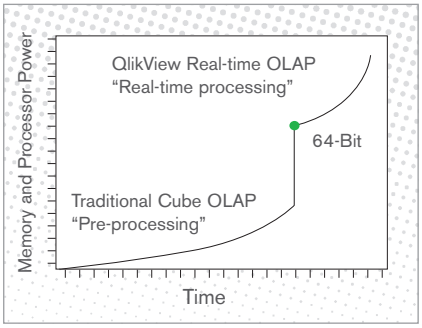
QlikView

The Power of Simplicity

> "In-Memory analysis on 64-bit platforms ushering in a new class of powerful, affordable and easy-to-use Business Intelligence solutions 'for the masses'"

In-Memory Analysis is poised to revolutionize the Business Intelligence (BI) industry as it becomes the predominate approach. The BI industry is a major focus for organizations making investments, and according to Gartner, "demand for fast queries against big datasets, coupled with lower-priced 64-bit computing will increase the use of in-memory technology." The analyst firm expects that "by 2012, 70% of Global 1000 organizations will load detailed data into memory as the primary method to optimize BI application performance."[1]

When the BI space began to emerge 20 years ago, memory was expensive and processing speeds were slow. As such, entrants into the space were constrained in how they might technically approach so-called multi-dimensional analysis. Specifically, they were forced to employ a "pre-calculation" approach that involved the use of "cubes" to organize and store the results of these pre-calculations. While the results appeared to the user to be instantaneous, the main challenge with this so-called "on-line analytical processing" (OLAP) approach was around the time and cost associated with defining and redefining cubes.



With Moore's Law having beat its relentless drum over the past two decades, today's BI space is ripe for an innovation revolution. Specifically, processing speeds are much greater, and memory is much more affordable. In particular, the mainstream availability of 64-bit computing has significantly increased the amount of memory a computer can use. The combination of these advances now allow for new approaches, in terms of technical architecture, that alleviate some of the short-comings of the traditional OLAP solutions.

1, Kurt Schlegel, et al., "BI Applications Benefit From In-Memory Technology Improvements" Gartner, 2 October 2006, Page 2 and 3

Today, because of this technological evolution, the so-called traditional and standalone OLAP players – such as Cognos, Business Objects, MicroStrategy, SAS and others – are facing a squeeze and, therefore, a threat to their services-heavy business models. Pressuring from one side are the large "stack" players who are including BI offerings in their integrated offerings. Key "stack" players include IBM, SAP, Microsoft and Oracle. Pressuring from the other side are innovators, such as QlikTech, who are taking full advantage of the latest in technology to offer solutions that are more powerful, flexible and easy to use and that help users achieve value in a fraction of the time.

Industry Analyst Recognition for QlikTech

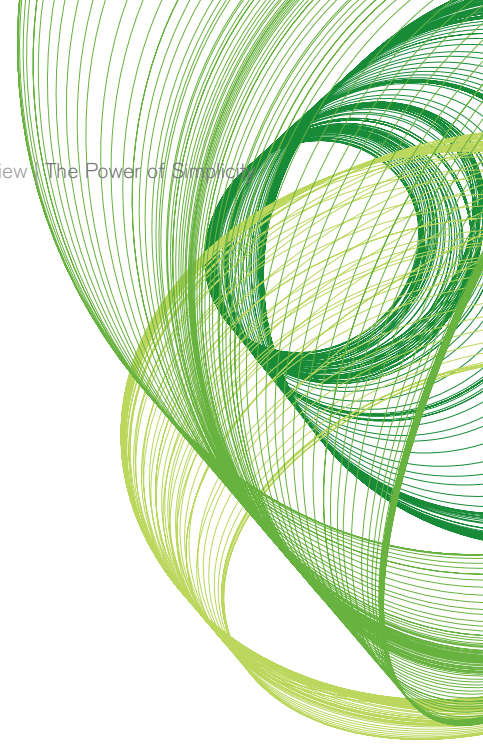
As the market continues to transform, QlikTech is consistently gaining recognition as the emerging leader among In-Memory Analysis providers. This is evident from what industry analysts are saying and from how quickly QlikTech has been growing.

