



Media Release

QlikView plus Markinson equals one-click retail and wholesale intelligence

Sydney, 22 September, 2009 – Australian retailers and wholesalers are set for state-of-the art inventory, customer and sales intelligence following a new partner appointment by Inside Info, the business analytics specialist.

Inside Info, Australia's master reseller of the world's fastest growing business intelligence software QlikView, has appointed specialist partner, Markinson, an Australian provider of enterprise management and point-of-sale software solutions, to extend existing reach into retail and wholesale companies.

Markinson which counts JB Hi-Fi, T2, Haigh Australia and Rexel among its customers, will resell QlikView to provide its customer base with access to powerful and instant visual analysis, dashboards and reporting of stock, sales, financial and marketing data with measurable ROI in just weeks.

QlikView analyses hundreds of millions of cells of data at a transactional level in seconds, irrespective of the number of users, offering Markinson customers a highly scalable business intelligence solution that is simple to use for any employee of wholesale distribution and retail businesses across Australasia.

"We've used QlikView to power reporting for our retail management solution, Shopkeeper, for some time and have now taken this to a new level. QlikView will also be used to complement our MomentumPro enterprise management solution which is why we sought to extend our relationship with QlikView and Inside Info. Customers can now reap the benefits of one-click analytics without the cost and complexity of traditional BI software," said Ian Whiting, CEO at Markinson.

"We're excited to have Markinson as part of our local QlikView partner program," said Stuart Barnard, Managing Director at Inside Info. "More than 500 retailers and distributors use QlikView globally because it provides simple access to a rich, interactive and holistic view of demand and supply metrics and performance. Sales, inventory and management dashboards can be custom-

built and modified in weeks designed to help retailers and wholesalers make faster, more informed decisions.”

About Markinson

Markinson is a privately owned Australian company that provides business software solutions to wholesale distribution and retail businesses across Australasia. For more than 20 years, Markinson has pioneered a wide range of focused solutions which help customers achieve their business goals. The Company services over 250 customers throughout Australasia. For more information contact Zoe Staples, Marketing Manager on +61 7 3368 0888 or go to www.markinson.com.au

About Inside Info

[Inside Info](#) is the exclusive distributor and local representative of [QlikView](#) in Australia - the world's fastest growing business intelligence software according to IDC. 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. QlikView is intuitive to learn, simple to modify and can be deployed in a few weeks. Inside Info has over 280 QlikView customers including Amcor, Toro Australia, Bianco Group, Border Express, Fujitsu General and Manassen Foods. Globally QlikView is the flagship product of [QlikTech](#) which has over 12,000 customers in 95 countries.

For more information, please visit www.insideinfo.com.au

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