QlikView: In-Memory vs. Traditional BI
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Director Services – International markets

Traditional BI Continues Delivering Limited Business Value

QlikView

COGNOS® AN IBM® COMPANY

Business Objects an SAP company

Hyperion®

- Designed for technical users

- Primarily static reports

- Slow time to value, average deployment is **17 months***

- Heavy weight services required

- Low project success rates **(average is 31%*)**

- Restricted deployment options, mostly on-premise only

*Gartner 2008 End User Survey
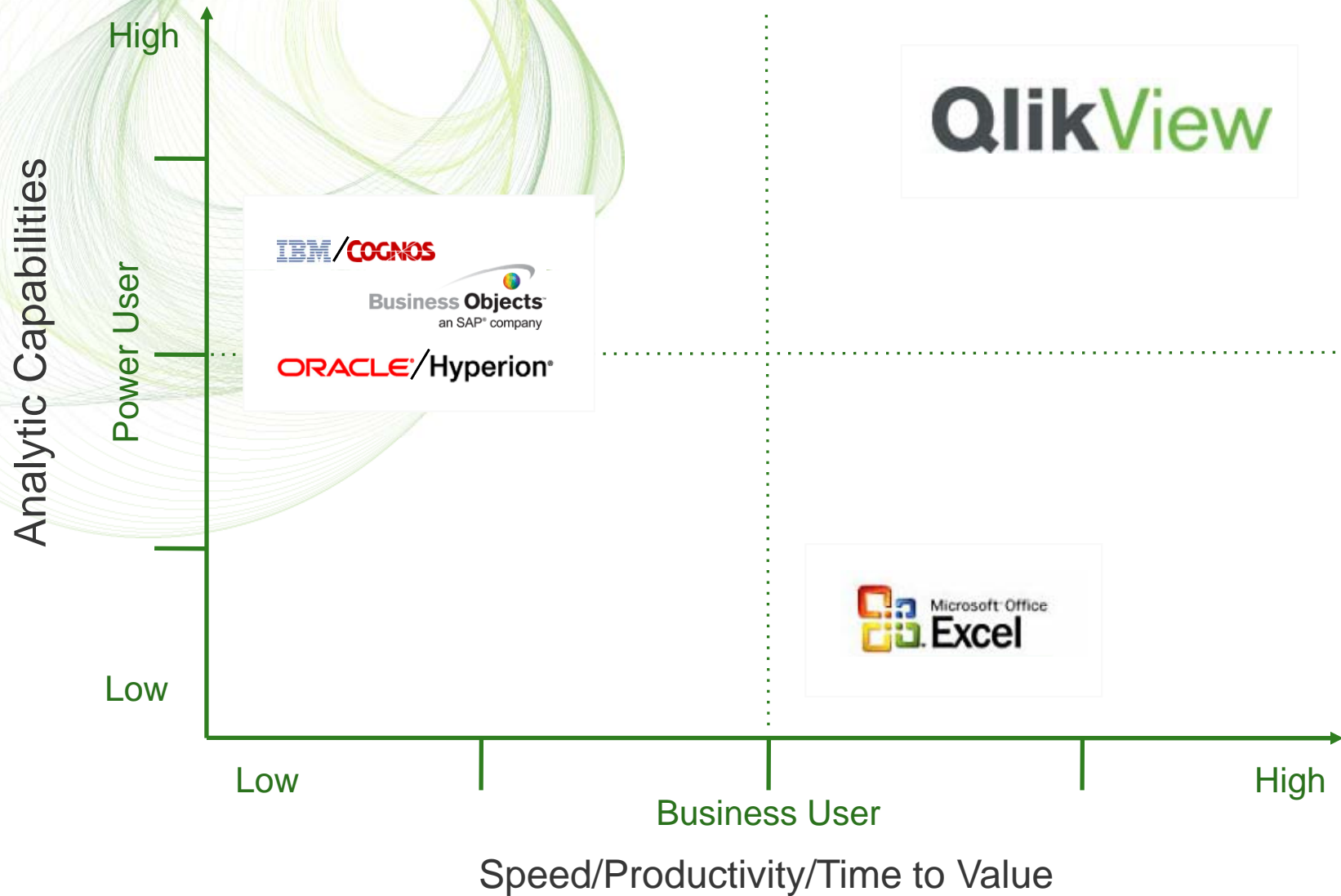
QlikView 9 Closes the Gap Between Spreadsheets and Traditional BI

