

DATA ANALYTICS

# Analytics at the Point of Decision

Mobility in Qlik Sense®



## INTRODUCTION

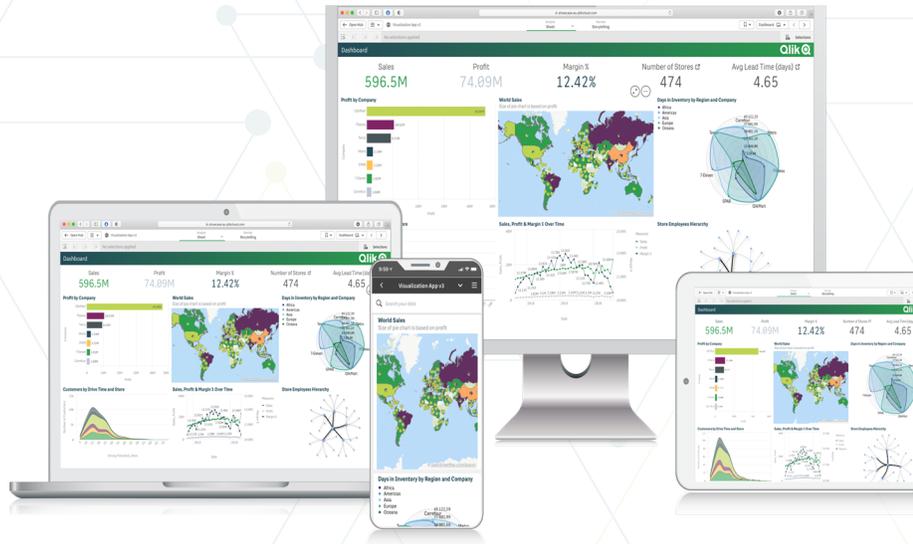
# Explore and Analyze – Anywhere, Anytime

Mobility is now 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 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.



To truly enable people to solve problems in the field, your organization needs a mobile solution that allows people to actually analyze information. This is everything from exploring a scenario together with a customer, to searching for a product that's underperforming, to generating a new chart using natural language to reflect a point of view that comes up in conversation. Typical mobile BI solutions fail to offer true analysis or value creation.

In addition, people now bring their own devices to the workplace. With so many types of devices, vendors and app developers find it increasingly difficult to keep up with and govern applications and data in this changing landscape. Midsize and hybrid devices – something between a tablet and a smartphone – are becoming more common, making universal support an even greater challenge. And, the security of data and analytics is, of course, paramount on devices that move from place to place.

Qlik Sense brings the power of analytics directly to the point of decision. It's inherently mobile, built from the ground up to run on any device, with full capabilities and no compromises. Qlik Sense is available through a smart, responsive, web-based client in mobile browsers, and through the fully native, optimized Qlik Sense Mobile app for iOS and Android. Whether a device is large or small, touch or keyboard-based, Qlik Sense delivers the best user experience – intelligently adjusting layout, information and

functionality for the device at hand. And the Qlik Sense Mobile app features fully interactive, offline exploration and integrated push alerting, so people can take action wherever and whenever it's needed.

## Mobile at the Core

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 to answer new questions that come up in the field. All aspects of Qlik Sense's interactive discovery experience can be utilized through our responsive web client on mobile devices, including associative exploration, Insight Advisor Search and Chat, data alerting, visualization and collaboration.

