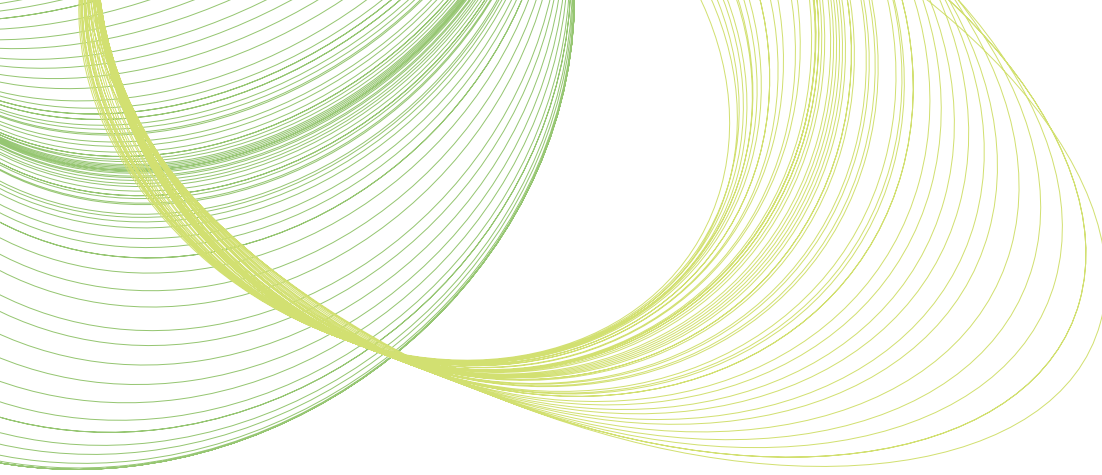




QLIKVIEW FOR MANUFACTURING INDUSTRIES

Boost profitability, customer satisfaction
and loyalty, and reduce risk.





“ With QlikView’s ability to enable IT groups to rapidly deploy applications, we are able to put the power of data analysis into the hands of our engineers faster than ever before. This ultimately accelerates our core business functions in areas such as product lifecycle management, supply chain, finance and feature testing of our various chipsets. ”

– Steve Rimar, *Senior Programmer Analyst*

“ Availability is our primary customer value. We deliver our products throughout Europe within 24 hours. To do this we need total control over our processes. To us, this is what QlikView is all about. ”

– Lars Emilsson, *Project Manager*



QLIKVIEW FOR MANUFACTURING INDUSTRIES

Leading manufacturing companies are leveraging the QlikView Business Discovery platform to enable faster and more profitable decisions in a highly competitive and complex environment.

Manufacturers sell their products to end customers or to other manufacturers who use the products as components. There are many parties involved in this supply chain with each needing to add value to the end product or service to differentiate themselves and drive competitive advantage. This interdependent and connected value chain relies on transparency and collaboration in order to deliver products at the appropriate cost and quality within the stringent and continually evolving environmental and legislative Regulations manufacturing companies face.

Key decisions are not always supported with the appropriate data, leaving people to make decisions based on a subjective or intuitive basis. However, questions such as these are vital to running a successful business:

- Do I know who my most profitable customers and market segments are and do I successfully target them?
- How can I ensure I meet and exceed my quality targets?
- How can I ensure my order fulfillment rates hit the Service Level Agreements (SLA's) I have in place with my key customers?
- Do I have full visibility of inventory across my organization and can I optimize this?

People answer these in many different ways, with the answers having a huge impact on the bottom line.

