



Active Intelligence

Capture the Moment with
Action-Oriented Analytics

It's time for real-time.

Today's markets move fast and turn on a dime. To succeed, organizations have to get in front of events as they unfold. But traditional business intelligence isn't designed to optimize real-time decision-making or trigger immediate action. What it *can* do – analyze historical datasets to understand performance – is still a critical function. But now more than ever, you need to capture value in the business moment.

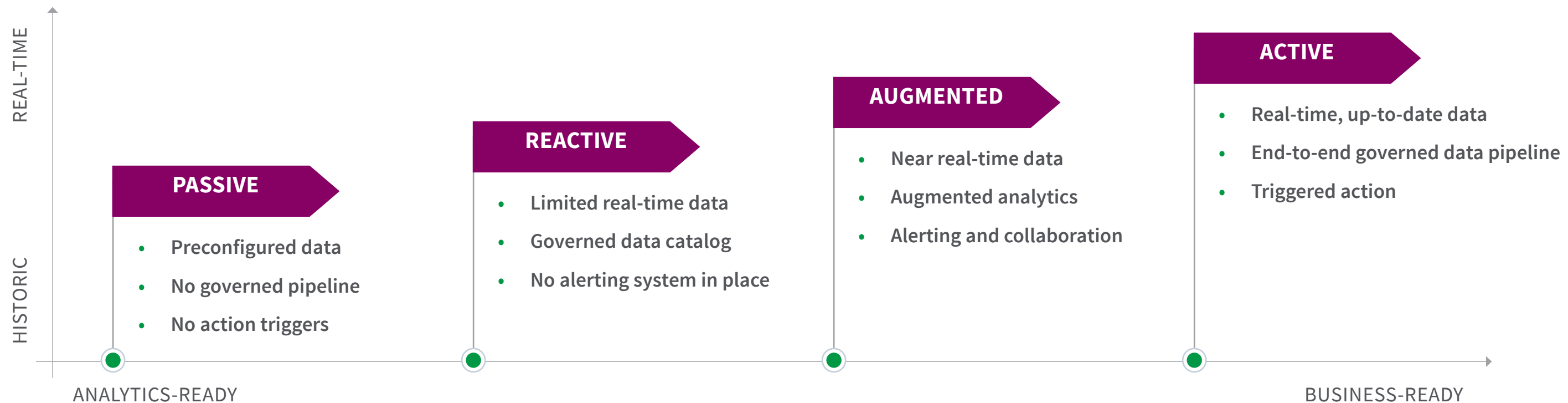
Our vision at Qlik® is Active Intelligence: a state of continuous intelligence in which real-time, up-to-date data triggers immediate action. In BI and analytics, this means taking people beyond the dashboard with capabilities that deliver the right insight at the right moment.

With Active Intelligence, users and organizations can accelerate business value in new ways. They can more rapidly respond to events and trends in their business. They can adapt strategy, processes, and even products on a moment-to-moment basis. And they can collaborate in new ways around data. All of which adds up to better outcomes across the board.

Business intelligence has evolved. And today, action is key.

In both the first and second generations of business intelligence, we delivered answers to known questions based on preconfigured, historical data. In today's market, it has become imperative – and possible – to drive more real-time value from data.

Augmented Analytics uses AI to deepen insight and broaden access to far more users, with capabilities like automated insight generation and natural language interaction. As we move toward Active Intelligence, we'll leverage the advances of Augmented Analytics in the context of changing data in addition to data at rest. The promise of Active Intelligence is to tap the pulse of your business before, during, and after you build a dashboard – and then to take action on it.



The major focus areas of Active Intelligence in BI.

From insight generation to conversational interaction to real-time alerting and event triggering, Active Intelligence touches every aspect of BI, both within technology and through the processes you use. Broadly considered, Active Analytics capabilities fall into the three categories on the right, each of which we'll address on the following pages.

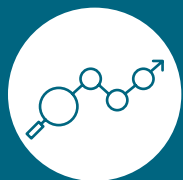
What about data delivery?

Active Intelligence leverages every element of the data-to-analytics process, from ingestion through insight. So while this eBook focuses on business intelligence, don't forget the upstream component. Active Analytics must be supported by an automated data pipeline that can deliver a continuous flow of up-to-date data from all your data sources.



Inform the decision.

The first focus area of Active Analytics is about bringing the best possible insight and context – relevant context – to your decisions. This includes context from your data, from others you work with, and from all the other systems and tools you have.



