

# Business and Decision and QlikTech Partner for Stronger Business Intelligence

PARIS, France, Nov. 22 (SEND2PRESS NEWSWIRE) – In July 2010, Business & Decision, International Consultant and Systems Integrator (CSI) was awarded QlikTech France's "Challenge Prize." QlikTech is the vendor responsible for QlikView, a range of Business Intelligence (BI) software. This award commends Business & Decision's capacity to present QlikView as an innovative solution to its existing and prospective clients. The partnership between the two companies will enable the implementation of innovative BI solutions for an increasing number of clients.

This award demonstrates Business & Decision's capacity and agility to rapidly create and develop new expertise adapted to the latest market developments, on an international and local scale. In particular, Business & Decision has developed its expertise in QlikView technologies, initially in Switzerland and now in France. New practices are also being established in the US and in the UK, with additional countries to follow.

These practices aim to rapidly and skillfully implement BI solutions providing increasing autonomy to users, from the prototype phase through to the daily use of packaged analytic applications. Business & Decision's methodology enables deployment on a large-scale, user-autonomy for implementation and ongoing support, ensuring a fully-flexible approach for implementation of BI solutions, including QlikView.

Patrick Bensabat, Business & Decision CEO, comments, "Business Intelligence is a sector with high potential to innovate, both in implementation methodology, and associated software. QlikView is a perfect illustration of this, both for our older clients who aim to accelerate adoption of BI solutions within their organizations, and for new clients who are just beginning to adopt Business Intelligence initiatives."

Peter McQuade, Vice-President of Global Alliances at QlikTech comments, "Business and Decision combines its strengths as a specialist and integrator of Business Intelligence solutions with its expertise to handle large-scale projects. Thanks to the company's strong regional presence and its dedicated QlikView practices, Business & Decision is assuring the rapid expansion of our solution, primarily for major clients, on both an international and a local scale."

## **About Business & Decision:**

Business & Decision is an international Consulting and Systems Integration (CSI) company. It is a leader in Business Intelligence (BI) and Customer Relationship Management (CRM), and a major player in e-Business, Enterprise Information Management (EIM), Enterprise Solutions as well as Management Consulting. Business & Decision contributes to the success of customer

projects by driving maximum business performance. The company has a reputation for functional and technological expertise and has forged partnerships with all of the key technology vendors.

Located in 19 countries, Business & Decision currently employs more than 2,500 people worldwide.

Additional information is available at [www.businessdecision.com](http://www.businessdecision.com) .

**About QlikTech:**

QlikTech's powerful, accessible business intelligence solution enables organizations to make better and faster decisions. Its QlikView product delivers enterprise-class analytics and search with the simplicity and ease of use of office productivity software. The in-memory associative search technology it pioneered makes calculations in real-time enabling business professionals to gain insight through intuitive data exploration. Unlike traditional business intelligence products, QlikView can deliver value in days or weeks rather than months, years, or not at all. It can be deployed on premise, in the cloud, or on a laptop or mobile device-from a single user to large global enterprises. QlikTech (NASDAQ: QLIK) is headquartered in Radnor, Pennsylvania, with offices around the world and more than 16,000 customers in over 100 countries worldwide. For additional information: [www.qlikview.com](http://www.qlikview.com) .

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