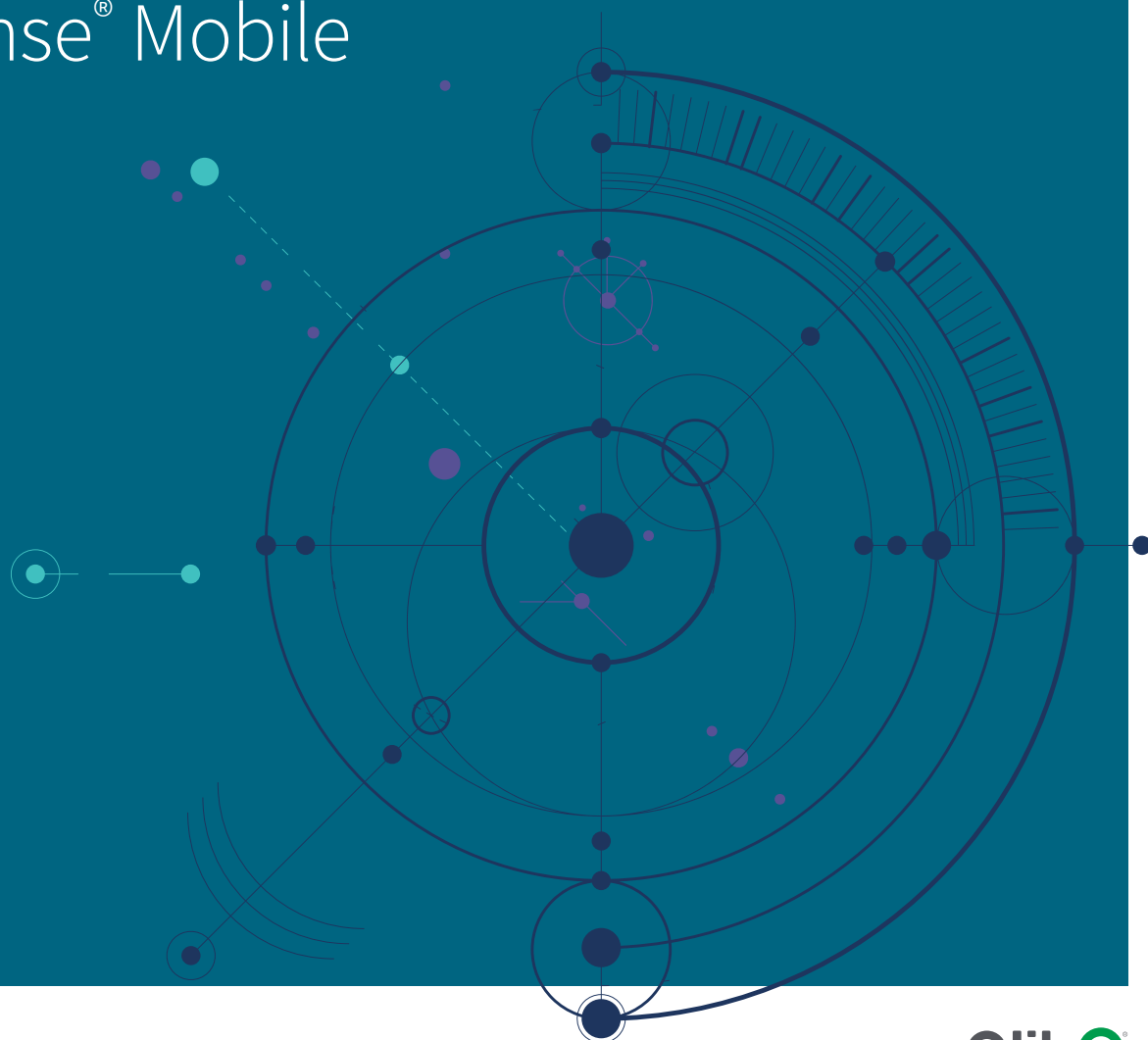


DATA ANALYTICS

Explore and Analyze Data on Mobile Devices

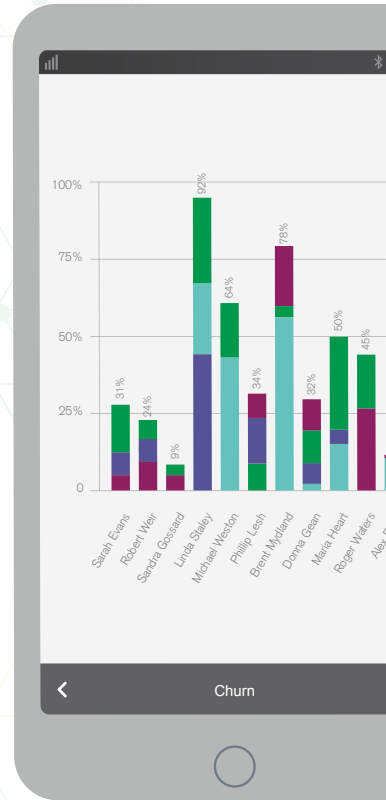
Qlik Sense® Mobile



INTRODUCTION

Qlik Sense is Qlik's next-generation platform for modern analytics, empowering everyone in your organization to make data-driven decisions.

Built on our unique Associative Engine®, it supports a full range of users and use-cases across the lifecycle from data to insight – self-service analytics, interactive dashboards, conversational analytics, custom and embedded analytics, mobile analytics, and reporting. It augments and enhances human intuition with AI-powered insight suggestions, automation, and natural language interaction. And it does this within a governed SaaS / multi-cloud architecture that offers trust, scale, and ongoing choice for the organization.



Explore and Analyze – Anywhere, Anytime

Mobility has become a core requirement for companies looking to gain competitive advantage in the information economy. Many workers rely almost completely on mobile devices to get the answers they need to serve customers and better manage operations. However, most BI and visualization tools that rely on query-based technology can only provide relatively static, pre-defined views to mobile devices. Although visually rich, these solutions typically can't provide the one thing that adds the most value: answers to unanticipated questions whenever, and wherever, they arise.

