

The Consumerization of Enterprise Software: The Answer is Simple

Anthony Deighton, Senior Vice
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

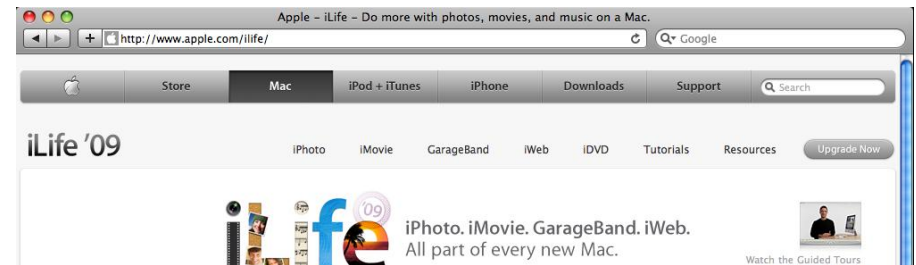


Characteristics of “Consumer” Software

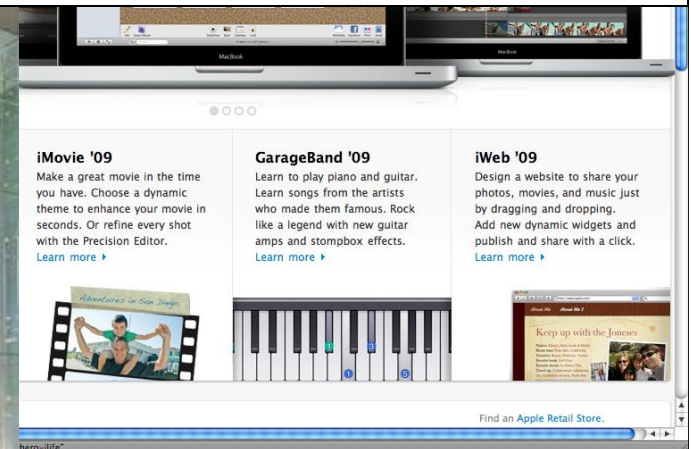
- Easy to try
- Easy to buy
- Simple software
- Scales up
- “Un” supported

Characteristics of “Consumer” Software

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**iPhoto. iMovie. GarageBand. iWeb.
All part of every new Mac.**



