Close the Gap Between Data and Action

Real-time Data Integration and Analytics

qlik.com

Qlik **Q**

Activate Your Data. **Seize Your Business Moment.**

Qlik **Q**

The Data Challenge

Most organizations struggle to make actionable data available, let alone turn it into business value.

Recent studies highlight this challenge:

44% organizations have enough data available for making decisions[1]

29% executives achieve transformational business outcomes[2]

35% executives see poor data literacy as important roadblock[3]

[1]IDC Data Culture Web Survey (2021). [2]NewVantage Partners Big Data and AI Executive Survey (2021). [3]Gartner Webinar, Drive Better Business Outcomes by Improving Your Organization's Data Literacy, Alan D. Duncan, May 12 2021.

The Data Opportunity

Qlik helps organizations tackle the complex challenges of transforming their data into business value. Here's how we do it.

1 Close the Gaps
We help organizations create an analytics data pipeline:

- Turning your raw data into informed action
- Freeing data from its siloes, so your users can easily find it
- Understanding data, so users can take action from it

2 Open the Value
We do this through a cloud platform that includes:

- Data services to bring all data sources together
- Analytics services to transform data into insight
- Supported by automation and data literacy to enhance it

3 Act in Real-time
This unique, innovative approach enables "Active Intelligence":

- Harnessing all the right data, to deliver the best insights
- Understanding your data and taking action in real-time
- Managing your data at the speed of business

The Data Outcome

Qlik Cloud®, Qlik's platform for Active Intelligence, delivers real-time information and drives action, accelerating business value.

An IDC study[4] highlights the outcome:

76% executives noted operational efficiency improved

75% business decision makers say revenue increased

74% executives reported profit increased

[4]IDC InfoBrief, Sponsored by Qlik, "Transformative Data Through Leadership Survey" (2020).

ANALYTICS READY — Find it.
ANALYTICS SERVICES
DYNAMIC — Action it.
RAW DATA
DATA SERVICES
Free it.
REAL-TIME
Understand it.
BUSINESS READY
INFORMED ACTION
ACTIVE INTELLIGENCE

REAL-TIME AND ANALYTICS-READY DATA
Data Services
Organizations collect huge amounts of data. But, most of the data that can guide decisions and actions isn't analytics-ready or accessible. Qlik operationalizes DataOps for analytics, turning raw data into trusted, actionable data that's easy to find, current, and immediately available to Qlik Sense®, Tableau, PowerBI, and beyond — on any cloud you choose.

BUSINESS-READY AND DYNAMIC DATA
Analytics Services
Qlik Sense® sets the benchmark for a new generation of analytics. Empower users at any skill level to freely explore data with powerful AI combined with the industry's most powerful analytics engine. Bring actionable insights into every decision with the industry's most complete platform for modern BI – on our cloud or anywhere you choose.

