



The QlikView Advantage

Simple and Flexible
Business Intelligence
for the end-user

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Overview

Business Intelligence (BI) software supports two primary functions as part of broader performance management issues faced by organizations. BI is focused first on information delivery and second on supporting the decision making through ad-hoc query, analysis and data modeling.

BI tools for delivering reports to decision makers have been widely available for decades and are becoming functionally commoditized. Delivery of reports in static form or with visual cues for quickly understanding performance metrics (or dashboards) is a relatively clear-cut task for the IT department. Providing an ad-hoc query and analysis environment with the flexibility and simplicity demanded by end users, along with reports and dashboards on the same platform, however still remains a challenge.

Today, only 15% of management-level decision makers are confident that the majority of reports and dashboards developed in their organization deliver relevant data to the right people at the right time. In delivering data to end users the IT department must anticipate the queries that would likely be conducted and develop data models for data warehouses and related online analytical processing (OLAP) cubes accordingly. Data visualization, interactivity, and user access administration options further compound the complexity of delivering relevant and reliable data to the end users.

Palaash addresses the need for self-service query, reporting, and ad-hoc analytics of organization through QlikView. QlikView's unique approach to query and reporting allows business users to conduct complete ad-hoc analysis and create their own dashboards without the limitation of prebuilt cube data models. QlikView enables true free-format analysis through a highly interactive and visual user interface on compressed data. For IT departments, QlikView provides a self-service BI solution that frees the developers to manage such administrative tasks as data integration and user access rights management rather than address the constant requests from individual BI users. The end-user has increased visibility into more accurate data in a flexible interface, whether offline or online, that supports both decision making and information delivery requirements. Palaash's data modeling and implementation expertise coupled with the new technology paradigm presented by QlikView greatly simplifies analysis and reporting, making it easier for end users and faster for IT to deploy.

Benefiting from QlikView

Organizations of all sizes around the world have had positive experience using QlikView. Most scenarios involved organizations that had inadequate or nonexistent query, analysis, and reporting tools and needed to improve decision making capabilities of end users inside and outside the organization. Benefits include the following:



Speed and ease of implementation and development

Implementation of QlikView can occur rapidly. The software can be setup in hours. QlikView production implementation times (including all steps, from proof of concept to final deployment and training) ranged from 20 days to three months. In many cases end users themselves have built analytic applications in less than a week's time once they had access to the data model.

Ease of use and increased support of end-user ad-hoc analysis

End users need a simple but powerful way to navigate through organizational data. One of the reasons spreadsheets have remained popular BI tool is their ease of use and flexibility that allows the end user to create his own analytic application without waiting for his requests to be implemented by IT department. QlikView provides intuitive and flexible interactive interface with added capability to handle large data volumes that are beyond current spreadsheets capabilities. The result is reduced maintenance costs and improved time to decision and end-user satisfaction. This also drastically reduces the cost of creating, maintaining and delivering reports.

Eliminating the need to develop OLAP cubes and pre-aggregation of data

This is the single biggest advantage of paradigm of in-memory analytics over legacy analytics application development. Although it is possible to write ad-hoc reports that query the detailed level of data warehouse it is rarely practiced because of poor query performance. To remedy this problem, IT organizations typically build a data layer optimized for query performance. This data layer takes one of two forms: de-normalized star schemas or multidimensional OLAP cubes. The main aspect in either approach is to build specialized data structure that improves query performance by aggregating information and performing calculations in advance. Organizations have invested huge amount of time and money to build this performance layer and this is currently the single biggest point of failure of BI initiatives. The failures have been because of following challenges:

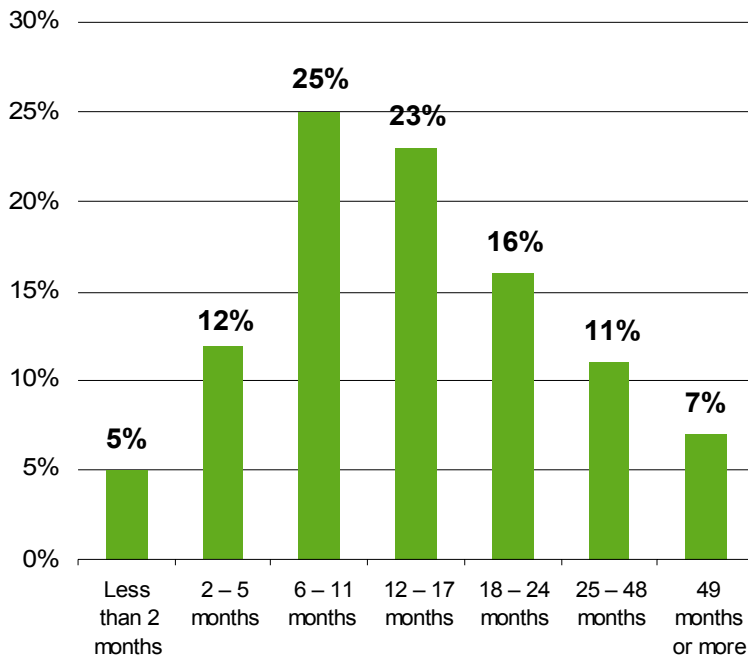
- The requirement of building an aggregate layer in advance diminishes the promise of self-service BI. Users must wait for their IT organizations to build the performance layer before analyzing the data. In addition, users are limited to explore only the specialized data structures if they expect to maintain good query performance.
- The aggregate layer must be re-calculated with updated data. IT organizations frequently complain that this process can take several hours and, therefore, diminishes the freshness of the information.
- Building and maintaining the aggregate layer takes a significant amount of IT resources that could be applied to more productive activities.

