

QlikView for Information Providers

Making actionable data easier to develop and deliver the way customers want

While providers of information services find ways to improve their processes for data aggregation, integration and storage, data delivery continues to present a formidable challenge. QlikView associative analysis provides a single platform to make research data more usable, timely, and easier to develop and deliver. Using QlikView, information providers substantially increase the productivity of their analysts and their value proposition to customers. Interactive, self-serve analysis “Powered by QlikView” enables analysts and customers to get better answers to more business questions from data – so your product offerings command higher value and wider use within customer organizations.

The data delivery challenge

Customers want timely, actionable data customized to their needs. Static reports, spreadsheets and traditional BI tools delay and limit data delivery – at best, providing a complex interface to data and a limited set of inflexible analysis paths. Information providers need analysis that is faster and more flexible to fulfill customers’ different reporting demands. This would include



improving the timeliness of information, data presentation, capabilities to interact and work with data, and delivering more value to customers for making business decisions.

QlikView solution

QlikView in-memory associative analysis provides a next-generation data delivery platform with an intuitive, easy-to-use interface. QlikView accommodates every type of research offering, including ad hoc projects, syndicated studies, market trackers, social and economic research, multiple-answer surveys and more. It enables analysts and customers to conduct self-serve analysis with near instant response times on billions of records for thousands of end users. QlikView analyzes an unlimited number of dimensions and metrics that can be modified by end users in seconds.

QlikView improves a provider’s capabilities to deliver data according to each customer’s exact needs, and in visual formats that customers can easily understand and use. QlikView works the way the mind works – allowing end users to make business decisions by instantly following their thought paths to wherever they may lead. Customers can explore their data on their own and drill into the underlying details with just a few clicks for quick answers to their unique business questions.

QlikView operates seamlessly with an information provider’s existing

Information Providers Using QlikView

- AktivBo
- Context
- Cornerstone
- Epsilon
- GfK Indicator
- IFR Monitoring
- Infodata
- PAR
- Prismant
- RSI Retail Solutions
- Schober Information Services
- Sports Data Hub
- TNS
- Wolters Kluwer Health
- WorldAPP
- Zyme Solutions

applications for data collection, integration, storage, etc. It can be deployed in weeks (often in days), learned in minutes and changed in an instant. New customer applications can be developed quickly by analysts themselves and rapidly deployed – reducing both the time and cost to deliver more robust and actionable data to customers.

Dozens of information services providers have turned to QlikView for differentiating data presentation and delivery, spanning high-technology and consumer electronics, health-care, financial services, media, retail, travel and other industries. They use QlikView to increase their value proposition to customers with interactive, self-serve data analysis, while enabling their information services companies to:

- Derive and deliver more business value from data
- Increase responsiveness to market changes and customer needs
- Accelerate time to market with more user-friendly products
- Drive new revenue sources
- Enhance customer satisfaction
- Acquire new customers

Growing Business with QlikView

Customer data delivery

QlikView dashboards, analysis and reporting with full drill-down capabilities can be delivered on-premise or in SaaS models through standalone applications, web pages and emails. QlikView increases access to core data not just for analysts but for customers as well. Data delivery can be customized to each customer's exact needs with capabilities for customers to easily interact with the information on their own for business decisions. They get better answers to more business questions from your data – so your product offerings command higher value, and even wider use within their organizations.

Customer self-serve data analysis

When your data is “Powered by QlikView” analysis, your customers get the answers they want with a click of the mouse. They can easily slice, dice and investigate data on their own, intuitively, and in ways not possible with static reports, spreadsheets or traditional BI tools. QlikView associative analysis works the way the mind works – allowing customers to make data associations and follow their thought paths to wherever they may lead. They can ask questions relevant to their unique needs

that not even expert analysts could anticipate – and get answers on the spot.

Information services platform

QlikView deploys easily as an AJAX, Java, or plug-in client, or customer application to fit or expand any information provider's existing business model and product offerings. Customers can be up and running with graphical data views and leading-edge self-serve analysis capabilities within minutes. Minimal training can be done via web tutorial, phone or emailed instructions for immediate usability by customers.

Information provider solutions

Using QlikView, providers of information services can consolidate and simplify data delivery on one platform for every type of research service: ad hoc projects, syndicated studies, market trackers, social and economic research, multiple answer surveys, and more. QlikView's real-time analysis improves capabilities for more timely data updates and rapid response to new customer requirements. QlikView's scalability allows solutions to be delivered to the largest and smallest customers in the same way.

QlikView ecosystem

Partnerships with other leading technology companies such as Hewlett-Packard (Neoview), Informatica, Kalido,

Netezza, Sybase (IQ) and others help optimize QlikView solutions for rapidly managing massive data volume well into terabyte ranges. Analysis for thousands of projects and customers can be handled with ease. More than 10,000 enterprise customers and hundreds of OEM and system integration partners form part of the growing knowledge base supporting leading-edge solutions and new innovations with QlikView.

High-speed development

Rapid implementation and applications development, coupled with flexible OEM licensing programs and partner support, accelerate time to market and create new business opportunities that otherwise would be too expensive to consider. The same QlikView analysis can be developed once and used online, offline, embedded or delivered as an .exe executable to create more customer centric-offerings across applications and data delivery channels.

Delivering differentiating value to customers

Leading information providers worldwide become “Powered by QlikView” for data delivery that defines their differentiating value to customers. By doing so, they earn higher customer satisfaction, new sources of revenue, and greater opportunities to expand their market footprint.

