

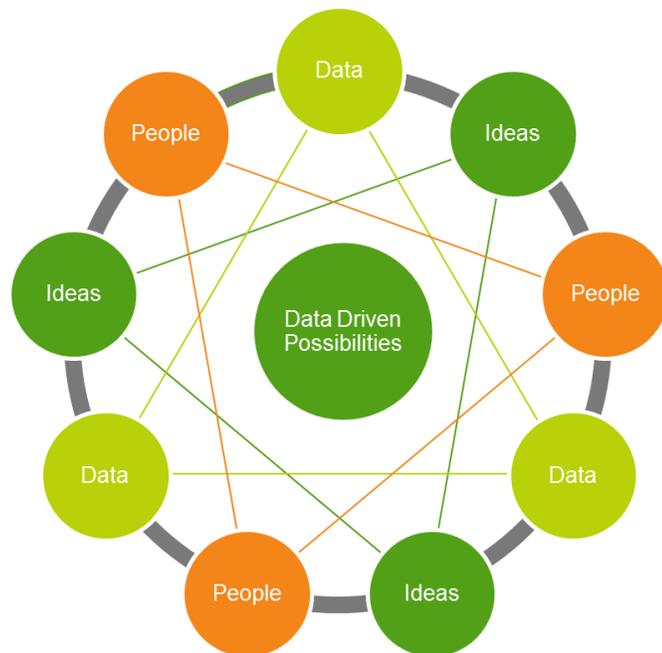
Qlik® – A Cloud-Ready Analytics Platform

Connecting All Your People, Data and Ideas

Qlik was founded on one simple belief: Business Intelligence is optimized when you harness the collective human intelligence across an organization. The more that people use analytics, the more value people get from analytics. When this occurs it accelerates organizations towards their goal of being more agile, data driven businesses that uncover and take advantage of new possibilities.

At Qlik we believe that in order achieve these goals and bring light to all the driven possibilities that lie before you, you need to drive an analytics vision that connects:

- **All your people** – To expand data driven possibilities, you need to empower all your people throughout the organization and beyond to your ecosystem – both as individuals and as collaborators.
- **All your data** – To achieve data driven possibilities, you need to have a foundation that allows you to drive analysis of all your data, from any data source - on premise or in the cloud, internal or external – without restriction or limitation to the design of your data model.
- **All your ideas** – To explore all your data-driven possibilities, you simply need to bring forth all your ideas. After all, by connecting all your people, data and ideas through intuitive visual analytics, new possibilities emerge.



Today Qlik leads the market in delivering a **cloud-ready analytics platform** that brings out the best in the people that use it and accelerates individuals, teams and businesses to become more agile and data driven. It gives businesses of any size the flexibility to make analytics accessible to anyone, anywhere, with the flexibility to deploy on premise, in the cloud, and everywhere in between.

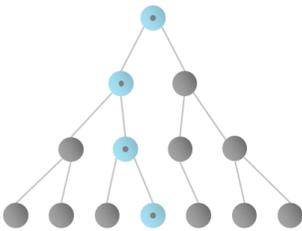
Qlik Makes Data-Driven Possibilities Possible

Qlik's platform is uniquely designed around the individual, and how they share data and insights, and collaborate with other individuals, creating a data-driven workgroup, department, or entire business, all while providing the trust and scale required to delight IT.

See The Whole Story That Lives Within Your Data

Qlik's **Associative Model** enables everyone to see the whole story that lives within their data. Powered by our patented in-memory associative data indexing technology (the QIX engine), it offers self-service exploration for all users, not just power users and analysts that can build new visualizations. People can explore freely using simple searches and selections, to probe the possible associations that exist in their data across all their data sources

Query-Based Tools



- Pre-defined joins
- Pre-aggregated hierarchies
- Pre-conceived notions of how data should be related
- Only part of the story

Qlik's Associative Model



- Dynamic associations
- Explore freely in any direction
- Understand how data is actually related
- The whole story

Qlik's Associative Model

Every time the user clicks, the QIX engine instantly responds, dynamically recalculating all analytics based on the new context, and highlighting associations across all data from all sources. The user's selections are highlighted in green, associated data is represented in white, and unrelated data appears in gray. This speed-of-thought feedback encourages users to think of the next question and continue exploring their individual ideas to discovery.

What Others Says



"... What really distinguish Qlik Sense is its extensibility and the associative data engine, which give new meaning to the word 'discovery'"

Butler Analytics, Qlik Sense and Tableau Positioning, June 2015



"With Qlik's Associative Search capabilities, our customers are now able to intuitively analyze over a terabyte of data with 'speed of thought' response, without being confined to a limited data set or a defined path of questions."

Stefaan Paridaens, DWH Manager, BICS



"... Qlik is a revolution thanks to its capabilities on [data] modeling, and sophisticated and very appealing end user experience. The associative model is just awesome and eases the complexity of combining heterogeneous data from different source systems."