The reason for this is very straightforward: QlikTech provides one of the best In-Memory Analysis and Reporting solutions available. QlikTech believes information should be available broadly, affordably, and quickly – essentially giving business intelligence tools to the masses. QlikTech's flagship product, QlikView, utilizes next generation patented In-Memory Association Technology to navigate sophisticated analysis in the same way they think. Users experience the freedom of "Qliking" their unique path and discovering insights hidden in their data. QlikView's click-driven, visually interactive interface is simple for end users to learn and use.

"QlikTech provides one of the best In-Memory Analysis and Reporting solutions available.

In its annual "Magic Quadrant for Business Intelligence Platforms, 1Q07" report published in January 2007, Gartner positioned QlikTech in the Visionaries Quadrant based on the company's "ability to execute" and "completeness of vision."[2]

2 Kurt Schlegel, et al., "Magic Quadrant for Business Intelligence Platforms, 1Q07" Gartner, 26 January 2007, Page 13



In July 2006, industry analysis firm IDC recognized QlikTech as the fastest growing BI company, three years running. IDC analyst Dan Vesset remarked: "Over the past three years, QlikTech has seen unequaled acceleration of the acceptance of its technology in business intelligence market. QlikTech's expansion from its European base into North America has been received well and has helped the company achieve over a 70 percent growth rate in software license and maintenance during the past two years."

IDC also recently published the whitepaper "QlikTech's Approach to Business Intelligence: Keep It Simple and Flexible." In this report, IDC describes what makes traditional OLAP challenging for business users and IT; how QlikView is different, and provides value for the business and IT; and, finally, provides detailed real-world quotes and figures from QlikTech customers (across the world) independently documenting ROI.

QlikView was built with a simple architectural premise – that all data should be held in memory and that all calculations should be performed when requested and not in advance. Twenty years ago this would have been impossible. Today, QlikView is the only fully-integrated in-memory solution comprised of the following three components:

Fast Query Engine

Loading the data into memory allows QlikView to query, or sub-set, the data instantly to only reveal the data which is relevant to a given user. In addition, QlikView shows users the data which is excluded by a selection.

On-Demand Calculation Engine

Charts, graphs, and tables of all types in QlikView are multidimensional analysis. That is, they show one or more measures (metrics, KPIs, expressions, etc.) across one or more dimensions (example: total sales by region). The major difference is that these calculations are performed as the user clicks and never prior.

Visually Interactive User Interface (UI)

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.

"According to Gartner, demand for fast queries against big datasets, coupled with lower-priced 64-bit computing, will increase the use of in-memory technology. Loading detailed data into memory for reporting and analysis reduces the need for aggregate data structures – a key part of most business intelligence (BI) deployments.[3]

3 Kurt Schlegel, et al., "BI Applications Benefit From In-Memory Technology Improvements" Gartner, 2 October 2006, Page 2 and 3

The Market Responds to Simplicity

QlikTech's growth has been tremendous, as of January 1st, 2007:

QlikView had over 245,000 users at more than 5,500 customers in 68 countries. QlikTech added 3,197 new customers in 2006, a rate of 12.3 new customers per day.

Organizations in almost every industry – from Financial Services, to Retail, to Manufacturing and beyond – leverage QlikView to gain competitive advantage.

Business users in almost every function – from finance, to sales, to operations and beyond – are benefiting from QlikView's power, flexibility and ease-of-use.

The market for Business Intelligence software is ripe for change. The challenges implementing and using traditional OLAP technology have troubled organizations for too long. People want, and deserve, analysis that everyone in an organization – not just the chosen few – can use. The emergence of 64-bit computing platforms provides a basis for a step change – a revolution – in the status quo. In-Memory analysis is the future platform for business intelligence, and QlikTech is emerging as the leader of new in-memory BI providers.

To learn more about the leading In-Memory Analysis provider QlikTech, its flagship product QlikView and how companies in all industries across the world are deploying QlikView to transform their businesses, visit www.QlikTech.com. You can also find out what customers, partners and other members of the QlikCommunity are saying about QlikView by visiting www.QlikCommunity.com.

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