

# Qlik Sense

Transform Your Organization  
with Analytics



## INTRODUCTION

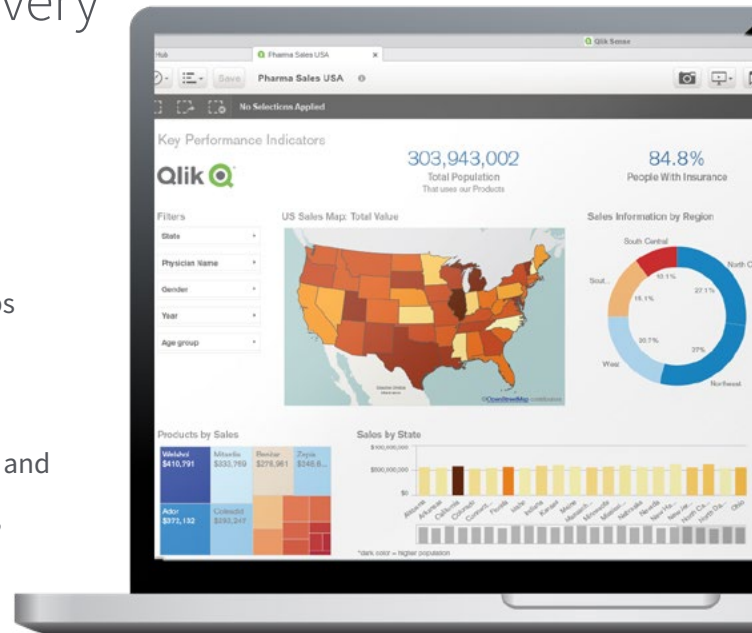
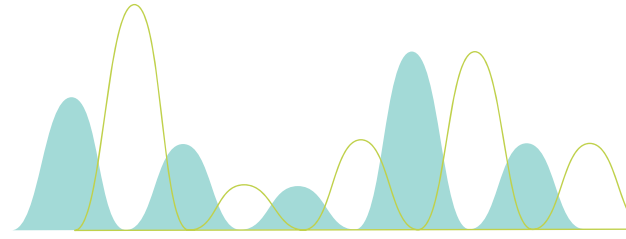
---

Qlik Sense® is a next-generation platform for modern, self-service oriented analytics, driving discovery and data literacy for all types of users across an organization

It supports the full range of analytics use cases — from self-service visualization and exploration to guided analytics apps and dashboards, custom and embedded analytics, mobile analytics, and reporting. And, it does this within a governed, multi-cloud architecture that delivers maximum trust, scale, and flexibility for the organization. Whether working individually, in teams, or globally, Qlik Sense provides analytics capabilities that delight and empower everyone.

Qlik Sense was built to deliver broad value for all types of users. It features unmatched associative exploration and search; smart visualizations; self-service creation and data preparation; geographic and advanced analytics; collaboration; storytelling and reporting; fully interactive online and offline mobility; and a new Insight Advisor that generates the most relevant charts and insights using AI. And for the enterprise, Qlik Sense includes open and standard APIs for customization and extension, powerful data integration, broad data connectivity and data as-a-service, centralized management and governance, and a new multi-cloud architecture for scalability across on-premise, private, and public cloud environments.

With Qlik Sense, people can truly unleash their intuition and creativity. The unique Qlik Associative Engine empowers users of all skill levels to combine data and explore information without the limitations of query-based tools. Qlik Sense brings together our associative engine with a new cognitive engine that adds AI insight suggestions and automation to the experience, in context with user behavior. The result: human and machine intelligence working together to magnify discovery, minimize bias, and advance data literacy across the organization.



# Data Literacy for Everyone

Qlik Sense delivers a cutting-edge visualization and discovery experience in a smart, responsive, HTML5 user interface. It is designed to promote human intuition and data literacy in all areas of the user experience, allowing people to easily explore information and quickly gain trusted insights to solve complex problems.

## The Associative Difference

Exploration in Qlik Sense is unmatched. Users of all skill levels can freely ask questions using simple, natural, interactive selections. Qlik's Associative Engine instantly responds after each click, recalculating all analytics to the new context and highlighting associated and unrelated data through easy-to-understand color cues. No boundaries. No restrictions. Only people empowered to follow their own paths to insight, uncovering blind spots that would have been overlooked with query-based tools.