CONTEXT FROM YOUR DATA

Most analytics solutions are powered by relational databases, which weren't designed to support the exploratory nature of modern analytics. To uncover all the insights in your data – in the right context to respond to emerging events – it's vital to have an analytics solution that uses a purpose-built engine to support interactive exploration and calculation.



CONTEXT FROM YOUR PEOPLE

Working collectively – as groups of people informed by data – is one of the most powerful tools to drive innovation and growth. Collaboration is an integral component of Active Intelligence. People should be able to capture the critical human narrative and context that surround analytics and work together to share the decision-making process.



INSIGHTS FROM OTHER SYSTEMS

With specialized tools such as data science and machine learning, you can create models and predictions that magnify the power of your data. You should be able to integrate – in real time – calculations from third-party engines and allow people to explore them with flexibility and simplicity.

Go beyond the dashboard.

The second focus area of Active Analytics brings analytics to users on their own terms – wherever they're working, however they're working, and in a language they can understand.



AT THE POINT OF DECISION

When you enable users to access analytics on mobile devices – with fully interactive exploration, even offline – you ensure that they can instantly answer questions and respond to the moment wherever and whenever they need to.



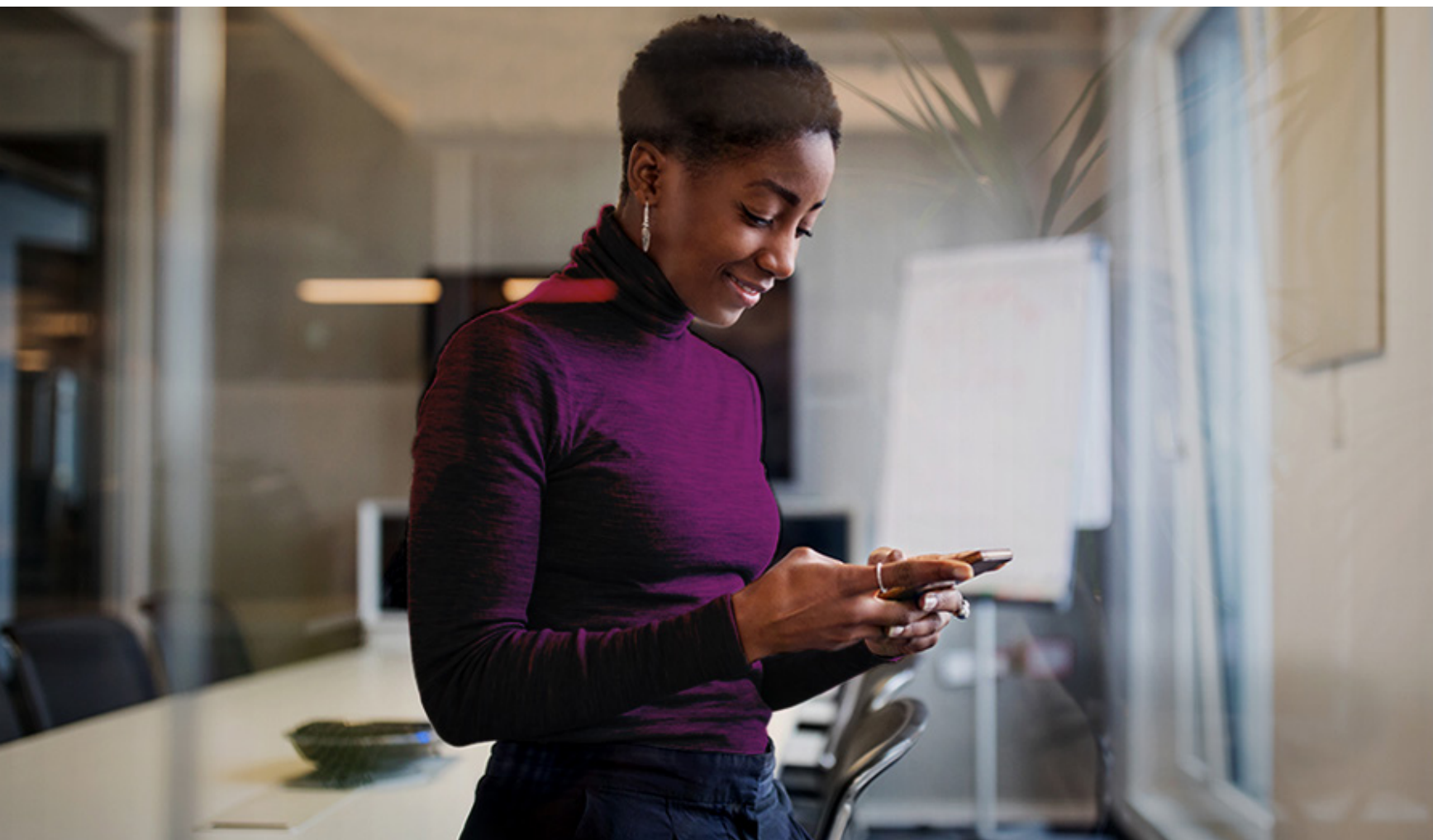
IN NATURAL LANGUAGE

