

## THE QLIKVIEW BUSINESS DISCOVERY PLATFORM

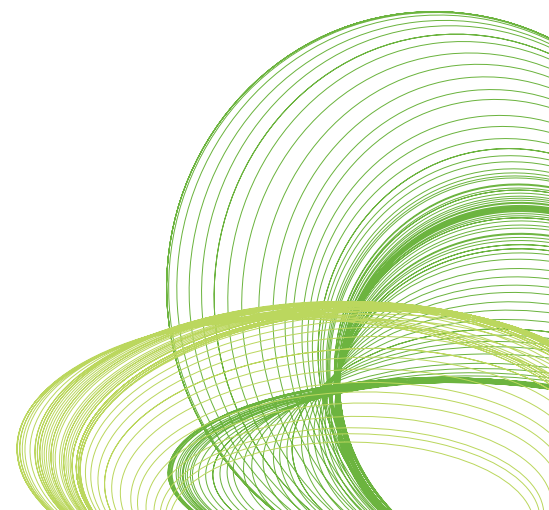
With QlikView, organizations can rapidly deploy fast, flexible Business Discovery apps that provide information workers with dynamic views of the information they need to make decisions. Unlike most business intelligence software, with QlikView information workers can ask and answer the next question, and the question after that, without going back to an expert for a new report or data visualization. The answers are already there, available through simple clicks and taps.

At the core of QlikView is our patented software engine, which generates new views of data on the fly. QlikView compresses data and holds it in memory, where it is available for immediate exploration by multiple users. For datasets too large to fit in memory, QlikView connects directly to the data source. QlikView delivers an associative experience across *all* the data used for analysis, regardless of where it is stored. Users can start anywhere and go anywhere; they are not limited to pre-defined drill paths and preconfigured dashboards.

With QlikView's patented core technology, associative experience, and collaboration and mobile capabilities, users can ask and answer streams of questions on their own or in teams and groups, wherever they happen to be working. The more users, the more questions, the more value. Empowering the information workforce to derive insights from data helps organizations streamline, simplify, and optimize decision making.

### USER-CENTRIC INTERACTIVITY

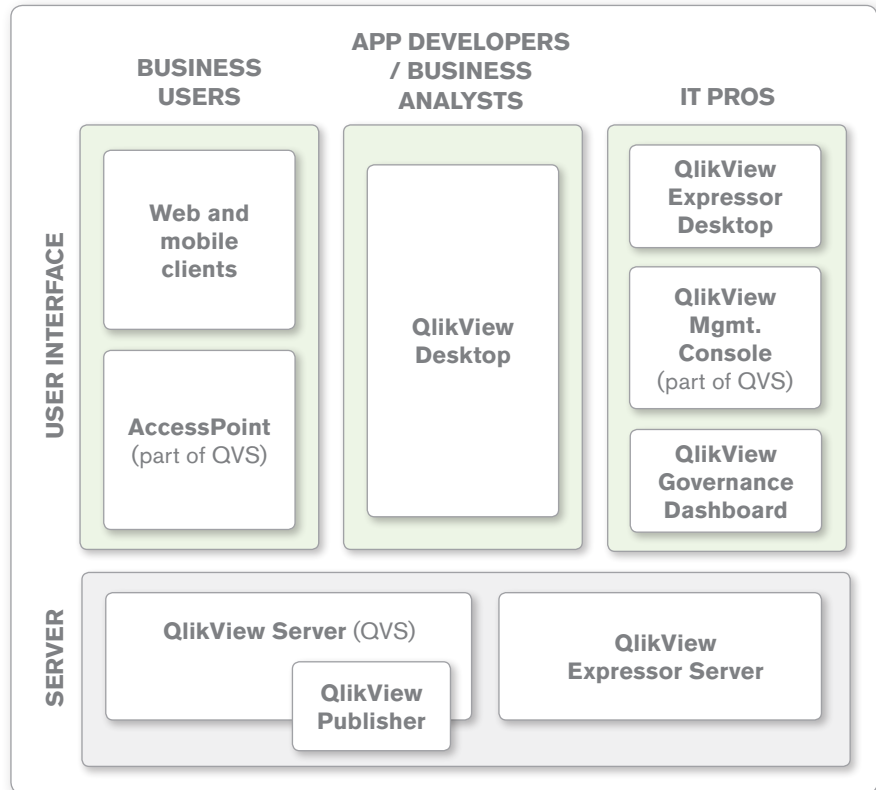
Ask your own questions and formulate your own insights in a simple and straightforward way. Forgot the exact name of a customer? Universal search with fuzzy logic shows you all potential matches. Ask and answer what-if questions with comparative analysis. Preserve a record of decisions with in-app threaded discussions. Visualize data any way you want: charts, tables, maps, graphs, and list boxes. Click or tap anywhere for new views or more detail. Remix and reassemble data any way you want to.



