# QlikView
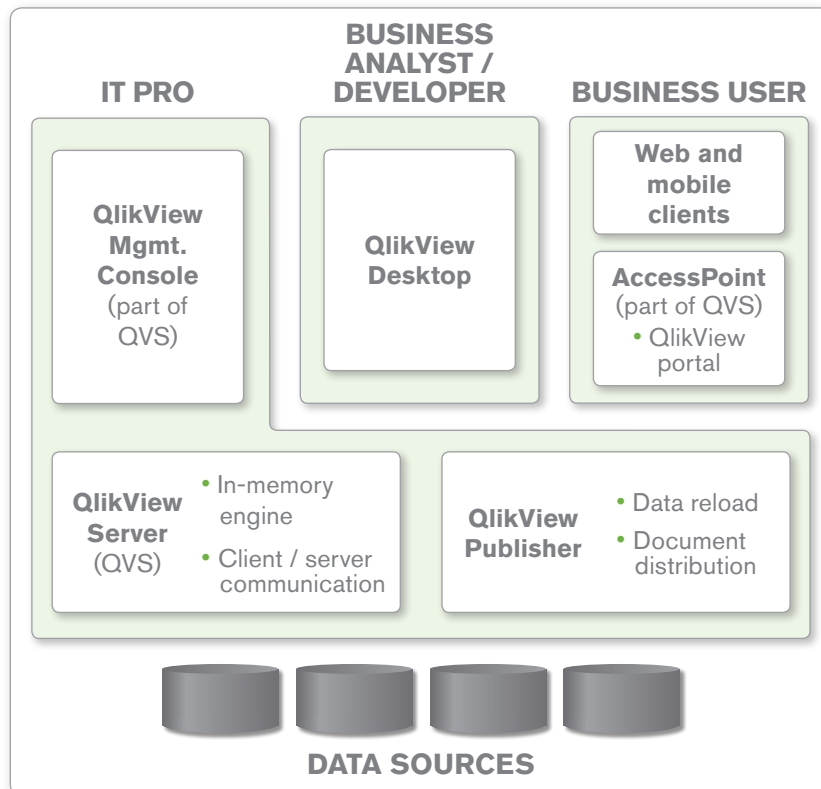
# THE QLIKVIEW PRODUCT FAMILY

QlikView is the world's first associative, in-memory Business Discovery platform. It enables business users to assemble data from multiple sources, explore it, make discoveries, and uncover insights that enable them to solve business problems in new ways. QlikView works the way the mind works. Users conduct searches and interact with dynamic dashboards and analytics from any device. They ask and answer streams of questions on their own and in groups and teams. They forge new paths to insight and decision.
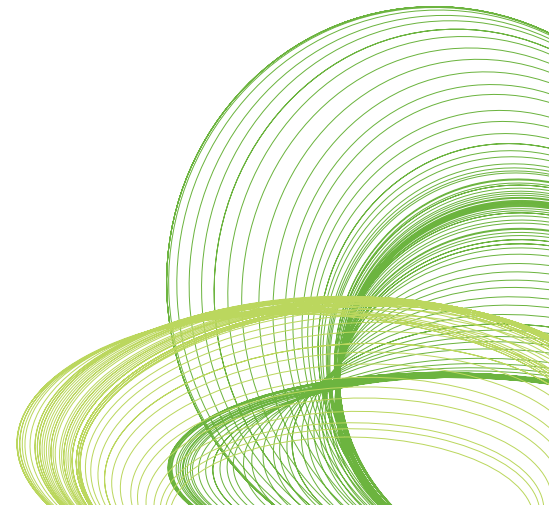
QlikView is a single product that has multiple components for use by people in various roles: business users, business analysts / BI application developers, and IT professionals.

**The QlikView Business Discovery Platform**



## USER-CENTRIC INTERACTIVITY

Ask your own questions and formulate your own insights in a simple and straightforward way. Type any word or phrase and get instant results that illuminate relationships in data sourced from various systems. Dive into your data with comparative analysis. Preserve a record of decisions with in-app annotations. Visualize data any way you want: charts, tables, maps, graphs, and list boxes. Click anywhere for more detail. Remix and reassemble data in new views and visualizations.

qlikview.com

# QlikView

## AN ASSOCIATIVE USER EXPERIENCE

Gain unexpected insights and make discoveries by clearly seeing how data is associated. See not only what data is associated — but what data is *not* related. Conduct direct and indirect searches across all data anywhere in the app — globally or within a single field. Make a selection and instantly see all fields filter themselves based on your selection. The data related to your selection is highlighted in white while unrelated data is highlighted in gray.

