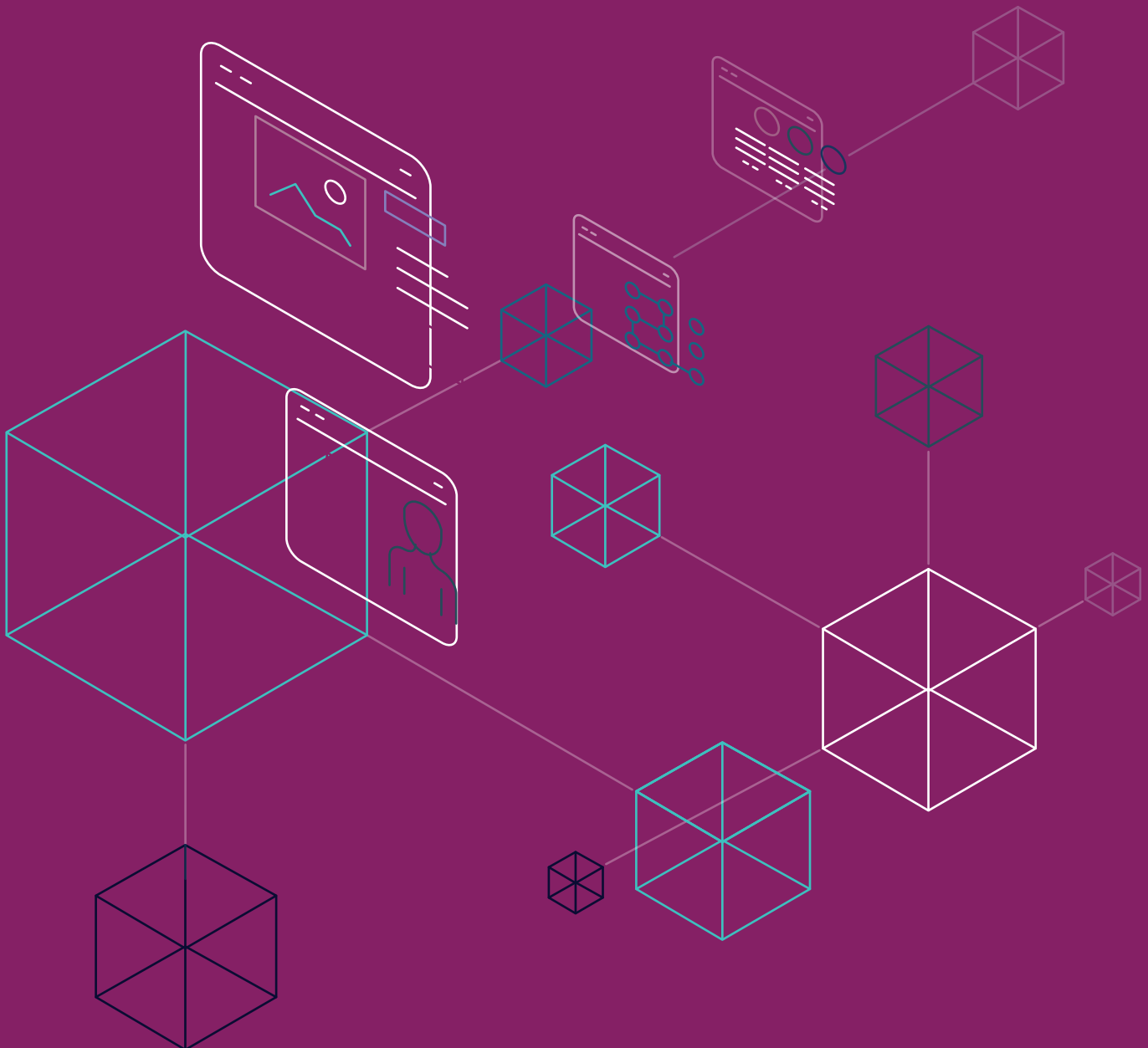


Qlik[®] Partner Program

Accelerating Opportunities. Invested in Your Success.

Qlik's partner-led go-to-market model combined with our business practices and product innovation, delivers an unmatched opportunity for partners. With a financial model that creates unprecedented upside for partners and tools that offset operational costs to remove barriers that limit profitability, we enable you to build a practice around the powerful combination of Qlik solutions and your professional services.



Qlik Partner Program

Accelerating opportunities. Invested in your success.

