

THE BI SURVEY

The Customer Verdict

The world's largest survey of
business intelligence software users

13

This document is a specially produced summary
by BARC of the headline results for **QlikTech**

QlikTech in The BI Survey

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QlikTech in THE BI Survey 13

Introduction

The BI Survey 13 is based on findings from the world's largest and most comprehensive survey of business intelligence end-users, conducted earlier this year. In total, 3,149 people responded to The Survey with 2,298 answering a series of detailed questions about their usage of a named product. Altogether, 30 products or groups of products received a detailed analysis.

The BI Survey 13 examines BI product selection and usage among users in areas including business benefits, costs, proportion of employees using the product, competitiveness, recommendation, innovation, performance, customer satisfaction and agility.

One thing that all BI deployments ought to have in common is that they should deliver business benefits. We asked several questions that helped us measure how successful respondents' deployments had been. The combined results were then used as a calibration tool that is widely used throughout The Survey to assess the correlation between many factors and project success.

QlikTech overview

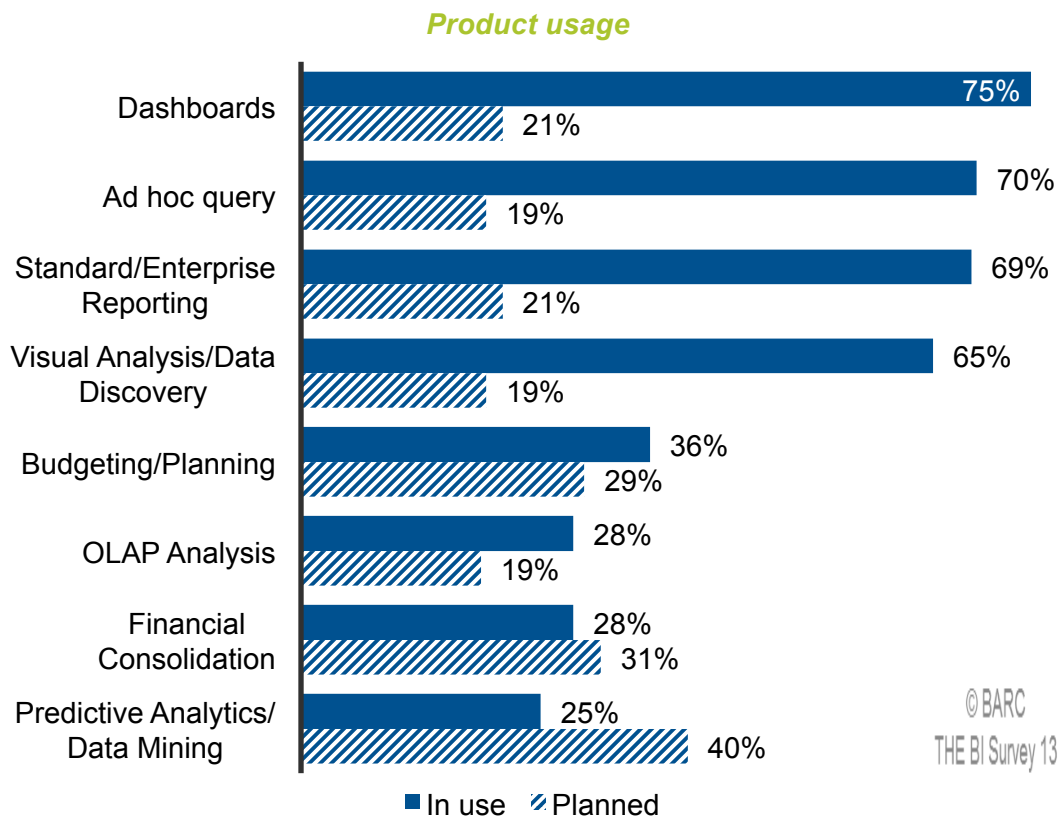
QlikView is the main product of QlikTech, an American company originally founded as a consulting company in the Swedish university town of Lund in 1993. Its headquarters moved to Pennsylvania in 2005 after it raised funds from several venture capital firms. QlikTech went public in 2010.

QlikTech has grown very quickly. The company says it has more than 26,000 customers in 100 countries and more than \$320m revenue in 2011 and \$388.5 million in 2012. QlikTech is commonly cited as a competitor by other vendors we speak with. It has very successfully addressed the self-service BI requirements of business users in both functionality and go-to-market.

QlikTech customer responses

QlikTech has featured in The BI Survey for several years. This year 178 respondents reported on their experiences with the tool, more than any other product in The Survey. About 73 percent of participants said they were using QlikView version 11 and 22 percent version 10. The rest of the respondents used older versions.

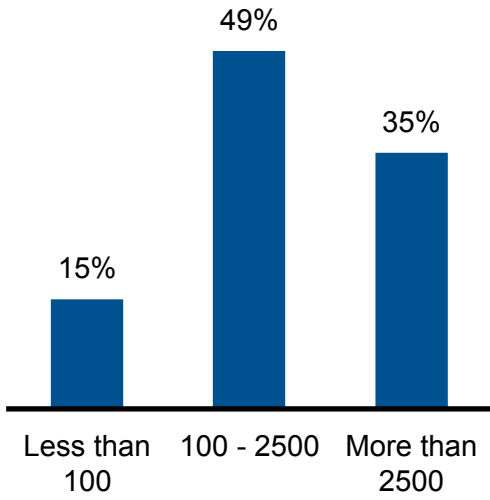
User and use case demographics



QlikView is a dashboard and analysis platform based on in-memory technology which is particularly suitable for set analysis. The solution offers simplicity, performance and agility and is well positioned for the self-service BI market.

Customers seem to use the solution for a broad range of applications. The analysis results produced in QlikView are used in dashboard and reporting applications.

Company size (number of employees)



Percentage of employees using QlikTech

Average	13%
Average of all products	15%

Number of users using QlikTech

Median	50
Mean	379

QlikView continues to increase penetration in both mid-market and large enterprise

Peer Groups

Peer groups are used to ensure similar products are compared against each other both in fairness to the vendor and for the benefit of the customer. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

QlikTech features in the following peer groups:

- Large International Vendors
- Dashboard Vendors
- Visual Analysis and Data Discovery Vendors

The KPIs

The BI Survey 13 provides the reader with well-designed dashboards packed with concise information using aggregated KPIs, which can be absorbed at a glance. The KPIs all follow these simple rules:

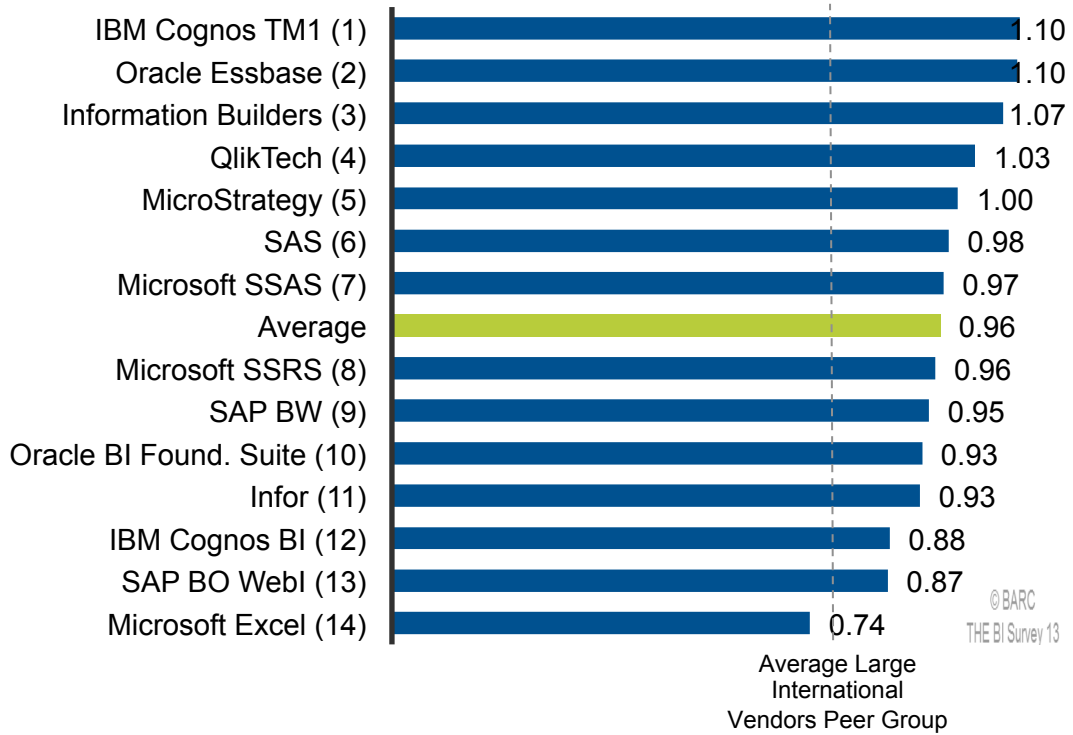
- Only measures that have a clear good/bad trend are used as the basis for KPIs
- KPIs may be based on one or more measures from The BI Survey
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feeds into the KPI are included
- Each KPI is normalized so that the overall sample always has a value of 1.0
- The KPIs are calculated so that better-than-average products always have scores of greater than 1.0, while less good products score less than 1.0. When viewing the peer group KPI charts, note that the average for each peer group will usually be either higher or lower than 1.0 because the peer groups are all subsets of the overall sample.

The products are sorted by value, the better the product the higher the value. The average is displayed as a green bar and separates the products into two groups, the ones that have performed better than average and the ones that have performed worse than average.

For more details on the KPIs, see the 'KPIs and Dashboards' document.

