



## About Qlik

Qlik® is a leader in the visual analytics market. We deliver intuitive platform solutions for self-service data visualization, guided analytics applications, embedded analytics and reporting to approximately 45,000 customers worldwide. Companies of all sizes across all industries and geographies use Qlik solutions to visualize and explore information, generate insight and make better decisions.

The Qlik Partner Program helps you deliver best-in-class solutions to more customers, differentiate your company and expand your market opportunity. We support partners through in-depth training, unique specializations, marketing support and incentives to help you build a profitable business.



# Program Requirements and Benefits Summary

For Managed Service Providers and Solution Providers

Partner Tier	Authorized	Select	Elite
<b>Business, Learning &amp; Enablement, and Marketing Benefits</b>			
Online Partner Learning environment for Sales, Marketing, and Technical Training ("Partner Green Line")	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Eligible for MDF	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Qlik Software Products Not-for-Resale (NFR) for Pre-Sales and Product Presentations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Eligibility to List Solutions on Qlik Market	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to Sponsor Qlik Events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of Qlik's Partner Logos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Qlik.com Partner Directory Listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Priority
Eligible for Promotions and Incentives as available	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Eligible for Teaming Plan Agreement	n/a	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regular Joint Business Planning and Reviews	n/a	Bi-Annual Review	Quarterly Review
Qlik Partner Management	n/a	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Partner Portal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Qlik Executive Relationship	n/a	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Qlik Products for Partner's Internal Use (IUL)	10 Named User Licenses	20 Named User Licenses	30 Named User Licenses
Discount off Pricelist for Education Services Products (Partner Staff)	30%	30%	30%
<b>Business, Learning &amp; Enablement, and Marketing Requirements</b>			
Revenue Goal	n/a	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Qlik Partner Agreement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regular Joint Business Planning and Reviews	n/a	Bi-Annual Review	Quarterly Review
Qlik Relationship Main Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Qlik Partner Program Fee	n/a	\$2,500	\$2,500
Technical Product Maintenance & Support Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MSP Customer Support	n/a	n/a	n/a



## We're Different

Qlik solutions help you enable everyone in your customers' organizations to see the whole story that lives within their data.

### What Sets Us Apart

- **Associative Model** - Lets your customers see the whole story that lives within their data. Qlik's unique Associative Model draws on a broader set of data, offering deeper business insights than our competitors.
- **Partner Ecosystem** - Bringing in-depth skills and experience, unrivalled coverage, and huge implementation capacity, Qlik's Partner Ecosystem is the best in the business.
- **Platform Approach** - A platform for all visual analytics needs, delivering empowerment through governance. Qlik's platform offers agility for the business user; trust and scale for IT.
- **Stunning Visualizations** - Qlik's expressive user-friendly graphics transform complex datasets into clear, useful, and easily understood business presentation tools.

## Why Choose Qlik?

Qlik unlocks amazing profit potential while helping customers put an end to analytics blind spots with The Associative Difference™. Our award-winning\* partner program provides in-depth training, unique specializations, marketing support, and incentives to help you build a profitable business.

## Managed Service Provider

As the first MSP program in the BI space, we provide eligible partners access to the fast-growing cloud-based BI market. This accessibility can unlock new opportunities to expand service offerings, realize new revenue streams, and grow your bottom line. The Qlik MSP model enables partners to offer more service-led opportunities that extend revenue and more deeply entrench in accounts, while stopping business churn to lower priced offerings.

## Qlik Partner Program Structure

The Qlik Partner Program (QPP) tracks align to your preference on how to acquire and run your Qlik solution. Invest in different levels of the partner program to unlock new membership tiers.

### Solution Provider Track

For partners focused on reselling and/or influencing and implementing Qlik solutions to customers and prospects that wish to license Qlik software, we offer the Solution Provider track. This track offers various engagement options and corresponding benefits for successfully promoting and servicing Qlik implementations.

### Managed Service Provider Track

If you're focused on delivering Qlik software as part of a broader Managed Services solution, this track allows partners to deploy Qlik software in Cloud environments, to deliver services to End Users and to derive additional profitability.

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### Membership Tiers

There are three membership tiers, regardless of a partner's participation within tracks.

- **Authorized** is our entry-level. It provides access to our products, sales tools and training resources.
- **Select** is our mid-tier. QPP Partners demonstrate their willingness to invest in Qlik enablement and certifications and are held accountable for revenue requirements and receive full benefits indicative of their elevated status.
- **Elite** is our top-tier. QPP Partners at this level invest solidly in Qlik enablement & certification and commit to a higher annual level of revenue.

## Why Choose QPP?

This rapidly changing market requires a flexible channel program that can quickly and easily integrate programs as well as add new or acquired technologies.



### It's Simple

Start with QPP Tracks and quickly realize the benefits of expanding your business, generating new services and increasing profitability with Qlik. Our simplified processes, centralized management on our Partner Portal, streamlined on-boarding process, expedited quoting, contracting and ordering, and updated deal registration makes a stronger bottom line easier for you.



### It's Profitable

Partners are recognized for driving value in transitions and incentives are in place to pay for partner performance. The more you invest, the more you're rewarded. Increased investment in revenue attainment, joint business planning, education and certification and marketing support cashing in on increased discounts and support.

Unlock additional rewards with Opportunity Registration and finders' fees. Partners can earn significant rewards for identifying and closing new business and retaining customers.



### It's Predictable

QPP's clearly defined discount structure is fully aligned with Qlik GTM. Partners own non-named space and program provides guidelines to interact with named accounts.

We walk the journey with our partners with shared roadmaps. As QPP evolves, it will meet the needs of our partners and the market.

## Accelerated Go To Market

We have a number of offerings within the QPP that support your business and help you grow your profitability.

### Partner Green

Prescriptive, on-demand, roll-based trainings as well as enablement content for specializations in particular industries or horizontals.

### Partner Sales Managers (PSMs) and Inside Partner Sales Managers (iPSMs)

These resources will work with you to drive your solutions into the market, build cohesive plans and link you to all of the Qlik resources required to drive your success into the market.

### Qlik Partner Portal

Your one-stop shop for all of the partnership information and resources you'll need. You can access product information, sales tools, program resources and more.

## The Right Partner

The Qlik Partner Program is a great fit for solution providers, consulting and services partners, and Managed Service Providers of all sizes and from any region in the globe.

### Who are Qlik's Partners

- Resellers of any size
- Implementation and consulting organizations
- Larger system integrators
- Business consulting firms
- MSPs

**Become a Partner, Become More Profitable**

Visit [Qlik.com](https://www.qlik.com) or call +1 (866) 616-4960