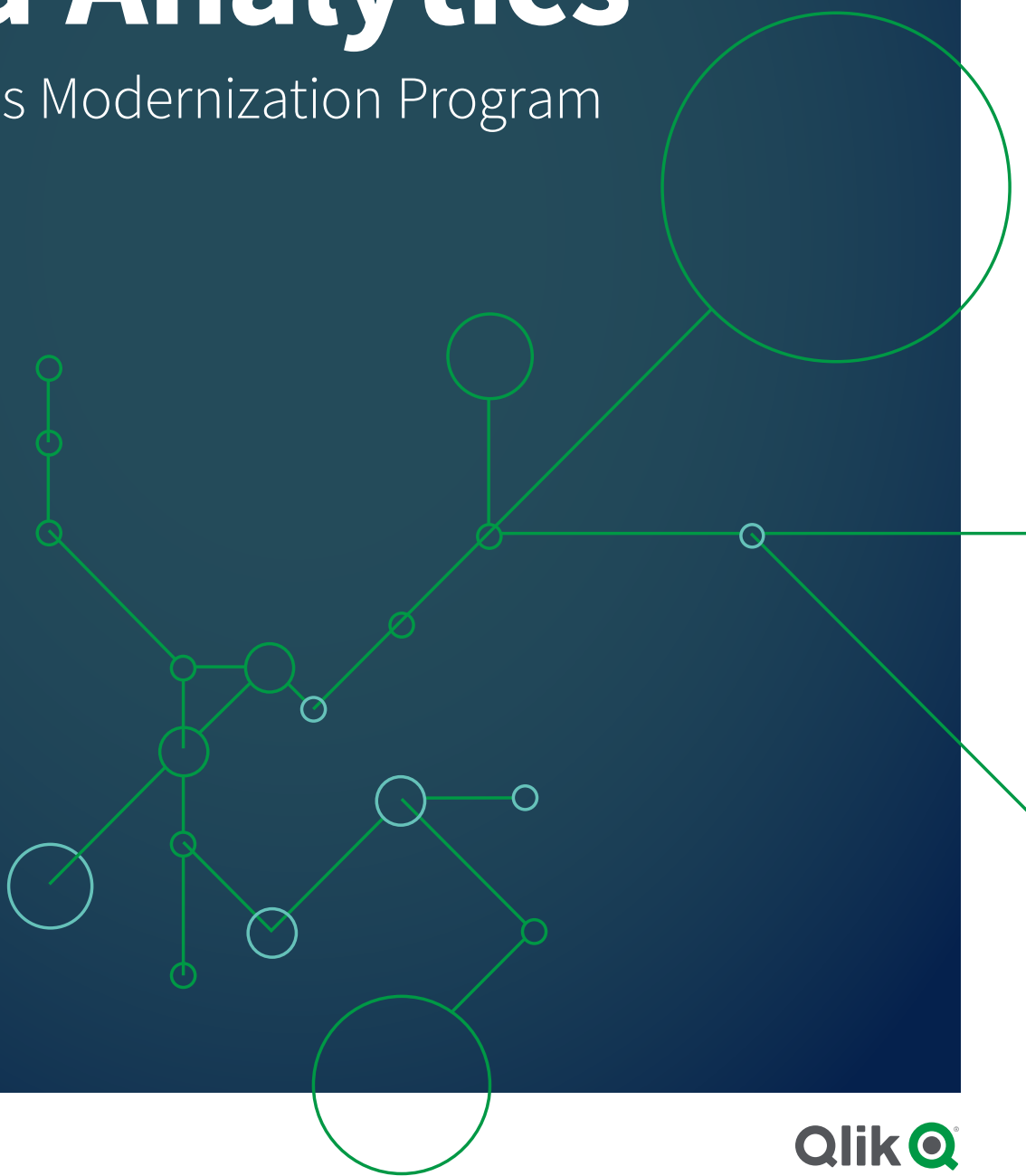


ANALYTICS

Accelerate Your Adoption of Modern Cloud Analytics

Qlik® Analytics Modernization Program



INTRODUCTION

Update Your Analytics Without Disruption

More capabilities. Less stress. That's what you get when you sign on to our Qlik Analytics Modernization Program. It's only for QlikView® customers interested in a cost-effective way to adopt Qlik Sense without disrupting current business operations. Expand your analytics possibilities, gain a competitive advantage while lowering analytics total cost of ownership (TCO), and continue using QlikView as you modernize.



Top reasons to join our program:



- **High value** – Adopt Qlik Sense for a fraction of the cost of purchasing stand-alone and give your QlikView users access to Qlik Sense on the cloud for less.



- **Continuous operations** – Let your teams continue using QlikView as you implement Qlik Sense and use side-by-side on Qlik Cloud.

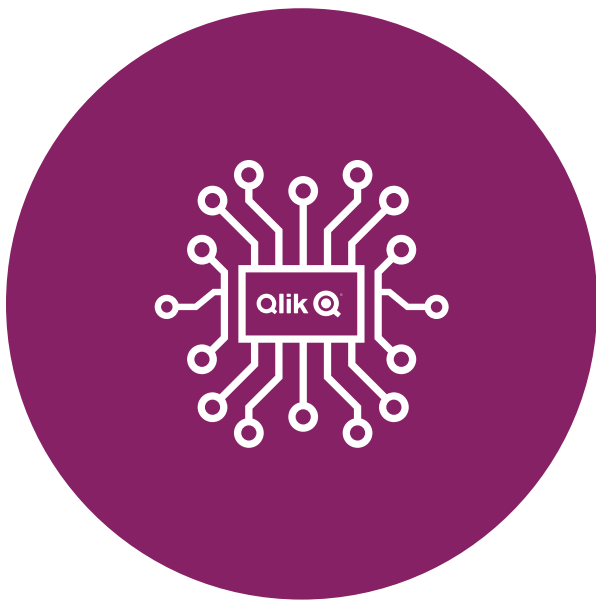


- **On the cloud** – Gain a competitive advantage and dramatically lower TCO with immediate deployment, lower operational and infrastructure costs, and automate version upgrades.

