

*Grab some
coffee and
enjoy the
pre-show
banter
before the
top of the
hour!*



DISCUSSING THE WAR IN A PARIS CAFE.
SEE PAGE 304.

See the Whole Story: The Case for a Visualization Platform



The Briefing Room

Welcome



**Host:
Eric Kavanagh**



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@eric_kavanagh

Mission

- ◆ Reveal the essential characteristics of enterprise software, good and bad
- ◆ Provide a forum for detailed analysis of today's innovative technologies
- ◆ Give vendors a chance to explain their product to savvy analysts
- ◆ Allow audience members to pose serious questions... and get answers!

Topics

October: DISCOVERY / VISUALIZATION

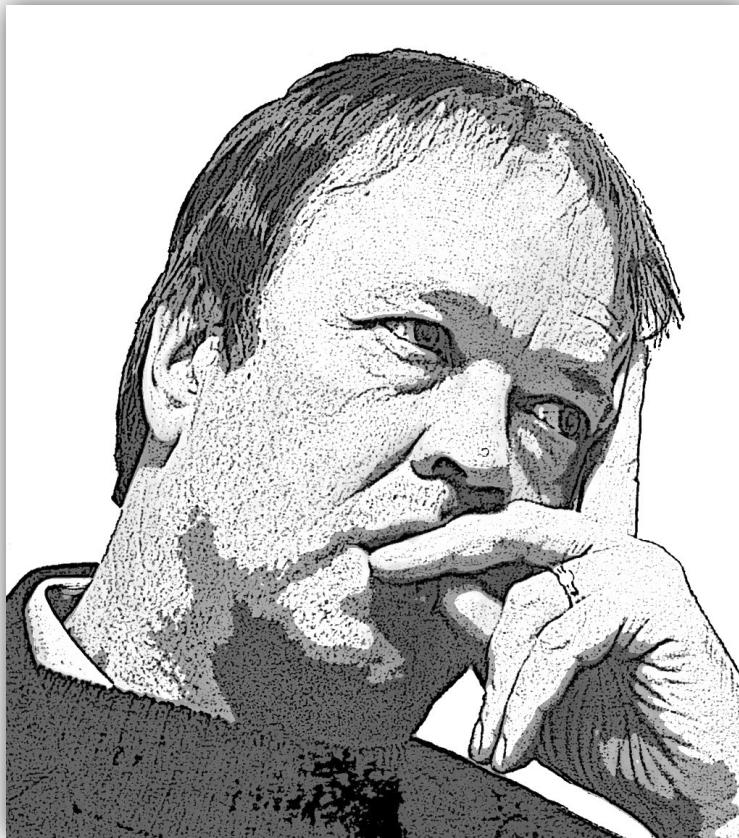
November: IoT

December: INNOVATORS

What You See...

- ◆ Beauty is only skin deep
- ◆ It's what's on the inside that counts (literally)
- ◆ A data visualization platform is key





Robin Bloor is
Chief Analyst at
The Bloor Group



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@robinbloor

- ◆ Qlik offers a variety of data visualization solutions
- ◆ Qlik's Analytics Platform includes a library of visualizations for dashboards and applications that can be embedded and reused
- ◆ The platform is powered by the Qlik Indexing Engine (QIX), an in-memory columnar data store that enables on-demand aggregations

Guest: Dan Brault



Dan Brault, Senior Manager, Product Marketing, Qlik

Dan Brault is a member of Qlik's product marketing organization, which is comprised of global industry experts who lead Qlik's industry and functional specific go-to-market initiatives spanning sales, marketing, solutions and partners. This includes the development of industry messaging and positioning, representing Qlik at industry specific events and briefings, and leading the overall horizontal and solution strategy for Qlik on a global basis. Dan is primarily responsible for creating a series of go-to-market strategies and toolkits targeted at various business functions to align with downstream organizations such as sales, alliances and marketing to execute these solutions and drive revenue. Dan joined Qlik in 2012 on the Product Marketing team and has developed his role and transitioned to the Industry Solutions team as Qlik has matured in their solution strategy around functional go-to- market around Global Solutions Programs.



Visual Analytics: See the whole story that lives within your data

The Briefing Room

Daniel Brault – Sr. Mgr. Product Marketing

October 4th, 2016



Founded in Lund,
Sweden in 1993

Headquartered in
Radnor, PA, USA

**39,000
1,700
100**

39,000 customers and
1,700 partners in more
than 100 countries



More than 2,500
employees



10 years' growth outpacing market

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



Source: Gartner, Magic Quadrant for Business Intelligence and Analytics Platforms, Josh Parenteau et al., February 4, 2016. The Gartner document is available upon request from Qlik.

