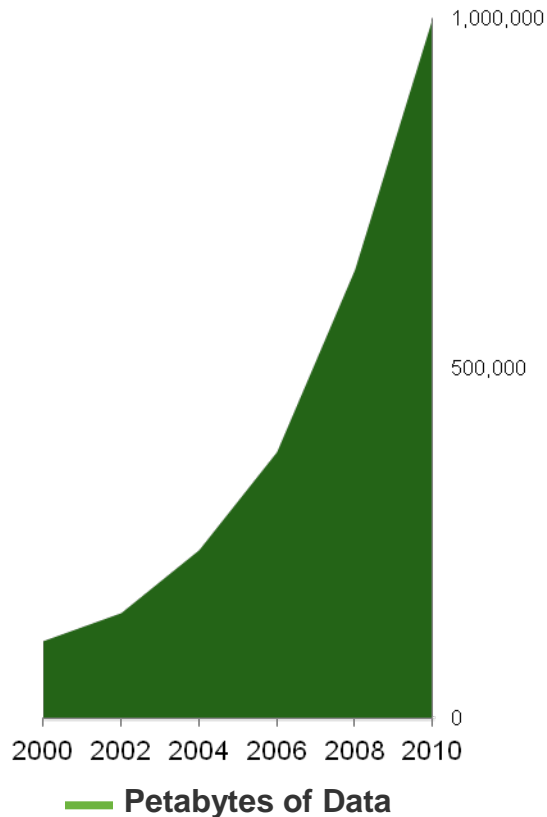


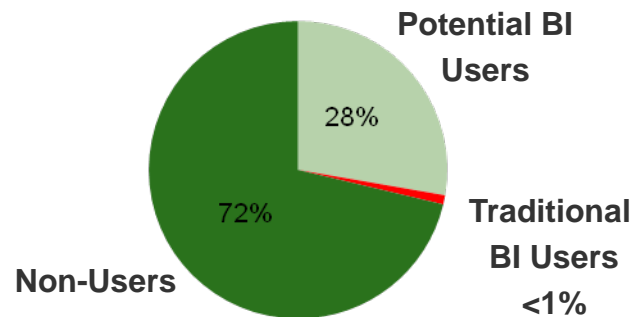
QlikView

# The Industry Challenge

## Explosion of Digital Data



## Limited Access to Powerful Analysis



## Long Time to Get Answers

Industry Average  
Deployment Traditional BI:  
18 Months



Time to Build One Report  
Traditional BI:  
6.3 Weeks

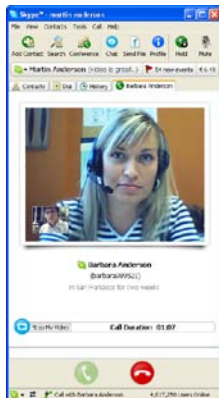


# QlikView: A New Kind of BI Solution

## People Love Intuitive Application Experiences

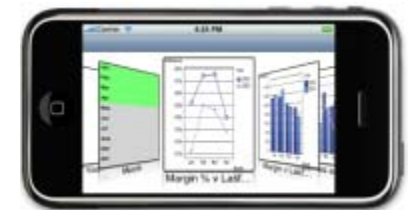


Google Search | I'm Feeling Lucky

