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ITN Are The First UK Customer To Buy QlikView 9 June 10th 2009 : LONDON

ITN are the first UK customer to buy QlikView 9, to provide management reporting over their legacy financial applications and other ad-hoc systems.

"Traditional BI can have a huge overhead and be complex and slow to implement. QlikView demonstrated in two days more value than we could imagine and will be our business reporting tool of choice as we continue the overhaul of our management reporting systems.

Differentia Consulting have been instrumental in opening our eyes to the 'disruptive' effect of QlikView's capability; they helped us to 'see it and believe it'. " Brian Murhead (ITN FD)

About ITN

ITN is one of the world's leading multimedia content providers, producing news, entertainment and factual programming across a range of platforms from television to mobile and online.

Over its 55 year history, ITN has built a strong reputation as the UK's biggest supplier of independent broadcast news consistently delivering powerful, authoritative, world-class coverage to its core customers, ITV1 and Channel 4. It also produces the 24-hour sports news channel Setanta Sports News.

ITN On produces video-rich news, entertainment and lifestyle content for global brands including the Telegraph Media Group, Yahoo, Teachers TV, YouTube, MSN and all the UK's mobile operators. ITN On's ad-funded content has an average of 12 million unique views a month and the division's YouTube channels regularly sit in the top five most-viewed.

ITN Source is the most diverse commercial video archive in the world, with over one million hours of iconic footage and creative moving imagery which dates from 1896 to the current day. As well as ITN's own news material, ITN Source represents British Pathé, Reuters, Channel 4, Granada and FOX Movietone amongst others.

ITN Consulting is another key growth area for the company, providing technical broadcast solutions to broadcasters worldwide. With a particular focus on activities in the Middle East, its services range from training and programming development to channel launches.

ITN Factual is the award-winning documentary arm which produces entertainment and factual programming for UK and international broadcasters.

Based in Central London, ITN has bureaux and sales offices in New York, Washington, Berlin, Beijing, Brussels, Paris, Sydney, Bangkok, Johannesburg and Tokyo.

For further information, visit www.itn.co.uk or www.itnsource.com.



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About Qliktech

QlikTech is the world's fastest-growing Business Intelligence (BI) company. Its flagship QlikView product delivers instant business answers, enabling users to easily explore their data without limits. Unlike traditional BI, QlikView delivers immediate value with payback measured in days or weeks rather than months, years, or not at all. It is the only BI offering that can be deployed on premise, in the cloud, or on a laptop or mobile device-from a single user to the largest global enterprise. Through QlikView's disruptive, in-memory associative approach, business users have experienced unprecedented success and satisfaction, backed by its unique 30-day money-back guarantee. QlikTech has more than 11,100 customers in 95 countries and over 800 partners worldwide. For more information, please visit www.qlikview.com.

About Differentia Consulting

Differentia Consulting is a UK based IT Management Consulting company and systems integrator (SI), that has been providing strategic management, and Enterprise Resource Planning (ERP) consulting, solutions, resourcing and support services since 2002. Differentia Consulting is an award winning (Oracle and IBM), independent ERP focussed organisation providing ERP lifecycle services, into many industry sectors, specialising in manufacturing and consumer packaged goods (CPG).

Differentia Solutions is the industry sector agnostic 'disruptive technology' solutions arm of the business, delivering rapid return on investment, quick win, quick 'time to value' technologies and solutions. QlikView from QlikTech is just one of these technologies.

Differentia Resourcing provides world class ERP delivery capability for consulting, contract and permanent requirements.

Differentia Support provides ERP related managed application, technical and hosted support services.

For further information, visit www.differentia.net email info@differentia.net tel: 08702 243 040

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