

Introducción:



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Visión de la Inteligencia de Negocios:



Mejorar las organizaciones al proveer aspectos relevantes de negocios a todos los empleados, generando más y mejor toma de decisiones empresarial

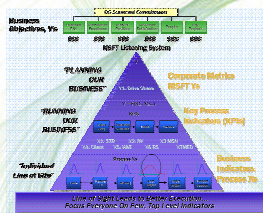




Estrategia de la Inteligencia de Negocios:

Implementar una plataforma de información empresarial que acelera la toma de decisiones de negocio y mejora los resultados

Strategy
Metrics
Process
Technology



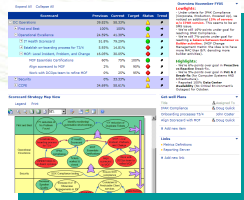
Alinear los procesos de negocio con la estrategia



Crear foco en ejecución consistente con aspectos vitales de los clientes



Promover comportamiento colaborativo organizacional y mediciones



Usar tecnología para obtener datos en tiempo real y acelerar la toma de decisiones



Las Nuevas Reglas del Mercado:

Everyone Else

“Fast Implementation”

“Easy-to-Use”

“Powerful”

“Flexible”

“Integrated”

“Low Cost”

“Risk-Free”

New Rules

- **Fast Implementation...** Customers are live in less than 30 days, and most in a week
- **Easy to Use...** End users require no training and enjoy “cliking” through the application
- **Powerful...** Near instant response time on data volumes as high as a billion records across thousands of users
- **Flexible...** Allows unlimited dimensions and measures and can be modified in seconds
- **Integrated...** Dashboards, analysis and reporting in a single solution and on a single architecture
- **Low Cost...** Less costly, shorter implementations result in fast return on investment
- **Risk-Free...** Fully-functional free trial download, and a seeing-is-believing experience

La Inteligencia de Negocios Tradicional:

El camino tradicional de la Inteligencia de negocios

OLAP

Plataforma Analítica



Transformación y
Limpieza de
datos

INFORMACIÓN
Sistema Central
del Cía

Se deben realizar todos
los cálculos para los Indicadores
del área financiera dentro del
Datawarehouse.

Data Marts
Finanzas

Data Marts
Captación

Data Marts
Cobros

Consultas
Reportes

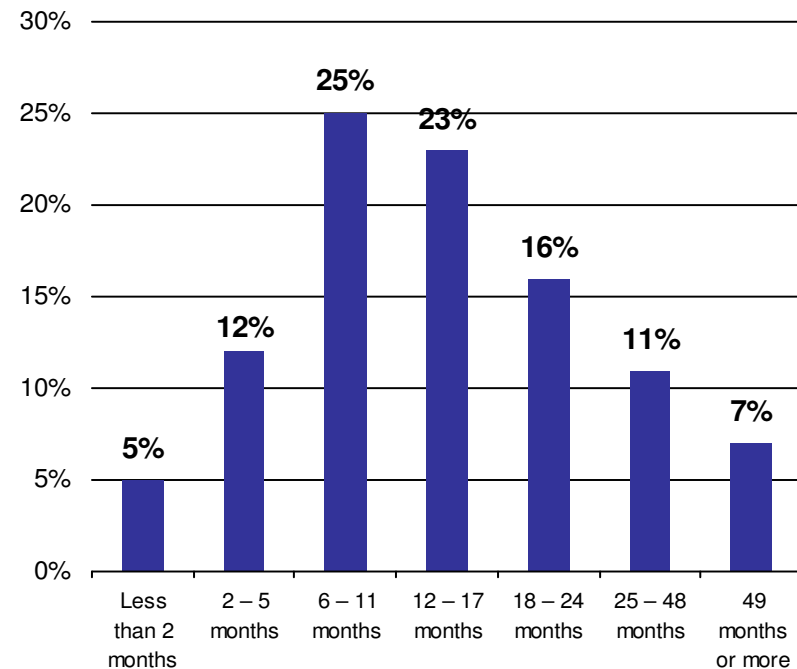
Análisis de
Datos



La Inteligencia de Negocios Tradicional:

- Average implementation time¹:
 - **17 months in total**; 5 months to deploy the first usable analytic application
- Mean annual expenditure on BI software²:
 - **\$1.1 million** for companies with >1,000 employees
- Project success rate¹:
 - **31% success rate, at best**
- Meeting needs - right data to right person²:
 - **Only 36% are confident** that reports and dashboards deliver the right data, to the right person, at the right time