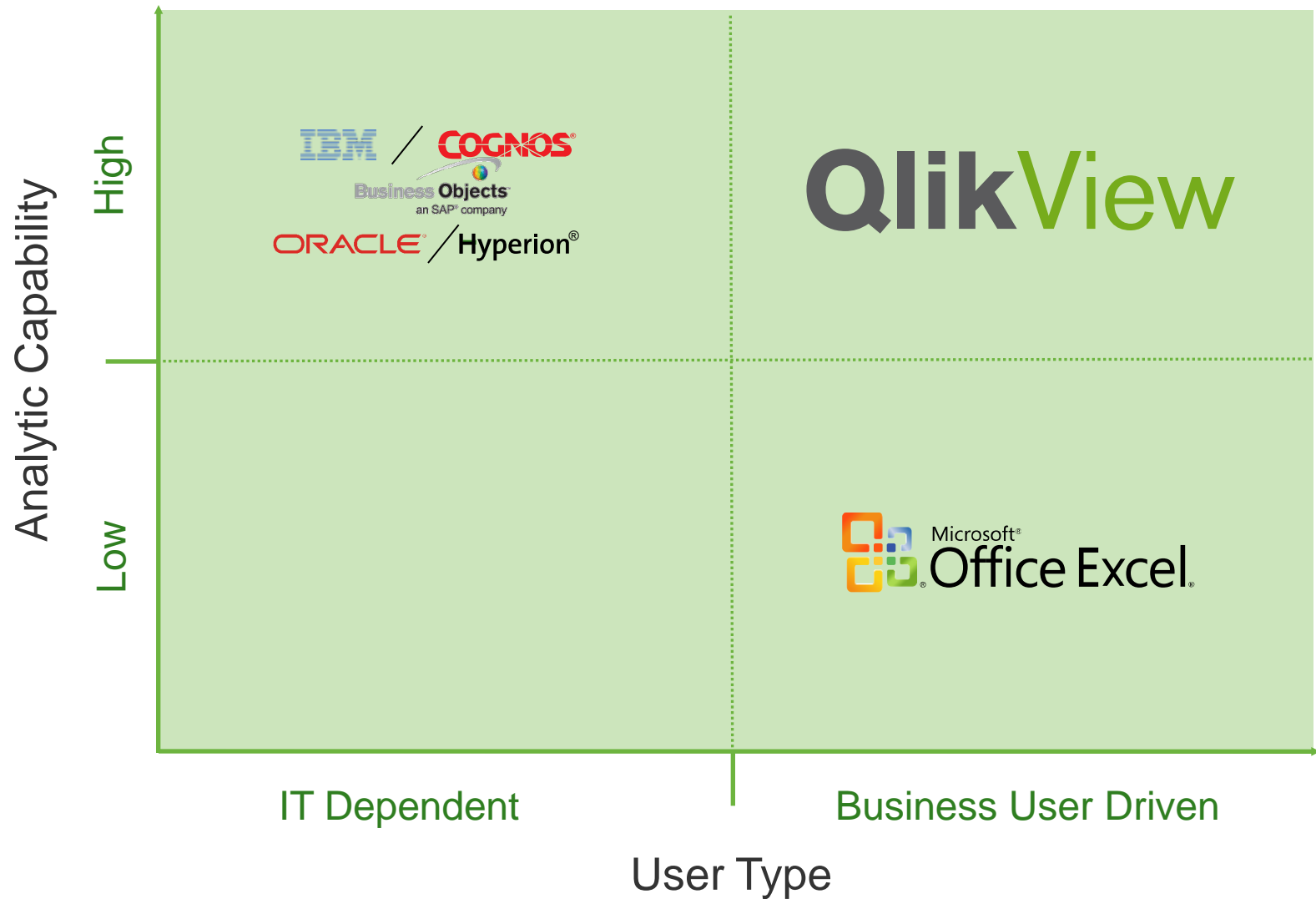


## People Love Using QlikView

- Easy to use
- Real-time results
- Intuitive interface
- Simplifies complex analysis
- Self service with minimal training



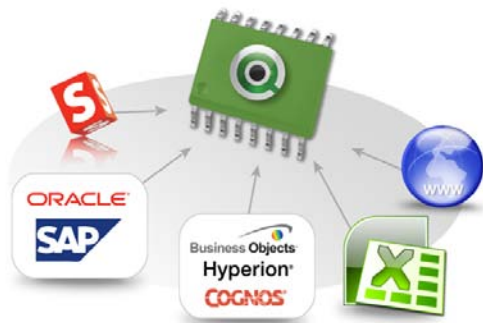
# Disruptive Technology, Power AND Simplicity



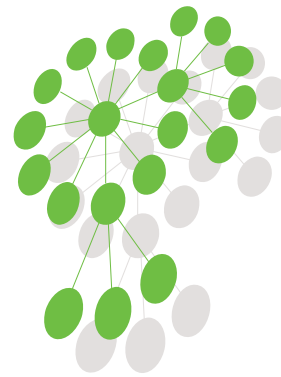
# QlikView: Powerful, Intuitive, Easy-to-Use

**QlikView creates value in organizations through data driven decisions:**

- Consolidates disparate data
- Search data associatively
- Summarize, visualize and analyze the data



