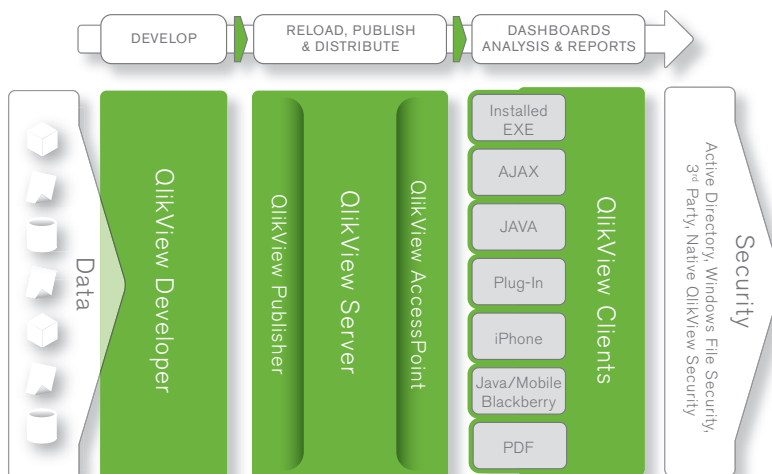# QlikView

QlikView In-Memory analysis and reporting

QlikView for Business Answers

BI expectations have changed forever. Dealing with overly-complex software designed for a handful of power users involving long deployment cycles and low project success rates is no longer acceptable. Companies understand that QlikView offers something no other BI provider does: true simplicity that delivers instant, one-click business answers for all users, not just power users. With QlikView, time to value is measured in days and weeks and its deployment options are unlimited.

One of the keys to QlikView's success is its unique, award-winning in-memory associative technology. In-memory analysis and reporting means one-click access to visually rich, interactive dashboards anyone can build quickly and modify easily. It enables users to see and know their businesses in new ways and interactively explore data without limits. Now, users can engage their data with blazing speed, resulting in more informed, proactive decisions.

QlikView has consistently demonstrated how it maximizes the efficient use of available memory in advanced 64-bit, multi-core hardware, allowing thousands of users to access billions of data records. QlikView continues to be featured as a premier solution at Intel hardware launches to demonstrate the potential processing power of their new and more advanced memory architectures. This further confirms QlikView is an incredibly flexible and highly-scalable BI tool – one available at a fraction of the cost of traditional BI solutions.

Platform Overview

In-Memory analysis and reporting drives simplicity and performance

With an in-memory data model, QlikView allows data to be analyzed at both 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 traditional BI tools in a single architecture. QlikView has ETL functions to extract, transform and load data from one or several data sources (e.g., ERP, text, Excel, and XML). Development is also facilitated by function-rich wizards. QlikView is click-driven and provides state-of-the-art visualization capabilities using dashboard-style gauges, graphs and tables. With QlikView, users quickly find information at their fingertips – literally, in the case of those using

a QlikView mobile client. Further, users can share insight with colleagues through integrated emailing, reporting and printing. Seamless integration with Microsoft Office applications supporting those functions is also available.

By incorporating all of these BI capabilities into a single architecture, QlikView meets the dashboard, analysis and reporting needs of every organizational user. This approach also makes QlikView extremely fast to deploy. Most QlikView customers are live in less than 30 days. This single solution and architecture approach also makes QlikView easy to upgrade and maintain, providing a low total cost of ownership.

