

WHY UPGRADE TO QLIKVIEW 11

Go social. Launch and manage larger deployments. Get more mobile. Build apps faster. Dig deeper into analysis. It's all yours with QlikView 11. It's user-driven BI designed for the way business people live and work today.

QLIKVIEW 11: THE BUSINESS DISCOVERY PLATFORM

SOCIAL BUSINESS DISCOVERY

Make friends with your data. Drive collaborative business decisions faster and more easily than ever before. Share data and analysis to better uncover insights and solve business problems. Annotate data, create in-app decision notes, and engage colleagues through in-app threaded discussions.

As you expand your QlikView user population, users increasingly want to share their discoveries and insights with their colleagues. QlikView 11 builds on the capabilities of QlikView 10, taking social Business Discovery to a whole new level. Collaborative sessions bring decision makers together. Annotations improve context and establish a record of how decisions were made. These capabilities build on what you could already do with QlikView 10, such as create collaboration objects, share bookmarks, integrate with SharePoint using QlikView web parts for use with Microsoft SharePoint®, and integrate with Microsoft Office® desktop applications.

COMPARATIVE ANALYSIS

One of the core capabilities of QlikView is its associative engine. QlikView calculates associations in the data and calculates aggregations on the fly as needed. It optimizes the power of the processor, compresses data down to 10% of its original size, and caches data in memory, for a super-fast, associative, user experience.

FIVE REASONS TO UPGRADE TO QLIKVIEW 11

QlikView 11 brings new levels of capability and manageability to the QlikView Business Discovery platform. In this release, we focused our investments in five areas:

1. Improve collaborative decision making with social Business Discovery.
2. Gain new insights into opportunities and threats and relative business performance with comparative analysis.
3. Expand QlikView usage to additional devices, including smartphones, with mobile Business Discovery.
4. Enable a broad spectrum of users to jointly develop QlikView apps with QlikView's rapid analytic app platform capabilities.
5. Improve the manageability and performance of QlikView with new enterprise platform capabilities.

QlikView 11 expands the associative analytics capability of QlikView. Developers can now set up multiple selection states in a single QlikView app; they can create graphs, tables, or sheets that are based on different selection sets and business users can then compare multiple selections of data inside a single document, chart, or object. This makes it easier for users to spot trends, outliers, or differences and gain new insights into opportunities and relative business performance.

Dig deeper by comparing and contrasting your data with more flexibility than any other BI platform. Benchmark results across any period of time, across multiple tabs, and associate them to easily spot trends and important differences. Visualize multiple data sets side by side with QlikView's state-of-the-art graphs and charts. Gain a whole new view into your business.

MOBILE BUSINESS DISCOVERY

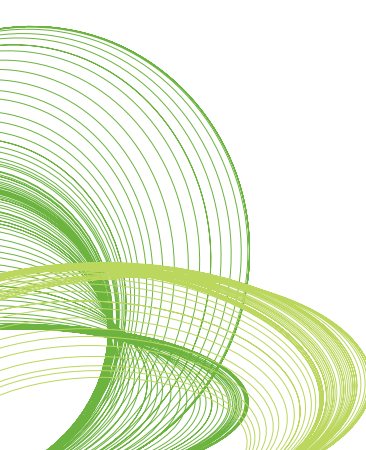
BI's best mobile app just got better. With QlikView 11, you now get support for multiple tablets including iPad and Android – as well as iPhone and Android smartphones – through browser-based HTML5 technology. Enhanced multi-touch capabilities mean users can interact with slider bars, tree views, and input fields with a full range of native, touch-based gestures. The result? A richer, more intuitive user experience.

With QlikView on mobile, users can take the full, interactive experience of QlikView with them wherever they work. Users can merge insights gleaned from their physical surroundings with insights from the data in QlikView, for “on-location” decision making.

RAPID ANALYTIC APP PLATFORM

You already know that you can measure time to value in weeks, days – even hours – with QlikView's rapid analytic app platform capabilities. Business users can contribute to the creation of analytic apps quickly and simply, without requiring extensive ongoing involvement from IT. QlikView 11 meets the needs of IT professionals and third-party software developers – as well as the needs of business users who want to create their own analytic apps.

Build powerful, detailed dashboards in a snap. Create QlikView objects (e.g., charts, graphs, and list boxes) more easily than ever before using improved dialog boxes, drag and drop capabilities, and visual assembly. Use container objects to group standalone objects into grids to maximize screen space and create effective layouts. Use your existing source control system for ease of development in multi-developer environments. Leverage Informatica® and Salesforce.com connectors for automatic and seamless integration of enterprise data into QlikView apps.



ENTERPRISE PLATFORM

Many customers have already deployed QlikView to thousands of connected users for analyzing massive volumes of data. QlikView 11 is packed with new capabilities to help IT pros administer and secure even the largest enterprise environments. Load balancing enhancements reduce the complexity and cost of managing large deployments. A consolidated new QlikView Management Console enables administrators to more effectively manage their deployments. A completely redesigned AccessPoint lets users more easily find, categorize, and access apps, easing the burden on IT. And QlikView Publisher now loads documents 40% faster than in QlikView 10.

NEED HELP WITH YOUR UPGRADE TO QLIKVIEW 11?

To help with your upgrade to QlikView 11, QlikTech offers a variety of education and consulting services.

QLIKVIEW EDUCATION SERVICES

Our goal is to accelerate your path to full Business Discovery. Our approach is to provide training that is relevant, timely, and convenient for our customers. QlikView Education Services provides several offerings in a variety of training formats to help you best utilize the new QlikView 11 capabilities. In addition to courses taught in our classrooms worldwide, we offer live, interactive virtual classroom courses, on-demand (e-Learning) courses, and private classes at your own site.

The “What’s New in QlikView 11” on-demand course provides an overview of the new capabilities in QlikView 11. It is perfect if you have experience using an earlier version of QlikView. The course is structured around three user roles: designers, developers, and system administrators. What’s New in QlikView 11 is a mixture of demonstrations and hands-on exercises, with updates and information about the differences between QlikView 11 and earlier versions.

If you are new to QlikView or want more in-depth training on QlikView 11, myriad additional choices are available. See <http://www.qlikview.com/us/services/training> for a complete list of course offerings.

QLIKVIEW EXPERT SERVICES

QlikView Expert Services support your implementation success using best practices and approaches based on our years of experience designing, developing, and implementing QlikView. Our approach is to conduct short-term engagements that deliver highly-specific expertise around key project milestones and success factors. Outlined below are a few examples of services available to you for QlikView 11:

- **DisQover QlikView 11.** Expert Services provides QlikView 11-specific offerings that give developers, designers, and administrators a kick start with this new release. These expert-conducted services include an overview of the new capabilities in QlikView 11, with a focus on how to implement them in your existing environment. The objectives are to provide a clear vision for how your organization will benefit from the new capabilities, define how QlikView 11 will affect your existing environment, and determine the best approach for upgrading your environment.
- **Application Health Check.** This on-site service offering helps your QlikView developers align their application development with QlikView 11 capabilities and QlikTech's documented best practices. The goal is to identify areas that may affect usability, performance, scalability, and maintenance of your existing QlikView app(s). QlikView Application Health Checks involve a review of your existing QlikView app(s) and include observations, analysis, and recommendations for revision, development, and/or refinement.

You can find a list of additional services and offerings from QlikView Expert Services on the web at <http://www.qlikview.com/us/services/consulting>.