

# QlikView – Simplifying Analysis for Everyone

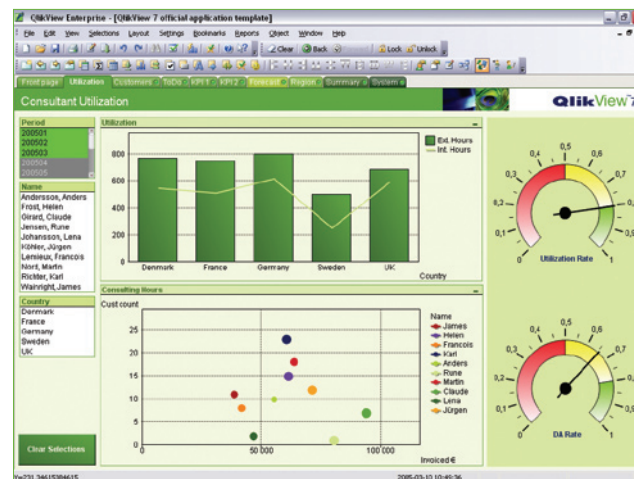
## Simplifying analysis for everyone

QlikView is a complete software suite for business analysis. It is quick-to-deploy, easy-to-learn, and easy-to-use. QlikView is based on single architecture to cover all types of analysis and reporting needs for all organizations. QlikView's patented technology never restricts the end user in the pursuit of knowledge hidden in operational system data. QlikView easily scales to meet the needs of any organization. QlikView is revolutionary and introduces new rules in business analysis.

The last 10 years have seen organizations make significant investments in automating business processes. Now their attention has turned to improving the performance of these processes. The challenge is that information needed to drive improvements in these processes is trapped in the underlying operational systems. The QlikView business analysis suite allows organizations to measure monitor and track the performance of key processes. QlikView's click driven, visually interactive interface gives users instant access to top level metrics and record level detail, revealing unanticipated insights hidden in operational systems.

QlikView simplifies analysis for everyone. QlikTech's patented technology allows instant, in memory, manipulation of massive datasets on low cost hardware, allowing affordable widespread deployment of sophisticated analytic applications in days. Using QlikView organizations can gain business value quickly as they develop, modify, deploy, and – most importantly – use business intelligence applications. QlikTech is changing the game in business analysis, the new rules in business analysis are:

- Fast time to value – customers are live in less than 30 days, and most in a week.
- Risk free – available as a fully-functional free trial download.
- Easy to use – end users require no training.
- Flexible – unlimited dimensions and measures that can be modified in seconds.
- Integrated – fully integrated business analysis suite – power analysis, sophisticated applications, and simple reporting on a single architecture.
- Powerful – near instant response time on massive data volumes.



Key features	Key benefits
Point-and-click user interface	Easy-to-use data analysis which requires little to no end user training
QlikView for 64-Bit platforms	64-bit QlikView for loading and analyzing massive datasets
Bookmarks and one click data export to Excel	Use QlikView bookmark and export features to share knowledge with colleagues
Report editor	Use QlikView to maintain a single environment for consistent and simple reporting, analysis applications, and power analysis
Alerts	Proactively alert end users to important changes in underlying data
Zero footprint, no install, DHTML client	Fully interactive end user QlikView experience with no client side software

## Enabling user intelligence

QlikView empowers users to make the right decisions at any time and puts knowledge at their fingertips wherever they are. Analysis can be taken entirely off-line on a laptop and remains fully functional. Results can be printed as reports, saved as Adobe PDFs, sent to Microsoft Excel or copied into other Microsoft Office applications. QlikView works the way users work.

## Quick-to-deploy, easy-to-learn, easy-to-use

QlikView requires little to no end user training. End users are able to use QlikView applications in minutes, resulting in fast deployment and reduced costs. Once familiar with the benefits of QlikView users find it hard work without them.

## Single architecture for analysis, applications, and reporting

QlikView provides a single architecture to meet all your data analysis needs. By carefully controlling user rights, organizations can deploy ad-hoc analysis to power users, printable reports to remote users, dashboard metrics to executives, and analytic applications to middle managers. This unified architecture provides all users a single version of the truth – from key performance indicators to the underlying detailed data.