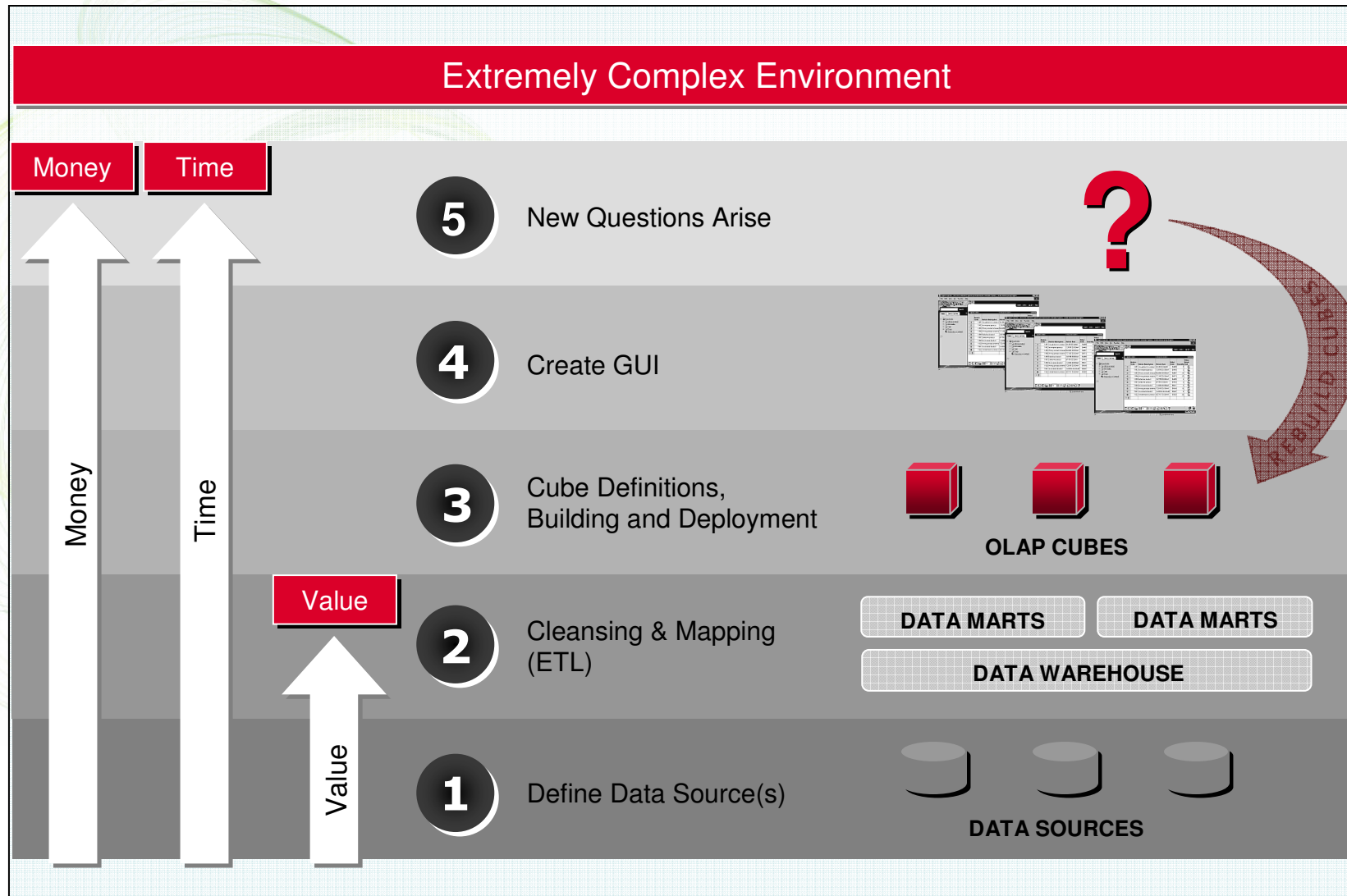
Implementation Time for BI Initiative¹



¹ DM Review & IDC Business Intelligence Survey, October 2006, 2004
(Material on implementation time not available in 2006 survey)

² InfoWorld & IDC Business Intelligence Survey, October 2007

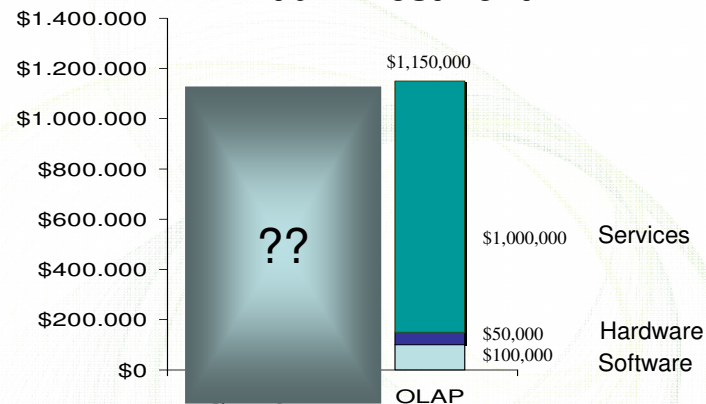
La Inteligencia de Negocios Tradicional:





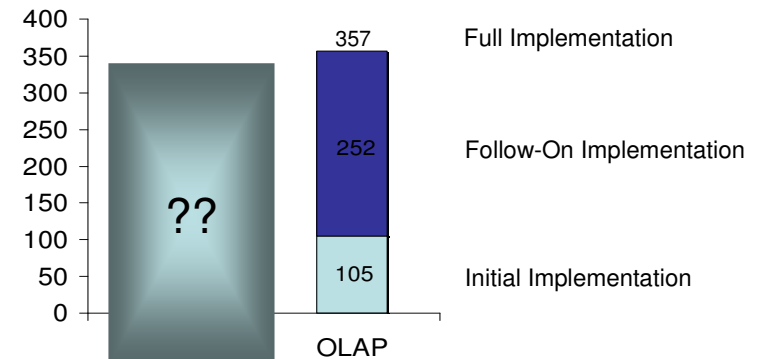
Cuál es el Problema?:

Initial Investment



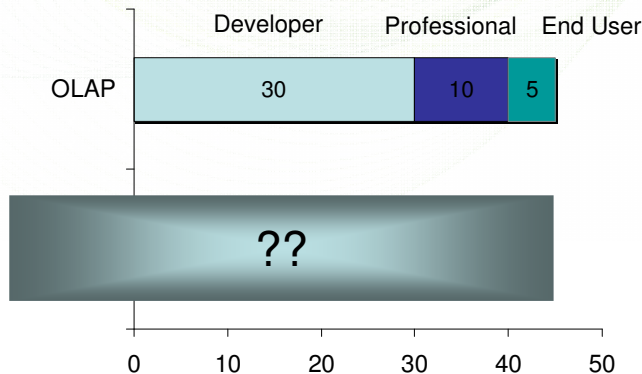
Cost in Initial Investment

Speed of Deployment (In Days)



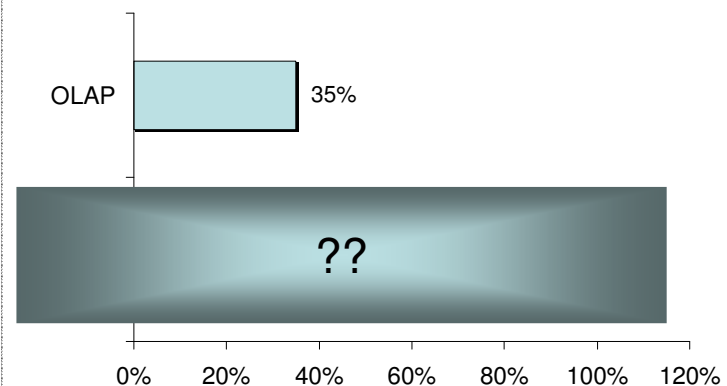
Time To Deploy

Time to Proficiency (In Days)