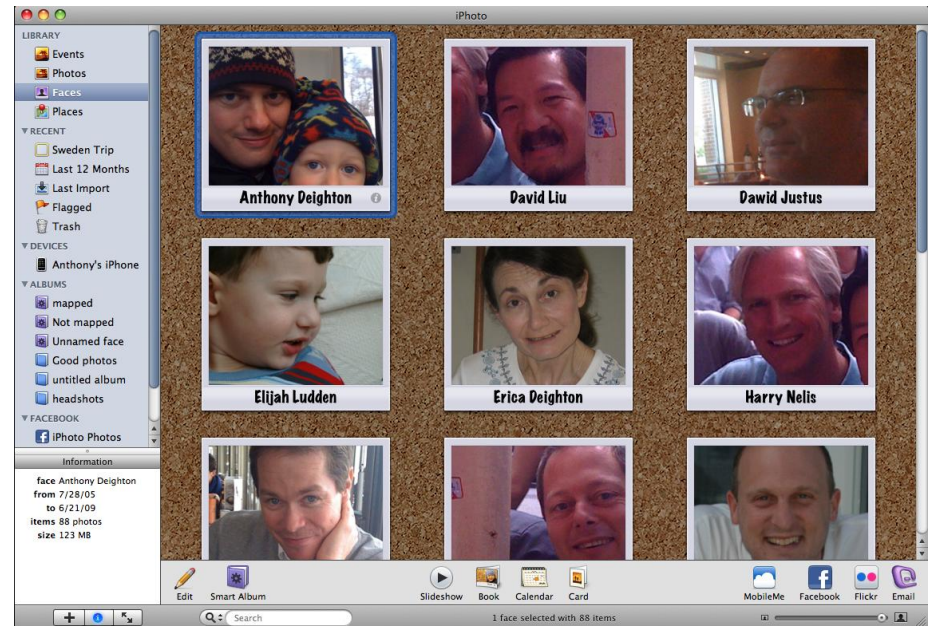
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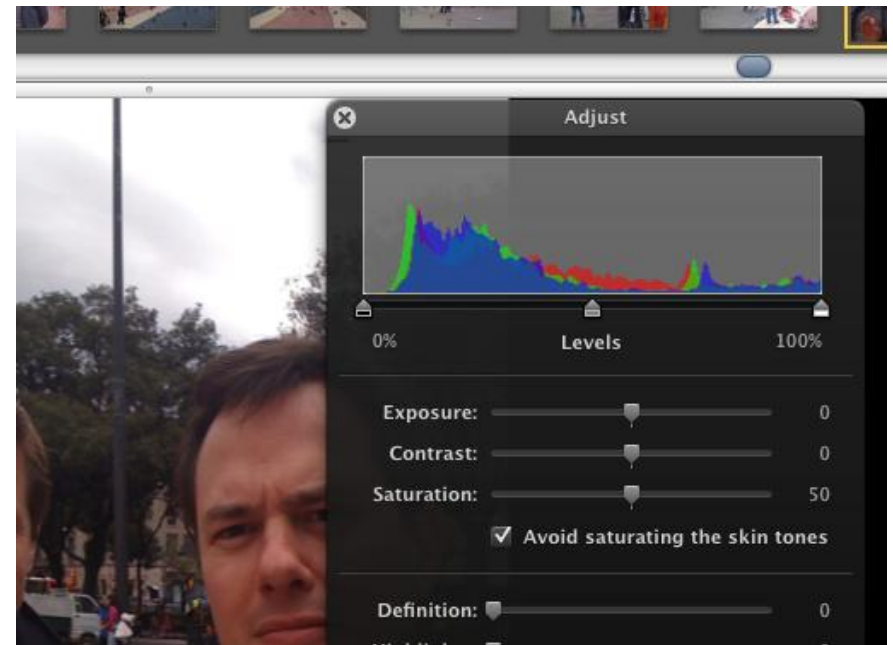
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The image shows two overlapping screenshots from Apple's website. The top screenshot is a forum thread titled "Installing and using iPhoto '09" with 7,718 messages and 1,398 topics. The bottom screenshot is an advertisement for the Apple Retail Store Genius Bar, featuring the text "Got a technical question? Step up to the Genius Bar." and a "Select a State" button.

Topic	Author	Views	Replies	Last Post
i 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 »

Pages: 94 - [1 2 3 4 5 | Next] Messages: 7,718 - Topics: 1,398 - Filter: All Topics

Apple Retail Store - Genius Bar
http://www.apple.com/retail/geniusbar/

Apple Retail Store. Come to shop. Return to learn.

GENIUS BAR

Got a technical question? Step up to the Genius Bar.
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.

The Genius Bar is home to our resident Geniuses. Trained at Apple headquarters, they have extensive knowledge of Apple

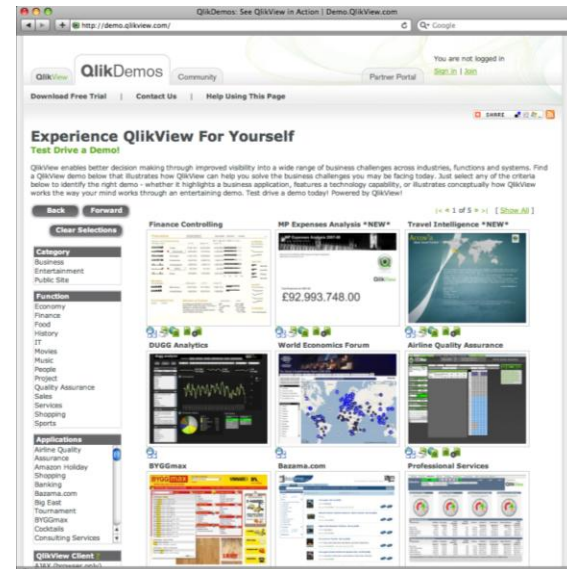
Genius Bar
To make an appointment at the Genius Bar, please select a State