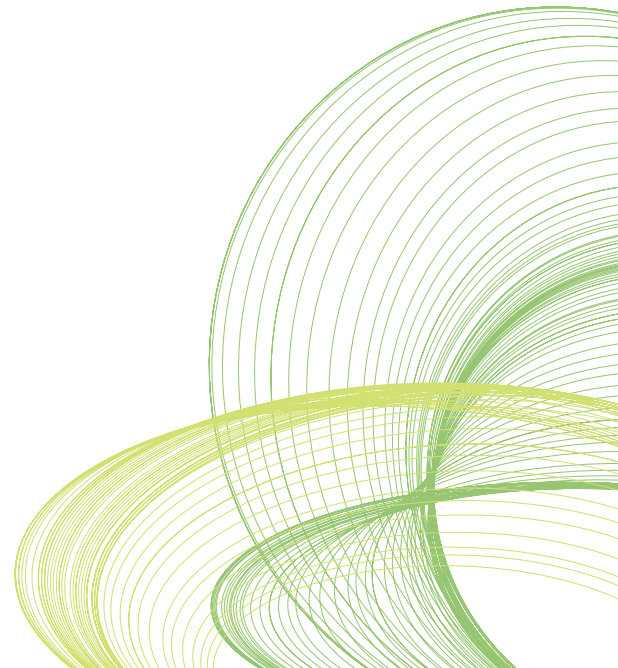
Putting the information in the hands of the people on the front line — those planning and managing production, buying materials, planning supply and demand, managing quality, inventory, waste or compliance — is key to enforcing a culture of fact-based decision making in manufacturing industries. Customers have seen how improved decisions can have a significant impact on profitability, risk and customer satisfaction and loyalty.

MITSUBISHI ELECTRIC

Mitsubishi Electric Cooling & Heating Solutions (MEUS), a leading marketer of variable refrigerant flow (VRF) air-conditioning systems, sought to consolidate data from multiple sources and to reduce the manual effort required to analyze business performance and opportunities.

MEUS deployed QlikView to enable real-time exploration and analysis of sales, training revenue, service and support and web analysis.

As a result, MEUS has reduced the time to produce reports by 95%, increased productivity of call centre representatives by 10-20% and reduced cost per website lead by approximately 10%.



AMCOR

Amcors, a global leader in packaging solutions, sought to increase shareholder value by being more customer- and market-focused. Amcor needed to identify and capture commercial opportunities, upgrade its sales and marketing capabilities, and improve its Delivery-In-Full-On-Time (DIFOT) performance.

The company deployed QlikView to give visibility of plant, customer and product level profitability and service.

As a result, Amcor has delivered improved business performance and increased customer satisfaction in all business units and markets with service levels for DIFOT increasing from 81% to 95% in three months.

SALES AND CUSTOMER MANAGEMENT

QlikView measures results across multiple attributes, including customers, market sectors, geographies or products. It can explore vast amounts of data to identify trends and opportunities. QlikView helps sales improve up-sell and cross-sell effectiveness by targeting offers by customer or group, increasing leads and improving conversions.

Manufacturing companies manage complex and extended customer relationships across diverse channels and partners and QlikView supports the management of the data and information that underpins these engagements. Because of its deployment flexibility, QlikView delivers the same analytical capabilities on desktops and mobile devices to help increase productivity at all levels and locations within the business.

MARKETING AND PRODUCT MANAGEMENT

QlikView helps marketing gain better insight into market trends and opportunities, as well as analysis of existing customer buying patterns, product performance and campaign effectiveness. Marketing and product management can better segment and identify profitable target markets and customers before competitors. Product Managers can extract value from data held within and outside the organization to identify market needs which define product feature set requirements. With QlikView, teams are armed with information to create compelling, effective product offerings and to design campaigns and promotions that drive customer acquisition, retention, brand awareness and increased share of wallet.

PLANT OPERATIONS

QlikView supports managers working in manufacturing operations to deliver the priorities of efficiency, cost and quality. The plant is where materials are planned, received, stored, moved and transformed into finished goods. Data and information flows are many and varied between shop floor and back office systems and QlikView enables the consolidation and analysis of this to identify opportunities to improve operational performance. Data is generated at many points in the plant and speedy and accessible analysis is critical in enabling managers to control performance against SLA in areas such as quality management, production planning and control, waste reduction, asset management and regulatory compliance. Manufacturers increasingly employ methodologies such as Lean or JIT which require flexible consolidation and analysis capabilities which QlikView provides.