In order to truly enable people to solve problems in field situations, a mobile analytics solution must provide the ability to actually analyze information. This could mean exploring a scenario together with a customer, searching for a product that's underperforming, or even changing a chart or graph directly on the mobile device to reflect a new point of view that arises in conversation. Mobile BI as it currently stands does not equate to mobile analytics or mobile value creation.

In addition, people now bring their own devices of all forms to the workplace. Vendors and app developers have found it increasingly difficult to keep up with and govern applications and data amidst this changing landscape. Midsize and hybrid devices that sit between tablets and smartphones are becoming more prevalent, making universal support an even greater challenge. And, the security of data and analytics is of course paramount on devices that move around.

Qlik Sense brings the power of analytics directly to the point of decision. It is inherently mobile, built from the ground up to run on any device, with the same capabilities and no compromises.

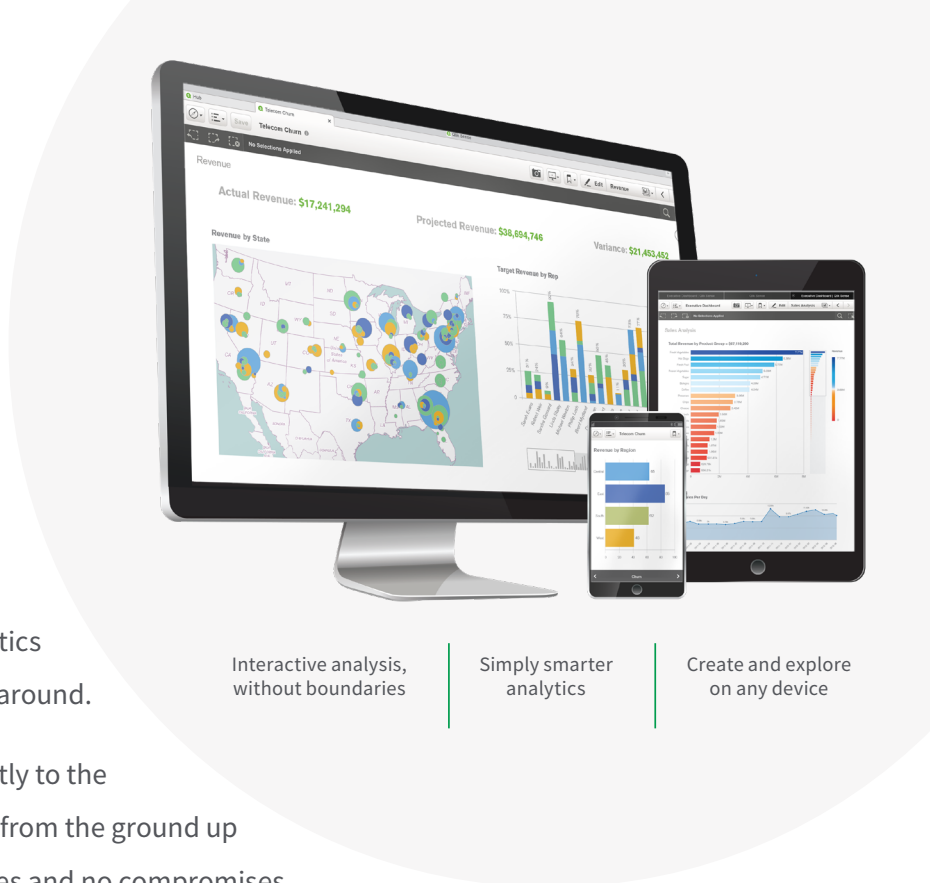
All features, including visualization, analysis, creation, collaboration, and administration are available anywhere. Qlik Sense is accessed through a smart, responsive, HTML5 based client in mobile browsers and through the Qlik Sense Mobile app. Whether a device is large or small, touch or keyboard based, Qlik Sense offers a fully optimized experience, intelligently adjusting layout, information, and functionality for the device being used.

