

# The Consumerization of Enterprise Software: The Answer is Simple

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President of Products

# What Did We Learn in Enterprise 1.0?

- Sell to “C-level” executives
- “We don't wake up for less than [\$1,000,000 deal]”
- One big deal each year
- Reality is a guide, pitch the possible
- Every answer begins with, “yes”
- Sell first, deploy second
- Win every feature war
- World’s leading provider of fully integrated suites
- Never pilot
- Scripted demo vignettes
- No touching

Customer complicity?

# New Generation of IT buyer

## 1995: The Rise and Rein of IT



### IT Role “**Know it all**”

- Translator/Sherpa
- Strategic advisor

### Business Manager “**Don’t Know**”

- Fear of unknown
- Desire for advantage

### User History “**Oh, no!**”

- Little *personal* experience
- Purview of hobbyists

# New Generation of IT buyer

## 2005: The Personal Buyer and Death of IT



### IT Role “**Don’t Do It**”

- Standards, conformity, efficiency
- “Prevention” (security, etc.)
- Job preservation

### Business Manager “**It Can Be Done**”

- Frustration
- Anger

### User History “**I Do It (At Home)**”

- Savvy
- Technology cognitive dissonance

# Underlying Platform Changes

- Moore's Law
  - More processing power, less powerful CPU
  - Tape to disk, disk to flash, flash to memory
- From shrink wrapped, to shareware to web site
- From phone lines, to manuals, to “communities”
- From command lines to GUI
- More connected
- More personal

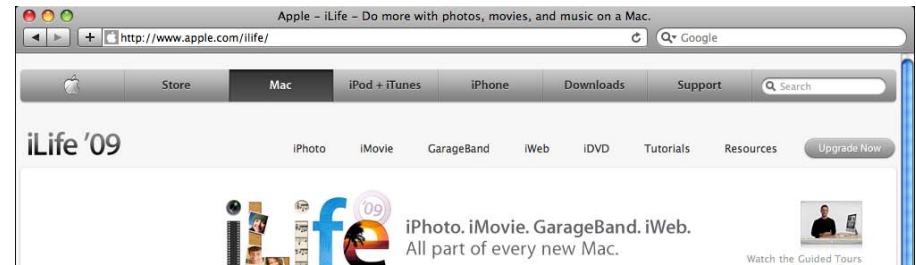


# Characteristics of “Consumer” Software

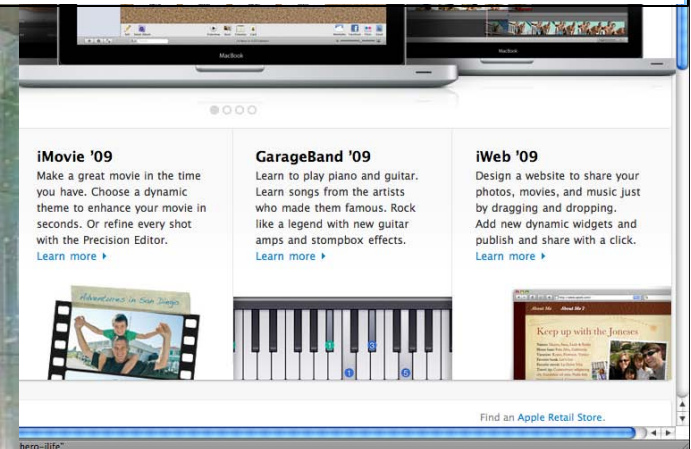
- Easy to try
- Easy to buy
- Simple software
- Scales up
- “Un” supported

# Characteristics of “Consumer” Software

- **Easy to try**
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**iPhoto. iMovie. GarageBand. iWeb.**  
**All part of every new Mac.**



