Simplicity is What's next in Business Analysis

Rogier Verheij

Vice President Benelux, Central & Eastern Europe, Turkey and Israel

QlikView

Simplifying Analysis For Everyone

What are the definitions of that?

SAFE

QlikView

17 months	vs	Days
Busload of IT experts	vs	One developer part time
Weeks of training	vs	No training at all

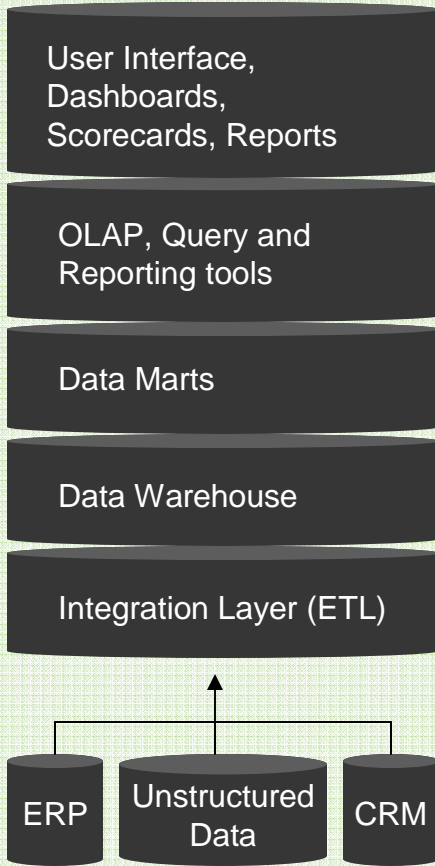|		
"Strategic"	vs	"Addictive"
Top down	vs	Power to the masses
The enlightened few	vs	The wisdom of the crowd

Simplifying Analysis For Everyone

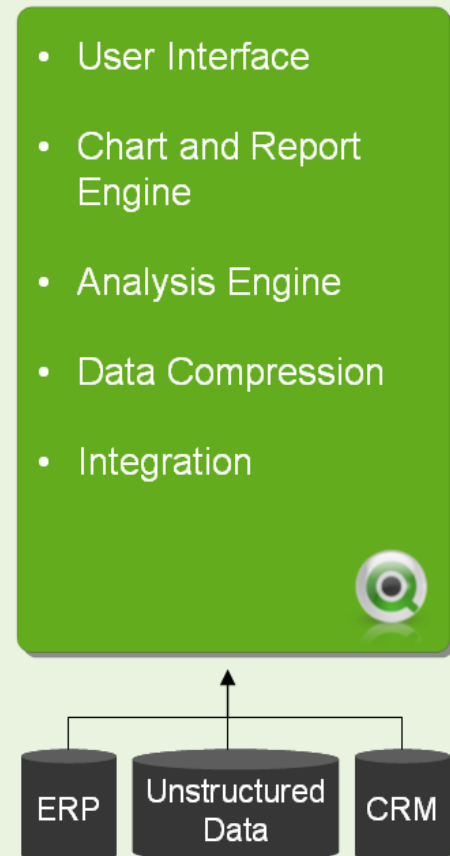|		
Separate tools for analysis, reporting, query, dashboarding, simulation and communication	vs	

Providing An Integrated Approach

QlikView

Traditional BI Stack

- User Interface, Dashboards, Scorecards, Reports
- OLAP, Query and Reporting tools
- Data Marts
- Data Warehouse
- Integration Layer (ETL)

Lots of tools

Multiple vendors

IT driven

Months to change

High Cost

ERP | Unstructured Data | CRM

The Next Generation BI

One *tool*

One *vendor*

End user *driven*

Minutes *to change*

Low *Cost*

- User Interface
- Chart and Report Engine
- Analysis Engine
- Data Compression
- Integration

ERP | Unstructured Data | CRM

A Fundamental Difference

Patented In-Memory Associative Technology

What
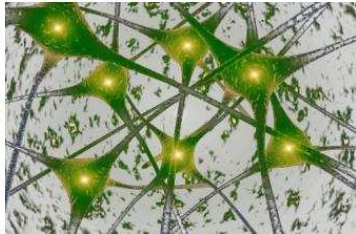
Associative

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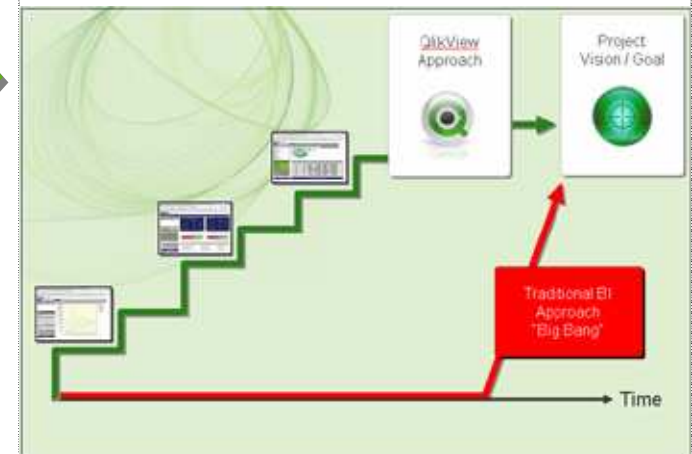- Freeing
- Flexible
- Collaborative
- Personal
- Empowering

