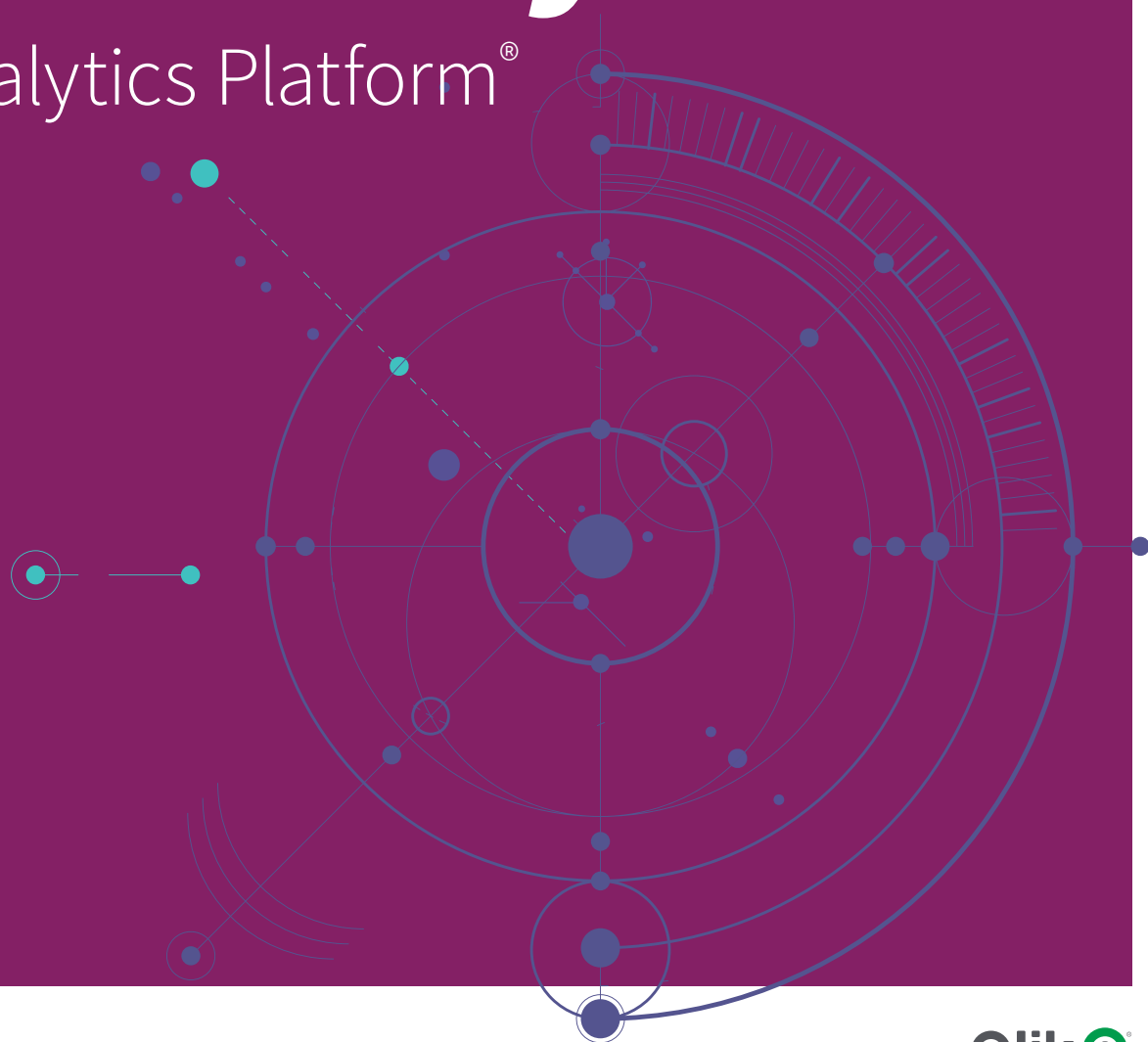


DATA ANALYTICS

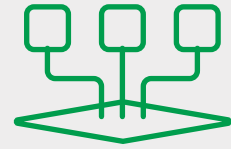
# Develop, Embed and Integrate Data Analytics

Qlik Analytics Platform<sup>®</sup>



# Building Engaging Visual Analytics

Qlik has a simple philosophy: Visual analytics should allow you to discover every possible connection within your data. And our vision of analytics for everyone goes beyond just self-service to deliver technology, resources, and support for developers building visual analytic solutions for consumers. We don't limit the possibilities for what the greater visualization and app-building community can imagine.



## Qlik Analytics Platform

The Qlik Analytics Platform puts the power of the Qlik® Associative Engine and visualizations in the hands of application and web developers through powerful, open, and modern APIs – allowing you to see all the connections among all the values in all your data.



## Try It for Free

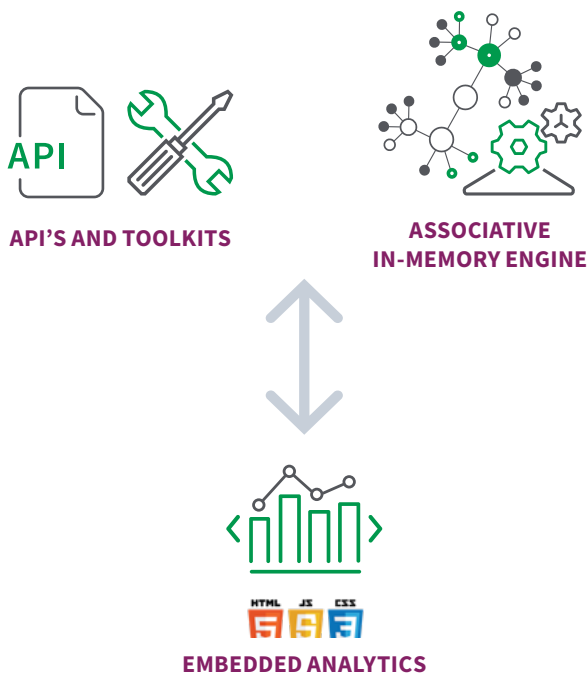
Experience the power of the Qlik Analytics Platform for free. Download Qlik Sense® Desktop to access the Qlik chart libraries, and then integrate them into your own web applications using the mashup editor. To learn more, please visit [www.community.qlik.com](http://www.community.qlik.com).