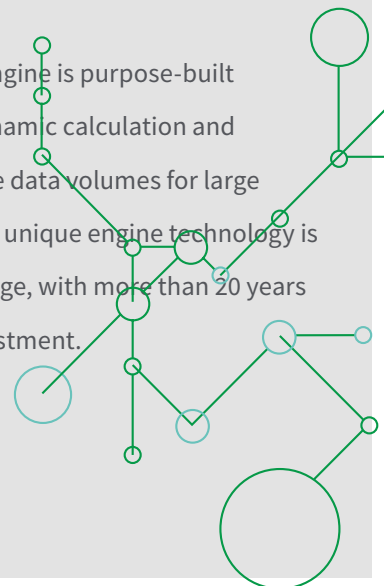
Smart Search in Qlik Sense provides an intelligent experience unlike any other analytics solution. People can search across an entire application and all their data using keywords to refine context and make discoveries. Qlik Sense not only reveals matching dimensions, but also the associations that exist between dimension values across all sources, ranking the results by strength of association. With Smart Search, people don't need expert skills to understand the relationships in their data.

## The Associative Difference®

Relational databases and queries were designed in the 1980s for transactional systems, not modern analytics. Query-based tools leave data behind and limit users to restricted, linear exploration, resulting in blind spots and lost opportunities. Qlik Sense runs on the Qlik Associative Engine, enabling users of all skill levels to explore all of their data freely without these limitations.

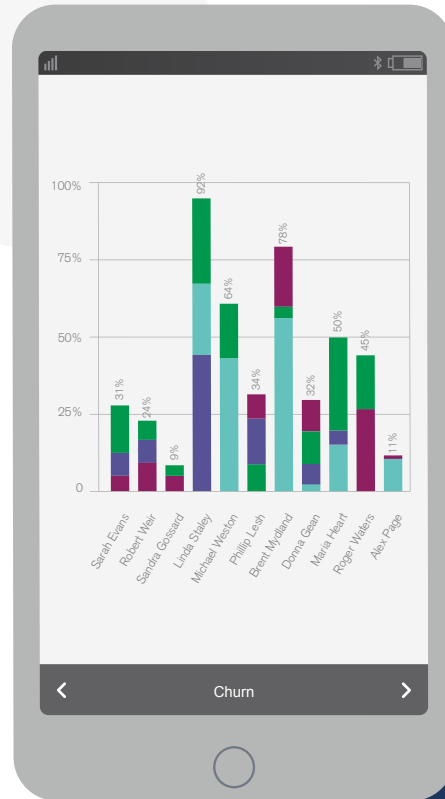
The Qlik engine brings together unlimited combinations of data — both big and small — without leaving any data behind. It offers unprecedented freedom of exploration through interactive selection and search, instantly recalculating all analytics and revealing associations to the user in green (selected), white (associated), and gray (unrelated). By keeping all visualizations in context together and retaining both associated and unrelated values in the analysis, the Qlik engine helps users discover hidden insights that query-based tools would miss.

The Qlik Associative Engine is purpose-built for highly scalable, dynamic calculation and association on massive data volumes for large numbers of users. This unique engine technology is Qlik's primary advantage, with more than 20 years of innovation and investment.



## Augmented Analytics and Visualizations

A rich set of augmented analytics complement Qlik Sense's associative experience. Smart visualizations summarize the overall shape of the data set, highlight outliers, and depict hotspots and areas of data density for large data sets. This allows users to quickly spot areas of interest to explore further. Smart visualizations are fully responsive, so no matter what screen sizes users choose, Qlik Sense automatically scales data and visual representations for an optimal experience. Qlik Sense also provides advanced analytics integration, which federates the power of third-party engines such as R and Python to business users, updating calculations in real-time as people explore. Multi-layer mapping — enabled by Qlik GeoAnalytics® technology — offers Qlik Sense users advanced geospatial analysis and lookup. And powered by the Qlik Cognitive Engine, the new Insight Advisor automatically suggests analytics and insights based on the overall data set and search criteria. All of these capabilities drive data literacy by allowing anyone to combine intuition with machine intelligence to quickly discover important insights, patterns, and outliers in their data.



## Accelerated Self-Service Creation

With Qlik Sense, users can simply drag and drop to create visualizations, using their own data sources or corporate data from governed libraries. Users no longer have to wait for others to build visualizations. They can create, modify, and personalize based on their own skill levels, without having to wire objects together or build SQL queries. Qlik Sense offers simple, intuitive authoring and data preparation features that progressively reveal complexity only as users need and want it. And new Augmented Intelligence capabilities in Qlik Sense further accelerate and simplify the creation process by recommending the right associations between data sources and suggesting the best charts for analysis.

