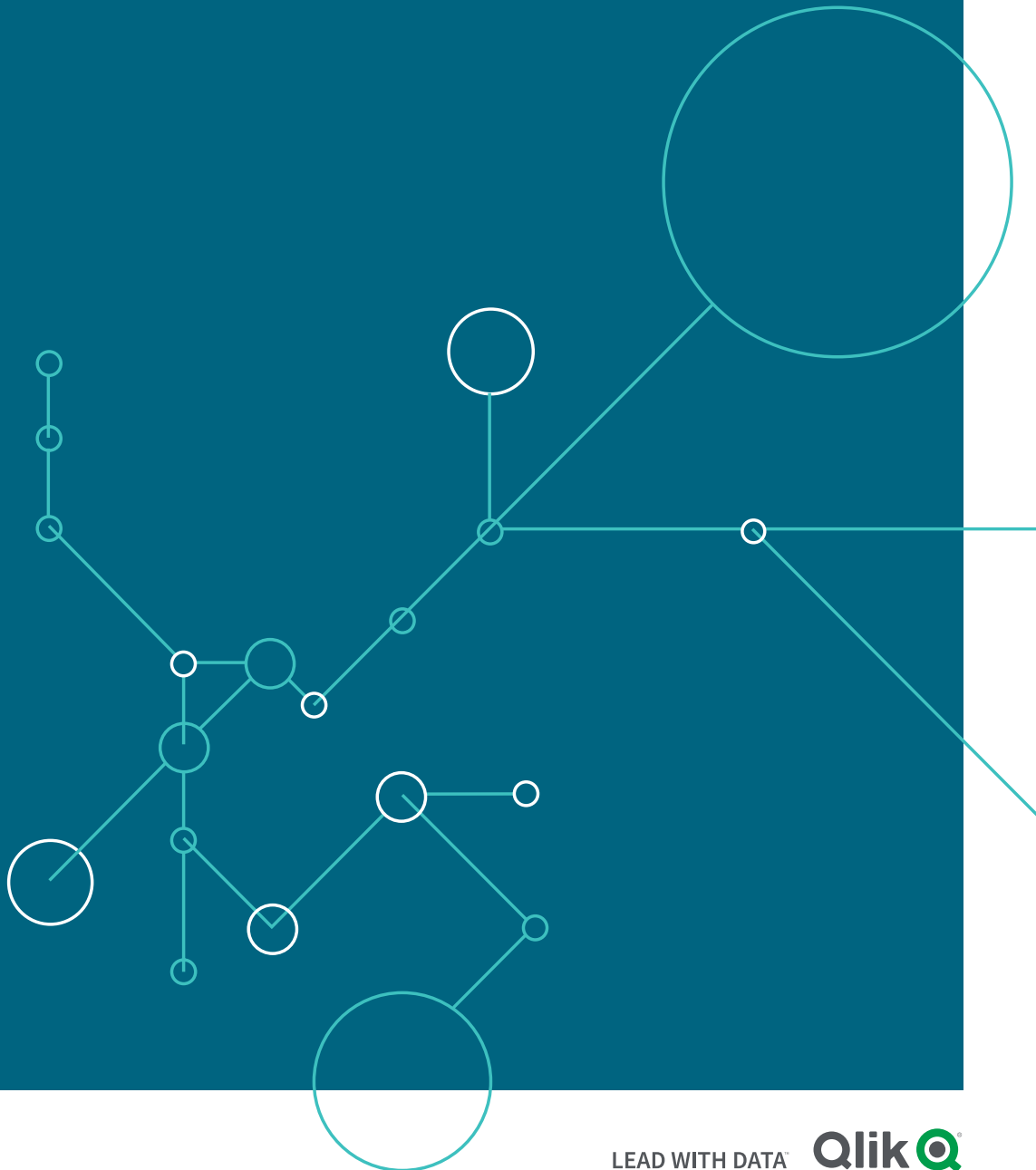


DATA SHEET

Qlik for Executives



INTRODUCTION

Executives work hard to prioritize the noise of voices that place demands on their time and resources. From the board to the executive team to employees, executives are under constant pressure to please a variety of different stakeholders.



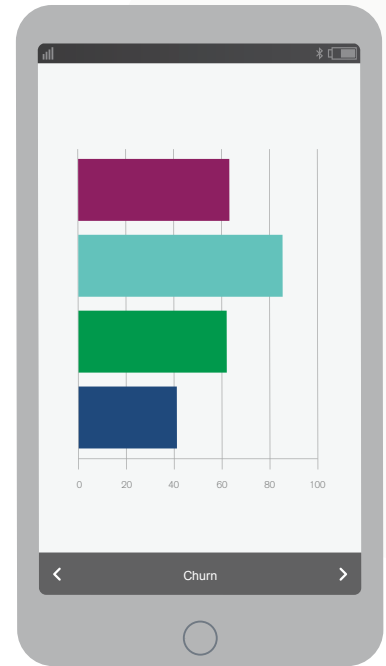
Leadership leads with data

- The power of data analytics in business is widely acknowledged by executives in organizations of every industry and size. However, many companies have difficulty instilling a data-driven culture to secure the benefits. This is because of two main challenges. The first, is understanding what analytics can and cannot do when making business decisions. The second challenge, is integrating analytics into every aspect of the organization, thus promoting a new data-driven culture, rather than relegating it to a separate corner of the firm.
- Executives strive to make decisions that matter. Qlik Sense helps executives leverage analytics to improve their decision-making skills as well as their teams. With visibility across the entire management chain using a single source of truth, decision makers all see the same information and can ask and answer questions they can trust.
- With the only end-to-end data management and analytics platform built to transform data decisions across the entire business, Qlik empowers executives to combine all their data and make it analysis ready to freely explore.
- Turning vision into action is key for executives as the organization looks to decision-makers to guide, motivate, and lead direction and success. With Qlik's augmented intelligence, executives can amplify human brainpower with machine intelligence for faster, smarter, and bolder discoveries.
- No matter the floor or room, Qlik brings analytics into every decision, empowering not all executives, but also the ability of all senior leaders and their employees, regardless of line of business. Qlik is the only platform that extends to every team, process, application and device.