## AN ASSOCIATIVE USER EXPERIENCE

Conduct direct and indirect searches across all data anywhere in the app—globally or within a single field. Make a selection and see all objects in the app update instantly. Gain unexpected insights and make discoveries by clearly seeing how data is associated. See not only what data is associated—but what data is *not* related. The data related to your selection is highlighted in white while unrelated data is highlighted in gray. The power of gray—seeing what is *not* related—differentiates QlikView and reveals unexpected business insights.

Figure 1: The QlikView Business Discovery Platform



## QLIKVIEW FOR BUSINESS USERS

Business users primarily interact with the QlikView browser and mobile clients—though they can also use QlikView Desktop.

## QLIKVIEW BROWSER CLIENTS

QlikView users access apps running on QlikView Server with a browser-independent, download-free Ajax client or a Microsoft Internet Explorer plug-in. Users can make selections in list boxes and charts and can change charts or create new ones for new views of data. They conduct direct and indirect searches—globally or within a particular field. They can always see in an instant what data is related to their selections and what data is not.

Right there in the browser, users can collaborate in real time with colleagues, partners, or customers—even those who don't have QlikView licenses. QlikView also provides in-app threaded discussions to preserve a record of

## **ACCESS TO BUSINESS DATA FROM ANYWHERE**

Access relevant data sourced from multiple systems with incremental loading of updates. Combine data in a single in-memory location for access to a full range of detail from top-level indicators to full transactional detail—or leave Big Data where it is and still include it in analytic apps. Work with dynamic, interactive analytics using the most popular mobile devices. Get data selection, associative search, and advanced visualization on your tablet or smartphone while you're connected to the server. Take views of data offline with your Apple iPad.

how decisions were made. With a server-based QlikView app, all users are working with the same data. Any modifications a user makes to an app (e.g., modify or add a graph or chart) can be kept private or shared with others.

## **QLIKVIEW ON MOBILE**

With mobile Business Discovery, information workers can take advantage of being in a particular place at a particular time and can generate insights “on location.” QlikView on mobile delivers full Business Discovery and the power of QlikView to mobile devices connected to a server—including the associative experience, interactive analysis, access to live data, and search. For Apple iPads, QlikView also provides users with offline views of data.

At no additional license cost, QlikView delivers full mobile functionality for Apple iPad and Android tablets as well as small-screen devices such as Apple iPhone and Android phones. Using a browser-based, build once / deploy anywhere approach, QlikView on mobile takes full advantage of native mobile gestures and features while providing centralized security, scalability, and manageability.

## **QLIKVIEW FOR APP DEVELOPERS AND BUSINESS ANALYSTS**

To create apps, BI application developers and business analysts primarily use QlikView Desktop and QlikView Workbench. They connect to data sources using standard interfaces, an open QlikView format for non-standard sources, and a set of direct connectors to some of today's most popular business applications and systems.

## **QLIKVIEW DESKTOP**

QlikView Desktop enables the rapid construction of secure, multi-tabbed, multi-user apps that provide multi-faceted views of what's happening in an enterprise. With QlikView, users can test and prototype with their data, learning all the while, without taking their eyes off the data or interrupting their thought process.