**Embed interactive visualizations into any application**

# Supporting Qlik Developers

The Qlik Analytics Platform is designed to allow application and web developers to easily and flexibly embed Qlik powerful visual analytics capabilities right into their own applications. These can be as simple as web mashups containing just a few charts, or much more complex integrated web or device applications.



**Combine the latest technology with the power of the Qlik Associative Engine**

The Qlik Analytics Platform has been designed to accommodate the need for embedded analytics and extend the power and flexibility of Qlik Sense throughout the enterprise and beyond. By directly accessing the same market-leading associative in-memory engine that's used by all Qlik products, developers have great flexibility to build the exact solutions they need. We provide a series of modern, open, and standard APIs like the Mashup API, Extensions API, Engine API, and back-end management APIs.

## Direct Access to the Qlik Associative Engine

The Qlik Analytics Platform APIs were built using modern standards, which are designed to work with today's most up-to-date web technologies. Qlik offers access to a set of industry standard, open, and modern programming interfaces like JavaScript®, HTML5, CSS3 and Node.js, which allow you to easily create and integrate visual analytics into any application.

## Modern and Open APIs

The Qlik Associative Engine is the second generation of the proven and patented engine technology that has powered Qlik products for the last decade. It provides associative data indexing and dynamic calculations that empower people to naturally explore, seeing all the connections among all the values in all their data. Associative data indexing exposes relationships in complex, multi-source data sets that would be hidden in hierarchical or query-based approaches

# Delivering for ISVs

Qlik empowers ISVs to deliver a strong competitive advantage by offering customers compelling visual analytics that are integrated within their solutions – right where decisions are made.



## Visualization Technology

Take advantage of Qlik unique visualization technology, including:

- Responsive design
- Progressive disclosure
- Big Data visualization
- Mobile-ready and touch-ready
- Mapping
- Smart coloring



## Flexible Licensing

The Qlik Analytics Platform offers both a perpetual and subscription licensing approach, allowing ISVs to choose licensing that works best for them and to scale in a predictable, understandable way.

The Qlik Analytics Platform enables ISVs to take full advantage of the Qlik Associative Engine, compelling visualizations, and APIs to easily build visual analytics capabilities right into their solutions, providing maximum value to their customers.

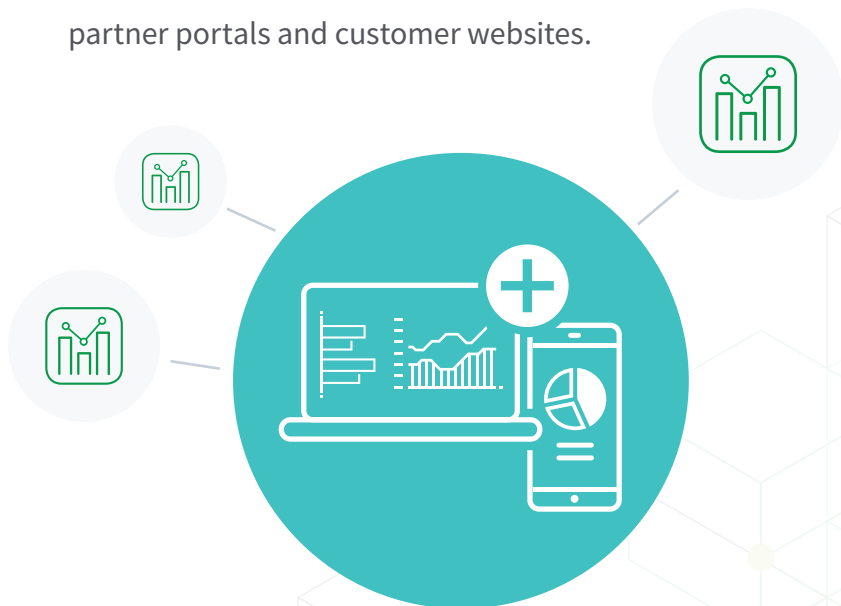


**Access the full Qlik Chart library. Embed visual analytics anytime, anywhere**

# A Modern Analytics Platform for the Enterprise

The Qlik Analytics Platform gives enterprises a single visual analytics platform to extend and enhance the use of Qlik across and beyond their organizations. It's optimized to incorporate open-source technologies like D3, so developers can create custom visualizations and extensions in a smart and governed way.

Qlik easily allows analytics to be embedded into any workflow or business process application, and it permits the extension of visual analytics into partner portals and customer websites.



**Embed analytics into your workflow apps**



## 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.

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

## Extend with Governance

The Qlik Analytics Platform offers a single governance framework to allow for common security, manageability, and reusability. Our approach covers a wide spectrum of analytics use cases, giving you the ability to extend the Qlik experience into any application, with any type of visualization, all done within a common governance and security framework.

## Open Platform for Developers

Qlik Branch® is a game-changing platform that accelerates innovation for developers, helping them bring the best ideas to market. Rooted in open-source philosophy, it allows all projects to be freely distributed and modified, allowing faster collaboration and iteration.