QlikView

Simple's What's Next
Enterprise 2.0 and its affect on
Business Intelligence Software

Anthony Deighton, Senior Vice
President of Marketing

About QlikTech

Heritage

- Founded in 1993 in Sweden
- R&D located in Lund, Sweden
- Granted patents on in-memory associative technology
- Eight major QlikView product releases
- QlikView 8 released in 2007
- Lead investors – Accel Partners and JVP

Board

- **Paul Wahl**, former COO Siebel and CEO, SAP America
- **Alex Ott**, JVP, former President, Siebel North America
- **Bruce Golden**, Accel, former Executive, Sun, Illustra and Informix
- **Claes Björk**, former CEO, Skanska
- **Måns Hultman**, Chairman, QlikTech
- **Lars Björk**, CEO, QlikTech

Organization

- Management Team:
  - Former executives from SAP, Siebel, Oracle, Mactive, Intentia
- ~400 employees across 17 offices in 9 countries
- More than 300 partners
- Headquartered in US (Radnor, PA)

Results

- Leading provider of next generation BI solutions
- Fastest growing BI software company in the world for three years running (2005 – 2007) according to IDC
- Profitable, annual revenue growth of ~80%
- 8,456 customers in 85 countries
- Adding 13 new customers every day
- 381,000 live users

QlikView

Our Mission

Simplifying Analysis For Everyone

QlikView

Patented In-Memory Associative Technology

A Fundamental Difference

What

Associative

- Thought driven
- Natural
- Freeing
- Flexible
- Collaborative
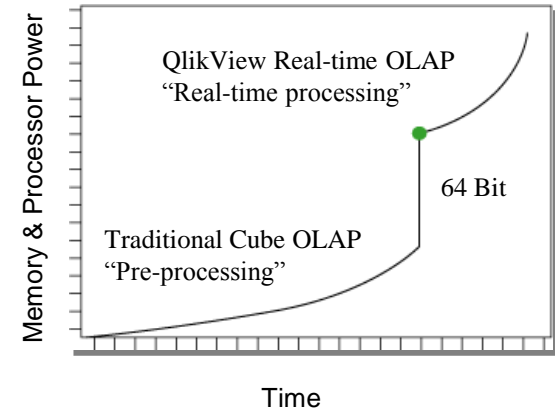- Personal
- Empowering

How

In Memory

- Fast
- Light impact
- Visually Interactive
- Summary and Detail
- Portable
- Simple
- Inexpensive
- Integrative

The Power of Simplicity

QlikView Real-time OLAP
"Real-time processing"

64 Bit

Traditional Cube OLAP
"Pre-processing"

Memory & Processor Power

Time

QlikView

Simple is What's Next…

- Industry Trends
  - Consumerization of enterprise software
  - Top down vs. bottom up management
  - Consolidation in BI
- Impact on QlikView

QlikView

Consumerization of enterprise software

QlikView
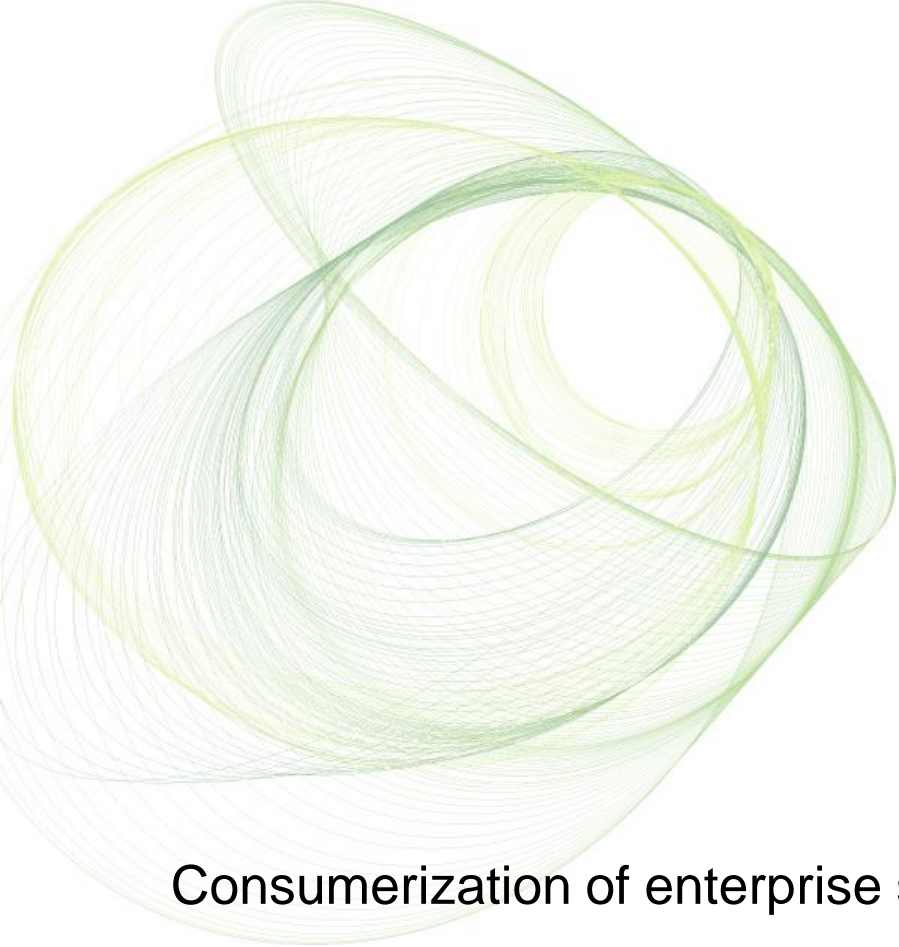
What did we learn in Enterprise 1.0?

- Sell to "C-level" executives
- "We don't wake up for less than [$1,000,000 deal]"
- One big deal each year
- Reality is a guide, pitch the possible
- Every answer begins with, "yes"
- Sell first, deploy second
- Win every feature war
- World's leading provider of fully integrated suites
- Never pilot
- Scripted demo vignettes
- No touching

Customer complicity?

QlikView

Changing expectations of how software is delivered

- 1990: shrink wrapped, box, manual, diskette
  - Support by manual
- 1995: shareware, internet delivered
  - Support by news group
- 2000: web site
  - Support by chat, email, group… or not needed
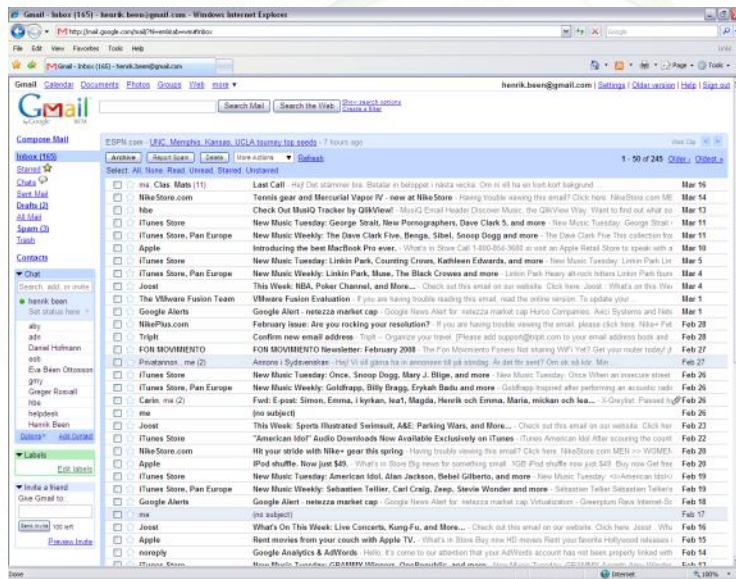

QlikView

New generation of IT buyer

Generation Y

- Always connected
- Tech savvy
- Narcissists
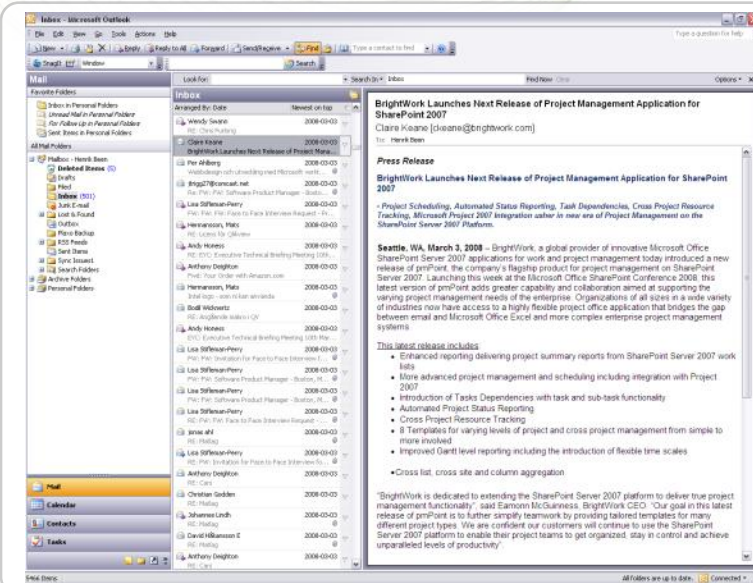- Completely public
- Herd mentality
- Fickle but driven

