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QlikView in North, South and Central America

Best,
Bob Langer
President, Americas

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Physician detailing takes a deep dive into individual business relationships to answer

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questions such as: What sales reps visited this physician and when? Which of our products and competitive products did the physician prescribe and how often? With traditional BI, answers were beyond the customer's aggregated data sets. The "needle in a haystack" answers to queries required access to data from multiple systems without pre-programmed paths. According to the customer, QlikView's in-memory associative analysis was the only viable technology for more effective e-detailing. The customer can put together scripts by type—doctor, sales rep, product, region, etc.—and search data accordingly without having to know how sourcing systems work or even know all questions to ask. Since QlikView works the mind works, end users can access and drill down into data "the natural way" and follow thought paths to wherever they may lead.

Need for Scalability

The customer now uses QlikView to aggregate and analyze millions of rows of data on the fly—a huge improvement over traditional BI which took five days for data aggregation alone. QlikView applications initially started tracking individual physicians and physicians groups of 300, then 800, 3,000 and currently 4,000 physician groups, which are numbers that traditional BI could not support. Plans for sales applications are to push 3.2 billion records through QlikView to an end user community of 2,000 sales reps. Return on investment is projected at \$1.2 million annually.

Partner Spotlight: HighPoint Solutions

Building High-End Enterprise Solutions with QlikView

[HighPoint Solutions](#), a QlikTech Sell and Deploy partner, is a premier provider of specialized IT services with vertically focused solutions for Pharmaceutical, Healthcare, Financial Services and Retail companies. With offices in Philadelphia, New Jersey, Chicago, Raleigh, Los Angeles, and India, the company's team of 300 consultants is strategically located to deliver business value and competitive advantage to clients through a laser focus on key industries, partners and technologies.

HighPoint enjoys a high profile within QlikTech these days after winning and successfully implementing a major QlikView account with one of the world's largest pharmaceutical companies (Customer Spotlight above). Among challenges were needs to provide flexible intelligence and analytics involving 1,500 to 2,000 users (potentially thousands more); a complex, multi-tier sales hierarchy; and up to 3.2 billion rows of data. The customer's tradition BI solution, with major scalability challenges and technical limitations, could no longer support the customer's expanding business needs.

HighPoint won the account using the "Seeing is Believing" proof of concept approach, which demonstrated to the customer's decision-makers how QlikView in-memory analysis was the only viable solution to achieve their objectives. Part of the solution involves HighPoint's innovative ways to group and expediently refresh massive data sets in QlikView.

Having now successfully implemented QlikView to fulfill the customer's immediate analysis need, HighPoint is positioned to work with the customer on a number of future, potential capabilities that the QlikView platform offers, such as: interactive data mining on massive data sets, migrating and consolidating other complex applications to QlikView (which will drive cost out of the customer's BI applications ecosystem), and integrating QlikView with the customer's sales force automation solution.

Congratulations to HighPoint Solutions on their success with QlikView and the business and technical expertise to deliver compelling, industry-specific, high-end capabilities.

Events in the Americas

Visit us at one of these upcoming industry events, where we proudly showcase QlikView and our customers' success.

[Quest Northeast Conference](#)

July 16-18, 2008
MGM at Foxwoods
Ledyard, CT

NACUBO 2008

July 12 – 15
Hilton Chicago
Chicago, IL

IT Leaders Forum

July 20-23, 2008
The Inverness
Denver, CO

Midsized Enterprise Summit East

September 14 - 17
Gaylord Texan Resort
Dallas, TX

APICS International

September 14 - 16
Kansas City Convention Center
Kansas City, MO

QlikView Training

Just released is the 2008 summer schedule that includes a new training site located in Atlanta, GA. During the month of June we are offering a **10% discount** to customers who register three or more students for a course.

Get trained NOW on QlikView and gain a higher level of visibility into your business with rapid deployment of new applications for business analysis.

We offer two, four or five day courses that will give you hands on experience with QlikView. Depending on the course that you take you will learn how to:

- Create a flexible end user interface
- Get snapshots of data relations
- Make presentations based on your data
- Create dynamic graphical charts and tables
- Perform statistical analysis
- Link descriptions and multimedia to your data
- Create new tables, merging information from several sources
- Build your own business intelligence system
- Deploy QlikView applications for complex business functions

Schedule at a Glance

Radnor, PA: June 9 – 13, 2008
Raleigh, NC: June 19 – 23, 2008
Salt Lake City, UT: June 23 – 27, 2008
Atlanta, GA: June 23 – 27, 2008

Click [here](#) for more details on location, date and times or email us at ustraining@qliktech.com with any questions about QlikView training.

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