

DATA ANALYTICS

# Modernize Your Analytics Experience

Qlik Sense<sup>®</sup> and QlikView<sup>®</sup>



## BACKGROUND

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Qlik is a pioneer. We drove the shift in the business intelligence (BI) market away from large, IT-driven, stack-based technologies to more agile data discovery approaches. Now we are leading the third wave of innovation and driving dramatic total cost of ownership savings for our customers with our cloud-based analytics platform.

QlikView, our classic product, started the data analytics revolution. Customers readily adopted QlikView to solve business problems because it allowed them to rapidly create highly interactive dashboards and analytics apps without dependence on stack technology. Over two decades, QlikView has driven tremendous value for customers of all shapes and sizes, across all major industries and geographies.

In 2014, we advanced the revolution by introducing Qlik Sense, our next-generation platform supporting the full range of analytics use cases across an organization — from self-service visualization and exploration to guided analytics apps and dashboards, custom and embedded analytics, conversational, mobile analytics, and reporting. And it does this within a governed, scalable cloud-based architecture that drastically minimizes TCO for analytics across your organization. By combining associative exploration and augmented intelligence capabilities, Qlik Sense drives data literacy for all types of users.



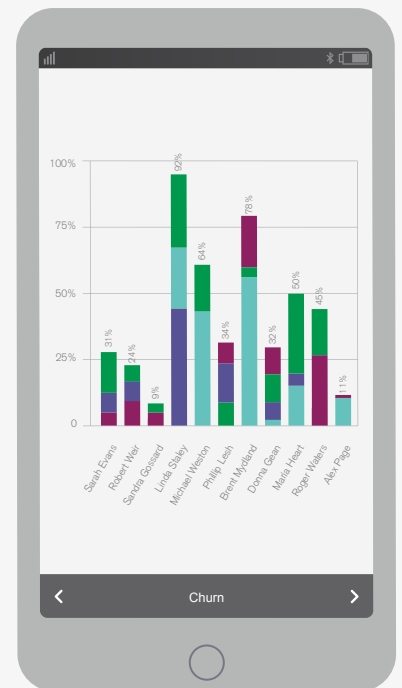
At the core of both Qlik Sense and QlikView is the Qlik Associative Engine, designed specifically for interactive, free-form exploration and analysis. Radically different from query-based tools that limit flexibility and create blind spots, our engine supports near limitless combinations of data sources without leaving any data behind. And, it allows people to explore freely using interactive selection and search, without restrictions or boundaries. By keeping all objects in context together and retaining unrelated values in the analysis, the Qlik Associative Engine empowers users to spot the unexpected and uncover hidden insights that would be missed with query-based tools. We call this the Associative Difference®.

## What's the difference between QlikView and Qlik Sense?

Qlik Sense is not a new version of QlikView.

While both are built on the Qlik Associative Engine and have similar core capabilities, there are differences in design and product strategy that reflect both modernized technology and the evolution of customer and market requirements and standards.

Qlik Sense delivers a modern, self-service oriented full cloud experience through a cutting edge responsive user interface. It supports the entire analytics life-cycle, requiring only standard skills to build custom applications and embed analytics via open APIs. In contrast, QlikView features an on-premise development environment requiring QlikView-specific programming skills to create and deploy interactive analytics applications and dashboards.



# Qlik Sense expands analytics possibilities

PRODUCT	Qlik Sense®	QlikView®
<b>CLIENT</b>		
Unified HTML 5 Client	X	X
Touch User Interface	X	
Responsive Design	X	
<b>PLATFORM</b>		
Broad Data Connectivity	X	X
Data Integration – ETL	X	X
Big Data Capabilities – Indexing	X	
Broad Ecosystem and Community	X	X
<b>DEVELOPMENT</b>		
Co-develop Content	X	
App Development – Open APIs	X	
Self-service [App] Creation	X	
Self-service Data Preparation	X	
Advanced Authoring	X	
Desktop Development	X	X
Offline Development	X	X
Server-side Development	X	
<b>ANALYTICS</b>		
Associative Exploration	X	X
Search-based Analysis	X	X
Modern Visualizations	X	
Guided Analytics Apps / Dashboards	X	X
Advanced Analytics Integration	X	X
<b>AUGMENTED INTELLIGENCE</b>		
Cognitive Engine	X	
Auto-generation (Charts and Insights)	X	
Conversational Analytics	X	
Machine Learning and Adaptation	X	
<b>COLLABORATION</b>		
Collaboration Hub	X	
Data Storytelling	X	
Managed Reporting	X	X
Mobile Offline	X	X
<b>DEPLOYMENT</b>		
Centralized Management	X	X
Governed Libraries	X	
Rules-based Security	X	
SaaS Deployment Options	X	
Associative Indexing Engine	X	X