Characteristics of Enterprise 2.0 Software

- Easy to try
- Easy to buy
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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



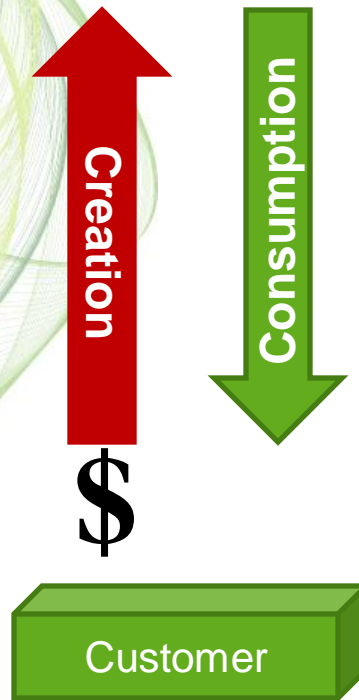
Characteristics of Enterprise 2.0 Software

- Easy to try
- **Easy to buy**
- Simple software
- Scales up
- “Un” supported
- One page price list
- Partner friendly sales model
- 30 day money back guarantee
- Volume and velocity
- Midmarket focus
- From Europe to US

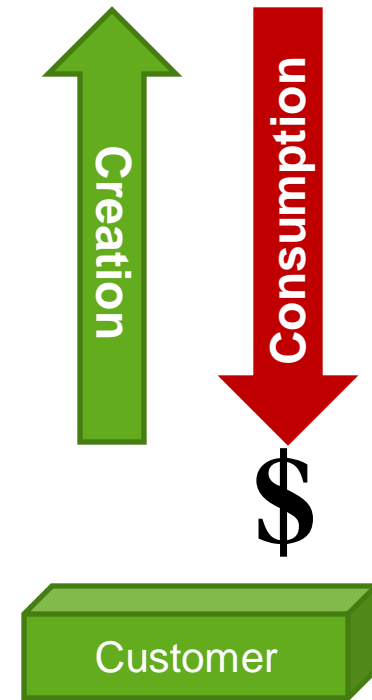
QlikView Pricing



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**
 - Scales up
 - “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