Unrestricted Mobile Analysis

Qlik Sense does not restrict exploration and analysis on mobile devices in any way. This is critical to driving value, as mobile environments are unpredictable, and users need to pivot their thinking for new questions that arise in the field. All aspects of Qlik Sense's interactive discovery experience can be utilized on a mobile device, including associative exploration, search, visualization, and collaboration.

Associative exploration and search

Mobile exploration in Qlik Sense is unmatched. Users can freely ask questions using simple interactions, without boundaries or restrictions. Qlik's associative engine instantly responds to the user, recalculating all analytics to the new context and highlighting associations in the data. Smart Search is also available, allowing users to search across the entire app and all their data, to refine context and uncover the right analytics and insights. This empowers people to get instant answers and uncover blind spots that would not be available in more static mobile environments.



Interactive analysis,
without boundaries

Simply smarter
analytics

Create and explore
on any device

The Associative Difference®

Relational databases and queries were designed in the 1980s for transactional systems, not modern analytics. Query-based tools leave data behind and limit users to restricted, linear exploration, resulting in blind spots and lost opportunities. Qlik Sense runs on the Qlik Associative Engine, enabling users of all skill levels to explore all of their data freely without these limitations.

The Qlik Associative Engine brings together unlimited combinations of data — both big and small — without leaving any data behind. It offers unprecedented freedom of exploration through interactive selection and search, instantly recalculating all analytics and revealing associations to the user in green (selected), white (associated), and gray (unrelated). By keeping all visualizations in context together and retaining both associated and unrelated values in the analysis, the Qlik engine helps users discover hidden insights that query-based tools would miss.

The Qlik Associative Engine is purpose built for highly scalable, dynamic calculation and association on massive data volumes for large numbers of users. This unique engine technology is Qlik's primary advantage, with more than 20 years of innovation and investment.

Product	Country	Region	Customer
Bib-Shorts	Canada	Europe	YourFuture
Bike Racks	France	North America	ySecret
Bike Stands	Germany	APAC	Zentrum für Interakti...
Bottles and Cages	United Kingdom		Zephyr
Bottom Brackets	United States		Zero Assumption Rec...
Brakes	Australia		Zero Q

Insight creation anywhere

Because the full capabilities of Qlik Sense are available anywhere, users can not only analyze information but can also edit and create visualizations directly on tablet and hybrid devices. Qlik Sense offers AI-powered visual insight generation, driven by natural language search, and an AI-assisted creation environment featuring touch-based drag and drop capabilities and access to shared resources in libraries. Users can build new visualizations with all the power of Qlik Sense at their disposal. This frees people to not only analyze and explore existing visuals, but to test new ideas in mobile environments.

Responsive design

Qlik Sense automatically and intelligently optimizes the entire user experience for the device being used. It offers smart visualizations arranged on an adaptive grid, that adjust to the form factor that is displaying them. This includes not only re-sizing charts, but also re-scaling the level of data detail and optimizing the visual representations themselves. With responsive design, users have the freedom to work in and across all environments without constraint, always getting the best experience. And, content creators no longer have



to worry about making sure things work on the variety of devices that might want to access them, apps can be built anywhere and consumed anywhere.

