



A Modern Data
Analytics Platform



Your organization is
prepared for Analytics
Economy?

Where is Analytical Economics going?



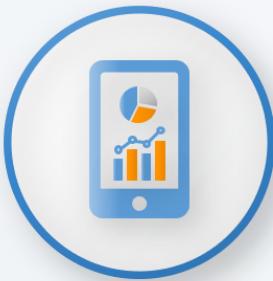
More Cloudy

Cloud is becoming real, but stand-alone cloud loses in favor of hybrid



More Enterprise

Analytics is becoming an enterprise requirement



More Mobile

Customers expect to use their analysis everywhere



More Integrated

Not a destination, but embedded in operational applications



More Data

Combinations of data, large and small, on and off premise

Our modern Visual Analytics Platform

Data

Bridging User, Governed,
and Big Data Associatively



Platform

Hybrid Analytical Workload
Optimization with Micro-Services



Analytics

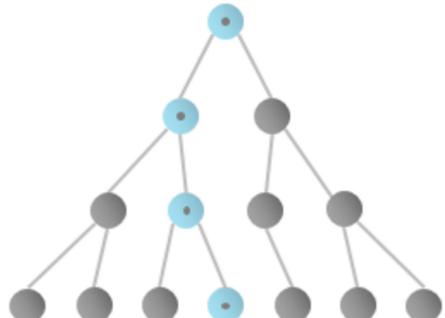
Augmented Experience from
Visualizations to Voice



Qlik's Associative Model



Query-Based Tools



Customer Status	Region	Segment	Customer	Product
Silver	East	Catering & Banquets	A&R Partners	American Beef Bologna
Gold	North	Convenience Stores	A2Z Solutions	American Chicken Hot Dogs
Platinum	North Central	Cruise Ships	Aaron D. Meyer & Associates	American Cole Slaw
	South	Health Care	Aaron Products	American Corned Beef
	South East	Hotels & Clubs	Active Data	American Foot-Long Hot Dogs
	West	Restaurant & Cafes	Ben and Jerry's	American Low Fat Cole Slaw
		Schools & Universities	Benedict	American Pimento Loaf
		Supermarkets	Bizmarts	American Potato Salad
			C & C Design	American Roasted Chicken
			C & J Engineering	American Sliced Chicken
			CAF Systemhaus	American Sliced Ham
			CAM Group	American Turkey Hot Dogs
			Caribbean Specialties	Applause Canned Mixed Fruit
			City Fresh Foods	Applause Canned Peaches
			Clearout	Atomic Bubble Gum
			David Spencer Ltd.	Atomic Malted Milk Balls

Quem somos?



Fundada em 1993
Matriz em Radnor
Escritório Latam
situado em São Paulo

2,500
140
100



2500 Clientes e
140 parceiros no
território Brasileiro



Mais de 2500
funcionários no
Mundo



10 anos de crescimento

40,000 Customers

Manufacturing
and high tech



TOSHIBA

SONY

MITSUBISHI
ELECTRIC

DANONE

Financial
services



Aon

CRÉDIT AGRICOLE
CORPORATE & INVESTMENT BANK

Westpac

SEB

Communications,
energy, and utilities



FOX INTERNATIONAL CHANNELS

TELUS

TELECOM ITALIA

brilliant

RWE
The energy to lead

Healthcare and
life sciences

NHS

HEALTHSOUTH.

SANOFI

gsk
GlaxoSmithKline
葛兰素史克

Nemours.

REGION SKANE

Retail and
services



LUXOTTICA

TED BAKER
LONDON

Carrefour

Hertz

Public sector



Polisen



JUSTITS MINISTERIET





What it Means to Be Data-Driven

People + Data + Ideas
= Possibilities

All your people

Reach the
un-empowered 75%



Agile decision
making



At the point of
decision



All your data

Data is an asset



Beyond the enterprise



Embrace governance



All your ideas

Experiment and fail fast



Ask any, and the next question



Data-driven business models



How Qlik Enables the Data-Driven Enterprise

Data-driven: What businesses need to do?

All your people

- Reach the un-empowered 75%
- Agile Decision Making
- At the point of decision

All your data

- Data is an asset
- Beyond the enterprise
- Embrace governance

All your ideas

- Ask any, and the next question
- Encourage Experiment and Fail Fast
- Data-driven models

How does Qlik uniquely address this?

Trusted Cloud-ready
PLATFORM

Agile, Governed
DATA

Data
ANALYTICS
for Everyone

Trusted Cloud-Ready Analytics Platform

A platform for all your visual analytics needs



Flexible Deployment



Flexibility to deploy on-premise, in the cloud and everywhere in between

Platform Approach



Rapidly build, customize, and extend analytics to meet any need

Agility without Chaos



Rapidly deliver value to business while maintaining control

Do the Unimaginable with Your Data

All Your Data Together

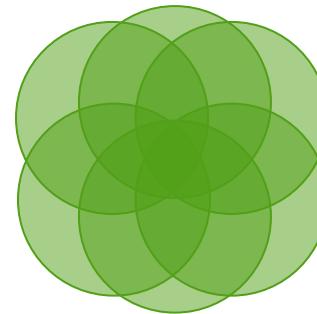


Minimize the Time to Analysis



Integrated intelligent data tools ensure less than perfect data doesn't slow you down

No Data Left Behind



Bring all your data together from any number of data sources for a more holistic view

Big Data Solutions that Work



Tested in the real world with our largest most demanding customers

Data Analytics for Everyone

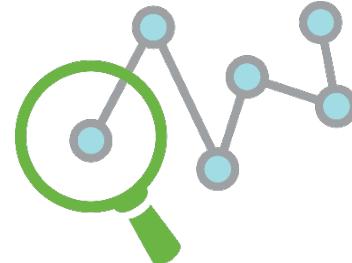
See the whole story that lives within your data

Augmented Discovery



Leverage artificial intelligence and machine learning to augment and enhance human intelligence

Associative Difference



Freely explore visualizations and data, without boundaries or restrictions

Broad Analytics Use Cases

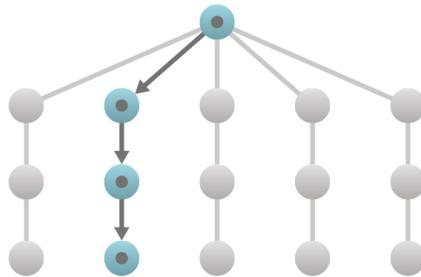


Make analytics accessible to anyone, anywhere



Why Qlik is unique – The Associative Difference™

Query-Based Tools



Qlik's Associative Engine

VS.



