



**RUSSIAN
PREMIERE**

QlikView

**FOR THE FASTEST GROWING
BUSINESS INTELLIGENCE
TOOL IN THE WORLD!**

Company Overview

Rogier Verheij – Vice President
QlikView Benelux & Eastern Europe

Results

QlikView Simplifies Decisions for Everyone

QlikView grows 50%

Future

Trend in Consumerization of Enterprise Software

Simplifying Decisions for Everyone




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

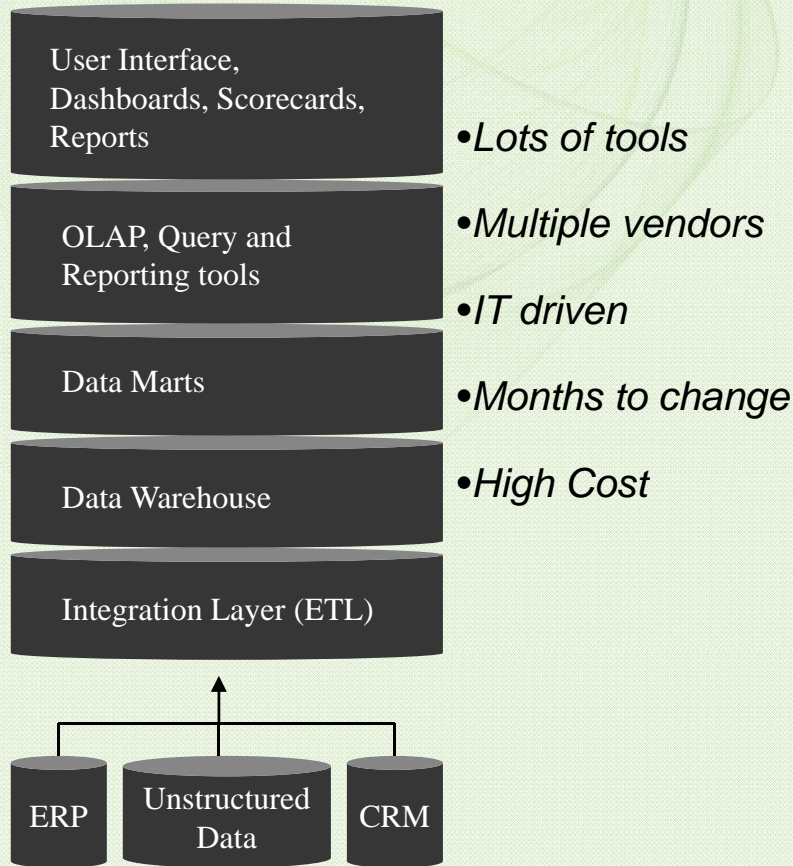
"Strategic"	vs	"Addictive"
Top down	vs	Power to the masses
The enlightened few	vs	The wisdom of the crowd

Simplifying Decisions For Everyone

We provide answers to make decisions by combining analysis, reporting, quering, dashboarding, simulation and communication

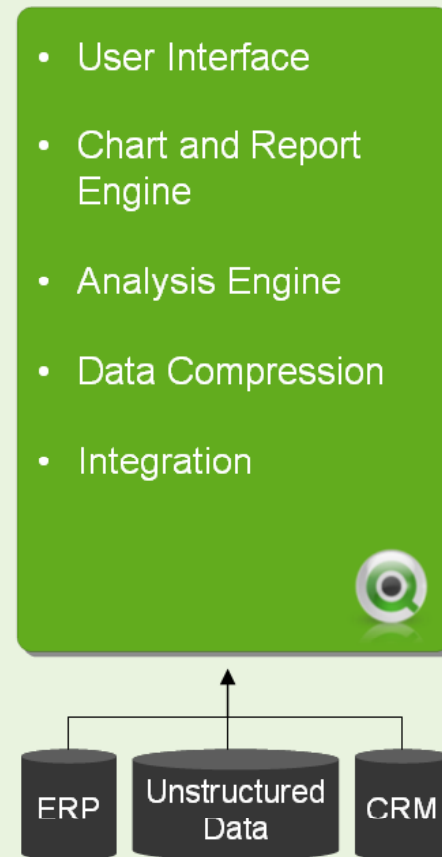
In 

Traditional BI Stack



The Next Generation BI

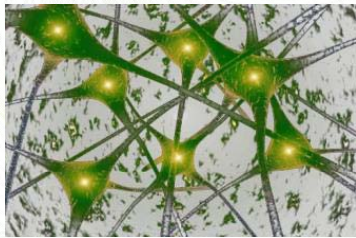
- One tool**
- One vendor**
- End user driven**
- Minutes to change**
- Low Cost**