**Consolidate**



**Associative  
Search**



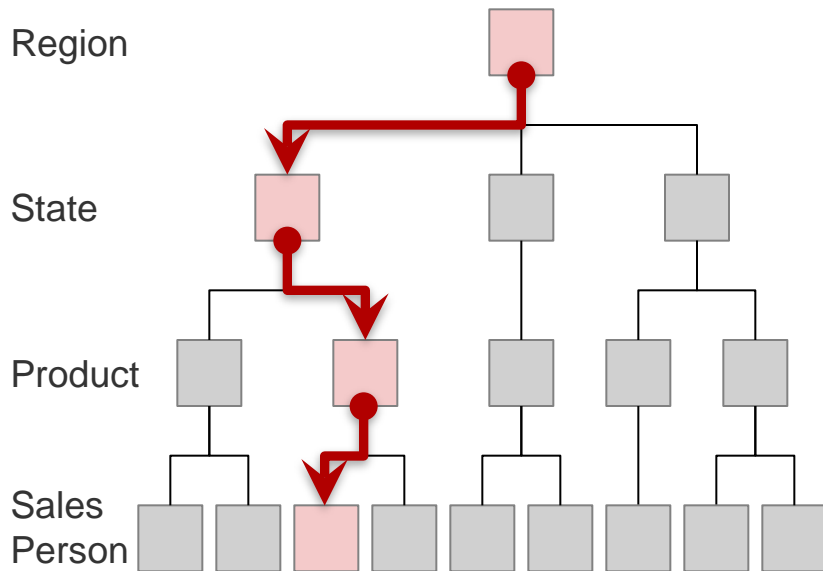
**Visualize**



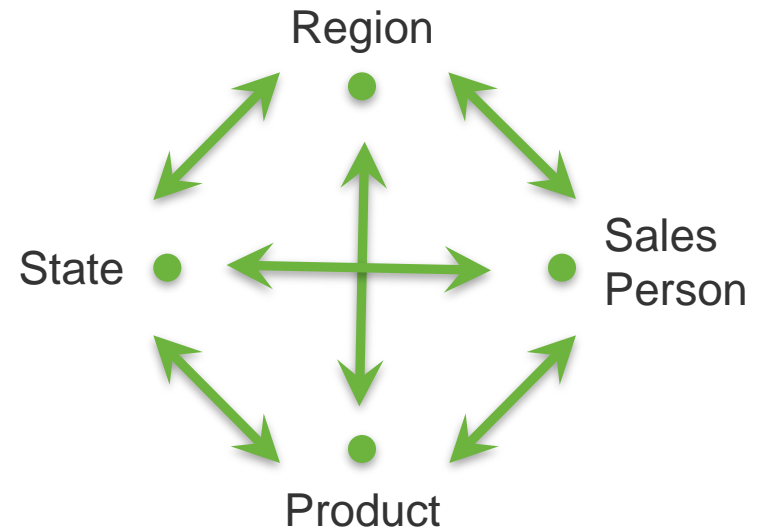
In-memory is an enabling  
technology, but not an  
answer in and of itself...

