ANALYTICS

Modernize Your Analytics Experience

Qlik Sense® and QlikView®

Qlik Q®
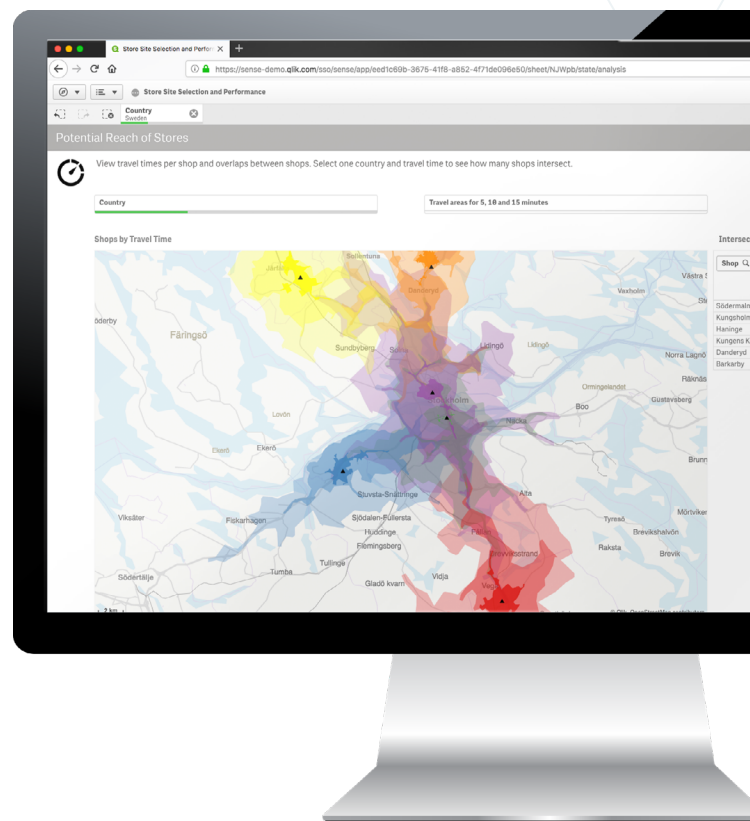
Qlik is a pioneer. We drove the shift in the business intelligence (BI) market away from large, IT-driven, stack-based technologies to more agile data discovery approaches. Now we are leading the third wave of innovation, helping customers gain a competitive edge, while driving dramatic total cost of ownership savings with Qlik Cloud.

QlikView, our classic product, started the data analytics revolution. Customers readily adopted QlikView to solve business problems because it allowed them to rapidly create highly interactive dashboards and analytics apps without dependence on stack technology. Over two decades, QlikView has driven tremendous value for customers of all shapes and sizes, across all major industries and geographies.

In 2014, we advanced the revolution by introducing Qlik Sense, supporting the full range of analytics use cases across an organization – from self-service visualization and dashboards to natural language analytics, advanced and predictive analytics, custom and embedded analytics, mobile analytics, reporting and alerting. And it does this within a governed, scalable cloud-based architecture that gives customers a competitive edge while dramatically minimizing TCO for analytics across your organization. By combining associative exploration and augmented analytics, Qlik Sense drives data literacy for all types of users.
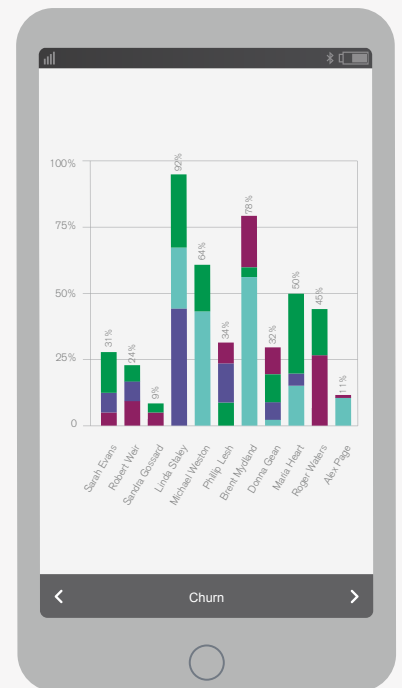
At the core of both Qlik Sense and QlikView is Qlik's Associative Analytics Engine, designed specifically for interactive, free-form exploration and analysis. Radically different from query-based tools that limit flexibility and create blind spots, our engine supports near limitless combinations of data sources without leaving any data behind. And, it allows people to explore freely using interactive selection and search, without restrictions or boundaries. By keeping all objects in context together and retaining unrelated values in the analysis, the Qlik Associative Engine empowers users to spot the unexpected and uncover hidden insights that would be missed with query-based tools. We call this the Associative Difference®.