Time to Become Proficient

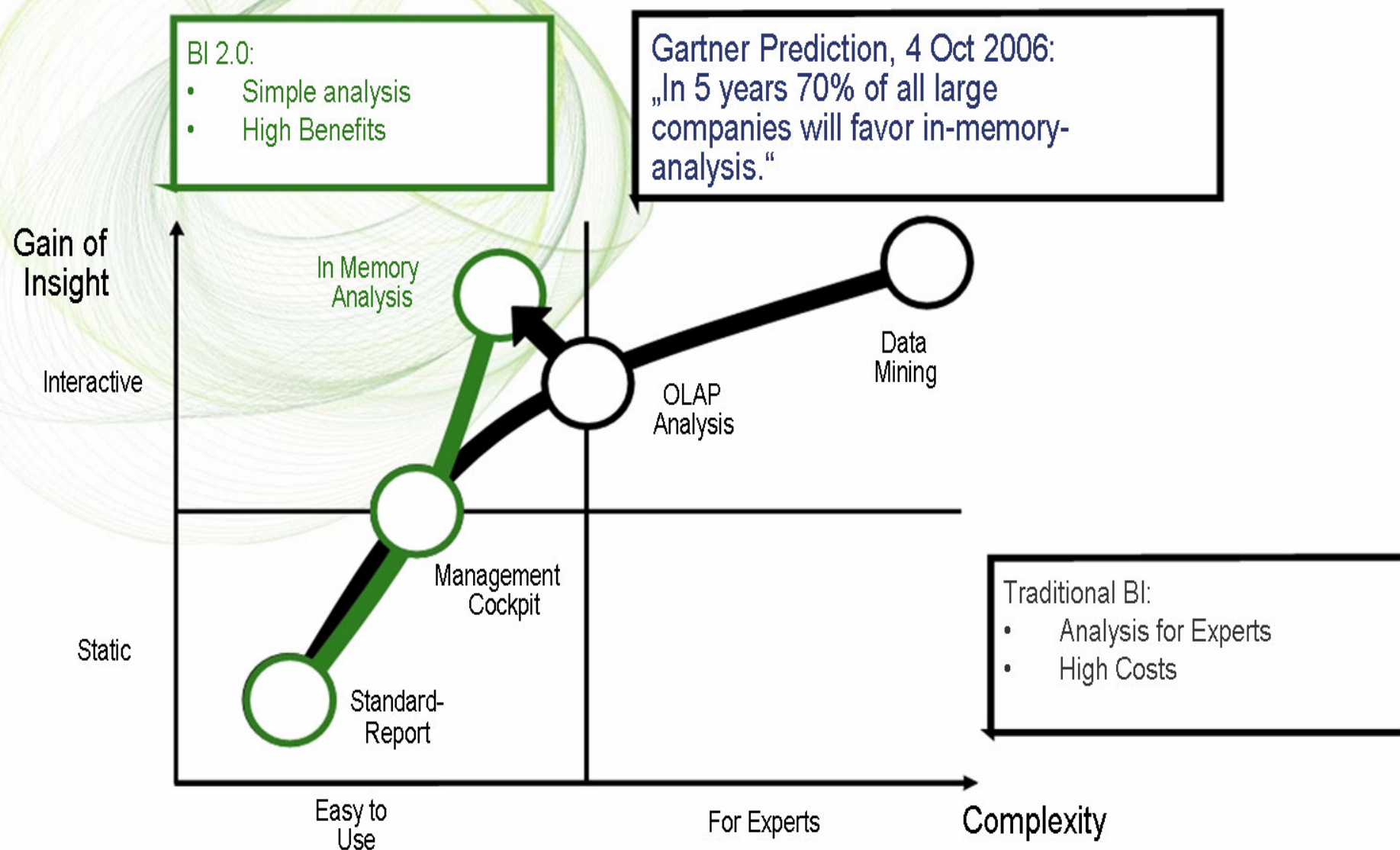
Project Success Rate



3x More Successful

Inteligencia de Negocios 2da Generación:

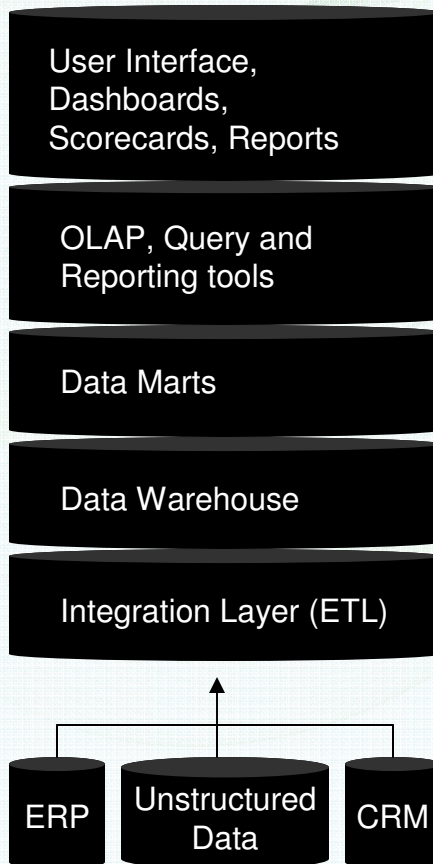
QlikView



Cuál es La Propuesta Tecnológica?:



Traditional BI Stack



Lots of tools

Multiple vendors

IT driven

Months to change

High Cost

One tool

One vendor

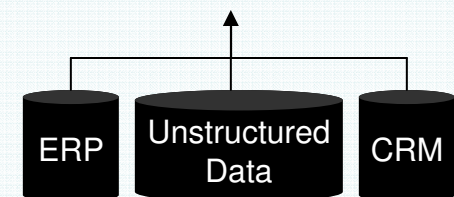
End user driven

Minutes to change

Low Cost

QlikView

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



Los Principios Filosóficos de la Tecnología:



Patented In-Memory Associative Technology

What



Associative

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

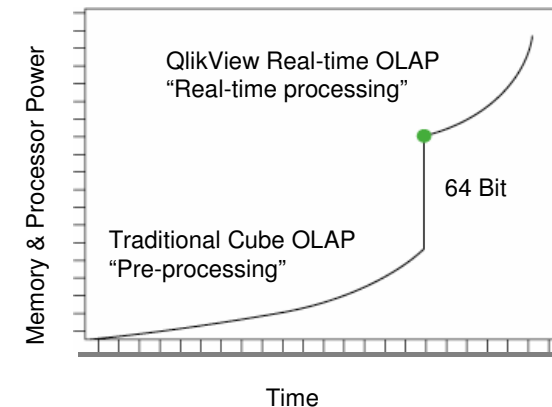
How



In Memory

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

The Power of Simplicity

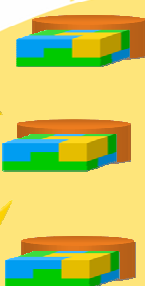


Qué es AQL?:



OLAP VS AQL

- Datawarehouse
- OLAP
- Meses
- Expertos
- Semanas de entrenamiento



- Nube de datos
- AQL
- Días
- Un programador tiempo parcial
- Horas de capacitación



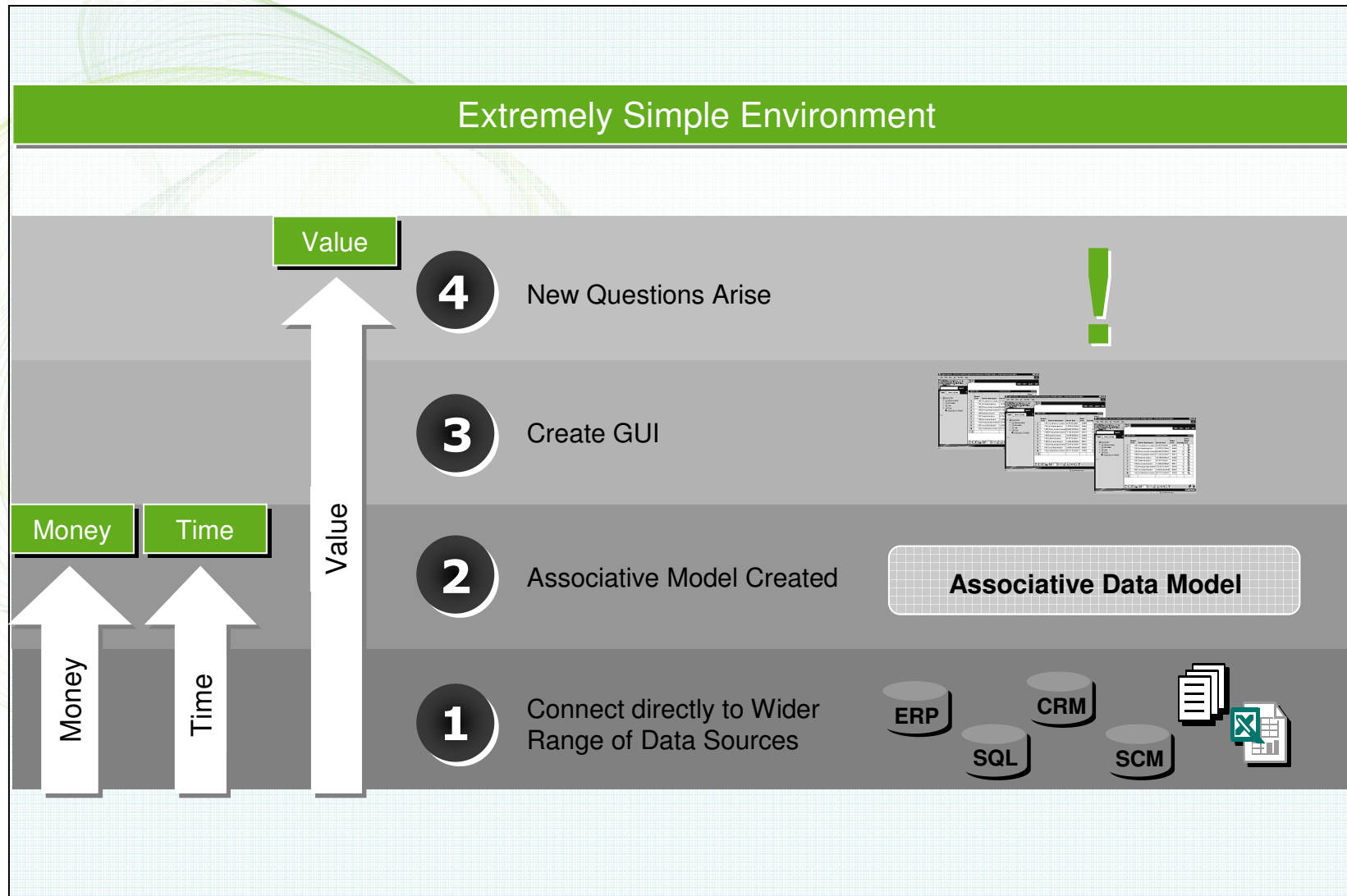
Base de datos
Hojas de calculos
Scorecard
Reporting
Portal