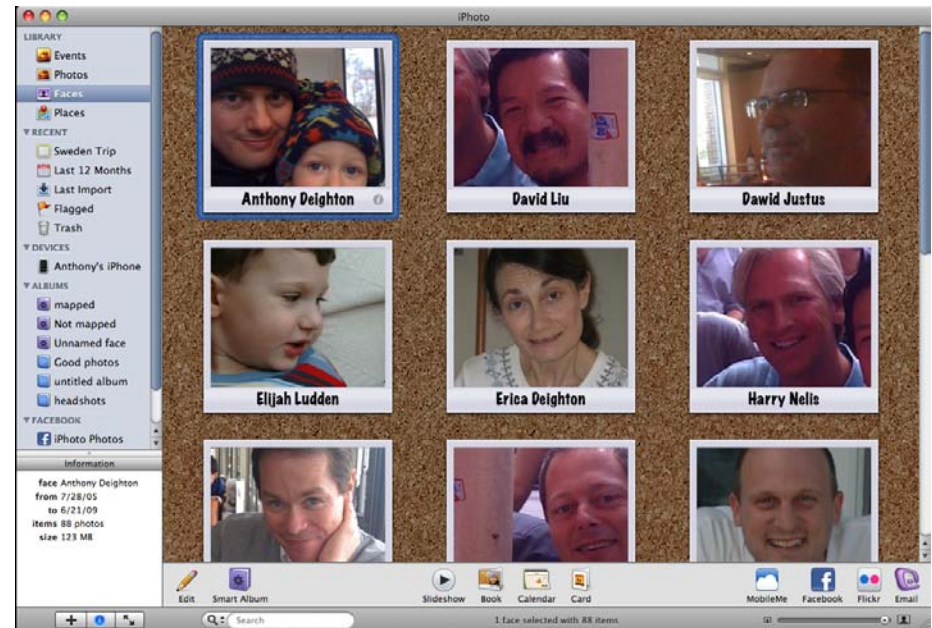
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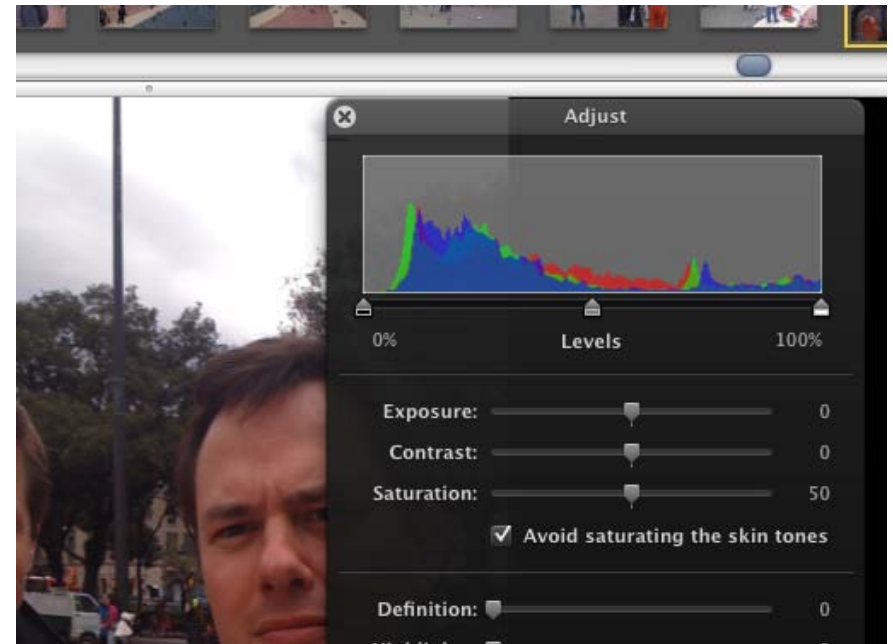
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The image shows two overlapping browser screenshots. The top screenshot is of the Apple Discussions forum for the topic "Installing and using iPhoto '09". It features a table of forum posts with columns for Topic, Author, Views, Replies, and Last Post. The bottom screenshot is of the Apple Retail Store Genius Bar page, which includes the Genius Bar logo and a promotional message: "Got a technical question? Step up to the Genius Bar." Below this message, it states: "When you have questions or need hands-on technical support for your Mac, iPod, Apple TV, or iPhone, you can get friendly, expert advice at the Genius Bar in any Apple Retail Store." At the bottom of the Genius Bar page, there is a "Select a State" dropdown menu.