With natural-language search and conversational analytics, you can spread adoption and enable data-driven decisions for far more people than ever before. Users can ask questions and get answers using fully conversational interactions – no data expertise required – giving people a faster and easier way to get insights.



IN OTHER APPS

Embedding analytics within everyday apps extends the reach of analytics to more employees and to the broader ecosystem of customers and partners. You can offer insights in the context of workflows and business activities, better informing decision-making as tasks take place.



Trigger the action.

The third focus area of Active Analytics involves enabling rapid responses in the moment with alerts for people, and event triggers for applications, supported by a real-time data pipeline.



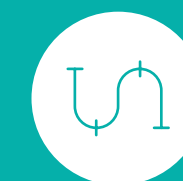
PROMPT PEOPLE TO ACT

Intelligent alerting notifies users and managers at the moment when potential issues or opportunities arise, allowing them to analyze further, make decisions, and act immediately. This capacity enables your organization to seize every business moment – and manage by exception.



TRIGGER EVENTS WITH DATA

Application automation supports the event-driven triggering of workflows based on changing data or attained benchmarks, allowing fully automated action to take place without human intervention. You can integrate and automate action in all of your cloud applications.



DELIVER CHANGING DATA

Real-time data pipelines deliver changes to data as they occur, supporting both human action and automated events without the limitations of traditional batch processing and ETL.

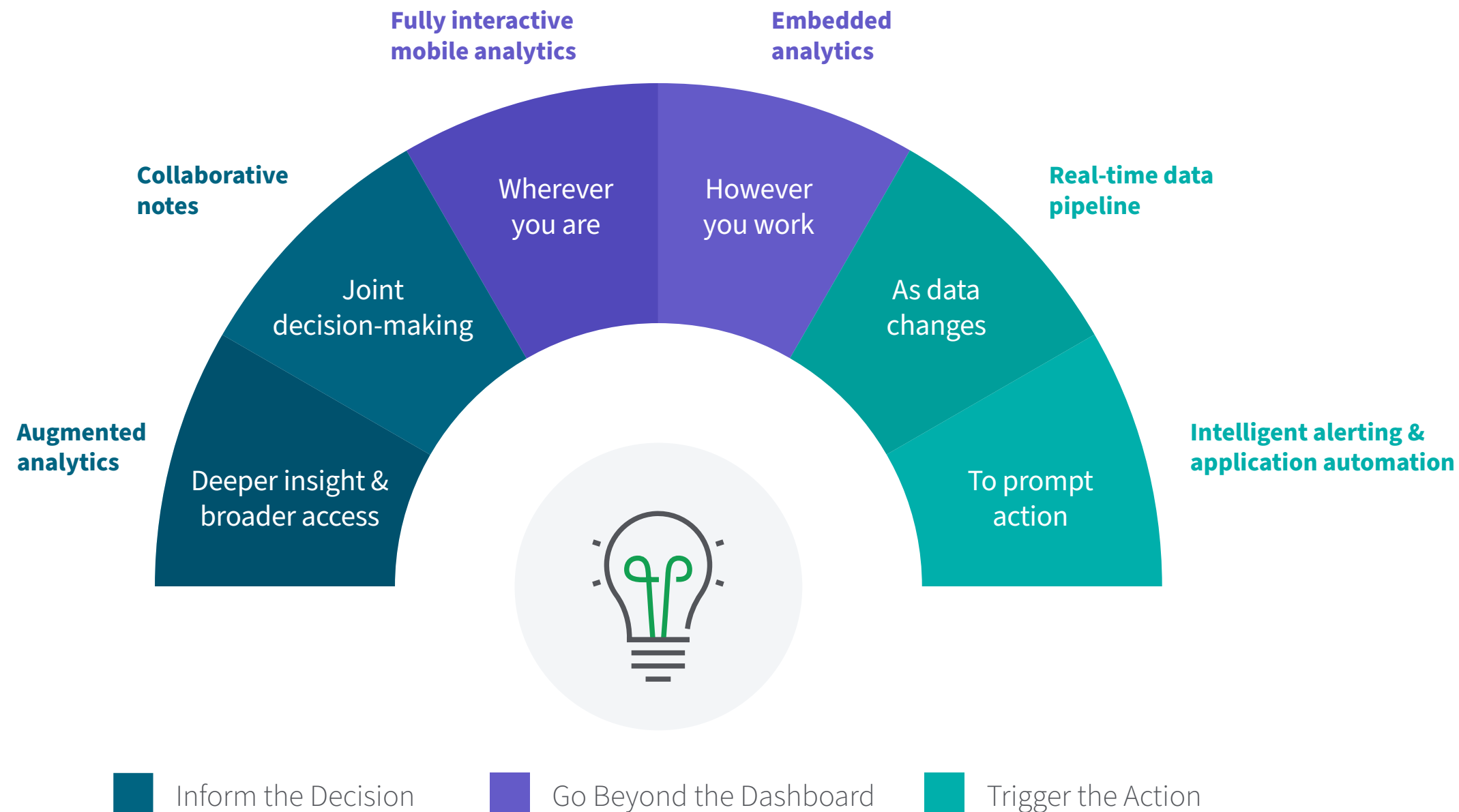
An end-to-end approach to Active Intelligence.