# Seamless Sharing of Insights

Qlik Sense makes it simple to share insights among groups and teams. This leads to improved collaboration, communication, and accelerated problem solving — anywhere, anytime. With Qlik Sense, users can socially and collaboratively work together, in the cloud and beyond, to build the shared knowledge, confidence, and trust that transforms organizations.



## Centralized Sharing and Collaboration

Qlik Sense users can easily find and share relevant analytics using a centralized hub with organized, governed content areas. Through self-service, people can access and take advantage of analytics and stories created by teammates, and can publish analytics for others to use. And new multi-cloud capabilities allow people to directly access and share content across a combination of on-premise and cloud environments.



## Interactive Storytelling and Reporting

Interactive Data Storytelling allows users to create and present guided stories, rich with narrative and graphics, to communicate discoveries and facilitate discussion. Direct, in-context linking to live analysis can provide immediate answers to follow-up questions, reducing decision-making delays.

Users can also print analytics, sheets, and stories as PPT and PDF files or export data to Excel, based on current selections. And with Qlik NPrinting®, organizations can centrally produce and distribute reports in Microsoft® Office and pixel-perfect formats to wide audiences, while retiring legacy BI and reporting systems.



## Anywhere, Anytime Mobility

Qlik Sense is inherently mobile, delivering a complete set of analytics capabilities within an optimized user experience on any device. Unlike other products, users can fully explore, create, and collaborate, without boundaries or limitations, allowing them to instantly answer questions and solve problems directly at the point of decision.

An intuitive, touch-based HTML5 client offers the complete Qlik Sense experience on the go. Responsive design intelligently adapts visualizations, data, and functionality to create the best possible user experience on any device. The Qlik Sense Mobile app for iOS features the Associative Engine running locally on the device — providing fully interactive exploration both online and offline. And when building analytics, there is no need to customize content for mobility. Users simply create and consume anywhere.

# A Platform for the Enterprise Ecosystem

Qlik Sense is a true data analytics platform. It supports organizations of all sizes with developer and enterprise capabilities not typically found in standalone visualization tools. Qlik Sense facilitates the deployment of self-service analytics broadly across the enterprise and beyond, helping organizations solve complex problems without sacrificing governance, security, or scalability.



## Open, Customizable, and Extensible

Qlik Sense is underpinned by the Qlik Analytics Platform®, allowing it to be fully customized to meet unique business needs. It offers a complete set of open and standard APIs for developers to build custom applications, embed analytics in operational apps, and extend the functionality of Qlik Sense for new types of visualizations, augmented capabilities, and specialized business requirements. These platform capabilities can be used by developers with standard technology skill sets such as HTML5, JavaScript, and .NET. With Qlik Sense, organizations can create applications and analytics that serve new use cases and extend analytics to their broader ecosystems of customers and partners.

## Big (and Small) Data Integration

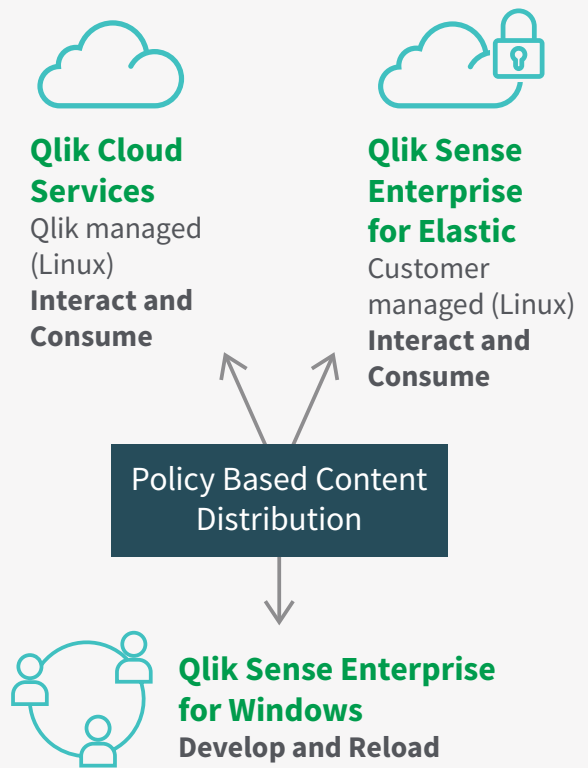
With Qlik Sense, organizations gain a complete set of data preparation and integration capabilities that enable users to work with nearly limitless combinations of data — both big and small. Augmented self-service data preparation allows non-technical users to visually combine, transform, and load data from multiple sources without leaving data behind. Data sources can be easily combined using drag-and-drop, with machine suggestions to help identify the best associations. Intelligent profiling automatically processes various data types and provides descriptive statistics. Visual transformation includes robust data preparation features such as derived fields, binning, and concatenation. Robust ETL scripting is also available so organizations can handle the most complex data integration challenges without requiring external tools or data repositories. Qlik Connectors® provides broad connectivity to local, on premise, and web-based data sources. And Qlik DataMarket® provides external data as-a-service for an outside-in perspective.

