



Using QlikView as a reporting and analysis solution

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What is my problem?

The University has described itself as data rich
information poor (drip)

“There’s no MI” is the cry...

“But they don’t know what they want” comes the reply...



First of all we have to understand what management information (MI) is

- APPO is a provider of MI, specifically student related
- I liken this to Management Accounts; they count pennies and we count students

So what's the problem?

- Providing something which allows the domain expert (you) to both specifically answer a question and discover new information
- Exceeding expectations is good



Not knowing what you want is forgivable

- We all need to play; check out that blind-alley just to make sure that it's really blind...

Not being able to get at something because it's difficult isn't acceptable.

- In 2010, the excuse that it's technically difficult or that you just don't understand, the system is complex, is just wrong.
- The fact that interpretation may need a specialist, a domain expert (you), who can apply business process knowledge as context is correct.

So the trick with MI is...

- not to add more layers of complexity
- ...and take it off the techies and place it in the business



This is where QlikView comes in...

But first, what is my problem?

- I need to be able to produce more with less
- I need to be able to respond quicker
- I need users to be able to help themselves

Something for the techies...

- I need a rapid application development tool
- I need an information dissemination and presentation tool
- I need something simple to deploy and maintain

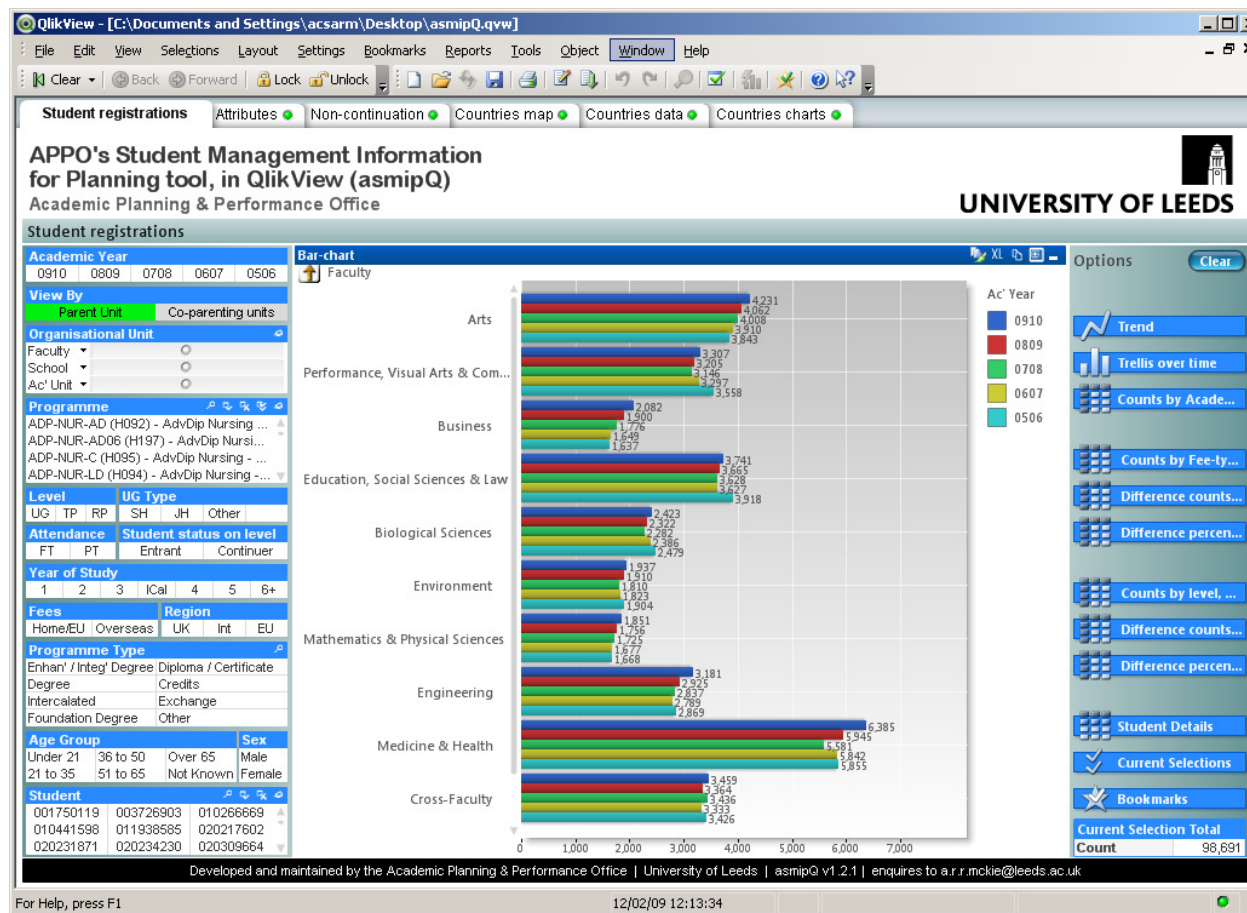
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Please allow me demonstrate...





So what have we done...?

- Created a dynamic tool which allows users to answer their own questions without report writing.
- Created an environment which allows new information to be discovered.

...and what's next?

- Rewriting our aging intranet applications, moving away from sloth development (html, JavaScript, ASP)
- Using QlikView to error-spot, aiding operational data cleansing and to facilitate HESA dataset checks
- Expand to use other datasets; money, staff, research, balanced score-card, etc.



Yeah, but how easy was it to get going...

- Incredibly easy; if it's difficult, you've put the tool in the wrong hands
- You need someone who knows the dataset to meet someone who knows the tool
 - Just reuse a pre-built data extract, an ODBC view or any data download that you currently use in excel

How can I justify the purchase?

- Financial savings – you'll be able to deploy and use this tool whilst the techies are still specifying their BI warehouse
- Financial savings – improved data quality will mean a better HESA return and an error corrected early will stop it compounding.



But why QlikView?

- It's fast, it's comparatively cheap and it works
 - It highly scalable, you can start very small
 - No vapour-ware, empty demo's – your data, working

What makes it special?

- Just for the techies...
 - It's an in-memory tool, so no repeated disc-reads and it gives sub-second responses.
 - It's designed for to exploit multi-core, 64-bit processors and take full advantage of all available memory.
 - It uses its own associative data-engine (not a relational database model), associations are made by column-name.
 - There is no underlying database, each blob (qkw) created contains all its own data and configuration code and can even be scheduled to re-load itself from source.

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