INSIGHTS FOR EVERY LEADERSHIP ROLES

Great leaders hire the best and let them run. Qlik empowers your employees to work more efficiently, while giving you the peace of mind of knowing your teams are focusing on what matters most.



Sales Leadership

Qlik helps organizations improve their sales leadership activities, including forecasting of revenue and tracking of performance against goals. Senior sales leaders can freely explore their team's performance and pipeline, from high-level teams down to the individual transaction level, to quickly spot and respond to outliers and concerns. With Qlik, sales executives can:

- Transform sales and customer data into actionable insights and predictions of future conditions and challenges
- Explore transactional data intuitively, not hierarchically
- Improve collaboration between sales management and staff



Finance Leadership

Executives continually search for ways to generate the most return for every product or service your business provides. However, your finance users can have trouble keeping up because they don't have an effective tool for analyzing massive amounts of transactional data that exist in your disparate systems. This limits getting insights into and across revenue streams to spot evolving market behaviors and pricing tradeoffs. With Qlik, finance leaders can:

- Manage tradeoffs and negotiating a consensus between functions
- Grow profitability, reduce costs and manual processes, and manage risk
- Continuously improve internal control environment, FP&A, and strategy development

IT Leadership

How can CIOs and their senior leaders achieve their goals while overcoming resource constraints, strategically partnering with the business, managing upgrade and adoptions, and developing their teams? For starters, having an analytics platform that improves data governance, security and scalability. With Qlik, IT executives can spot underused systems and applications, predict emerging technology needs, and support strategic business initiatives. They are empowered with the ability to:

- Achieve SLA's set with business and increase user satisfaction
- Improve budget and forecasts to better manage lifecycle costs of IT assets
- Optimize enterprise investments and ensure compliance





HR Leadership

In Human Capital Management, it is all about assigning the right employees, with the right skills, to the right job, and the right time. And analytics is transforming the impact HR executives and their teams has on the business. The number one barrier to producing talent analytics for most organizations is a lack of people resources that understand how to interpret analytics and turn them into actionable insights. With Qlik, this barrier is gone, and HR executives can:

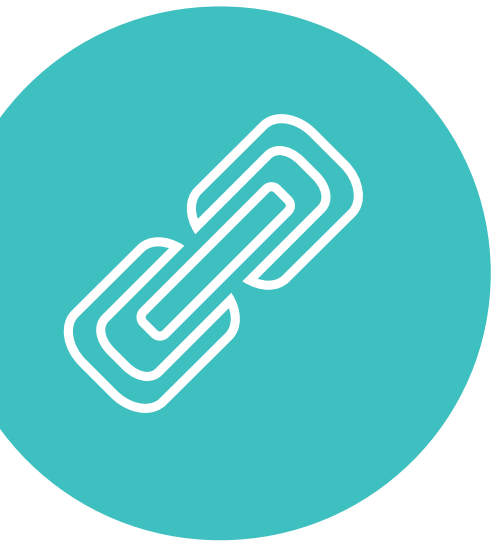
- Enhancing business partners collaboration and knowledge sharing
- Increase retention levels and reduce turnover and hiring costs
- Analyze employee compensation against performance, and gain deep understanding of benefit plans and employee resource forecasting

Marketing Leadership

Marketing, previously seen as a cost center, has evolved over the past several years from a primarily creative discipline to a highly analytical function and a significant revenue generator. Qlik analytics allow marketing executives and their teams to focus on customer relationships, not just transactions. They can also effectively measure the return on marketing investments and the agility to make changes proactively and respond to new market conditions. With Qlik, CMOs gain insight into campaign performance, customer segmentation, and web analytics, so they can:

- Align strategies to address market shifts, customer sentiment, and developing trends
- Boost marketing ROI through better targeting and prospecting from the top of the funnel to the bottom
- Integrate channels to deliver a consistent brand experience, improving awareness and customer loyalty





Supply Chain and Operations Leadership

The cross functional and multi-dimensional nature of the supply chain makes it very difficult to manage and measure end-to-end processes and metrics to know where rapid intervention and improvement is need to reduce costs and meet consumer or customer demand. Supply Chain and Operations leaders know their success depends on the accurate sharing of information between suppliers, stakeholders, customers, and business partners. With Qlik, executives can:

- Analyze, visualize, and explore relationships between complex data sources, driving better business results and a competitive edge
- Balance the demand, supply, and finance plans into a unified S&OP process
- Directly connect customer demand, production operations, and supplier replenishment creating a truly customer-centric supply chain

Learn more about how Qlik can help you achieve the business transformation you need to compete and win by giving you ready access to information that is timely, reliable, and insightful. Reimagine your collaboration with stakeholders for today's digital data economy.



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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