

## **Colonial Life & Accident Insurance Company Widely Deploys QlikTech Business Intelligence Software; QlikView to be Used by Colonial Business Analysts and Independent Insurance Agents**

RALEIGH, N.C. -- QlikTech Inc., a provider of powerful and rapidly deployable business intelligence (BI), analysis and reporting applications, today announced that Colonial Life & Accident Insurance Company, a market leader in supplemental insurance, benefits communication and enrollment services, will deploy QlikView(TM), QlikTech's flagship BI and performance management software to several thousand independent agents as well as to internal business analysts for sales, customer satisfaction, and financial analysis and reporting.

"QlikView is exactly the tool we have been looking for," said Bryan Allen, assistant vice president of Business MIS Services for Colonial. "We need BI powerful enough to support the sophisticated analytical needs of our business analysts, yet easy and intuitive enough to be used by non-technical independent sales representatives across the country. QlikView is the only reporting and analysis solution we've seen with that sort of flexibility."

Colonial's sales representatives will use QlikView for sales reporting and analysis functions to help them generate higher sales and to identify and close new accounts faster. Colonial's Customer Service Department is currently using QlikView to analyze its policyholder call center data to enhance Colonial's customer service experience. Colonial anticipates a broad array of future QlikView applications by analysts performing financial and business analysis.

Powered by QlikTech's patented Associative Query Logic (AQL(TM)) technology, QlikView's innovative architecture eliminates the costly and time consuming process of designing, developing and maintaining OLAP cubes and, in most cases, also the need to build and maintain separate data warehouses and data marts. This enables companies to develop and deploy fully functional business intelligence and performance management applications in days rather than the customary weeks or months, resulting in greater flexibility, faster ROI, and lower cost of ownership for enterprises. An intuitive, easy-to-use interface makes it possible to spread the power of QlikView through all levels of an organization.

"Corporations are beginning to see the value of business intelligence and analysis beyond its traditional use by power users," said Christer Berg, president and CEO of QlikTech Inc. "The benefits of improved reporting and analysis can stretch throughout any enterprise, no matter how large. Colonial is an excellent example of a company looking to leverage the power of QlikView in new and exciting ways, both for internal power users, managers and executives, and for external, independent agents."

### About QlikTech

QlikTech is dedicated to delivering on the full potential of business intelligence by providing powerful yet easy-to-use software for interactive data analysis, enabling companies and their management to effectively and proactively monitor, manage and optimize their business. QlikTech's flagship product, QlikView, breaks down the traditional barriers of business intelligence by employing its groundbreaking, patented Associative Query Logic (AQL) technology to deliver more flexible analysis and reporting solutions faster and more cost-effectively. QlikView's users include such diverse companies as AstraZeneca, Pfizer, Top Flite, London Fog, Sara Lee, and The Campbell Soup Company. QlikTech is privately held and its North American headquarters are located in Raleigh, NC.

For more information on QlikView, please call 1-888-828-9768 or visit [www.qliktech.com/na/](http://www.qliktech.com/na/).

## About Colonial

Colonial Supplemental Insurance is the marketing brand of Colonial Life & Accident Insurance Company. Colonial is a market leader in providing voluntary insurance to employees and their families through the workplace, along with personal benefits communication, enrollment capabilities and a commitment to service. Colonial Supplemental Insurance is underwritten by Colonial Life & Accident Insurance Company and includes a broad portfolio of insurance coverages, such as disability, accident, life, cancer, critical illness and hospital confinement indemnity insurance policies. Similar products, if approved, are underwritten in New York by a Colonial affiliate, The Paul Revere Life Insurance Company.

A subsidiary of UnumProvident Corporation, Colonial is based in Columbia, S.C. and operates in 49 states, the District of Columbia and Puerto Rico. "Colonial Supplemental Insurance," "for what happens next" and the logo, separately and in combination, are registered service marks of Colonial Life & Accident Insurance Company. All rights reserved.

For more information about Colonial's products and services or opportunities with the company, call (803) 798-7000 or visit [www.coloniallife.com](http://www.coloniallife.com).

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