- x Partial subsets of data
- x Restricted linear exploration
- x Slow performance
- x “Ask, wait, answer” cycle

- ✓ All your data
- ✓ Explore without boundaries
- ✓ Speed of thought
- ✓ Unexpected insights



The problem with query-based tools

Old technology that was not intended for modern analytics

x **Partial subsets of data**

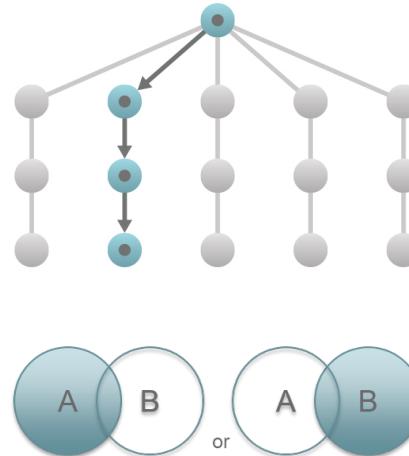
- Difficult integrate many different sources
- SQL joins and queries leave data behind
- Data must be fully modeled in advance

x **Restricted, linear exploration**

- Users are confined to predefined paths
- Query result sets only offer partial views
- To ask new questions and pivot analysis, queries must be rebuilt

x **Slow performance**

- Cannot scale to large numbers of users
- Response times suffer for big data sources



Query-based approaches result in the “ask, wait, answer cycle”



The Associative Difference™

Qlik's Associative Engine was built specifically for interactive, free-form exploration and analysis



✓ **All your data**

- Brings together many different data sources without complex modeling
- Indexes all your data to find all the possible associations
- Leaves no data behind

✓ **Explore without boundaries**

- Explore, search and pivot based on what you see
- Instantly updates analytics and highlights associations based on interactions
- No boundaries or restrictions

✓ **Speed of thought**

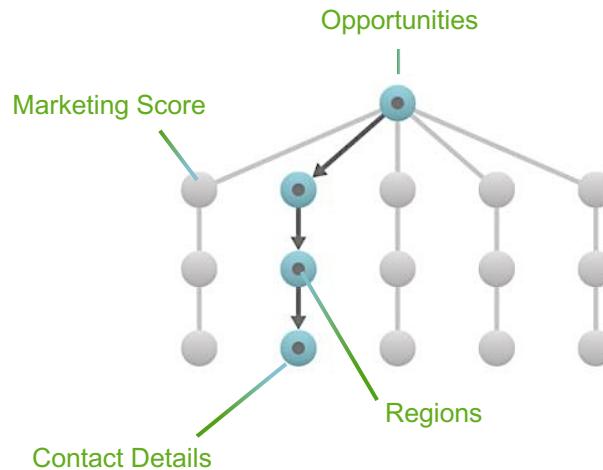
- Powerful on-the-fly calculation and aggregation for large numbers of users
- Seamlessly handles both big and small data

With Qlik, you get instant answers and unexpected insights

An example

Where should sales executives should focus to maximize potential opportunities and close the quarter above targets?