How

In Memory

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

The Power of Simplicity

- Easy and no risk

The approach

QlikView

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
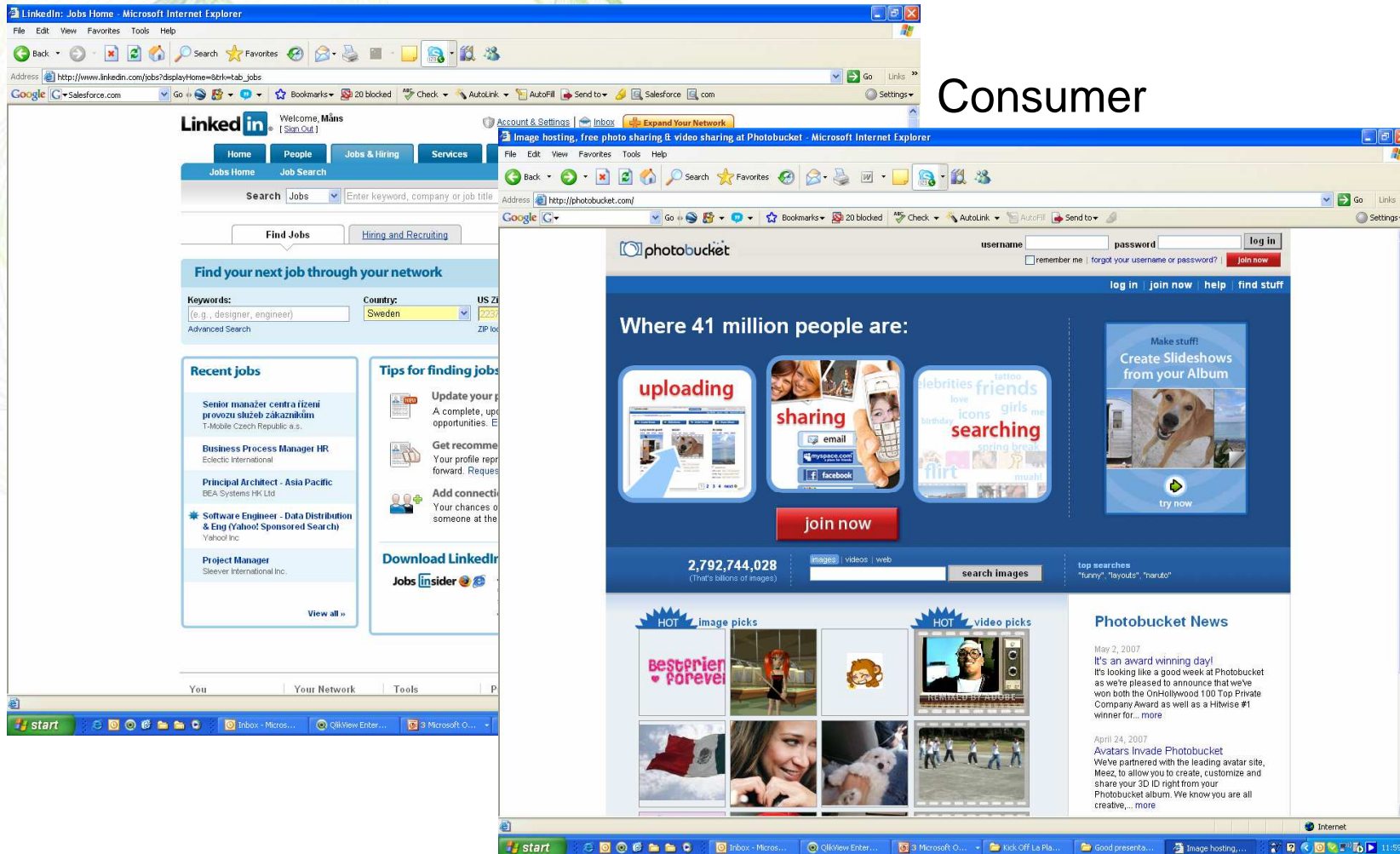- Inventory and Warehouse Management
- Logistics & Fulfillment Analysis

