



## Beyond In-Memory: The Powerful Difference of a Green/White/Grey World

John Trigg, QlikView, Global Product Manager

**QlikView**

### QlikView – Who We Are

**QlikView**

#### Heritage

- Founded in 1993 in Sweden
- R&D located in Lund, Sweden
- Granted patents on in-memory associative technology
- Eight major QlikView product releases
- QlikView 8 released in 2007
- Lead investors – Accel Partners and JVP



#### Board

- **Paul Wahl**, former COO Siebel and CEO, SAP America
- **Alex Ott**, JVP, former President, Siebel North America
- **Bruce Golden**, Accel, former Executive, Sun, Illustra and Informix
- **Claes Björk**, former CEO, Skanska
- **Måns Hultman**, Chairman, QlikTech
- **Lars Björk**, CEO, QlikTech

#### Organization

- Management Team:
  - Former executives from SAP, Siebel, Oracle, PA Consulting, Mactive, Intenia
- ~475 employees across 22 offices in 12 countries
- More than 500 partners
- Headquartered in US (Radnor, PA)

#### Results

- Leading provider of next generation BI solutions
- Fastest growing BI software company in the world for four years running (2005 – 2008) according to IDC
- Profitable, annual revenue growth of ~50%
- 10,700+ customers in 92 countries
- Adding 14 new customers every day
- 483,000 live users

Successful Customers Across Many Industries

**QlikView**

3M	COLONIAL REALTY	Deutsche Telekom	SANDVIK
AMCOR	HEIDELBERG	Shell	NOVARTIS
IAWS GROUP PLC	e-on	Campbells	EUPH
VELLINGE KOMMUN	SI INTERNATIONAL	ZURICH	IBERIA
SCHENKER EBL Logistics	SEB	DeLuca HOMES	LANDSTINGET BLEKINGE
teckcominco	sonofon	RIM	UNIVERSITY of VIRGINIA
VOLVO	BD	thiememeulenhoff	WILLIAMS-SONOMA


In-Memory Approaches Vary ...

**QlikView**

- Often look to in-memory solutions to deliver additional speed
- Layer/Cache Information on Existing BI Architecture
- Speed – Yes
- Advantage - No

A photograph of a pig wearing sunglasses and a pearl necklace, positioned in the bottom right corner of the slide.

QlikTech's Core Value Proposition **QlikView**



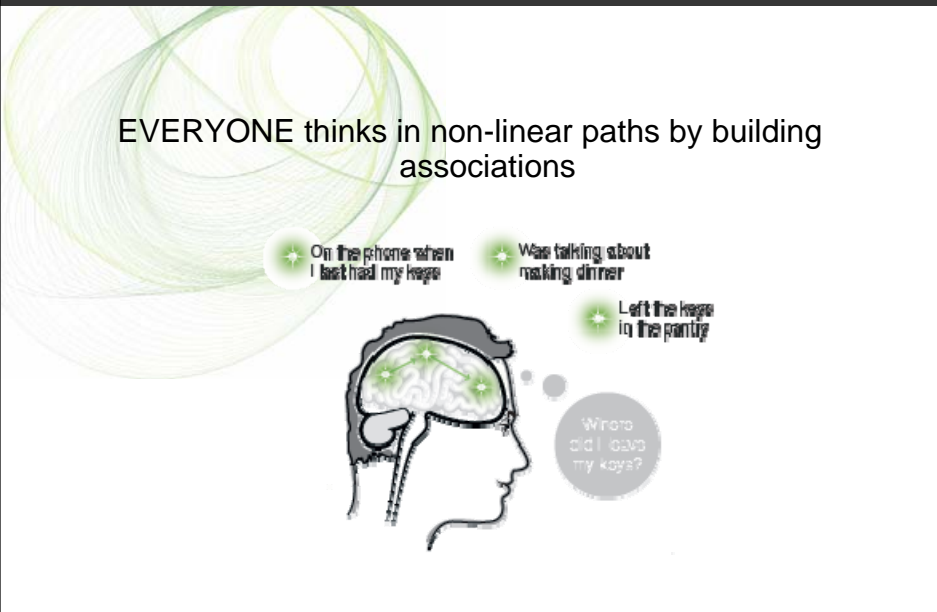
The diagram features a central brain icon with green lines radiating from it, symbolizing associative analysis. Below the brain is a cluster of green circles, and further down is an illustration of a group of people in a meeting. A red line and a green line are positioned at the bottom left of the diagram area.

- Associative analysis
- Power AND Simplicity
- Everyone
- Seeing Is Believing

■ 301 days to deploy  
SAP Success

■ 17 months  
SAP HR  
roll out

Associative Analysis: QlikView works the way your mind works **QlikView**



EVERYONE thinks in non-linear paths by building associations

On the phone when I lost had my keys

Was talking about making dinner


Left the keys in the pants

Who's did I give my keys?

The diagram shows a profile of a human head with a brain. Green lines and dots connect different thought bubbles, illustrating a non-linear path of associations. The bubbles contain the text: 'On the phone when I lost had my keys', 'Was talking about making dinner', 'Left the keys in the pants', and 'Who's did I give my keys?'.



Demo



### Simplifying Analysis for Everyone

Everyone Else	QlikView New Rules
"Fast Implementation"	• <b>Fast Implementation</b> ... Customers are live in less than 30 days, and most in a week
"Easy-to-Use"	• <b>Easy to Use</b> ... End users require no training and enjoy "qliking" through the application
"Powerful"	• <b>Powerful</b> ... Near instant response time on data volumes as high as a billion records across thousands of users
"Flexible"	• <b>Flexible</b> ... Allows unlimited dimensions and measures and can be modified in seconds
"Integrated"	• <b>Integrated</b> ... Dashboards, analysis and reporting in a single solution and on a single architecture
"Low Cost"	• <b>Low Cost</b> ... Less costly, shorter implementations result in fast return on investment
"Risk-Free"	• <b>Risk-Free</b> ... Fully-functional free trial download, and a seeing-is-believing experience

**QlikView Value Proposition: 1/4 the Time, 1/2 the Cost, 2x the Value**



Thank You!

[www.qlikview.com](http://www.qlikview.com)  
[demo.qlikview.com](http://demo.qlikview.com)