# Associative Search Puts Users in Control

## Traditional



## Associative



### IT Driven

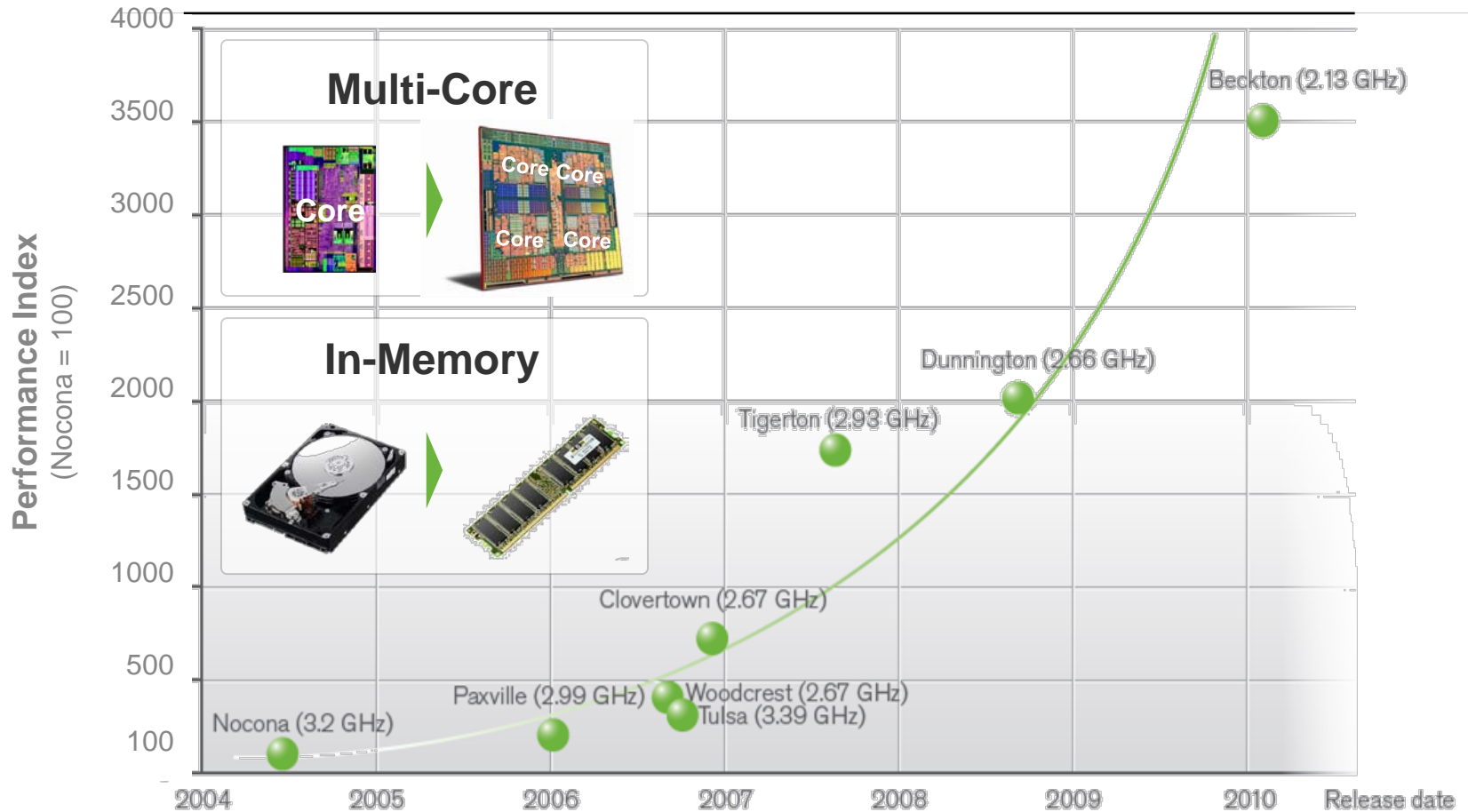
- Linear, pre-defined thinking
- Insights missed in hidden data
- Months to change
- Data-centric

### User Driven

- Follows the user
- All data, always visible
- Minutes to change
- Insight driven