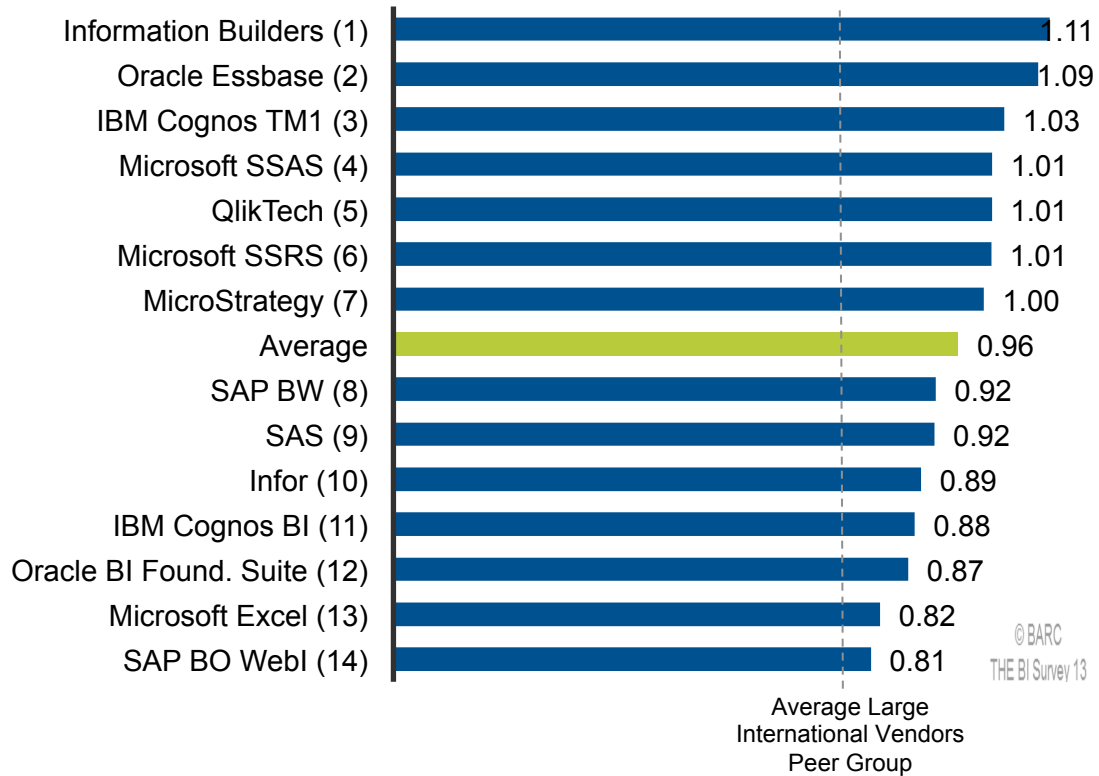
Leading Large International Vendor in goal achievement

The extent to which projects reach the goals initially set



Leading Large International Vendor in business achievement

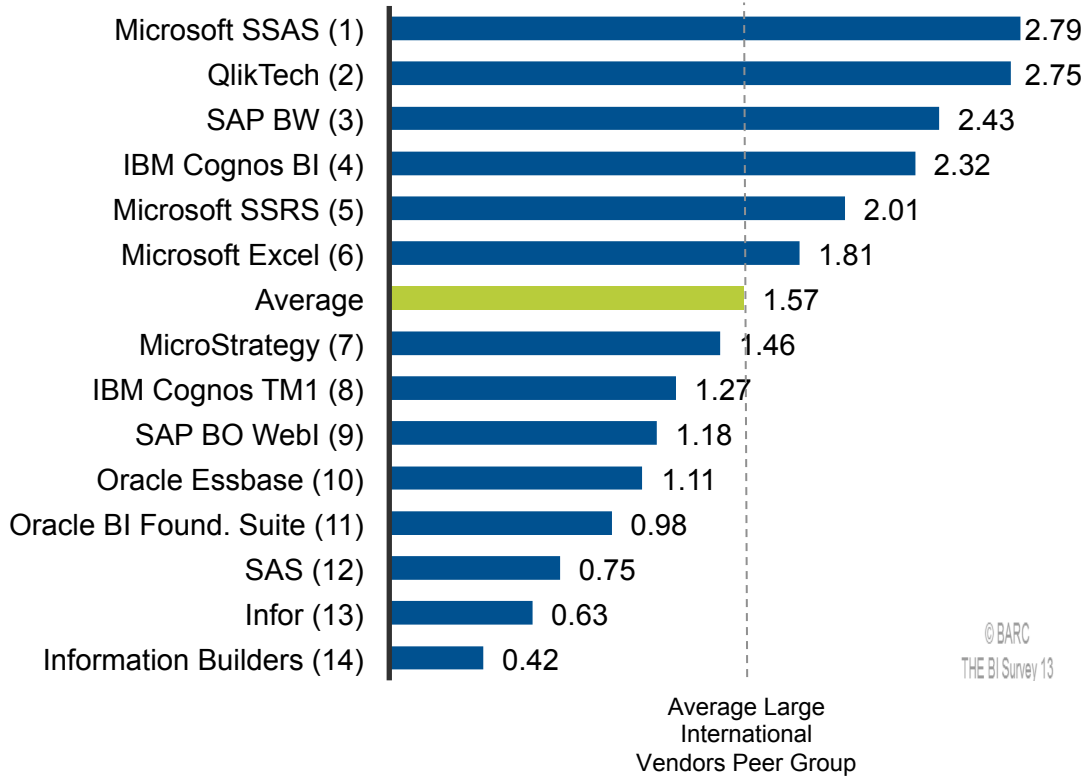
The extent to which the product delivers business value and helps organizations achieve their goals



QlikTech performed above average in both business and goal achievement. Given the fact that QlikTech often seems to be in evaluation considerations among large international vendors, the customers seem to achieve the goals they set.

Leading Large International Vendor in considered for purchase

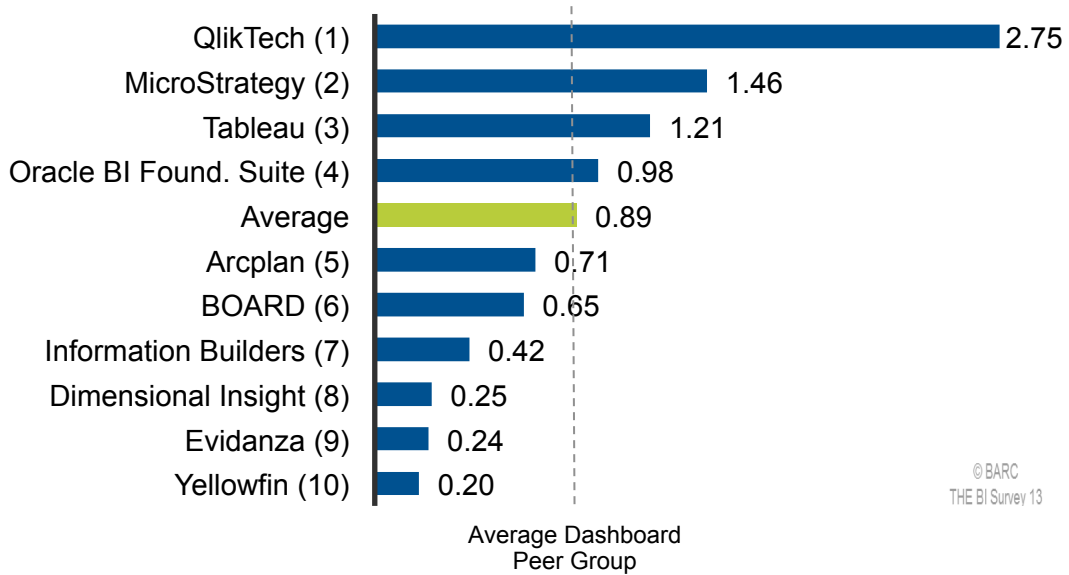
Based on whether respondents considered purchasing the product



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Top ranked Dashboard Vendor in considered for purchase

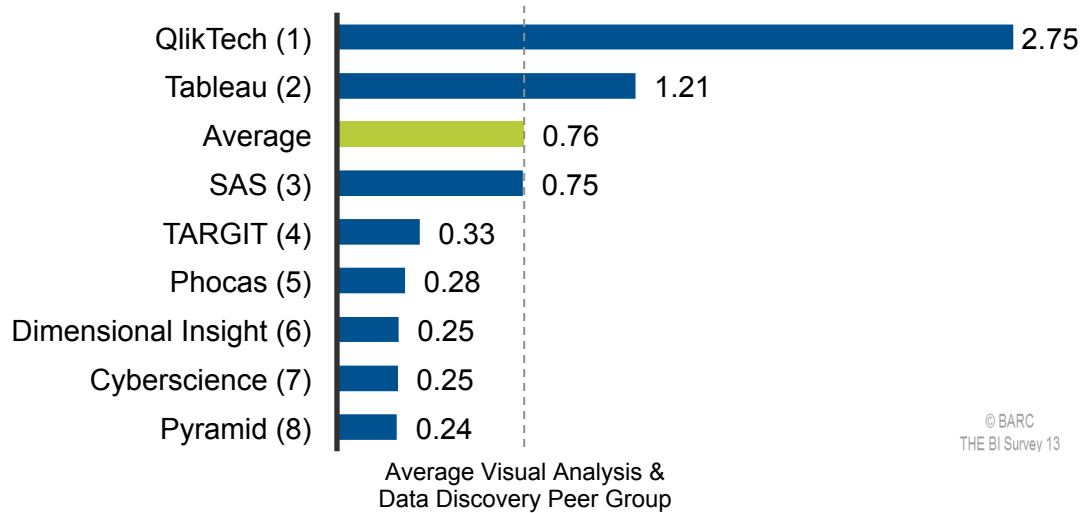
Based on whether respondents considered purchasing the product



