



QLIKVIEW FOR TELECOMMUNICATIONS

Delivering Unprecedented Customer Intelligence



QLIKVIEW FOR TELECOMMUNICATIONS: DELIVERING UNPRECEDENTED CUSTOMER INTELLIGENCE

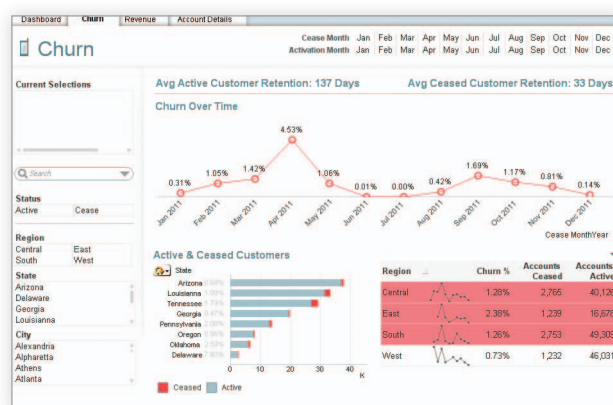
Collaboration, visibility and efficiency: necessities for the productive utilization of data by today's telecommunications companies. The QlikView Business Discovery platform is used by some of the biggest global industry providers, who understand that data optimization is a significant competitive advantage.

More consumers than ever now utilize telecommunications across a widening number of functions, providing ever increasing volumes of data to be mined in search of insight. Success criteria is not simply focused on signal strength, but ensuring a right-first-time service is provided and pre-emptively managing problems and potential negative customer experiences.

This shift reflects the changing role of the customer; a consumer empowered by technology with more choice and information, and demanding even greater visibility through self-service. As a result, both individual and corporate customers have become less brand loyal; companies must resist churn by employing insight and increasing stickyness.

In the drive for ever-greater operational efficiency, providers face several key challenges; setting and measuring quality targets and SLAs; identifying the most valuable customers; all the while adjusting to ever-changing technology and customer usage patterns. Yet businesses often attempt to meet these challenges without the insight provided by the appropriate Business Discovery tools.

Leading Southern Hemisphere CSP Churn Dashboard



HIGH PERFORMANCE THROUGH SHARPER CUSTOMER INTELLIGENCE

QlikView's tailored solution apps provide complete self-service Business Discovery experience that helps to improve overall customer intelligence.

Examples of where QlikView is delivering value:

CUSTOMER TARGETING

Identifying new customer, cross-selling and upselling opportunities

SALES AND REVENUE ANALYSIS

Ensuring profitability, benchmarks, agent commissions. Increasing accuracy of sales planning, forecasting and budgeting

MARKETING AND CAMPAIGN ANALYSIS

Investment insight to drive higher ROI. Improving effectiveness and yield of price plans, campaigns, and package/tariff promotions

CUSTOMER BASE ANALYSIS

Providing insight and quantifying customer lifetime values, activations and churn

SOCIAL MEDIA ENGAGEMENT

Improved conversation with existing and potential customers

CUSTOMER SELF-SERVICE

Enabling innovative value added services with clearly defined differentiation in a hyper-competitive developed market

REVENUE ASSURANCE

Credit scoring, detecting and preventing fraud, managing risk

EXECUTIVE KPIS AND SCORECARDS

Advising on customer experience, concept to cash, process improvement and regulatory compliance

A sample of QlikView results achieved relating to recent and ongoing customer intelligence implementations:

Targeted marketing communications based on what we know our customers want and need

80% reduction in the cost per question/cost to serve through QlikView's self-service capabilities

90% reduction in the turnaround time for generating reports

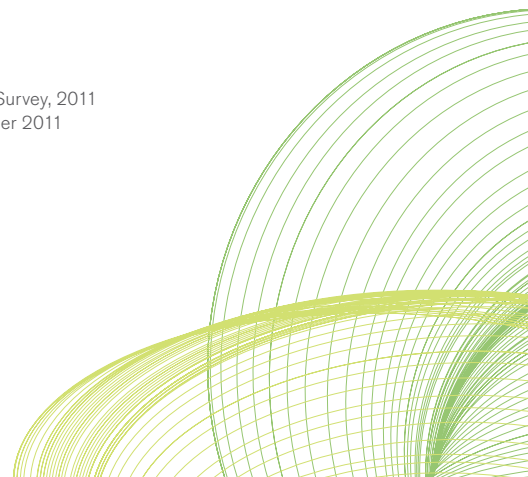
The ability to get answers to questions that previously could not even be asked while using 'traditional BI' products such as Cognos and BO

QlikView is #1 in:

- Performance*
- Satisfaction with development tools*
- Lowest total cost of ownership*
- Customer loyalty**
- Query performance satisfaction**

* Gartner: BI Platforms User Survey, 2011

** BARC: BI Survey 10, October 2011



CUSTOMER INTELLIGENCE PRIORITIES

Core themes have emerged that best optimize customer intelligence:

COLLABORATION

- Internal collaboration between departments is essential to understanding data; identifying and efficiently fulfilling demand. Areas of collaboration can span customer understanding, marketing campaign management and product development
- QlikView enables collaborative decision-making through Social Business Discovery; driving knowledge that can cascade across teams, departments and the enterprise

VISIBILITY

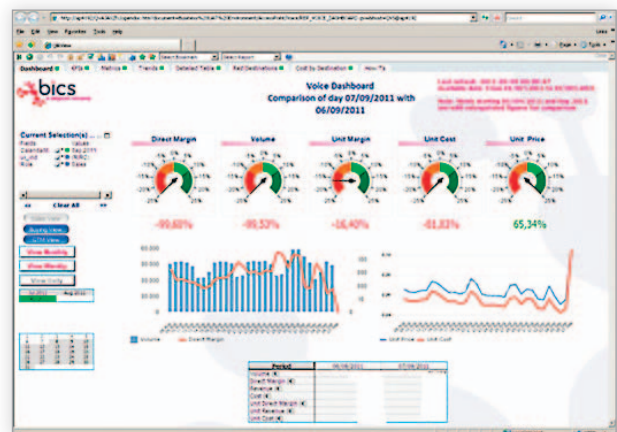
- Increased collaboration yields increased visibility of customer data. With an accurate picture, effective analysis and measurement can occur, enabling early identification of opportunities and points of friction, possibly leading to churn
- QlikView enables insight by unlocking customer data, allowing analysts to explore and exploit the associations and spot the connections

EFFICIENCY

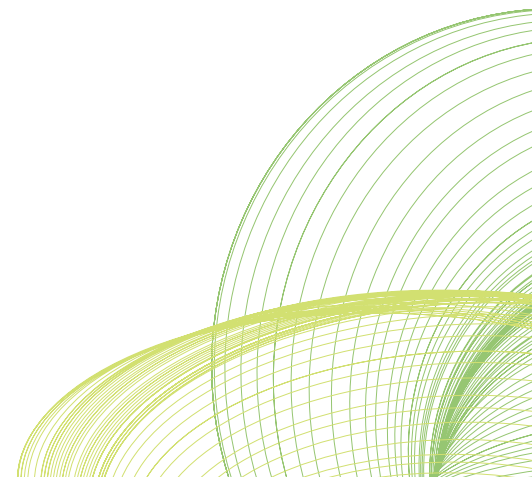
- Maximize profit, minimize processing times and manage the complexity and large volume of data
- QlikView takes the guesswork out of insight, ensuring Executives receive smarter analysis of real-time data for smarter decisions, faster than ever before

QlikView maximizes Collaboration, Visibility and Efficiency

Belgacom International Carrier Services Quality of Service Dashboard



QLIKVIEW FOR CUSTOMER INTELLIGENCE: SOLUTION AREAS



KEY PRODUCT HIGHLIGHTS

QlikView is a Business Discovery platform that unlocks the power of information for sales targeting and enablement.

ASSOCIATIVE EXPERIENCE

Allows business users to explore data by making selections and getting instant feedback on what data is associated and what is unrelated

GLOBAL SEARCH

Offers business users key word search across all data with the simplicity of popular search engines and the ability to share what is found

COMPARATIVE ANALYSIS

Extends the QlikView associative experience to enable interactive comparison of user-defined groupings

QLIKVIEW ON MOBILE

Enables mobile business users to benefit from Business Discovery on tablets or smartphones

DATA VISUALIZATION

Presents data in charts, graphs, and geographic maps, allowing business users to visually assess performance

'WHAT-IF' ANALYSIS

Empowers business users to test scenarios and assess the impacts of possible outcomes

TRANSACTION LEVEL DETAIL

Permits virtually unlimited slicing and dicing, enabling business users to uncover specific drivers for trends and risks

RAPID DATA INTEGRATION

Creates a single view of information from multiple sources, one 'true' account

QLIKVIEW IS PROUD TO PROVIDE SOLUTIONS ACROSS MULTIPLE FUNCTIONAL AREAS FOR COMPANIES SUCH AS:

