



# **BUSINESS DISCOVERY FOR THE FINANCIAL SERVICES SECTOR**



# QLIKVIEW: THE BUSINESS DISCOVERY PLATFORM FOR THE MOST DEMANDING MARKETS IN THE WORLD

Over 2,500 financial services organizations rely on QlikView, including all of the top 20 financial institutions based in North America and Europe\*, because it empowers business users and decision-makers, providing access to on demand analysis, insights and Business Discovery.

The global financial crisis shook the foundations of institutions, both fundamentally and permanently. In order for them to survive and flourish in this harsh economic climate, they need to find solutions which transform their businesses and increase their margins.

## Financial institutions are currently tackling two key challenges:

- **Maintaining Stability** and maximizing operating efficiencies in an ever-changing and increasingly regulated environment. The markets are still volatile and businesses are facing unprecedented pressure to provide key stakeholders with more information faster and with greater insights, with a zero tolerance for errors and delays. The quality of the financial data and the Business Discovery systems which analyze it, are crucial in delivering insightful, actionable analytics that assist in the effective management of direct and indirect costs
- **Continued Growth** and business expansion, through the spotting of new opportunities within an environment of decreasing margins, increased competition and stringent budgetary demands. Businesses need to focus on maximizing client intelligence, refining and specializing their offering, attracting new customers and deepening their penetration with existing customers

In reality, most institutions will be tackling both of these challenges simultaneously. Growing the business without ensuring the organization is running efficiently, results in less optimized profit margins.

Institutions need to review their business, operations and IT models in order to seek out efficiencies and cost-savings. The largest obstacle is data being stored on various management systems and technology stacks that are often incompatible, hindering any efforts to produce meaningful analytics and insights. Additionally, 'traditional BI' solutions typically lack broad scale user adoption leaving business users unsatisfied, while IT tries to keep up with the reporting backlog.



\* Forbes Global 2000 List

# CREATING A CULTURE OF INNOVATION

QlikView is the leading Business Discovery platform for the financial services sector. With a deep and thorough understanding of the challenges and opportunities facing organizations, QlikView is providing a new way for business users to view, interact and interpret a multitude of data from disparate sources.

**QlikView's product offering is designed to meet today's challenges head-on, by offering solutions across three core solution areas:**

## RISK AND COMPLIANCE

Providing Risk Managers with the ability to integrate and manipulate data at the speed of thought. QlikView provides all users with unrestricted investigative capabilities that can help assess and manage the organization's risk exposure and provide visibility of any hidden exposure concentrations. In addition, QlikView delivers a powerful compliance capability that can rapidly integrate data sources and produce compliance reports, investigate and respond to ad hoc regulatory requests, and identify and mitigate suspect or fraudulent behavior.

## COST REDUCTION

Now more than ever, financial services firms are looking to do 'more with less' and eliminate unnecessary expenditure while running existing and new processes as efficiently as possible. Monitoring operational efficiencies is no longer the task of senior decision-makers, but rather the responsibility of every employee. QlikView is revolutionizing organizational data, allowing all individuals to assess and measure their own efficiencies, delivering reduced overheads and optimized performance.

## CUSTOMER INTELLIGENCE

In order to grow business and provide a competitive advantage, firms need to demonstrate deep insight into their current and potential customer base by analyzing their behaviors and related data. Only through a customer-centric approach will financial services firms improve customer retention, attract new customers, identify cross-sell and up-sell opportunities, calculate customer profitability and get a 360° view of customer performance through multichannel analysis. QlikView will unveil previously unseen trends and insights about your customers.

QlikView has developed a number of apps specifically designed to demonstrate capabilities related to these solution areas. QlikView's flexibility and ease of development also enables QlikView Apps to be created in a fraction of the time it takes for traditional BI products to demonstrate value.



# PROVIDING THE COMPETITIVE ADVANTAGE

QlikView is the world's first Business Discovery platform, designed to assist organizations in achieving both stability and growth.

## WHAT IS BUSINESS DISCOVERY?

Business Discovery is user-driven BI that helps people make decisions based on multiple sources of insight: data, people, and place. Users can create and share knowledge and analysis in teams, groups and across organizations. Business Discovery platforms help people ask and answer streams of questions and follow their own path to insight — on their own and in formal or informal groups. Business Discovery platforms deliver insight everywhere, an app model, mobility, remixability and reassembly, and a social and collaborative experience.

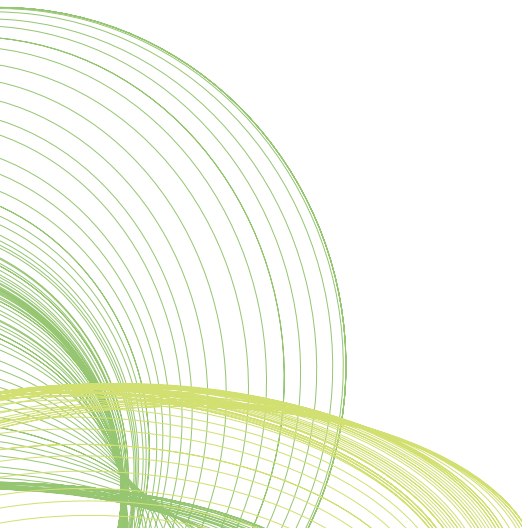
## BUSINESS DISCOVERY PLATFORM

Business users want to analyze information — looking for associations and deriving insights — through visually appealing interfaces. QlikView incorporates best of breed visualization capabilities including a broad range of charting and display options. The simple and easy to use QlikView interface makes it broadly appealing to business users. A simple click can transform the analysis and open up new analytical paths and ways to visualize data. Based on their security, business users can interact with QlikView Apps and make modifications, additions and/or create new apps without requiring complex training or ramp-up time. If users need a specific visualization component that is not included in core QlikView, web developers can easily and seamlessly integrate custom and third-party components.