## QlikView always provides an answer

QlikView never restricts users. Every object in QlikView – from lists, to graphs, to tables – is clickable. All objects interact so that a selection in one affects the others. Query results are revealed instantly through intuitive color coding; selected values are highlighted green, linked values are highlighted white, and excluded values are highlighted gray. With each click the user learns exactly what data is available, what data is excluded, and how selections affect summary metrics. QlikView gives users the power to find their own path to insight.



## Integrates all data for analysis

QlikView handles the integration of virtually all existing data formats – from standard relational data, to text exports, to Microsoft Excel data, to XML streams. Data is loaded, cleansed, and stored using a wizard driven ETL script. QlikView adapts to the company's existing environment not the other way around. Whether data is stored in data warehouses or operational systems, it is always available for use in QlikView applications.

## Fast ROI and lower costs

Thousands of our customers have deployed QlikView applications in a matter of days. With QlikView a fully functional prototype application can be available in a matter of hours. On-going adjustments to the applications have been simplified in QlikView. QlikView supports an unlimited number of dimensions and measures, and they can be added in minutes. QlikView implementations are fast and result in a fast ROI.



## QlikView Deployment Levels

### QlikView Enterprise – For the developer

QlikView Enterprise is the complete developer's tool for building QlikView applications. QlikView Enterprise lets developers load disparate data sources for access in a single application. The data load script supports over 150 functions for data cleansing, manipulation and aggregation. Intuitive wizard driven interface allows powerful visually interactive applications to be developed quickly.

### QlikView Professional – For the power user

QlikView Professional lets power-users build, change or modify the layout of existing QlikView applications. QlikView Professional users can refresh existing data sources. QlikView Professional users can choose to either work with local applications or applications distributed via QlikView Server.



## QlikView Analyzer – For the end user

QlikView Analyzer lets end-users connect to server based QlikView applications. QlikView Analyzer has a number of deployment options: browser based zero-footprint client, Java and Java Objects clients, ActiveX plug-in, and Windows client.

## QlikView Analyzer+ – For the mobile end user

QlikView Analyzer+ is the same as QlikView Analyzer Windows client, but lets users work with applications in offline mode and to refresh existing data sources.

QlikView User Levels	End users		Power Users	Developers
	QVA	QVA+	QVP	QVE
Server based analysis of data in QlikView application	✓	✓	✓	✓
View, print, and export QlikView reports and data	✓	✓	✓	✓
Local offline analysis of data in QlikView application		✓	✓	✓
Drag and drop report creation			✓	✓
Develop and customize QlikView user interface			✓	✓
Create new ETL script for access to any data source				✓

### QlikTech Nordic

Science Park Ideon  
SE-223 70 Lund, Sweden  
Phone: +46 (0) 46 286 2700  
Fax: +46 (0) 46 286 2661  
info@qliktech.com www.qliktech.com

### QlikTech North America

150 Radnor Chester Rd, Suite E220  
Radnor, PA 19087  
Phone: +1 (919) 532-1300  
Fax: +1 (919) 532-1301  
infous@qliktech.com www.qliktech.com

### QlikTech Deutschland GmbH

Rather Straße 49d  
D-40476 Düsseldorf  
Phone: +49-211-58668-0  
Fax: +49-211-58668-199  
infode@qliktech.com www.qliktech.de

### QlikTech UK Ltd

Villiers House, Clarendon Avenue  
Leamington Spa, Warwickshire, CV32 5PR  
Phone: +44 (0)1926 45 88 88  
Fax: +44 (0)1926 45 88 89  
ukinfo@qliktech.com www.qliktech.com

### QlikTech Nederland

Crown Business Center Schiphol  
Planetenweg 5, 2132 HN Hoofddorp  
Phone: +31 (0) 23 55 63270  
Fax: +31 (0) 23 55 63271  
infonl@qliktech.com www.qliktech.com