# QlikView's Disruptive Performance

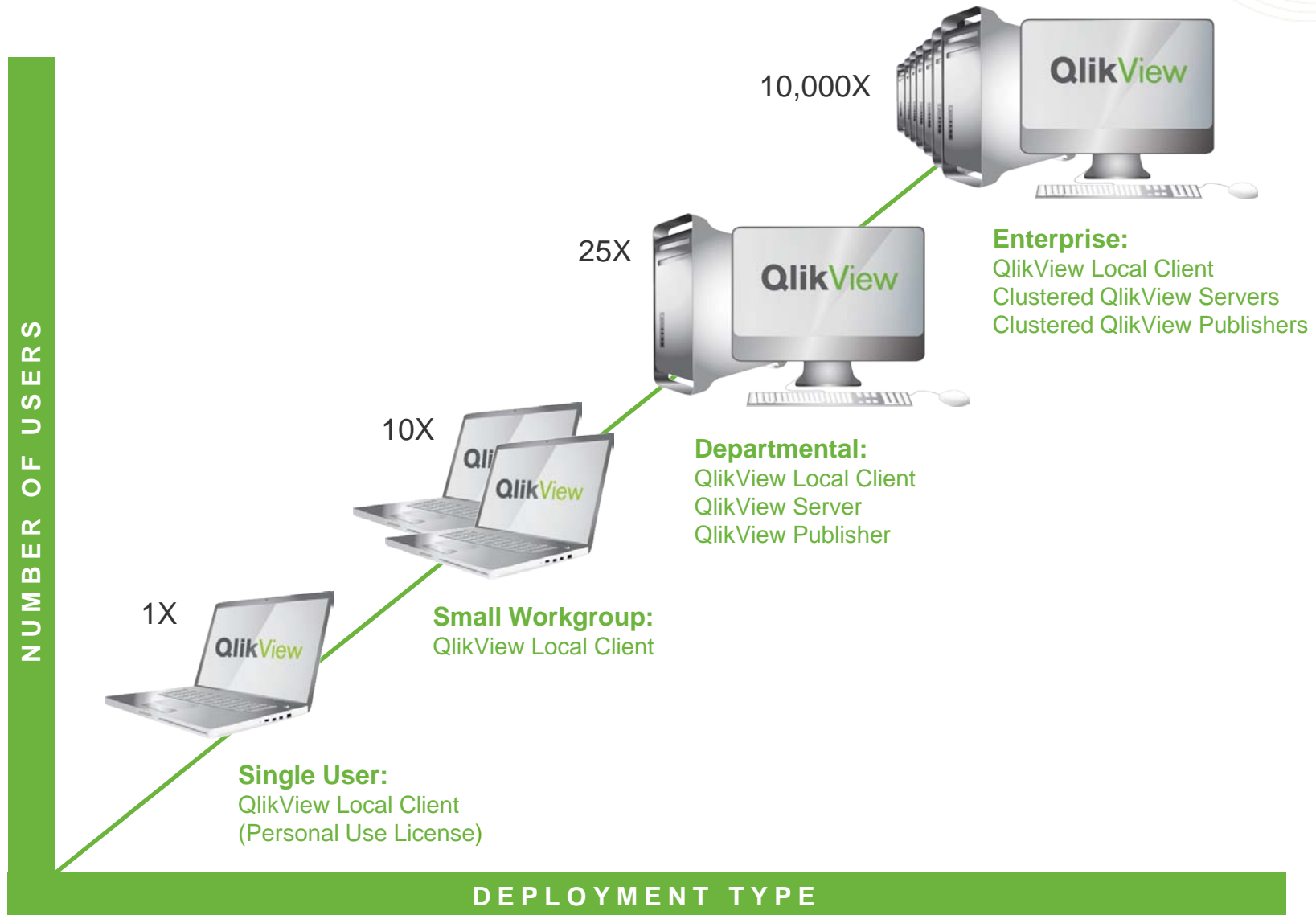
## QlikView Standard Performance Test



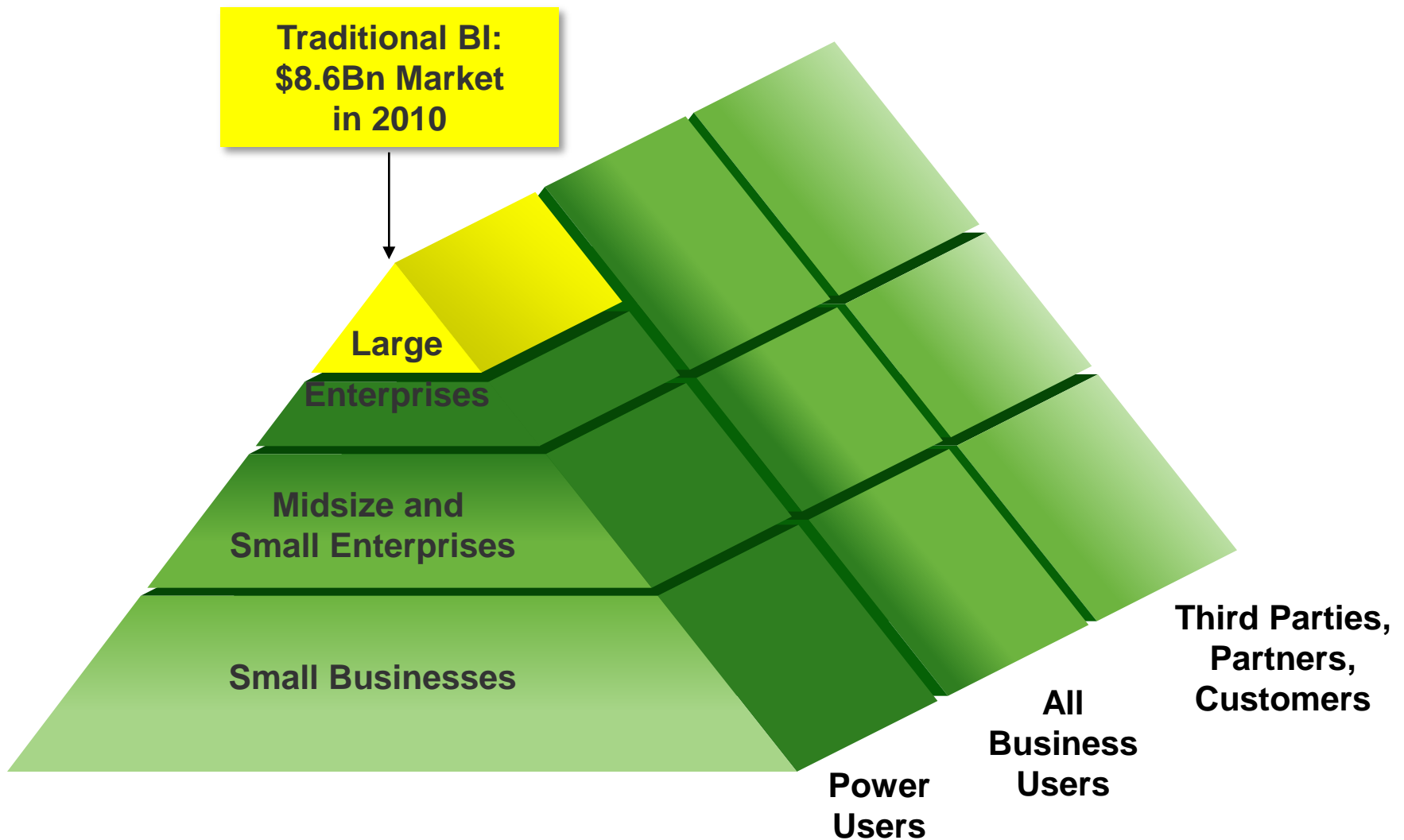


**Seeing is Believing**

# QlikView is a Platform That Scales



