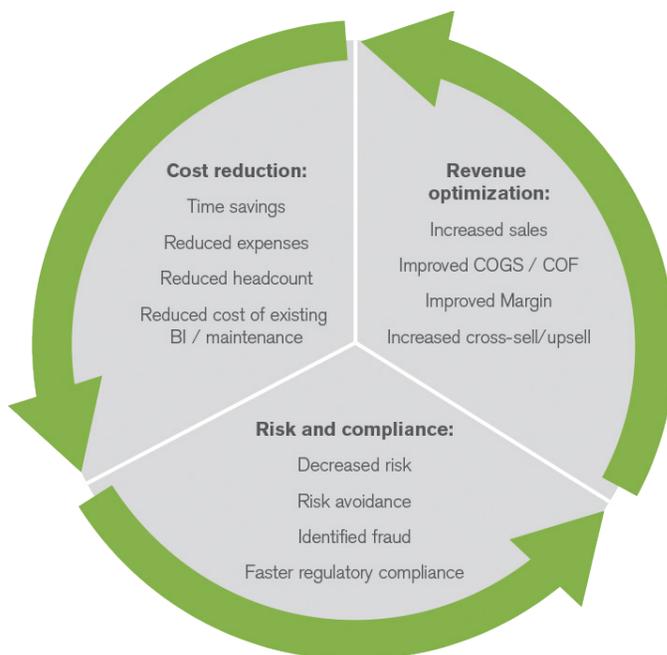# Qlik Q®

The QlikView ROI Calculator

Justify investment and deliver strategic business value

QlikView helps organizations rapidly deploy fast, flexible Business Discovery apps that provide users with self-service, dynamic views of the information they need to make decisions. Quantifying the anticipated or realized value of their deployment is fundamental to helping organizations support their investment in QlikView. The QlikView ROI Calculator helps organizations build sound financial models to justify their QlikView investment. Developed with input from customers, partners and Qlik employees, the calculator demonstrates innovative and differentiated ways to use QlikView.

Value of the QlikView platform:

Value can be derived from multiple areas and the diagram below demonstrates the common areas that QlikView's Business Discovery platform helps customers achieve their goals.

Cost reduction:
Time savings
Reduced expenses
Reduced headcount
Reduced cost of existing BI / maintenance

Revenue optimization:
Increased sales
Improved COGS / COF
Improved Margin
Increased cross-sell/upsell

Risk and compliance:
Decreased risk
Risk avoidance
Identified fraud
Faster regulatory compliance

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Three innovative uses of QlikView:

1. **Time value of money:** Access an extensive functions/formulas library that includes fundamental financial calculations such as Internal Rate of Return =IRR(), Net Present Value =NPV(), Present Value =PV(), Future Value =FV() and more.

2. **Monte Carlo Simulation:** Analyze the sensitivity of uncertain assumptions. Using a Monte Carlo Simulation increases the credibility of the business case, allowing a better understanding of the range of possible outcomes.

3. **Store and Save scenarios:** Easily compare results and build a strategic business case.

See a demonstration of the ROI Calculator on Qlik.com:

50 user scenario
http://www.qlik.com/us/videos/how-to/roi-calculator-50-user-scenario

500 user scenario
http://www.qlik.com/us/videos/how-to/roi-calculator-500-user-scenario

5,000 user scenario
http://www.qlik.com/us/videos/how-to/roi-calculator-5000-user-scenario

User-Centric Interactivity

Quick start: discover goals
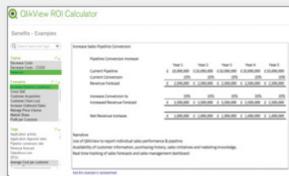
Build a scenario: gather assumptions

View Saved Scenario: analyze KPIs

Monitor risk: understand Uncertain Assumptions

Compare scenarios: build a business case

qlik.com

Quantify investment and determine business value:

The QlikView ROI Calculator includes valuation techniques and streamlines the approach to quantifying a QlikView investment by helping organizations:

1. Discover goals: What set of strategic metrics drive the business? Using "Quick Start," organizations not only monitor strategic metrics, but also align decision makers with the overall business strategy.

2. Gather assumptions: Discounted Cash Flow (DCF) models need a set of basic assumptions: costs, benefits, weighted average cost of capital/discount rate, tax rate, etc. Using "Build a Scenario," organizations can use an intuitive input screen to review this fundamental information.

3. Analyze key performance indicators (KPIs): Using "View Saved Scenario," users can examine Accumulated After Tax Cash Flows, Internal Rate of Return, Net Present Value, productivity measures and Payback Period in an easy-to-follow dashboard.

4. Understand uncertain assumptions: Bringing an uncertain assumption into a model without understanding the sensitivity threatens the model's credibility. "Monitor Risk" uses Monte Carlo simulations to present the range of possible outcomes in a forecasting model.

5. Build a business case: Gain credibility with the ability to speak to multiple scenarios. The "Compare Scenarios" view helps organizations build a story about the investment.

With the QlikView ROI Calculator, organizations can simplify a once manual, intensive, error-prone process of consolidating information, and focus on the strategic business value of delivering QlikView.

To learn more or to schedule a customized ROI calculation session for your organization, contact your local Qlik Sales office or visit qlik.com.