



Visie op ontwikkelingen dashboard, analyse & rapportages

saMBO ICT: Kennisdeling Chipcard/AAR

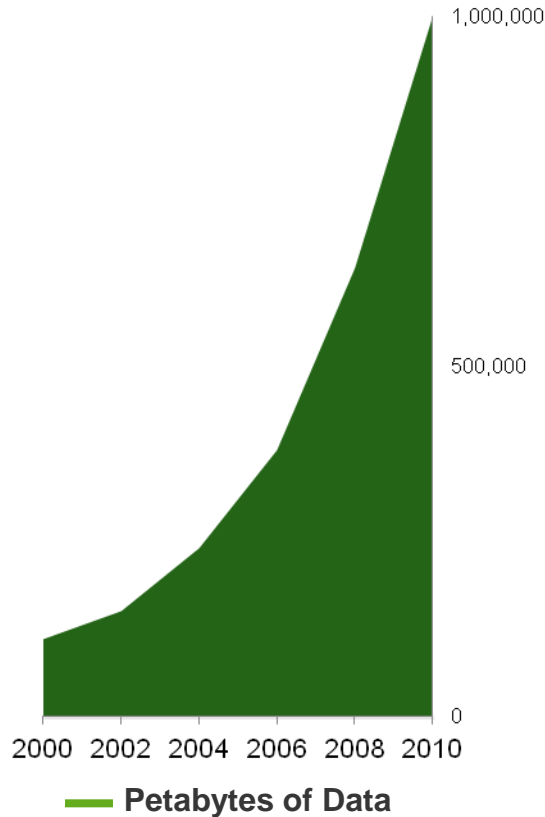
Ernest-Jan Horn & Martijn Broekhuizen



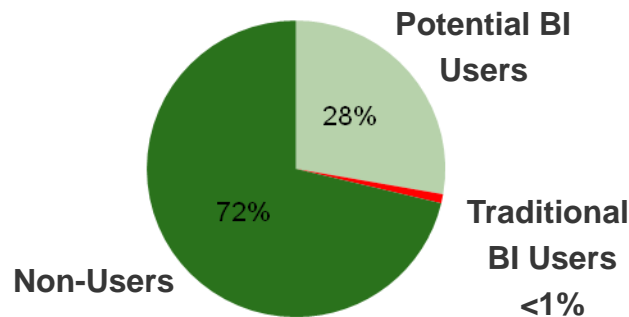
**QlikView**

# The Industry Challenge

## Explosion of Digital Data



## Limited Access to Powerful Analysis



## Long Time to Get Answers

Industry Average  
Deployment Traditional BI:  
18 Months



Time to Build One Report  
Traditional BI:  
6.3 Weeks



# What Do These Companies Have in Common?

		<i>salesforce.com</i> <sup>®</sup>	QlikTech
SIMPLICITY	SIMPLICITY	SIMPLICITY	SIMPLICITY
PageRank Search	iPhone	SAAS-based CRM	<b>QlikView</b> Associative BI



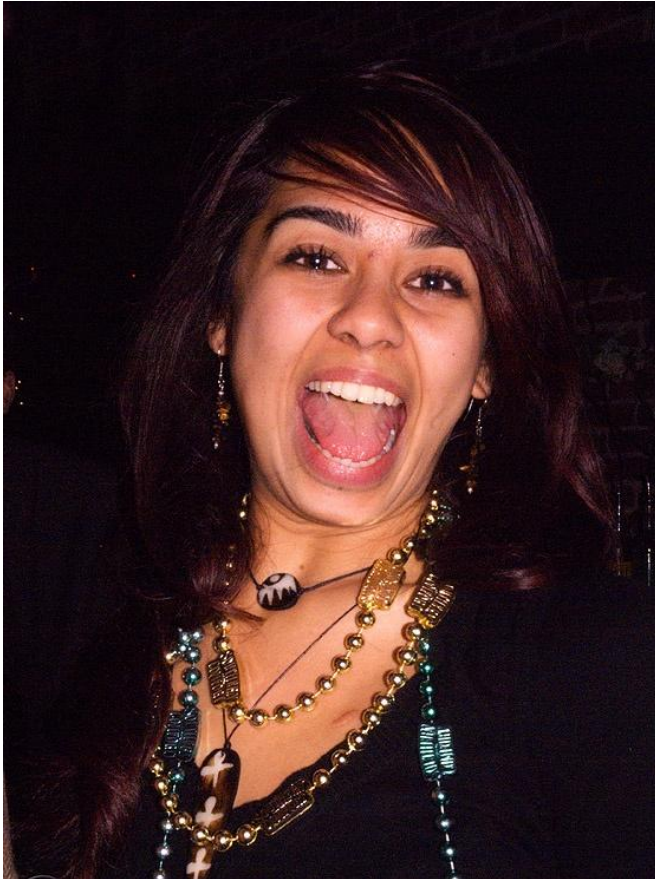
# Your users are not the same.