Dashboard
Analysis
Reporting

Professional

Consumer

There are many winners in a successful network

QlikView

User

User

Customer networks

Customer

Business Intelligence

Sharing information:
• Dashboards
• Analysis
• Reports

Vendor

Partner
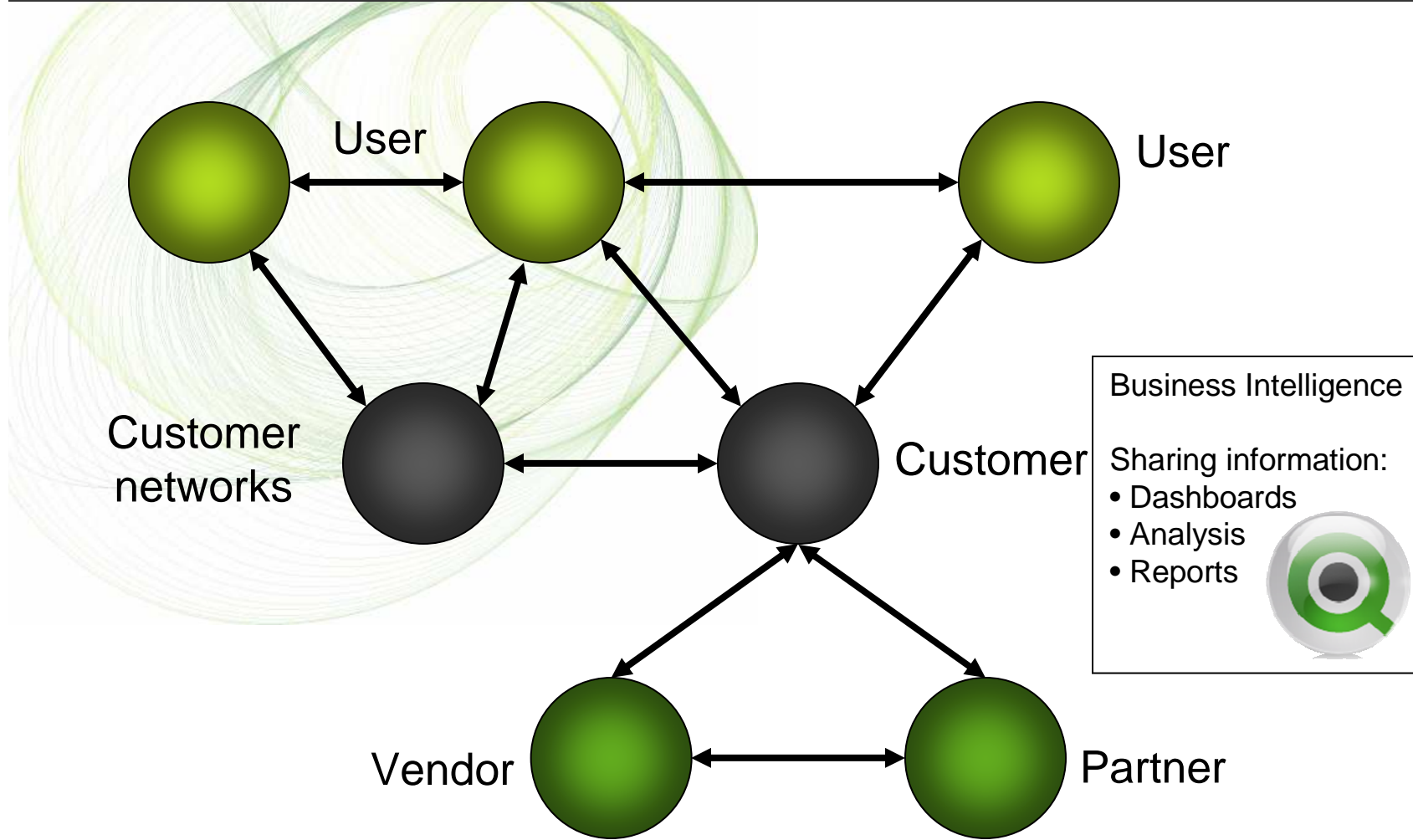
Simplicity

- 99% of end users have no training at all
- average deployment in weeks rather than months
- consider 3 months projects as long, also for:
    - Complex environments with multiple regions, datasources etc.
    - Thousands of users

Scalability

Number of records	A few years ago, 10 million records was a lot of data. Today, billions of records should be analysed in seconds.
Live users	From many unknown users in a public internet domain to hundreds or thousands of internal users.

Stability

- In Memory Technology not new, but it's the right time
- Ahead of the hardware curve for eight years
- optimizing In Memory Technology for twelve years

Flexibility

- Share of information
    - Internal and
    - with the network
- Easy to adapt, make your own
- Ad hoc queries and search
- Simple to make changes

- Near instant response time on large data volumes and thousands of users

Visit demo.qlikview.com

QlikView

Experience with live demonstrations the speed, flexibility and ease of use at Demo.qlikview.com.

Thank you

Rogier Verheij

Vice President

Benelux, Central & Eastern Europe, Turkey and Israel

E-mail: rogier.verheij@qliktech.com

QlikView