QlikView

Analytic Capabilities

High

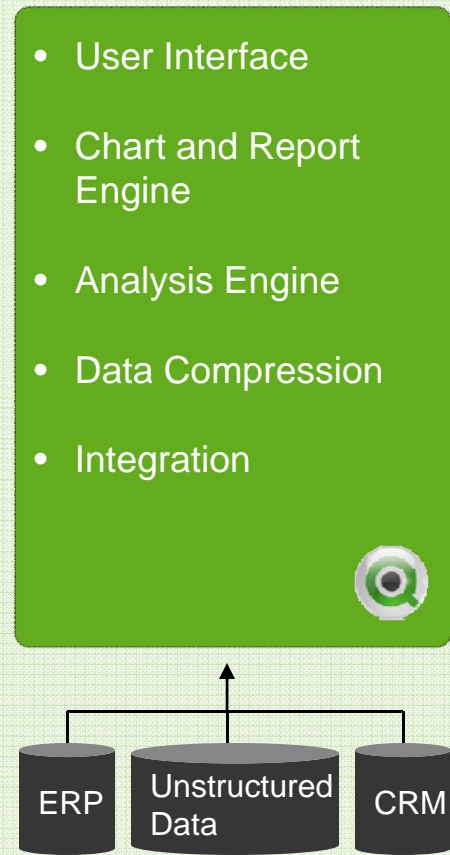Power User

Low

QlikView

IBM/COGNOS
Business Objects
an SAP company
ORACLE/Hyperion

Microsoft Office Excel

Low

Business User

High

Speed/Productivity/Time to Value

Providing An Integrated Approach

QlikView

Traditional BI Stack

| User Interface, Dashboards, Scorecards, Reports |
| OLAP, Query and Reporting tools |
| Data Marts |
| Data Warehouse |
| Integration Layer (ETL) |

ERP | Unstructured Data | CRM

Lots of tools

Multiple vendors

IT driven

Months to change

High Cost

One *tool*

One *vendor*
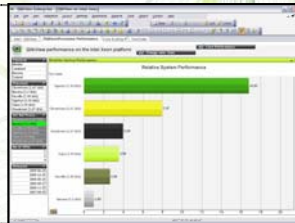
End user *driven*

Minutes *to change*

Low *Cost*

QlikView

- User Interface
- Chart and Report Engine
- Analysis Engine
- Data Compression
- Integration

ERP | Unstructured Data | CRM

Fast Time To Value

QlikView

QlikView
Approach

Project
Vision / Goal

Phased Approach Enables…

- Value quickly delivered to organization
- Reduced time to market of applications
- Ability to react to changing business needs
- Maintain involvement, commitment and adoption by business and IT
- Mitigation of project risk

Traditional BI
Approach
"Big Bang"

Time

QlikView Solution

QlikView

R&D and IT
- Product Portfolio Analysis
- Product / Project Management
- System Performance Controlling
- Service Level Reporting
- Infrastructure Planning / Sizing

Executive
- Balanced Scorecard
- Performance Management
- Predictive Analysis
- What-if Analysis
- Activity-Based Management

Finance & HR
- Financial Consolidation Reporting
- P&L Analysis by Division / Business Unit
- IFRS / GAAP / SOX Compliance
- Risk Management & Sustainability Report
- Workforce and Benefits Analysis

Sales, Marketing, Service & Web
- Sales Planning Analysis
- Customer Analysis
- Campaign Performance Analysis
- Product Profitability / Price Waterfall
- Contact Center / SR Performance

Operations
- Production Planning & Scheduling
- Production Management
- Quality Management
- Six Sigma / Process Analysis
- Plant / Equipment Maintenance Analysis

Supply Chain
- Demand Planning
- Procurement Analysis
- Supplier Performance
- Inventory and Warehouse Management
- Logistics & Fulfillment Analysis

Dashboards
Analysis
Reporting

QlikView

DEMO

Example: Leaders of Russia

Example: Creation of a QlikView application

Thank You!

Jan Verdiesen