- She is technology savvy.
  - She uses computers at home.
  - She is always connected.
  - She is taught computers by her friends.
  - The borders between work and private life are removed
- "If it's simple at home, why does it have to be complicated at work?"



Will this generation accept the "old way"?



Consumerization of  
Enterprise Software



Self Service BI



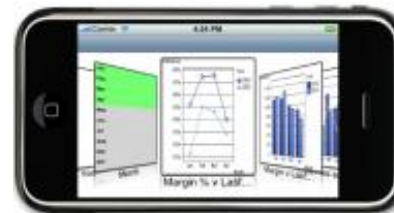
# QlikView Delivers A Consumer Approach for Business Software

## People Love Consumer App Experiences



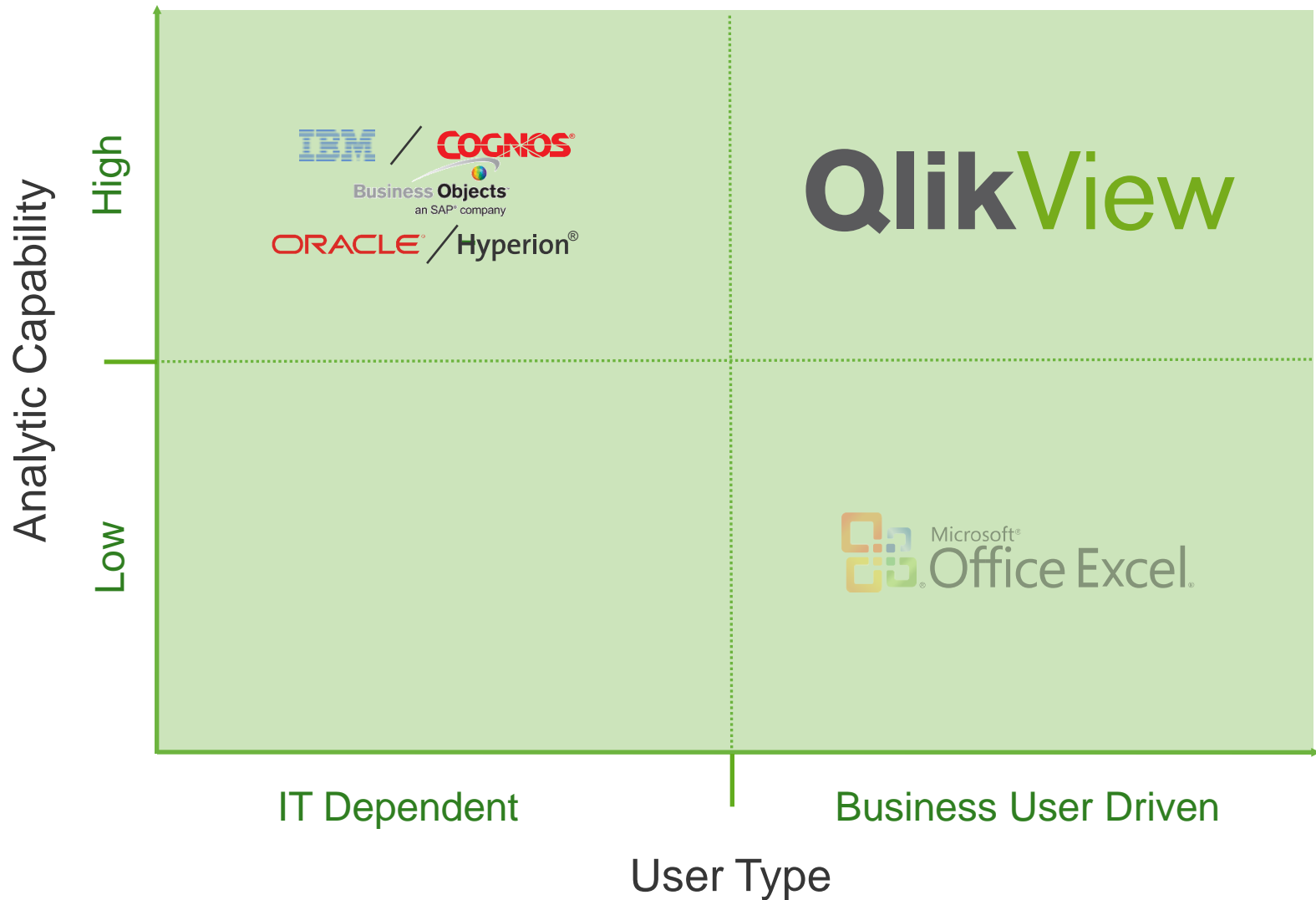