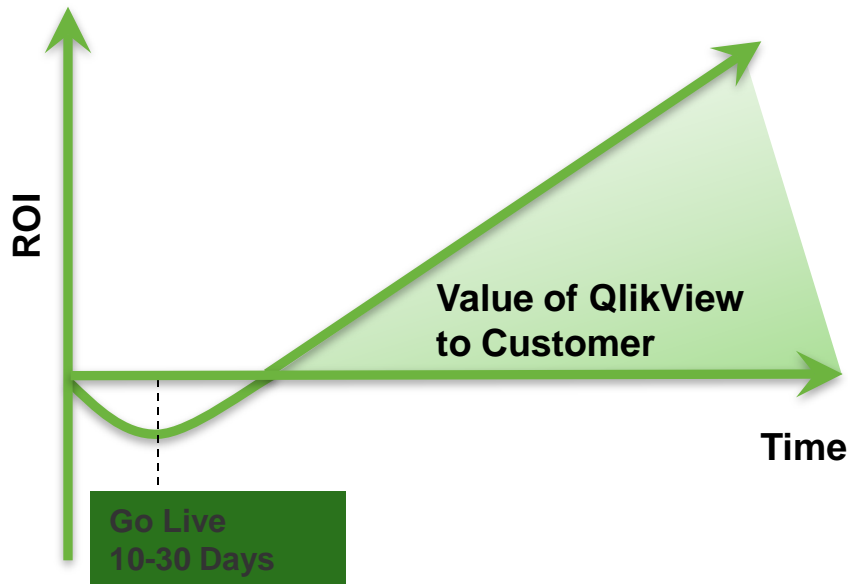
# QlikView Expands Addressable Market



# Unique Business Model Driving Rapid Adoption

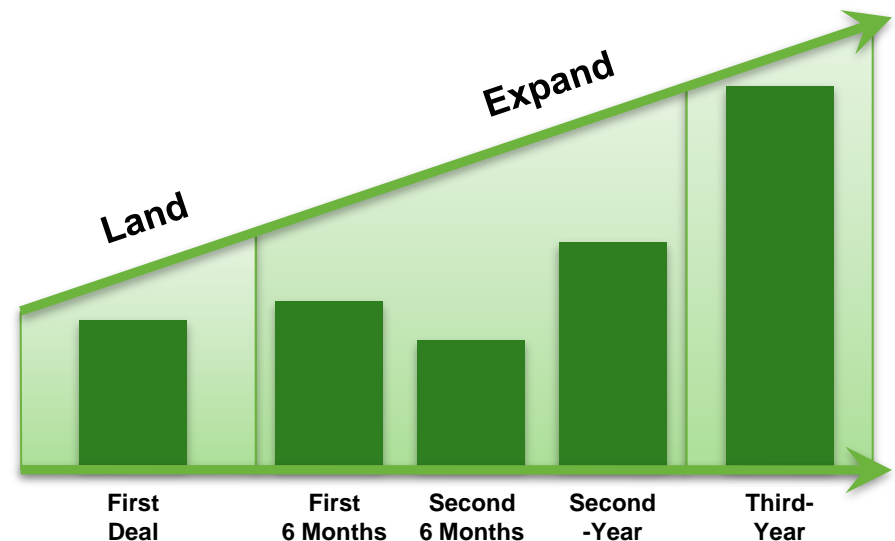
## “Volume and Velocity” Drives Broad Adoption