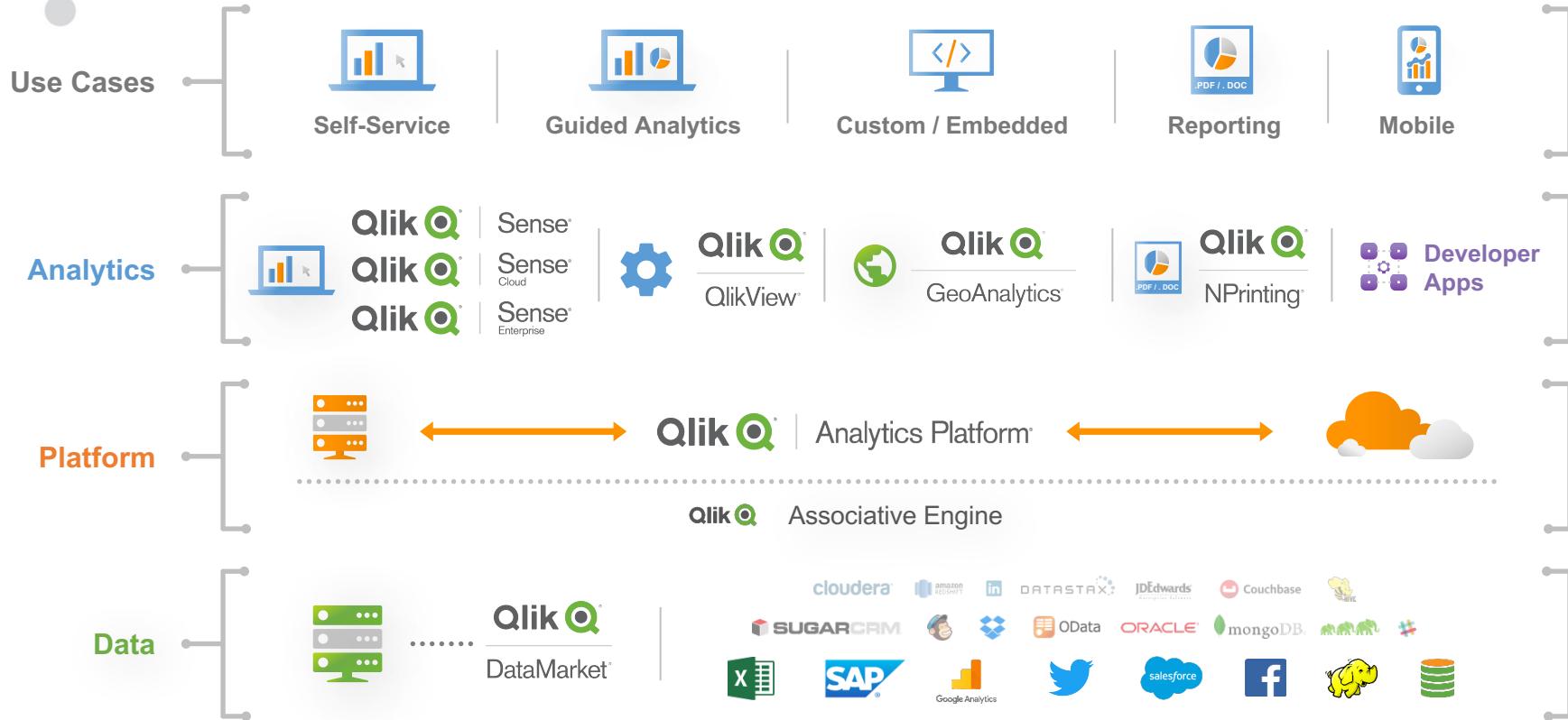
Query-Based Tools



Qlik's Associative Engine



Qlik's Data Analytics Portfolio





Experience it for Yourself



Try one of our apps
demoqlik.com



Create and share an app
qlik.com/cloud



Join the community
communityqlik.com

Qlik Products



Qlik Sense®

Qlik Sense is Qlik's next-generation application for self-service oriented visual analytics, offering unique and powerful data visualization, exploration, and collaboration capabilities for all types of users.

Qlik Sense Enterprise supports the full spectrum of BI use cases including self-service visualization and exploration, guided analytics apps and dashboards, custom and embedded analytics, and reporting, all within a governed framework that drives enterprise scalability and trust for IT.



Qlik Sense® Enterprise

Modern visual analytics for all types of organizations



Self-Service Visualization
and Exploration



Sharing of Knowledge
and Insights



A Platform for the
Entire Enterprise



Associative Model



Centralized Sharing
and Collaboration



Customization and
Extension



Smart Visualizations
and Analytics



Data Storytelling and
Reporting



Data Preparation and
Integration



User-Driven Creation



Anywhere, Anytime
Mobility



Enterprise Governance
and Scalability

Qlik Sense® Cloud Basic

Cloud based analytics for individuals

- Easy access
 - Register online,
 - No downloads or installs
 - No upfront commitments
 - Free
- Create fully interactive apps
 - Use visual data prep capabilities to join data
 - Create or upload Qlik Sense apps
- Supplement your data
 - Qlik DataMarket® Free package
 - Web files
- Share insights
 - Share apps with up to five others
 - Share via Qlik Sense Charts

The screenshot shows the Qlik Sense Cloud Basic interface. At the top, there's a navigation bar with the Qlik logo, user profile (Denise LaForgia), and upgrade options. Below the navigation is a sidebar with sections like Personal (My work, My stream, My data files, Qlik Sense® Charts, Qlik Cloud open), Workspaces (Denise's Group, Streams, Customer Insights, Sales Metrics, Product & Solutions Marketing Cont..., Early adopters), and a search bar for Demo apps (28) and Videos (23). The main area displays a grid of demo apps, each with a thumbnail and a brief description. The apps include: Copy Me (Edit and re-load with different Twitter data), A Sample Twitter App, App Design 101 (What chart to use...), Consumer Goods Example, Consumer Sales, CRM, Elite Decathlon Metal History, LendingClub (Financial Services - Pricing for Risk), Happiness, Helpdesk Management, Procurement, Sales Discovery, and Sales Performance Pipeline and ...



Qlik Sense® Cloud Business

Cloud based analytics for groups and teams

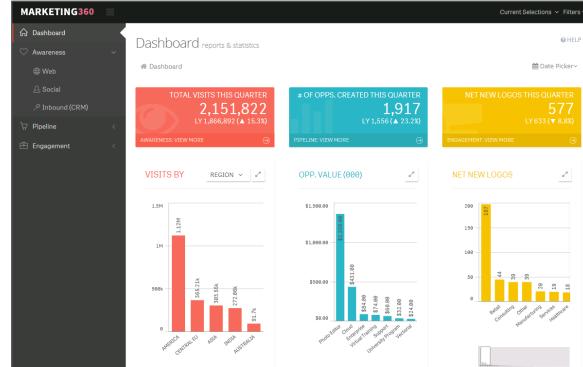
- Create and collaborate
 - 1-50 Group Members
 - \$25 per user, per month, 30-Day Free Trial
 - Monthly via credit card, Annual via PO
- Manage group content access via cloud
 - 1 Collaborative workspace
 - 1 Group data space
 - 3 Group shared networks
 - All users have personal work space, file space, and sharing as well
- Access data
 - Data Connectivity to on-premise and cloud sources
 - Scheduled reloads in the Cloud

Members	Settings	Workspace	PP - Finance	...	PP - Marketing	...
Group members (8 / 50)						
Owner	 Josh Good	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Editor	 Bertram Gilfoyle	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
	 Dinesh Chugtai	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
	 Richard Hendricks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Viewer	 Erlich Bachman	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	
	 Jared Dunn	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	 Nelson Bighetti	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Invited	 monica.hall@raviga.com	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	

Qlik Analytics Platform®

Customization and extension through open APIs

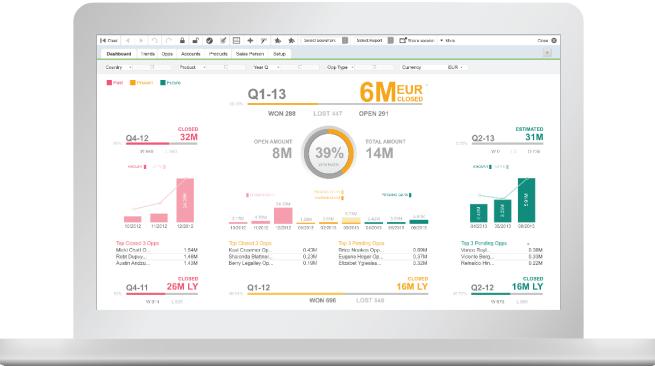
- The Associative engine and developer APIs and toolkits
- Allows developers and OEM partners to customize and extend Qlik analytics
 - Web mashups and apps
 - Extension objects
 - Custom applications
- Utilize standard development skill sets and tools
- Capacity and consumption based licensing