Empower your teams to start using Qlik Sense SaaS for new apps and new use cases, consume QlikView and Qlik Sense side-by-side on Qlik Cloud, or transition QlikView apps to Qlik Sense as it suits your business requirements.

Expand Your Analytics Possibilities

By joining our Analytics Modernization Program, you're choosing to adopt a modern BI platform that increases and advances your analytics capabilities. Discover how our Augmented Analytics, which combines artificial intelligence and human intuition, uncovers previously hidden insights, and our modern, scalable architecture lets you quickly deploy apps that satisfy all your BI use cases – including those providing AI-powered insight and geo-spatial multi-layer mapping.



Qlik Sense provides AI capabilities, including visual and associative insight suggestions, conversational analytics, recommendations for combining data sources, smart data preparation, and assistance with chart creation. In combination, our powerful Associative Analytics Engine and AI capabilities give your users visibility into excluded, in the grey, values to drive action on insights. Because only Qlik has Associative technology, other tools adding-on AI will never be as powerful.

Qlik Sense is platform agnostic, so you can deploy it anywhere, though most easily on the cloud using Qlik's cloud native architecture and highly-scalable cloud service. Plus, its responsive design intelligently optimizes for a second-to-none user experience no matter what device is in use.



Gain a Competitive Advantage

Bottom line:

Qlik Sense SaaS is a modern solution that takes your analytics to the cloud, speeding deployment and delivering faster time to insight with seamless onboarding and adoption for users of all skill levels. You can automate much of the build, management, and maintenance process, and leave it to Qlik. It is designed to help you begin making data-driven decisions immediately, driving your analytics innovation.



When you deploy Qlik Sense alongside QlikView on the cloud, simply run one single engine and infrastructure to cut costs, and expedite adoption. Through the Analytics Modernization Program, you're entitled to full use of Qlik Sense Enterprise, including extensions; the use of the Qlik Cloud hub; and entitlement to QlikView Publisher.

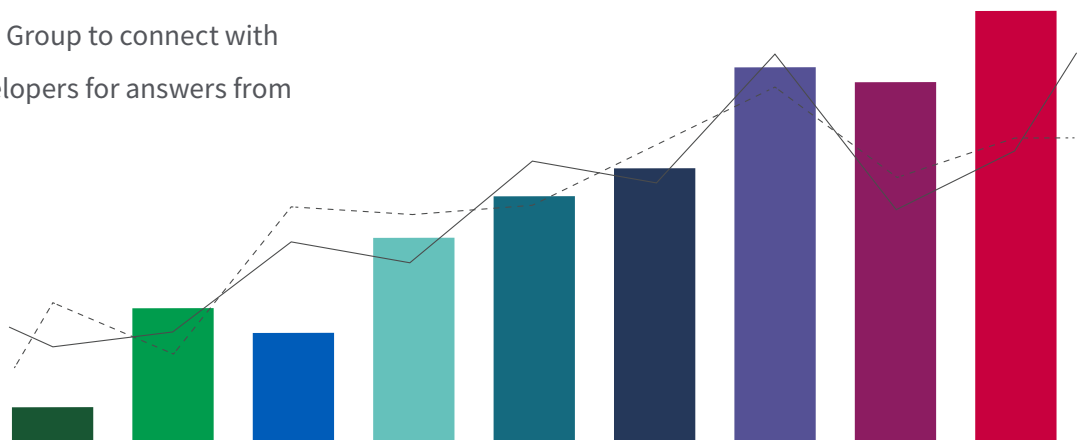
One more benefit of the program is that when you do decide to migrate your apps from QlikView to Qlik Sense, you can reuse your data layer, including data models. This not only saves you time, but also resources while ensuring consistency between QlikView and Qlik Sense. Our two solutions have common components – including the engine they're built on – making migration easier.



Continue QlikView as you Modernize

Our Analytics Modernization Program gives you the ability to maintain operations in QlikView as you modernize. We will certainly not force you to migrate from what's working for you today, but encourage you to begin using Qlik Sense for new applications and new use cases. With the assistance of free getting-started resources and services, you'll surely become comfortable using Qlik Sense quickly.

Gain confidence to modernize on the cloud with rapid deployment, and successfully migrate select applications as you wish. The Qlik Help site features free tools, walk-throughs, and advice. And, you can tap into our "QlikView to Qlik Sense" community Group to connect with peers and our Qlik developers for answers from the experts.



Discover all our Qlik Customer Success and Partner packaged and custom services offerings. They'll help satisfy your unique business requirements on the way to achieving your modernization goals.

These resources include but aren't limited to:

- **Educating your QlikView users and developers about Qlik Sense.**
- **Setting up a Qlik Sense architecture to use with QlikView.**
- **Developing a migration strategy.**
- **Converting select QlikView apps to Qlik Sense.**

Join the Program

We invite you to connect with us at ampquestions@qlik.com or your partner to sign-on to our Analytics Modernization Program. Program pricing is cost-effective, requiring only a modest uplift on your annual QlikView maintenance rate and a change to subscription entitlement. From leveraging your QlikView investment to accelerating your adoption of Qlik Sense, we extend your analytics possibilities, give you a competitive advantage to help you innovate while lowering TCO, and allow you to continue with QlikView during the transition, minimizing disruption to current operations.

Visit the [Qlik community](#) to learn more about our Analytics Modernization Program.



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.

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