## People Love Using QlikView

- Instant results
- Easy to use
- Intuitive interface
- Simplifies complex analysis
- Self service with minimal training



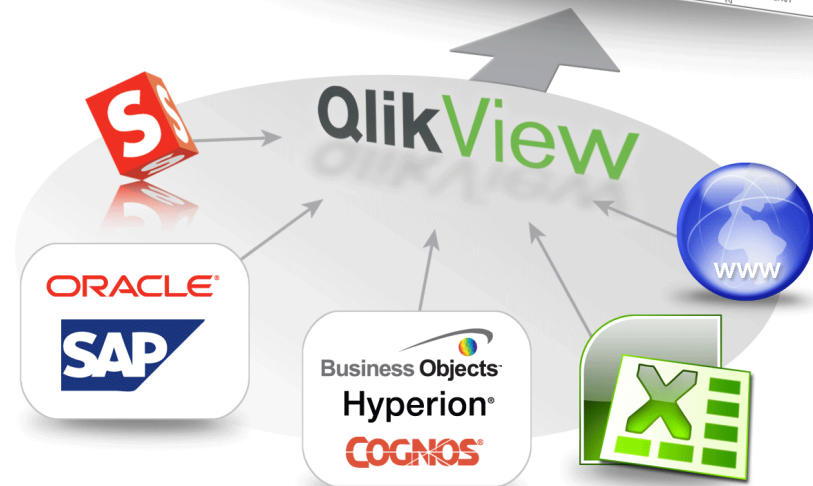


# Disruptive Technology, Power and Simplicity



# Making the Complex Simple

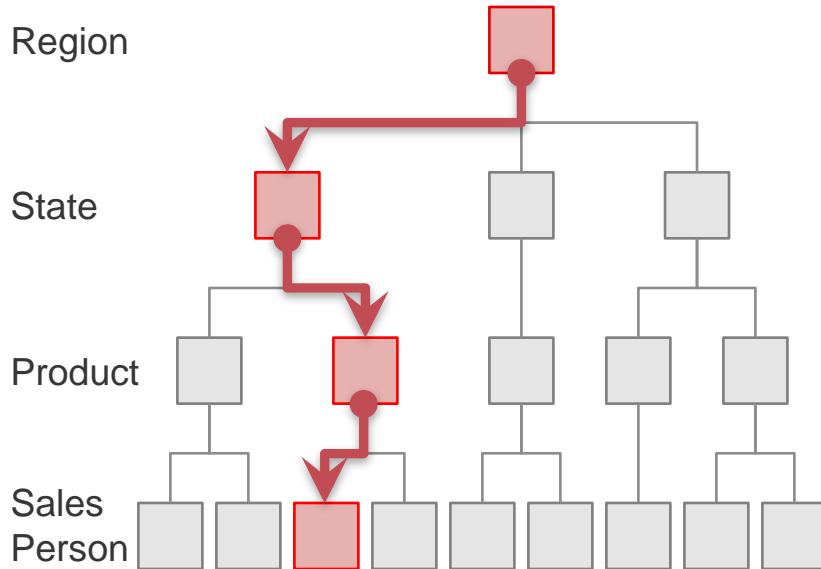
- Consolidate information rapidly from any data source
- Search data with Google-like ease
- Visualize data with state-of-the-art graphics