- Low risk short implementation means shorter sales cycle
- Simple product enables high throughput partner channel



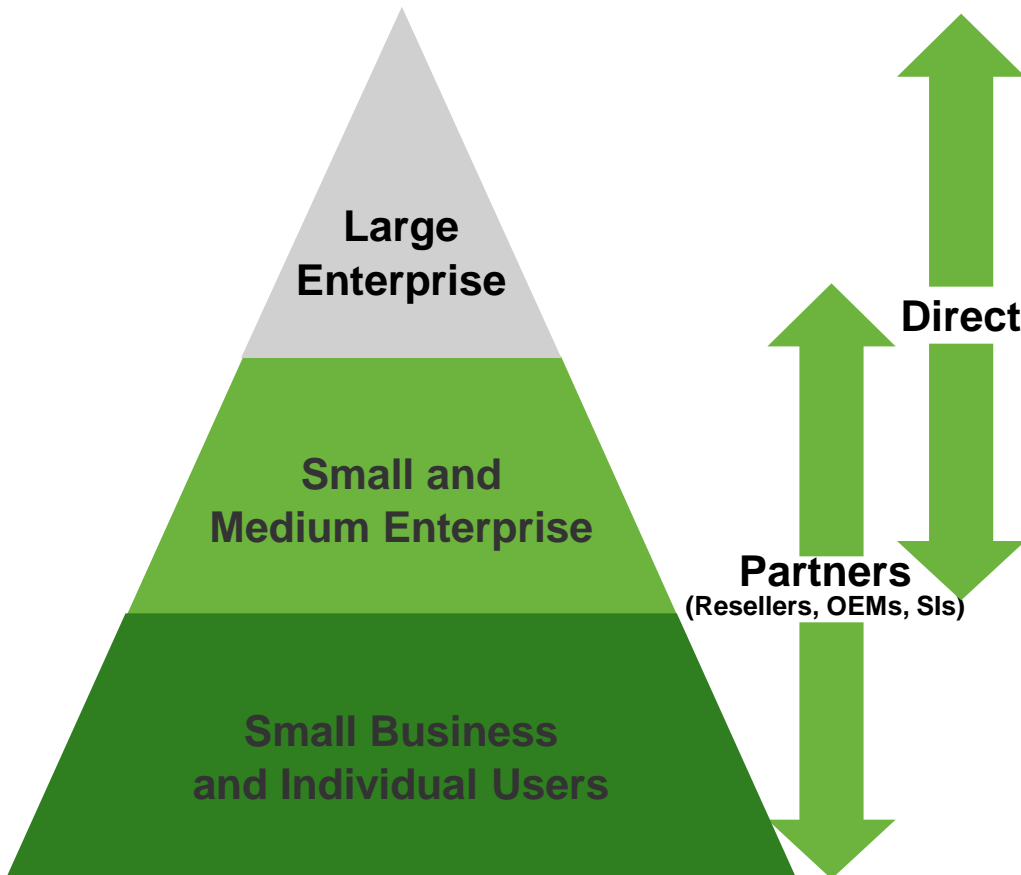
## “Land and Expand” Enables Enterprise Penetration

- “Land” within organization by solving specific business need
- “Expand” use of solution across business units / geos / use cases