Easy-to-learn, easy-to-use

QlikView's color-coded, point-and-click user interface makes it extremely intuitive and easy-to-learn for any user. Changes to QlikView applications are made in seconds, which makes it easy to respond quickly to the changing BI needs of an organization.
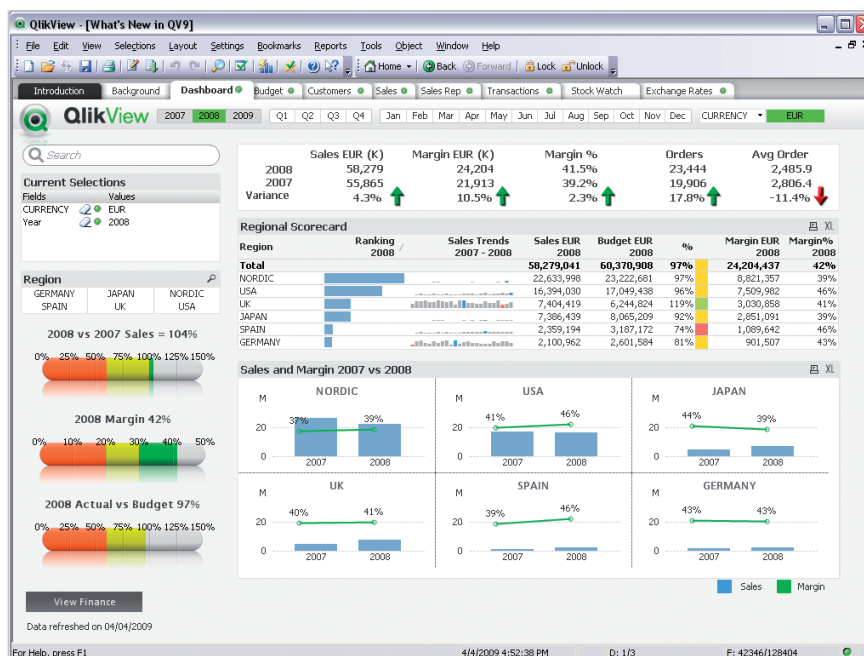
Flexibility in analysis

QlikView allows thousands of dimensions to be represented. And any value of any dimension or measure can be

the starting point of an analysis. Application dimension or measure modifications can be created in seconds, ensuring rapid response to the changing BI needs of an organization. Analysts can build the measures, charts, comparisons, and trends any way they want to suit the needs of their business. The QlikView definition of an expression can model everything from the simplest total, to statistical and financial trends, to comparisons of an end users' viewpoint with benchmarks and indices particular to any given scenario. QlikView's Set Analysis provides flexible and dynamic definitions of these benchmarks without having to load a data model in one particular, hard-wired manner.

End users benefit from the fact that data does not have to be aggregated. Users can analyze the entire data volume down to the transaction level. And an end user with collaborative rights can explore that data model to find the key attributes needed to "complete the picture" without changes to cubes, models or queries. So if a postal code, rainfall total, or demographic statistic gets you to the right decision point, you can quickly add it, chart it, trend it, and share it.

Visually Interactive User Interface

"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 and explore the data. With a visually interactive user interface, QlikView is not only easy-to-learn, but also easy-to-use and allows the user to gain a deeper understanding of the data."

Representative QlikView Solutions By Function

R&D and IT
- Product Portfolio Analysis
- Product / Project Management
- System Performance Controlling
- Service Level Reporting
- Infrastructure Planning / Sizing

Executive
- Balanced Scorecard
- Performance Management
- Predictive Analysis
- What-if Analysis
- Activity-Based Management

Finance & HR
- Financial Consolidation Reporting
- P&L Analysis by Division / Business Unit
- IFRS / GAAP / SOX Compliance
- Risk Management & Sustainability Report
- Workforce and Benefits Analysis

Sales, Marketing, Service & Web
- Sales Planning Analysis
- Customer Analysis
- Campaign Performance Analysis
- Product Profitability / Price Waterfall
- Contact Center / SR Performance

Operations
- Production Planning & Scheduling
- Production Management
- Quality Management
- Six Sigma / Process Analysis
- Plant / Equipment Maintenance Analysis

Supply Chain
- Demand Planning
- Procurement Analysis
- Supplier Performance
- Inventory and Warehouse Management
- Logistics & Fulfillment Analysis

Dashboards
Analysis
Reporting

End-user collaboration for better business performance

QlikTech understands the critical need its users have to analyze, question and slice business data, and get the results out to decision makers rapidly. Unlike traditional BI solutions that make users adapt to their interface and methodologies, QlikView adapts to its user needs across the board. It enables users to be curious and creative on their own terms. It supports true collaboration and allows users to find and share analysis and insight with just a few clicks. Applications, reports and graphs can also be personalized for specific needs and distributed between user groups through QlikView Server. QlikView eliminates traditional BI's ongoing issue of creating islands of knowledge with multiple versions of the truth. In contrast, QlikView users collaborate from within a single version of the truth, sharing new mutually beneficial insights.

Immediate, actionable analytics

Data quantity and availability are rapidly increasing. And businesses are demanding a reduction in the latency between data capture and decision making. Additionally, business opportunities and threats are constantly emerging. QlikView adapts to these ever-changing data volumes and decreasing decision latency requirements. It permits the integration of near real-time data feeds for spotting trends in frequently-changing data. QlikView does this by opening up the data model for real-time data updates from source systems. As these updates from the master data sources are applied to QlikView, all end users receive real-time visibility through the measures, charts and alerts available in the application.