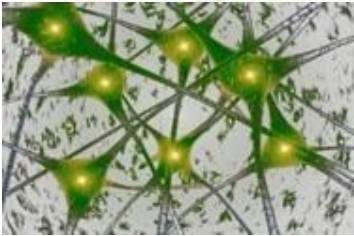


60 minutes training time for non-technical users

A Fundamental Difference

Patented In-Memory Associative Technology

What



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

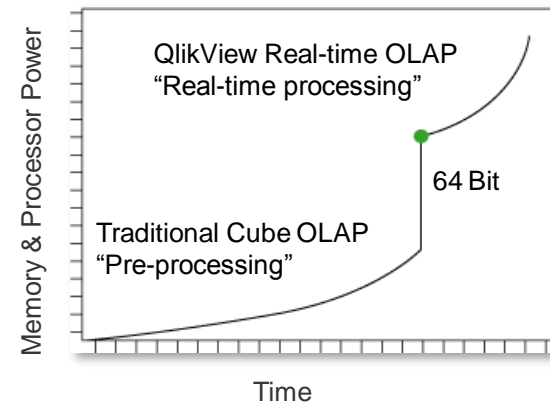
How



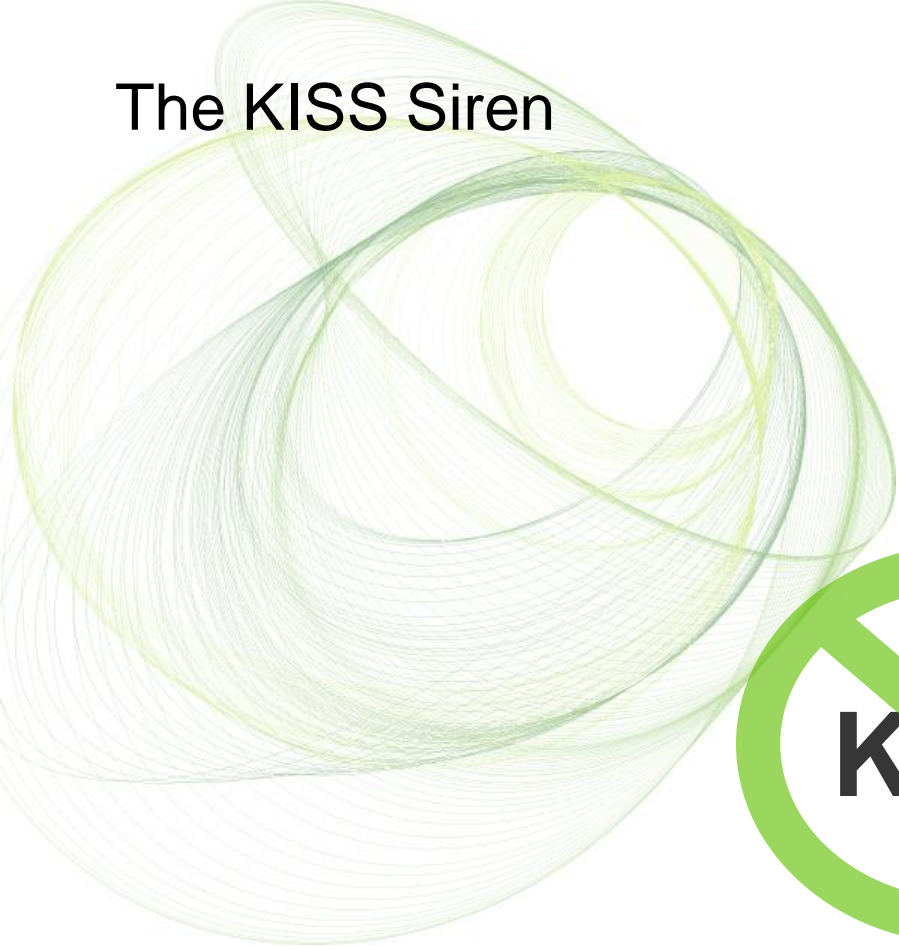
In Memory

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