IT Rules Don't Apply

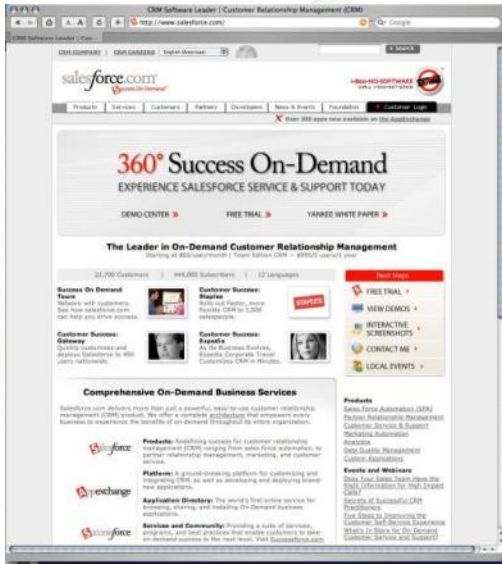**Qlik**View

Gmail vs. Outlook

- All my email, any time, everywhere

- Slick clickable UI
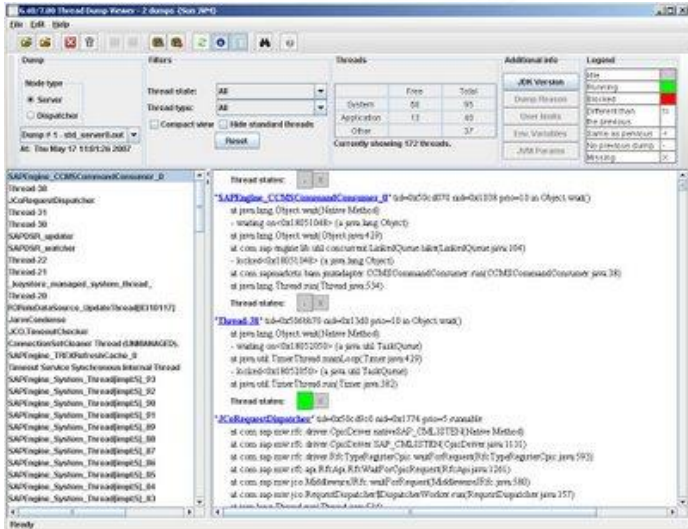- Search
- Ads delivery
- 24/7 operation
- ...

- Reading pane
- SMTP/IMAP support
- Global address book
- Trust center
- Out-of-office messages
- Plugable framework
- Notes, Journal, Todo
- Mailbox cleanup
- PSTs
- Email Forms
- ...

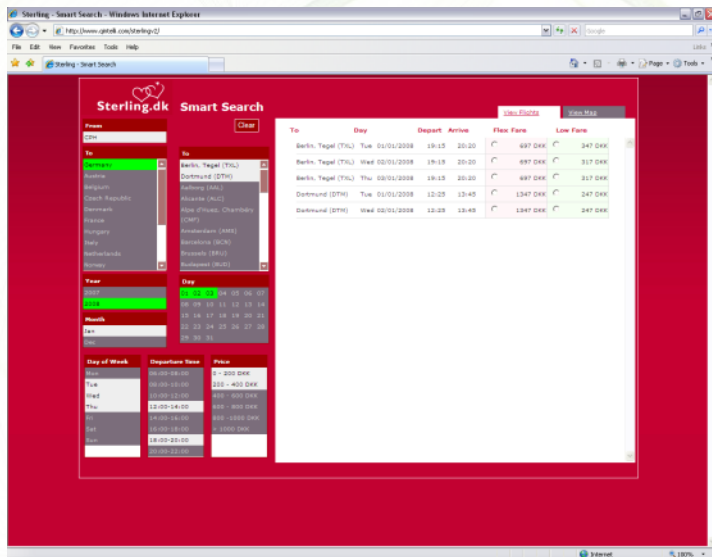**QlikView**

Salesforce.com vs. SAP

- Customer Relationship Management, now

- World's largest Oracle DB
- Massive concurrency
- Always live
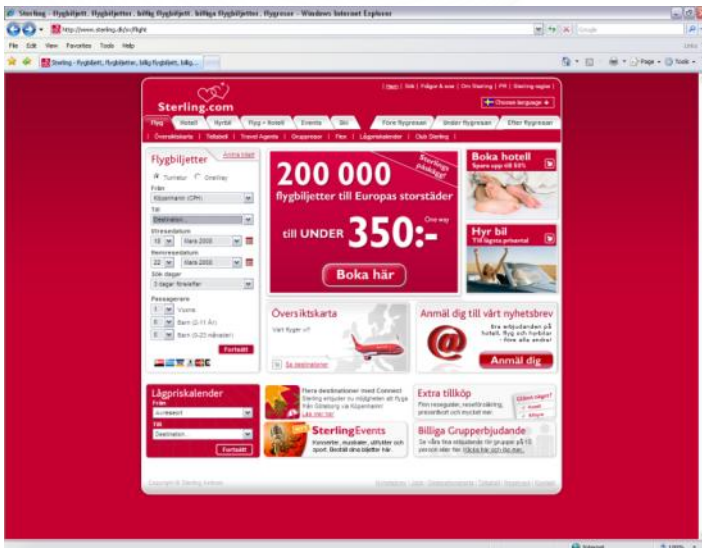- Multi tenancy
- Configurable
- ...

- ERP, CRM, BPM, MM, AP, AF, AHHH
- User control
- Process definition
- Required fields
- Workflow engine(s)
- Meta data
- BAPI
- Lists and forms
- ...

QlikView

QV Sterling vs. Sterling

- Always find a flight

- Destination
  ↓
- Date
  ↓
- Time
  ↓
- Flight
  ↓
- Fare

QlikView

File   Edit   View   History   Bookmarks   Develop   Window   Help

http://www.sterling.dk/flight

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STERLING

We would fly with us

🇬🇧 Choose language ▾

| Flight | Flight + Hotel | Hotel | Car hire | | Before the flight | During the flight | After the flight |

Route map   Timetable   Travel Agents   Group travel   Flex   Low Fare Calendar   Club Sterling   Right Now offers

Air tickets

Change ticket

◉ Round trip   ○ OneWay

From

Departure City ▾

To

Destination... ▾

Date to fly out

28 ▾   April 2008 ▾ 🗓

ReturnDate

2 ▾   May 2008 ▾ 🗓

Search Dates

3 days before/after ▾

Passengers

1 ▾   Adults

0 ▾   Children (2-11 years)
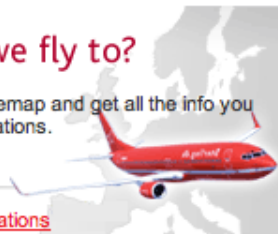
0 ▾   Children (0-23 months)

Continue

6 great offers

Every day
until April 30

Click here

Book your hotel
Save up to 50%

Rent a car
With price guarantee

Where do we fly to?

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Sign up ➔

Low-cost calendar
From

Departure City ▾

Right Now

Find our best and cheapest offers right now. Click here.

More stuff

Find travel guide, gift voucher, insurance, transfer, and more.

Remember!
✓ Hotel

Sterling – air ticket, air tickets, lowfare tickets, cheap air tickets, lowfare flights

File   Edit   View   History   Bookmarks   Develop   Window   Help

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STERLING

We would fly with us

Choose language ⌄

| Flight | Flight + Hotel | Hotel | Car hire |

Before the flight | During the flight | After the flight

Route map   Timetable   Travel Agents   Group travel   Flex   Low Fare Calendar   Club Sterling   Right Now offers

Air tickets
Change ticket

● Round trip   ○ OneWay

From
Copenhagen (CPH) ▾

To
Destination... ▾

Date to fly out
28 ▾   April 2008 ▾

ReturnDate
2 ▾   May 2008 ▾

Search Dates
3 days before/after ▾

Passengers
1 ▾ Adults
0 ▾ Children (2-11 years)
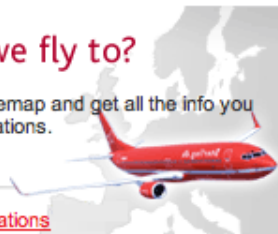0 ▾ Children (0-23 months)

Continue

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From
Departure City ▾

Right Now
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Remember!
✓ Hotel

File   Edit   View   History   Bookmarks   Develop   Window   Help

http://www.sterling.dk/flight   sterlink dk

STERLING

We would fly with us

Choose language ▾

| **Flight** | **Flight + Hotel** | **Hotel** | **Car hire** | | **Before the flight** | **During the flight** | **After the flight** |

Route map   Timetable   Travel Agents   Group travel   Flex   Low Fare Calendar   Club Sterling   Right Now offers

Air tickets   Change ticket

○ Round trip   ○ OneWay

From
Copenhagen (CPH) ▼

To
Geneva (GVA) ▼

Date to fly out
28 ▼   April 2008 ▼

ReturnDate
2 ▼   May 2008 ▼

Search Dates
3 days before/after ▼

Passengers
1 ▼   Adults
0 ▼   Children (2-11 years)
0 ▼   Children (0-23 months)

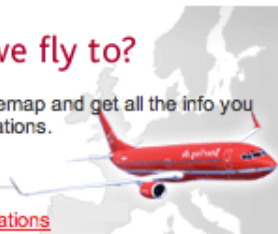**Continue**

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Every day
until April 30

Click here

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Save up to 50%

Rent a car
With price guarantee

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Sign up →

Low-cost calendar
From
Departure City ▼

Right Now
Find our best and cheapest offers right now. Click here.