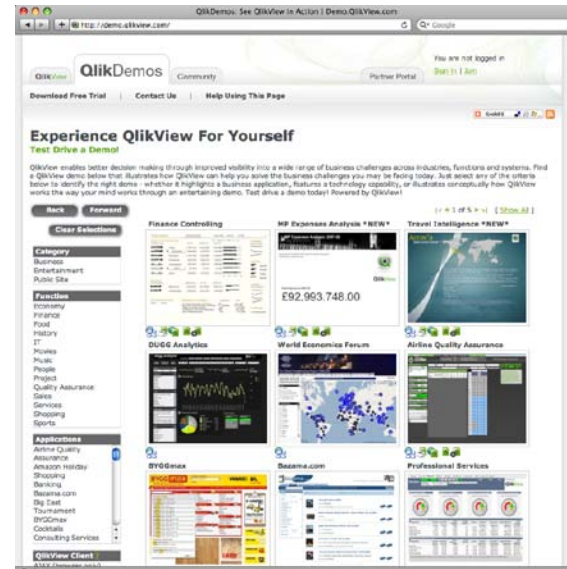
Topic	Author	Views	Replies	Last Post
photo 09 import problems	CockSwamp	120	10	Jun 24, 2009 9:04 AM by: Terence Devlin »
Transferring files to new imac	bigstar62	48	6	Jun 24, 2009 8:18 AM by: bigstar62 »
DVD Burns keep failing???	Scott Trefts	12	0	Jun 24, 2009 6:48 AM by: Scott Trefts »
Synchronising pictures with iPhoto08 and iPhoto09 on 2 different machines.	NiniP18	37	4	Jun 24, 2009 5:03 AM by: NiniP18 »
			3	Jun 24, 2009 4:58 AM by: Terence Devlin »
			4	Jun 24, 2009 4:25 AM by: Terence Devlin »
			1	Jun 24, 2009 12:52 AM by: Terence Devlin »
			6	Jun 23, 2009 11:00 PM by: andrescuba »
			2	Jun 23, 2009 10:53 PM by: Terence Devlin »
			6	Jun 23, 2009 9:51 PM by: LarryHN »
			7	Jun 23, 2009 1:52 PM by: jfc1 »
			10	Jun 23, 2009 12:09 PM by: nooper1 »
			2	Jun 23, 2009 8:11 AM by: Steve Baesler »
			12	Jun 23, 2009 8:08 AM by: derev »
			2	Jun 23, 2009 7:17 AM by: A. L. DeWitt »

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# Characteristics of Enterprise 2.0 Software

- **Easy to try**
- Easy to buy
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- Demo.qlikview.com
- Free for personal use
- Free training
- Seeing is Believing



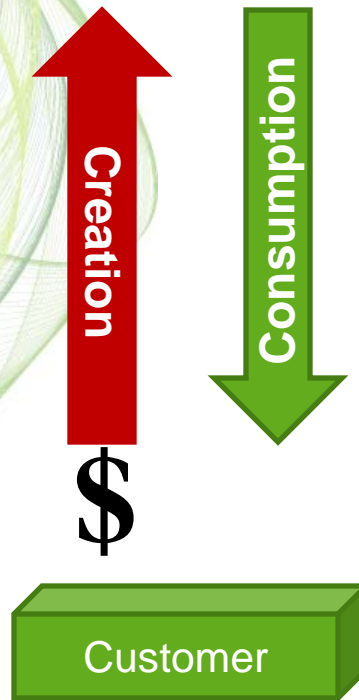
# Characteristics of Enterprise 2.0 Software

- Easy to try
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- One page price list
- Partner friendly sales model
- 30 day money back guarantee
- Volume and velocity
- Midmarket focus
- From Europe to US