Secondly, dealing with the potential billions of data records for ad-hoc analysis means high process demands for data loading and refreshing. QlikView addresses this with incremental data loads using QlikView Data (QVD) files which makes the process 10-to-100 times faster. This architecture decreases load times from hours to minutes. It also reduces the load on the underlying operational or warehouse systems.

Easy-to-scale 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 the needs of even the largest of enterprises. Today, QlikView handles thousands of users and billions of data records down to the transaction level, with nearly instant query response time running on standard hardware. With this level of performance, QlikView provides a robust platform for business analysis, not only within the enterprise, but also across its network of customers, distributors and suppliers. It also addresses solutions across a wide array of functional areas, including sales, marketing, supply chain, operations, finance, and human resources – just to name a few.

Delivering the right information to the right people at the right time

QlikView Server forms the information hub of the enterprise, providing the right information to the right people at the right time. QlikView offers a common view of analysis, ensuring a single version of the truth across the organization. Users easily and securely connect to QlikView to get the latest updated information at their fingertips. QlikView also makes enterprise manageability easier than ever with role-based administration that ensures only those who are entitled to access data can get to it. And QlikView incorporates enterprise-class security to keep your data fully protected.

There are two main components:

QlikView Server – For security and enterprise management

QlikView Server is the central source of truth in an organization. With today's distributed workforce, QlikView Server provides a simple way for organizations to ensure everyone has access to the

latest data and analysis, independent of their location. Regardless of the client chosen – zero-footprint Web browser clients, Windows, Internet Explorer plug-in, or Java – QlikView Server provides secure access to the latest version of each QlikView application.

QlikView Publisher – For distribution

QlikView Publisher ensures the right information reaches the right user at the right time in the right format. As the use of business analysis spreads throughout the organization, controlling the distribution of analysis becomes increasingly important. QlikView Publisher allows for complete control of the distribution of a company's QlikView applications, automating the data refresh process for QlikView application data. In addition, it ensures applications are distributed to users through QlikView AccessPoint and that PDF reports are distributed on time to the right users.

QlikView Publisher is available as an add-on module to QlikView Server.

Secure, integrated, controlled data access

The QlikView platform ensures that an organization's security model is honored in terms of who sees what analysis applications, as well as individual metrics and data within an application. QlikView security can be configured by user or group to work from standard Active Directory security models, LDAP or the enterprise security platform of your organization. The model can be extended from simple document access, through data distribution to individual chart and field level displays, as well as the functions within each application.

Multiple deployment options

The QlikView BI platform offers a rich variety of client deployment options, including Windows clients, Java clients, Web browser zero-footprint AJAX-based clients, and mobile clients. With a single click, QlikView can be deployed to any of these. Employees, suppliers, distributors,

and customers alike can connect to the QlikView Server using a standard Web browser without losing the feature rich interactivity that characterizes QlikView.

Using the latest web technology techniques, the QlikView AJAX client provides a zero-footprint, highly dynamic, interactive, browser independent, and rapidly-deployed analysis environment. 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 Internet Explorer plug-in client for Microsoft Office integration.

QlikView everywhere

For the traveling workforce, the mobile and 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 on the road. In offline mode, a user can work with a downloaded QlikView as if fully attached to the QlikView server. Our mobile clients also offer more than simply presenting a PDF report in a browser on your cell phone. Using the native iPhone or Java mobile edition client (BlackBerry compatible), a user can access applications on the QlikView Server directly, and interact, analyze and query a QlikView application.

Risk-free

Evaluating QlikView is risk-free. Developing your QlikView applications is also free. Anyone can simply download QlikView from QlikTech's Web site (www. qlikview.com) and start developing applications with their own data. A fully-functional first application can be up and running in just a matter of hours. In fact, most customers are live with their first project in less than 30 days. And when you are ready to share your application with your colleagues or friends, let us know. We can provide a secure, shared infrastructure for you to demo your application to your group.

QlikView In-Memory Analysis and Reporting

Fast implementation
Customers are live in less than 30 days and most in a week

Easy-to-use
End users require no training and enjoy "qliking" through the application

Powerful
Near instant response time on data volumes as high as a billion records across thousands of users

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

Integrated
Dashboards, analysis and reporting in a single solution and on a single architecture

Low cost
Less costly, shorter implementations result in fast return on investment

Risk-free
Fully-functional free QlikView Developer for Personal Use, and seeing is believing experience

QlikView for iPhone