Accelerate Business Value Through Data and Analytics

An Approach to Real-time Active Intelligence
Activate Your Data. **Accelerate Business Value.**

### The Data Challenge
Most organizations struggle to make actionable data available, let alone turn it into business value. Recent studies highlight this challenge:

1. **Executive decision makers feel data-literate:** 24%
2. **Executives say they can create value from data:** 32%
3. **Business-relevant data actually used for analytics:** 10%

### 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 close gaps across their 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 true end-to-end solution that includes:
- A Data Integration platform to bring all data sources together
- A Data Analytics portfolio to transform data into insight
- A Data Literacy as a Service approach to build a data-driven culture

#### 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
Active Intelligence creates the platform on which you can optimize your data pipelines and accelerate business value.

A new IDC study highlights the outcome:

- 75% executives noted operational efficiency improved
- 45% business decision makers say revenue increased
- 74% executives reported profit increased

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**Sources:**
- Accenture Closing The Data-Value Gap (2019)
- Qlik How to Drive Data Literacy Within the Enterprise (2018)
- IDC InfoBrief, Sponsored by Qlik, “Transformative Data Through Leadership Survey” (2020)
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. Qlik provides an end-to-end, real-time data integration and analytics cloud platform 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 50,000 customers around the world.

Over 25 Years of Leadership in Data and Analytics
• Founded in Lund, Sweden in 1993
• 2000+ employees worldwide
• Headquartered in Pennsylvania, USA
• 50,000+ Customers in 100+ countries
• 1,700+ technology, OEM, solution, implementation and SI partners

Recognized leader by industry analysts including BARC, Dresner Advisory, Eckerson Group, Forrester, Gartner, IDC and Ventana Research

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