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## QlikTech Announces Partnership with Rule Financial

### Leading consultancy selects QlikTech as Alliance Partner

Leading business and IT consultancy Rule Financial has selected QlikTech, the world's fastest growing business intelligence software provider, as an Alliance Partner for its risk management practice.

The firm will deploy QlikTech's market leading<sup>1</sup> in-memory associative business intelligence software QlikView on a number of projects, including a major risk integration initiative for a European bank.

**John Collins**, Risk Partner at Rule Financial with over 20 years' experience in capital markets and leader of the bank project, commented:

"Our banking clients are facing unprecedented pressures and effective risk management techniques and infrastructure are central to dealing with and overcoming them. The business and functional silos in most banks exacerbate risk challenges but there's now recognition that multi-business, multi-asset class, multi-functional approaches are needed. Risk integration is therefore high on the agenda, but it's easier said than done.

"QlikView's capabilities in terms of the sheer volume of data that it can aggregate, the ability to navigate around that data completely freely, its speed of implementation and ease of use make it a real asset in the drive for better risk integration. Initially I was sceptical that it could deliver on its big promises, but we've been taken aback by its ability to give a complete view at both a macro and micro level."

QlikView is a fast and flexible in-memory business intelligence tool that can be rapidly deployed to improve visibility into exposures, across silos, at high scale. Whether managing portfolios, analysing transactions with counterparties, or performing 'what if' analysis across product and business lines, QlikView empowers users to get real-time business answers in just a few clicks and be better informed about risk exposures.



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“I haven’t seen any comparable product in the business intelligence space” adds John Collins. The software, which has been recognised by leading IT analysts<sup>1</sup> as a ‘champion in this field’, can be deployed in a matter of days instead of the months and often years associated with traditional business intelligence implementation projects.

**Andy Honess**, Managing Director of QlikTech UK, says:

“Rule Financial is a respected consultant in the financial services sphere, equipping deeply experienced practitioners with leading technologies so they can deliver solutions to the real problems their clients are facing. I’m delighted that QlikView is now part of Rule Financial’s armoury and we look forward to working in partnership for the benefit of Rule’s clients.”

**/ENDS**

### **Note to editor:**

1. Gartner’s *Magic Quadrant for Business Intelligence Platforms* (January 2009) called QlikView “the most performant BI platform in the market”.

Aberdeen Group’s *Aberdeen AXIS(TM) for BI/Performance Management* (January 2009) named QlikView as the sole “Champion” in this field and said that “customers have consistently reported high praise and satisfaction”.

### **About QlikTech**

QlikTech’s flagship product, QlikView, simplifies analysis for everyone. QlikView works the way your mind works – making associations by connecting data from many sources in a few clicks. This patented in-memory association technology brings fast results and better decision making to a wide range of customers and industries. QlikView is intuitive to learn, simple to modify and can be deployed in less than a week.

Named the world’s fastest growing Business Intelligence software vendor by IDC, QlikTech has over 10,140 customers in 92 countries and more than 500 partners worldwide. QlikTech was founded in Lund, Sweden and is headquartered in Radnor, PA (USA) with direct operations throughout Europe and the Americas. QlikTech offers a fully functional, free trial of QlikView and a 30-day money-back guarantee. For more information, please visit [www.qlikview.com](http://www.qlikview.com) or subscribe to the [QlikView XML RSS Feed](#).  
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**About Rule Financial**

Rule Financial's specialists work alongside their counterparts at the world's top banks and funds, helping to lower costs, improve productivity and extract the maximum value from existing IT investments.

Since 1997 our expertise in the management of change, project delivery and complex technology has helped us build long-term relationships on a solid track record of success. Our prowess in system design, testing and rapid application development has earned us a powerful reputation.

This means that at Rule Financial we have a thorough understanding of what the front, middle and back offices each require from their systems and processes, thanks to our practical experience and capability across the broadest spectrum of domains.

Rule Financial now employs more than 250 people in London, New York, Barcelona and Lodz in Poland. For more information please visit [www.rulefinancial.com](http://www.rulefinancial.com)

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