## How do I choose?

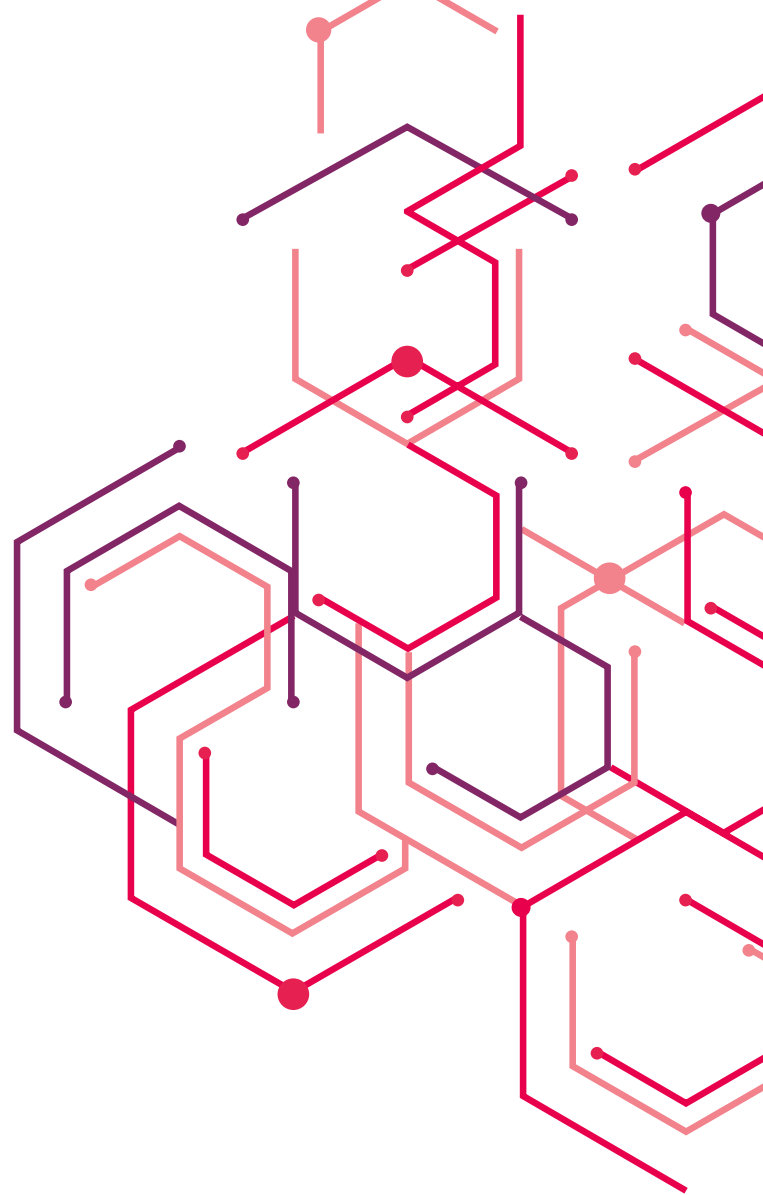
If you're a new customer or have a new use case, we recommend Qlik Sense. Qlik Sense is the best choice as a modern, next-generation analytics platform built fully on the cloud, enabling augmented and associative analytics, and dramatically lowering the total cost of ownership. Through Qlik Sense Enterprise SaaS, users can deploy within minutes and immediately generate insights with confidence that your environment is governed, with secure access. Qlik Sense augments and enhances human intuition with AI-powered insight suggestions, automation, and conversational analytics. We continue to invest heavily in the Qlik Sense platform, with planned innovations across the entire product.

For more information about Qlik products and our future innovation strategy, please refer to the [Qlik Statement of Direction](#).

## What if I'm an existing QlikView customer?

Qlik is committed to supporting our loyal QlikView customers and efforts to modernize analytics on the cloud. You should feel confident using QlikView for existing applications and use cases. Our QlikView investments will focus on delivering capabilities that support your goals, such as extending application consumption capabilities on the Qlik cloud hub, increasing coexistence with Qlik Sense, and maintaining current platform support.

Adding Qlik Sense to your existing QlikView environments is ideal for new use cases. Because both products run on our Associative Engine, you can easily reuse existing assets such as data models, QVDs, and analytics expressions. We are making significant investments to improve coexistence of the two products, including more seamless product integration comprised of: single user identity, common entitlement management, a single hub for consumption of both products, and QlikView to Qlik Sense services. We're also boosting Qlik Sense advanced authoring features to support more sophisticated application functionality for guided analytics apps.



## A compelling modernization offer

If you're an existing QlikView customer, we've created a highly compelling offer that enables you to more seamlessly and cost effectively adopt Qlik Sense on the cloud, while maintaining your QlikView footprint. The Analytics Modernization Program entitles QlikView users to Qlik Sense Enterprise SaaS for no additional investment in entitlements. Using Qlik Sense on the cloud delivers significant business value and gives you more options and control over you use of Qlik products. For example, we've added the ability for users to consume QlikView and Qlik Sense side-by-side in the Qlik cloud hub, so you can seamlessly transition your use across Qlik products.

For more information about the Analytics Modernization Program, please reach out to [ampquestions@qlik.com](mailto:ampquestions@qlik.com) or your Qlik partner.



### 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](http://qlik.com)