ARBINET

BICS

CANAL DIGITAL

HERO TSC

O2

ORANGE

RACKSPACE HOSTING

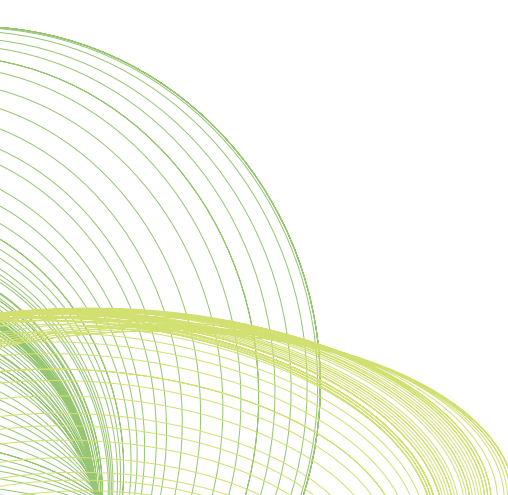
T-MOBILE

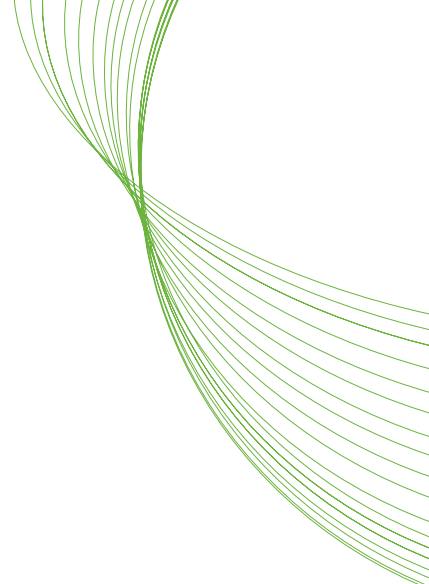
TELSTRA

VIDEOCON

VIRGIN MEDIA

VODAFONE



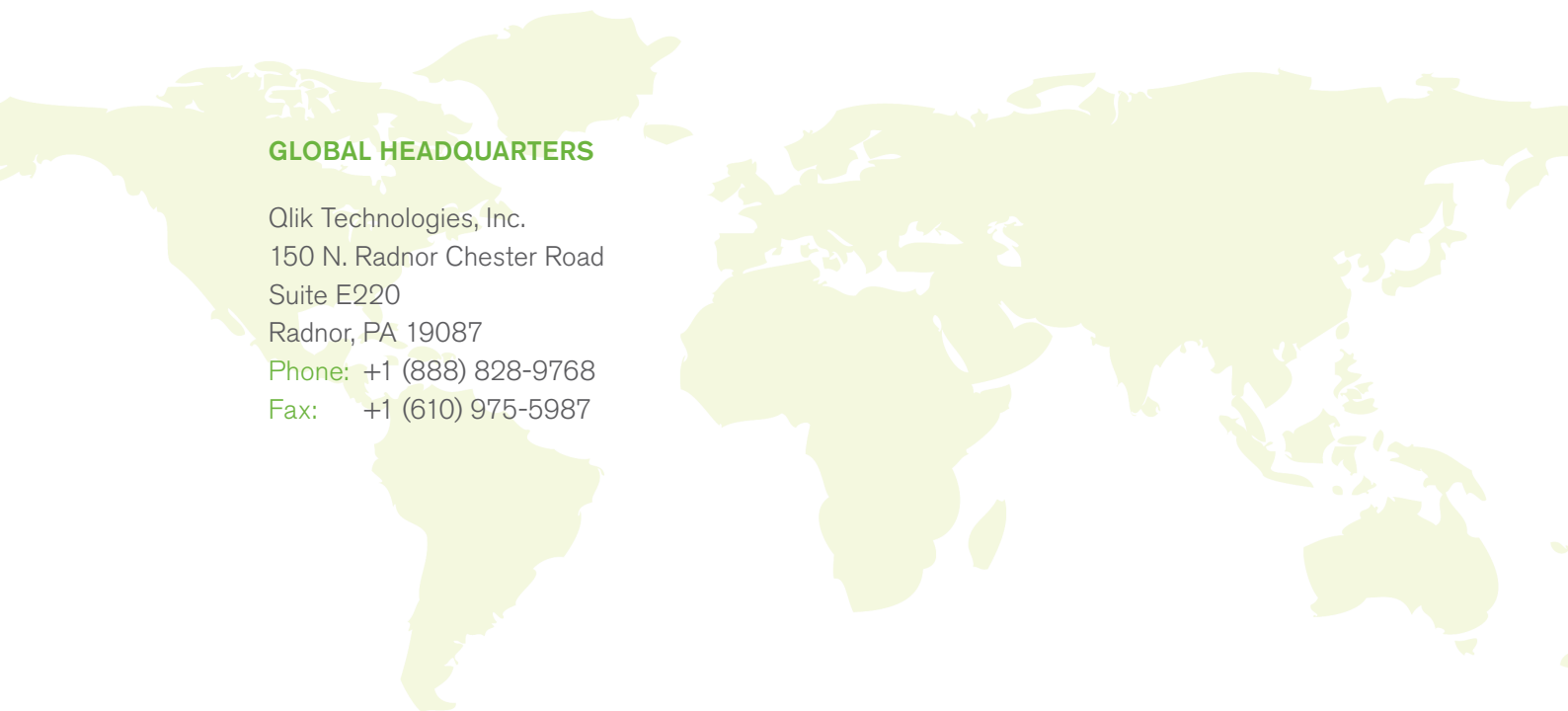


INSIGHT EVERYWHERE

QlikTech has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.

For contact details please visit:

<http://www.qlikview.com/us/company/contact-us>



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