

### **QlikTech aims for a substantial revenue growth**

We talk to Henk Jekel, Manager Business Development at QlikTech, about the marketing and sales strategy of his organisation. QlikTech uses both a direct and indirect business model to market QlickView. QlickView is an application developed by QlikTech and allows companies to conveniently run analyses and create relevant reports based on all the available data. The main advantage is that there is no programming required by end users to achieve this.

Qliktech uses a strategy that differs from most companies. Like other organisations, it uses Computer Profile's database to generate leads, but it has set up the process in a different way. "We segment specific communities to approach, such as similar users of a particular application. We then define a targeted proposition and approach the selected companies directly via the phone. The aim is to introduce Qliktech and to further elaborate the prospect's profile on interest and decision making authorisation. Subsequently, we send an introductory e-mail message, after which we approach the prospect via the phone to schedule an appointment. Finally, we present a customized demo, preferably to a large audience, showing the ease-of-use and benefits of QlickView."

The leads that result from these campaigns can be used by the direct as well as indirect sales channels. Approximately twenty per cent of all leads are sent to the various partners. Consequently, the partners form an important part of the sales strategy. There are currently over thirty active partners in the Netherlands. QlikTech pays a great amount of attention to the selection and education of partners with a specially developed Partner Enablement Programme. PEP is short. The primary objective is that QlickTech partners can operate independently as soon as possible. The partners, as planned, are responsible for sixty per cent of the revenue. "Since we are aiming for a substantial growth, particularly with respect to the indirect sales channel, we find it important to support our partners. If we offer our partners interesting leads, it is likely that they will become more committed and think about us when they in turn receive a lead. This strategy creates loyalty among our partners. And loyalty is essential to our growth objectives."

During the past year, QlickTech performed campaigns targeted to four specific communities. On average, twenty per cent of the companies that were contacted agreed to make an appointment. The results from the various phone conversations are monitored very closely. "If in a particular segment we notice that we are immediately invited to present a demo by, say, three hospitals in a row, we know that there is a need for our solution in this market. It is our conscious decision to respond to such signals from the market rather than sticking very rigidly to the campaign in question. We are flexible enough to respond to these signals. Proper campaign monitoring is vitally important in this respect."

QlikTech's initiatives have certainly born fruit. During the past half year, the organisation has managed to acquire more than 850 new customers.