

DATA ANALYTICS

Accelerate 3rd-Generation BI Adoption

Qlik® Analytics Modernization Program



INTRODUCTION

Update Your BI Platform 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®, our 3rd-generation analytics platform, without disrupting current business operations. Expand your analytics possibilities. Adopt Qlik Sense at your own pace. And reduce the total cost of ownership (TCO) of your business intelligence (BI) platform.



Top reasons to join our program:



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



- **Maximum choice** – Let your teams continue using QlikView as you implement Qlik Sense and use side-by-side – we don't make anyone choose.



- **Flexibility** – Pick the licensing model and deployment option that suits your business best – perpetual, subscription; on-premises or cloud deployment.

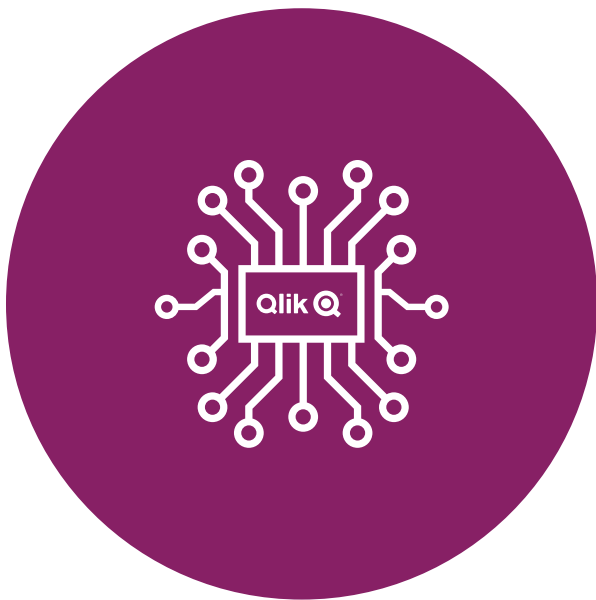


- **At Your Pace** – No product version upgrades, new apps, or migration of current QlikView apps required.

Empower your teams to start using Qlik Sense for new apps and new use cases or migrate 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 Intelligence (AI), which combines artificial intelligence and human intuition, uncovers previously hidden insights and our modern, multi-cloud architecture lets you quickly deploy apps that satisfy all your BI use cases – including those supporting AI-powered insight and geo-spatial multi-layer mapping.



Our Qlik Sense Cognitive Engine drives AI capabilities for you, including visual and associative insight suggestions, natural language interaction, recommendations for combining data sources, smart data preparation, and assistance with chart creation. In combination, our powerful Qlik Associative Engine and our Cognitive Engine give your users visibility into excluded (in the gray) values to be further explored. Because only Qlik has Associative technology, other tools adding-on AI will never be as powerful.

With our flexible Qlik architecture, you can easily deploy Qlik Sense in your Windows environment or in a cloud-native modern microservices environment using Docker and Kubernetes. Its responsive design intelligently optimizes for a second-to-none user experience no matter what device is in use. Qlik Sense is also platform agnostic, so you can deploy it anywhere – on-premises, in one cloud, across multi-clouds, and in between.



Modernize As You Go

Our Analytics Modernization Program gives you freedom of choice. There's no reason to choose between QlikView and Qlik Sense. And we certainly don't force you to migrate from what's working for you today. Adopt Qlik Sense at your own pace, and comfort level with our assistance, while continuing to use QlikView as you do today.

Gain confidence to modernize faster – including successfully migrating your critical applications as you wish – with assistance from our Qlik Help site, which features free tools, walkthroughs, and advice. 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.

Lower Your TCO

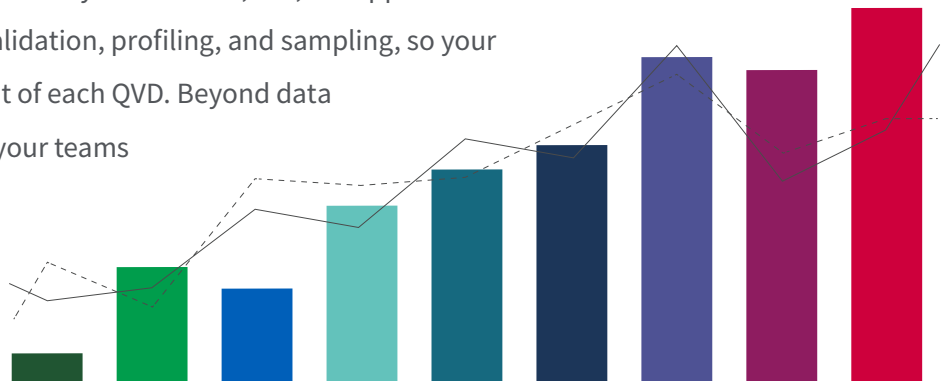


Bottom line: Our Analytics Modernization Program can cut your total cost of Qlik solutions ownership. How? By letting you progressively modernize your infrastructure and move to a software-as-a-service (SaaS) model. Our unified licensing, enabled by Qlik Licensing Service, simplifies the side-by-side use of QlikView and Qlik Sense while dramatically reducing entitlement management burdens. And the additional insight provided through monitoring will give you a view into license usage and also help you streamline compliance.

Deploy Qlik Sense alongside QlikView in a subscription model through Qlik Cloud Services and simply run one single engine and infrastructure to cut costs, expedite adoption, and flexibly choose the best solution for each of your BI use cases. When you sign up for the Analytics Modernization Program and deploy on Qlik Cloud Services, you're entitled to full use of Qlik Sense Enterprise, including extensions; the use of Qlik Sense Enterprise hub with unified licensing; and licensing of 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 and 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.

You can choose to use our Qlik Data Catalyst™ solution, too, to support your migration. It performs data validation, profiling, and sampling, so your users understand the exact content of each QVD. Beyond data cataloging, Qlik Data Catalyst lets your teams use QVDs as a source for other third-party analytics tools.



Join the Program

We invite you to connect with your sales rep or partner and sign-on to our Analytics Modernization Program. Standard program pricing is cost-effective, a 30% uplift on your annual QlikView maintenance rate. From leveraging your existing QlikView investment to accelerating your adoption of 3rd-generation BI, we boost your analytics initiatives, drive new use cases, and lower your TCO while preventing disruption to your current business operations.

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



About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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