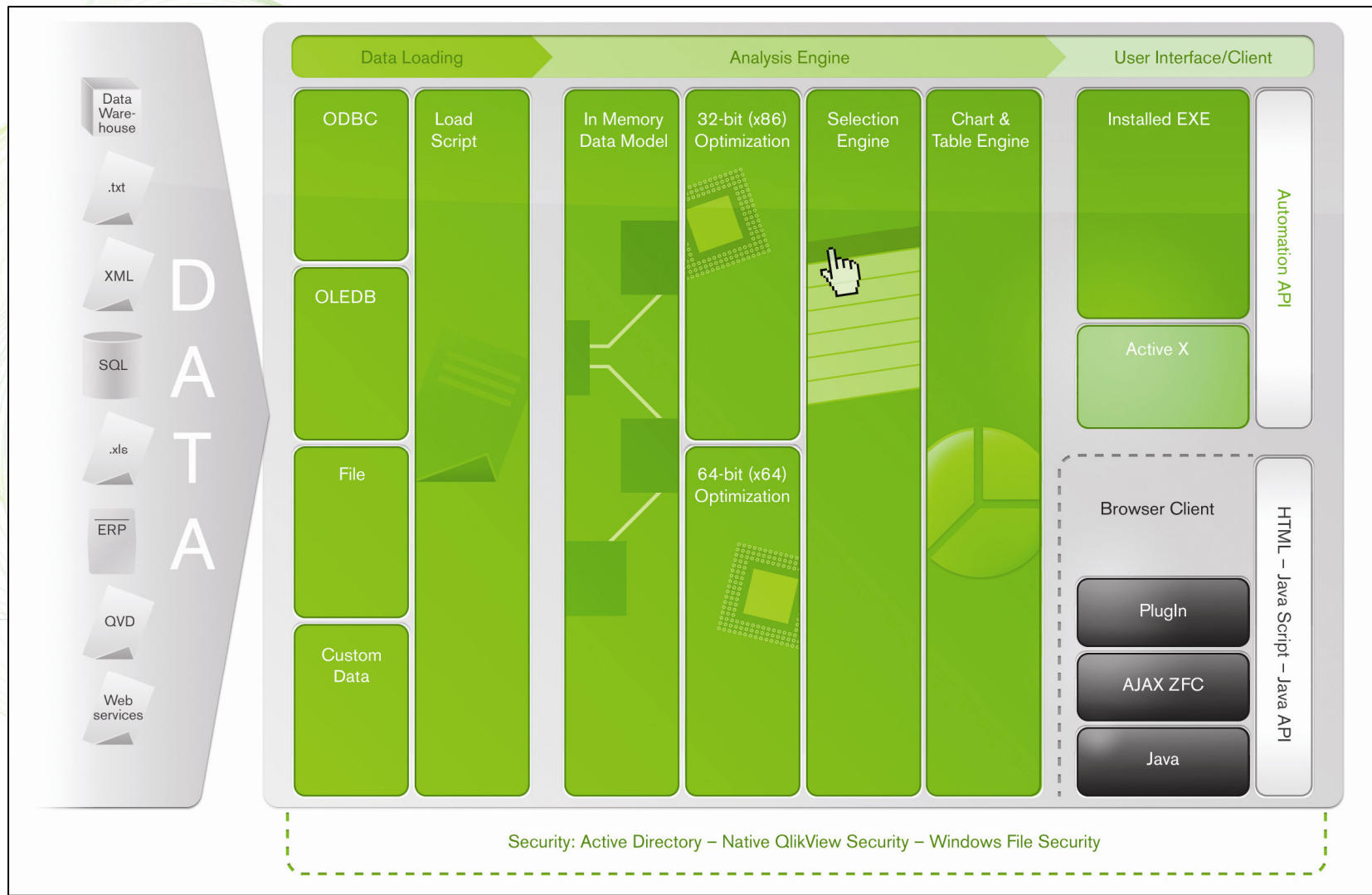
- Herramientas separadas para: análisis, reportes, consultas, dashboard, simulación y comunicación



AQL es Simplicidad:



La Arquitectura de la Solución:





Diferenciadores:

In Memory Analysis Feature:

Leverages 64-bit/multi-core Hardware Platform



Data queried in memory

Region	State
Southern	AK
Western	AL
Northeast	AR
Canada	AB
International	AZ
Central	BC

Aggregates calculated as clicked



Visually Interactive UI



Benefit:

- Large datasets
- Many users
- Fast queries
- No load on operational systems
- Freedom in selecting measures/dimensions
- Infinite drill-down/around
- Easy-to-use
- “Sex and Sizzle”



Las Estadísticas:

You could deploy a complete Business Analysis system—
...typically in just 2-3 weeks?

You could build and deploy new applications—
...in just days or weeks?

