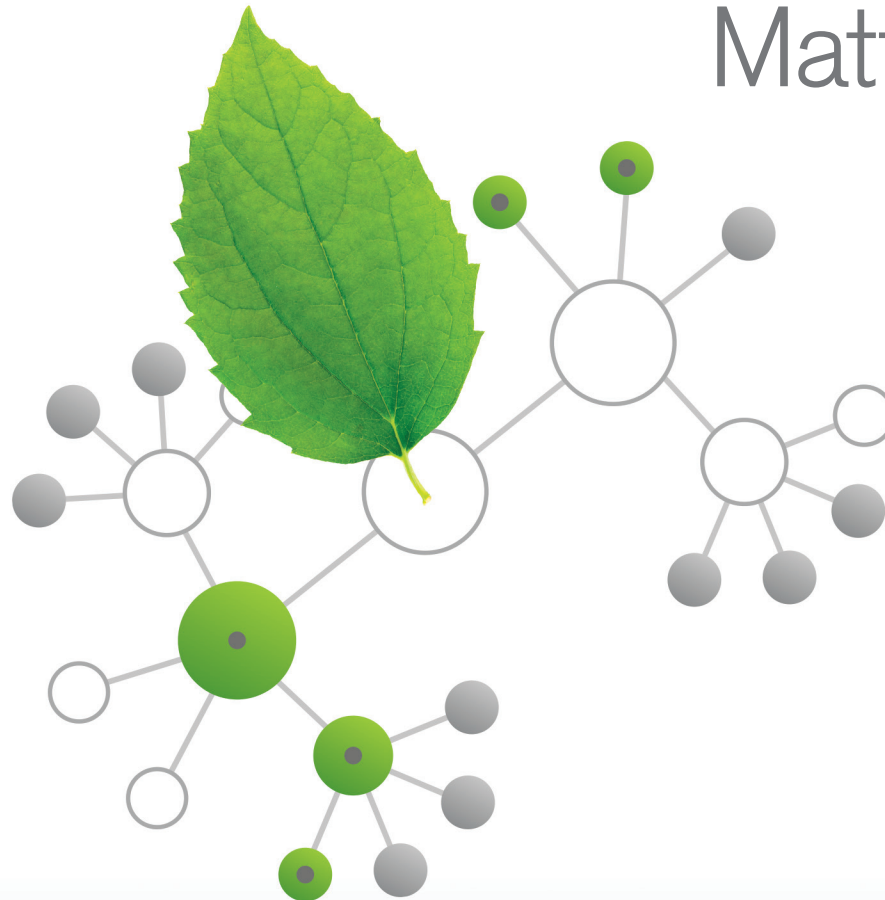


Why
Natural Analytics™
Matters



We're all born analysts. Humans evolved in a world full of complex information and critical choices.

We recognize patterns, spot outliers, and sort and categorize to naturally make sense out of information.

And we've been using technology to extend these natural abilities since the beginning of time.

In the Stone Age, over 12,500 years ago, our ancestors carved spear throwers from reindeer antlers.

This ancient technology helped our ancestors throw their spears further and with more force and speed than just throwing it by hand.

It extended their natural abilities to throw, and gave them a competitive edge.