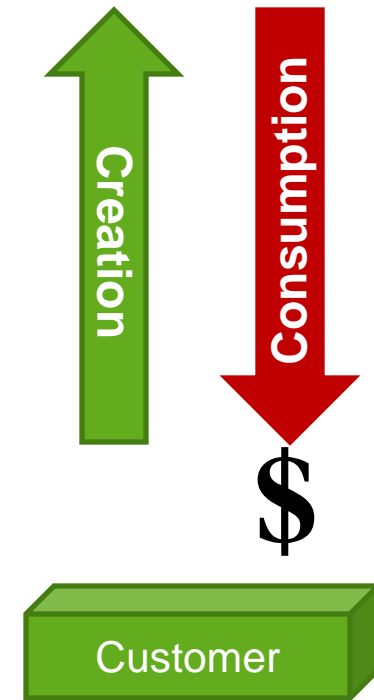
# QlikView Pricing



Traditional  
Enterprise  
Software



Encourage Consumption  
Adobe PDF



Encourage Development  
Open Source  
**QlikView 9**

# Simple Sales Process



## **QlikView 9**

- How many end users?
- How many servers?

## **Traditional Enterprise Software**

- How many users?
- How many of those users are developers?
- How many of those users are power users?
- How many of those users are light users?
- How many server users?
- How will you use the software?
- How would you like to pay?
- Will you need to use feature X?
- Etc.

# Characteristics of Enterprise 2.0 Software

- Easy to try
  - Easy to buy
  - **Simple software**
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  - “Un” supported
- Works the way your mind works – Associative Search
  - The right side of Moore's Law
  - Average implementation time, one or two weeks