# Associative Search Puts Users in Control

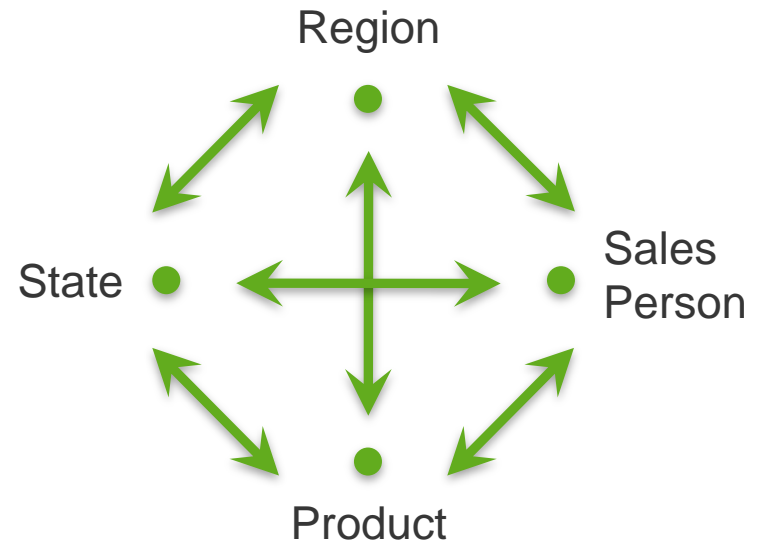
## Traditional



### IT Driven

- Linear, pre-defined thinking
- Insights missed in hidden data
- Months to change
- Data-centric

## Associative



### User Driven

- Follows the user
- All data, always visible
- Minutes to change
- Insight driven



# Empowering Business Users

- “Pull model” gives users what they need when they need it
- Easily analyze and drill down into key elements of the business
- Forecast, trend and create What-If? Scenarios
- Create self-service custom apps and dashboards



# QlikView Mobile Goes Where You Go

- Anytime access on iPhone, iPad, Android, and BlackBerry
- Total freedom from the desktop
- Delivers:
  - Dynamic, interactive data analysis
  - Visual dashboards
  - Associative search
  - GPS-sensitive filtering



# Collaborative BI: Think It, Build It, Share It

- Any business user can create a QlikView app
- Mash them up into complementary apps like Google Maps or SharePoint
- Use QlikView Extensions to integrate third-party visualizations into QlikView