More stuff
Find travel guide, gift voucher, insurance, transfer, and more.

Remember!
✓ Hotel

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STERLING

We would fly with us

Choose language ▼

| Flight | Flight + Hotel | Hotel | Car hire |

Before the flight | During the flight | After the flight

Route map   Timetable   Travel Agents   Group travel   Flex   Low Fare Calendar   Club Sterling   Right Now offers

Air tickets

Change ticket

● Round trip   ○ OneWay

From
Copenhagen (CPH) ▼

To
Geneva (GVA) ▼

Date to fly out
28 ▼   April 2008 ▼ 📅

ReturnDate
2 ▼   May 2008 ▼ 📅

Search Dates
Selected days only ▼

Passengers
1 ▼   Adults
0 ▼   Children (2-11 years)
0 ▼   Children (0-23 months)

Continue

6 great offers

Click here

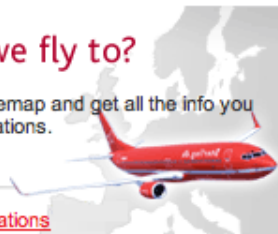### Book your hotel
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Rent a car
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Sign up ➔

Low-cost calendar
From
Departure City ▼

Right Now
Find our best and cheapest offers right now. Click here.

More stuff
Find travel guide, gift voucher, insurance, transfer, and more.

Remember!
✓ Hotel

Click to search for flights

File   Edit   View   History   Bookmarks   Develop   Window   Help

https://booking.sterlingticket.com/skylights/cgi-bin/skylights.cgi?

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We would fly with us

1. Available departures   2. Travellers   3. Confirm booking

Choose departures and see total price to the right

We always show the lowest available prices!

New search

✈ **Going Out: Copenhagen (CPH) - Geneva (GVA)**

Day	Depart	Arrive	Flex Fare	Low Fare

There are no flights available on dates you selected.

This could be due to a number of reasons:

- We are not flying this route on the selected date(s).
- We only offer this destination as a return flight or a One way flight.

< Prev Day   Next Day >

✈ **Coming Back: Geneva (GVA) - Copenhagen (CPH)**

Day	Depart	Arrive	Flex Fare	Low Fare

There are no flights available on dates you selected.

This could be due to a number of reasons:

- We are not flying this route on the selected date(s).
- We only offer this destination as a return flight or a One way flight.

< Prev Day   Next Day >

New search

New search

◉ Round Trip   ○ One Way

From
Copenhagen (CPH)

To
Geneva (GVA)

Date to fly out
28 | Apr | 3 Days Before &

Return Date
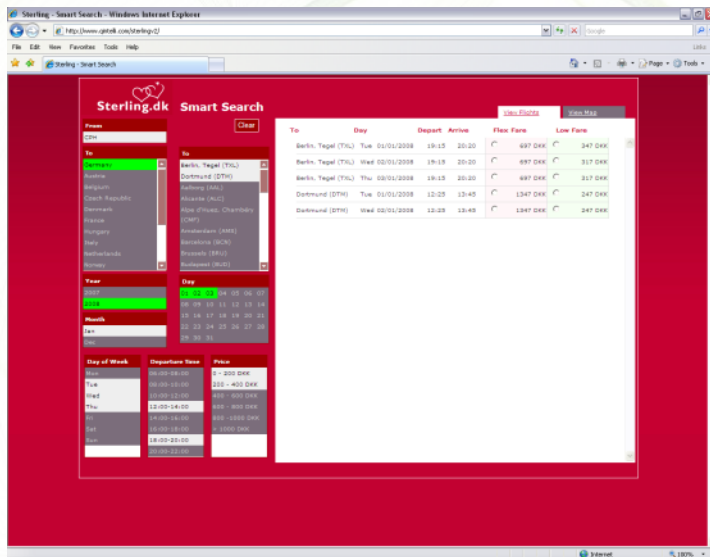02 | May | 3 Days Before &

Passengers
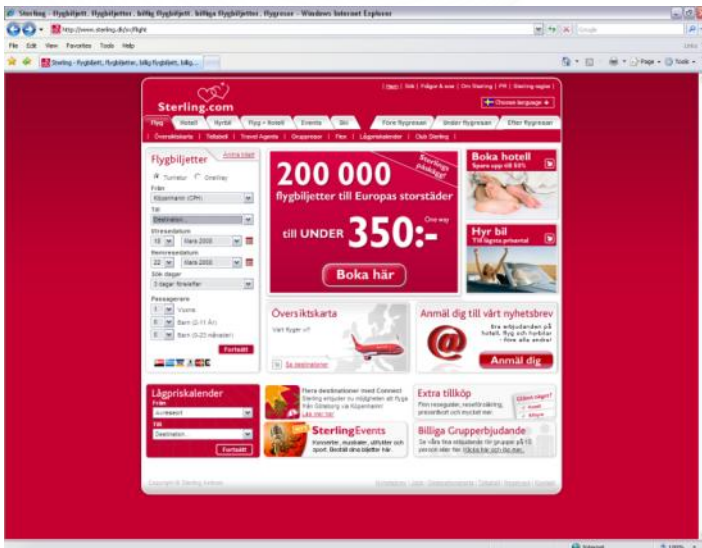1 Adult
0 Children   (2 - 11 years)
0 Infants   (0-23 months)

Search >>

QV Sterling vs. Sterling

- Always find a flight

- Destination
  ↓
- Date
  ↓
- Time
  ↓
- Flight
  ↓
- Fare

QlikView

File   Edit   View   History   Bookmarks   Develop   Window   Help

http://www.qintelli.com/sterlingv2/

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Sterling.dk   Smart Search

From

CPH

To

| Austria |
| Belgium |
| Czech Republic |
| Denmark |
| France |
| Germany |
| Hungary |
| Italy |
| Netherlands |
| Norway |

To

| Aalborg (AAL) |
| Alicante (ALC) |
| Alpe d'Huez, Chambéry (CMF) |
| Amsterdam (AMS) |
| Barcelona (BCN) |
| Berlin, Tegel (TXL) |
| Brussels (BRU) |
| Budapest (BUD) |
| Chambéry (CMF) |

Year

2007
2008

Month

Jan
Dec

Day

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sterling – Smart Search

Day of Week

| Mon |
| Tue |
| Wed |
| Thu |
| Fri |
| Sat |
| Sun |

Departure Time

| 06:00-08:00 |
| 08:00-10:00 |
| 10:00-12:00 |
| 12:00-14:00 |
| 14:00-16:00 |
| 16:00-18:00 |
| 18:00-20:00 |

Price

| 0 - 200 DKK |
| 200 - 400 DKK |
| 400 - 600 DKK |
| 600 - 800 DKK |
| 800 -1000 DKK |
| > 1000 DKK |

Clear

To	Day		Depart	Arrive	Flex Fare	Low Fare
Aalborg (AAL)	Mon	31/12/2007	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Mon	07/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Mon	14/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Mon	21/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Mon	10/12/2007	07:00	07:45	763 DKK	263 DKK
Aalborg (AAL)	Mon	17/12/2007	07:00	07:45	763 DKK	263 DKK
Aalborg (AAL)	Mon	24/12/2007	07:00	07:45	763 DKK	639 DKK
Aalborg (AAL)	Tue	11/12/2007	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Tue	18/12/2007	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Tue	08/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Tue	15/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Tue	25/12/2007	07:00	07:45	763 DKK	263 DKK
Aalborg (AAL)	Tue	04/12/2007	07:00	07:45	863 DKK	Sold out
Aalborg (AAL)	Wed	12/12/2007	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Wed	19/12/2007	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Wed	02/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Wed	09/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Wed	16/01/2008	07:00	07:45	763 DKK	243 DKK
Aalborg (AAL)	Wed	26/12/2007	07:00	07:45	763 DKK	263 DKK

File   Edit   View   History   Bookmarks   Develop   Window   Help

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Sterling.dk Smart Search

View Flights   View Map

From

CPH

To

To
Austria
Belgium
Czech Republic
Denmark
France
Germany
Hungary
Italy
Netherlands
Norway

To

To
Aalborg (AAL)
Alicante (ALC)
Alpe d'Huez, Chambéry (CMF)
Amsterdam (AMS)
Barcelona (BCN)
Berlin, Tegel (TXL)
Brussels (BRU)
Budapest (BUD)
Chambéry (CMF)