**1 meeting** proof of concept  
**1 day** implemented



**5 hours** proof of concept  
**3 weeks** implemented



**1 day** proof of concept  
**1 week** implemented

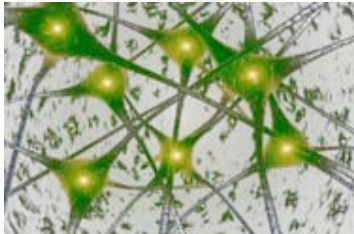


**60 minutes** training time for non-technical users

# A Fundamental Difference

## Patented In-Memory Associative Technology

### What



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

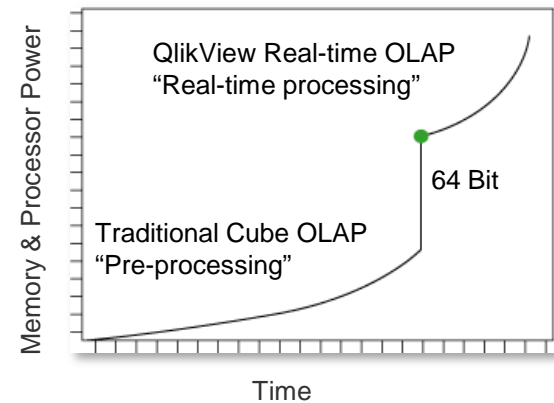
### How



### In Memory

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

### The Power of Simplicity



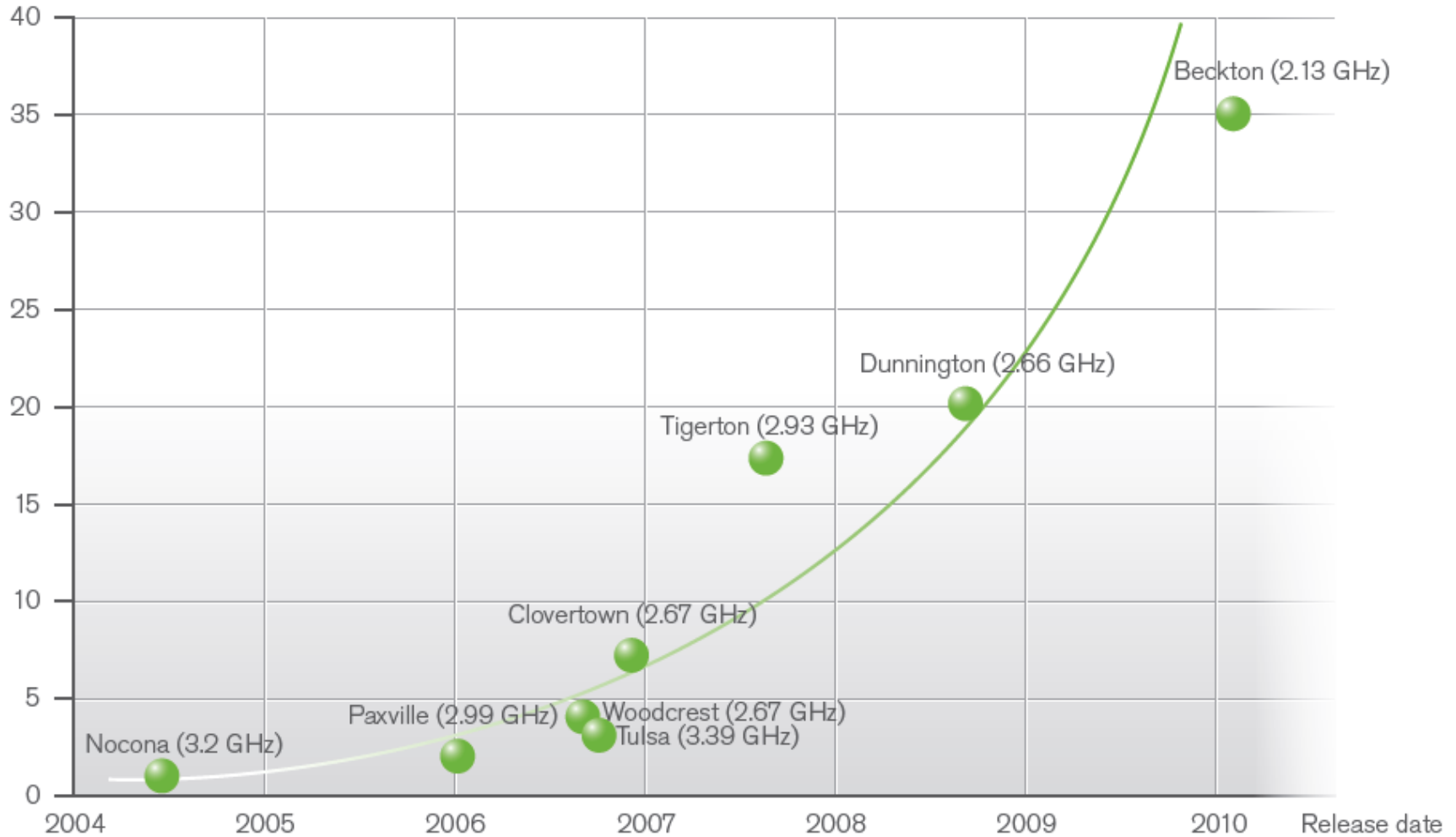
# The KISS Siren



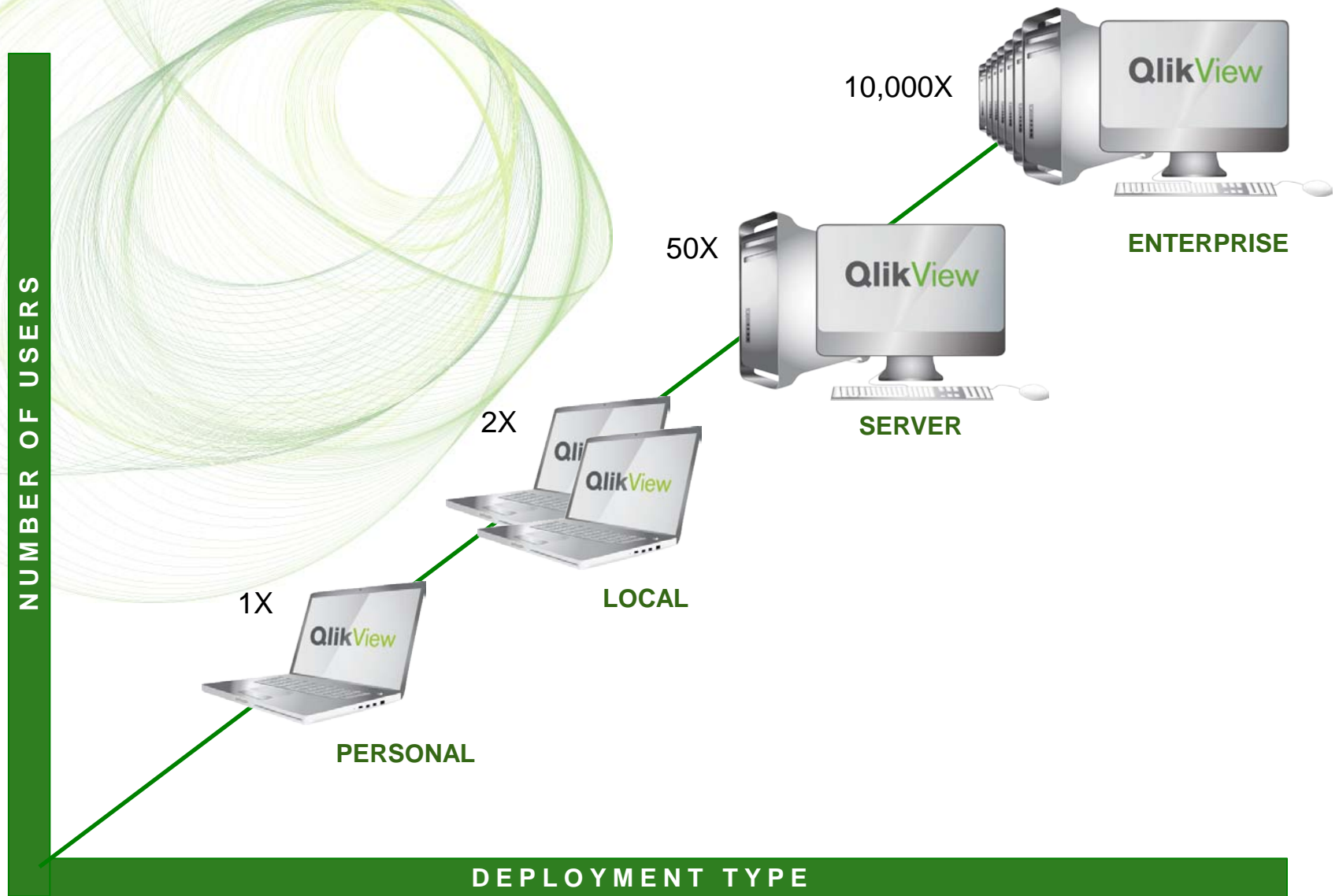
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# QlikView 64-bit Scalability

