



# Partner with Qlik® for Embedded Analytics

**Qlik makes it easy to increase market appeal, revenue streams, and customer satisfaction.**

The market for visual analytics has never been stronger. And when you enhance your products with the best-in-class business intelligence of Qlik®, you add value, gain market appeal, and delight your customers. The Qlik partnership program is simple to join and you can start taking advantage of the benefits right away.

## Why Choose Qlik for Your Embedded Analytics Needs?

We take data well beyond visualization, offering the only solution that empowers your customers to extend the value of analytical insights across their entire organization, through a broad spectrum of use cases:

SELF- SERVICE DATA VISUALIZATION

GUIDED ANALYTICS

EMBEDDED ANALYTICS

CUSTOM ANALYTICS APPLICATIONS

REPORTING AND COLLABORATION

No other solution provides a full spectrum of BI services – allowing you to meet the needs of a broad range of potential customers and fulfill the vision of product owners looking to harness the power of analytics within their business applications or data services.

## What Makes Qlik Technology Unique?

When we say best-in-class, we mean it. Only Qlik combines power and scale with simplicity, agility, flexibility, and ingenuity. At our core is a powerful in-memory, associative data indexing engine that enables users to explore all the possible associations that exist in their data. This engine does the job of automatically finding, managing, and maintaining all the relationships among the various data elements – adapting and allowing any path of questions from a user.

Our associative model removes all constraints – allowing users complete freedom to explore any analysis path within their data. Our platform approach, together with our modern, standard, open APIs, creates a rapid and versatile development environment for your product development team. And Qlik technology provides benefits for your users that nobody else can match:

- ✓ Unique associative model
- ✓ High-performance in-memory analytics
- ✓ Ability to integrate with any data source
- ✓ Mobile
- ✓ Optimized for security, scalability, and performance

*“Some partnerships are all talk, but our partnership with Qlik is the real deal. In a matter of weeks, we were bringing very real value to our customers together.”*

– David Kasabian, Chief Marketing Officer, Tagetik

## How Does a Qlik Partnership Benefit Your Business?

When you partner with Qlik, you partner with an analytics leader acknowledged by Gartner. We offer technical and development services, including education, professional services, and a lively developer community all dedicated to your success. We are committed to helping you meet the following goals:

**Gain competitive advantage in your market:** Differentiate your products or services with a proven, award-winning, best-in-class visual analytics platform.

**Deliver new revenue streams:** Increase sales of existing products and services by making them more valuable and appealing, attracting new customers with powerful, game-changing analytic insights.

**Delight and excite your customers:** Provide an analytics tool so powerful and intuitive to use, users will be more satisfied and more loyal.

**Accelerate your time-to-market:** In our rapid application development environment, you can build products in a fraction of the time it would take with alternatives.

**Maintain focus on your core product:** Allow your developers to do what they do best – focus on your core product – and avoid the maintenance hassles of custom-developed analytics software.

*“ Qlik gives us the ability to show customers how our solution actually works. Qlik’s brand increases the credibility of our solution and adds value to it. ”*

– Peter Edling, CEO, Agile Sales AB



### A WORLD OF SATISFIED PARTNERS

In May 2016, TechValidate conducted an OEM survey of 151 companies around the globe that partner with Qlik to deliver embedded analytics. Of those OEM partners:

**90%** are likely to recommend Qlik

**92%** agree that Qlik is easy to work with

**94%** agree that their customers value Qlik

**94%** agree that Qlik is the best analytics platform on the market

**95%** agree that they're satisfied with Qlik

## Why Join the Qlik OEM Partner Network?

Some partnership programs make you jump through a series of hoops. Not Qlik. Our program is simple to join, and you can start taking advantage of the benefits immediately. When you become a Qlik OEM partner, you get access to:

- ✓ Training for sales, marketing, and developers
- ✓ Certification
- ✓ OEM solution validation
- ✓ Technical support
- ✓ Development licenses
- ✓ The Qlik Partner Portal
- ✓ Partner enablement events
- ✓ Qlik Branch and Developer Slack channel

Our licensing models are flexible; we align them with your go-to-market strategy. Options include perpetual, subscription, or a possible revenue share model.

We also support everything from on-site installations to Software-as-a-Service/Cloud delivery models. And once you become a partner, you can market and sell your “Powered by Qlik” applications to maximize your success.

## The Qlik Partner Ecosystem

- **Qlik Community** – Participate in lively discussions and share questions, answers, and ideas with Qlik experts, developers, and users.
- **Qlik Branch and Qlik Playground** – Invite your developers to explore, share, and collaborate on projects and innovations created with Qlik products.
- **Qlik Market** – Find partner-created, ready-to-use applications, chart extensions, and data connectors, and receive unprecedented visibility for your innovations.
- **Qlik Partner Portal** – Download high-quality sales, marketing, and training materials to help sell the products and services you create with Qlik.



## About Qlik

Qlik is a leader in visual analytics. Its portfolio of products meets customers’ growing needs, from reporting and self-service visual analysis to guided, embedded, and custom analytics. More than 35,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world, with more than 900 OEM partners covering more than 100 countries.

## Get in Touch Today

When a rapidly expanding market meets a perfectly positioned technology, incredible opportunities appear. There’s no better way to capitalize on those opportunities than a partnership with Qlik.

Visit [www.qlik.com/us/OEM](http://www.qlik.com/us/OEM) or contact us +1 (866) 616-4960.