Clear

Year

2007
2008

Day

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Month

Jan
Dec

Day of Week	**Departure Time**	**Price**
Mon	06:00-08:00	0 - 200 DKK
Tue	08:00-10:00	200 - 400 DKK
Wed	10:00-12:00	400 - 600 DKK
Thu	12:00-14:00	600 - 800 DKK
Fri	14:00-16:00	800 -1000 DKK
Sat	16:00-18:00	> 1000 DKK
Sun	18:00-20:00	

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Loading "http://www.qintelli.com/sterlingv2/Default2.aspx", completed 12 of 33 items

File   Edit   View   History   Bookmarks   Develop   Window   Help

http://www.qintelli.com/sterlingv2/Default2.aspx

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Sterling.dk   Smart Search

View Flights   View Map

From

CPH

To

Austria
Belgium
Czech Republic
Denmark
France
Germany
Hungary
Italy
Netherlands
Norway

To

Aalborg (AAL)
Alicante (ALC)
Alpe d'Huez, Chambéry (CMF)
Amsterdam (AMS)
Barcelona (BCN)
Berlin, Tegel (TXL)
Brussels (BRU)
Budapest (BUD)
Chambéry (CMF)

Clear

Year

2007
2008

Month

Jan
Dec

Day

01 02 03 04 05 06 07
08 09 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Day of Week	Departure Time	Price
Mon	06:00-08:00	0 - 200 DKK
Tue	08:00-10:00	200 - 400 DKK
Wed	10:00-12:00	400 - 600 DKK
Thu	12:00-14:00	600 - 800 DKK
Fri	14:00-16:00	800 -1000 DKK
Sat	16:00-18:00	> 1000 DKK
Sun	18:00-20:00	

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File   Edit   View   History   Bookmarks   Develop   Window   Help

http://www.qintelli.com/sterlingv2/Default2.aspx

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Sterling.dk Smart Search

View Flights   View Map

From

CPH

To	**To**
Belgium	Aalborg (AAL)
Czech Republic	Alicante (ALC)
Denmark	Amsterdam (AMS)
France	Berlin, Tegel (TXL)
Germany	Brussels (BRU)
Hungary	Budapest (BUD)
Italy	Derby, East Midlands (EMA)
Netherlands	Dortmund (DTM)
Norway	East Midlands Airport (EMA)
Poland	Krakow (KRK)

Year

2007

2008

Month

Jan

Dec

Day

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Day of Week	**Departure Time**	**Price**
Mon	06:00-08:00	0 - 200 DKK
Tue	08:00-10:00	200 - 400 DKK
Wed	10:00-12:00	400 - 600 DKK
Thu	12:00-14:00	600 - 800 DKK
Fri	14:00-16:00	800 -1000 DKK
Sat	16:00-18:00	> 1000 DKK
Sun	18:00-20:00	

Clear

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http://www.qintelli.com/sterlingv2/Default2.aspx

sterlink dk

Sterling.dk **Smart Search**

View Flights   View Map

From

CPH

To		**To**	
Denmark		Aalborg (AAL)	
France		Amsterdam (AMS)	
Germany		Berlin, Tegel (TXL)	
Netherlands		London, Gatwick (LGW)	
Norway		Oslo (OSL)	
Sweden		Paris, Charles de Gaulle (CDG)	
United Kingdom		Stockholm, Arlanda (ARN)	
Austria		Alicante (ALC)	
Belgium		Alpe d'Huez, Chambéry	
Czech Republic			

Clear

Year		**Day**						
2007		01	02	03	04	05	06	07
2008		08	09	10	11	12	13	14
		15	16	17	18	19	20	21
Month		22	23	24	25	26	27	28
Jan		29	30	31				
Dec								

Day of Week	**Departure Time**	**Price**
Mon	06:00-08:00	0 - 200 DKK
Tue	08:00-10:00	200 - 400 DKK
Wed	10:00-12:00	400 - 600 DKK
Thu	12:00-14:00	600 - 800 DKK
Fri	14:00-16:00	800 -1000 DKK
Sat	16:00-18:00	> 1000 DKK
Sun	18:00-20:00	

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File   Edit   View   History   Bookmarks   Develop   Window   Help

http://www.qintelli.com/sterlingv2/Default2.aspx

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Sterling.dk Smart Search

View Flights   View Map

From

CPH

Clear

To

To
Denmark
France
Germany
Netherlands
Norway
Sweden
United Kingdom
Austria
Belgium
Czech Republic

To

To
Aalborg (AAL)
Amsterdam (AMS)
Berlin, Tegel (TXL)
London, Gatwick (LGW)
Oslo (OSL)
Paris, Charles de Gaulle (CDG)
Stockholm, Arlanda (ARN)
Alicante (ALC)
Alpe d'Huez, Chambéry

Year

Year
2007
2008

Month

Month
Jan
Dec

Day

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
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29	30	31				

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Thu	12:00-14:00	600 - 800 DKK
Fri	14:00-16:00	800 -1000 DKK
Sat	16:00-18:00	> 1000 DKK
Sun	18:00-20:00	

Nottingham, East. Midlands (EMA)

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Sterling.dk Smart Search

View Flights   View Map

From

CPH

To

| United Kingdom |
| Austria |
| Belgium |
| Czech Republic |
| Denmark |
| France |
| Germany |
| Hungary |
| Italy |
| Netherlands |

To

| Nottingham, East. Midlands (EMA) |
| Aalborg (AAL) |
| Alicante (ALC) |
| Alpe d'Huez, Chambéry (CMF) |
| Amsterdam (AMS) |
| Barcelona (BCN) |
| Berlin, Tegel (TXL) |
| Brussels (BRU) |

Year

| 2007 |
| 2008 |

Day

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Month

| Jan |
| Dec |

Day of Week

| Mon |
| Tue |
| Wed |
| Thu |
| Fri |
| Sat |
| Sun |

Departure Time

| 06:00-08:00 |
| 08:00-10:00 |
| 10:00-12:00 |
| 12:00-14:00 |
| 14:00-16:00 |
| 16:00-18:00 |
| 18:00-20:00 |

Price

| 0 - 200 DKK |
| 200 - 400 DKK |
| 400 - 600 DKK |
| 600 - 800 DKK |
| 800 -1000 DKK |
| > 1000 DKK |

Clear

POWERED BY Las Palmas de
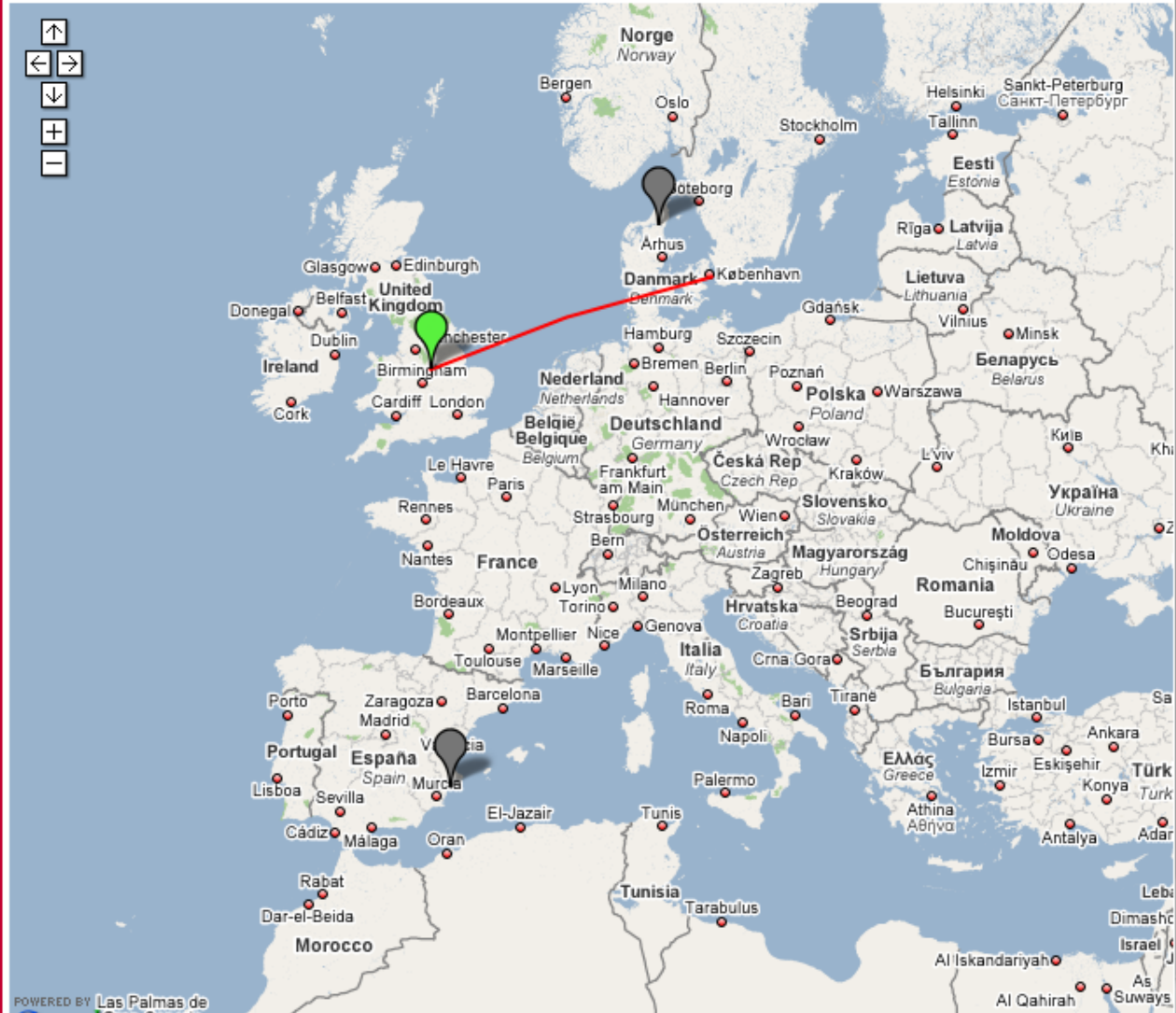
QV Sterling vs. Sterling
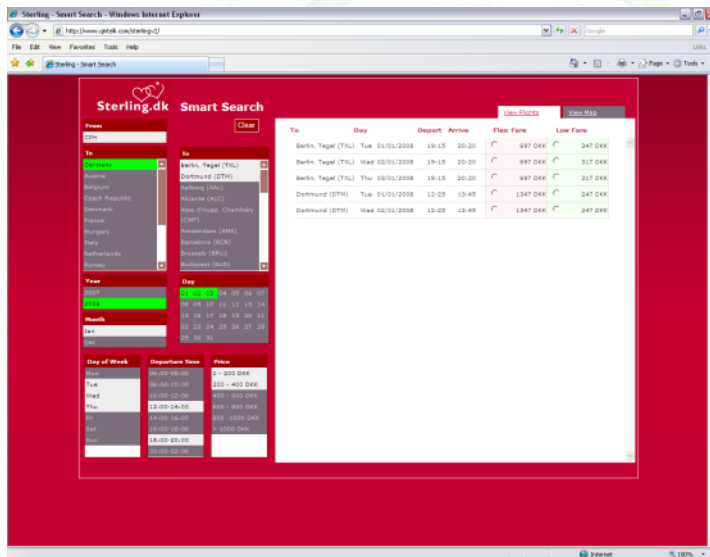
- Always find a flight