The Power of Simplicity



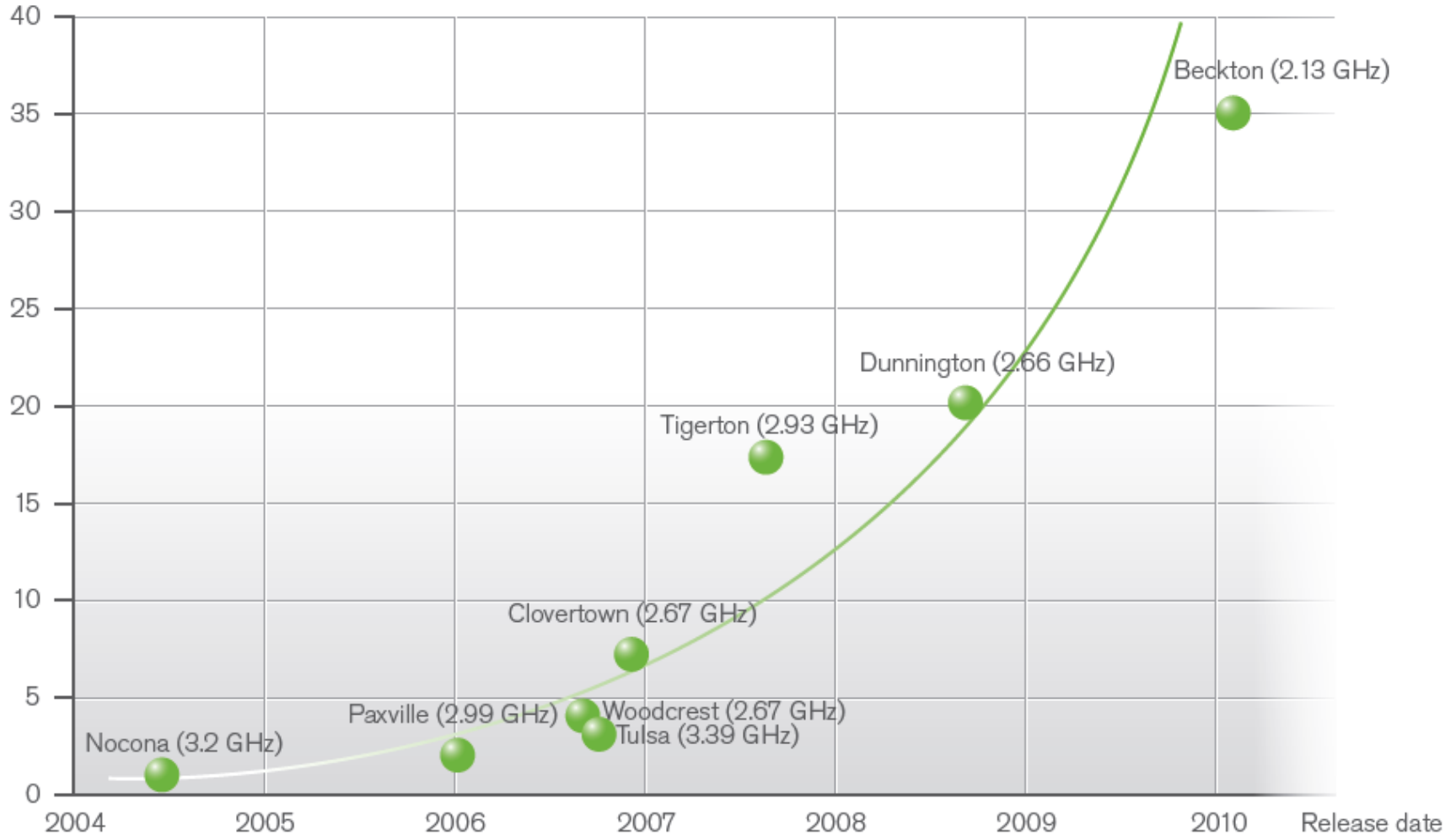
The KISS Siren



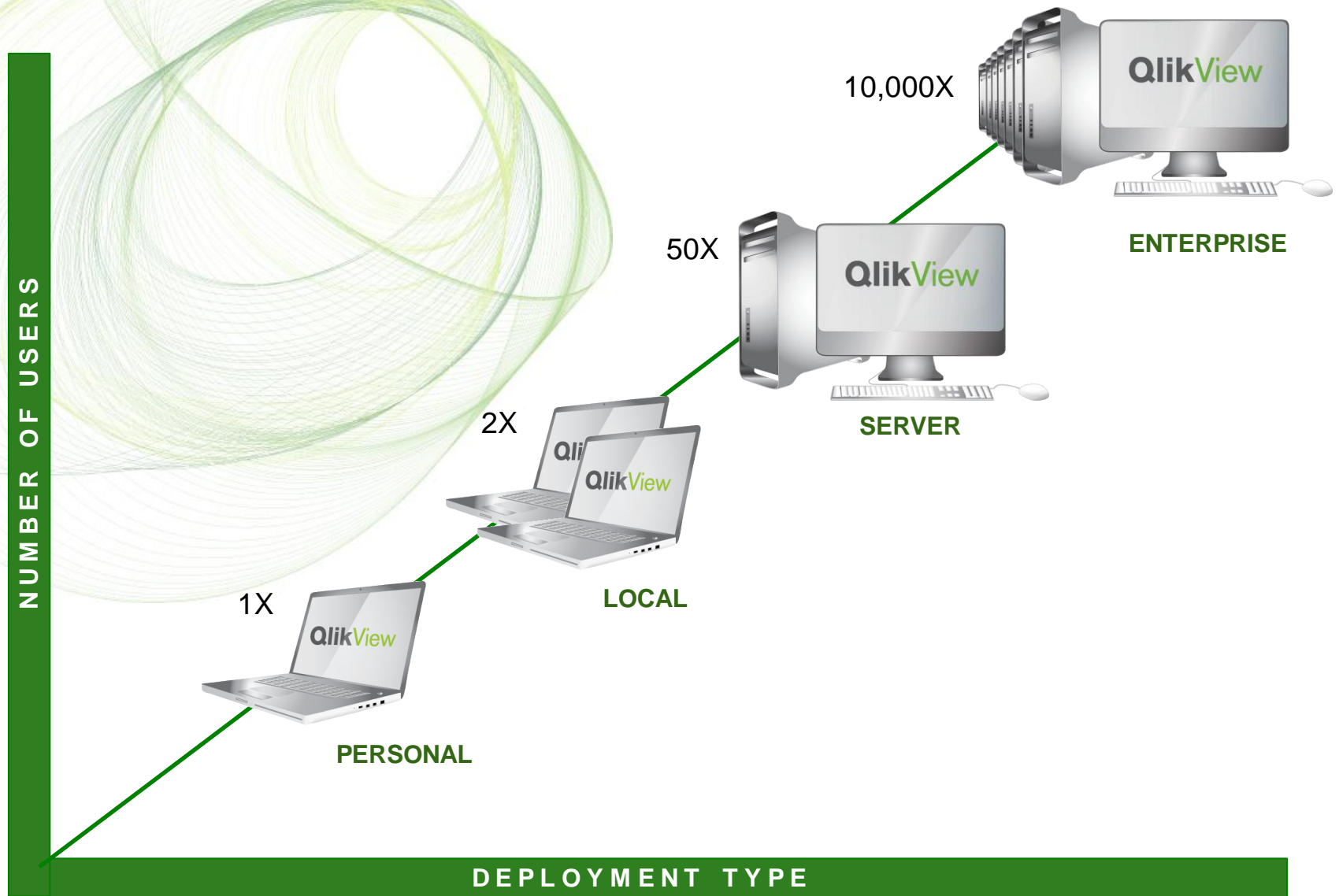
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QlikView 64-bit Scalability

