

Qlik Sense® and QlikView® Strategy

Background

Qlik® was founded in Lund, Sweden in 1993, and is currently headquartered in Radnor, PA USA. Today, we have over 45,000 customers and 1700 partners in more than 100 countries, and are recognized as a leader in the BI and analytics market by all major industry analysts. Companies of all sizes, across all industries and geographies, use Qlik products to generate insight and make more informed decisions.

For the past several decades through 2014, QlikView has served as our flagship product. QlikView allows for the rapid creation of highly interactive guided analytics applications and dashboards, designed to solve specific business problems. QlikView was largely responsible for driving the significant shift in the BI marketplace away from large IT driven stack based approaches to more agile data discovery solutions.

In 2014 we launched Qlik Sense, our next-generation platform for modern, self-service oriented analytics. It supports the full range of analytics use cases including self-service visualization and exploration, guided analytics and dashboards, custom and embedded analytics, mobile analytics, and reporting, all within a governed multi-cloud architecture that offers trust, scale, and ongoing choice for organizations. With unmatched associative exploration and new augmented intelligence capabilities, Qlik Sense is built to drive data literacy for all types of users.

At the core of both Qlik Sense and QlikView is the patented Qlik associative engine. Unlike query-based tools, which limit flexibility and create blind spots, the Qlik engine was designed specifically for interactive, free-form exploration and analysis. It supports near limitless combinations of data sources without leaving any data behind, and allows users to explore using interactive selections and search, without restrictions or boundaries. By keeping all objects in context together, and retaining unrelated (gray) values in the analysis, the Qlik engine enables users to spot unexpected insights and generate tremendous value that would be missed with query-based tools. We call this the Associative Difference™.



What's the difference between the products?

Qlik Sense is not a new version of QlikView. While they share the same associative engine and many core capabilities, there are differences in design and product strategy that reflect both advances in technology and the evolution of customer needs in the market.

Qlik Sense offers a modern, self-service oriented experience through a cutting edge responsive user interface. It features augmented capabilities for visualization, exploration, search, and data preparation, seamless collaboration on-premise and in the cloud, online and offline mobility, and open APIs for building custom applications and embedding analytics using standard web development skills. In contrast, QlikView is a development environment for creation and deployment of interactive analytics applications and dashboards, using QlikView specific skills.

The following table highlights the current differences between Qlik Sense, QlikView, and visualization tools:

		Qlik Sense Enterprise	Qlik Sense Cloud	QlikView	Query-Based Visualization Tools
Client	Unified HTML5 Client	●	●	◐	◐
	Touch User Interface	●	●	◐	◐
	Responsive Design	●	●	◐	◐
	Pixel-Perfect Design	◐	◐	●	◐
Analysis	Associative Exploration	●	●	●	◐
	Search Based Analysis	●	●	◐	◐
	Modern Visualizations	●	●	◐	●
	Self-Service Creation	●	●	◐	●
	Self-Service Data Preparation	◐	◐	◐	◐
	Guided Analytics Apps / Dashboards	◐	◐	●	◐
	Advanced Analytics Integration	●	◐	●	◐
	AI / Insight Suggestions	◐	◐	◐	◐
Collaboration	Collaboration Hub	●	●	◐	●
	Data Storytelling	●	●	◐	◐
	Managed Reporting	●	◐	●	◐
	Mobile Offline	●	◐	◐	◐
Platform	App Development – Integrated Environment	◐	◐	●	◐
	App Development – Open APIs	●	◐	◐	◐
	Broad Data Connectivity	●	◐	●	●
	Data Integration / ETL	●	◐	●	◐
	Big Data Capabilities / Indexing	◐	◐	◐	◐
	Broad Ecosystem and Community	◐	◐	●	◐
Deployment	Centralized Management	●	◐	◐	◐
	Governed Libraries	●	●	◐	◐
	Rules Based Security	●	◐	◐	◐
	Multi-Cloud Architecture	●	◐	◐	◐
	Associative Indexing Engine	●	●	●	◐
	Cognitive Engine	●	●	◐	◐

How do I choose?

For new customers and use cases, we recommend investment in Qlik Sense. Whether your goal is to provide self-service visualization environments, deploy centrally built analytics applications, create custom analytics apps and mashups, enable mobile workforces, or distribute reports, Qlik Sense offers a full range of modern analytics capabilities all within a unified, governed framework. We are investing heavily in the Qlik Sense platform and roadmap to improve all aspects of the product and with specific focus on three major innovation areas – big data indexing, multi-cloud deployment, and augmented intelligence.

For more information on Qlik products and our future innovation strategy, please refer to the [Qlik Statement of Direction](#).

What if I'm an existing QlikView customer?

For existing customers, you should feel confident in continued use of QlikView, especially in use cases where you have existing QlikView investments. We are committed to ongoing investment in QlikView and continue to offer at least one new feature release annually. Our focus is on delivering features that our enterprise customers are looking for, such as advanced analytics integration, on-demand application generation, multi-cloud deployment capabilities, increased coexistence and platform integration, and further enhancements around performance, security, management, and scalability. We also continue to surround QlikView with value added products such as Qlik NPrinting®, Qlik GeoAnalytics®, Qlik Connectors® and Qlik DataMarket®.

For new use cases, QlikView customers should consider adding Qlik Sense to existing environments. Because both products run on the same engine, customers can easily re-use existing assets such as data models and analytics expressions. We are making significant investments to improve coexistence of the two products, including a more seamless product integration, a single user identity and common license management, a unified point of access for users, and conversion toolkits and services. We are also building advanced authoring features into Qlik Sense to support more sophisticated application functionality for guided analytics.

Furthermore, Qlik has recently created a highly compelling offer that enables existing QlikView customers to more seamlessly and cost effectively adopt the Qlik Sense platform, while maintaining their QlikView footprint. With this dual-use offer, a customer can simply uplift their current QlikView maintenance by a modest percentage, and receive equivalent access to Qlik Sense for the same user that is entitled to use QlikView. This unlocks significant business value for our customers and gives them more options and control over their use of Qlik products. Customers also have the option of remixing eligible QlikView user licenses to Qlik Sense as set forth in the QlikView remix policy.

For more information on the new dual-use offer, please reach out to your local sales manager or Qlik partner.

