



Success Story
 Intel® Software Partner Program
 Manageability

Analysing for success as Intel® Software Partner

QlikTech selected to demonstrate its Business Intelligence software on next-generation processor of Intel

QlikTech

"The collaboration with Intel offers us incredible advantages. We can optimise our software early on for the next generation of Intel® Multi-Core processors and launch it to market sooner. On quad-core processors, for example, we've achieved a 100 percent jump in performance."

- Måns Hultman, CEO, QlikTech

Challenge:

The in-memory technology of QlikView requires maximum memory availability, since all the analysis data is stored directly in RAM. This rapid and user-friendly BI solution is also dependent on extremely powerful processors.

Solution:

As part of the Intel Software Partner Program, Intel provides QlikTech with its latest generation of chipsets and multi-core processors in advance for testing. When optimising the QlikView software, QlikTech's developers work closely with engineers from Intel. The software company is also supported at customer presentations and proofs of concept.

Learn more:

www.intel.com/partner
www.qliktech.com

"For our technology, it is crucial to have a high-performance hardware platform with high-availability memory and a powerful processor," says Henrik Been, Director of Product Marketing. He is in charge of QlikTech's collaboration with Intel. "That's why, a year ago, we decided to expand further our cooperation with Intel and join the Intel® Partner Software Program. We are convinced that Intel offers the fastest and best-performing hardware platform for our business intelligence software QlikView."

Fast and straightforward data analysis driven by users' needs

The QlikView In-Memory Analysis and Reporting solution is a platform for Business Intelligence based on patented in-memory technology. QlikView loads all of the data required for the analysis from the very start into the RAM, links the data via key fields and delivers it as flexible analyses. In contrast to traditional BI tools that use OLAP cubes, where all dimensions must be defined and calculated in advance, the users of QlikView can vary the analysis perspective at any time. For example, they can begin their analysis from any field, and drill down to any level of detail. This does away with any need for rebuilding cubes by the IT department. The result is an extremely fast analysis of data that is simple to use: It is true to QlikView's corporate vision of simplifying analysis for everyone. The in-memory-based analysis and reporting tool shortens significantly the time needed for data analysis. After just a few hours or days, the data can be used in a business scenario. In contrast, a classical data analysis based on OLAP methods can take several months.

Always one step ahead

Traditional OLAP analysis locks data on hard disks. With QlikView, the data is loaded in memory to RAM, allowing real-time analysis while QlikView is in use. That's why memory availability and processing power are key



"QlikTech is one of our strategic partners. With the QlikView solution, we are able to demonstrate very impressively the positive impact of high-performance processors and parallel processing over a growing number of cores. That's why we have chosen QlikView as our featured software provider for the launch of our latest generation of processors. For the demo, QlikTech has developed a modified version of QlikView that will showcase the performance of our new processor live."

– Andrei Mazanov, EMEA Director Intel® Software Partner Program

requirements for QlikTech. As an Intel Software Partner, QlikTech's team of developers can benefit from the latest hardware innovations at a very early stage. Intel provides QlikTech with processors long before their official market launch. This gives developers the opportunity to optimise the software for the next generation of Intel multi-core processors. "It enables us to test and understand what changes have been made and what effects they have on our software," explains Been. To facilitate this, QlikTech's team works closely with developers from Intel to exchange ideas and developer code as well as tips and tricks.

One of the other key criteria for QlikTech is parallel processing on a growing number of cores. Based on tests using Intel dual and quad-core processors, the engineers at QlikTech have put a lot of work into optimising QlikView for Intel hardware by spreading their analytical processes over the various cores. This means that QlikView utilizes all the cores in parallel to share the analysis workload. "By distributing our processes, the leap from dual-core to quad-core delivers a 100 percent increase in performance – a real milestone in terms of computing power," says Been. "If you take into account the energy differences and the improved speeds, then from our perspective, lots of smaller cores working in parallel are far more efficient than one large core."

As well as the opportunity to try out next-generation hardware early on, thereby improving the optimisation of the QlikView software and facilitating a faster time to market, the Intel® Software Partner Program also offers QlikTech hardware for proofs of concept at its customers' premises. "For our customers, this is an extremely important additional service. We can show directly at the customer's site how much the improvements in hardware can impact on the performance of our BI solution and that an

investment in the latest Intel processors is a worthwhile one," says Been, explaining the reason behind this joint activity aimed at boosting sales for both for QlikView and for Intel software.

More awareness and greater credibility thanks to joint marketing

Colleagues at Intel are right by QlikTech's side to act as speakers at partner and customer events, while the chip manufacturer also appears as a co-sponsor at selected events. "Intel provided us with particularly intensive support at Qconnections 2007, our most recent user and partner conference. Intel's support allowed us to really show off all the new features in QlikView 8" recounts Anthony Deighton, Vice President of Marketing at QlikTech.

The next major joint marketing campaign will be the launch of a new generation of processors in autumn. QlikTech will be the featured software provider and will showcase a self-running demo of QlikView on the latest Intel processor. QlikTech has developed a customised QlikView application with 500 million in-memory transactions for the sales campaign. This will allow Intel to measure the performance live on the platform underpinning the application. The previous platform can then be compared directly with the powerful next-generation platform. The increases in CPU performance, CPU time and memory load will all be measured and evaluated. Everyone can then experience QlikView as a real, operational BI application and see for themselves that this is not just a laboratory-testing rig. "For us, this means a giant leap towards greater awareness and credibility in our target markets," says Anthony Deighton.

About the Intel® Software Partner Program

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by:



QlikTech