



## Qlik product overview

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In the digital era, organizations are quickly realizing that the most important differentiator is how they obtain value from information. In other words, it is their analytic capabilities rather than how they run business processes that will make them successful in the marketplace. An important component of this is empowering employees with easy access to data to support better decisions and propel their organizational goals forward.

Traditional business intelligence (BI) is based on the idea that experts – usually IT – provide the answers to individuals, often in the form of static reports. In contrast, Qlik® delivers data discovery that empowers everyone to benefit from the opportunity to explore their data and answer new questions as they arise. Our solutions create an interactive environment that encourages exploration and provide the tools people need to navigate their data and uncover hidden insights.

With Qlik, businesses can drive insight to the edges of their organization, enabling everyone to do their jobs smarter and faster than ever. We understand that there is a spectrum of technical skills across your organization and our data discovery solutions help you address every user's needs.

Regardless of which product you choose, you'll benefit from:

- **Powerful visualizations** - Images are a powerful way to grab people's attention. But data visualizations are much more than pretty pictures. Displaying data graphically enables individuals to process vast amounts of information and quickly find relationships, discover outliers, and gain insight not possible with spreadsheets.
- **Proven associative data indexing technology** - At the core of Qlik is an associative data indexing technology which dynamically calculates results and exposes data relationships. It delivers easy to understand visual cues that can be accessed through simple, intuitive actions including search and selection.
- **Highly interactive experience** - Qlik solutions are based on in-memory technology which provides a highly interactive experience for the user. As individuals make selections or changes, all visualizations and results update immediately. This allows them to follow new lines of thinking in ways not possible with hierarchical or query-based tools.

“ In twenty years as a CEO, I have never seen a better investment in information systems ”

-Dr Gareth Goodier  
CEO, Cambridge  
University Hospitals

- **Smart Search** - Smart Search is an easy to use and powerful way to narrow in quickly on the precise information that you need. Qlik products allow users to search the entire data set for multiple keywords, exposing information and relationships in data. With Smart Search, you don't need to understand the complexity of the data model to get insight.
- **Mobile** - The ability to analyze your data on the go whenever and wherever questions arise empowers individuals to make decisions and move the business forward. The inherent mobility of Qlik products allow for true interactive discovery, giving people the ability to answer any question, anywhere, anytime.
- **Simple data integration** - Bringing together multiple disparate data sources provides a more complete picture of your business. Qlik solutions easily connect to virtually any data source, including file-based sources like Excel, databases, HTML and XML web content, and big data sources like Hadoop, Teradata, and Cloudera. And, with Direct Discovery, resident big data sources can be integrated in a simple way that retains the associative user experience.
- **Enterprise-class governance** - Qlik understands what it takes to support the needs of an enterprise IT organization. We provide the robust set of tools you need to deliver on the hallmarks of a well-run IT service offering including security, scalability, performance, resilience, data governance, and agility.

## Two products – one Qlik®

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The needs of BI professionals and typical business users can differ significantly. Business users need the power to rapidly create visualizations and analyze data without waiting for IT. And, technology professionals need the granular control necessary to provide a guided experience for their users.



QlikView®

With QlikView®, IT and technical business analysts can build powerful guided data visualization and discovery apps that empower their users with interactive access to data.

- Apps typically created by IT or technical business analysts
- Granular design control
- Powerful proven development platform
- Guided discovery
- Session sharing



Sense™

With Qlik® Sense, all business users are empowered to create their own visualizations or build upon content provided by others through an easy to use, drag and drop self-service application.

- Visualizations created by business users and analysts
- Responsive mobile design
- Easy to use, drag and drop user experience
- Collaborative and progressive content creation
- Data Storytelling

QlikView and Qlik Sense benefit from the same core capabilities, and leverage many of the same technology investments. QlikView and Qlik Sense apps can utilize the same underlying data models and many of the technical skills within your organization apply to both solutions.

And, of course, all Qlik products support the interactive immersive discovery experience that your business users need in order to derive the most value from their data.

### About Qlik®

Qlik (NASDAQ: QLIK) is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Approximately 33,000 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.

qlik.com