# Efficient and Broad Market Strategy

## Segmented Go-to-Market Strategy



## Global Distribution

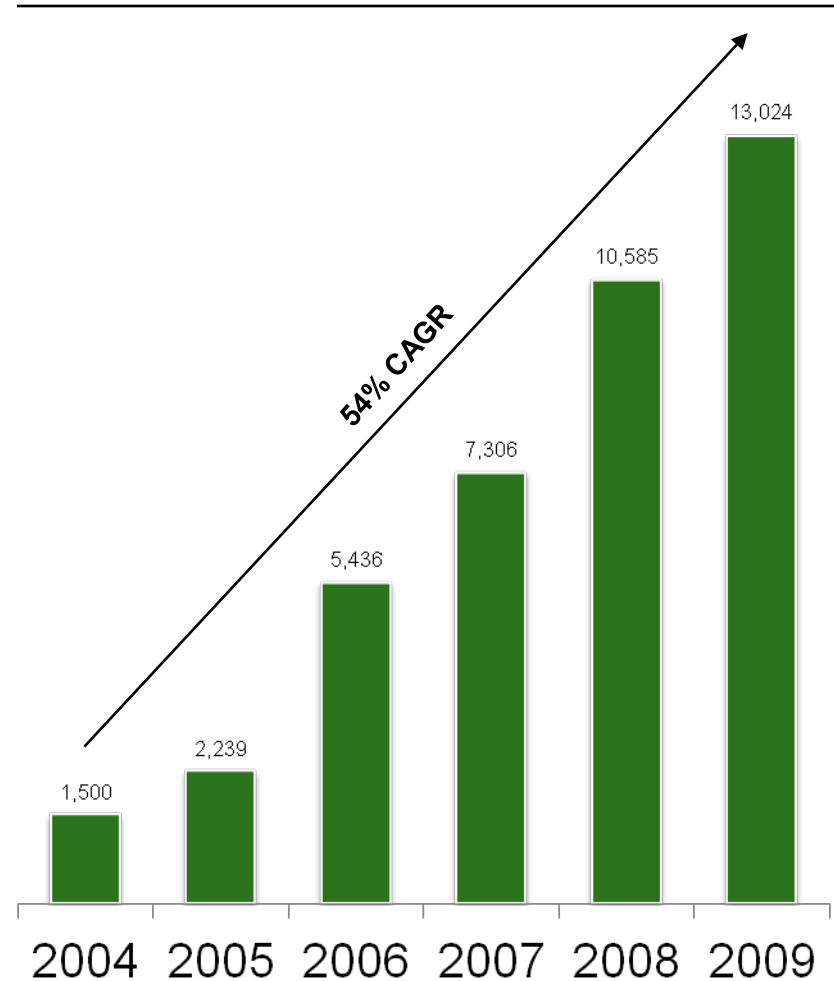
Countries	Direct Presence	Indirect Presence
United States	✓	✓
Japan	✓	✓
United Kingdom	✓	✓
Germany	✓	✓
France	✓	✓
Canada		✓
China		✓
Netherlands	✓	✓
Italy		✓
Australia	✓	✓
Spain	✓	✓
Korea		✓
Switzerland	✓	✓
Sweden	✓	✓
Brazil		✓

Source: Gartner's "Forecast: Enterprise Software Markets, Worldwide, 2009 – 2014, 1Q 2010 Update," April 2010

# Rapidly Growing and Diversified Customer Base

<b>Industrials</b>	<b>Consumer</b>
<b>Energy/Utilities</b>	<b>Tech / Telecom</b>
<b>Financials</b>	
<b>Healthcare</b>	

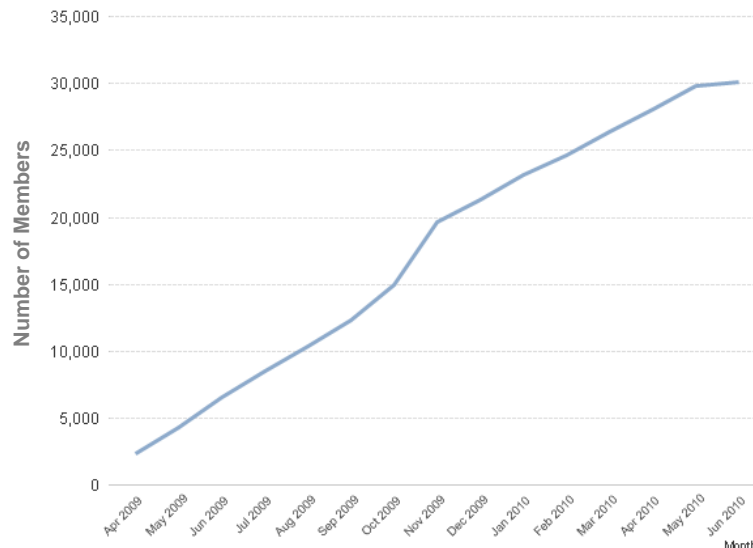
## Customer Growth



# Passionate, collaborative QlikCommunity

## Community Stats

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



## Key Benefits to QlikView

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