Fast, simple and high Return on Investment

Patented In-Memory Associative Technology

What



Associative

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

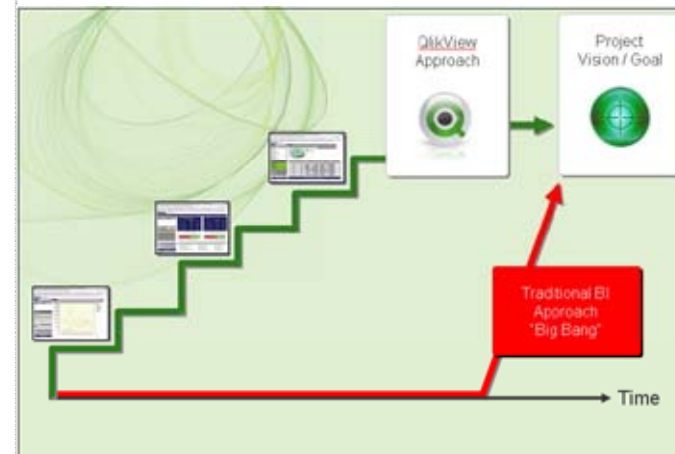
How



In Memory

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

The Power of Simplicity



- Easy and no risk

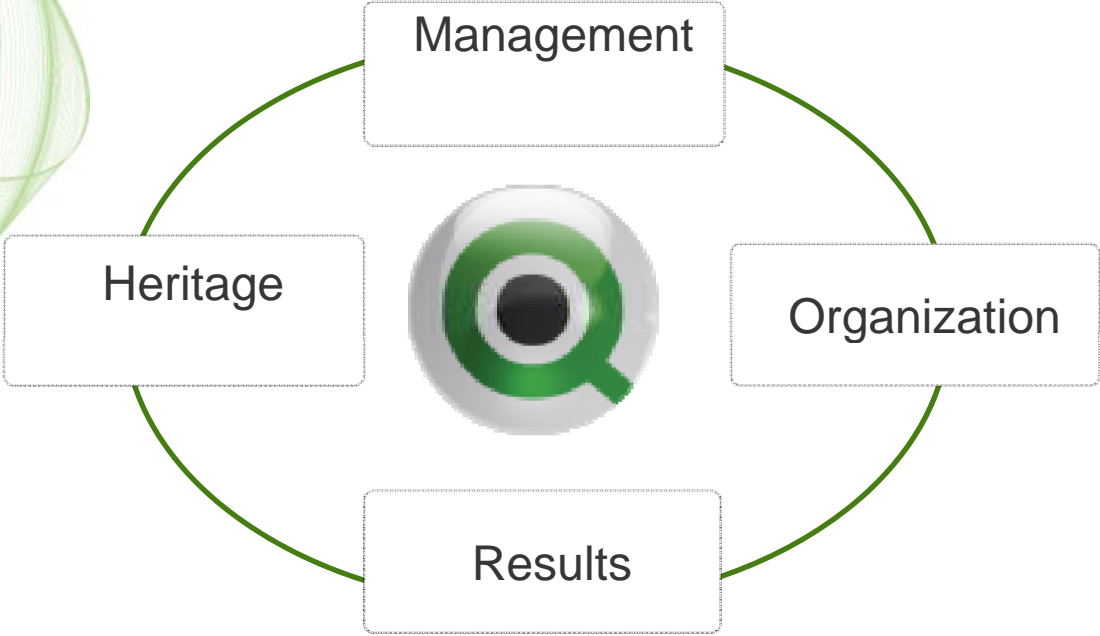
QlikTech Background

- U.S.-based company, founded in 1993 in Sweden
- Disruptive product and business model
- \$120 million revenue and 50% growth in 2008
- 12,000+ customers in 95 countries
- 800+ partners
- 530 employees across 22 offices in 12 countries