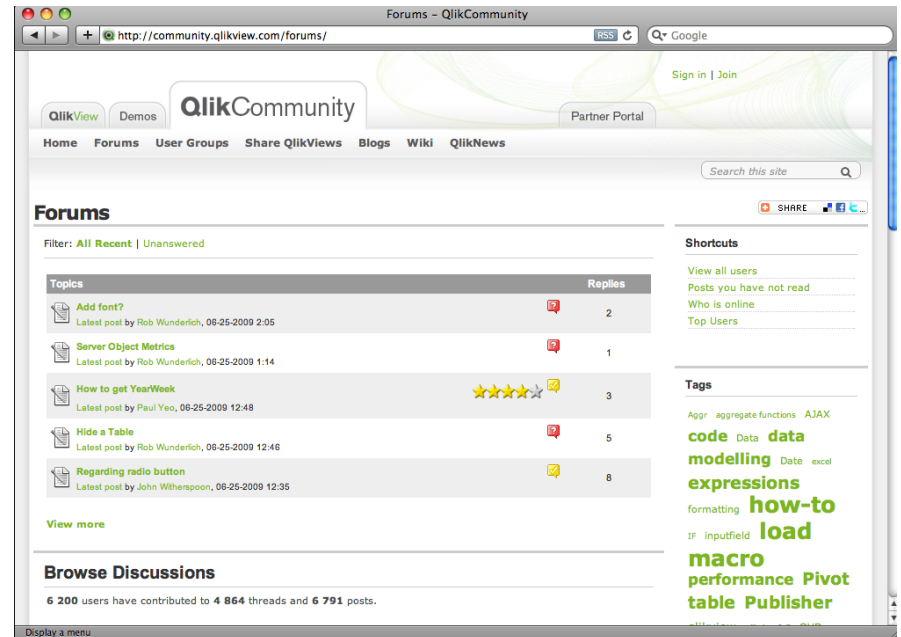


Any-size Deployments



Characteristics of Enterprise 2.0 Software

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 - **“Un” supported**
- Community based support model



The screenshot shows the QlikView Community Forums page. The browser address bar displays "http://community.qlikview.com/forums/". The page features a navigation menu with links for Home, Forums, User Groups, Share QlikViews, Blogs, Wiki, and QlikNews. A search bar is located on the right side of the page. The main content area is titled "Forums" and includes a filter for "All Recent | Unanswered". A table lists several forum topics with their respective reply counts and latest post dates. The table is as follows:

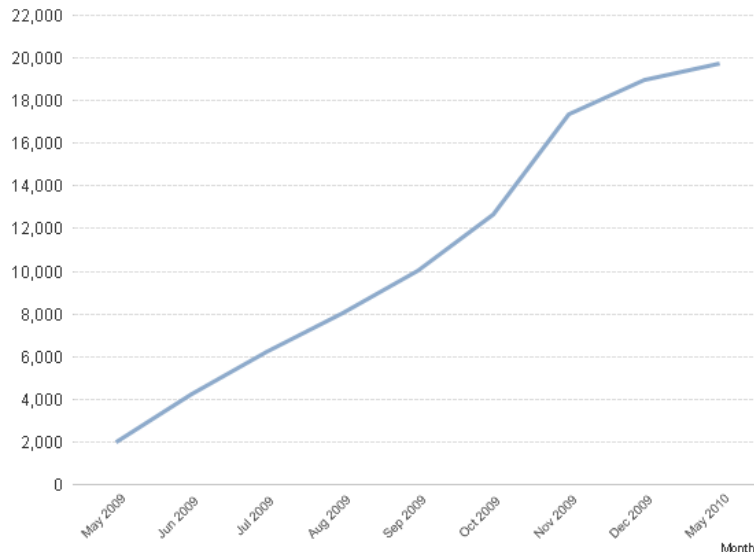
Topics	Replies
Add font? Latest post by Rob Wunderlich, 08-25-2009 2:05	2
Server Object Metrics Latest post by Rob Wunderlich, 08-25-2009 1:14	1
How to get YearWeek Latest post by Paul Yeo, 08-25-2009 12:48	3
Hide a Table Latest post by Rob Wunderlich, 08-25-2009 12:46	5
Regarding radio button Latest post by John Witherspoon, 08-25-2009 12:35	6

Below the table, there is a "View more" link. At the bottom of the page, a section titled "Browse Discussions" states: "6 200 users have contributed to 4 864 threads and 6 791 posts." The right sidebar contains "Shortcuts" and "Tags" sections. The "Tags" section lists various terms such as "code", "Data", "data", "modelling", "expressions", "formatting", "how-to", "load", "macro", "performance", "Pivot", and "table".