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Top ranked Visual Analysis & Data Discovery Vendor in considered for purchase

Based on whether respondents considered purchasing the product

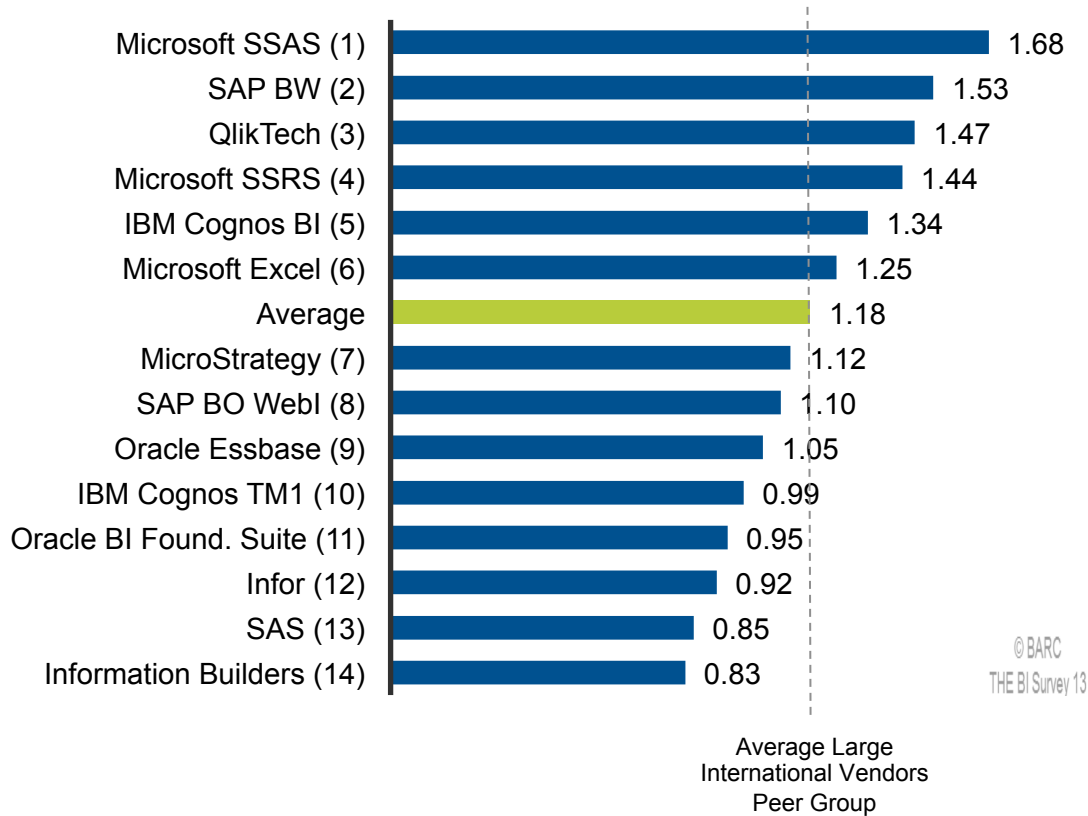


QlikTech’s non-technical marketing and sales strategy has worked very well and therefore made the vendor popular in the BI market. As a result, QlikTech is the top ranked vendor in the Visual Analysis & Data Discovery Vendor and Dashboard Vendor peer groups, as well as one of the leading vendors in the Large International Vendor peer group for the ‘considered for purchase’ KPI.

This is an achievement for a considerably smaller vendor operating at the same level as other, very large vendors and reflects the companies huge investment in marketing and sales.

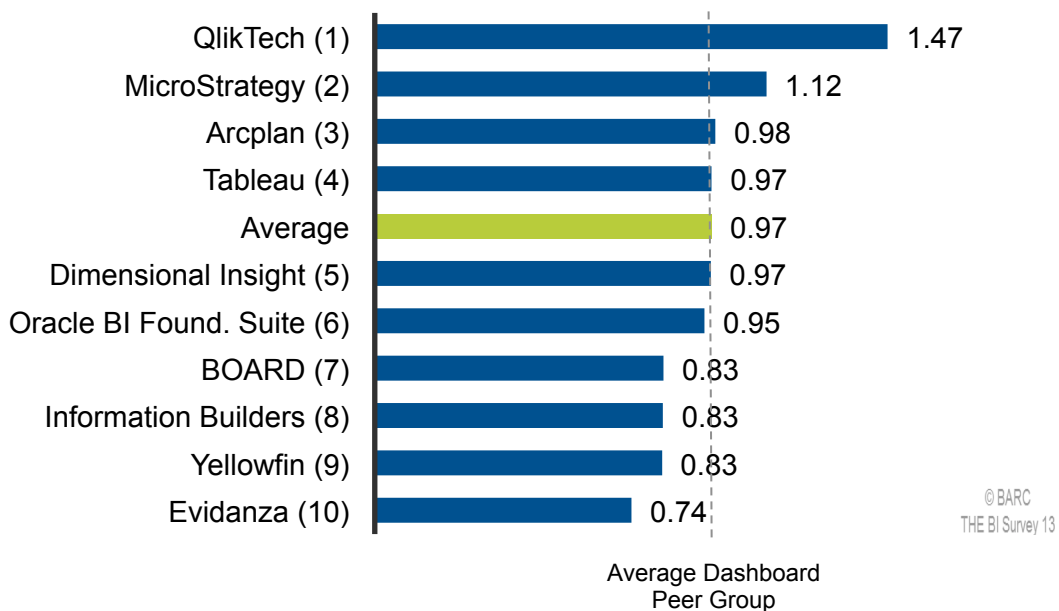
Leading Large International Vendor in competitiveness

Combines the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs



Top ranked Dashboard Vendor in competitiveness

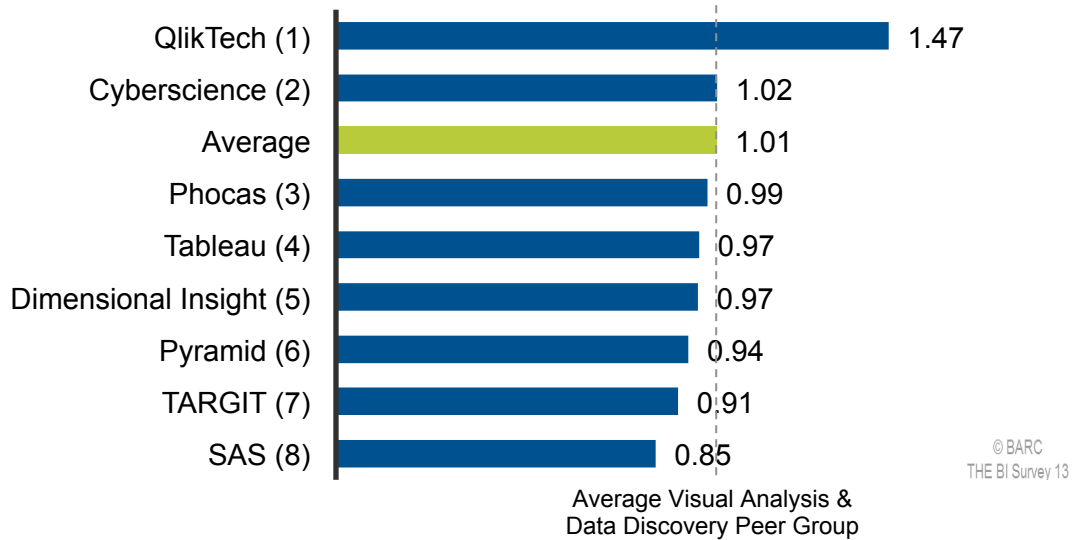
Combines the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs



QlikTech is considered but also wins many deals. It is quite competitive.

Top ranked Visual Analysis & Data Discovery Vendor in competitiveness

Combines the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs

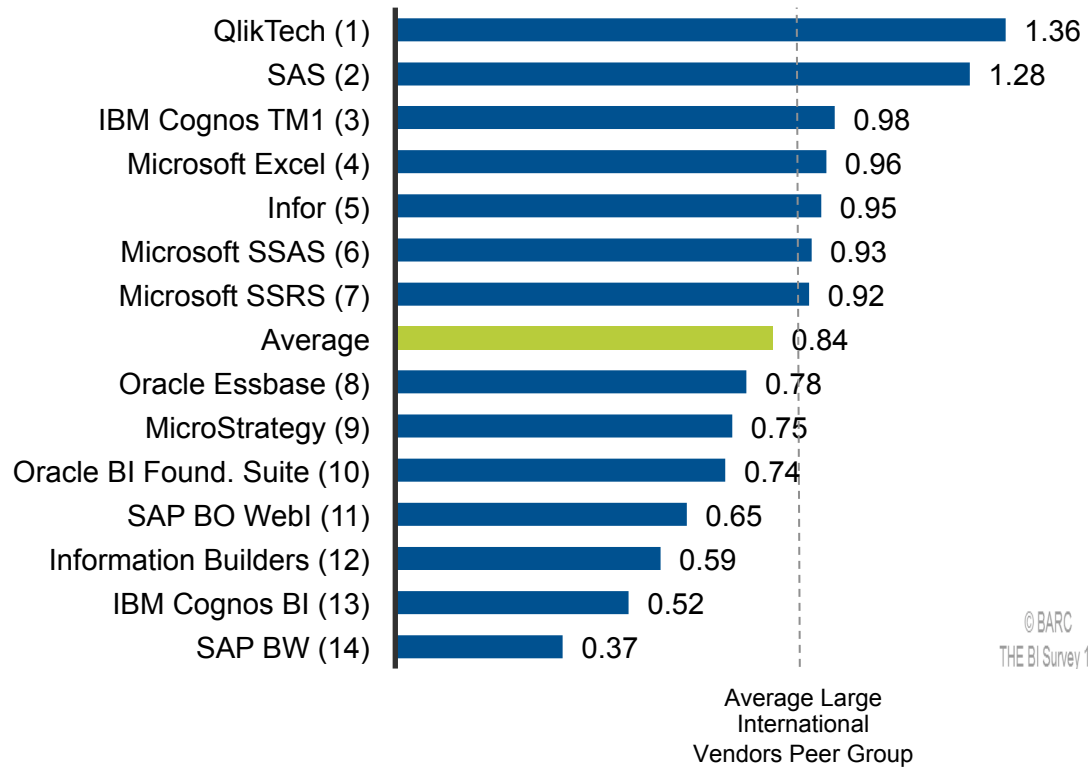


Competitiveness is an aggregate of competitive win rate and standardization. QlikTech is competitive in this area due to its agility in sales situations. The sales process is targeted towards a short proof of concept and can show rapid benefits to the customer.

