

DATA ANALYTICS

# Creating a Data-Literate World

Qlik® Academic Program



## INTRODUCTION

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# Creating a data-literate world, one student at a time.

The bar is rising when it comes to success. Students preparing for careers in today's challenging, global, data-driven environment need to know more. They're required to have exceptionally strong analytical and data literacy skills, plus the right tools to keep pace with rapid change and faster decision making.

Our Qlik Academic Program meets personal and professional needs, giving students and professors must-have resources to succeed. Both take advantage of the most up-to-date data analytics curriculum, education, training, and platform. Our program extends to qualified university professors, students, and researchers interested in discovery and generating insights using free Qlik software and resources to become the next generation of experts leading with data.



## Why Qlik?

Our vision is a data-literate world, one where everyone can use data to solve their most challenging problems. And there is no better place than learning environments to help people understand how to make data discoveries. Only our Qlik end-to-end data management and analytics platform brings together all of an organization's or program's data from any source, enabling professors, students, researchers, and people at any skill level to use their curiosity to uncover new insights. Teams, individuals, programs, and companies use our solutions to see more deeply into research and customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward.

# Our Program for Professors, Students and Researchers

Our Qlik Academic Program provides qualified university professors, students, and researchers with complimentary Qlik software and learning resources so more people, everywhere become data and analytics experts.

## Program Qualifications

Our Academic Program is open to any accredited, university-level institution worldwide. Apply today if you are looking to deepen your knowledge and already are a:

- Professor or student using Qlik for academic purposes within a qualified academic institution.
- Researcher using Qlik for academic research, involving students associated with a qualified academic institution. Your research may not be funded by grant money, nor can it be used for profit. Also if you are a participant, you may not share your software with anyone outside of the research assignment, including the university administration.

Today, more than  
**1,600 universities**



in more than **85 countries**



participate in our program.

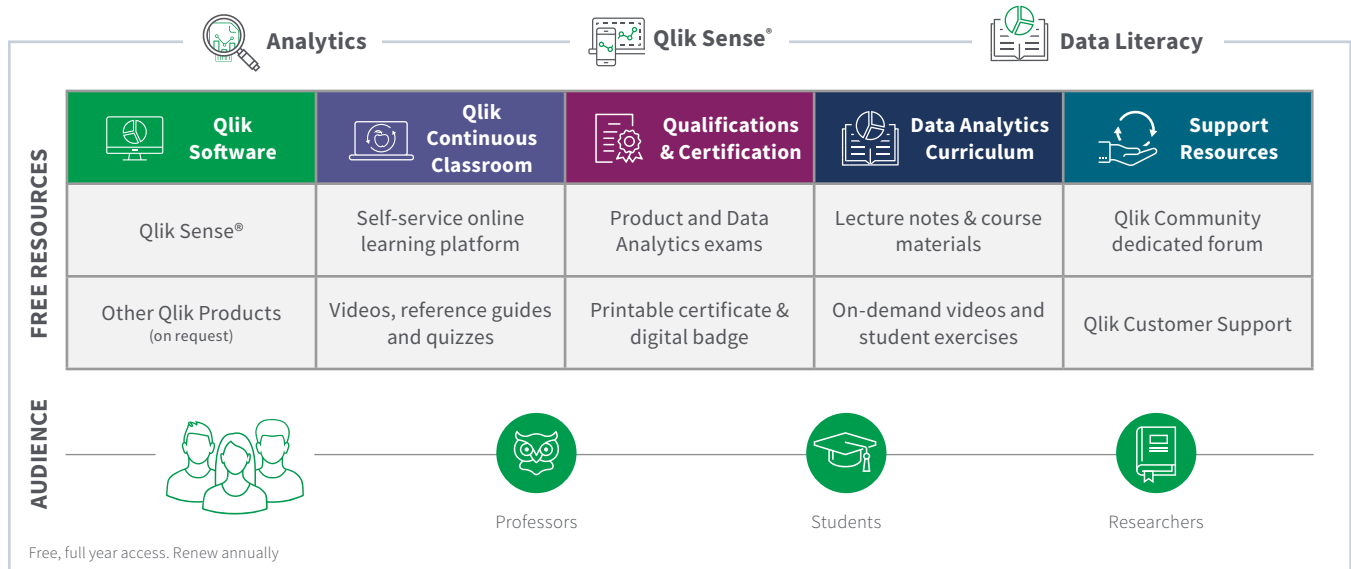


## How to Apply

New candidates must apply and current participants must reapply online annually. One of our Academic Program Representatives will contact you when your application is received. Apply now at [qlik.com/academicprogram](https://qlik.com/academicprogram).

## Program Offerings

As part of our Qlik Academic Program, you receive free, full-year access to our Qlik software and resources for use in course curriculum or research. This includes access to our Qlik Continuous Classroom, a state-of-the-art, self-paced learning platform.



Our learning content introduces you to the capabilities of Qlik Sense, as well as analytics discovery and data literacy competencies — complementary knowledge and skills that are not specific to Qlik solutions, but are critical for you to be successful with analytics today and into the future.



## Qlik Sense

With the Associative engine at its core and new augmented intelligence capabilities supporting users, Qlik Sense helps you discover insights that query-based BI tools simply miss, driving data literacy for all skill levels. Freely search and explore across all your data, instantly pivoting your analysis when new ideas surface. Take advantage of machine suggestions and automation powered by the Qlik cognitive engine.

Get started right away with Qlik Sense without setup, download, and hardware infrastructure hassles.

# Driving Data Literacy: Our Program Benefits

## **Students: Be Prepared for the Data-Driven Economy**

**We advance student analytical and data literacy skills within every academic discipline.**

- Go beyond theory. Analyze real-world information. Understand how to discover patterns. Make connections across areas of study. And use visualizations to bring findings to life.
- Gain the skills, training, and tools you need from our dedicated program to succeed in digital business.
- Increase your marketability to employers. Demonstrate your proficiency with the leading guided analytics and data visualization tools.

## **Professors: Enrich Your Course Learning Experience**

**We enhance your classroom learning experiences by providing professors with complimentary, powerful tools and resources.**

- Access easy-to-learn, industry-leading data analytics products to rapidly create visualizations, explore data, and instantly reveal connections.
- Encourage creative thinking with innovative visual analytics.
- Jump-start your course curriculum development and use of Qlik in the classroom with complimentary resources and training.

**“The Qlik Academic Program provides everything. It is completely free and it’s also nice from a professor standpoint because it’s self-contained so you don’t have to spend a lot of time building a new assignment.”**

- Jerry Roek, Adjunct Professor,  
Oakland University

**“The program was helpful in learning the tool as part of my academics. I was later able to use that expertise at an internship to work on real world projects.”**

- Ronak Mistry, Student,  
Northeastern University

**“It changed my whole perspective on what I wanted to do with my career. Learning how to use Qlik, and that there is a job market for helping people to better understand and absorb information, pushed me to excel to where I am now”**

- Nicole DeNicola, former student, current BI Developer,  
SME Solutions Group, Inc.

## Universities: Improve the Value of Your Programs

We improve the value of university programs, boosting competitiveness in our fast-paced, data-driven world.

- Enhance your course catalog. Teach new skills. Transfer knowledge and share best practices using our next-generation data analytics platform.
- Gain academic recognition for teaching advanced analytical skills – critical to workplace success.
- Attract and retain the best faculty and students. Stay competitive by delivering analytical classroom experiences beyond what other institutions offer.

Apply now or learn more at [qlik.com/academicprogram](https://qlik.com/academicprogram)



### About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 60,000 customers around the world.

[qlik.com](https://qlik.com)