

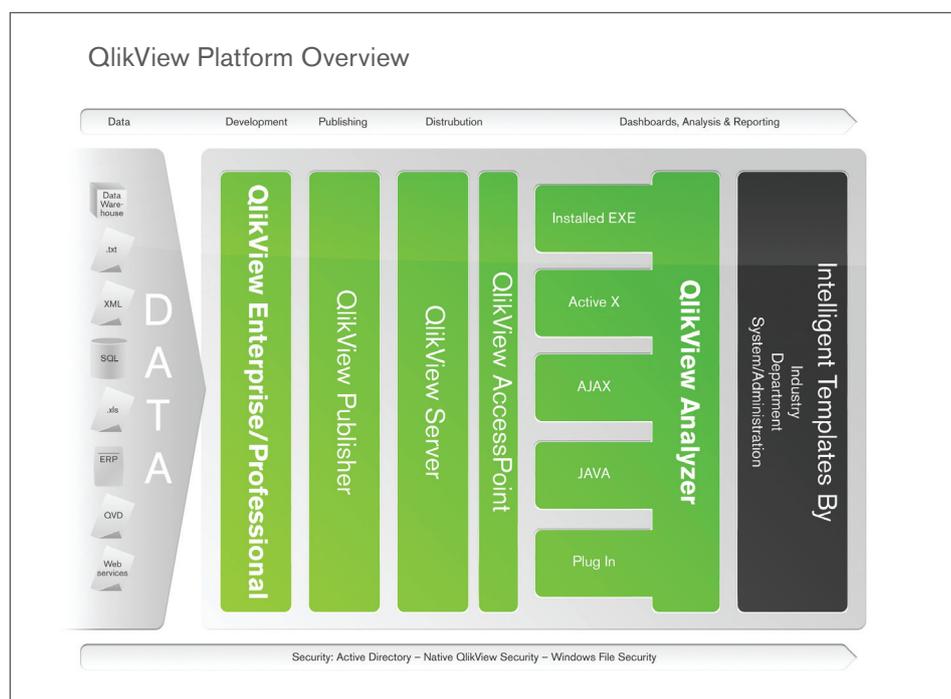
QlikView – Simplifying Analysis for Everyone

For 20 years now organizations have focused on automating their business processes and deploying traditional Business Intelligence 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 lead 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. This results 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 even 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 tool.



In-memory analysis and reporting driving simplicity and performance

QlikView's in-memory data model 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 combined (ERP data, text, Excel, XML, etc.). QlikView development is facilitated by function rich wizards. QlikView is click driven and it provides state-of-the-art visual-

ization capabilities using dashboard style gauges, graphs, and tables. With QlikView users quickly find information at their fingertips and they are able to share insight with colleagues through integrated reporting, printing, and through full integration with Microsoft Office.

All these BI capabilities have been developed into a single architecture and by doing so the QlikView tool meets all the different user needs of different user roles within your company. This approach also makes QlikView extremely fast to deploy. Most QlikView customers are live in less than 30 days. This single tool and architecture approach also makes QlikView easy to upgrade and maintain, providing low cost of ownership.

Flexibility in analysis

QlikView allows 1000's 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 changing BI needs in your

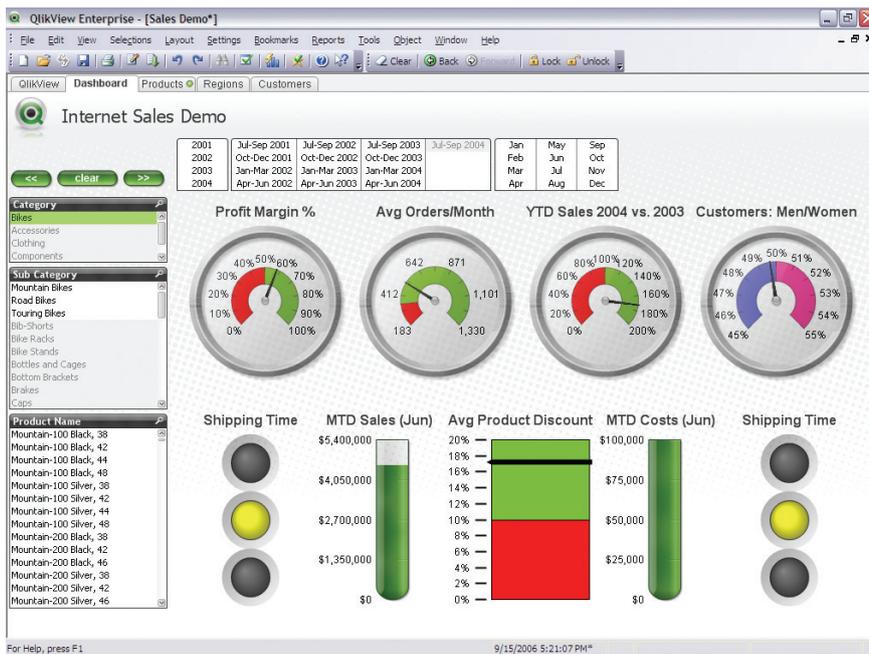
organization. End users benefit from not being trapped by pre-calculated hierarchical structures because all data is held in-memory and calculations are made when requested and not prior. Since data does not have to be aggregated users can analyze the entire data volume down to the transaction level.

Fast to deploy

Evaluating QlikView is risk free. Most of our customers simply download QlikView from the QlikTech 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 and most customers are live with their first project in less than 30 days.

Easy-to-learn, easy-to-use

Because of its color coded, point-and-click, user interface QlikView end users can be trained in minutes. Changes to QlikView applications are done in seconds, which makes it easy to respond quickly to changing BI needs in your organization.



“ 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.

Scaling 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 needs of even the largest enterprise. Today QlikView handles hundreds of thousands of users and billions of records of data down on a transaction level with near instant query response time running on standard hardware. This allows QlikView to offer the ability to open analysis applications to their customers and suppliers.

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.

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, 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 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 travelling 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 product line is very powerful because of its simplicity. QlikView covers all specific user needs in just three different flavors of the same product:

QlikView Enterprise - for the developer

QlikView Enterprise is for developing QlikView applications. Enterprise 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, or any operational system data base including 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 analyzing and reporting based on QlikView applications. Users can be trained

QlikView In-Memory Analysis and Reporting:

Fast Time-to-Value...

Customers are live in less than 30 days, and most in a week.

Easy to Use...

End users require no training and enjoy "qliking".

Powerful...

Near instant response time on data volumes as high as a billion records.

Flexible...

Allows unlimited dimensions and measures and can be modified in seconds.

Integrated...

Analysis, Applications, and Reporting on a single architecture.

Risk-free...

Fully-functional free trial download.

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. Analyzer also offers off-line analysis and reporting functionality for the travelling workforce.