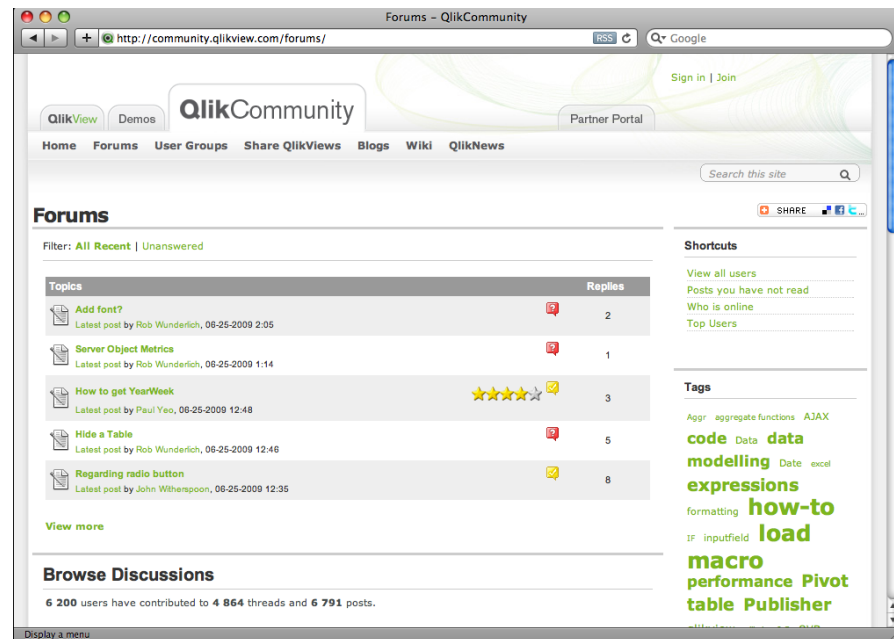


# Any-size Deployments



# Characteristics of Enterprise 2.0 Software

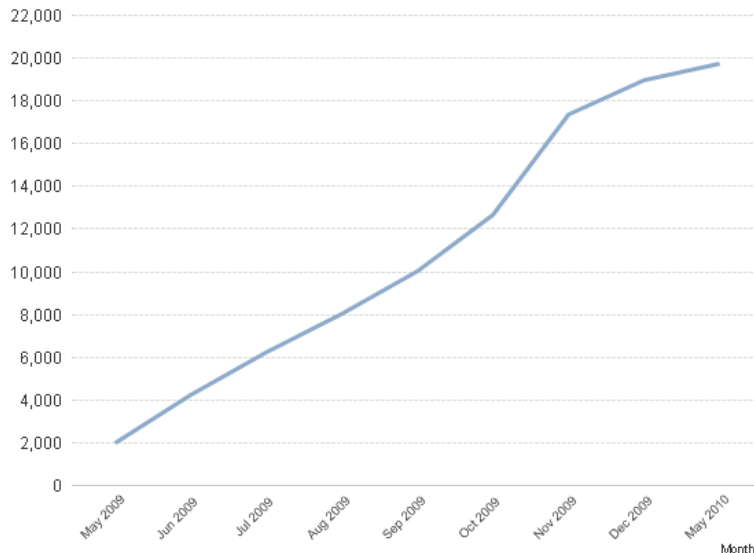
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- Community based support model



# Community Statistics



- 29,000+ members
- 70,000 Visitors/month
- ~500,000 Page views/month
- ~50 new threads/day
- 90,100 downloads shared QlikViews
- 100 average new members each day