Gartner



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39,000 happy customers

Manufacturing
and high tech



TOSHIBA

SONY

MITSUBISHI ELECTRIC

DANONE

Financial
services



Aon

CRÉDIT AGRICOLE

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.

SKANE
REGION SKANE

Retail and
services



LUXOTTICA

TED BAKER LONDON

Carrefour

Hertz

Public sector



Polisen



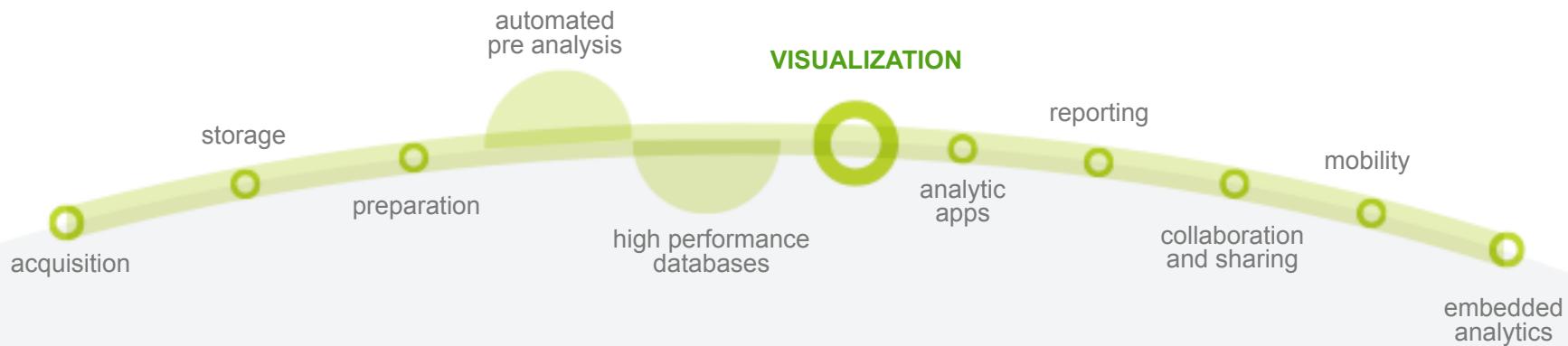
JUSTITS MINISTERIET



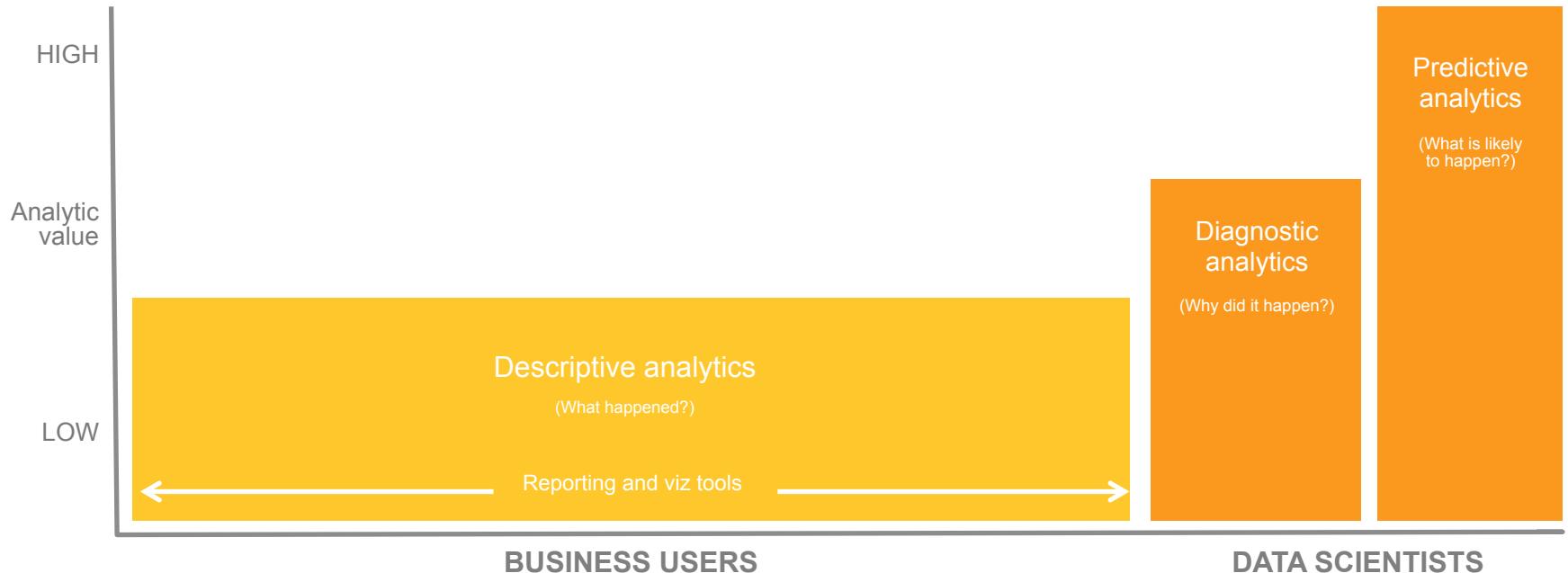
Visualization alone isn't the answer



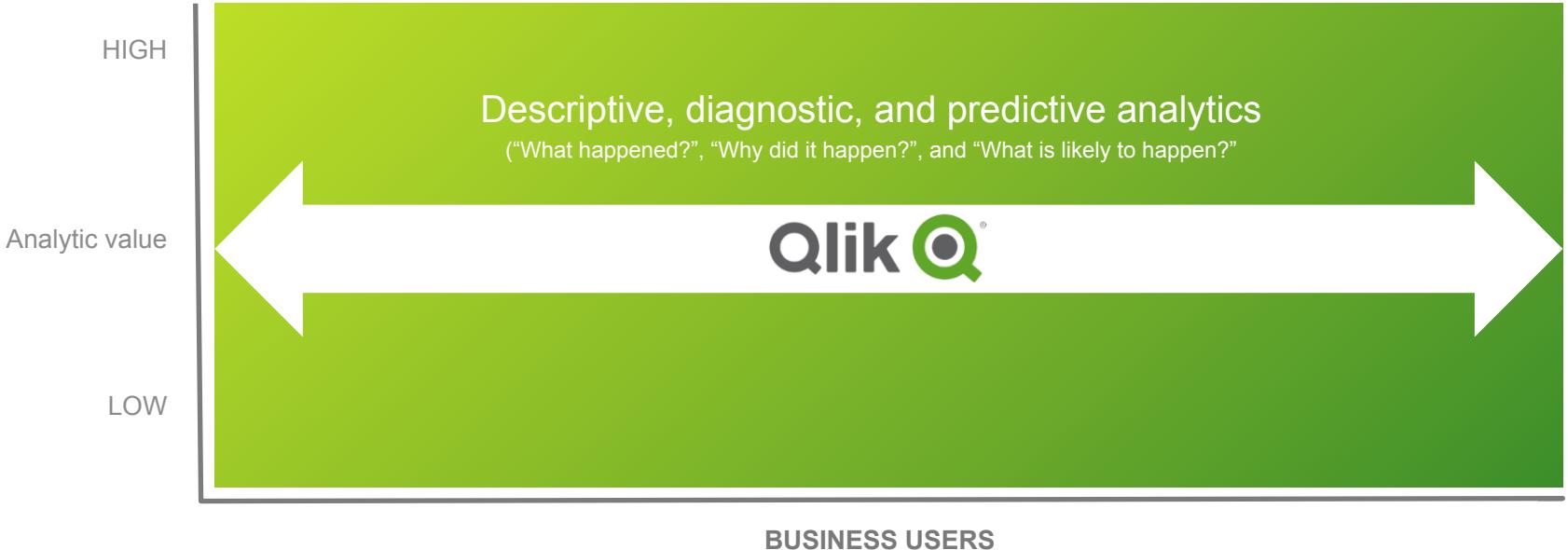
There is a broad spectrum of needs and analytics use cases across any business, all of which are important



Maximizing analytic value



Maximizing analytic value





What constitutes a modern analytics platform?

- Data integration and management to enable complex, scalable analysis
- Data indexing to support freeform exploration and discovery
- Governance and security to protect data integrity
- Library of modern visualizations to visualize data
- Open and standard API access with full capability to extend and embed
- Toolkits to accelerate and simplify development and creation
- Choice of on- and off-premise deployment models
- Broad ecosystem and community to inspire innovation





Why our approach is unique

A visual analytics platform

See the whole story that lives within your data

Innovative associative model enables users to probe all the possible associations that exist in their data, across all data sources, to answer not just "What happened?", but "Why?", and "What is likely to happen?"

