Close the Gap Between Data and Action

Real-time Data Integration and Analytics
The Data Challenge
Most organizations struggle to make actionable data available, let alone turn it into business value.

Recent studies highlight this challenge:
- 44% of executives noted operational efficiency improved.
- 76% of executives achieve transformational business outcomes.
- 75% of executives reported profit increased.
- 74% of executives have enough data available for making decisions.
- 44% of executives achieve transformational business outcomes.
- 23% of executives see poor data literacy as an important roadblock.

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
Qlik Cloud®, Qlik’s platform for Active Intelligence, delivers real-time information and drives action, accelerating business value.

An IDC study highlights the outcome:
- 60% of executives noted operational efficiency improved.
- 70% of business decision makers say revenue increased.
- 75% of executives reported profit increased.

Qlik Cloud is our suite of products and services designed to unlock the potential of data, helping organizations transform their data into insights and action.

Customer Success
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.
Qlik Cloud

Qlik Cloud enables the creation of the end-to-end analytics data pipeline that powers Active Intelligence and provides all the Data Services and Analytics Services you need to transform raw data into informed action supported by a rich set of foundational services. It’s the only cloud platform designed to help organizations shift from a passive set of tools to an active system that delivers information in real-time and compels 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.

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 offers real-time data integration and analytics solutions, powered by Qlik Cloud, 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 serves more than 38,000 active customers in over 100 countries.

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