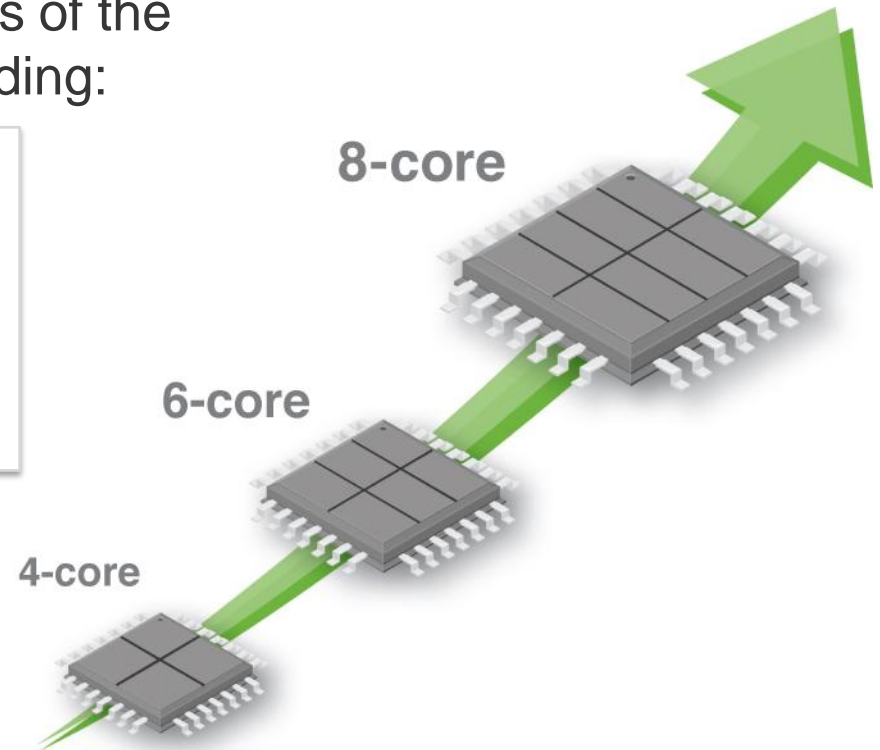


# Maximum Scalability

- Scales to meet the requirements of the largest global enterprises, including:



- Supports tens of thousands of connected users and billions of records
- Perfect linear scalability
- Virtualization and cloud deployments



# Complementary To Existing BI and CRM Systems

- Purpose-built connectors for popular applications, including SAP and Salesforce.com
- Eases access and analysis of business data
- Better leverage investments in existing business and warehousing assets
- Enables business users to take advantage of complex systems
- Higher ROI on entire enterprise stack investment





QlikView: Number One in Ease of Use

# QlikView is #1 in:

- Ease of use
- Scorekeeping to KPIs
- Dashboard Satisfaction and Usage

**Gartner**

\*Gartner: BI Platforms User Survey, 2010



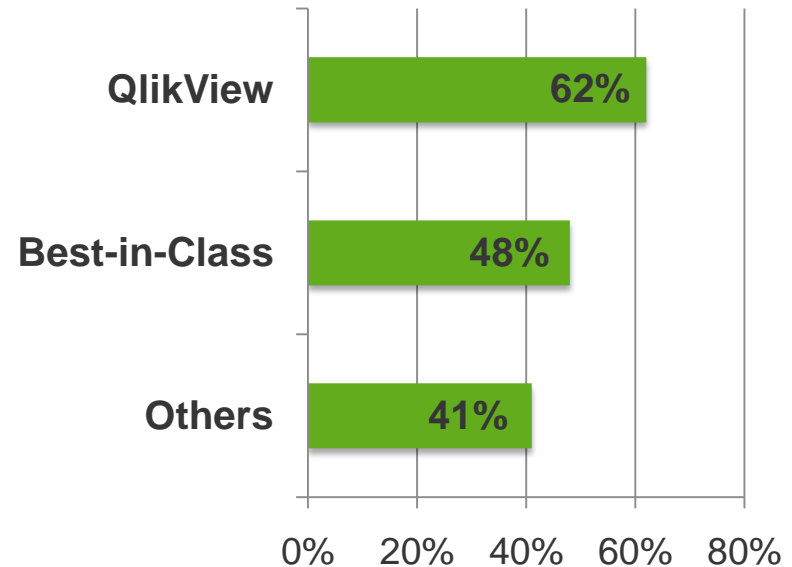
# Aberdeen: QlikView Dashboards Outperform Best-in-Class

- QlikView rates above Best-in-Class in dashboard accuracy

Yearly Dashboard Cost Per User



% Driven by Line of Business User



Aberdeen *Group*

\*Aberdeen: QlikView Customers Outperform the Best-in-Class with Dashboards, August 2010