QlikTech also uses a large partner network efficiently. This network is an excellent asset for the vendor.

Top ranked Large International Vendor in collaboration

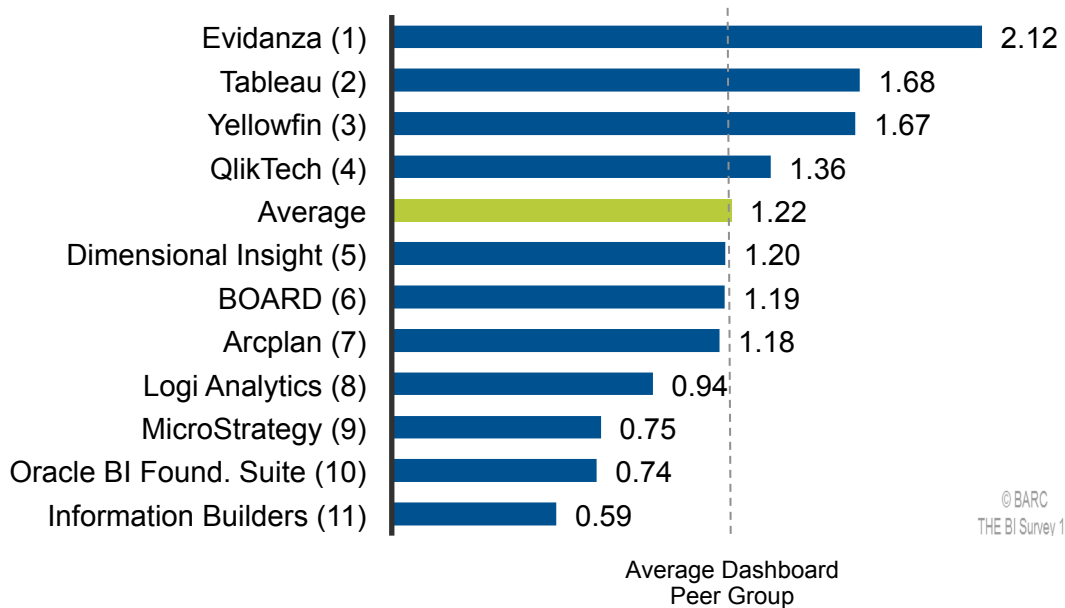
How many sites currently use collaboration features with their BI tool



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Leading Dashboard Vendor in collaboration

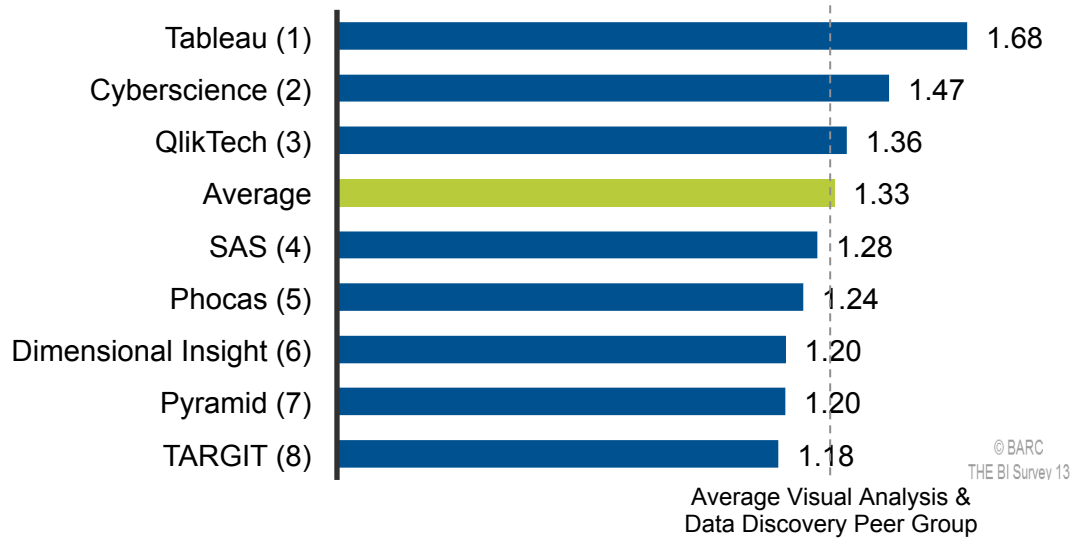
How many sites currently use collaboration features with their BI tool



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Leading Visual Analysis & Data Discovery Vendor in collaboration

How many sites currently use collaboration features with their BI tool

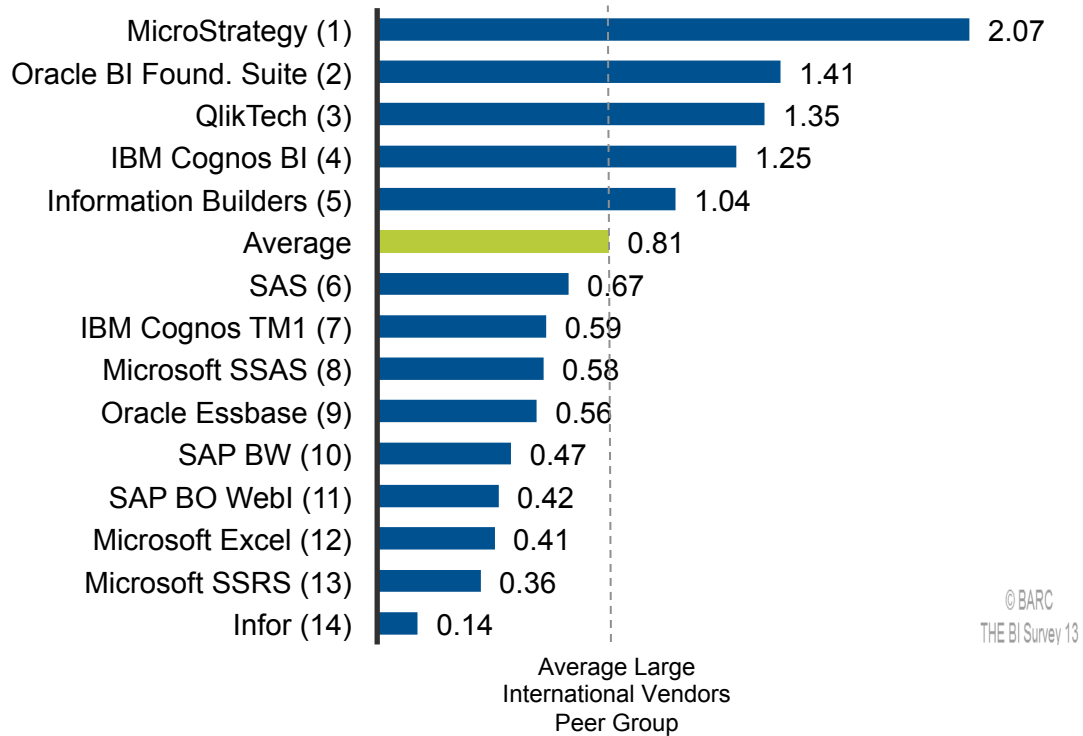


QlikView offers good commenting features, especially from Version 11. Users can use text field or bookmarks to annotate published content. Customers can also make threaded, chat-like comments.

In QlikView 11.2 there is also a new feature called collaborative sessions that helps users view and interact with QlikView applications without needing a licence. V12 will have a different name and will be released at the end of the year. Previews suggest that enabling collaborative workspaces and user experiences is one of the main improvements in the new version.