Sunitha Mahesh, Data Scientist, Fiserv (Source: TechValidate. TVID: 926-115-EDD)

A Platform For All Your Visual Analytics Needs

Qlik’s unique platform approach supports the full breadth of analytics needs, including self-service visualization and exploration, guided analytics apps and dashboards, custom and embedded analytics, and reporting, all within a common platform.

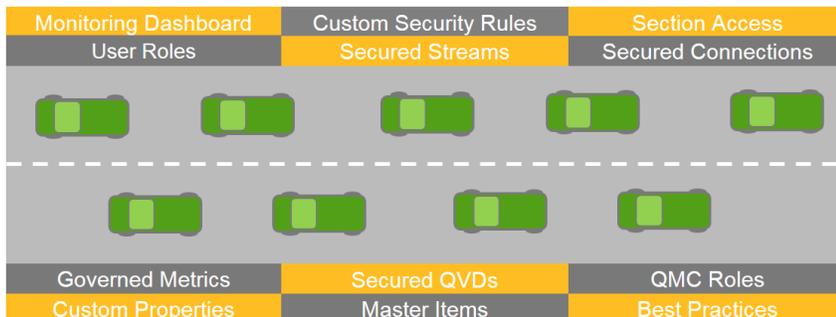


Re-use data models, work and skillsets across all use cases

Qlik surrounds the QIX engine with a complete set of enterprise class capabilities, including intuitive data preparation and integration, open and standard APIs and toolkits, and centralized management to easily support deployments for tens of thousands of users.

Agility For The Business User, With Trust And Scale For IT

Qlik’s rich management and governance capabilities allow IT to deploy self-service oriented analytics according to established policies and guidelines, while maintaining flexibility, agility, and trust for the business.



Qlik’s Governed Self-Service Framework

Qlik provides a powerful, intuitive management console for control over all aspects of a deployment. Governed libraries of data and metrics ensure that users are working with trusted information and flexible rules based security model supports an organization’s unique needs by dynamically reducing data sets for users based on their entitlements.

What Others Says



“Qlik Sense provides a wide range of capabilities that can support multiple use cases . . .”

IDC, Qlik: On the Road to an Analytics Platform,
28 October 2015



“...We’re also excited at the prospect of empowering our clinical team with Qlik Sense to help discover these efficiencies using the platform’s impressive visual capabilities. It’s great to have analysis software that truly anyone can use, not just a data analysis team.”

Lloyd Bishop,
Head of Performance & Innovation,
Cwm Taf University Health Board

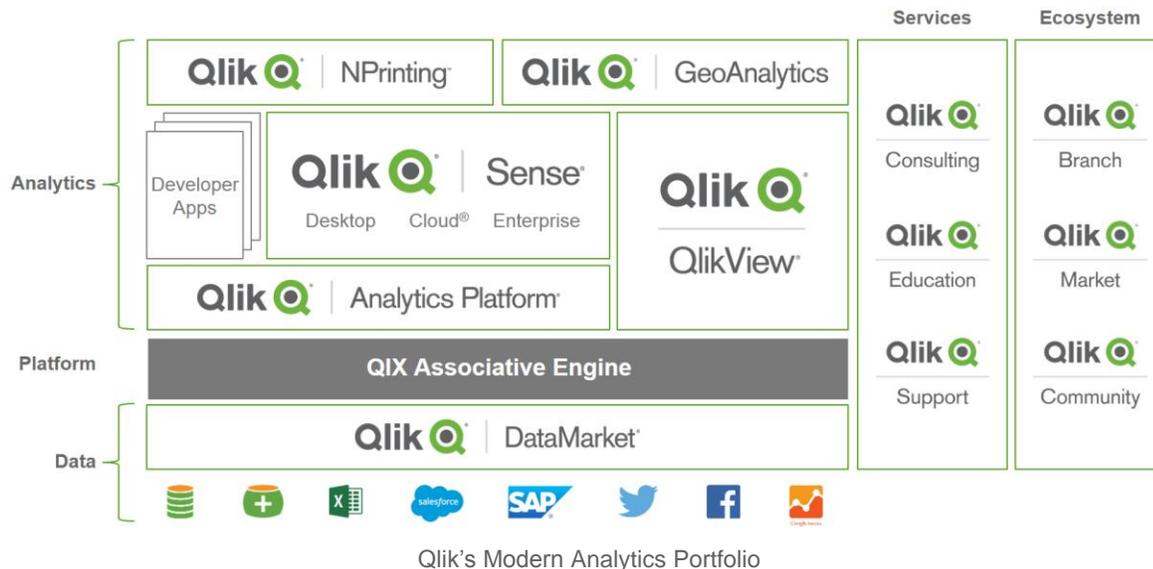


“We chose Qlik Sense for its data storytelling functionality, which will allow us to present data to clients clearly, and to provide relevant commentary which will anticipate their questions.”

