlikview.com/download

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YOUR WORLD?

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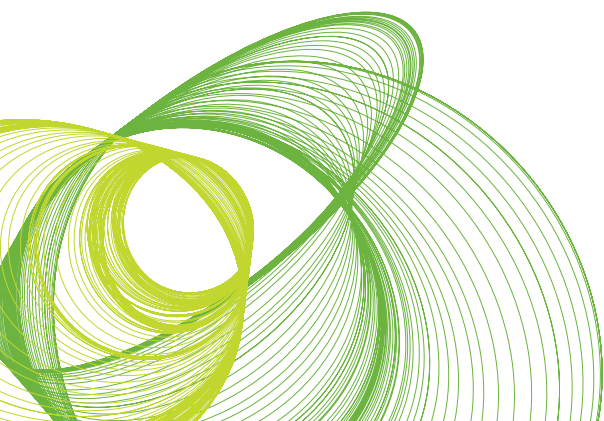
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