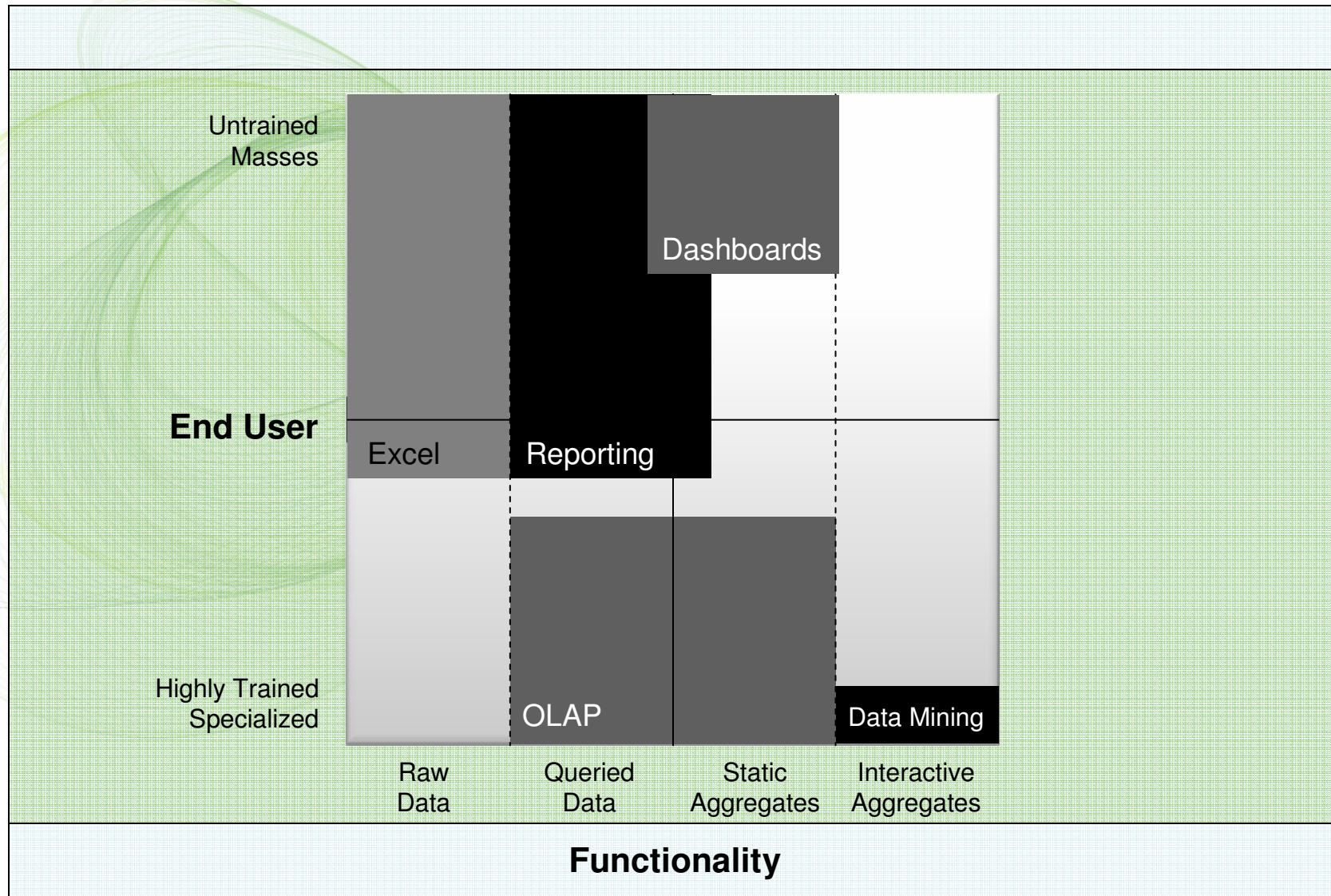
You could have unlimited multi-dimensional access to your data—
...using point-and-click, easy-to-use applications?

You could access a billion records—
...in seconds?

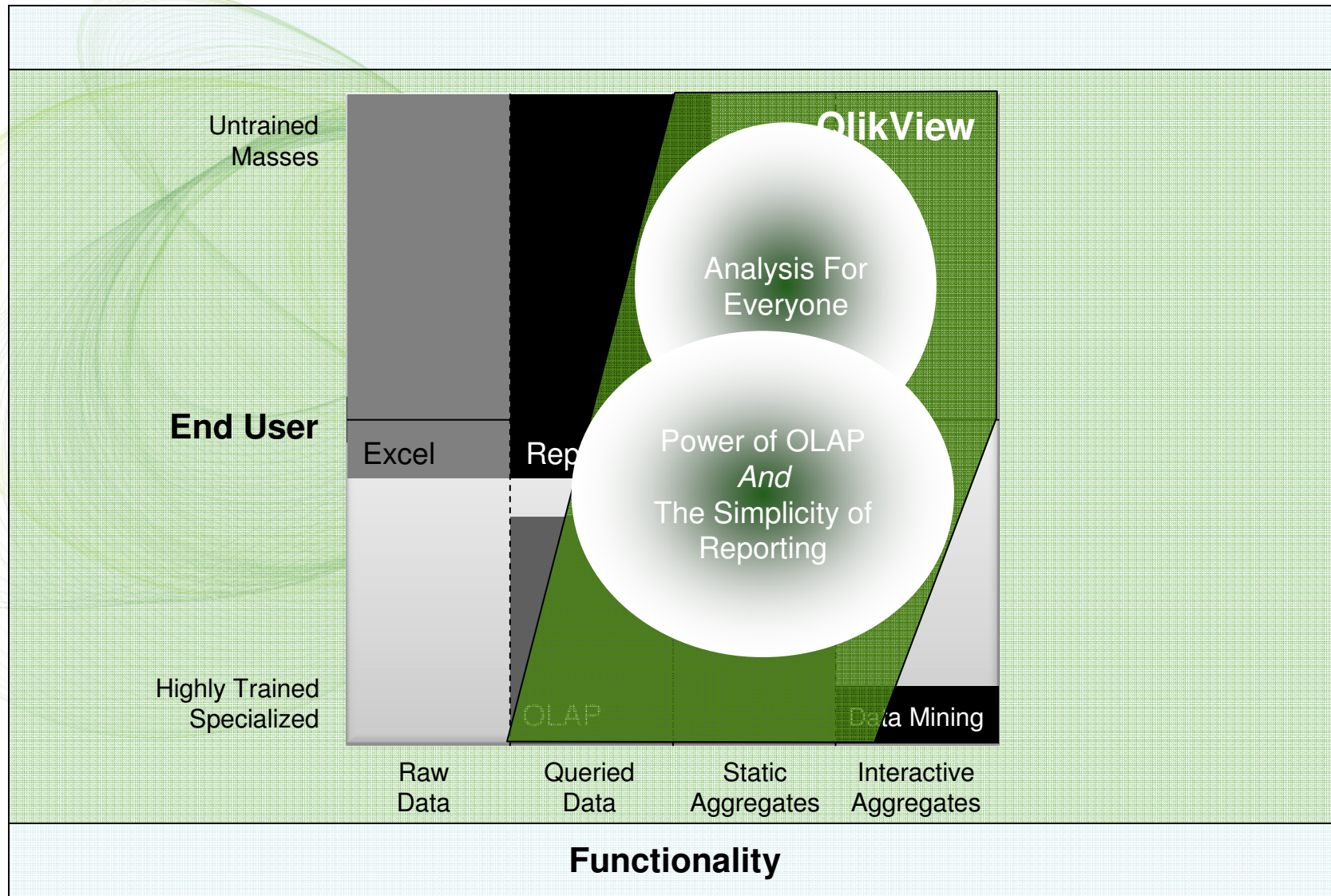
You didn't have to build a data warehouse—
...at all?