- Associations
- Data aggregation
- Slick interactive UI
- Real time integration
- ...

- Destination
  ↓
- Date
  ↓
- Time
  ↓
- Flight
  ↓
- Fare

QlikView
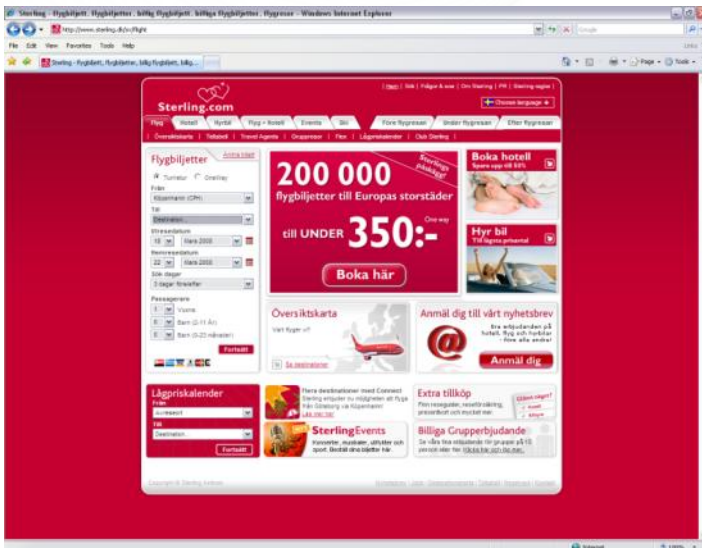
What can web 2.0 tell us about BI 2.0?

End User
- Work the way your mind works
- Visual
- Click-interactive
- Different views of the data
- Collaborative
- Always on
- Hide complexity
- Risk free

Developers
- Leave the data as it is and where it is
- Low total cost
- Web based
- Fewer clicks/more done

QlikView

New business models are simply a red herring

Business Model

- SAAS
- Open source
- Premise

Technology

- Low cost
- Short implementation
- Usable
- Sell bottom up
- Easy upgrade/stay current
- Freedom from IT
- Community

QlikView
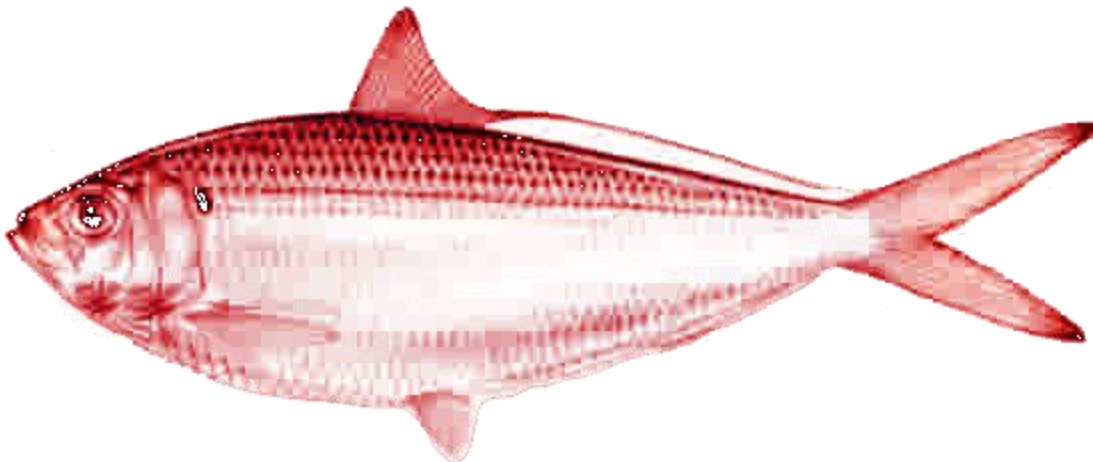
The KISS siren
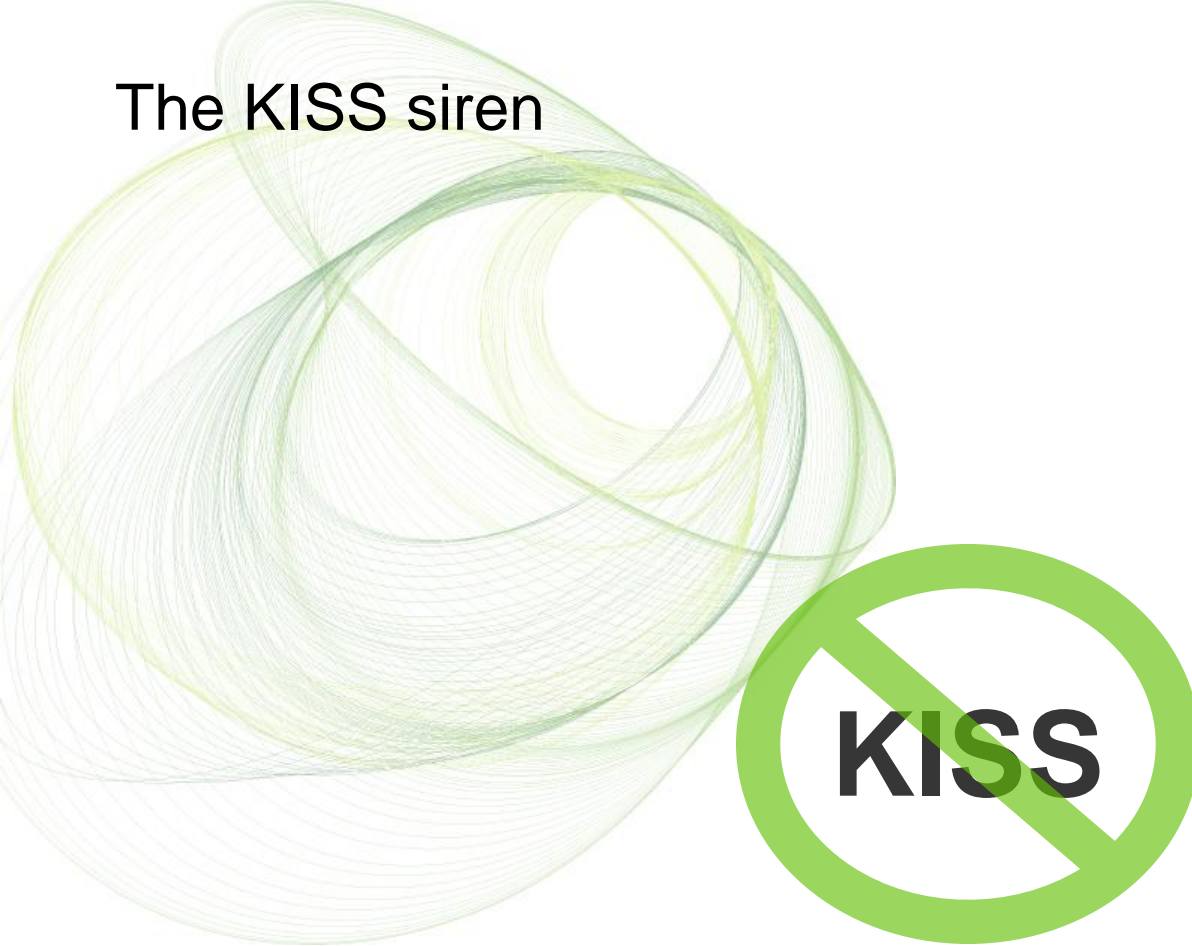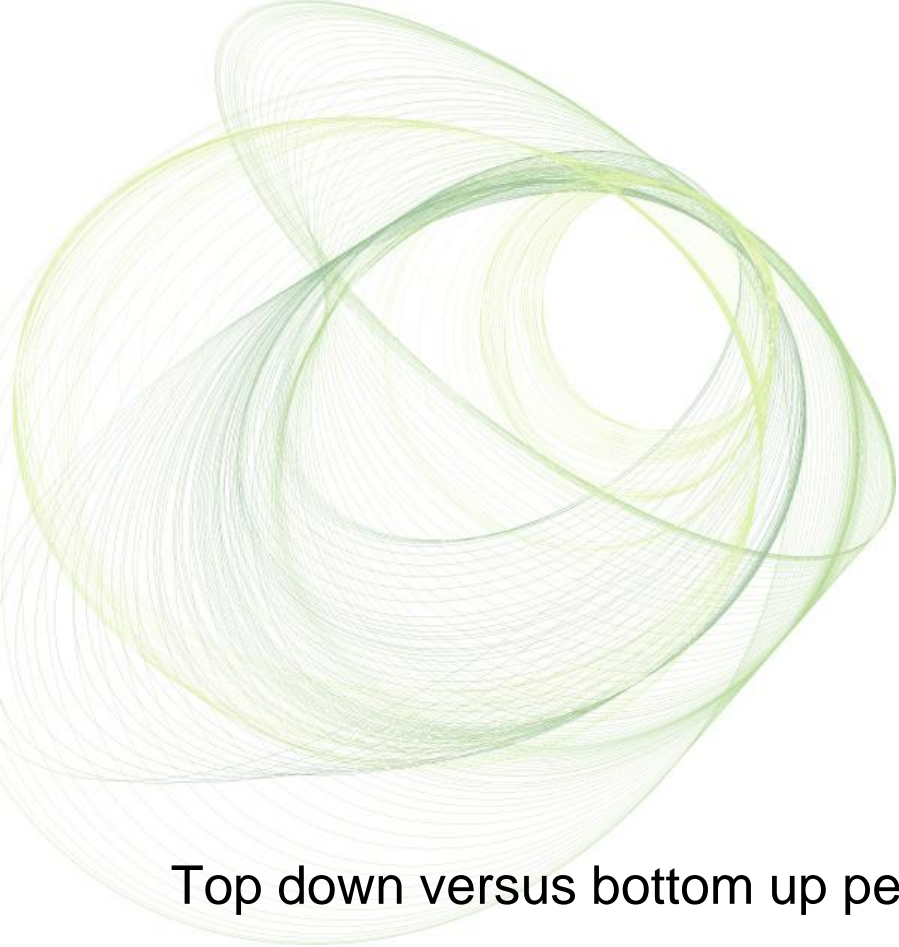
Top down versus bottom up performance management