As digital transformation becomes the rallying cry for organizations competing in today's rapidly shifting landscape, data has become the foundation of a new economy. At the same time, the Business Intelligence (BI) landscape is changing as customers move away from legacy approaches to next generation solutions to accelerate insights that drive business performance.

| | | |
|--|--|--|
| <p>79%</p> <p>of enterprise executives agree that companies that do not embrace Big Data will lose their competitive position and could face extinction¹</p> | <p>83%</p> <p>of enterprises have pursued Big Data projects to seize a competitive edge²</p> | <p>84%</p> <p>of enterprises have launched advanced analytics and Big Data initiatives to bring greater accuracy and accelerate their decision-making³</p> |
|--|--|--|

The shift to big data management as a growth and competitive accelerant creates significant opportunities for partners to invest in building a Qlik practice and selling Qlik solutions.

| | | |
|---|---|---|
| <p>\$64 Billion</p> <p>Global Big Data market growth by 2021⁴</p> | <p>\$103 Billion</p> <p>Worldwide Big Data market revenues for software and services in 2027⁵</p> | <p>\$21.3 Billion</p> <p>Big Data market worldwide professional services in 2026⁶</p> |
|---|---|---|

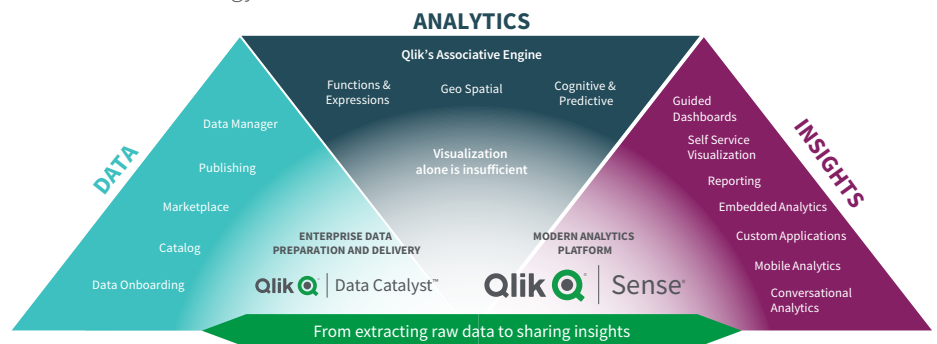
Qlik Analytics Platform[®]

Big Data Analytics creates big business opportunities, and Qlik has aggressively developed an end-to-end BI and Analytics Platform of best-in-class solutions – transforming raw data into actionable business insights.

Qlik's platform approach to BI enables you to create differentiated conversations that set you apart and ahead, with the ability to quickly customize dashboards and immediately gain insights without having to build a data warehouse—something no other solution provider can offer.

With Qlik, customers can freely explore through associative technology that:

- Democratizes data via governed, enterprise data catalogs
- Raises data literacy through augmented intelligence
- Embeds analytics in decision-making processes
- Scales analytics at the edge through IoT



1. Accenture Analytics Big Data Survey 2. Accenture Analytics Big Data Survey 3. New Vantage Venture Partners, Big Data and AI Executive Survey
4. Statista/Wikibon 5. Statista/Wikibon 6. Statista/Wikibon

Our Investment in Your Success

Shorter sales cycles, faster implementations, and increased revenue opportunities

Qlik's partner-led go-to-market model, combined with our business practices and product innovation, delivers an unmatched opportunity for partners. With a financial model that creates unprecedented upside for partners, and tools that off-set operational costs to remove barriers that limit profitability, we enable you to build a practice around the powerful combination of Qlik solutions and your professional services.

Award-winning partner program

Recognized as one of the strongest and most successful partner programs in the channel today, the Qlik Partner Program helps you quickly build your Qlik business practice in our analytics and 3rd generation business intelligence solutions. Add to that the generous discounts and additional incentives for performance and new logos and you have a partnership founded upon mutual success.

Focused on partner success

Qlik understands the challenges you face and the business you run. The Qlik Partner Program, product portfolio, financial incentives, engagement model and service rich opportunities help grow your business, rewarding you based on capability, commitment and performance. We work with you to develop competencies, specializations and Qlik certifications that help strengthen your ability to deliver services that can exceed 5X software license revenue. That means quick payback on training and IP investments. Our subscription-based model also puts in place recurring revenue contracts and helps you build long-term profitable relationships.

Faster time to value

A multi-year view of customer relationships is critical to success with a subscription-based offering. Qlik has aligned our channel organization to support your efforts at every phase of the customer lifecycle with our QLAER model (Qlik Demand Generation, Land, Adopt, Expand and Renew). Designed for long-term relationships, QLAER enables us to approach partner engagement as a continuous planning cycle by working toward increased adoption of new users within the account and, ultimately, the renewal of the contract. This also affords you the opportunity to align services to multiple milestones in the solution lifecycle, capturing services not only in the initial set-up of the Qlik solution, but through the expansion of the solution, training of users, and the introduction of functionality to new groups within a customer's organization.



Gartner Magic Quadrant

Industry Leader

9 Years in a Row



Winner

3 Years in a Row

SiriusDecisions 

2017 SUMMIT

Winner

Program of the Year

Proven Leadership, Innovation & Customer Success

10 of the top 10
Pharmaceutical companies

7 of the top 10
Retail and Wholesale companies

7 of the top 10
Securities and
Investment companies

7 of the top 10
Manufacturing companies

6 of the top 10
U.S. Hospitals

9 of the top 10
Banks

8 of the top 10
Insurers

Qlik Partner Program (QPP)

The bottom line and benefits to help you grow

The Qlik Partner Program (QPP) provides Solution Providers and Managed Service Providers with a simple, profitable and predictable partnering environment. This unified program is built on a pay-for-performance structure that rewards your efforts based on your customer engagement and transaction model.