QlikView®

Guided analytics apps and dashboards

- Guided exploration and discovery
 - Purpose-built, guided analytics apps
 - Associative model
 - Advanced analytics and visualization
- Collaborative analytics for sharing insight
 - Social data discovery
 - Online and offline mobile apps
 - Qlik Nprinting® reporting
- Agile development and deployment
 - Rapid app development
 - Robust data integration
 - Enterprise-class governance



Version 12.1 Features

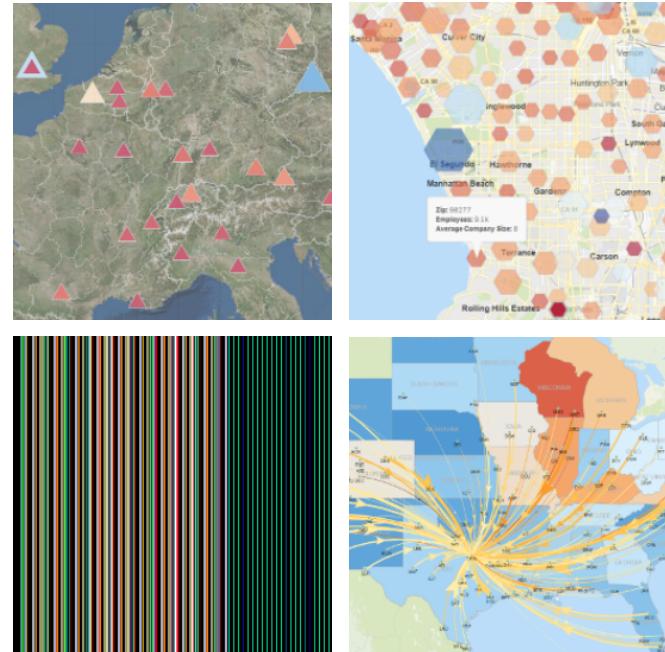
- Second generation QIX engine
- Improved Server, Publisher, and AccessPoint scalability
- Unbalanced server clusters
- New Publisher Load Balancing
- Management improvements



Qlik GeoAnalytics®

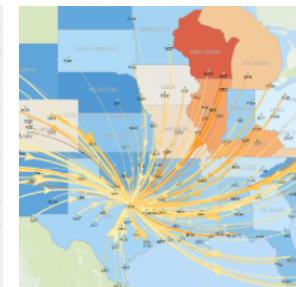
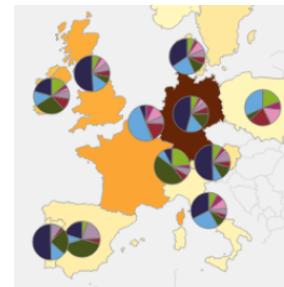
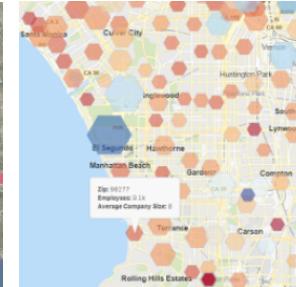
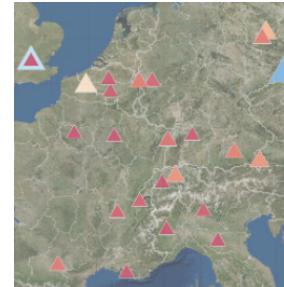
Advanced mapping and geographic analysis

- Create advanced, multi-layer maps in Qlik Sense® and QlikView®
- Perform complex geographic calculations that combine location and non-location data
- Automatic lookup of countries and zip codes for easy mapping
- Additional geocoding service offered
- Better understand patterns and relationships between geographic and non-geographic data to optimize strategy



Qlik GeoAnalytics®

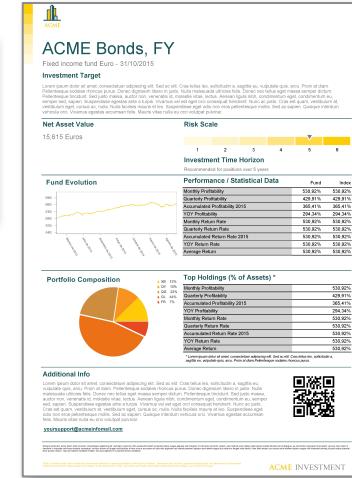
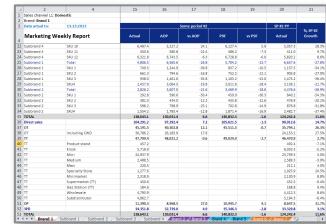
- Advanced mapping and geospatial analysis for Qlik Sense® and QlikView®
- Perform complex geographic calculations that combine location and non-location data
- Automatic lookup of countries and zip codes for easy mapping
- Additional geocoding service offered
- Better understand patterns and relationships between geographic and non-geographic data to optimize strategy



Qlik NPrinting®

Managed reporting and distribution

- Managed reporting using data and analytics from Qlik Sense® and QlikView®
 - Create great looking Office (ppt, xls, doc), pixel perfect, and web based reports
 - Deliver the right reports to the right people, through managed distribution, user driven reporting, and the “Newsstand” self-service portal
 - Multi-threaded, multi engine scalability and rules based security for large deployments
 - Eliminate legacy BI/reporting systems and spread adoption of interactive analytics