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What business are our competitors in?

SAS	COGNOS®	Business Objects™	Hyperion®
SAS is the **leader** in business intelligence and analytical software and services. Customers at more than 44,000 sites use SAS software to **improve performance** through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive **enterprise intelligence platform**. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.	Cognos, an IBM company, is the **world leader** in business intelligence and **performance management** solutions. It provides world-class **enterprise planning** and BI software and services to help companies plan, understand and **manage financial and operational performance**. Cognos was acquired by IBM in January 2008.	As an independent business unit within SAP, Business Objects transforms the way the world works by connecting people, information and businesses. Together with one of the industry's strongest and most diverse partner networks, the company delivers **business performance optimization** to customers worldwide across all major industries, including financial services, retail, consumer-packaged goods, healthcare and public sector. With open, heterogeneous applications in the areas of governance, risk and compliance; **enterprise performance management**; and business intelligence; and through global consulting and education services, Business Objects enables organizations of all sizes around the globe to close the loop between **business strategy and execution**.	Hyperion Solutions Corporation is the **global leader** in **Business Performance Management** software. More than 10,000 customers – including 91 of the Fortune 100 – rely on Hyperion software to translate **strategies into plans**, **monitor execution** and provide insight to **improve financial and operational performance**. Hyperion combines the most complete set of interoperable applications with the leading Business Intelligence platform to support and create Business Performance Management solutions.

What business are our competitors in?

SAS	COGNOS	Business Objects	Hyperion
Leader [which] Improves performance [via an] Enterprise intelligence platform	World leader [which] manages financial and operational performance [via an] performance management [and] enterprise planning	Independent [which] delivers business performance optimization [and] close the loop between business strategy and execution [via an] enterprise performance management [and] enterprise planning	Global leader [which] Translates strategies into plans, monitors execution [and] improves financial and operational performance [via an] Business Performance Management

What business are our competitors in?

Hypersasonos Objects

(recently acquired by IBAPacleSoft)

Driving corporate performance through the use of software to align strategy and execution

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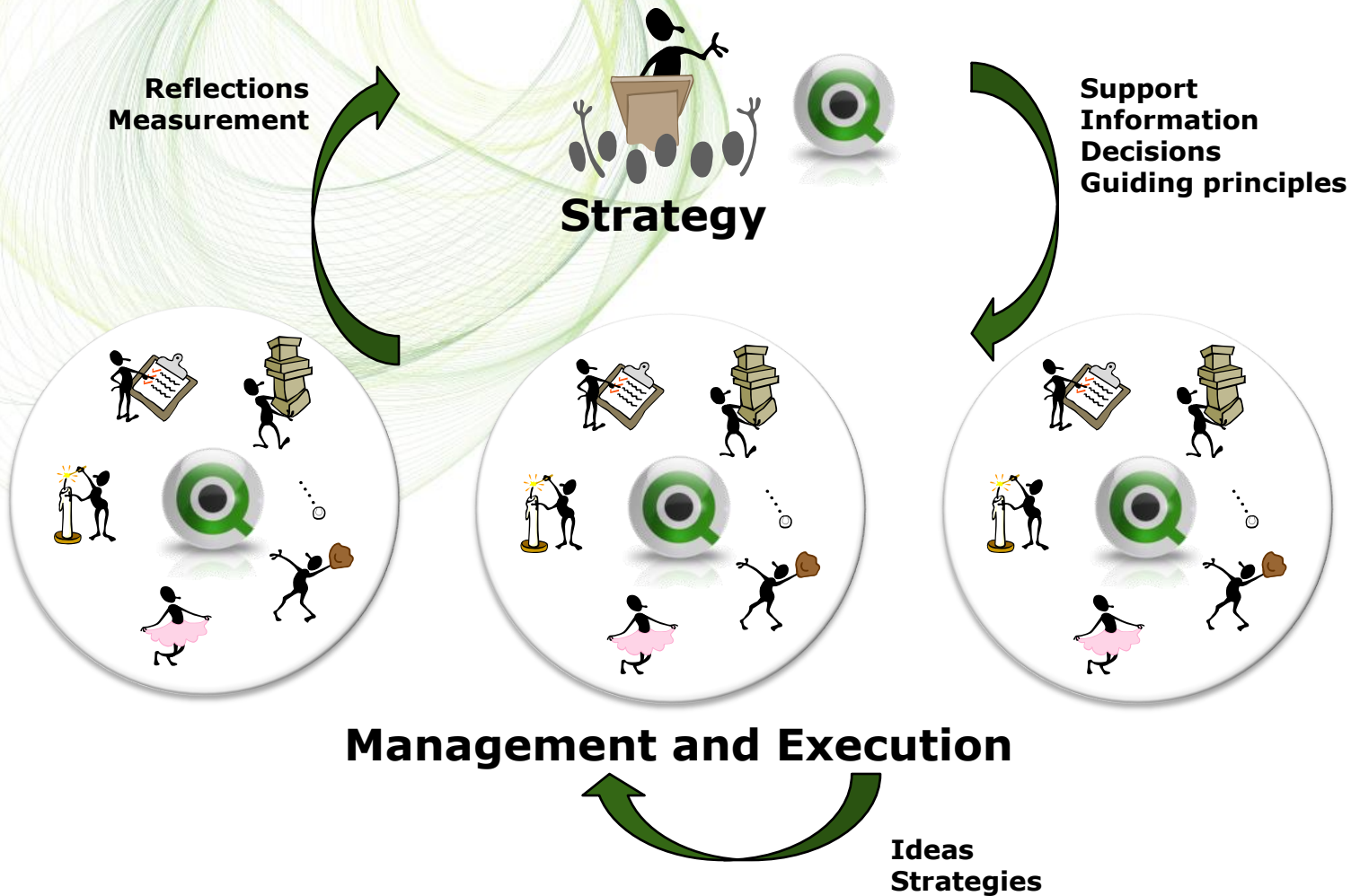# Corporate Performance Management
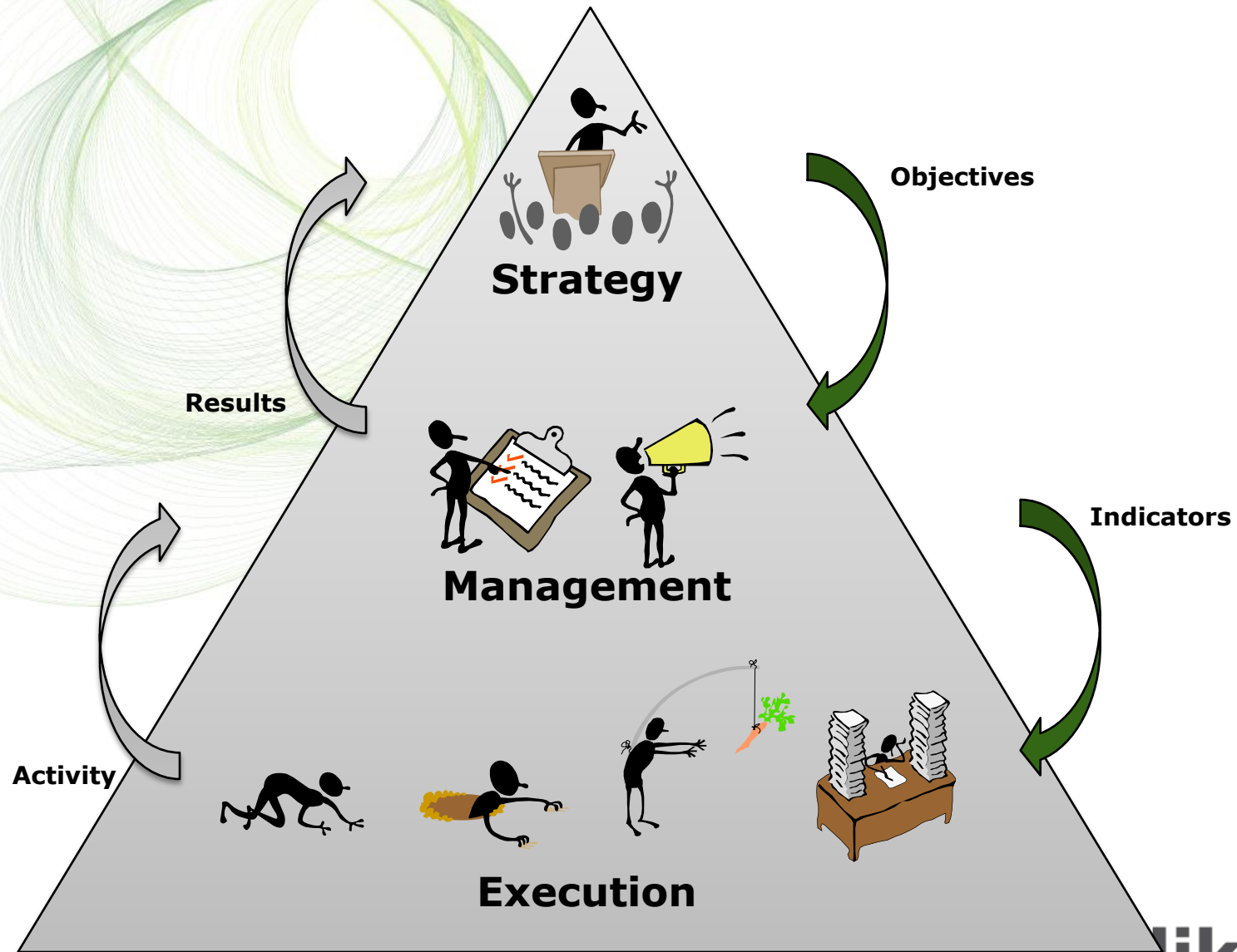
Coincidence?