At Qlik, we have an end-to-end set of capabilities for taking informed action on up-to-the-minute data. You can use our combined Data Integration and Analytics capabilities -- unique in the market -- to empower all your users to immediately free, find, understand, and act on data. And with application automation, you can create dynamic processes that automatically respond to business events, triggering data-driven actions within your most popular SaaS applications.



Action-oriented capabilities in the Qlik Data Analytics Platform.

Within Qlik Sense, you'll find capabilities to address and establish every aspect of Active Intelligence.



Samsung Electronics UK tracks real-time sales figures to boost store performance.

CHALLENGE

For the UK division of Samsung, retail success depends on access to timely store performance data. But area development managers (ADMs) were using weekly Excel spreadsheets, which were time-consuming to prepare, often inconsistent, and didn't provide an up-to-date picture of performance.

THE RESULTS

Data in Qlik Sense is constantly updated and available to ADMs on their mobile devices; they get alerts when action is needed. With an intuitive interface, they can understand performance much more quickly – and when they visit stores, they can have more effective conversations with managers. The app is being considered for rollout across other European divisions.

SOLUTION

All of Samsung Electronics UK's sales data (for the previous five years) was fed into the Qlik Sense® engine. Using deep learning algorithms, Qlik Sense allows field development managers and ADMs to easily visualize and quickly identify where issues lie in Samsung's key channel partner stores, which is the first step in improving and maintaining performance.

THE ROI

- 90% of ADMs use the solution on a regular basis
- 200 hours saved/week across the 100-person team
- 20% increase in the efficiency of field visits

“Having real-time data is absolutely critical. The amount of information that is processed and then delivered on a daily basis could not be done through anything else other than our Qlik Sense RM mobile app”

Paul Asquith

Insight and Reporting Manager,
Samsung Electronics UK



Why choose Qlik?

Qlik is the only complete data integration and analytics solution on the market that helps you free, find, understand, and trust your data so you can act on it in real time. With our AI-powered, self-service, data analytics platform, you can:

- ✓ **Bring actionable data into every business decision**
- ✓ **Give everyone – at any skill level – the power to explore data with our unique Associative Engine**
- ✓ **Take action on your data with an agility that balances risk and reward**
- ✓ **And you can deliver all of the above on a flexible, multi-cloud platform that can scale – including the option to go fully SaaS – with no fear of vendor lock-in**

With Qlik, you can empower your data users to follow their curiosity, explore their data freely, and make transformative discoveries.

To start your free trial of Qlik Sense, or to learn more, click below.

[Start Free Trial](#)

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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 offers real-time data integration and analytics solutions, powered by Qlik Cloud, 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 serves more than 38,000 active customers in over 100 countries.