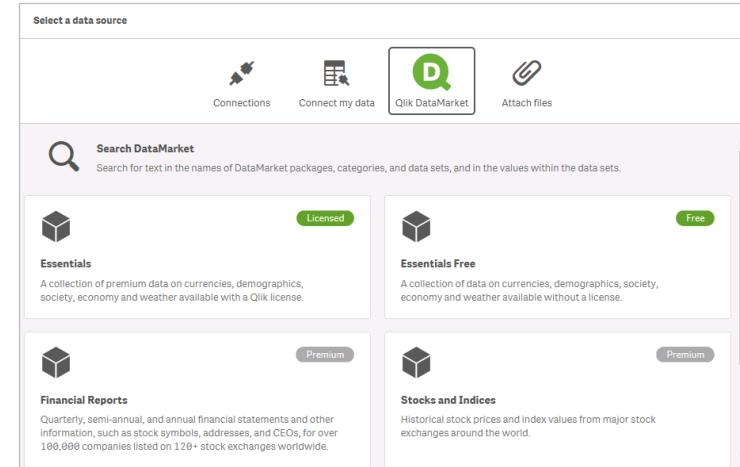




Qlik DataMarket®

Data as-a-service

- Integrated data as-a-service for Qlik Sense® and QlikView®
- Comprehensive library of data
 - Augment your own data
 - Discover new insights
- Easy integration
 - Available directly from Qlik Sense
 - QlikView connector available
- Both free and paid services
 - Many free data sources
 - Paid premium services



The screenshot shows the Qlik DataMarket interface. At the top, there's a navigation bar with icons for 'Connections', 'Connect my data', 'Qlik DataMarket' (which is highlighted with a green border), and 'Attach files'. Below the navigation is a search bar labeled 'Search DataMarket' with the placeholder text 'Search for text in the names of DataMarket packages, categories, and data sets, and in the values within the data sets.' There are four data package cards displayed:

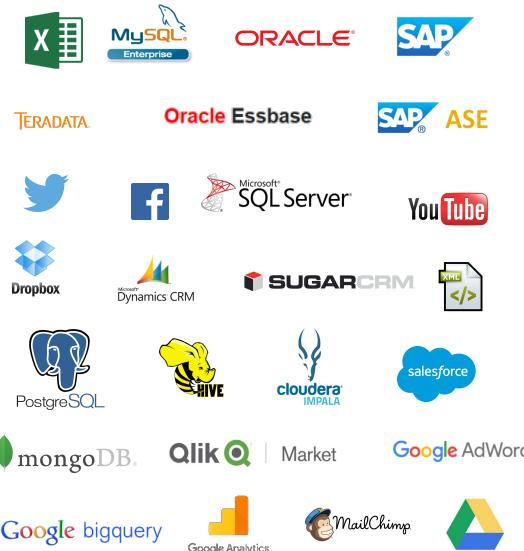
- Essentials** (Labeled 'Licensed'): A collection of premium data on currencies, demographics, society, economy and weather available with a Qlik license.
- Essentials Free** (Labeled 'Free'): A collection of data on currencies, demographics, society, economy and weather available without a license.
- Financial Reports** (Labeled 'Premium'): Quarterly, semi-annual, and annual financial statements and other information, such as stock symbols, addresses, and CEOs, for over 100,000 companies listed on 120+ stock exchanges worldwide.
- Stocks and Indices** (Labeled 'Premium'): Historical stock prices and index values from major stock exchanges around the world.



Qlik Connectors®

Broad data connectivity

- Unified set of connectors for Qlik Sense and QlikView
- Qlik Connectors to a variety of sources, including:
 - File based information
 - On-premise databases and applications
 - Cloud based sources
 - Web applications and services
 - Big Data sources
 - Qlik DataMarket
- Includes over 40 new web connectors from Qlik's acquisition of Industrial Codebox QVSource



Qlik Sense® – What's New Highlights

New Visualizations



Advanced Coloring



Data Prep Enhancements



Qlik GeoAnalytics®



Advanced Analytics Integration



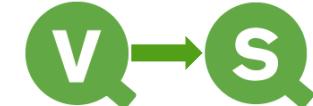
Qlik Sense Mobile



Supported Desktop Client



QlikView® Converter



And many additional improvements for visualization, analysis, and deployment

Qlik Sense® Cloud Business

- Public cloud offering for groups and teams
- Simple, secure management of content and users
- Collaborative workspace, group data space, and group shared networks
- Cloud and on-premises data connectivity and file uploads with scheduled refreshes
- Subscription based





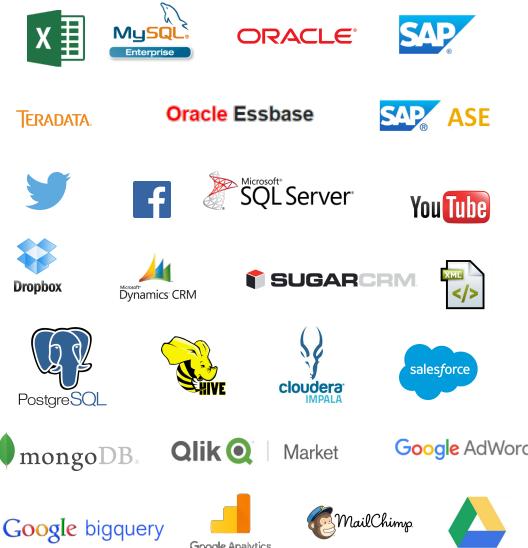
QlikView® 12.1

- Second generation QIX engine
- Improved QlikView Server scalability
 - More concurrent users
 - More nodes
- Unbalanced server clusters
- Improved AccessPoint scalability
- Improved Publisher scalability
 - New load balancing
 - High-load performance improvements
- Additional management and performance improvements



Connectivity and Data

- New connectors for Bit.ly, Box, Slack, Google Search Console, and OneDrive, included in Qlik Web Connectors
- New SAP InfoProvider connector provides new access to MultiProviders and streamlines access to Infocubes
- A generic REST connector, Facebook, Twitter, Google Analytics, and YouTube analytics connectors available in Qlik Sense® Cloud
- A new Healthcare data package available in Qlik DataMarket®





Third-party Validation

Consistent Recognition from Respected Third Parties



VENTANA RESEARCH
2016 Technology Innovation
AWARD WINNER



Gartner Recognizes Qlik® in Magic Quadrant for Business Intelligence and Analytics Platforms