A platform for all your visual analytics needs

More than a tool, Qlik's platform approach enables centrally deployed guided analytics, self-service data visualization, embedded and custom built analytics, collaboration, and reporting

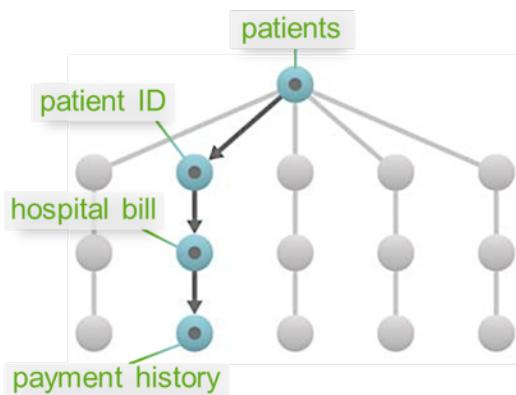
Agility for the business user, with trust and scale for IT

Supports the business and IT; data sourcing and preparation, visualization and analytics, collaboration, and reporting — all within a governed framework

See the whole story that lives within your data

Example: Tell us all of the patients who had a hip replacement that cost more than \$10,000; the surgeons that treated those patients and have used different prosthetics for those hip replacements...

Linear data visualization



versus

Associative visual analytics



Result of the partial story: You reduce the number of operations

Result of the whole story: You increase effectiveness of procedures to maintain the number of operations

Governance is empowerment

Reusability



Security and control



Manageability



Performance and scale



Multiple data sources



Agility for the business user, with trust and scale for IT
so you leave no data behind

Our modern BI portfolio

Value-added Services

Qlik | DataMarket[®]

Applications

Qlik | Sense[®]

Desktop

Cloud[®]

Enterprise

Qlik

QlikView[®]

Foundation

Qlik | Analytics Platform[®]

QIX Associative Engine

Services

Qlik

Consulting

Qlik

Education

Qlik

Support

Ecosystem

Qlik

Branch

Qlik

Market

Qlik

Community

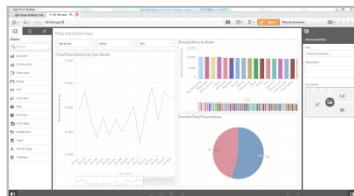




Qlik platform-enabled visual analytics

Qlik Sense® Enterprise

Self-service data visualization



Decentralized analysis and exploration for individuals and groups

Guided analytics



Centrally deployed guided analytics to multiple knowledge workers

Embedded analytics



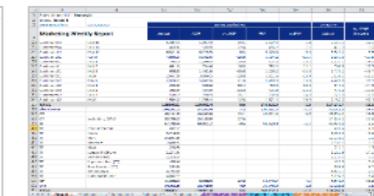
Analytics embedded in web and enterprise applications

Custom analytics applications



Custom-built analytics applications for internal and external use

Reporting and collaboration



Pixel-perfect report distribution and storytelling across the enterprise

QlikView®

Qlik® Analytics Platform®

Qlik® NPrinting™

Qlik Connectors™

Connectivity to data files, Qlik DataMarket, standards compliant, application specific, and new web-based data sources

Qlik Connectors™

Google AdWords



ORACLE®



TERADATA.

SUGARCRM.



SAP® ASE



Oracle Essbase

Qlik Market

Google bigquery



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



Demonstrations





experience it for yourself



Create an app
Qlik.com/download



Try an app
Sense-demoqlik.com



Share an app
Qlikcloud.com



Test your skills
Qlik.com/us/services/training/skills-assessment



Thank You





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



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

Top 10 Global
High Tech Manufacturer

- 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



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



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



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®
-



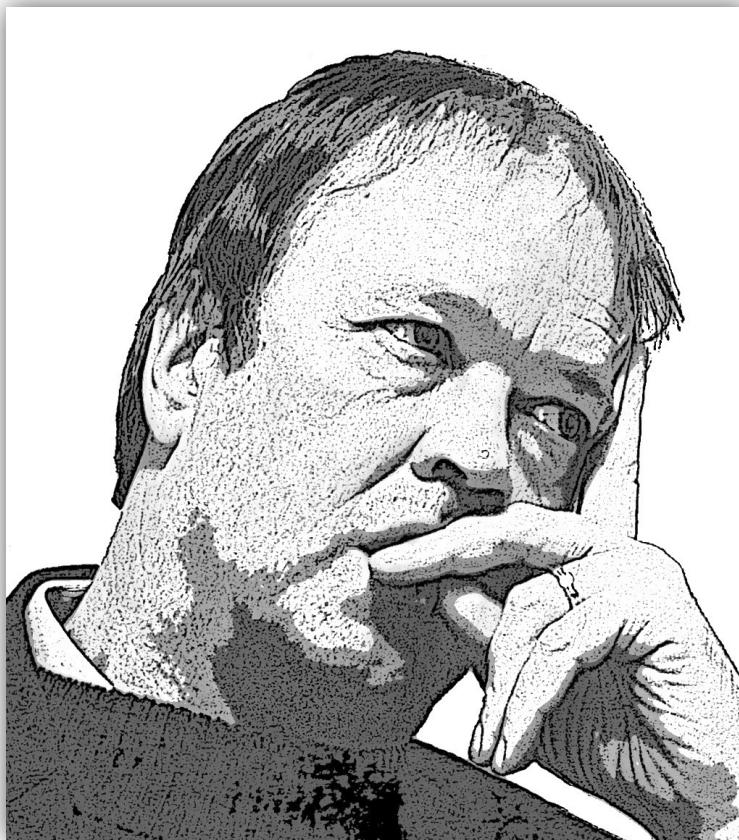
- “The investment in QlikView has earned itself back over 5 times already.”
 - 4 hours per week per person saved on report creation
-