## QLIKVIEW FOR BUSINESS USERS

QlikView business users primarily interact with the QlikView browser and mobile clients — though they can also use QlikView Desktop.

### QLIKVIEW BROWSER CLIENTS

QlikView users access apps running on QlikView Server via a browser-independent, download-free Ajax client or a Microsoft Internet Explorer plug-in. With QlikView browser clients, business users experience the same true Business Discovery that they get with QlikView Desktop. They can see in an instant what data is related to their selections—and what data is not associated. They can collaborate with others and preserve a record of decisions with in-app annotations. They conduct direct and indirect searches — globally or within a field.

With QlikView browser clients, users can ask a business question, create a chart to find the answer, make selections to see associations, and then change the chart or create a new one instantaneously. They can invite others to a collaborative session, during which all participants can share selections and test scenarios to better uncover insights and solve problems.

Because users are working against the server image of a QlikView app, rather than downloading an app to their local machine, all are working with the same app and data. Any modifications a user makes to that document (e.g., a new graph or chart) can be shared with others, but are still tied to the server image — not a local image of the document.

### QLIKVIEW ON MOBILE

Mobile Business Discovery enables organizations to incorporate the physical environment into decision-making — to get insight "on location." QlikView on mobile delivers true Business Discovery and the full power of QlikView to the mobile device — including the associative experience, interactive analysis, access to live data, and search.

At no additional license cost, QlikView 11 delivers full mobile functionality for iPad and Android tablets and small-screen devices such as Apple iPhone and Android phones. Using a browser-based, build once / deploy anywhere approach, QlikView on mobile takes full advantage of native mobile gestures and features while providing centralized security, scalability, and manageability.

# **Qlik**View

## QLIKVIEW FOR BUSINESS ANALYSTS AND BI APPLICATION DEVELOPERS

To create apps, business analysts and BI application developers primarily use QlikView Desktop and QlikView Workbench. They can integrate with SharePoint-based portals and collaboration sites using QlikView web parts for use with Microsoft SharePoint®. They connect to data sources using standard interfaces, an open QlikView format for non-standard sources, and a set of direct connectors to some of today's most popular business systems.

### QLIKVIEW DESKTOP

QlikView Desktop is a Windows application that is a single point of interaction for extracting and transforming data, designing analytics, and building dashboards and reports. Using QlikView Desktop's intuitive interface, developers create SQL-like scripts (augmented by wizards) that power the collection and transformation of data from multiple sources into an associative model. Designers choose the best visual representations of the data from a wide array of available options — including custom-built and third-party visualizations.

QlikView enables the rapid construction of apps ranging from simple, single-graph depictions of data to secure, multi-tabbed, multi-user, multi-faceted viewpoints of an enterprise. QlikView analysis can be packaged according to the user's needs, including deep-dive analytics, intuitive dashboards, and broad-based reporting. With QlikView, users can test and prototype with their data, learning all the while, without taking their eyes off the data or interrupting their thought process.

### QLIKVIEW WORKBENCH

QlikView Workbench is a Microsoft Visual Studio® plug-in that developers use to create powerful, web-based QlikView extensions. It is a drag-and-drop web integration toolkit that combines the flexibility of a powerful QlikView API (application programming interface) with the easy-to-use, drag-and-drop Visual Studio integrated development environment. QlikView Workbench also includes a Visual Studio template to help content developers quickly and easily get started building powerful QlikView extensions.

**Qlik**View

## QLIKVIEW WEB PARTS FOR USE WITH MICROSOFT SHAREPOINT

QlikView web parts for use with Microsoft SharePoint® enables users to embed QlikView content in SharePoint portals and applications. It's as easy as choosing the QlikView object web part from the SharePoint web parts library and changing its properties to point to the QlikView document and object (e.g., specific chart, graph, list box, etc.). With QlikView web parts for Microsoft SharePoint, users can create mashups that place analytics and related content side by side in a collaborative environment that is familiar to users.