### Associative Exploration

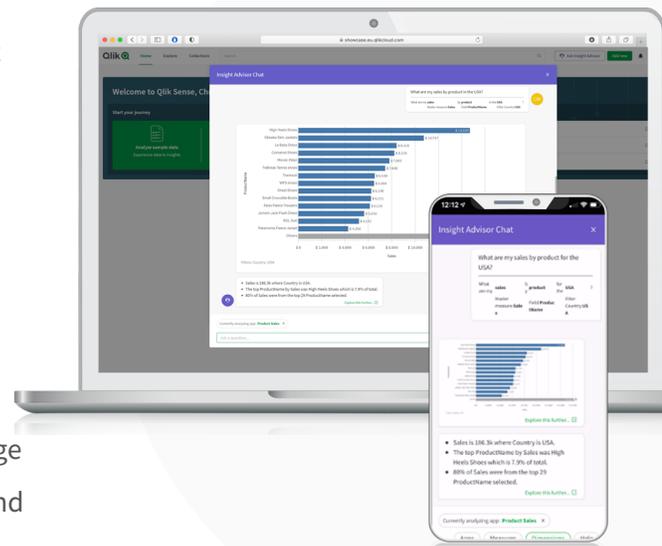
Mobile exploration in Qlik Sense is unmatched. Users can freely ask questions using simple interactions, without boundaries or restrictions. Our Qlik Associative Engine instantly responds to the user, recalculating all analytics and highlighting associations in the data based on their selections. And users can search across the app and all their data, to refine context and uncover the right insights. This empowers people to get instant answers and uncover insights that wouldn't be available in more static mobile approaches.

### Insight Advisor

Search and conversational analytics are game changers that allow people to interact with data through simple, everyday, natural language. With our Insight Advisor Search, you get auto-generated visual analytics based on natural-language search criteria. And Insight Advisor Chat gives you fully conversational, natural-language interaction. On mobile devices, this means people have a simple and natural way to ask questions and get immediate answers, or generate new analytics on the fly in response to whatever situations arise.

### Insight Creation

In addition to using natural language to generate new analytics, people can also edit and create analytics directly on full-screen tablet devices. Qlik Sense includes 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 fingertips, freeing them to not only analyze and explore what's there, but to test new ideas in mobile situations.



## 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.

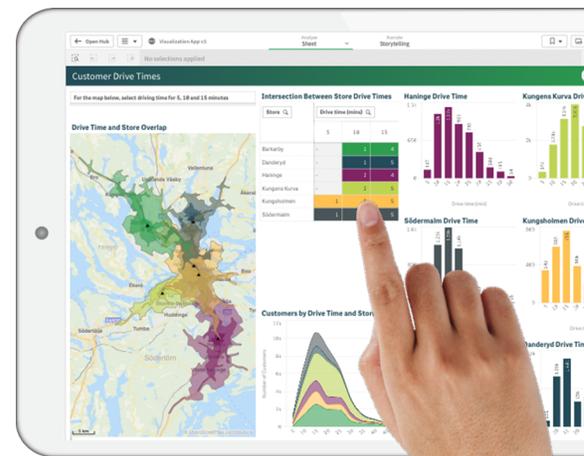
Product	Country	Region	Customer
Bib-Shorts	Canada	Europe	YourFuture
Bike Racks	France	North America	ySecret
Bike Stands	Germany	APAC	Zentrum für Interakti...
Bottles and Cages	United Kingdom		Zeephyr
Bottom Brackets	United States		Zero Assumption Rec...
Brakes	Australia		Zero G

## Responsive Design

In Qlik Sense, the user experience is automatically and intelligently optimized for each device. Smart visualizations – arranged on an adaptive grid – adjust automatically to the form factor displaying them. This includes not only resizing charts, but also rescaling data detail and optimizing visual representations. With responsive design, people have the freedom to work in and across all environments without limitations, always getting the best experience. And, developers no longer have to worry about making sure things work on multiple devices, apps can simply be built anywhere and consumed everywhere.