Broad Base of 12,000+ Customers



Overview:
50% growth in first half year 2009



September 2009

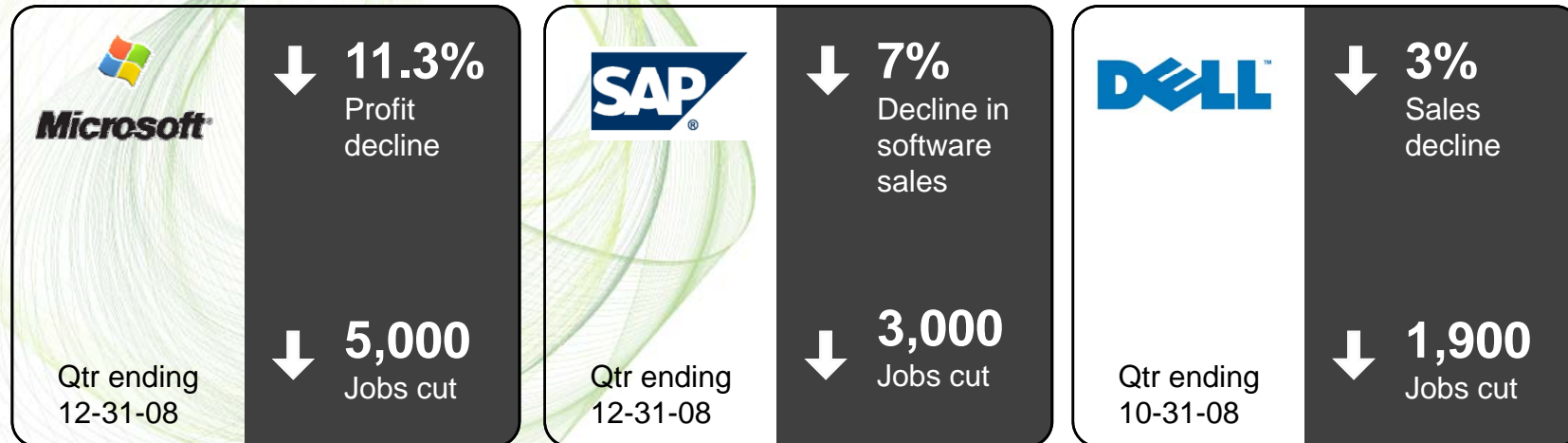
QlikView

94 Countries

12,000 Customers

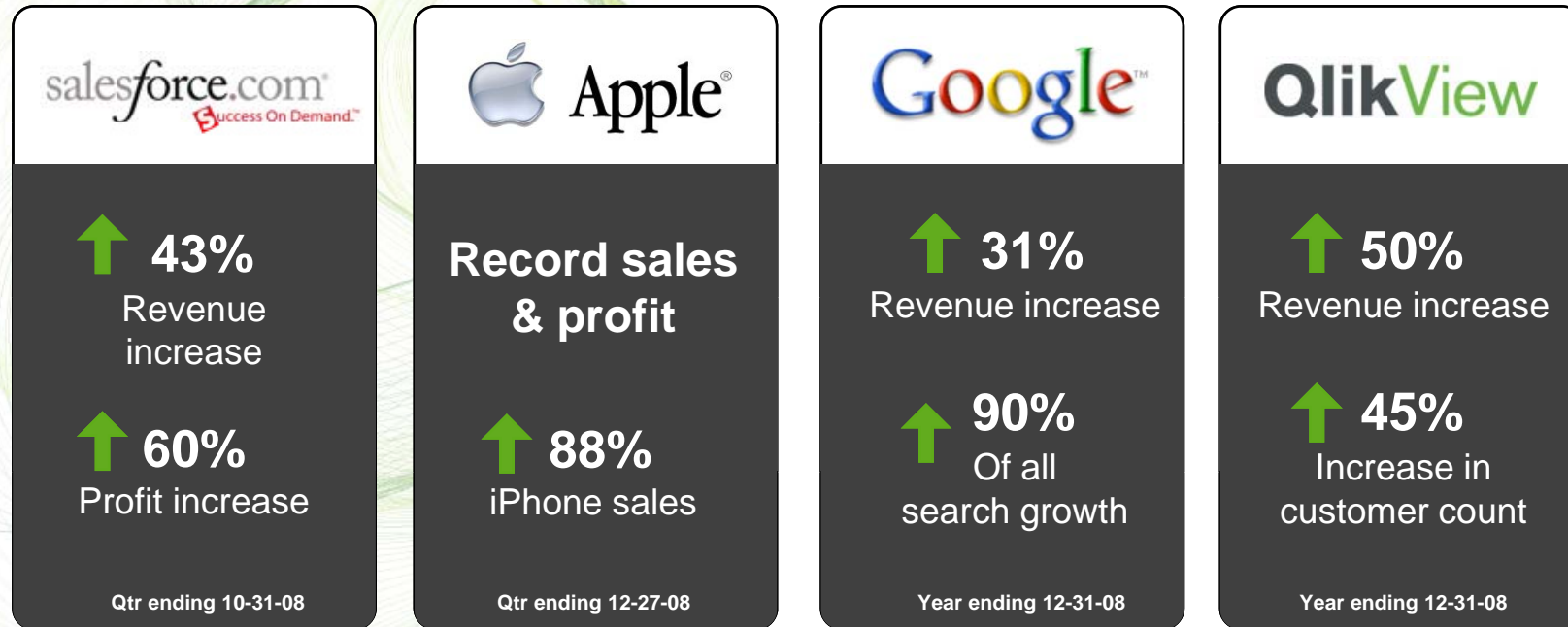
542,000 Users

**14.9 new customers
each working day**



Technology bellwethers are suffering
...the rules of the game
have changed





But there are some winners...