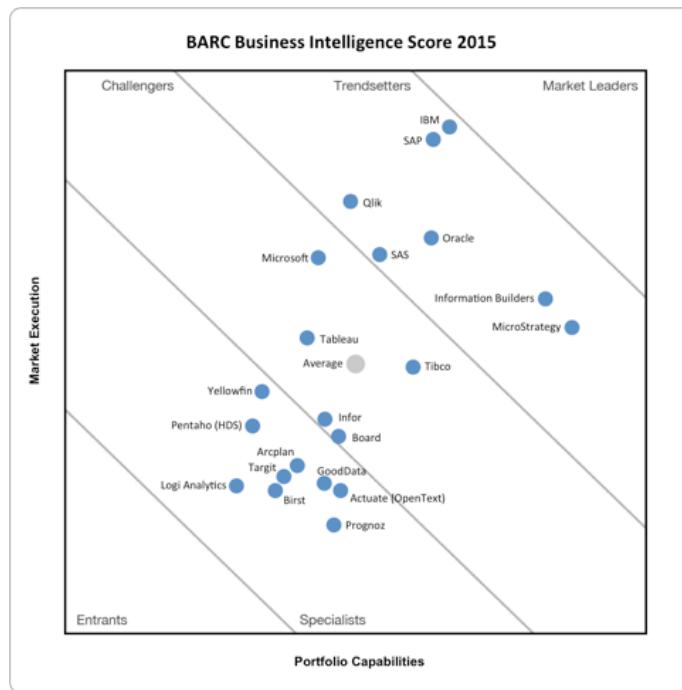
Figure 1. Magic Quadrant for Business Intelligence and Analytics Platforms

Source: Gartner, Magic Quadrant for Business Intelligence and Analytics Platforms, Rita Sallam, Cindi Howson, et. al., February 16, 2017. The Gartner document is available upon request from Qlik.

Gartner

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BARC Ranks Qlik® a BI Trendsetter



“Until the general availability of Qlik Sense® in 2014, Qlik was a one product company. Today, the vendor provides a portfolio of visual analytics offerings ...”



Market knowledge and product evaluation at a glance

Qlik Sense® Wins Ventana Research Award

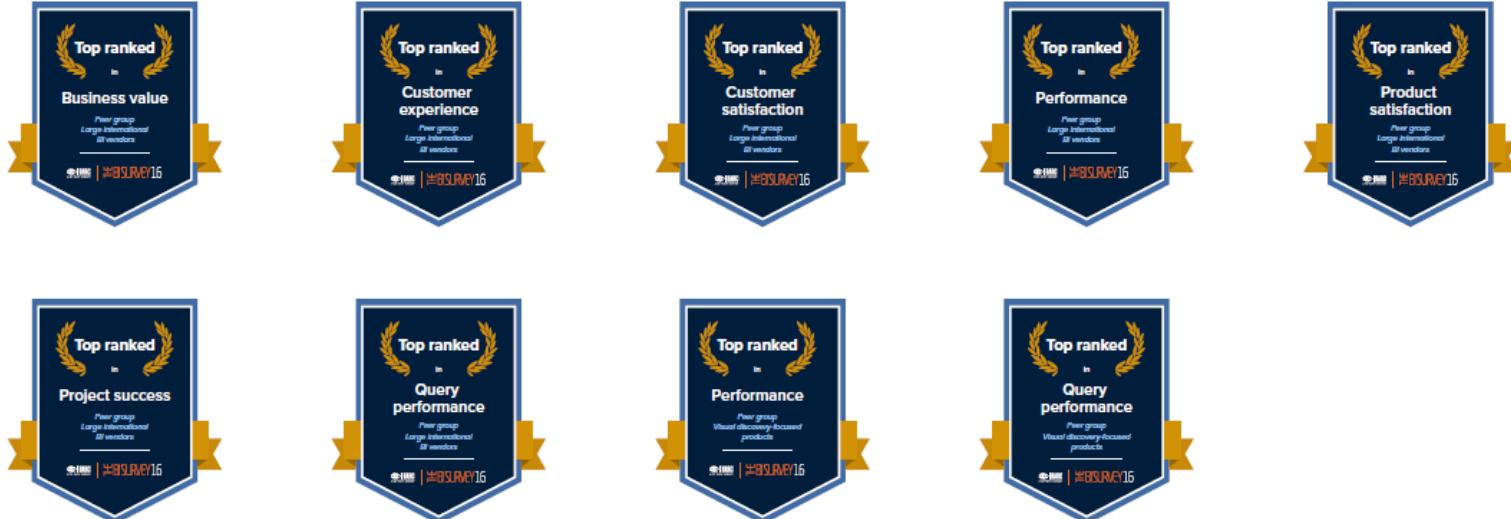
- Technology Innovation Awards recognize pioneering vendors that contribute advancements in technology that drive change and increased value for organizations
- Qlik Sense received the Ventana Research 2016 Technology Innovation Award in the Business Intelligence category

"We selected Qlik Sense as an award winner for its flexible approach that supports various technology directions for analytics including cloud-based deployments and embedded application-oriented approaches that our research shows the market requires. Qlik Sense brings an innovative approach to the broader analytic experience to streamline analysis and also ensure that it is easily shared with others in the enterprise."

David Menninger, Senior Vice President and Research Director
for Ventana Research



BARC BI Survey: Qlik Sense® Top Ranks in 7 Categories Against its Peers



Qlik Sense® Earns Top Ranked for Customer Satisfaction

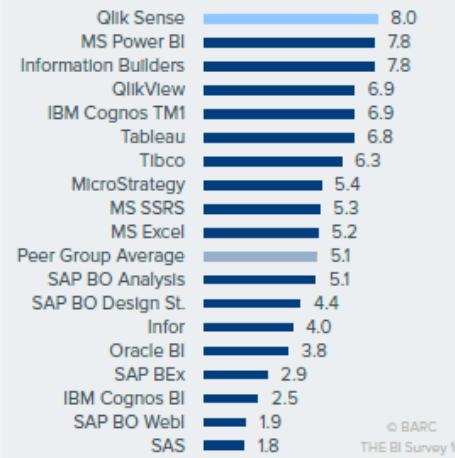


BARC **BISURVEY16**

Qlik Sense® Earns Top Rankings for Business Value

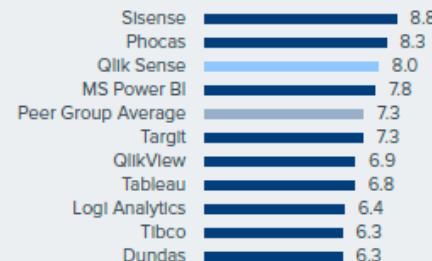
Business value – Top-ranked

Peer group: large international BI vendors



Business value – Leader

Peer group: visual discovery-focused products



BARC BI SURVEY 16

Gartner: Data Discovery Leaders Have the Lowest Three-Year TCO

Figure 5. Three-Year BIPOC Components per User by Vendor Category



BI = business intelligence; BIPOC = business intelligence platform ownership cost; FTE = full-time equivalent