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



Perceptions



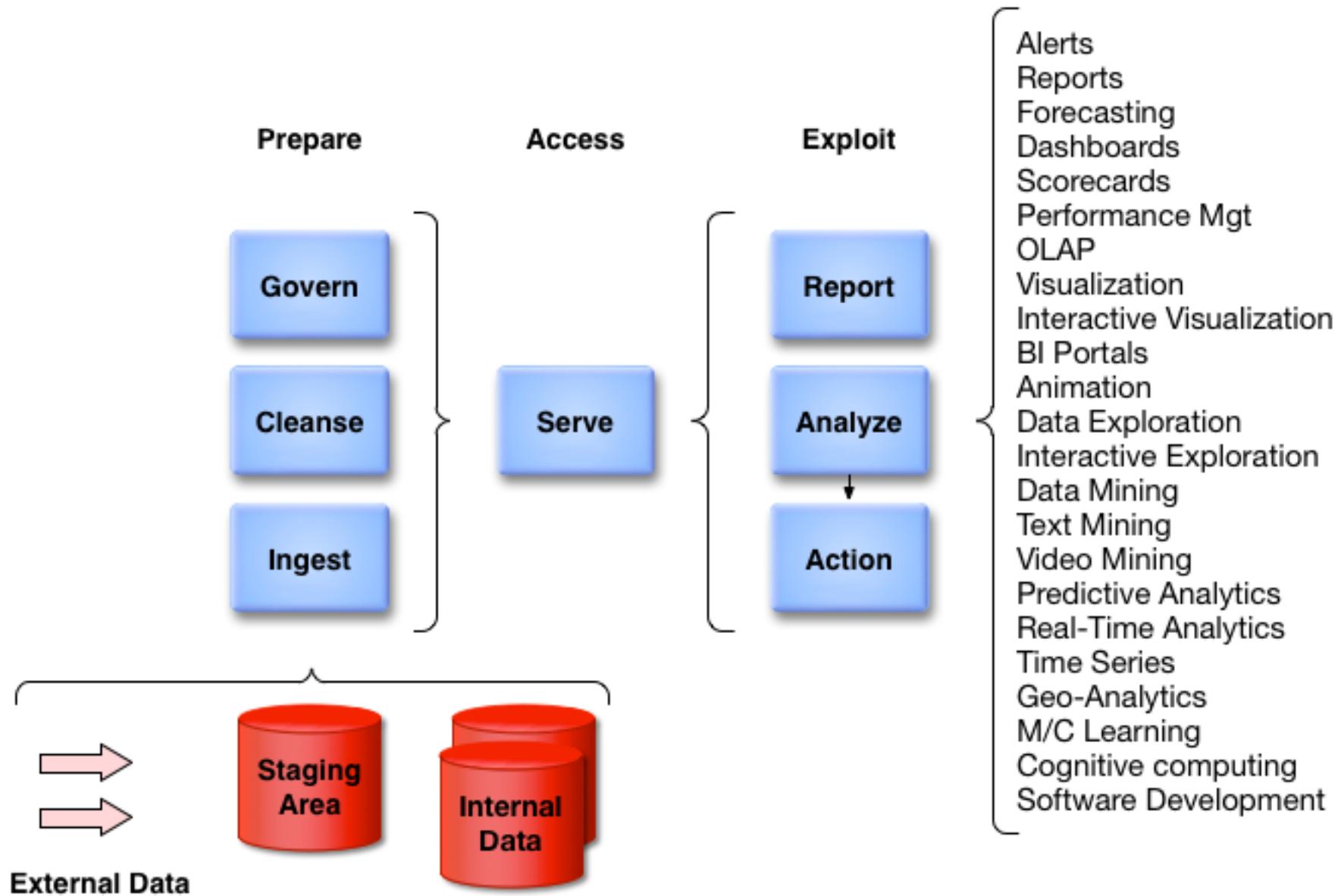
**Analyst:
Robin Bloor**

Visual Analytics



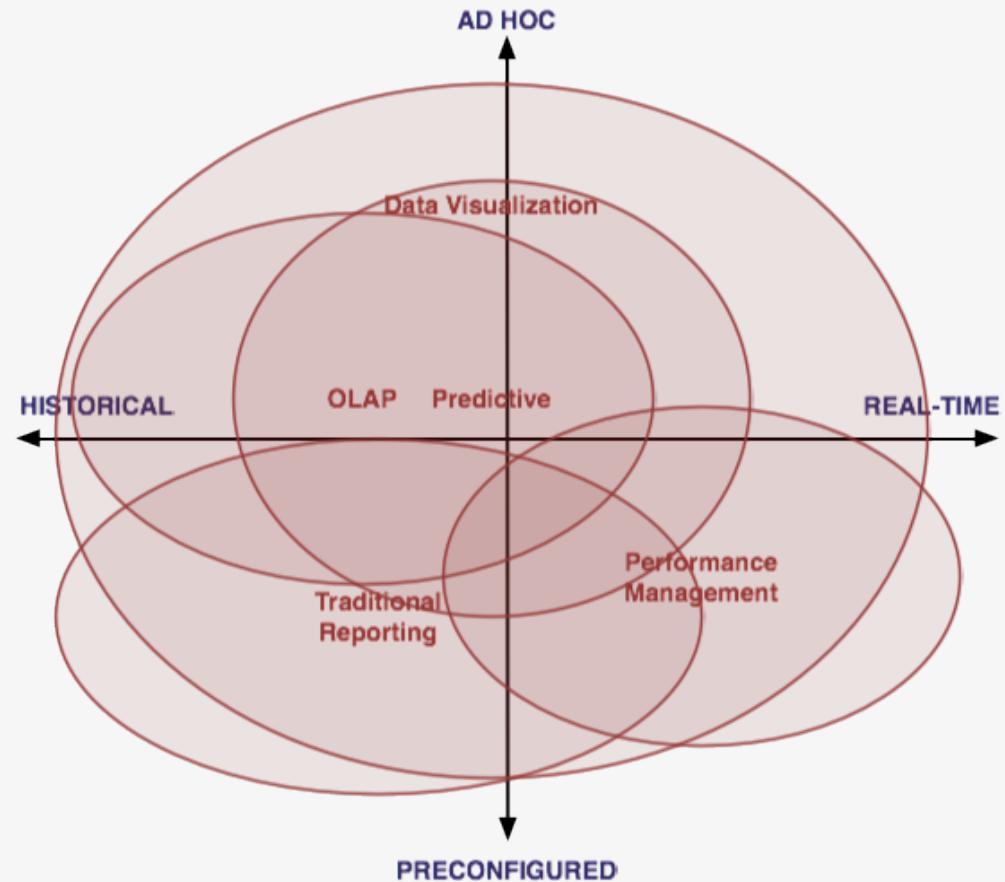
Robin Bloor, PhD

The BI Universe (Simplified)