What's the difference between QlikView and Qlik Sense?

Qlik Sense is not a new version of QlikView.
While both are built on the same Associative Analytics Engine and have similar core capabilities, there are differences in design and product strategy that reflect both modernized technology and the evolution of customer and market requirements and standards.

Qlik Sense delivers modern self-service-oriented analytics on the cloud and extends your capabilities via industry-leading augmented analytics for the full range of users and use cases. No specialized or SQL-coding skills are required to build custom applications and embed analytics via open APIs. In contrast, QlikView features an on-premise development environment requiring QlikView-specific programming skills to create and deploy interactive analytics applications and dashboards.

Qlik Sense expands analytics possibilities

PRODUCT	Qlik Sense®	QlikView®
CLIENT		
Unified HTML 5 Client	X	X
Touch User Interface	X	
Responsive Design	X	
PLATFORM		
Broad Data Connectivity	X	X
Data Integration – ETL	X	X
Big Data Capabilities – Indexing	X	
Broad Ecosystem and Community	X	X
DEVELOPMENT		
Co-develop Content	X	
App Development – Open APIs	X	
Self-service [App] Creation	X	
Self-service Data Preparation	X	
Advanced Authoring	X	
Desktop Development	X	X
Offline Development	X	X
Server-side Development	X	
ANALYTICS		
Associative Exploration	X	X
Search-based Analysis	X	X
Modern Visualizations	X	
Guided Analytics Apps / Dashboards	X	X
Advanced Analytics Integration	X	X
AUGMENTED INTELLIGENCE		
Cognitive Engine	X	
Auto-generation (Charts and Insights)	X	
Conversational Analytics	X	
Machine Learning and Adaptation	X	
COLLABORATION		
Collaboration Hub	X	
Data Storytelling	X	
Managed Reporting	X	X
Mobile Offline	X	X
DEPLOYMENT		
Centralized Management	X	X
Governed Libraries	X	
Rules-based Security	X	
SaaS Deployment Options	X	
Associative Indexing Engine	X	X

How do I choose?