LOGISTICS AND DISTRIBUTIONS

QlikView gives visibility across inbound and outbound logistics, allowing analysis of materials received from suppliers, the movement of materials within the plant and onward delivery to customers. It also provides comprehensive insight into costs, inventory and bottlenecks, enabling management decisions and action to drive efficiency.

QlikView supports this by enabling order management and fulfillment activities, giving visibility of related information such as stock levels, credit performance and transport constraints. Ensuring high levels of order fulfillment is critical in maintaining positive relationships with key customers and the capability QlikView provides to analyze large volume of data across transport, warehouse, route planning, vehicle load and related systems is key in ensuring customer service SLAs are achieved.

SUPPLY CHAIN AND PROCUREMENT

QlikView provides transparency across sourcing, demand management, forecasting and inventory to support supply chain planning and execution activities. It enables the data intensive internal and external collaborative activities that underpin forecasting processes, greatly increasing speed and accuracy, leading to benefits in efficiency, waste reduction, product availability, and ultimately customer satisfaction. QlikView supports analysis of supplier performance against SLAs and allows procurement to monitor and evaluate supplier performance and secure improvements to product or service quality. QlikView also enables analysis of levels of inventory across raw materials, work in progress, finished goods, goods in transit or returns providing visibility and enabling management control.

FINANCE AND IT

QlikView empowers finance managers to quickly and flexibly monitor performance, risk and compliance. QlikView offers unmatched transparency into key financial metrics and with full transactional detail always available, does not limit the questions a user can ask, empowering functional users to make better and more consistent decisions and providing a more complete picture of the relationships with customers, suppliers and partners. The result is more effective financial planning, cash management and governance. IT managers can monitor systems and SLA performance and can rationalize inventory of licenses and physical assets.

ATLAS COPCO

Atlas Copco, a leading manufacturer of industrial machinery sought to extend its product leadership with continuous improvements in product innovation and quality.

The company deployed QlikView across sales, aftermarket, supply chain, operations, finance, HR and IT in a rapid implementation that took less than four weeks.

As a result, Atlas Copco was able to significantly reduce IT costs, achieve a payback period of less than nine months, and improve product quality and delivery performance.



OUR CLIENTS

AMCOR
ATLAS COPCO
CANON
DEROMA
HALTON GROUP
HEIDELBERG
HELLA HANDEL
MITSUBISHI ELECTRIC
NOLTE-MOBEL
PANASONIC
PERGO
QUALCOMM
SANDVIK
SCANIA
SUBARU
SUPERIOR GRAPHITE
TOSHIBA
WD-40
WEIR SERVICES

More than 2000 manufacturing customers have turned to QlikView to improve performance across their organizations.

THE QLIKVIEW BUSINESS DISCOVERY PLATFORM

The QlikView Business Discovery platform bridges the gap between traditional BI solutions and standalone office productivity applications, enabling users to forge new paths and make new discoveries. It brings a whole new level of analysis, insight, and value to existing data stores with user interfaces that are clean, simple, and straightforward.

INSIGHT EVERYWHERE

Business Discovery is a whole new way of doing things. It's a bottoms-up approach that puts the business user in control. It's about workgroups, departments, and entire business units having access to the data they need to make better decisions. With QlikView, businesses can take insight to the edges of their organization, enabling every user to do their jobs smarter and faster than ever.

APP MODEL

Business Discovery lets any user quickly develop and deploy their own apps. It also enables Apple App Store-like experiences for departments and organizations, letting people create and download easy, lightweight and purpose-built apps quickly that solve unique problems.

REMIXABILITY AND REASSEMBLY

Business Discovery platforms make it easy for people to remix and reassemble data in new views and create new visualizations on the fly for deeper understanding.

A SOCIAL AND COLLABORATIVE ENVIRONMENT

Business Discovery enables users to share and collaborate on insight and analysis. It's about creating a community of users who engage in wiki-like decision-making to drive knowledge that can cascade across an organization.

MOBILITY

Business Discovery supports a new world of mobile applications and data. It's not about providing static reports the way traditional BI does, but about delivering live data and analysis so users can answer any question they want on the go, whether it's on large-form mobile devices like the iPad or smartphones.