Vincent Cadoret,
CIO, Omnicom MediaGroup

Our Modern Analytics Portfolio

As a result of our expanded vision, Qlik has broadened our portfolio from a single product, to multiple products and ultimately a platform strategy shown below which not only includes our products, but also related Services and Qlik ecosystem.



Powered by our patented in-memory **QIX Associative Engine**, Qlik products enable users to explore data freely, probing all the possible associations that exist in their data, across all of their data sources.

- **Qlik Sense®** – Our next-generation application for self-service oriented visual analytics, business users of all types and skill sets get powerful, flexible visualization and discovery on any device.
- **Qlik Sense® Cloud** – Qlik Sense Cloud enables individuals, teams, and businesses to create and share Qlik Sense apps online, or share applications.
- **Qlik® Analytics Platform** – A developer platform for building, embedding, and integrating engaging and beautiful visual analytics for any device or app, anywhere.
- **QlikView®** – Our proven data discovery product that offers rapidly developed, highly interactive guided analytics applications and dashboards..
- **Qlik® NPrinting** – An advanced report generation and distribution application for Qlik Sense and QlikView, allowing organizations to create great-looking reports quickly.
- **Qlik® GeoAnalytics** – An advanced mapping and geospatial analysis solution for both Qlik Sense and QlikView for analyzing both location and non-location data together.
- **Qlik® DataMarket** – An integrated data-as-a-service offering, providing a comprehensive library of data sets from trusted sources offered on a subscription basis.
- **Qlik Connectors®** – It provides connectivity to a wide variety of data sources and allow rapid data access and integration using pre-configured, production-proven components.

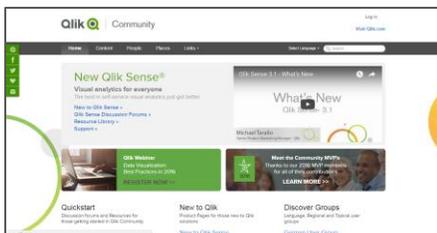
Qlik Services

In addition to product offerings, we also provide related **Qlik Services** that help our customers best utilize our innovative technology with proven methodologies and best practices, flexible learning options, and predictive support driven by Qlik visual analytics.

- **Qlik® Consulting** – Helps our customers accelerate time to value, mitigate risks and achieve even better ROI.
- **Qlik® Education** – Providing a wide array of course content and delivery options for different user roles and products.
- **Qlik® Support** – Providing world-class, data-driven support to successfully develop, deploy and use Qlik.

Qlik Ecosystem

Our ecosystem of partners and customers generates tremendous value and resources, we deliver this power to the market in the following ways:



Qlik Community is an active group of more than 100,000 participants that serves as a marketplace for sharing ideas, data and knowledge. community.qlik.com



Qlik Market is our online exchange for Qlik partners to showcase their technologies and solutions to help our customers get the most out of our products. market.qlik.com



Qlik Branch is our open-source community to accelerate innovation by sharing custom solutions that take advantage of the capabilities and extensibility of Qlik APIs. branch.qlik.com

Our Innovative Services

Qlik® Continuous Classroom

Maximize your Qlik Sense skills. Choose what, how and when you want to learn using our new self-service learning platform.

- Choose learning based on your role and skill level
- Choose learning based on your schedule
- Choose learning based on your preferred style

Qlik® Accelerate

Pre-built applications that designed and built by industry experts, and pre-tested so that once your data is loaded, the application can be ready to use and scaled to your business.

- Deliver analytics faster
- Deploy better applications
- Achieve greater ROI

Qlik® Proactive Support

Innovative service to anticipate your potential issues and provide predictive advice and action

- Real-time anomaly detection and live diagnostics
- Health check reports with machine log diagnostics for guidance and resolution, and optimization advice
- Proactive support and preventive advice

Your Success is Our Success

Our heritage of innovation continues to deliver exceptional capabilities to users in areas such as smart search, smart visualizations, responsive mobile design, data security and governance. Our investments in innovation has translated into tens of thousands of customers that have become more agile, data-driven businesses that harness the power of collective human intelligence.

However, technology is only one aspect of the story. Our commitment to customer success runs deep in our company. Qlik brings to market specific industry and functional-level experience, delivering exactly what the customer needs to address their challenges. Our extended ecosystem includes a global user community of over 100,000 participants and a marketplace for sharing applications, data and knowledge.

And with over 1,700 committed, experienced partners around the globe, and over 40,000 delighted customers, Qlik regularly ranks at the top of independent surveys on customer satisfaction and value derived from the solutions it provides.



Additional Resources

- To experience the power of Qlik first hand, try one of our apps at demos.qlik.com
- To learn more about Qlik and our unique approach, visit qlik.com/see-the-whole-story
- To learn more about Qlik's innovation in visual analytics, check out go.qlik.com/qlik-statement-of-direction