Leading Large International Vendor in mobile BI

How many sites currently use mobile BI with their BI tool

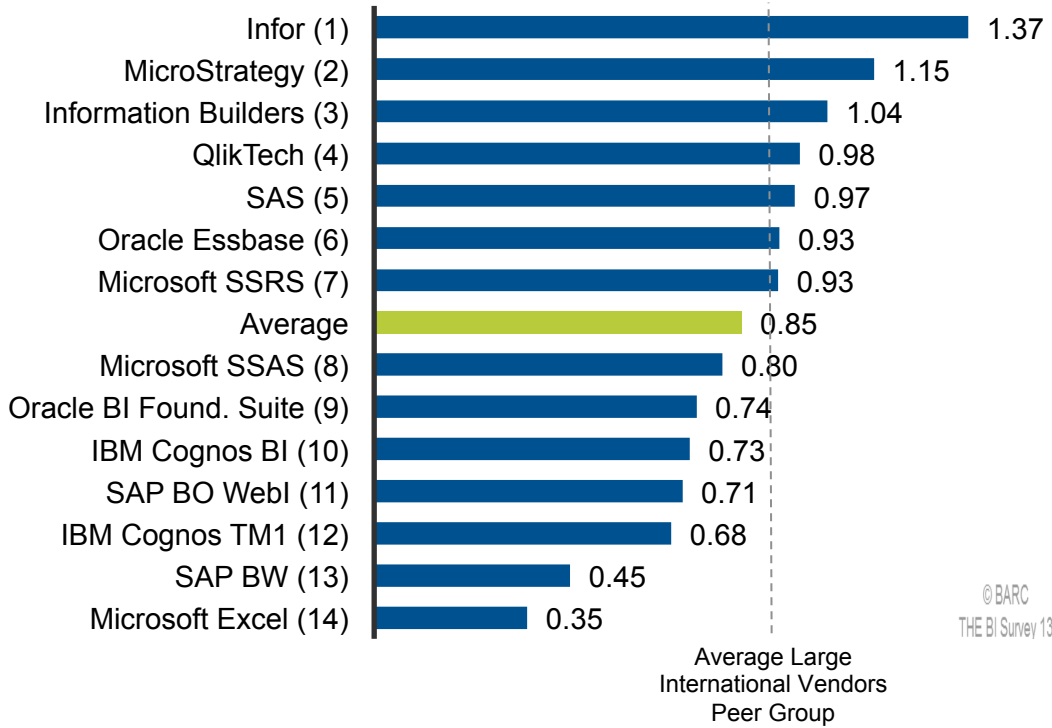


QlikTech has been quick to invest in its mobile clients. The vendor has also invested in HTML5 technology for displaying interactive content to users. As a result the mobile device experience and user interfaces have dictated the way future GUI interfaces will be developed in QlikTech.

By contrast, we weren't impressed by the company's mobile client. The non-native implementation of the software is perhaps not adapting to the device, but the company is working on this.

Leading Large International Vendor in advanced information design

How many sites currently use advanced information design with their BI tool

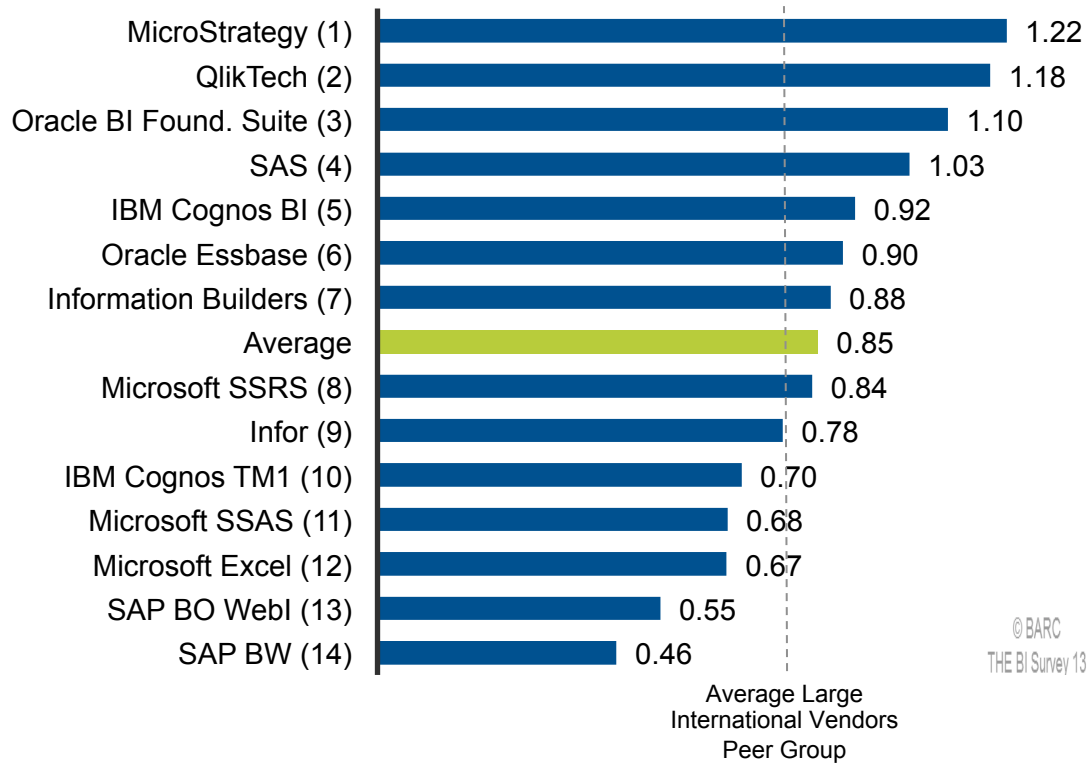


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The tool can implement some standards. Another jump in innovation has been announced for 2013/14 and it will be interesting to see if the company can make this move successfully.

Leading Large International Vendor in innovation

Combines the 'Cloud BI', 'Collaboration', 'Mobile BI' and 'Advanced information design' KPIs to measure the product's level of innovation

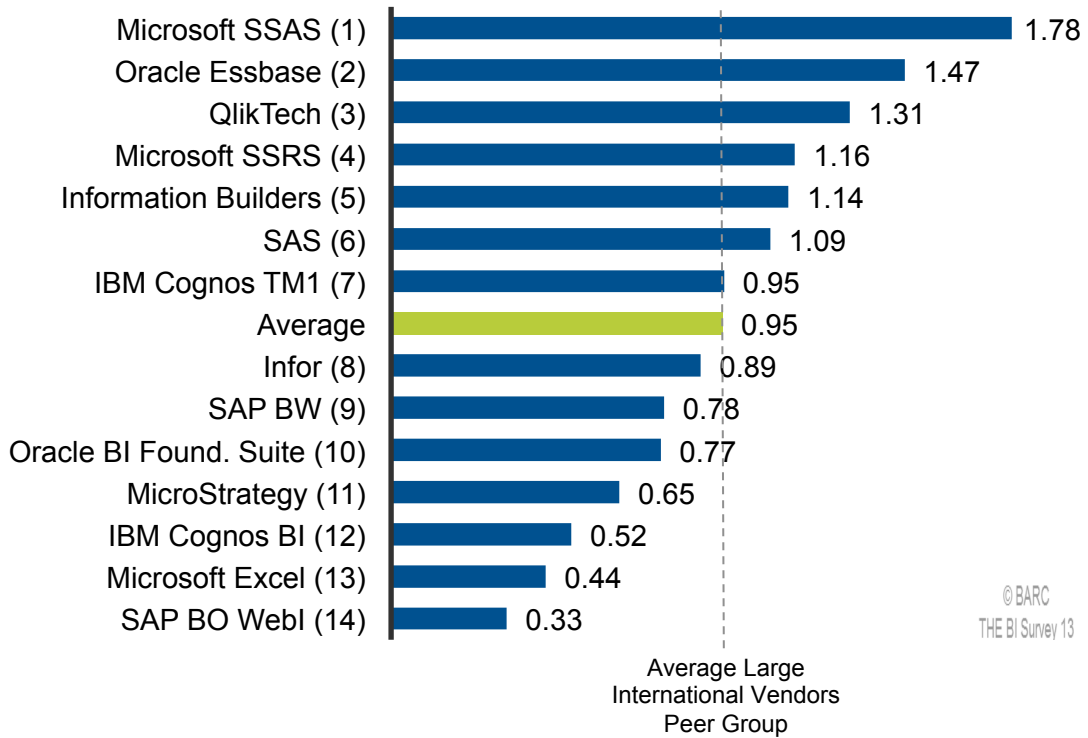


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QlikTech scored very well in collaboration, mobile BI and advanced information design. These are trending topics that QlikTech addressed early on, leading to a good result in the innovation category.

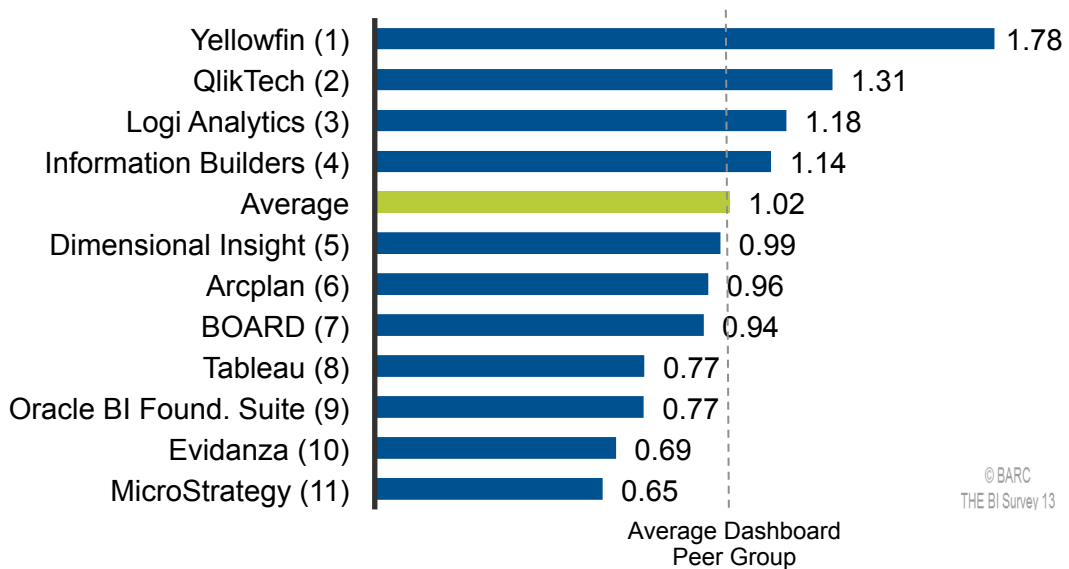
Leading Large International Vendor in query performance