## QLIKVIEW DATA CONNECTORS

Out of the box, QlikView can connect to data sources that adhere to standards such as ODBC (open database connectivity) and XML (extensible markup language), as well as to Microsoft Excel. Developers can use the open QVX (QlikView data exchange) format for importing non-standard data sources into QlikView. QlikView also provides direct connectors to some of today's most popular business applications and platforms.

## QLIKVIEW CONNECTOR FOR USE WITH SAP NETWEAVER

Using QlikView, organizations complement their centralized SAP reporting capabilities with instant, user-driven analysis, allowing decision-making at the speed of business. The QlikView Connector for Use with SAP NetWeaver® enables SAP users to perform quick, flexible, visual, ad hoc analysis and reporting. QlikView combines data from SAP® R/3®, mySAP™, SAP BW, and BEX queries with data from non-SAP systems. All of this data is available to users with a single click.

QlikView also offers out-of-the-box QlikStart templates for a range of SAP modules including Sales and Distribution (SD), Materials Management (MM), Project Systems (PS), Production Planning (PP), Human Resources (HR), Controlling (CO), and Finance (Account Receivable (AR), Accounts Payable (AP), and General Ledger (GL).

# QlikView

## QLIKVIEW CONNECTOR FOR SALESFORCE.COM

The QlikView Connector for use with Salesforce.com® enables content developers to create QlikView apps that utilize Salesforce.com data, and to merge this data with data from other systems. This connector works on the desktop or with apps deployed on QlikView Server and accessed through the browser — including on mobile devices. The QlikView Connector for use with Salesforce.com is available as a free QlikView add-on.

## QLIKVIEW INFORMATICA CONNECTOR

Many organizations use a data warehouse to secure a single source of data and meet compliance and governance requirements. To facilitate agile and high-performance reporting requirements, organizations can use the QlikView Informatica® Connector to extend the value of the data warehouse by producing QVX files that can be directly read into QlikView. This alleviates the need for a reporting data mart.

## QLIKVIEW FOR IT PROFESSIONALS

QlikView administrators interact with QlikView primarily through QlikView Server and its subcomponents.

## QLIKVIEW SERVER

QlikView Server ensures a single version of the truth across an organization. It provides a simple way to ensure everyone has access to the latest data and analysis. QlikView Server delivers enterprise manageability with role-based administration to ensure that only those who have permissions to use data can access it. QlikView Server plugs into existing security infrastructure to keep data fully protected. Users can access apps hosted on QlikView Server through any of the supported Windows, browser, or mobile clients. Administrators manage the environment with the web-based QlikView Management Console.

## QLIKVIEW WEB SERVER

QlikView Server ships with the built-in QlikView Web Server. Customers can use this server or swap it out for Microsoft IIS (Internet Information Server). QlikView Web Server includes AccessPoint, which is a portal through which users can search for, discover, "favorite," and rate apps.

**QlikView**

## QLIKVIEW PUBLISHER

QlikView Publisher, an add-on to QlikView Server, ensures that the right information reaches the right user at the right time in the right format. QlikView Publisher automates the data refresh process and delivers complete control over the distribution of QlikView analytic content. Publisher ensures that apps are distributed securely to the right users and groups and that PDF reports are distributed on time. (Distributing PDF reports to users requires the optional QlikView PDF Report Distribution add-on module.)

To learn more about the QlikView Business Discovery platform visit us on the web at www.qlikview.com.

---

[1] Gartner found that QlikTech was among the data discovery vendors that most often supported interactive dashboards and ad hoc analysis, sometimes with complex types of queries. See the March 29, 2011 Gartner report, "BI Platforms User Survey, 2011: Customers Rate Their BI Platform Vendor Cost of Ownership." (Report available only to Gartner subscribers, or for purchase.)

[2] Aberdeen found that QlikView customers were able to deliver dashboards at a per-user cost that was roughly three quarters that of the best in class. See the August, 2010 Aberdeen research brief, "QlikView Customers Outperform the Best-in-Class with Dashboards." You can download the report in its entirety here: http://qlik.to/mQ3IYu.