

QlikTech Positioned in Visionaries Quadrant in 2009 Business Intelligence Platforms Magic Quadrant

Independent Analyst Research Firm's Evaluation Based on Completeness of Vision and Ability to Execute

Radnor, PA (USA) – February 3, 2009 – QlikTech, the world's fastest-growing Business Intelligence (BI) software vendor, today announced it has been positioned by Gartner, Inc. in the visionaries quadrant in the of the "Magic Quadrant for Business Intelligence Platforms," report¹. BI software solution providers are evaluated based on completeness of vision and ability to execute.

"We have never been content to settle with the way traditional players address analytic solutions", said Anthony Deighton, Senior Vice President of Products for QlikTech. "Instead, we left the OLAP world behind and created a disruptive product that delivers value quickly and can be used by anyone."

Deighton continues, "Our unique in-memory associative analysis approach enables QlikView to work the way your mind works and provides customers with the power to unlock data that has long been trapped or out of the reach to average business user. This is what makes our customers such passionate advocates for QlikView and it's the reason we are the only software company able to offer a 30-day money back guarantee. While others in the industry struggle, we grew by 50% last year and now have more than 10,000 customers."

As stated in the Gartner report, "2009 is likely to be a critical year in which the total cost of ownership (TCO) of BI comes under increased scrutiny, and its value as a decision-making tool in the toughest economic conditions is put to the test." QlikTech's award winning business analysis solution, QlikView, gives people the information they need to make optimal decisions today - at a fraction of the cost of traditional BI software. QlikView works the way the mind works to connect related data from many sources - providing users with the detail they want in just a few clicks. With applications that can be deployed in hours or days and changes made in minutes, decision-makers can begin using QlikView immediately, without any special training.

About Gartner's Magic Quadrant

The Magic Quadrant is copyrighted 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research

¹ The "Magic Quadrant for Business Intelligence Platforms" report is available for purchase directly from Gartner.

tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About QlikTech

QlikTech's flagship product, QlikView, simplifies analysis for everyone. QlikView works the way your mind works – making associations by connecting data from many sources in a few clicks. This patented in-memory association technology brings fast results and better decision making to a wide range of customers and industries. QlikView is intuitive to learn, simple to modify and can be deployed in less than a week.

Named the world's fastest-growing Business Intelligence software vendor by IDC, QlikTech has over 10,600 customers in 92 countries and more than 500 partners worldwide. QlikTech was founded in Lund, Sweden and is headquartered in Radnor, PA (USA) with direct operations throughout Europe and the Americas. QlikTech offers a fully functional, free trial of QlikView and a 30-day money-back guarantee. For more information, please visit www.qlikview.com or subscribe to the [QlikView XML RSS Feed](#).