How long it takes for queries to respond in the largest application, adjusted by data volume



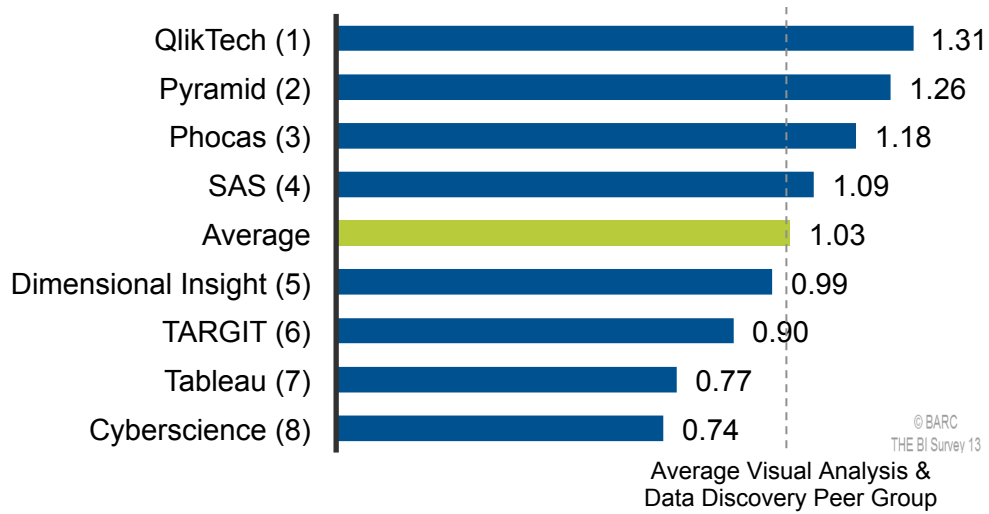
Leading Dashboard Vendor in query performance

How long it takes for queries to respond in the largest application, adjusted by data volume



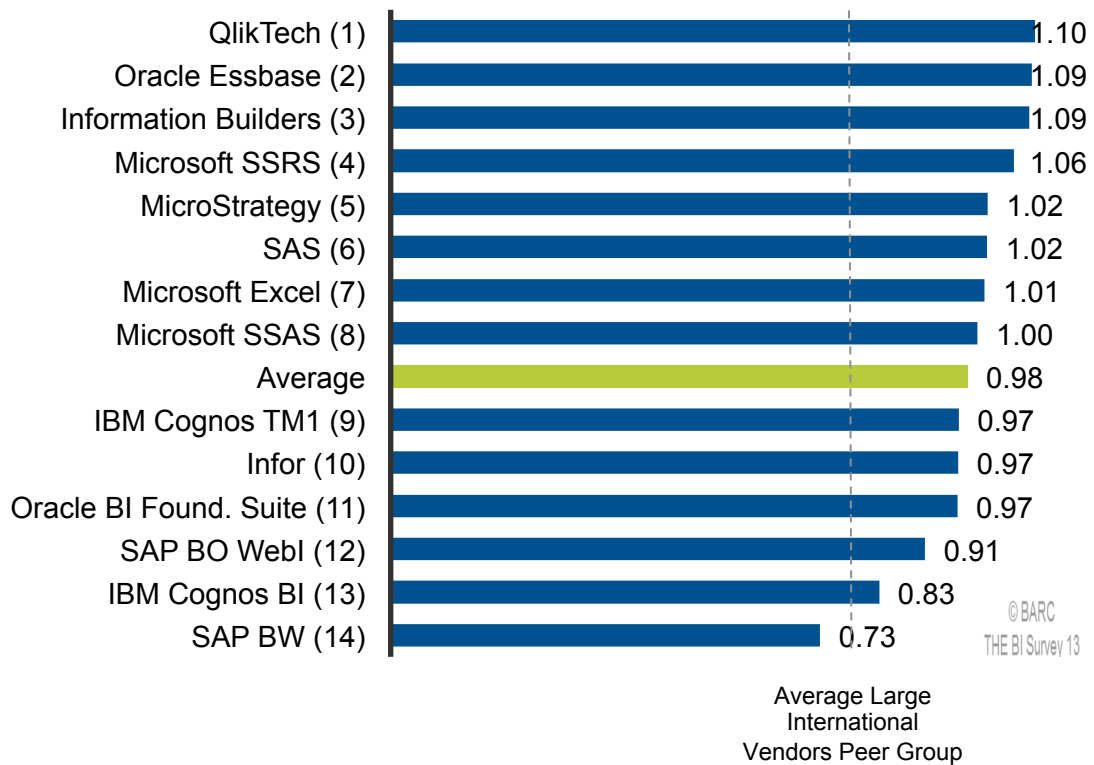
Top ranked Visual Analysis & Data Discovery Vendor in query performance

How long it takes for queries to respond in the largest application, adjusted by data volume



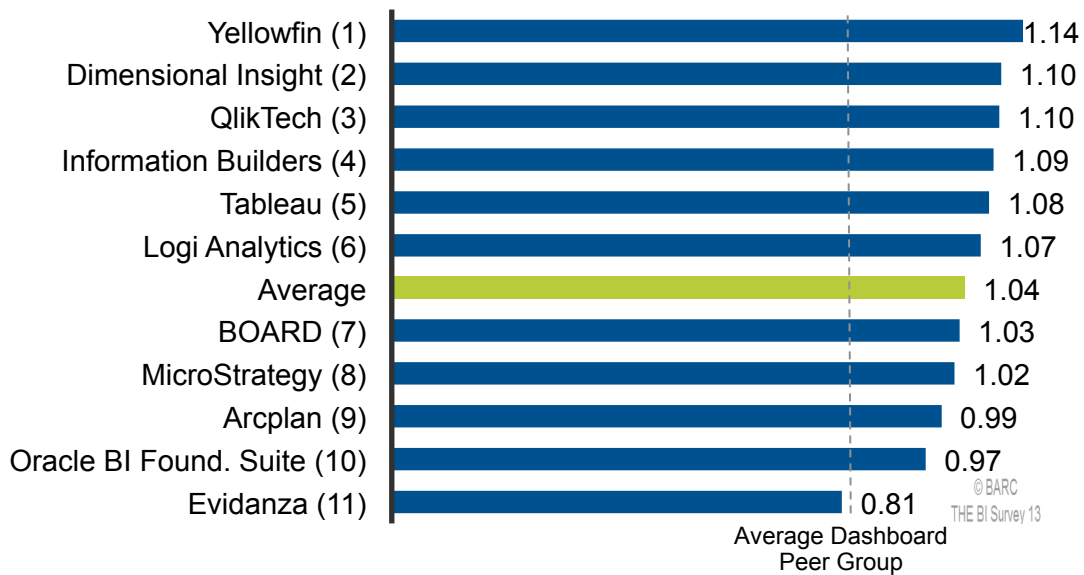
Top ranked Large International Vendor in performance satisfaction

How common are complaints about the system's performance



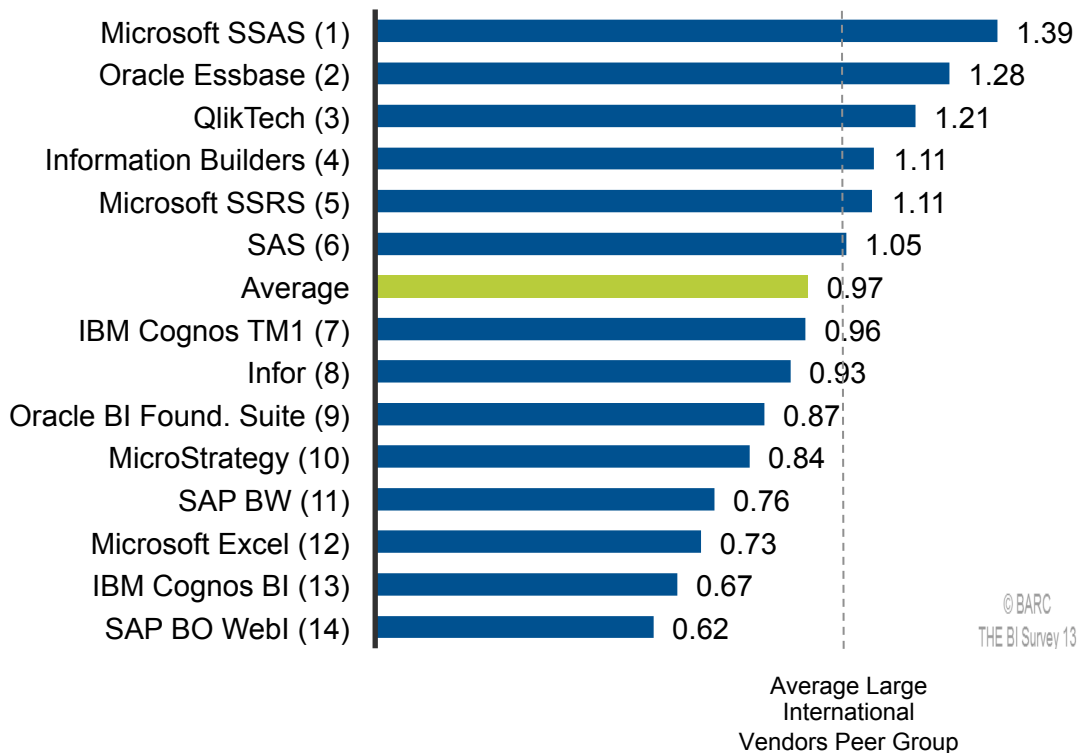
Leading Dashboard Vendor in performance satisfaction