## QlikCommunity



Forums



User Groups



Share  
QlikViews



QlikView Blogs



Wiki

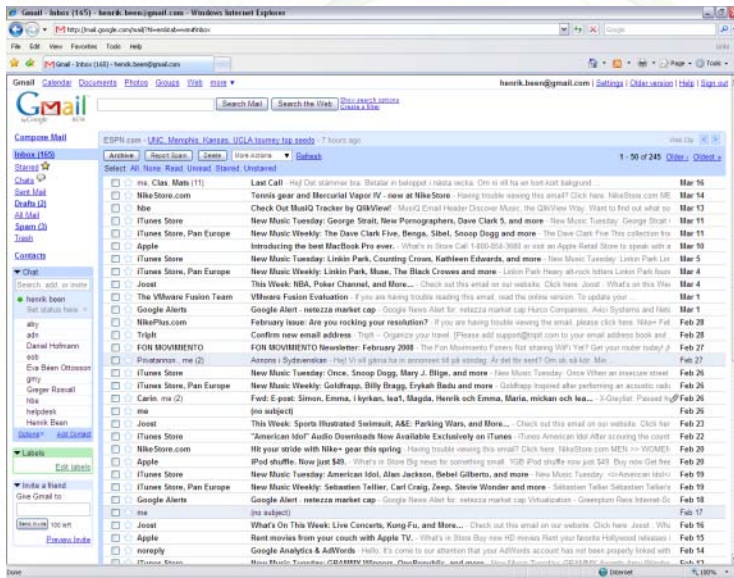


QlikNews

## Key Benefits to QlikView

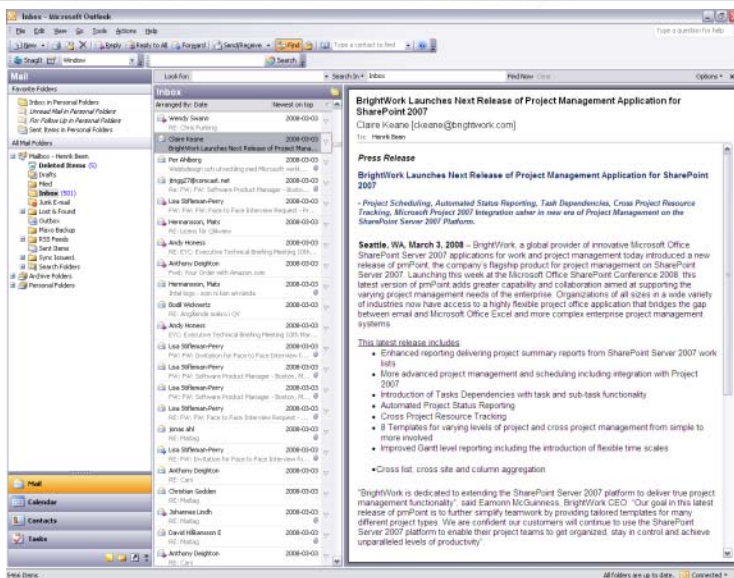
- Provide low-cost user and developer support
- Feedback loop to provide R&D team valuable insight
- Promotion of QlikView to new potential customers
- Self-selecting, low-cost, qualified sales leads

# Gmail vs. Outlook



- All my email, any time, everywhere

- Slick clickable UI
- Search
- Ads delivery
- 24/7 operation
- ...



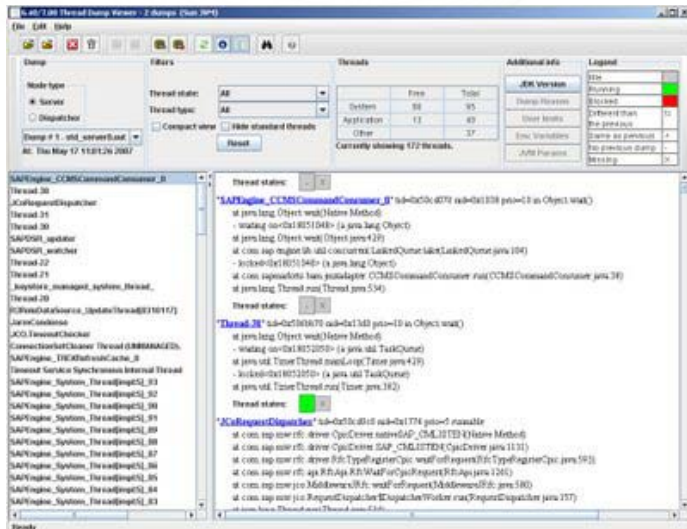
- Reading pane
- SMTP/IMAP support
- Global address book
- Trust center
- Out-of-office messages
- Pluggable framework
- Notes, Journal, Todo
- Mailbox cleanup
- PSTs
- Email Forms
- ...

# Salesforce.com vs. SAP



- Customer Relationship Management, now

- World's largest Oracle DB
- Massive concurrency
- Always live
- Multi tenancy
- Configurable
- ...



- ERP, CRM, BPM, MM, AP, AF, AHHH
- User control
- Process definition
- Required fields
- Workflow engine(s)
- Meta data
- BAPI
- Lists and forms
- ...

# 2009, The Future is Now

- Enterprise 1.0 is dead
- Consumer is the new enterprise
  - Easy to try
  - Easy to buy
  - Simple software
  - Scales up
  - “Un” supported
- One is not enough, all elements must be aligned