QlikView Desktop is a Windows application that is a single point of interaction for extracting and transforming data, designing analytics, and building dashboards and reports. Using QlikView Desktop's intuitive interface, developers create SQL-like scripts (augmented by wizards) that power the collection and transformation of data from multiple sources into an associative model. App designers choose the best visual representations of the data from a wide array of available options—including out of the box, custom-built, and third-party visualizations.

## **QLIKVIEW WORKBENCH**

QlikView Workbench is a Microsoft Visual Studio® plug-in developers use to create powerful, web-based QlikView extensions. It is a drag-and-drop web integration toolkit that combines the flexibility of a powerful QlikView API (application programming interface) with an easy-to-use Visual Studio integrated development environment. QlikView Workbench also includes a Visual Studio template to help developers quickly and easily get started building powerful QlikView extensions.

QlikView Workbench is also the easiest way to integrate QlikView analytics into websites or Windows applications. Many business applications can benefit from embedding powerful and intuitive dashboards and reports directly into the user interface.

## **QLIKVIEW DIRECT DISCOVERY**

With Direct Discovery, QlikView brings relevance and context to Big Data. QlikView Direct Discovery provides connectivity to SQL-based data sources such as Cloudera Impala and Teradata Integrated Data Warehouse. Business users query data in Big Data repositories on the fly and QlikView caches query results in memory for fast recall by multiple users. In a single app, users can work with data stored in Big Data repositories as well as in QlikView's in-memory data model.

This hybrid approach enables business users to tap into Big Data without knowledge of programming. Users get the associative experience across *all* data in the app, regardless of where it is stored—a capability unique to QlikView. Users can start anywhere and go anywhere, drilling down to granular details when necessary. Direct Discovery is a capability of QlikView 11.2, available at no additional license charge.

## **QLIKVIEW DATA CONNECTORS**

Out of the box, QlikView can extract data from Microsoft Excel as well as sources that adhere to standards such as ODBC (open database connectivity) and XML (extensible markup language). Developers can use the open QVX (QlikView data exchange) format for importing data from non-standard data sources (e.g., Google BigQuery). In addition, QlikView provides connectors for extracting data from some of today's most popular business applications and platforms. And with QlikView Direct Discovery, QlikView can connect directly to any SQL-compliant data source; the data is left in its original location and included in the QlikView app alongside the in-memory data sourced from other systems.

## **QlikView Connector for Use with SAP NetWeaver**

Using QlikView, organizations complement their centralized SAP reporting capabilities with instant, user-driven analysis, enabling decision making at the speed of business. The QlikView connector for use with SAP NetWeaver® enables SAP users to perform quick, flexible, visual, ad hoc analysis. QlikView combines data from SAP® R/3®, mySAP™, SAP BW, and BEX queries with data from non-SAP systems. All of this data is available for analysis with a single click.

## **SPEED-OF-THOUGHT ANALYSIS**

Call up data, ask questions, and get answers—all on the fly. Fire up a shared session and engage with others in real-time, collaborative decision making. Leverage QlikView's highly optimized, scalable, in-memory engine for instant access to very large data sets. See the relationships and uncover meaning in data, for a quick path to insight.

QlikView also offers out-of-the-box QlikStart templates for a range of SAP modules including Sales and Distribution (SD), Materials Management (MM), Project Systems (PS), Production Planning (PP), Human Resources (HR), Controlling (CO), and Finance (Account Receivable (AR), Accounts Payable (AP), and General Ledger (GL)).

### **QlikView Connector for Salesforce.com**

The QlikView connector for Salesforce.com<sup>®</sup> enables content developers to create QlikView apps that utilize Salesforce.com data. By merging Salesforce.com data with data from other systems, organizations provide business users with unprecedented visibility and insight. This connector works in QlikView Desktop and in the browser, including on mobile devices, with apps deployed on QlikView Server. The QlikView connector for Salesforce.com is available as a free QlikView add-on.