Qlik Partners benefit from valuable support, education, certification and specialization designations. Qlik Partners agree to commit to investment, training, business development, and marketing activities—and in return gain the competitive edge that comes with enhanced market opportunities. The QPP is designed for flexibility to meet the needs of your growing business.

Solution Provider Track

The Solution Provider Track is for partners focused on reselling and/or influencing and implementing Qlik solutions to customers and prospects that wish to license Qlik software. This track offers various engagement options and corresponding benefits for successfully promoting and servicing Qlik implementations.

Managed Service Provider Track

The Managed Service Provider Track is for partners focused on delivering Qlik software as part of a broader Managed Services solution. This track allows partners to deploy Qlik software in cloud environments, to deliver services to end users, and to derive additional profitability. The benefits and requirements of this track align to a partner owning the Qlik subscription license, delivering service opportunities, and providing front-line customer support.

Membership Tiers

The Qlik Partner Program is comprised of three membership tiers: Authorized, Select, and Elite. Achieving a higher tier provides you with greater profit opportunities, as well as differentiation and recognition in the market.

| Benefits | Solution Provider | | |
|--|--------------------------|--------|-------|
| | Managed Service Provider | | |
| Partner Tier | Authorized | Select | Elite |
| Commercial Benefits - for resell transactions | | | |
| Discount Off Pricelist | ✓ | ✓ | ✓ |
| Deal Protection | ✓ | ✓ | ✓ |
| New Logo Discount Incentive | ✓ | ✓ | ✓ |
| Commercial Benefits - for influence transactions | | | |
| Finder's Incentive (Refer) | ✓ | ✓ | ✓ |
| Influence Incentive (Deal Support) | ✓ | ✓ | ✓ |
| Eligibility to Opt into Partner Investment Fund | n/a | ✓ | ✓ |
| General Benefits | | | |
| Eligibility to Apply to Authorized Training Partner Program | n/a | ✓ | ✓ |
| Field Sales Support | ✓ | ✓ | ✓ |
| Partner Discount for Partner Augmentation Services Offerings | n/a | ✓ | ✓ |

| Benefits | Solution Provider | | |
|--|--------------------------|------------------|------------------|
| | Managed Service Provider | | |
| Partner Tier | Authorized | Select | Elite |
| Marketing Benefits | | | |
| Online Campaign Creation & Execution | ✓ | ✓ | ✓ |
| Web Content Syndication | ✓ | ✓ | ✓ |
| Qlik Product Download on Partner's Website | ✓ | ✓ | ✓ |
| Social Media Capability | ✓ | ✓ | ✓ |
| Customizable Collateral Assets | ✓ | ✓ | ✓ |
| Support by Qlik Marketing Expert | ✓ | ✓ | ✓ |
| Business, Learning & Enablement, and Marketing Benefits | | | |
| Online Partner Learning Environment for Sales, Marketing and Technical Training ("Partner Green Line") | ✓ | ✓ | ✓ |
| Eligible for MDF | ✓ | ✓ | ✓ |
| Qlik Software Products Not-for-Resale (NFR) for Pre-Sales and Product Presentations | ✓ | ✓ | ✓ |
| Eligibility to List Solutions on Qlik Market | ✓ | ✓ | ✓ |
| Invitation to Sponsor Qlik Events | ✓ | ✓ | ✓ |
| Use of Qlik's Partner Logos | ✓ | ✓ | ✓ |
| Qlik.com Partner Directory Listing | ✓ | ✓ | Priority |
| Eligible for Promotions and Incentives as Available | ✓ | ✓ | ✓ |
| Eligible for Teaming Plan Agreement | n/a | ✓ | ✓ |
| Regular Joint Business Planning and Reviews | n/a | Bi-Annual Review | Quarterly Review |
| Qlik Partner Management | n/a | ✓ | ✓ |
| Access to Partner Portal | ✓ | ✓ | ✓ |
| Qlik Executive Relationship | n/a | ✓ | ✓ |
| Qlik Products for Partner's Internal Use (IUL) | ✓ | ✓ | ✓ |
| Discounted Pricelist for Education Services Products (Partner Staff) | ✓ | ✓ | ✓ |

Our successful partnership starts here

From an end-to-end modern BI platform based on our unique associative engine, to support across the customer lifecycle and a subscription-based model that aligns with the move to consumption-based services, the Qlik Partner Program offers you opportunities for business growth, increased profitability, and the right tools and resources to build your practice and deliver differentiated customer value. For your customers, it means industry leading solutions and a more compelling proposition for today's business transformation-focused organizations.

Are you ready to partner with a global leader in Data Management and BI Analytics? Visit qlik.com/BecomePartner to get started today.

[Education & Training](#)

[Qlik Products](#)

[Qlik Blog](#)

Contact Us

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