Source: Gartner (August 2015)

Source: Gartner, Survey Analysis: Customers Rate Their Business Intelligence Platform Ownership Cost, Rita Sallam et al, August 27, 2015

The Gartner document is available upon request from Qlik.

BI POC = BI platform ownership cost



Qlik® Delivers the Following Three-Year Risk-Adjusted Financial Benefits

ROI: 565%	Payback: Under 3 months	Total 3 Year Benefits: \$21.6 million	Net Present Value: \$18.4 million
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- Specific benefits
 - End-user productivity improvement of \$7.7 million
 - Business value increase of \$11.6 million due to faster decision making
 - Data analyst productivity increased by approximately 35%
 - Developer productivity increased up to 25%
- Intangible benefits
 - Boost in employee morale. Data-related work easier to do and enjoyable

FORRESTER®

Qlik® 30 Customer Index – Proven Results

Qlik 30 Index

Q Index

DJI

FTSE 100

Qlik-30

S&P 500

Qlik-30 Index Return
99.90%+

Alpha over FTSE 100
76.22%+

Alpha over S&P 500
19.94%+

Alpha over DJI
25.61%+

Value of \$1,000 invested in different Stock Indexes





Customer References

ROI with Qlik® — Healthcare



- 25% decrease in contractor employment needs
 - \$10m budget savings as a result
 - 1 year duration projects now reduced to 6 weeks
-



- €42m in procurement cost savings over 2 years
 - 231 hours/month reduced to 54 hours for BI work
 - 158 deaths per year have been avoided
-



- 75% reduction in conference calls after QlikView®
 - \$36m in savings through Operations optimization
 - 120% attainment in account retention goals
 - Forecasting accuracy went from 30% -> 7% variance
-



- 65% reduction in reporting time
 - 10–12 day waiting period eliminated for research queries
 - <30 day deployment time frame
-



- 30% increase in revenue
- 30% increase in clinical productivity
- 25% increase in treatment plan completion
- \$12–15m increase in annual revenue
- TDWI Best Practices Award winner



ROI with Qlik® — High Tech



- \$100m in added revenue from the support and service contracts they are now able to monitor and quickly address
 - \$4m cost savings
-



- 1 day to deliver first QlikView® app, subsequent applications take 2-3 days
 - 99% reduction in time to fulfill new BI application requests – from 6 months to a few days
-



- <6 weeks to deploy QlikView in Finance and Sales areas
 - Before: “50% of the finance group spent 50 per cent of their time gathering reports”
 - After: 30% est. savings on employees’ resources and time
-



- \$1.25m in calculated savings by delaying EDW project
 - Generates invoices from QlikView by combining multiple billing systems; avoided separate system purchase
 - 16 month calculated payback period for thousands of users
-



- 95% reduction in time and manual effort to produce reports
- 10–20% increased productivity of call center reps 10% reduction in cost per website lead



ROI with Qlik® — Manufacturing and CP



LifetimeBrands

- 99% reduction in time spent on sales-related reporting
- Reduced audit time from 3 weeks to 2–3 days



AGGREGATE
INDUSTRIES

- 30% reduction in BI system TCO
- Replaced Cognos with QlikView®



- 50% reduction in infrastructure costs
- Reduction in data volume from 40 to .3 gigabytes
- 20 minute refreshes instead of 9 hours in the past



- 20% increase in on-shelf availability
- A 3% reduction in waste
- <1 year ROI
- £300k incremental sales increase in 3 months

Top 10 Global
High Tech Manufacturer

- 45% reduction in waste production
- \$2.4m in quantified savings
- 50% reduction in machine changeover and setup times

- 10% improvement in inventory optimization has resulted in hundreds of millions of savings using QlikView
- \$18m of cost savings from a single Market Share app



ROI with Qlik® — Financial Services



- 5,000+ QlikView® users deployed in <6 months
 - Big Data: 4.3m customers with 260m agreements and 800b cells analyzed in QlikView
-



- \$221k projected cost savings not including reduction in time spent on manual budgeting and data reconciliation
 - <8 week implementation
-



- 25% improvement in lead conversion rates
 - 60% reduction in time and IT resource requirements for regulatory reporting
-



- 17% overall business growth over 2 years attributed to QlikView
 - \$400,000 savings achieved over a period of 2 years
 - <4 week deployment to business users
-



- 10 days to achieve quantifiable ROI
- 6 days to deploy first application



ROI with Qlik® — Banking, Securities, and Investments



- 5,000+ QlikView® users deployed in <6 months
- Big Data: 4.3m customers with 260m agreements and 800b cells analyzed in QlikView



- \$10.2m in cost savings within 4 months by identifying unnecessary resources and either eliminating or reassigning them



- 96% year over year increase in staff productivity
- 12 weeks for entire deployment in Westpac's wealth management division

Top 10 Global
Retail Bank

- \$2m estimated ROI for every 100 QlikView users
- \$1b+ in increased deposits related to QlikView cross sell app

Top 10 US
Retail Bank

- \$1m savings per year in printing expenses by analyzing 25k+ employees' spend and changing behavior using QlikView

Top 10 Global
Investment Bank

- \$1m savings by analyzing Market Data Services (MDS) spend
- 5,000%+ ROI on overall QlikView investment

Top 20 Global
Investment Bank

- 60 FTE spreadsheet users re-allocated after QlikView
- <3 months payback period on QlikView investment
- \$7.1m NPV calculated internal ROI



ROI with Qlik® — Insurance



- \$221k projected cost savings not including reduction in time spent on manual budgeting and data reconciliation
- <8 week implementation



California Casualty

- 25% improvement in lead conversion rates
- 60% reduction in time and IT resource requirements for regulatory reporting



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HOLMES MURPHY.

