Close the Gap Between Data and Action

The Qlik Active Intelligence™ Platform
The Data Challenge

Most organizations struggle to make actionable data available, let alone turn it into business value.

Recent studies highlight this challenge:

- 44% organizations have enough data available for making decisions.
- 29% executives see poor data literacy as important roadblock.
- 35% executives achieve transformational business outcomes.

The Data Opportunity

Qlik helps organizations tackle the complex challenges of transforming their data into business value. Here’s how we do it.

1. Close the Gaps
   - We help organizations create an analytics data pipeline:
     - Turning your raw data into informed action
     - Freeing data from its siloes, so your users can easily find it
     - Understanding data, so users can take action from it

2. Open the Value
   - We do this through a cloud platform that includes:
     - Data services to bring all data sources together
     - Analytics services to transform data into insight
     - Supported by automation and data literacy to enhance it

3. Act in Real-time
   - This unique, innovative approach enables “Active Intelligence”:
     - Harnessing all the right data, to deliver the best insights
     - Understanding your data and taking action in real-time
     - Managing your data at the speed of business

The Data Outcome

The Qlik Active Intelligence Platform delivers real-time information and drives action, accelerating business value.

An IDC study highlights the outcome:

- 42% executives noted operational efficiency improved
- 45% business decision makers say revenue increased
- 41% executives reported profit increased

Qlik Sense® sets the benchmark for a new generation of analytics. Empower users at any skill level to freely explore data with powerful AI combined with the industry’s most powerful analytics engine. Bring actionable insights into every decision with the industry’s most complete platform for modern BI – on our cloud or anywhere you choose.

Drives data literacy

Our customer success programs are designed to drive a data-informed culture in your business. This includes around-the-clock support for all critical issues; personalized and bundled services aligned with your goals; and product-agnostic data literacy consulting and education services.
About Qlik

Qlik’s vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

The Active Intelligence Platform

The Qlik Active Intelligence Platform enables the creation of the end-to-end analytics data pipeline that powers Active Intelligence. Powered by Qlik Cloud and a rich set of foundational services, it provides all the Data Services and Analytics Services you need to transform raw data into informed action. With this open SaaS platform, you also benefit from cloud-agnostic and hybrid deployment options that offer maximum choice and flexibility in how and where you store and analyze data, across one or multiple clouds.

Over 25 Years of Leadership in Data and Analytics

• Founded in Lund, Sweden in 1993
• 2000+ employees worldwide
• Headquartered in Pennsylvania, USA
• 38,000+ Customers in 100+ countries
• 1,700+ technology, OEM, solution, implementation and SI partners

Recognized as a Leader by Industry Analysts
including BARC, Dresner Advisory, Eckerson Group, Forrester, Gartner,® IDC and Ventana Research

Top 3 Reasons to Modernize Your QlikView Analytics

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