### **QlikView Informatica Connector**

Many organizations use an Informatica data warehouse to manage a single source of data and meet compliance and governance requirements. To facilitate agile, high-performance analytics, organizations can use the QlikView Informatica<sup>®</sup> Connector to extend the value of their Informatica data warehouse by producing QVX files that can be directly read into QlikView.

Additional connectors are available from QlikTech and our partners on QlikMarket ([market.qlikview.com](http://market.qlikview.com)).

## **QLIKVIEW FOR IT PROFESSIONALS**

QlikView administrators interact with QlikView primarily through QlikView Server and its subcomponents, as well as QlikView Expressor.

### **QLIKVIEW SERVER**

QlikView Server ensures a single version of the truth across an organization. It provides a simple way to ensure that everyone has access to the latest data and analysis. QlikView Server delivers enterprise manageability with role-based administration to ensure that only those who have permissions to use data can access it. QlikView Server plugs into existing security infrastructures to keep data fully protected.

Users can access apps hosted on QlikView Server through any of the Windows, browser, or mobile QlikView clients. Administrators manage QlikView Server with the web-based QlikView Management Console.

## RAPID TIME TO VALUE

Measure time to value (or time to market, for QlikTech partners) in weeks, days, or even hours. Gartner has characterized QlikTech as having the lowest cost per user of all the data discovery vendors, and below average implementation costs per user.<sup>i</sup> Aberdeen Group has found that organizations that deployed QlikView were able to deliver dashboards to business users at the lowest cost of all the best in class vendors—and that QlikView users were on average able to drive a revision to dashboards from conception to completion in a single day, as opposed to an average of 3.5 days for all survey respondents.<sup>ii</sup>

## QLIKVIEW WEB SERVER

QlikView Server ships with the built-in QlikView Web Server, which includes AccessPoint, a portal through which users can search for, discover, “favorite,” and rate QlikView apps. Customers can use QlikView Web Server or swap it out for Microsoft IIS (Internet Information Server).

## QLIKVIEW PUBLISHER

QlikView Publisher, an add-on to QlikView Server, ensures that the right information reaches the right user at the right time in the right format. QlikView Publisher automates the data refresh process and delivers complete control over the distribution of QlikView analytic content. Publisher distributes apps securely to the right users and groups and makes sure PDF reports go out on time. (Distributing PDF reports to users requires the optional QlikView PDF Report Distribution add-on module.)

## QLIKVIEW EXPRESSOR DESKTOP AND SERVER

QlikView Expressor provides IT professionals and app developers/business analysts with a rich graphical development studio for preparing data for QlikView. Technical users can visually define and centrally store common data definitions and business rules for use across the entire QlikView deployment. QlikView Expressor ensures data confidence and consistency while retaining the speed and flexibility of QlikView.

## QLIKVIEW GOVERNANCE DASHBOARD

The QlikView Governance Dashboard helps IT professionals maximize data governance and optimize their QlikView investments by discovering how QlikView is used at a granular level. With this knowledge, they can introduce more manageable and repeatable processes when developing QlikView apps, as well as address data lineage and impact analysis questions. They can also ensure compliance with regulatory acts, policies and standards that require an understanding on how data is created, protected and delivered. The QlikView Governance Dashboard is a free QlikView app available on QlikMarket.

To learn more about the QlikView Business Discovery platform visit us on the web at [www.qlikview.com](http://www.qlikview.com).

<sup>i</sup> Gartner found that QlikTech was among the data discovery vendors that most often supported interactive dashboards and ad hoc analysis, sometimes with complex types of queries. See the March 29, 2011 Gartner report, “BI Platforms User Survey, 2011: Customers Rate Their BI Platform Vendor Cost of Ownership.” (Report available to Gartner subscribers, or for purchase.)

<sup>ii</sup> Aberdeen found that QlikView customers were able to deliver dashboards at a per-user cost that was roughly three quarters that of the best in class. See the August, 2010 Aberdeen research brief, “QlikView Customers Outperform the Best-in-Class with Dashboards.” You can download the report in its entirety here: <http://qlik.to/mQ31Yu>.