Qlik Sense is the best choice, as the leading cloud analytics solution, empowering people of all skill levels to make data-driven decisions and take action. Built on our unique Associative Analytics Engine, Qlik Sense offers industry-leading augmented analytics capabilities for the full range of users and use cases — from visualization and dashboards to natural language analytics, advanced & predictive analytics, custom and embedded analytics, mobile analytics, reporting and alerting. It augments and enhances human intuition with AI (artificial intelligence) powered insights, and helps people move from passive to active analytics for real-time collaboration and action. We continue to invest heavily in the Qlik Sense solution, with innovations planned across the entire product.
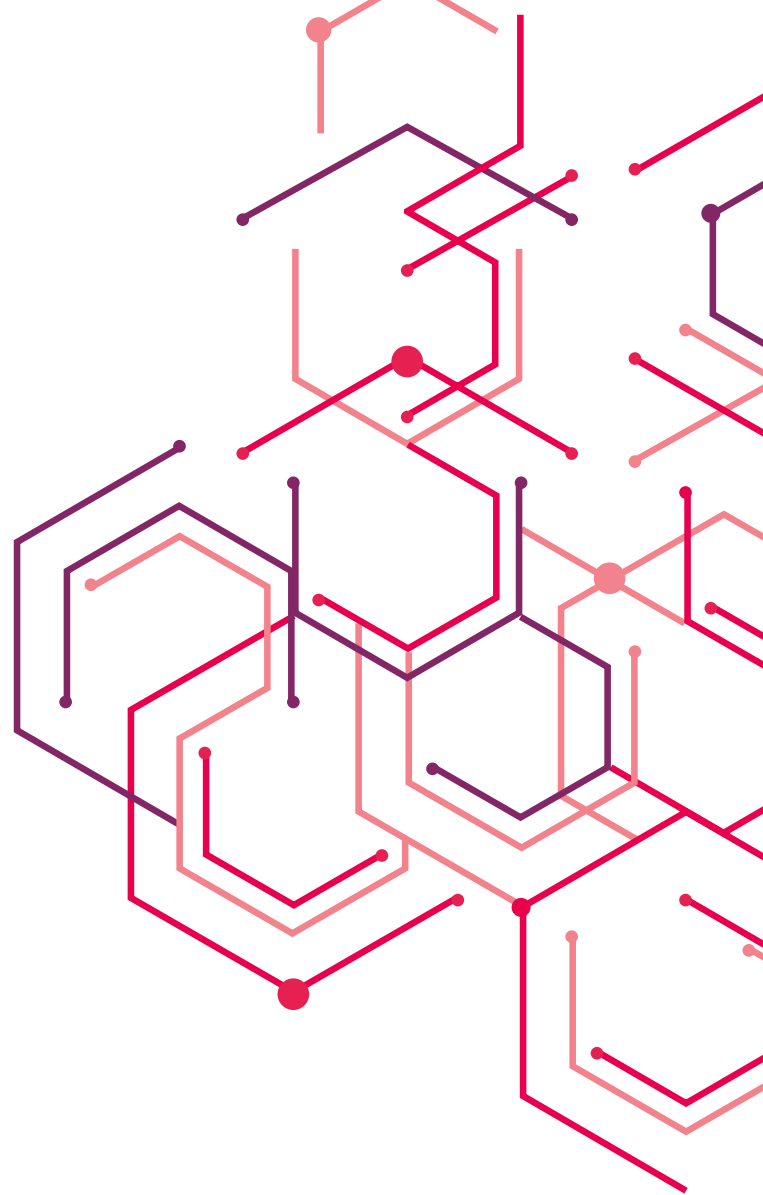
For more information about Qlik products and our future innovation strategy, please refer to the Qlik

Statement of Direction.

What if I'm an existing QlikView customer?

Qlik is committed to supporting our loyal QlikView customers and efforts to modernize analytics on the cloud. You should feel confident using QlikView for existing applications and use cases. Our QlikView investments will focus on delivering capabilities that support your goals, such as extending application consumption capabilities on the Qlik cloud hub, increasing coexistence with Qlik Sense, and maintaining current platform support.

Adding Qlik Sense to your existing QlikView environments is ideal for new applications and satisfying new modern use cases. Because both products run on our Associative Analytics Engine, you can easily reuse existing assets such as data models, QVDs, and analytics expressions. We're also boosting Qlik Sense advanced authoring and visualization capabilities to support more sophisticated application creation and improved flexibility, including more guided analytics application functionality.

A compelling modernization offer

If you're an existing QlikView customer, we've created a highly compelling offer that enables you to more seamlessly and cost effectively adopt Qlik Sense SaaS, while maintaining your QlikView footprint. The Analytics Modernization Program entitles QlikView users to Qlik Sense SaaS for a modest uplift on your annual maintenance rate, which converts to an annual subscription. With Qlik Sense SaaS, you'll gain more options and control over your analytics leading to a competitive advantage and lower total cost of ownership for analytics. For example, we've added the ability for users to consume QlikView and Qlik Sense side-by-side in Qlik Cloud, so you can seamlessly transition your use across Qlik products.

For more information about the Analytics Modernization Program, please reach out to ampquestions@qlik.com or your Qlik partner.

Qlik Q

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. Our cloud-based Qlik Active Intelligence Platform® delivers end-to-end, real-time data integration and analytics cloud solutions 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 does business in more than 100 countries and serves over 38,000 active customers around the world. qlik.com