

## **QlikTech to Launch iPhone Enterprise App**

By Tomio Geron

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QlikTech is launching a new iPhone version of its business intelligence software, in hopes of making accessing company data as quick and as easy as many other successful consumer applications.

QlikTech has already seen rapid growth with its PC-based software, having grown to \$120 million in revenue in 2008 and reaching profitability.

The company has raised about \$25 million in total investments from Accel Partners, Jerusalem Venture Partners and Industrifonden, including a \$12.9 million 2004 recapitalization. The company does not expect to need another venture round, said Chief Executive Lars Bjork.

QlikTech is going after some larger competitors, such as Oracle Corp. and SAP AG, by offering companies a product with a low cost of entry and simple customization.

While competitors often require an expensive consulting arrangement to set up business intelligence software, QlikTech's software is designed to be used by virtually anyone with minimal set-up costs. Companies can also download a free version to try.

"We don't want to live on services," Bjork said.

That's welcome news for companies that are seeking quick access to their data but do not want expensive service contracts.

Companies can quickly gain access to their data on revenue, expenses and inventory across a variety of time periods and geographies. While this information normally requires complicated and time consuming data warehouse requests, QlikTech can slice and dice this information on the fly.

Customers are charged on a per-seat basis for the product. The iPhone application is free.

QlikTech has about 11,000 customers, including Campbell Soup Co., Singapore-based FE Global Electronics Pte. Ltd. and German hospital Marienhospital Gelsenkirchen GmbH.

With the new iPhone application, expected to launch in April, QlikTech is seeking to help companies access their data at any time and in a new format.

The application will allow people to use the iPhone's touch-screen interface to flip through various graphs, select them and zoom in on particular elements.

While other competitors require users to download PDF files of reports, which are

difficult to read on a mobile phone, Bjork believes executives today are seeking the same ease-of-use and functionality that they can get in consumer products.

"People are used to getting their information now, in an unencumbered way," Bjork said.

<http://www.qliktech.com>