- 1,000+ complex data sources governed with QlikView Expressor
- \$300m of financial transactions reconciled down to the penny
- 4 weeks to deploy 5 QlikView Expressor data flows

Top 25
U.S. Insurer

- \$26m in claims fraud savings by QV discovery
- \$7m avoided in Cognos upgrade/maintenance costs



ROI with Qlik® — Retail and Wholesale



- With QlikView®, a one-month shopping event generated:
 - 17,237 discount code downloads
 - 16,330 new customer profiles
 - 50% increase in online sales vs. the previous month
-



- “QlikView is a superb tool for managing inventory by allowing you to optimize stock levels and lower costs associated with excess stock. By using QlikView in our day-to-day operations, we’ve improved inventory utilization by 5 percent.”
-



- QlikView drove better visibility into inventory reserves; consequently, inventory reserves dropped by \$500,000 within a year after implementing QlikView
-



- 45 days to 30 days for inventory stock
 - \$1m savings within 3 months as a result of using QlikView
-



- 50% as much time to access 80% more detailed information by using QlikView



ROI with Qlik® — Communications



- 30% overall company revenue increase
 - 100% uplift in sales over 12 months for a leading brand
 - £550k cost savings in the last 12 months
 - 10% increase in customer service rating for a leading brand
 - 35 point increase in NPS over 6 months for a leading operator
-



- 1+ terabyte of data each day analyzed in QlikView® which provides full visibility into network roaming traffic
 - Lower TCO by displacing BO and Oracle
 - Increased user satisfaction and faster query response times
-



- 1 day to deliver first QlikView app, subsequent applications take 2–3 days
 - 99% reduction in time to fulfill new BI application requests — from 6 months to a few days
-



- 30 day response times now accomplished in near real time
 - 12 weeks to develop enterprise apps shared across 5 businesses
-



- \$1.25m in calculated savings by delaying other projects
- Generates invoices from QlikView by combining multiple billing systems; avoided separate system purchase
- 16 month calculated payback period for 1000's of users



ROI with Qlik® — Public Sector (Safety)



- £256,250 savings in labor time
 - £80,000 savings in training costs
 - £925,000 savings in technology costs
 - 97% accuracy rate in national crime statutory data submissions using QlikView® vs. a national average of 67%
-



- 43 man years' worth of data analysis done in QlikView
 - 9 months of work before QlikView now done in 1 minute
 - 3 hours to load and analyze 2b rows of crime detail; resulted in tracking down an alleged serial killer
-



- £350,000 savings related to crime mapping
 - 20 data sources analyzed 24/7 for emergency services
-



- “These four apps alone freed up 4,893 hours per year of no-value data compilation, with the associated payroll cost of \$215,000. This was like getting 2.35 full-time employees for free.”
- “The number of open National Fire Incident Reports has been reduced by 600 reports — a 90 percent decrease in six months.”

ROI with Qlik® — Public Sector (Government)



- €42m in procurement cost savings over 2 years
 - 231 hours/month reduced to 54 hours for BI work
-



JUSTITSMINISTERIET

- The Danish Justice Ministry have increased their case handling efficiency by 9% — equivalent to 60 full-time employees
-



- £3m savings in first year with QlikView
 - £24m forecast over 5 years using QlikView
 - $\frac{1}{2}$ day reduced to $\frac{1}{2}$ hour for typical in-depth analysis
-



- £150,000 savings per year for budget reports
 - 2 day improvement in monthly reporting process
-



ROI with Qlik® — Life Sciences



- 15 hours per week time saved within customer service team
 - 8 hours per week time saved in finance team
 - 7 hours per month saved with tracking follow-up reports
-

Top 20 US
Life Sciences Company

- >80% of entire employee workforce uses QlikView®
-



- “The investment in QlikView has earned itself back over 5 times already.”
 - 4 hours per week per person saved on report creation
-



- 34% savings in 2013 related to a cellular spend monitor app that integrated employee info with 7 data sources





Industry and LOB



Common Qlik® Solution Areas by Industry Sector



Manufacturing and high tech

- Sales and marketing
- Supply chain
- Manufacturing operations



Financial services

- Risk management
- Customer intelligence
- Cost reduction



Retail and services

- Customer intelligence
- Merchandising
- Supply chain
- Operations



Healthcare

- Clinical and outcomes
- Operations
- Finance and performance improvement



Life sciences

- Sales and marketing
- Clinical and operations
- Supply chain



Communications

- Sales and marketing
- Customer intelligence
- Finance
- Operations



Public sector

- Government spend analysis
- Workforce performance
- Crime analysis and intelligence



Energy and utilities

- Sales and marketing
- Customer intelligence
- Finance
- Operations

Common Qlik® Solution Areas by Function

Finance

- Financial planning and analysis
- Expense management
- Revenue and profitability
- Cash-flow and balance sheet
- Risk and compliance



IT as a user

- IT infrastructure
- Asset management
- Governance and security
- Software and licensing
- Project management



Human resources

- Total rewards
- Recruitment
- Workforce management
- Learning and development



Marketing

- Market planning
- Brand management
- Campaign performance
- New product development and innovation
- Digital analytics



R&D and engineering

- R&D pipeline
- Quality
- Health and safety
- Manufacturing operations
- Asset management and integrity



Supply chain

- Procurement
- Vendor management
- Transport warehousing and distribution
- Supply chain performance
- Supply chain planning



Service and support

- Contact center
- Warranty analysis
- Field service
- Customer experience and lifetime value
- Support cases / helpdesk



Sales

- Pipeline and quota management
- Customer analysis
- Product analysis
- Channel analysis
- Sales planning





Thank You