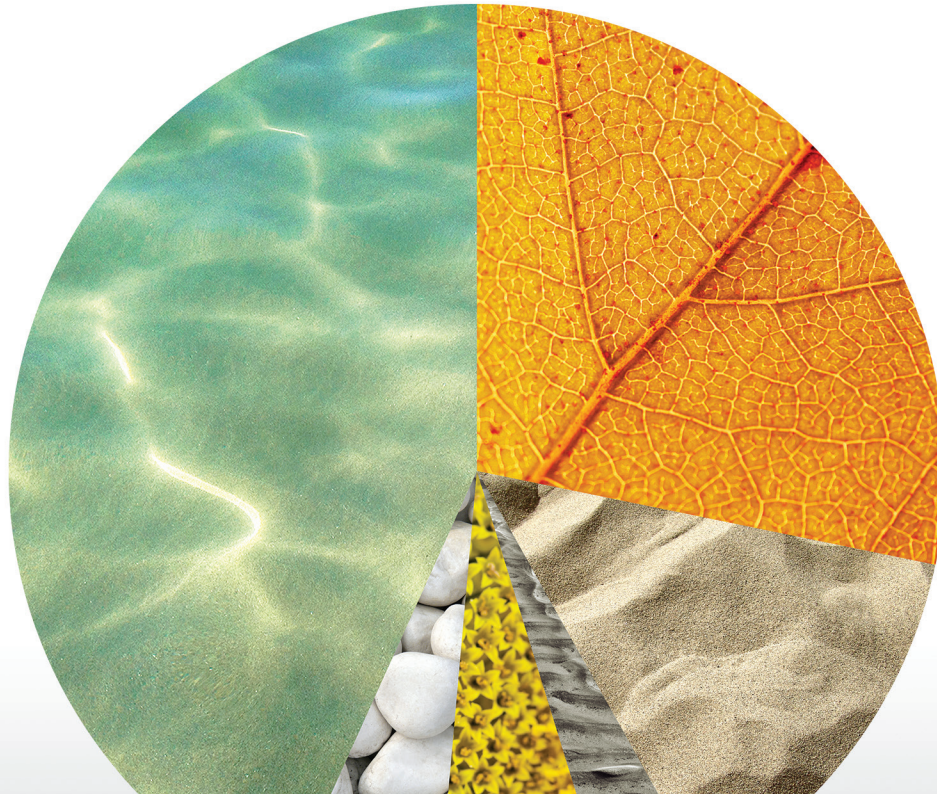


Today, we no longer need spear throwers to survive. But we still rely on our innate skills to help us thrive in business, and in life.

And **we enhance those skills using technology,** just like our ancestors did during the Stone Age.

That's why we've developed
Natural Analytics™

a technology and design approach that's at
the core of our QlikView® platform.

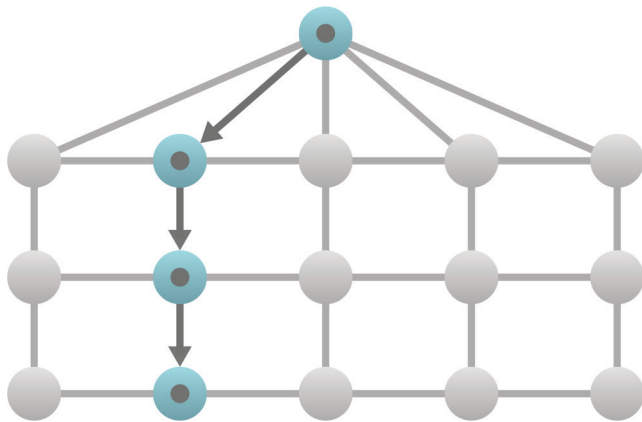


Natural Analytics™ is what makes QlikView® so powerful. With it, you can explore complex data and make and share discoveries using your natural human abilities to process complex information.



It gives you the freedom to explore - to forage for information and to go where your inclination guides you, not down a predefined, linear path like other business intelligence (BI) tools.

How traditional BI and visualization tools work



QlikView® Natural Analytics™



Association

With **Natural Analytics™**, you discover **associations** – how your data is linked and connected – or not. And you make these associations without anyone modeling them for you first.



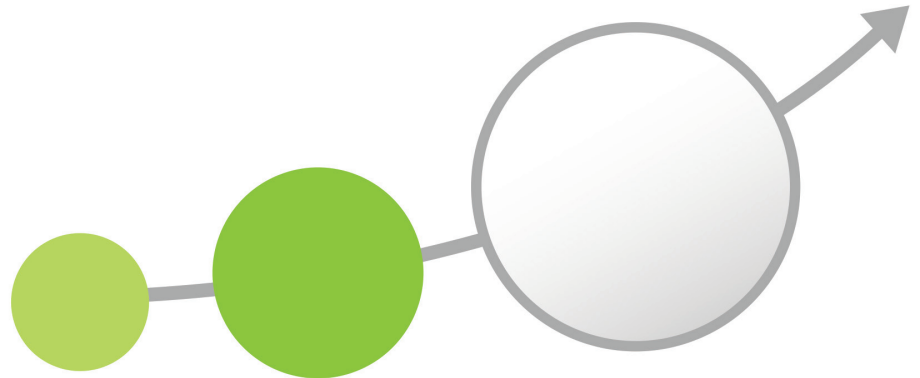
Comparison

You **compare** data, find patterns, and explore them further. And you categorize information naturally, in a way that makes sense to you.



Anticipation

You **anticipate** discoveries by following visual cues and nudges, allowing your data to intuitively guide you to the answers you seek. And, you predict future outcomes based on insights you uncover.



Narration

Finally, you **tell a story**. You can let people know what you've found, why they need to know, and what to do about it. It's dialogue and collaboration, the way nature intended.



So you may be wondering, what does this all mean? **Let's sum it up.**

- ✓ If people like technology and find it natural to use, they'll adopt it.
- ✓ Greater adoption means greater return on investment (ROI).
- ✓ Greater ROI means even greater return on information.
- ✓ And that means better decisions.

So now you see

- ✓ Business Discovery is what QlikView® does.
- ✓ Natural Analytics™ is how we go about it.
- ✓ Technology that works naturally fosters adoption and repeat usage.
- ✓ And that means greater return – on your investment and your information.

And that makes QlikView®
the future of BI, **naturally.**





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