Corporate Performance Management

Data Warehouse Management
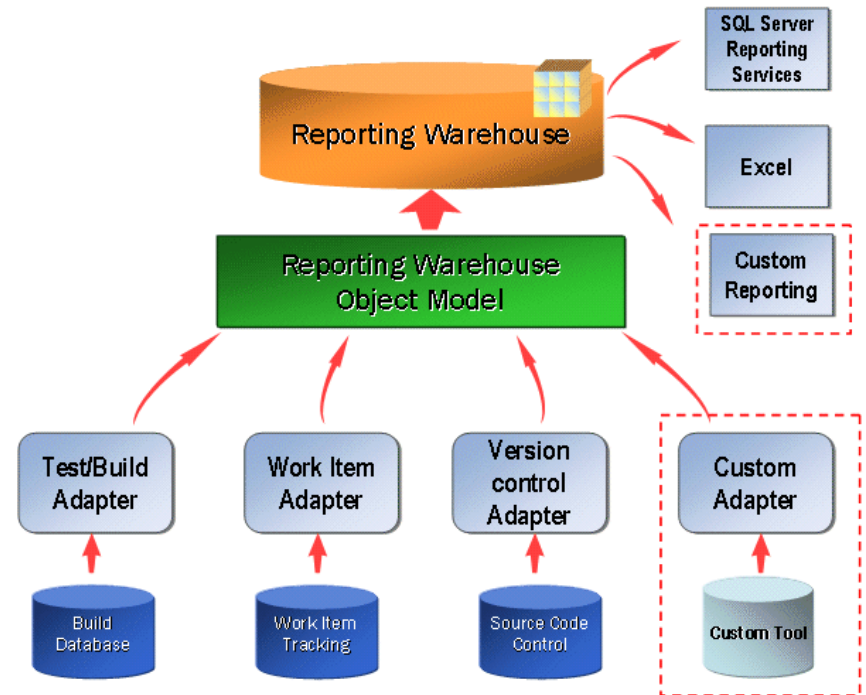
The new (old) vision for performance management