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



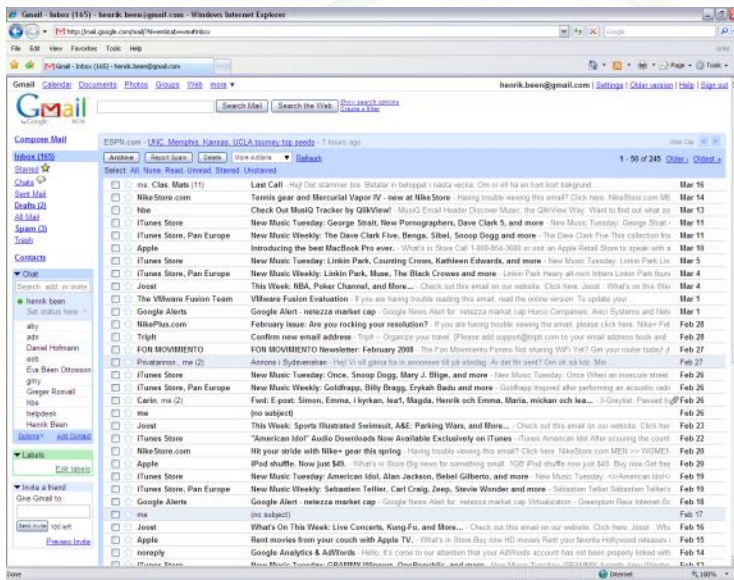
QlikCommunity



Key Benefits to QlikView

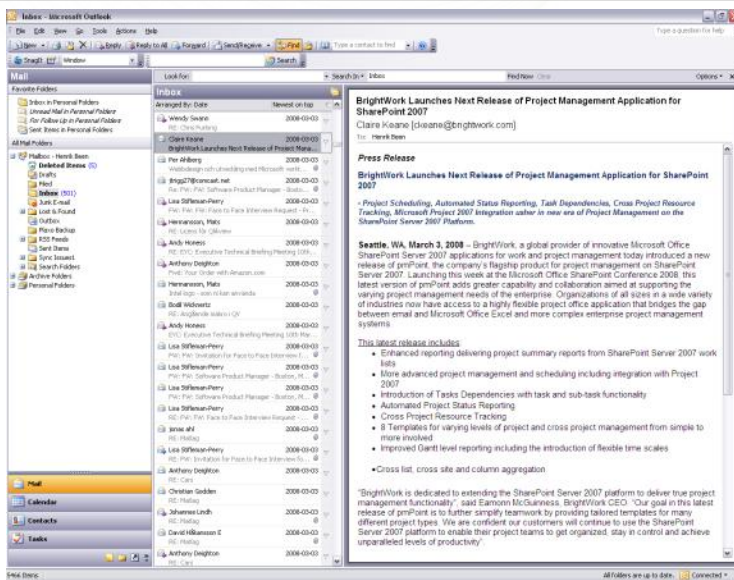
- Provide low-cost user and developer support
- Feedback loop to provide R&D team valuable insight
- Promotion of QlikView to new potential customers
- Self-selecting, low-cost, qualified sales leads

Gmail vs. Outlook



- All my email, any time, everywhere

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



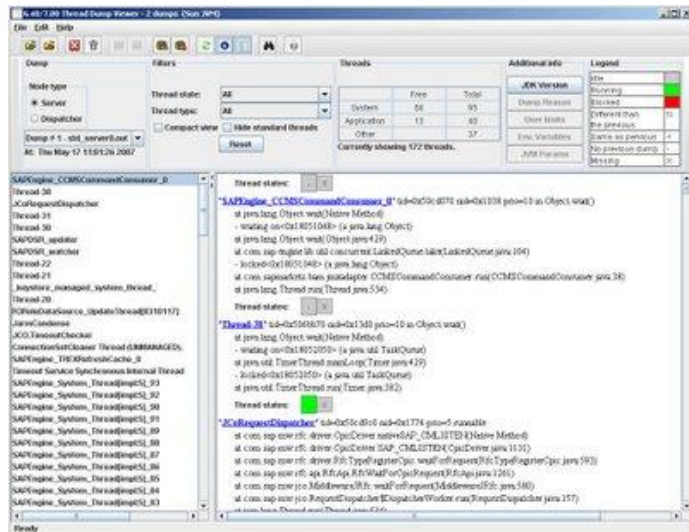
- Reading pane
- SMTP/IMAP support
- Global address book
- Trust center
- Out-of-office messages
- Pluggable framework
- Notes, Journal, Todo
- PSTs
- Email Forms
- ...

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