QlikView circumvents these problems by loading detailed data into memory where calculations are performed "on the fly" at query time. QlikView not only retrieves data faster, but it also performs calculations on the query results much faster than disk-based approaches. With QlikView the end-user



can freely explore detailed data in an unfettered manner without the limitations of a cube or aggregate table to receive good performance.

Following diagram gives an overview of time required for developing these aggregation layers across different BI initiatives of different sizes:



QlikView takes about one-tenth of time taken by traditional approaches by circumventing the aggregation exercise altogether. And because there is no pre-aggregation of data the end-user can create dimensions and access associated measures on the fly without rebuilding the data layer.

Data Neutrality

QlikView applications can draw data from varied data-sources such as text files; excel datasheets, xml files, RDBMS systems etc. This allows the organization to be free from any proprietary data format lock in and investing too heavily on data conversion tools.

What-if analysis

What-ifs or simulation is a powerful tool to study the impact of decisions before they are implemented. In traditional BI approach pre-aggregation of data in the data layer and performance concerns severely limit the possibility of doing meaningful what-if analysis and forecasting. QlikView on the fly calculation on detailed data allows for creation of what-if analysis with high domain fidelity.

Massive scalability

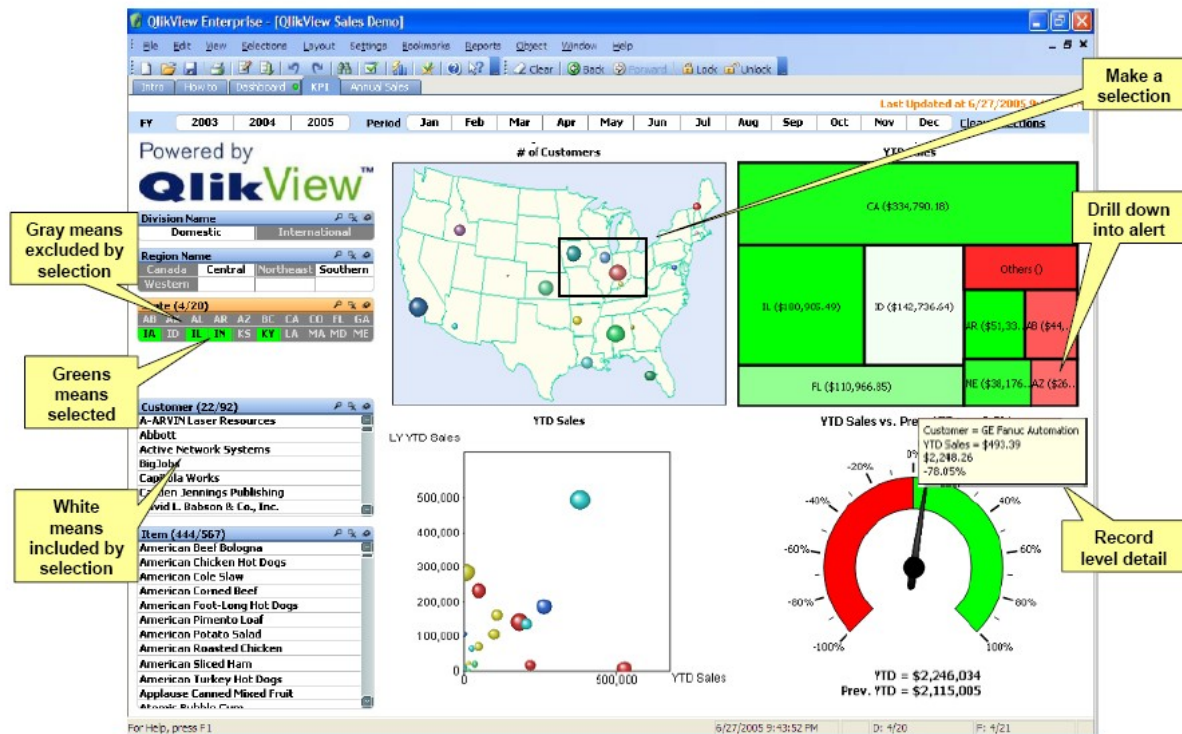
Following testimonial gives a good summary of QlikView’s scalability:

“QlikView enables us to analyze data volumes up to the order of two billion records measuring 15 to 20 terabytes quickly and easily – there is simply no other vendor or product with anything like the ability to move these large amounts of data.”- Eva Obermeyer, Head of Accounting Department,KBV.

About Kassenärztliche Bundesvereinigung (KBV)

- National Association of Statutory Health Insurance Physicians or (KBV) is one of major players in Germany’s national health service
- Umbrella organization for 17 regional Associations of Statutory Health Physicians (ASHIPS), which act as clearinghouses for payments by German health insurance system
- Voice for physicians’ interests in regulatory matters and preparer of statistical analyses of delivered medical services
- Headquartered in Berlin, Germany

QlikView in Action





About QlikView

- 6,630 customers
- Adoption in 79 countries
- 298,000 users
- Adding 12.6 new customers every day

About Palaash

Palaash is the Indian offshore arm of its UK based parent company Project Brokers.

Project Brokers

- Started in 2005
- Office in London, United Kingdom
- Preferred Business Partner for QlikView in financial domain
- Specialist in analytics and data visualization solutions, focusing on the financial services vertical

Palaash

- Offshore arm of Project Brokers in India
- Office in Bangalore, India
- Implementation partner and reseller for QlikView in India
- Specializing in analytics for BFSI, Supply Chain, Telecom and BPO verticals



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