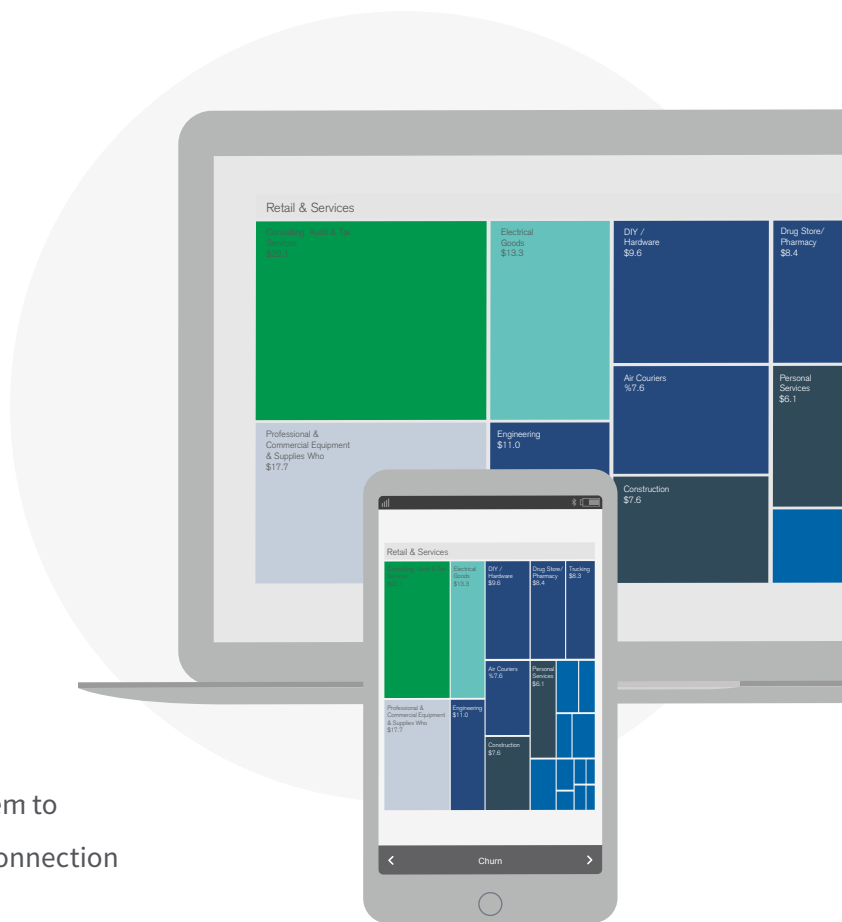
Gesture-based touch UI

Qlik Sense features an intuitive, gesture-based touch user interface and interaction model. Qlik Sense was built from the ground up for touch, in addition to mouse and keyboard interaction. There are no limits to what you can do with touch or how the experience performs. Qlik Sense supports advanced gestures — including tap, hold-tap, swipe, pinch, and lasso. The entire user experience is optimized for touch interaction, including navigation and selection gestures in objects, tiles, menus, and more.

Qlik Sense Mobile

Qlik Sense Mobile is a native app for iOS and Android that wraps the core HTML5 capabilities to provide a more optimized mobile experience, with additional native features, offline exploration and analysis, and best-in-class EMM (Enterprise Mobile Management) capabilities.

Qlik Sense Mobile allows people to harness the power of Qlik Sense analytics both online and offline. It features the Qlik Associative Engine running locally on the device, allowing people to take advantage of the full interactivity of Qlik Sense when no server connection is available. Users can interact online, and then download subsets of data for offline use, allowing them to explore and get answers in environments where no connection is available.



Mobile at the core

Qlik Sense Mobile delivers the core Qlik Sense HTML5 user interface wrapped in a native mobile hub. This ensures that people get the same experience and capabilities on any device, without having to compromise. All native mobile features of Qlik Sense are inherited by the app, including responsive design and gesture-based touch interactions. And because it's the same application, enhancements to the core analytics capabilities made in the product will be automatically available on mobile.

The same power, online and offline

With Qlik Sense Mobile, the Qlik Associative Engine runs locally on mobile devices. As mobile devices have evolved to support processing and memory requirements for modern analytics, the Qlik Engine has been adapted to run on different chipsets and operating systems. This key technology breakthrough means that users get fully interactive, associative capabilities even when no connection is available. Users can simply connect to Qlik Sense environments, download apps and data, and interactively explore them when offline. This brings the power of Qlik Sense analytics to even more situations, where reliable connectivity is not an option.

A Secure, Governed Framework

Qlik Sense offers robust, enterprise-class security and governance for data, applications, and users. A rules-based security model allows organizations to customize roles and access, and dynamic data reduction ensures users only access and download the data that they are entitled to. Qlik Sense Mobile provides best-in-class EMM (Enterprise Mobility Management) support, including VMWare AirWatch, MobileIron and Microsoft Intune.



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.

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