RAW DATA TO INFORMED ACTION
Qlik Cloud
Our end-to-end platform enables the shift from a passive set of tools to an active system that delivers information in real-time and compels action. Close the gaps between data, insights and action with the only cloud platform built for Active Intelligence.
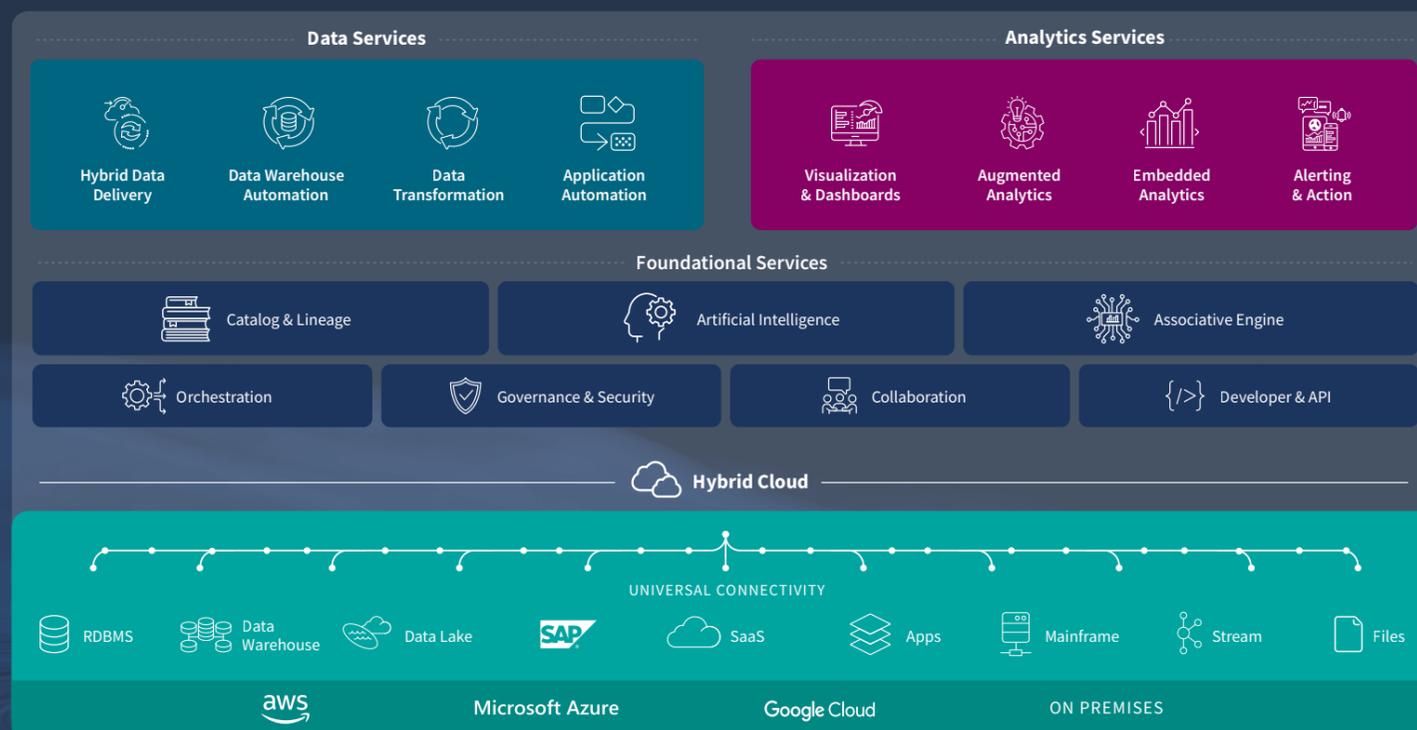
DRIVING DATA LITERACY
Customer Success
Our customer success programs are designed to drive a data-informed culture in your business. This includes around-the-clock support for all critical issues; personalized and bundled services aligned with your goals; and product-agnostic data literacy consulting and education services.

Qlik Cloud

Qlik Cloud enables the creation of the end-to-end analytics data pipeline that powers Active Intelligence and provides all the Data Services and Analytics Services you need to transform raw data into informed action supported by a rich set of foundational services. It's the only cloud platform designed to help organizations shift from a passive set of tools to an active system that delivers information in real-time and compels action. With this open SaaS platform, you also benefit from cloud-agnostic and hybrid deployment options that offer maximum choice and flexibility in how and where you store and analyze data, across one or multiple clouds.

Data Services

Hybrid Data Delivery	Data Warehouse Automation	Data Transformation	Application Automation

Analytics Services

Visualization & Dashboards	Augmented Analytics	Embedded Analytics	Alerting & Action

Foundational Services

Catalog & Lineage · Artificial Intelligence · Associative Engine
Orchestration · Governance & Security · Collaboration · Developer & API

Hybrid Cloud

UNIVERSAL CONNECTIVITY

RDBMS · Data Warehouse · Data Lake · SAP · SaaS · Apps · Mainframe · Stream · Files

aws · Microsoft Azure · Google Cloud · ON PREMISES

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.

Over 25 Years of Leadership in Data and Analytics

- Founded in Lund, Sweden in 1993
- 2000+ employees worldwide
- Headquartered in Pennsylvania, USA
- 38,000+ Customers in 100+ countries
- 1,700+ technology, OEM, solution, implementation and SI partners

Recognized as a Leader by Industry Analysts
including BARC, Dresner Advisory, Eckerson Group, Forrester, Gartner,[$] IDC and Ventana Research

Qlik Q®