How common are complaints about the system's performance



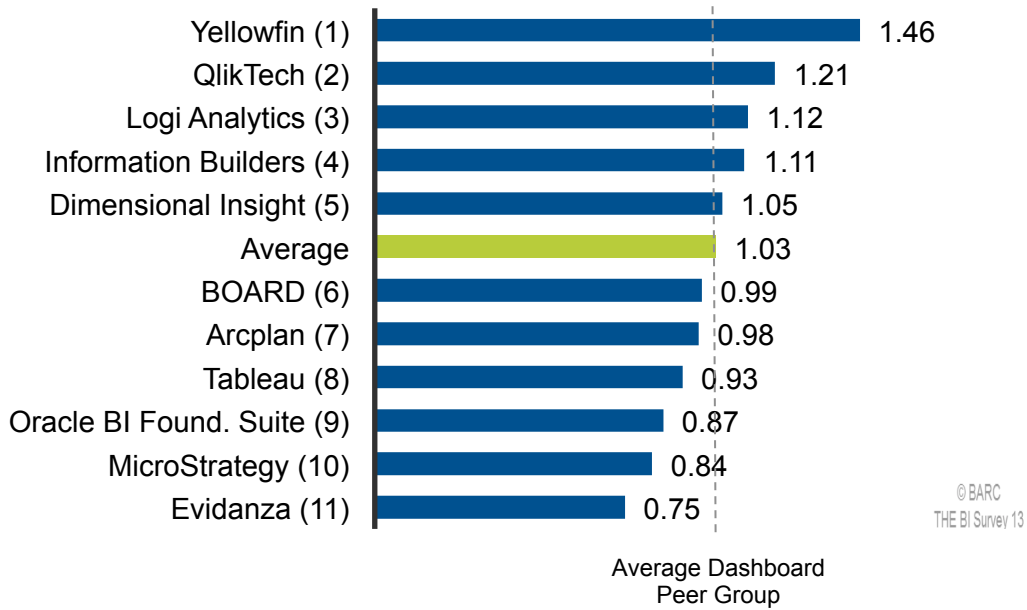
Leading Large International Vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



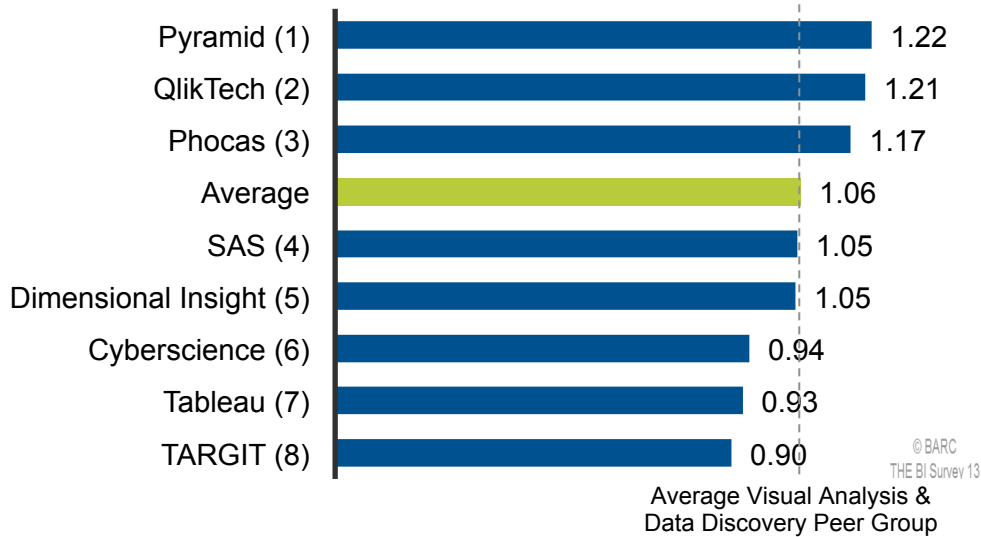
Leading Dashboard Vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



Leading Visual Analysis & Data Discovery Vendor in performance

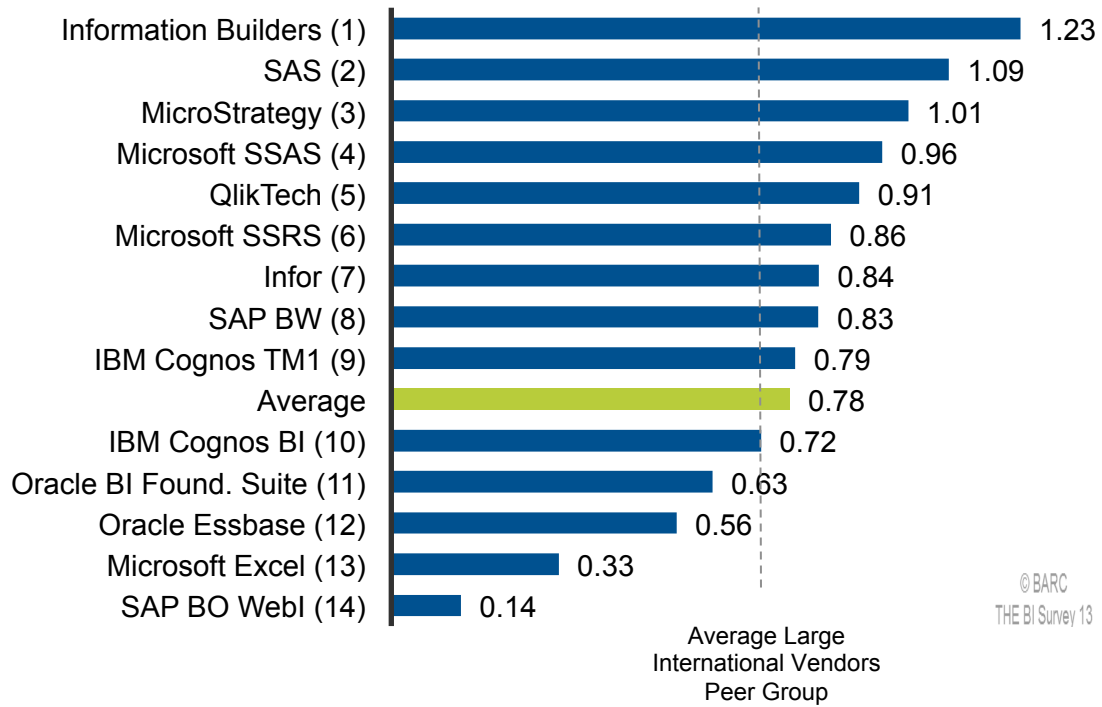
A combination of the 'Query performance' and 'Performance satisfaction' KPIs



The good results for query performance and system performance are due to QlikTech's inbuilt, in-memory database which offers very fast response times and good overall performance.

Leading Large International Vendor in vendor support

Measures user satisfaction with the level of vendor support provided for the product

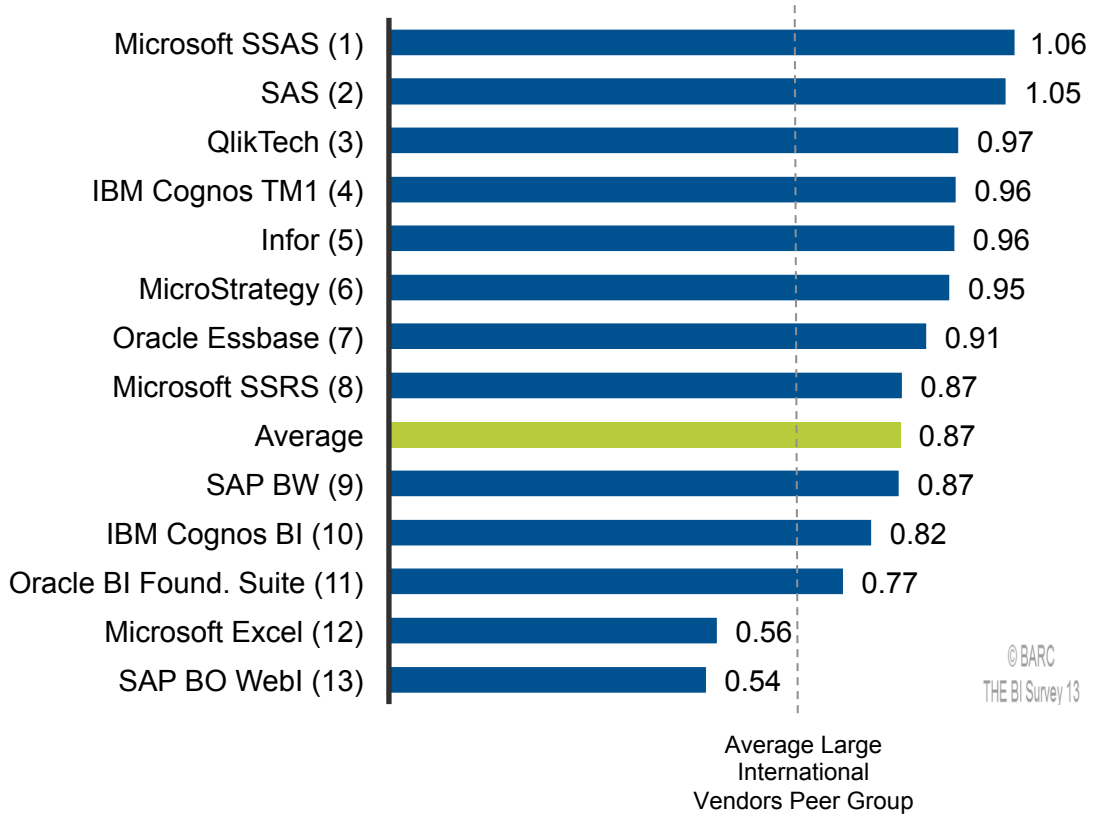


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The company has experienced rapid growth over the last few years yet continues to maintain satisfactory support.