...who set their own rules



salesforce.com
Success On Demand™

CRM

Simple

 Apple®

MP3

Simple

Google™

Search

Simple

QlikView

BI

Simple



Industry Analysts Recognize QlikView's Innovation Leadership and Customer Success

QlikView

“Disruptive technology.”

“The most performant BI platform in the market.”

“QlikView’s architecture delivers an exceptionally high degree of customer satisfaction.”

“Enables business users to build solutions without much help from IT.”

“Magic Quadrant for Business Intelligence Platforms,” January 2009

Gartner



QlikTech was named the sole “Champion” in Aberdeen AXIS report.

“QlikTech customers have consistently reported high praise and satisfaction ... [They] are most likely to have achieved value from the purchase of the software.”

“Aberdeen AXIS(TM) for BI/Performance Management,” January 2009

Aberdeen Group
A Harte-Hanks Company

Trend in Consumerization of Enterprise Software

QlikView

Your users are not the same



- She likes technology
- She uses computers at home.
- She is always connected.
- She is taught computers by her friends.

So, why is it simple at home and complex at work?

At Home:

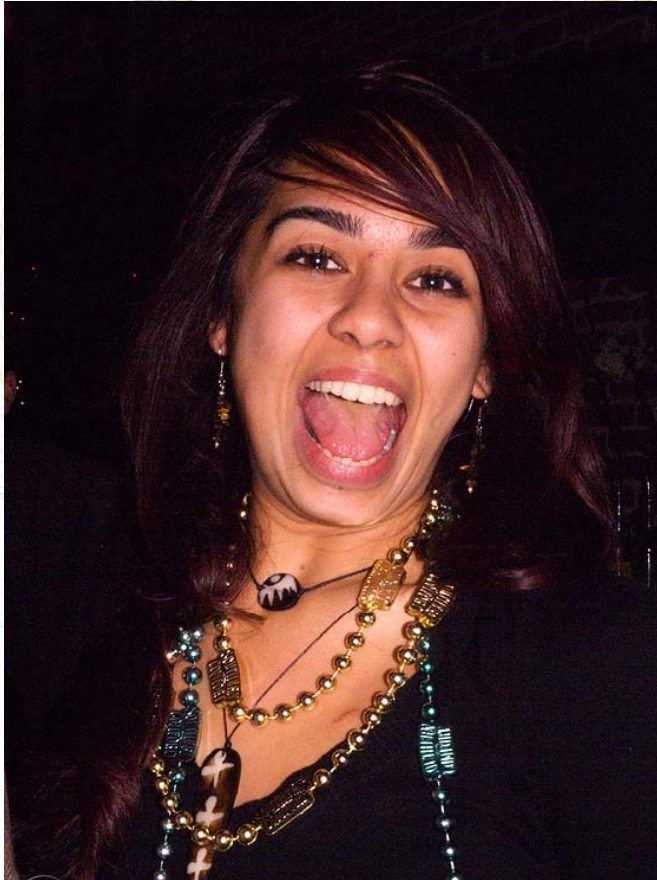
- Designed to be sold to consumers
- User chooses his/her platform (PC, browser, Mobile Device)
- Consumers vote with their "feet"- they walk away if they don't like it
- Simplicity is a must.

At Work:

- Designed to be sold to C-level executives (who may never use it themselves)
- The user hasn't, so far, had any choice
- As an employee, you either like it, or...

Will this generation accept the "old way"?

QlikView



Consumerization of
Enterprise Software



Self Service BI

QlikView 9: Simplicity Empowers Every User

State-of-the art visuals: Spark lines, whiskers, trellis charts, and live chart backgrounds

One-click, global search across the entire QlikView database

Enhanced wizards for easy chart and table creation



“QlikView’s virtually unlimited querying, instant reporting speed with massive data sets, and easy-to-interpret graphic data presentation helps Campbell improve productivity, predict financial performance and monitor our supply chain.”



QlikView 9: Mobile Deployment

QlikView

Freedom from the desktop

Anywhere, anytime access

Dynamic, interactive data analysis

GPS-enabled, location awareness

Native, device-specific user interface

QlikView apps available on leading consumer mobile platforms, including the Apple iPhone, and Blackberry

QlikView Java Mobile Client supports majority of other Symbian-based smartphones



**QlikView remains
the fastest growing BI vendor!**

QlikView

QlikView Simplifies Decisions for Everyone

QlikView grows 50%

State of the art visualisation

**We embrace Consumerization of Enterprise
Software**