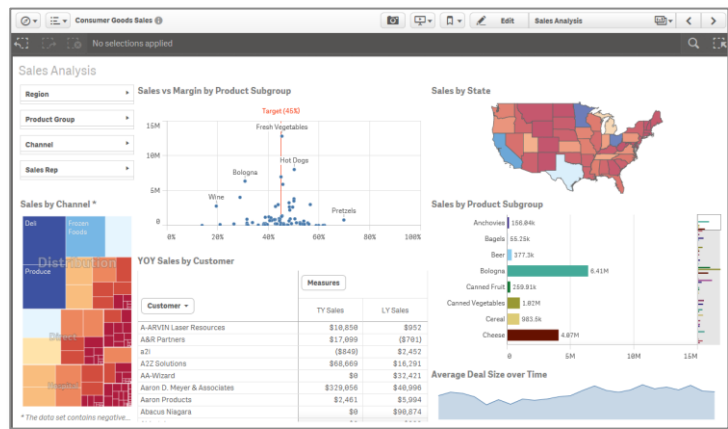


# Qlik® Sense Enterprise

## Unleash Your Intuition

Qlik® Sense Enterprise is a next-generation visual analytics platform that empowers people to explore information and discover insight using their intuition. It supports a full spectrum of BI use cases including self-service visualization for everyone, centrally deployed guided analytics apps and dashboards, embedded analytics, and reporting, all within a governed framework that offers enterprise scalability and trust for IT.

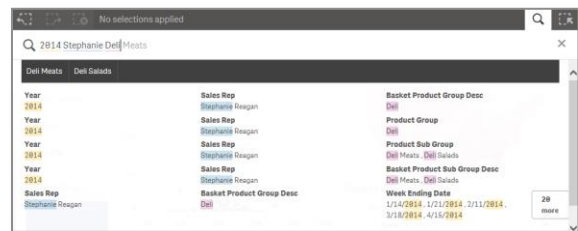
Qlik Sense is built on the QIX Associative Data Indexing engine, the second generation of Qlik's proven and patented engine technology. It allows people to explore freely, to uncover insights and data relationships across many sources that would otherwise be hidden in query-based or hierarchical tools. Qlik Sense takes analytics to a new level of power and flexibility, so that everyone in your business is more informed and capable of acting and reacting faster.



## Self-Service Visualization and Discovery

Qlik Sense offers a cutting edge visualization and discovery experience in a smart, responsive, HTML5 client that allows people to quickly explore information and gain critical insights. Qlik Sense is built to promote the use of human intuition in all areas of the user experience.

Qlik Sense users can ask questions anywhere, without restrictions or boundaries, using simple, natural interactions such as selection and search. Smart Search in Qlik Sense allows people to search the entire data set using keywords to uncover insights and relationships. Smart, interactive visualizations offer new, innovative techniques for conveying meaning in data, are context aware, and feature responsive design that adapts information based on screen size.



With Qlik Sense, everyone becomes a business analyst, simply dragging and dropping to create – without having to wire objects together or write complex SQL queries, taking advantage of governed, centralized libraries of data, metrics, and objects.

## Sharing of Knowledge and Insights

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Groups and teams can easily collaborate in Qlik® Sense to make better decisions. A centralized information hub offers streams of content for different topic areas or workgroups, allowing people to locate valuable content or share relevant analyses for others to use. Interactive Data Storytelling allows people to use analytics to create and present guided stories, with direct, in-context access to live analysis for immediate answers to follow-up questions that arise.



Qlik Sense is inherently mobile, built from the ground up for location and device independence. Users get full capabilities on any device, including exploration, analysis, creation, and collaboration. A unified, touch based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device.

## A Platform for the Entire Enterprise

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With Qlik Sense, organizations benefit from developer and enterprise capabilities not seen in standalone visualization tools. This allows them to offer the flexibility of self-service discovery to their users without having to sacrifice management, governance, security, or scalability.

Qlik Sense can be fully customized to meet unique business needs. It offers a complete set of open and standard API's for building custom guided analytics apps, embedding visualizations into operational apps, and extending the functionality of Qlik Sense for new types of visualizations and objects to meet specialized business requirements. And, it offers a robust set of data integration capabilities, allowing organizations to cleanse, transform, and unify multiple disparate data sources without requiring external tools or data repositories. Qlik Sense automatically profiles data across sources and suggests associations, allowing anyone to combine and load disparate data sets without needing specialized skills. And Qlik® DataMarket offers a wide library of external data sets, provided as a service, for easy integration into analyses.

The Qlik Management Console (QMC) offers a central point of management and monitoring for all areas of Qlik Sense, including multi-geography deployments. A centralized, flexible rules-based security model provides customized, robust protection, and governed, centralized libraries help to ensure consistency and accuracy of data and analytics across the organization. Qlik Sense is built using an elastic scaling architecture that allows for seamless deployment and expansion across geographies. And with the QIX engine at its core, Qlik Sense scales to high numbers of concurrent users and large data sets, offering industry leading high-speed dynamic calculation and performance.

## About Qlik®

Qlik (NASDAQ: QLIK) is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Approximately 35,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1700 partners covering more than 100 countries.

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