Leading Large International Vendor in customer satisfaction

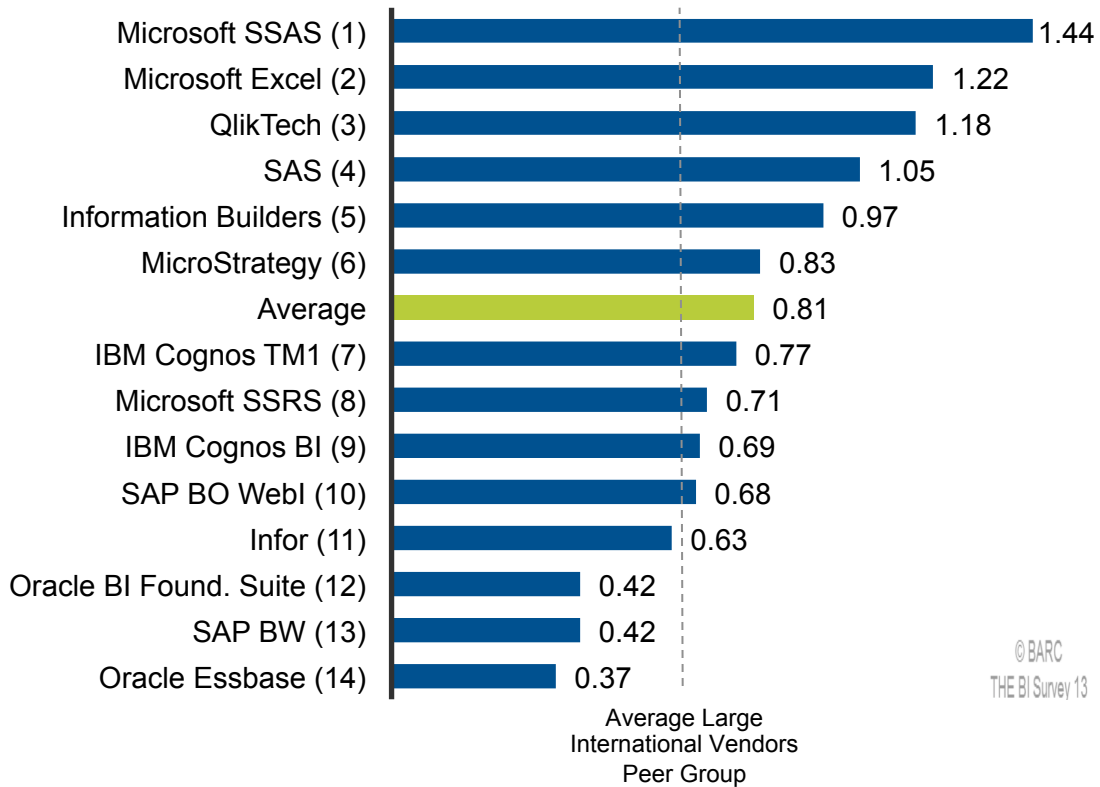
Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs



Satisfaction is an aggregate of several KPIs. Customers report very high levels of product and performance satisfaction with QlikTech QlikView.

Leading Large International Vendor in project length

How long it takes to implement the product

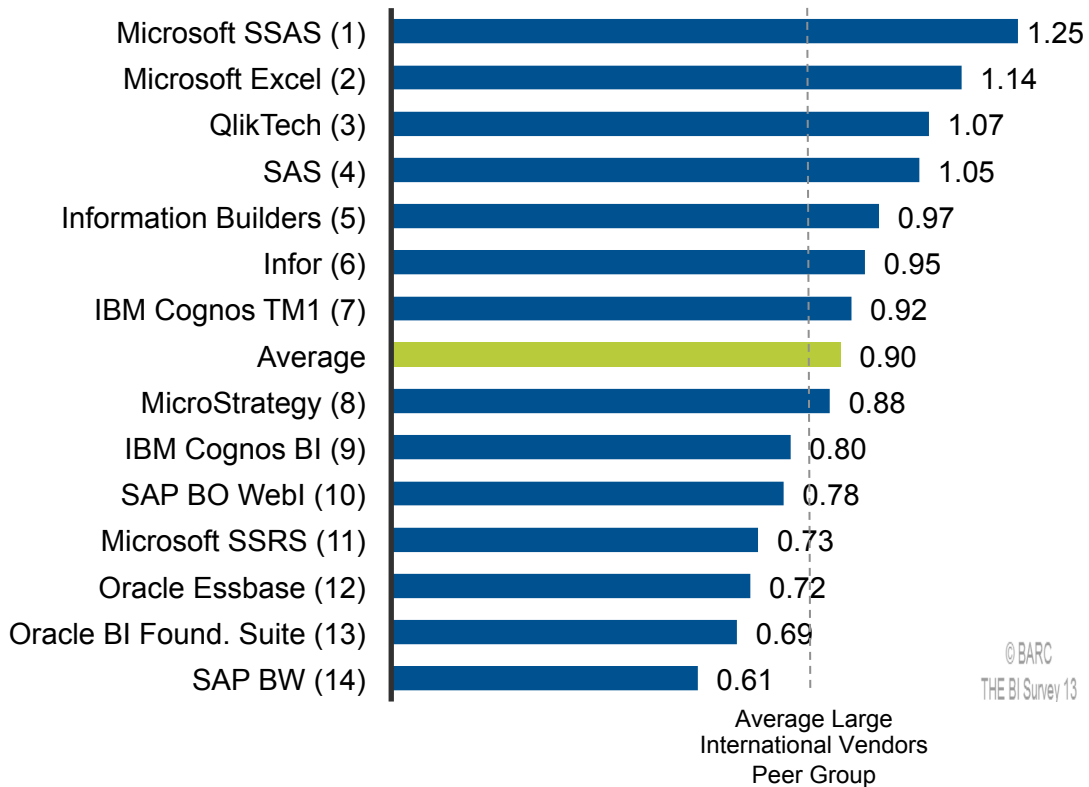


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QlikTech’s approach of offering a flexible development environment enables skilled consultants and users to build up applications quickly. Projects often use local data integration and analysis of data directly so that time-consuming tasks such as data integration or data modelling are bypassed. This leads to a good ranking for QlikTech.

Leading Large International Vendor in agility

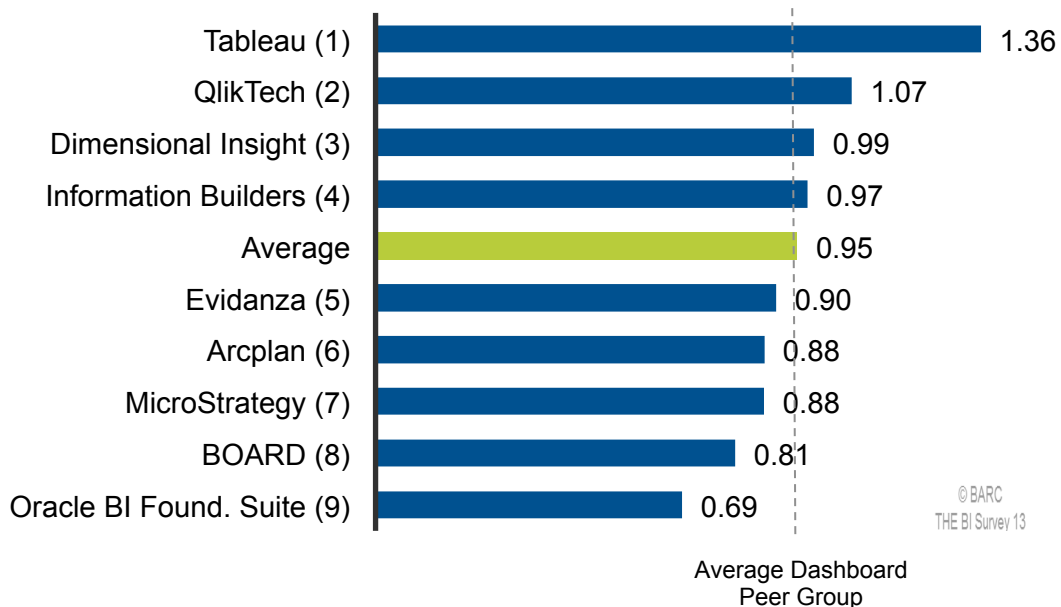
Combines the 'Project length' and 'Self service' KPIs



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Leading Dashboard Vendor in agility

Combines the 'Project length' and 'Self service' KPIs



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Short project length and QlikTech's flexibility in building and changing applications leads to good results in the 'Agility' KPI. It's not the easiest to use, but business users find the tool usable and the technology satisfies the demands of self-service

BI, so changes can be implemented quite quickly either by the business user or the consultant. In this sense it's an agile solution.

Summary

QlikTech is a company that has grown very quickly. The results shown here illustrate that a well thought out and executed go-to-market strategy can deliver real value to customers.

QlikTech scores well in a variety of areas but is best when it comes to performance, collaboration and innovation. QlikTech also scored well in mobile BI and advanced information design. These are trending topics that QlikTech addressed early on, leading to a good result in the innovation category.

The solution offers simplicity, performance and agility and is well positioned for the self-service BI market. Its sales process is targeted towards a short proof of concept and can show rapid benefits to the customer.

QlikTech also uses a large partner network efficiently. This network is an excellent asset for the vendor.

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