A Variety of Flavors

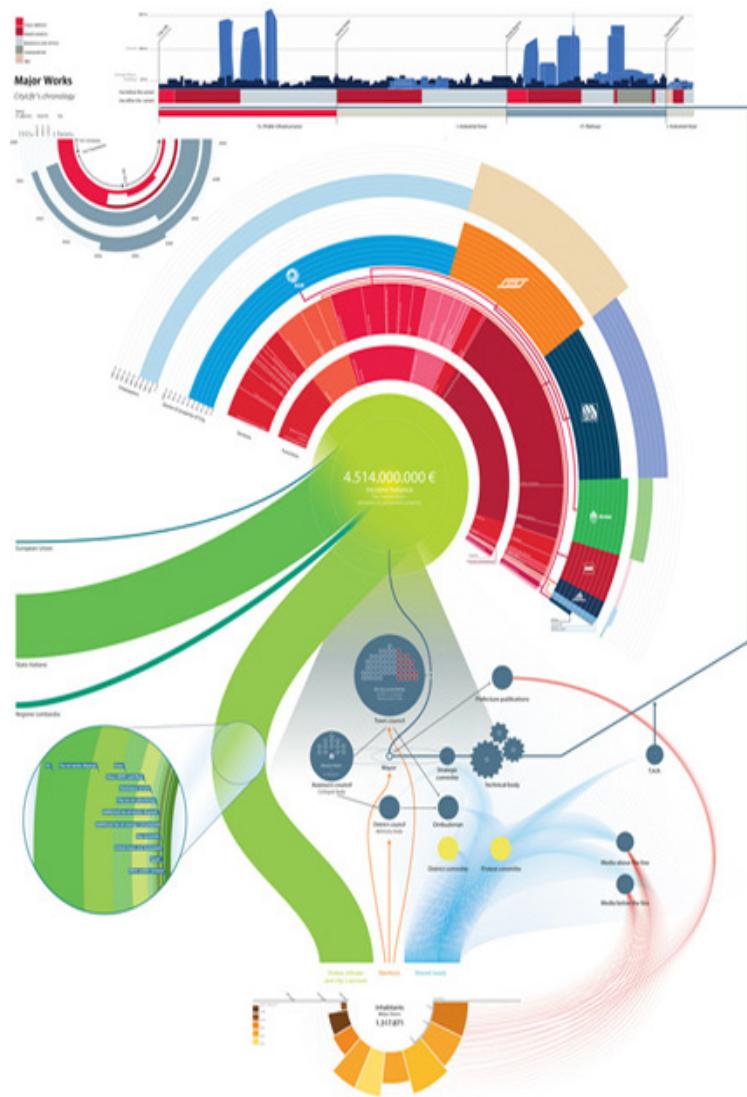
- ◆ Familiarize
 - ◆ Read/browse
 - ◆ Visualize
 - ◆ Examine/drill
 - ◆ Snapshot
- ◆ Utilize
 - ◆ Monitor
 - ◆ Act
 - ◆ Interact/investigate
 - ◆ Estimate/predict
 - ◆ Embed