## ASSOCIATIVE EXPERIENCE

The QlikView Business Discovery platform enables users to explore data, make discoveries, and uncover insights that can be used to help them solve business problems in new ways. One of QlikView's primary differentiators is the associative experience it delivers to users. Business users conduct searches and interact with dynamic dashboards and analytics from any device. They follow their own train of thought.

The Associative Experience leverages QlikView's in-memory approach to deliver the familiar experience of a search engine to find critical information and get fast business answers. Similar to Google's new Instant Search, QlikView's Associative Search provides instant results as you type. Its intuitive interface highlights important relationships between your data. This enables ordinary business users to explore data and gain better insights about customers. The inference engine maintains the associations in the data automatically — alleviating the need for developers to do so through rigid hierarchies and hard-coded drill paths.



“ QlikView has provided our business users with the ability to generate their own reports and insights, freeing up my IT department to focus on further infrastructure projects. ”

CTO, Global Banking and Securities firm

## COLLABORATION

Business decisions are seldom made in isolation, they are collaborative. They are based on social exchanges driven by real-time debate, dialog, and shared insights. QlikView's approach places collaboration at the very heart of Business Discovery, allowing users to share and collaborate on relevant data across individuals, workgroups, and departments. It lets them collectively discover within in-context workspaces, capture notes and conversations, securely share information, and review decision results. QlikView provides users with the freedom to securely and privately collaborate as they choose.

## MOBILITY

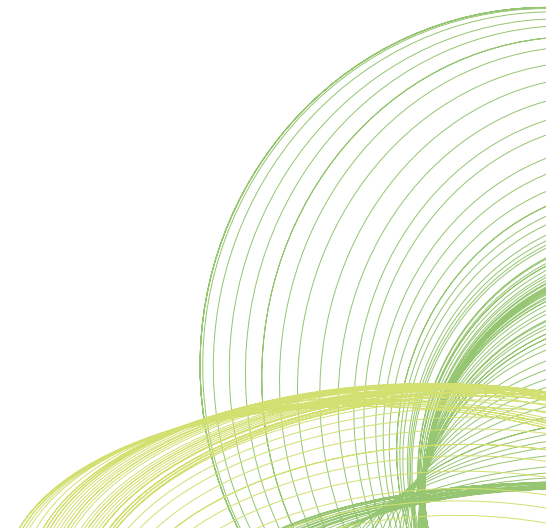
Financial institutions understand the power of decision-making while on-the-go. Users can test their hypotheses while they're out "on location," interacting with their analytic apps where and when they need them. The result? Faster decision making. QlikView for Mobile provides the full QlikView platform, with the full range of functionality, on any device, at any location, thus reducing IT's support burden. QlikView provides the complete Business Discovery experience allowing users to understand what's happening with their business as it happens, instantly and securely.

## ENTERPRISE READY

The QlikView Business Discovery platform is highly scalable, supporting large volumes of users and data. It can scale at the rate the business requires, with a rapid implementation process. Once QlikView has solved a significant business problem that traditional BI could not address, other departments soon take notice. It does not take long before the solution evolves into a server-based enterprise Business Discovery platform, delivering insights and opportunities previously unseen.

IT professionals are no longer tasked with creating data models, building large semantic layers, creating queries or building reports. Instead IT is responsible for retaining control over the data, helping to validate and deliver relevant analytics while enforcing security.

The QlikView Business Discovery platform 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.



# THE BUSINESS DISCOVERY THOUGHT LEADER IN FINANCIAL SERVICES

OlikView harnesses the power of collaboration by tapping into the collective knowledge and expertise of financial services market professionals, in order to deliver pervasive business insights.



“ When we first heard of OlikView, we had no idea it had such proven success and experience within the Financial Services Sector. We are confident they can meet our analytical needs not only today but also into the future ”

VP IT, Global Diversified Financial Firm

Specialist OlikView industry communities consisting of financial services market professionals are dedicated to sharing industry best practices and collaborating on how to best approach the key analytical issues facing the market.

OlikView's thought leadership is enabled through user groups, industry panels and advisory councils made up of leading industry voices such as the OlikView Financial Services Customer Advisory Councils, which are established in multiple geographies globally. In these council meetings key customers and partners come together with the aim of sharing and discussing market insights, intelligence and the technological innovations that can assist in providing both financial stability and growth. Many of the key trends and insights are published, in the form of industry brochures online and shared within the online Financial Services OlikCommunity – furthering the conversation and fueling collaboration.

OlikView has a powerful global network of over 1,200 strategic partners consisting of solution providers, technology partners, business consultants and system integrators. This partner program has been designed to offer our clients world-class software solutions, consultancy and implementation support – ensuring every organization extracts the utmost value from their investment in business discovery from their live actionable data, fueling the innovation culture. Each OlikView partner has been chosen based on their deep knowledge and experience and their ability to construct solutions that removes guesswork and assists you to make faster, better-informed decisions. OlikView partners are focused on delivering value through OlikView.

**The Business Discovery platform that drives unprecedented ROI**



## INSIGHT EVERYWHERE

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

For contact details please visit:

<http://www.qlikview.com/us/company/contact-us>

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