**Reflections
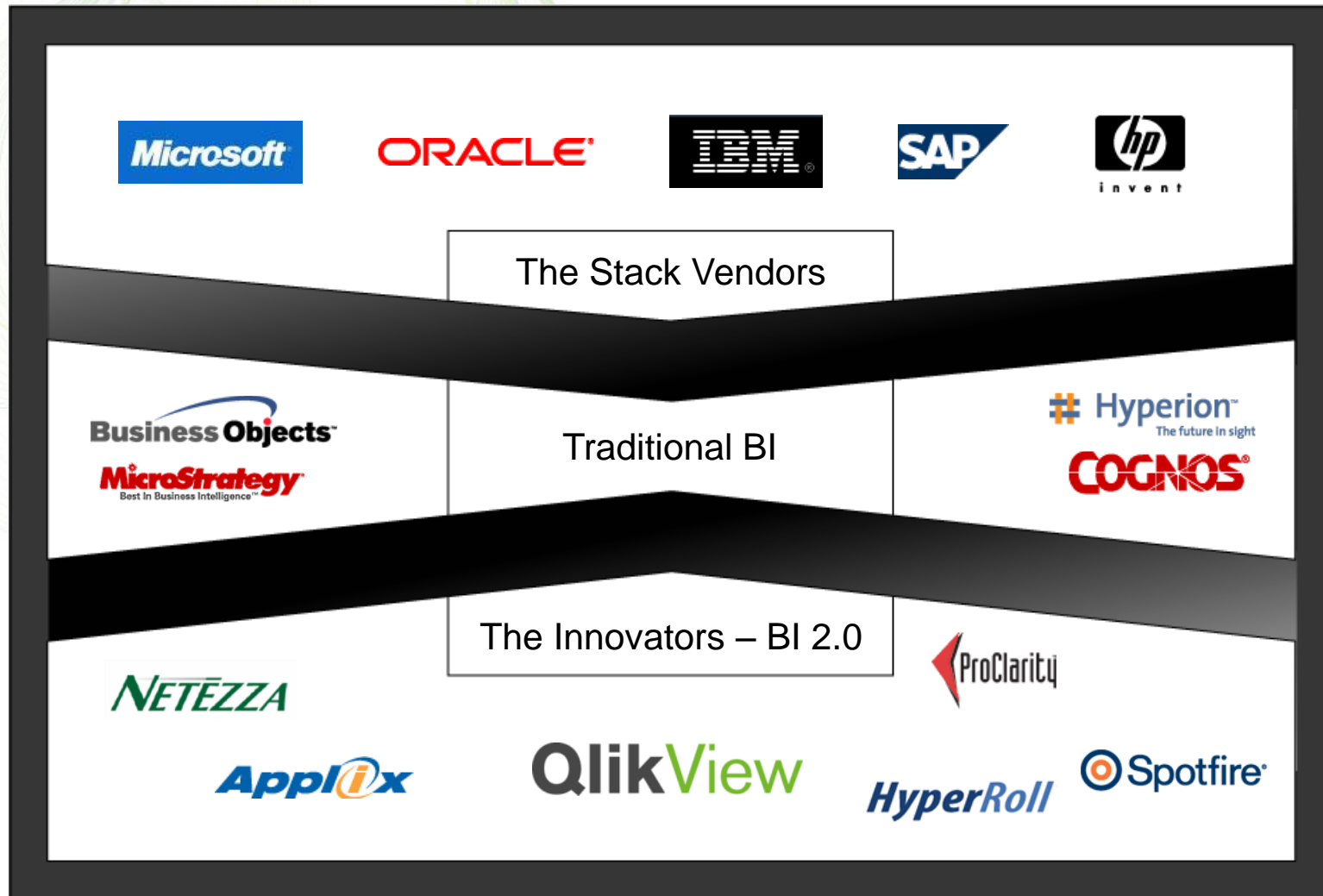Measurement**

Strategy

**Support
Information
Decisions
Guiding principles**

Management and Execution

**Ideas
Strategies**

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The practical reallity

- Toyota Production System
  - The right process will produce the right results
  - Add value to the organization by developing your people and partners
  - Continuously solving root problems drives organizational learning (Kaizen, 改善)
- Google
  - 20% spent on "own projects"
  - Free food, laundry, snacks, coffee
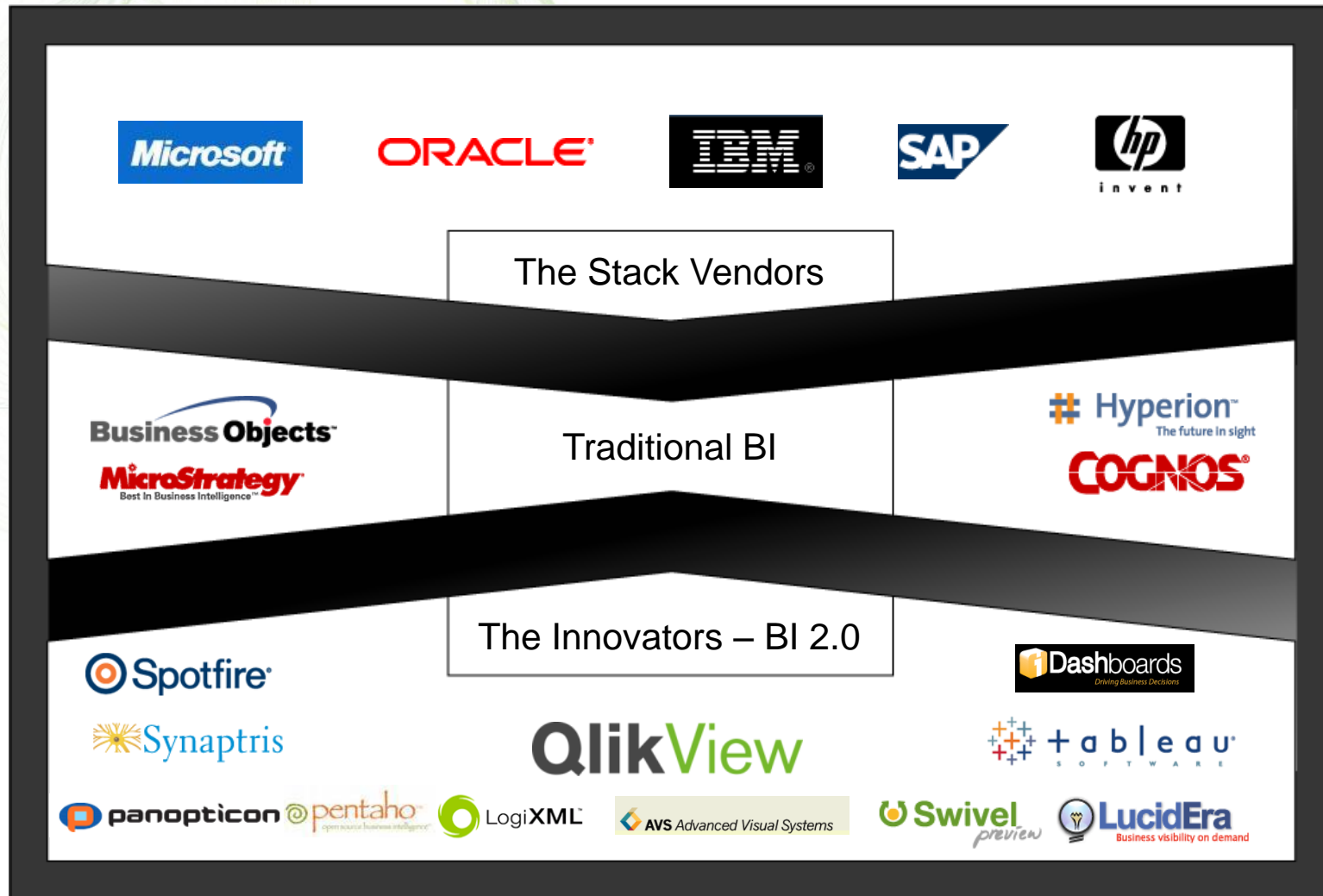 - High density offices
  - Flat reporting structures

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Consolidation in BI

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The Great BI Squeeze – 2005

The Stack Vendors

Traditional BI

The Innovators – BI 2.0

The Great BI Squeeze – 2007

The Stack Vendors

Traditional BI

The Innovators – BI 2.0

The Great BI Obsolescence

The Great BI Obsolescence

Industry Trends

- Consumerization of enterprise software
- Top down vs. bottom up management
- Consolidation of BI

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Impact on QlikView

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Our Mission

Simplifying Analysis For Everyone

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Technology Adoption Market Opportunity

Traditional BI

- Average implementation time[1]:
  - **17 months in total;** 5 months to deploy the first usable analytic application
- Mean annual expenditure on BI software[2]:
  - **$1.1 million** for companies with >1,000 employees
- Project success rate[1]:
  - **31% success rate, at best**
- Meeting needs - right data to right person[2]:
  - **Only 36% are confident** that reports and dashboards deliver the right data, to the right person, at the right time

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- Average implementation time:
  - **10 days**
- Mean annual expenditure on BI software:
  - **Hundreds of thousands of dollars;** in house deployment resources
- Project success rate:
  - **99% success rate**
- Meeting needs - right data to right person:
  - **Reaches up to 100% of potential users**

Users

100% of PC-users

$7 Billion
5% of PC-users
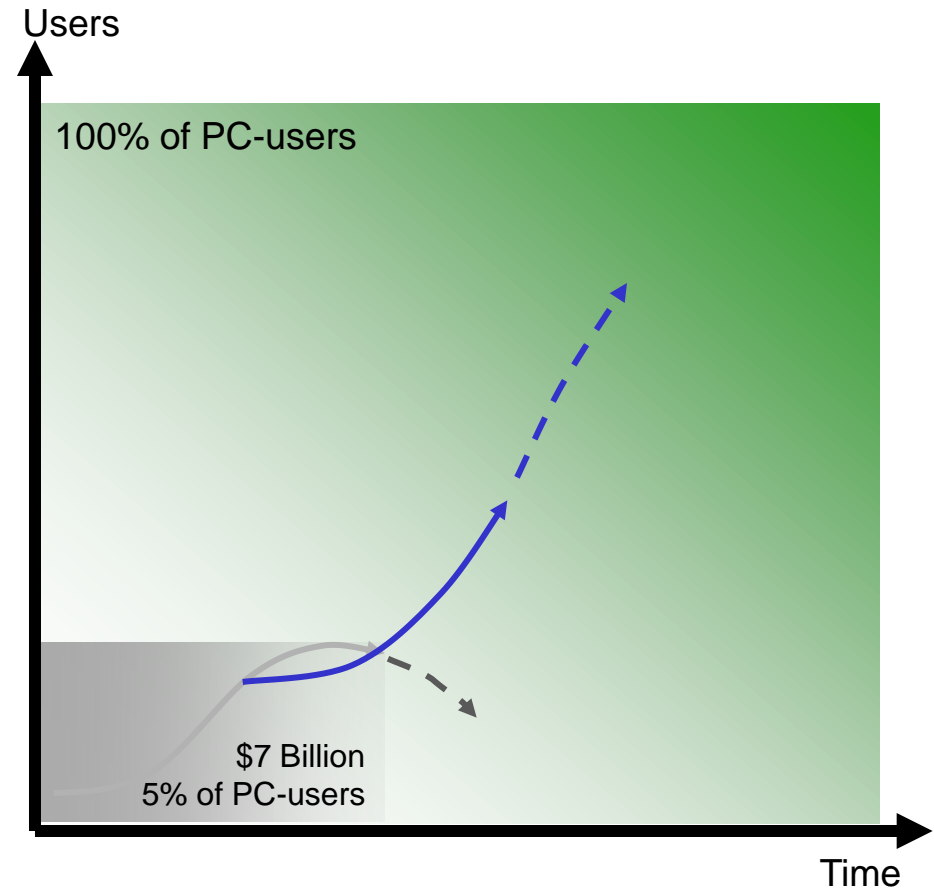
Time

[1] DM Review & IDC Business Intelligence Survey, October 2006, 2004
   (Material on implementation time not available in 2006 survey)
[2] InfoWorld & IDC Business Intelligence Survey, October 2007

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QlikTech's Core Value Proposition

- Associative analysis

- Power AND Simplicity

- Everyone

- Seeing Is Believing