What if all of this was actually possible?

La Brecha de la Inteligencia de Negocios:



El Puente dado por la nueva Tecnología:



Beneficios:



Cambiando el Paradigma tradicional



1

Establecer el requerimiento



2

Diseñar la solución interactivamente



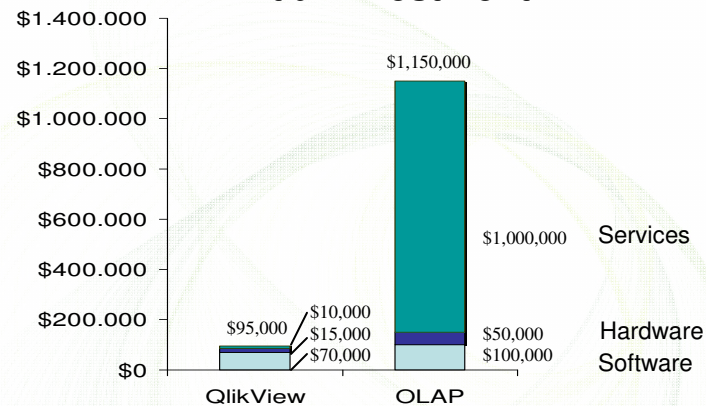
3

Implementar la solución



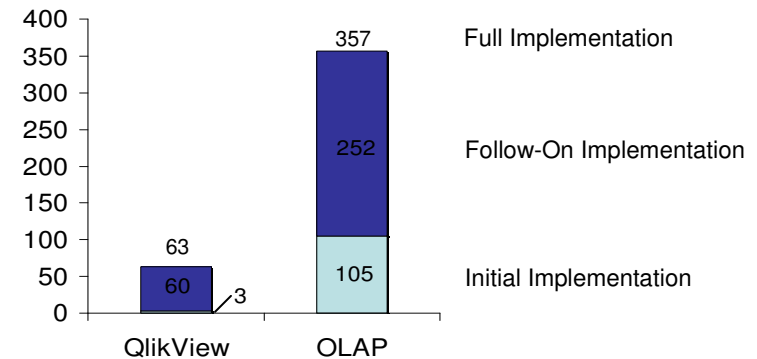
Beneficios:

Initial Investment



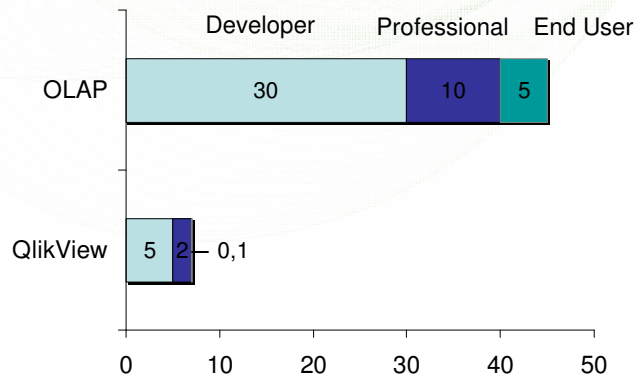
QlikView is 1/10 the Cost in Initial Investment

Speed of Deployment (In Days)



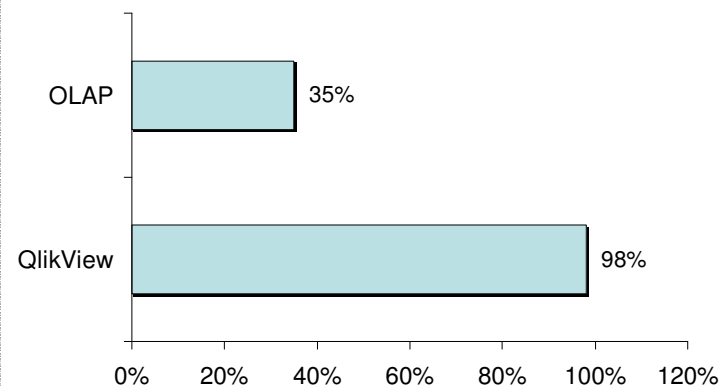
QlikView is 1/6 the Time To Deploy

Time to Proficiency (In Days)



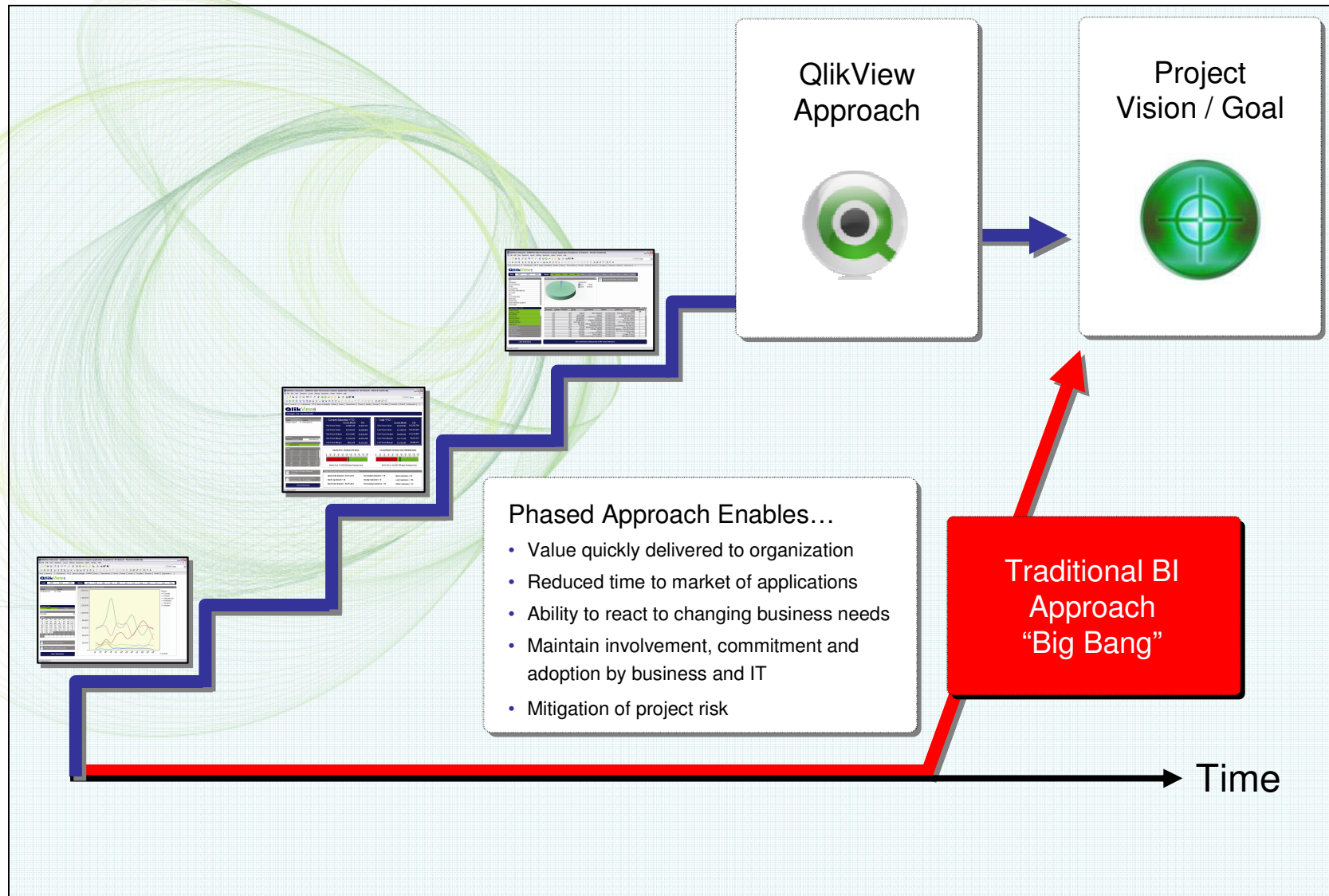
QlikView is 1/6 the Time to Become Proficient