# QlikView's Unique Land and Expand Approach



**WORKGROUP WITH  
BUSINESS PROBLEM  
TRADITIONAL BI  
CAN'T SOLVE**



**DEPARTMENT**



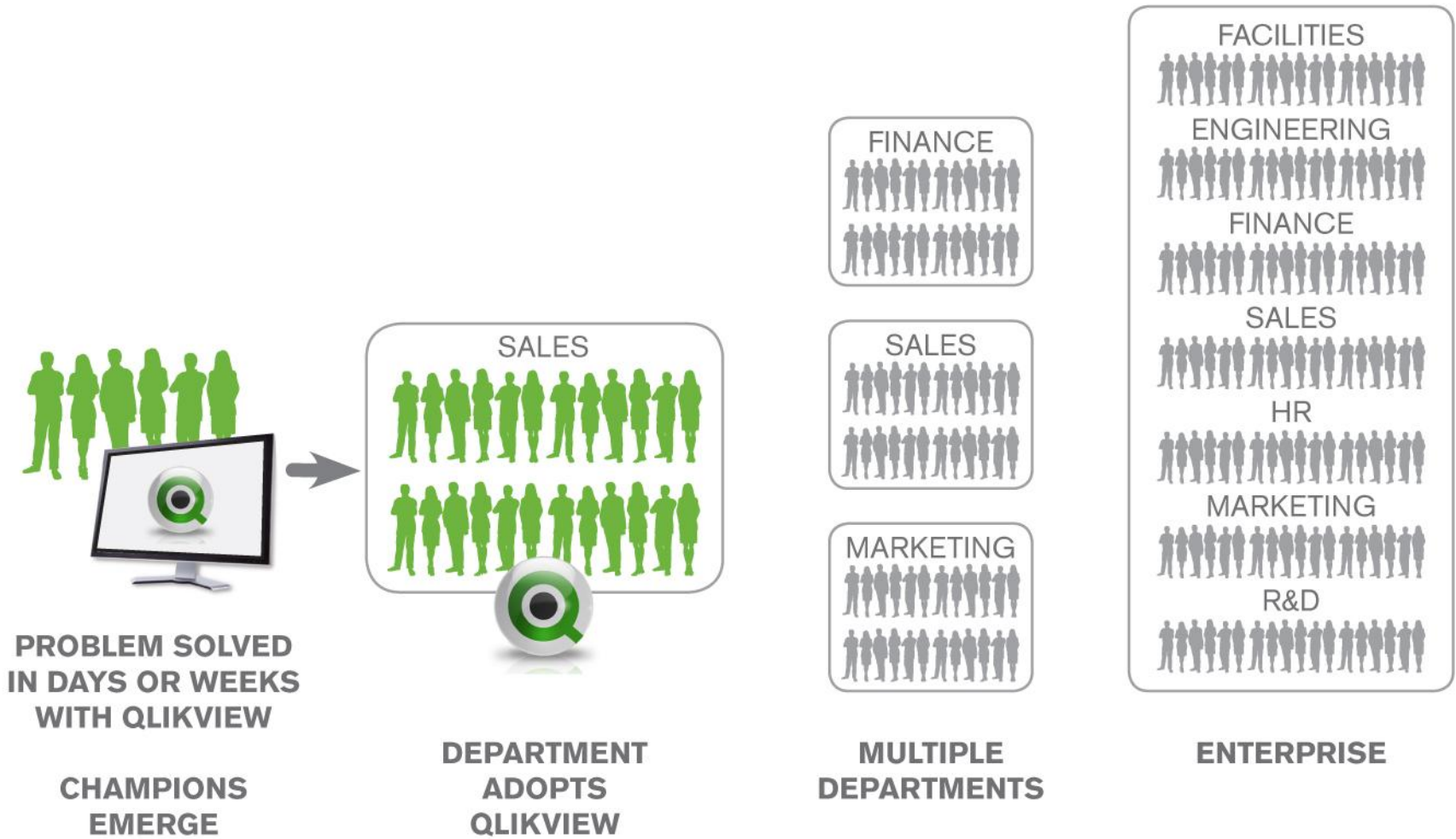
**MULTIPLE  
DEPARTMENTS**



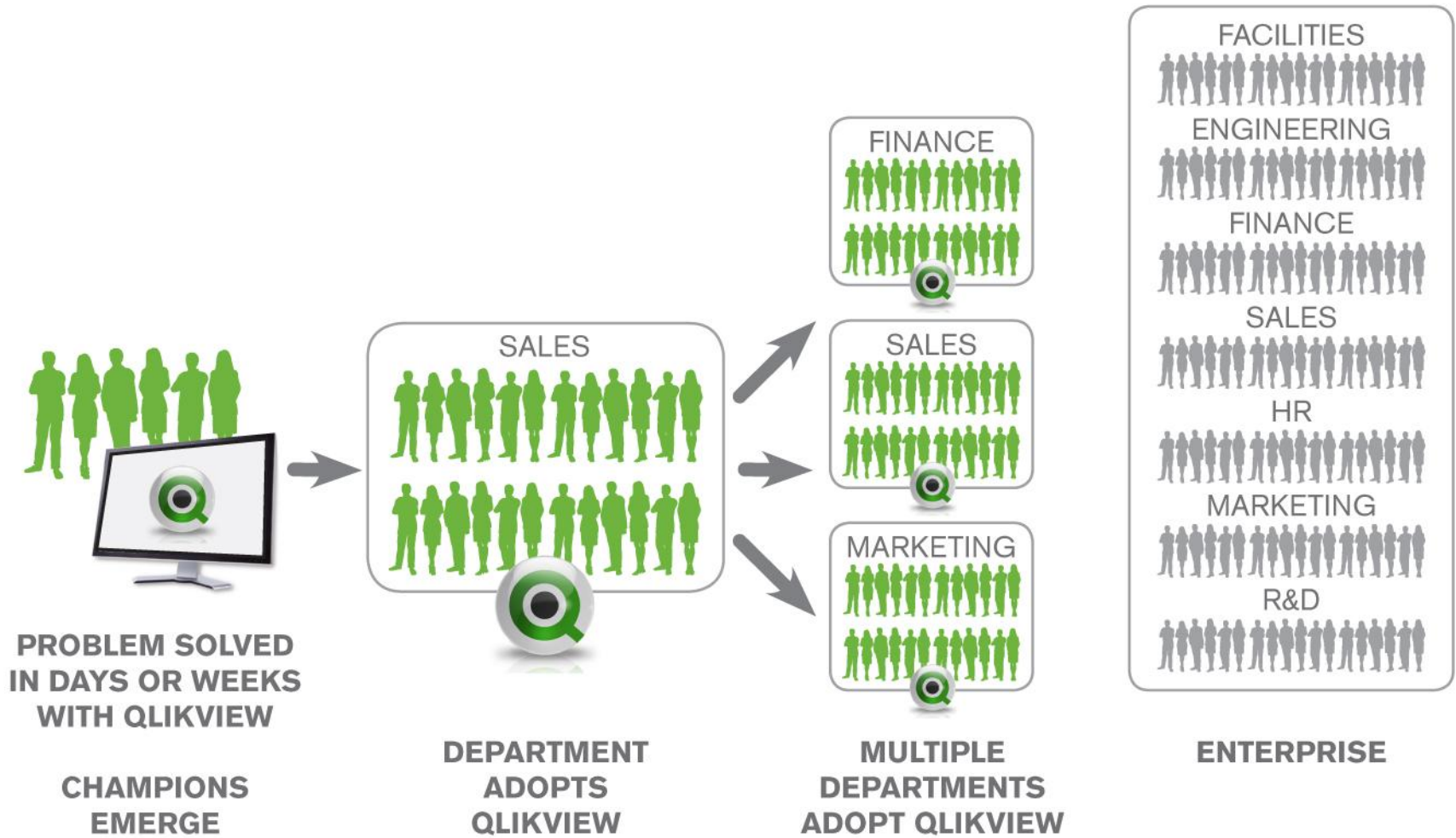
**ENTERPRISE**



# QlikView's Unique Land and Expand Approach



# QlikView's Unique Land and Expand Approach





# Change Their World Social Responsibility Program

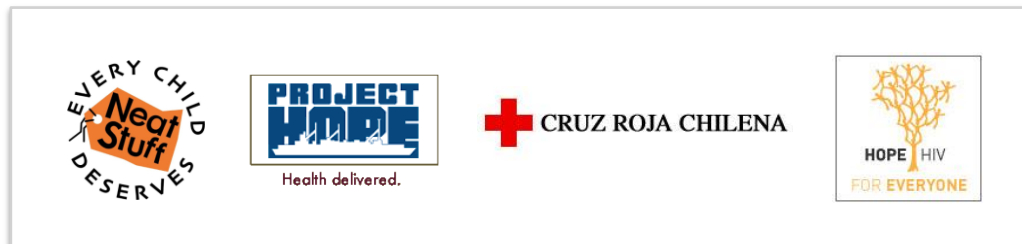
## Grant Program

- Free QlikView user licenses, service hours, training, and hosting
- 10+ Recipients since 2010 launch



## Employee Involvement

- Employee Service Event packed and donated 600 backpacks
- With company's 3x match, employees donated over \$60,000 to Haiti Relief
- Latin American partners unite to rebuild Chile
- Executive bike race for African orphans







Thank you!