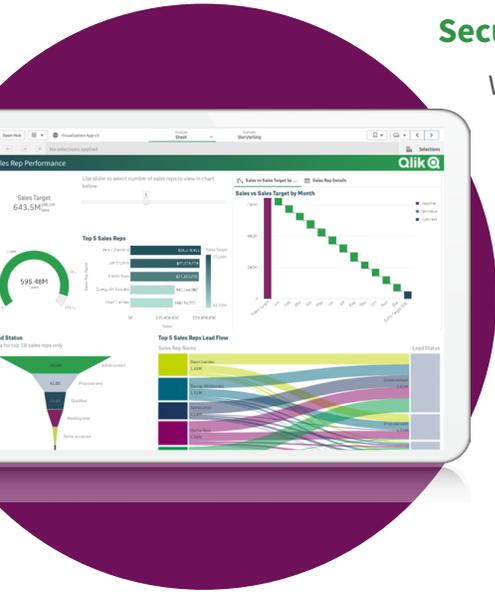
## Gesture-based Touch UI

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



## Secure and Governed

With Qlik Sense, your organization gets robust, enterprise-class security and governance for data, applications and users. A flexible security model allows your organization to customize roles and access, and dynamic data reduction ensures people only access and download the data they're entitled to get. Your organization can rest assured your data is encrypted and secure across all parts of Qlik Sense.



## An Optimized Native App

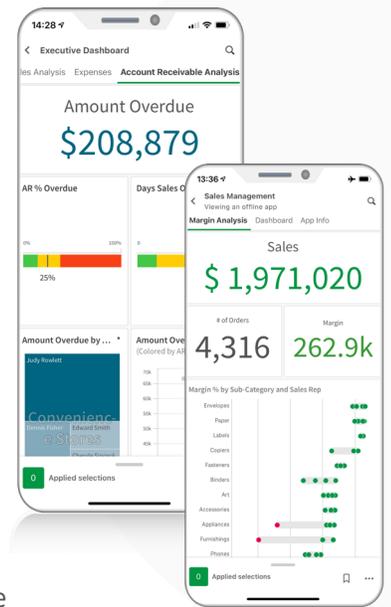
Qlik Sense Mobile is a fully native app for iOS and Android that enhances the user experience on mobile devices, ensuring that people get the best capabilities and functionality without compromise. It delivers Qlik Sense analytics in the best form for mobile consumption with enhancements such as a single object mode for navigation, an intuitive selections bar and a mobile collection in the hub. And it provides fully interactive offline exploration and integrated alerting with push notifications, allowing more people to take action wherever and whenever it's needed.

## The Same Power Offline

With Qlik Sense Mobile, our Associative Engine runs locally on mobile devices. As device capabilities have evolved to support the processing and memory requirements for modern analytics, we've adapted our engine to run on different chipsets and operating systems. This key technology breakthrough means that people get fully interactive, associative exploration even when no connection is available. They simply connect to Qlik Sense environments, download apps and data, and interact with them when offline. This brings the power of Qlik Sense analytics to even more situations, including those where reliable connectivity is just not an option.

## Integrated Data Alerting

Intelligent data alerting in Qlik Sense provides sophisticated, data-driven alerts that help people more proactively monitor their businesses and take timely action. With Qlik Sense Mobile, people can receive alerts directly on their mobile devices – through push notifications – when data changes. Alerting logic includes



statistical evaluation of new data against thresholds, comparisons between measures, complex conditions and the ability to trigger alerts based on individual dimension values. And with our Associative Engine, users can dive right into analytics, in-context, to investigate further and take timely action.

## Try Qlik Sense Now

Qlik Sense sets the benchmark for third-generation analytics platforms, empowering everyone in your organization to make data-driven decisions. Built on our unique Associative Engine, it supports a full range of analytics users and use cases including self-service analytics, interactive dashboards, conversational analytics, custom and embedded analytics, mobile analytics, reporting and alerting. It augments and enhances human intuition with AI (artificial intelligence) powered insight suggestions, automation, and natural-language interaction. And it offers unmatched performance and governance, with the convenience of SaaS and client-managed options for the most demanding enterprises.

To try Qlik Sense, visit  
[qlik.com/tryqliksense](https://qlik.com/tryqliksense)

Test drive pre-built apps at  
[demos.qlik.com/](https://demos.qlik.com/)

Download Qlik Sense Mobile,  
visit the Apple and  
Google Play Stores



## 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.

[qlik.com](https://qlik.com)