Project Success Rate



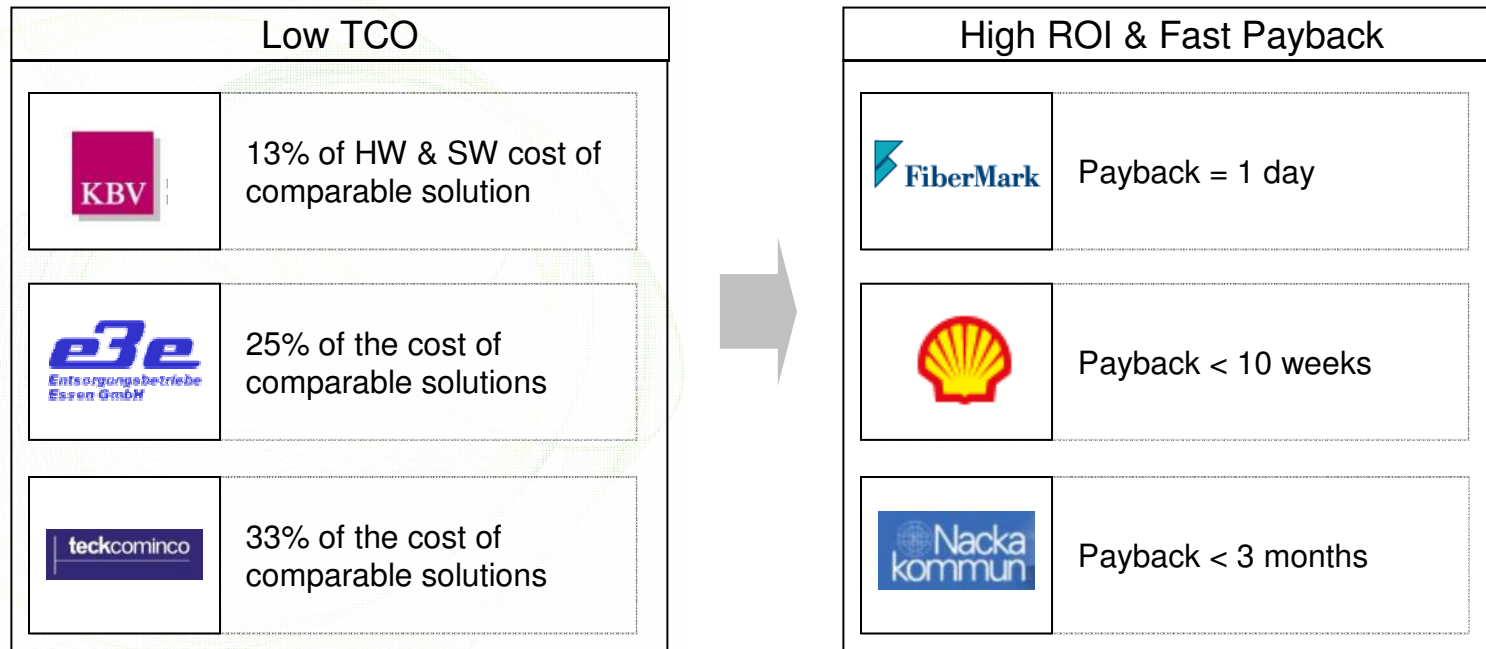
QlikView Is ~ 3x More Successful

Beneficios:





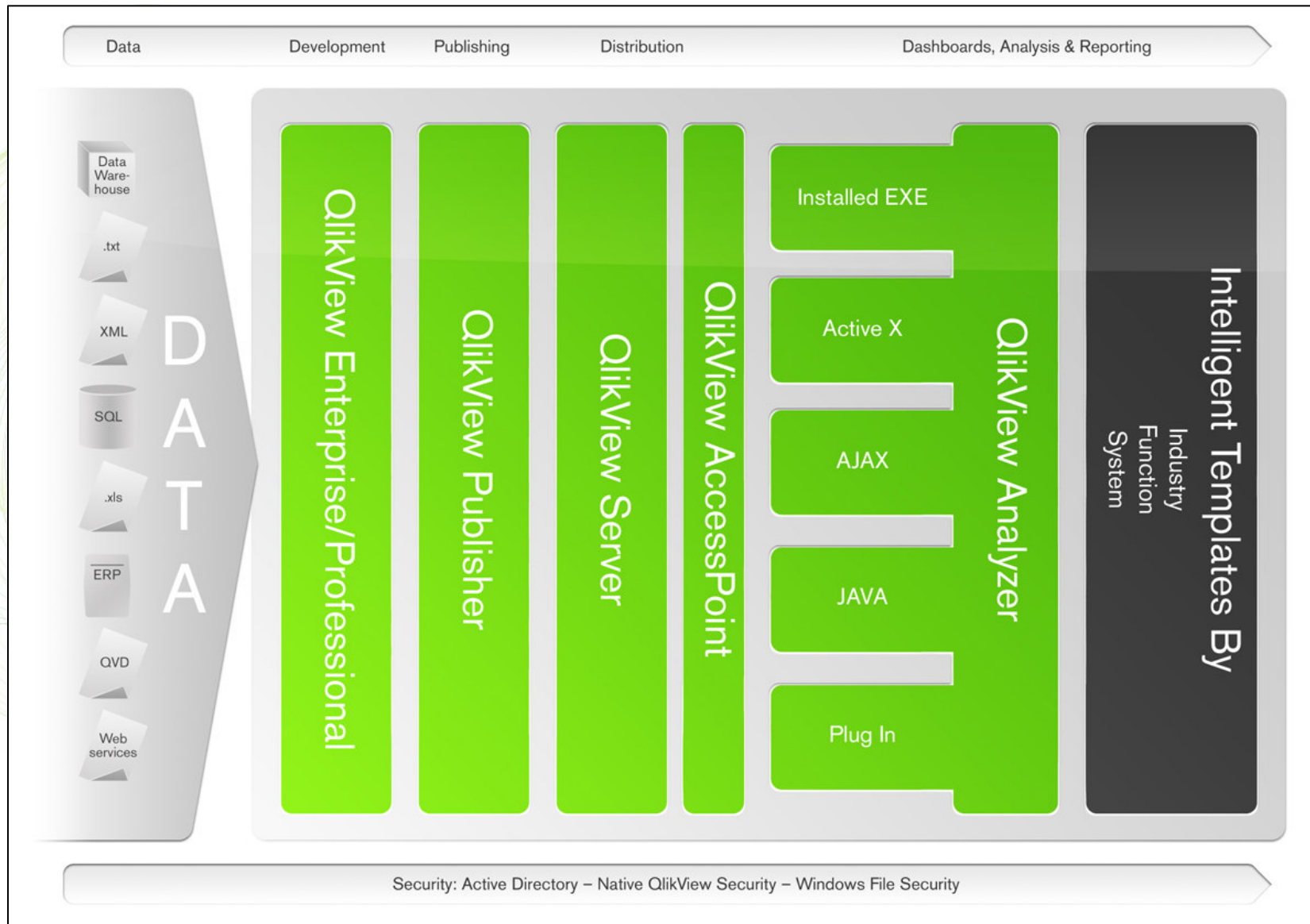
Beneficios:



"...the BI solution from QlikTech is easy to install and use, has powerful analysis tools, and will affect your budget less than competing alternatives. Make a resolution to evaluate QlikView ...; it's worth your time and money."

– Mario Apicella, InfoWorld

La Solución Líder en el Mercado:

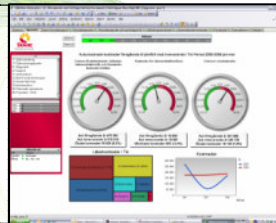


Una Plataforma, una Sub Cultura:



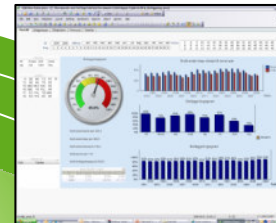
R&D and IT

- Product Portfolio Analysis
- Product / Project Management
- System Performance Controlling
- Service Level Reporting
- Infrastructure Planning / Sizing



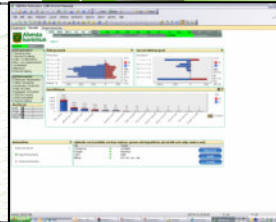
Executive

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



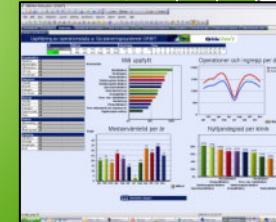
Finance & HR

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



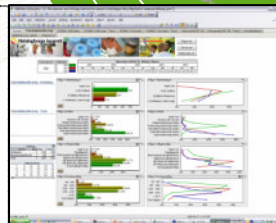
Sales, Marketing, Service & Web

- Sales Planning Analysis
- Customer Analysis
- Campaign Performance Analysis
- Product Profitability / Price Waterfall
- Contact Center / SR Performance



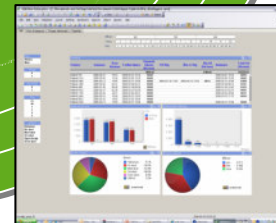
Operations

- 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



Dashboard
Analysis
Reporting



Implementaciones No Creíbles:



1 meeting proof of concept
1 day implemented



72 hours implemented
dashboards to customers



5 hours proof of concept
3 weeks implemented



1 day proof of concept
2 weeks implemented



1 day proof of concept
1 week implemented



4 hours implemented phase one
application with one resource









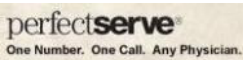








60 minutes training time for
non-technical users



5 minutes training time for store
managers to use online store
performance dashboard



Alto Desempeño con Gran Volumen de Datos:

 Kassenärztliche Bundesvereinigung	15 – 20 TB of data or 2 billion records analyzed on doctors, patients and diagnoses	 SI INTERNATIONAL	2.2 million rows of financial and labor utilization data
 DAKOTACARE	200 GB of data or 140 million records analyzed on claims data with compression to 500MB	 WHSmith	2.1 million products with online transactional data analyzed
 target. express	56 million transactions analyzed with compression of 90%	 City Link	1 million sales transactions annually across 30,000 products and thousands of customers
 perfectserve® One Number. One Call. Any Physician.	12 million patients with interaction records analyzed	 DUNLOPHIFLEX	Millions of lines of data analyzed for sales and finance
 HEALTH MARKET SCIENCE	5.5 million records integrated, cleansed and analyzed	 IDG INTERNATIONAL DATA GROUP	Millions of records with 500,000 annual patient visits analyzed on patient data and diagnoses
 LANDSTINGET BLEKINGE	5 million records pulled from multiple data sources	 Helsingborgs lasarett	1.5 million records pulled from multiple data sources
 Atlas Copco	Massive data sets with over 850 products representing 4500 SKUs with 90% data compression	 WD-40 Company	500,000+ order lines of POS data analyzed in seconds
 Campbell's			

Soportando Gran Cantidad de Usuarios:



24,600 users at Laredo (USA)
Independent School District



2,500+ users at Sandvik Group



11,000+ users at 3M



2,400 users at Blekinge Hospital
(Sweden)



11,000+ users at Pfizer



1,500+ users at Proctor &
Gamble



11,000+ users at Sanofi-Aventis



1,000+ users across Region
Skåne



4,500+ users at Bristol-Myers
Squibb



1,000+ users at Seco Tools



2,500+ users at ADP Netherlands



1,000+ users at Target Express
(acquired by City Link)





Análisis para Todos Rápidamente:



Reduced Time to Access Information Allowing for Improved Decision Making

 SAHLGRENKA UNIVERSITETSSJUKHUSET	99% decrease in time to access patient critical information (down to seconds)		50% less time to access 80% more detailed information
 Marienhospital Gelsenkirchen GmbH	80% reduction in audit time down from 3 weeks to 2-3 days	 WEGTER	99% reduction in reporting time down from 2 days to 5 minutes

Reduced Administrative Costs for Report Development & Maintenance

	\$221,000 in annual cost savings plus reduced time in manual reporting	 Atlas Copco	\$100,000 in annual cost savings for report development
 ZURICH®	96% reduction in workload for reporting down from seven full-time to two part-time staff	 Nacka kommun	\$425,000 - \$575,000 in annual cost savings for delivering reports and ad hoc queries



Resultados Reales:

Sales, Marketing & Service Benefits



100% revenue increase (\$33 million) in two years



Improved customer retention rates to 96%

Supply Chain & Operations Benefits



5% decrease in costs for prescribed medical products, saving \$1.1 million annually



18% increase in delivery-to-promise rates from 79% to 93%



50% improvement in inventory forecasting accuracy for 4,500 SKUs



98% reduction in excess and obsolete inventory

Finance & HR Benefits



\$140,000 in cost reductions for overtime personnel staffing



20% decrease in aging receivables improving cash flow;
15% decrease in inventory levels





Finalmente, el siguiente paso....:

You Provide

Agreement on project scope:

- Scoping document
- Sample reports
- Checklist

Onsite setup prior to SiB:

- Hardware configured
- Internal data identified



We Engage

Development scope:

- Software installation
- Data connections
- Application layout

Participation scope:

- Actively engage in 2-3 day workshop
- User experience evaluation



You Receive

Deliverables:

- QlikView application prototype
- Immediate results from the data analysis
- User evaluations to assess areas of improvement
- No risk opportunity to assess business value