Beyond The Madd(en)ing Spreadsheet

Most of the time you do not just view data, you interact with it:

- Anatomically - via drill down and summary
 - Mathematically - via algorithms
 - Exploratively - via a variety of perspectives
 - Topologically - through its visual appearance



Data Consumers & Explorers

SPECIFIC USER TYPES:

THE CONSUMER



Needs to be informed/
enabled in an easily digested manner

THE EXPLORER



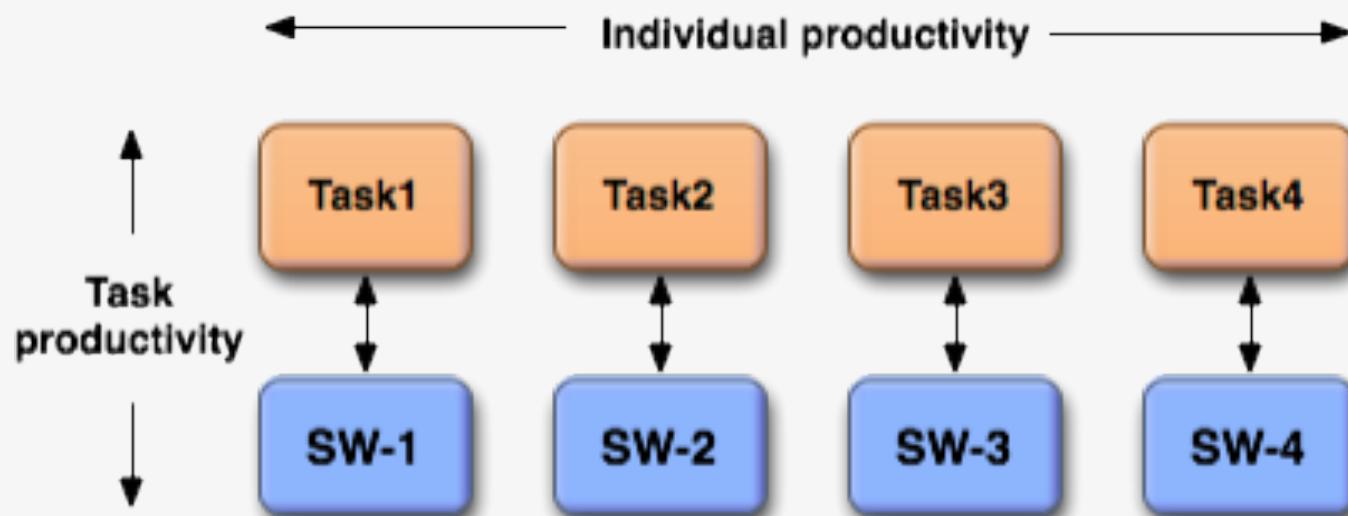
Needs to be provided with:

- an exploratory capability
- a versatile set of tools
- a versatile set of visualizations
- training/education



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Self-service & Productivity



The level of self-service and its usefulness are not simple things. In the best of circumstances the user probably cannot self-design the way their whole job works.

Total BI

BI is the feedback loop for corporate systems.

It is the child of analytics.