# Multi-Cloud Scalability and Governance

Qlik Sense is built on a governed, multi-cloud architecture that empowers organizations to broadly scale and deploy analytics without lowering governance and trust standards.

The Qlik Management Console (QMC) serves as a central management and monitoring point for all of Qlik Sense, including multi-geography deployments. A comprehensive set of configuration options for content and resources drives faster deployment, efficient and flexible license management, and the proper use of applications, objects, and data. The QMC is web-based, responsive, and touch-enabled for access on any device.

Qlik Sense safeguards data and analytics through a centralized, rules-based security model that provides customized, robust protection for all areas of the product. Administrators can define security rules based on users, actions, resources, and the environment. Governed, centralized libraries of data, measures, and analytics help to ensure consistency and accuracy across the organization. Dynamic data reduction provides granular control over information access down to the row and column level. And with Qlik's Associative Engine at its core, Qlik Sense delivers industry-leading, high-speed dynamic calculation and performance for large numbers of users on massive data volumes.



Qlik Sense offers a new multi-cloud architecture that delivers scalability and ongoing deployment flexibility across combinations of on-premise, private, and public cloud sites. This new architecture enables organizations to extend analytics to new communities of users while retaining the flexibility to choose where data resides and workload computing takes place. With multi-cloud capabilities, organizations can distribute content in a policy-driven manner from traditional Windows deployments to private and public cloud environments running Qlik Sense Enterprise for Elastic, the new Linux-based architecture. And users gain seamless access to analytics content through an organized hub, streamlining collaboration across all environments. In addition, Qlik Cloud® Services provides a public cloud option, hosted by Qlik, for Qlik Sense subscription customers. Multi-cloud capabilities in Qlik Sense are built with cloud-native, containerized software and a micro-services approach that elastically scales across all environments, whether on-premise or in the cloud.

## Licensing Options

Qlik Sense is primarily licensed by two named user types — Professional and Analyzer. Both are available as either subscription or perpetual licenses. A CPU, core-based option is also available for anonymous or non-authenticated use cases.

The Professional User license provides full, unrestricted access to Qlik Sense Enterprise capabilities, including exploration, creation, collaboration, and administration features. The Analyzer User license enables application consumption and collaboration, including interactive exploration and search, data storytelling, printing and exporting, and mobile client access. Both license types include multi-cloud capabilities, with subscription customers granted access to Qlik Cloud Services and test/development servers at no additional cost.

Several value-added products are also now included with Professional and Analyzer licenses, including Qlik GeoAnalytics Base, Qlik Web Connectors, and Qlik DataMarket Essentials.





# Qlik Analytics Products

## Qlik Sense Enterprise

The full version of Qlik Sense, serving all analytics use cases, available with on-premise and multi-cloud deployment options.

## Qlik Sense Cloud

Qlik's cloud-based offering for individual and team analytics and collaboration, available in basic and business editions.

## Qlik Analytics Platform®

The Qlik Associative Engine, APIs / developer tools, and management capabilities underpinning Qlik Sense, offered as a standalone product for custom and embedded analytics.

## QlikView®

Qlik's first-generation data discovery product for rapidly creating and deploying interactive guided analytics applications and dashboards.

# Value-Added Products

## Qlik GeoAnalytics®

Advanced mapping and geographic calculation and analysis.

## Qlik NPrinting®

Centralized report creation and distribution.

## Qlik Connectors®

Broad connectivity to file-based, on-premise, cloud, web, and big data sources.

## Qlik DataMarket®

Data as-a-service (DaaS) offering with access to public and syndicated data sources.