Learn more at qlikview.com

* Worldwide BI Tools 2008 Vendor Shares, IDC, 2009

** IDC/QlikTech Joint Survey, 2009

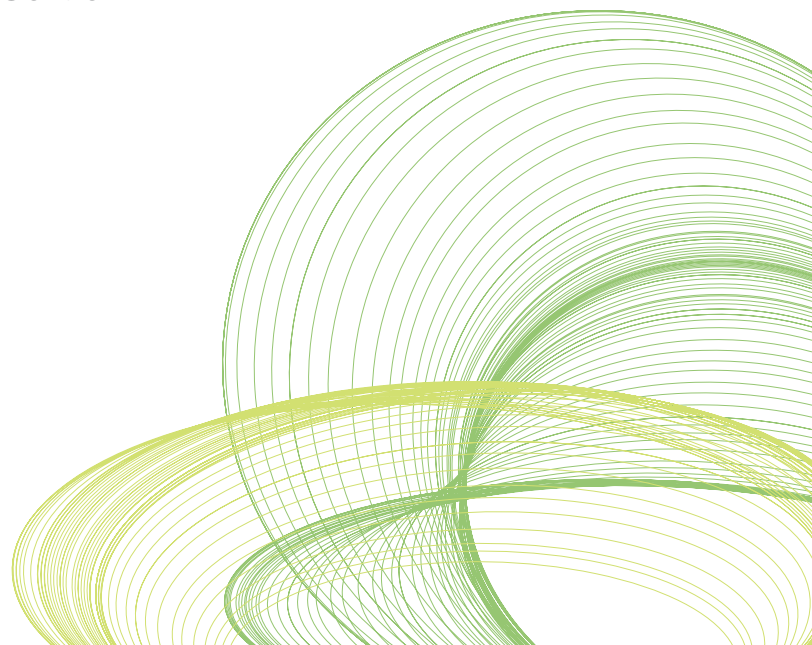


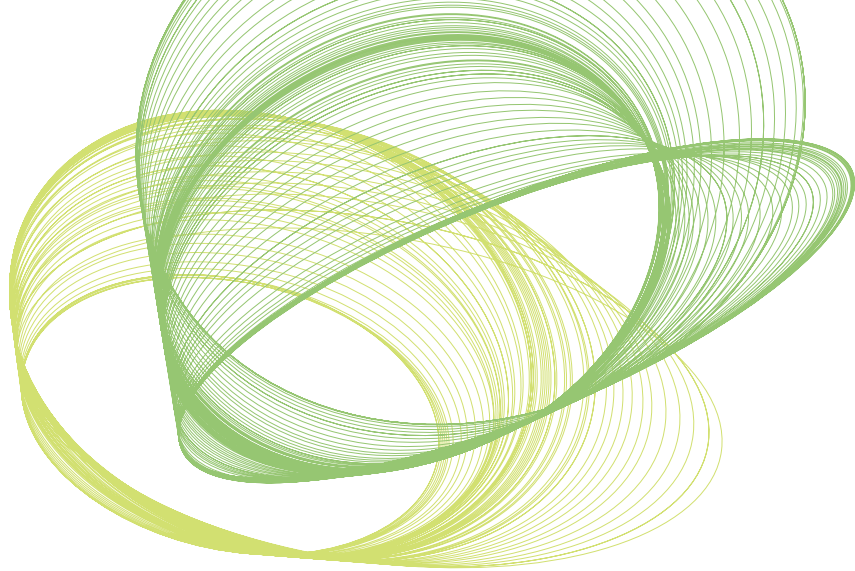
“ QlikView has led to insights about existing processes and helped us to fine tune every element of our business, increasing effectiveness and efficiency. This has contributed to improving bottom line gains. ”

– Mr. A Rajendran, *Director, Information Services*

“ Our employees really wouldn't be without QlikView now. The mix of intuitive operation, fast data searches and versatility is completely unequalled. ”

– Tilman Heise, *Manager Group Control*





QlikTech has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.

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