Questions

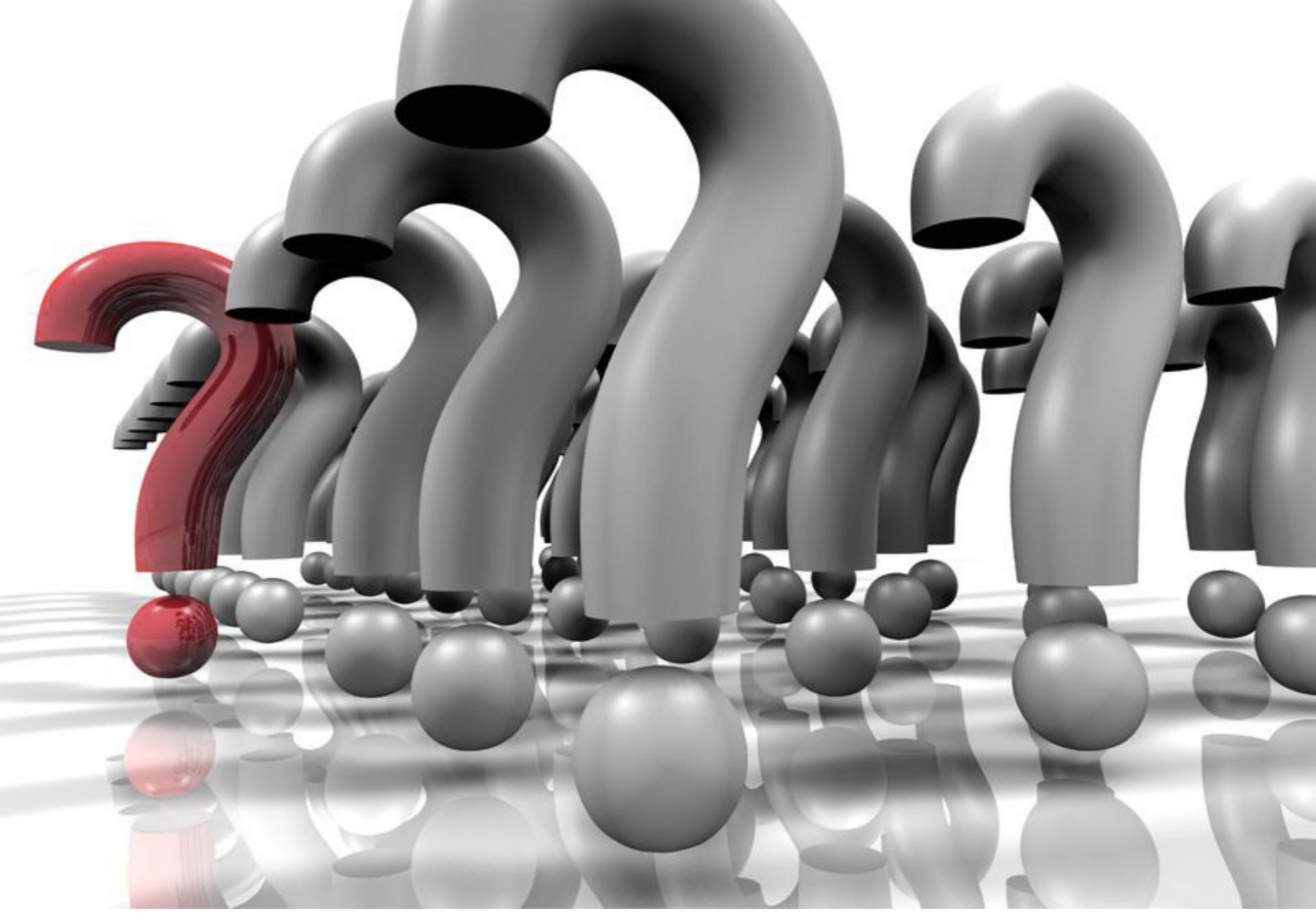
- ◆ How does the Qlik platform integrate with existing BI capability?
- ◆ Do businesses/IT know how to build and deploy a modern BI Platform? What education is involved?
- ◆ Are there specific Qlik best practices for using the platform, particularly in the area of self-service?
- ◆ Do your customers have a particular interest in data governance? If so, how does this manifest?

Questions

- ◆ How many Qlik customers are relatively new to BI?
- ◆ New data visualization continue to emerge. Do you think more will continue to appear?
- ◆ Are we short of Data Scientists? Or are we short of good BI and analytics tools?



The Bloor Group



Upcoming Topics

October: DISCOVERY / VISUALIZATION

November: IoT

December: INNOVATORS

www.insideanalysis.com



**THANK YOU
for your
ATTENTION!**

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