

Mobility in Qlik Sense®

Qlik Sense is a next-generation application for modern, self-service oriented analytics. It delivers broad value for users of all skill levels, whether working individually, in teams, or globally – on any device and in any situation. Qlik Sense supports the full spectrum of analytics use cases including visualization, guided applications and dashboards, custom and embedded analytics, mobile analytics, and reporting, all within a governed framework that drives scalability and trust. Qlik’s proven and patented Associative Engine allows users of all skill levels to explore information freely without the limitations of query-based tools.

Explore and analyze – anywhere, anytime

Mobility has become a core requirement for companies looking to gain competitive advantage in the analytics economy. Many workers rely almost completely on mobile devices to get information and conduct business. However, query-based BI and visualization tools can only provide relatively static, pre-defined content to mobile devices. Although visually rich, these solutions typically can’t provide the one thing that adds the most value: answers to unanticipated questions whenever, and wherever, they arise.

In order to truly enable people to solve problems in situations such as customer interactions and field operations, a mobile analytics solution must provide the ability to actually analyze information. This could mean exploring a scenario together with a customer, searching for a product that’s underperforming, or even changing a chart or graph directly on the mobile device to reflect a new point of view that arises in conversation. Mobile BI as it currently stands does not equate to mobile analytics or mobile value creation.

In addition, people now bring their own devices of all forms to the workplace. Vendors and app developers have found it increasingly difficult to keep up with this changing landscape. Midsize devices that sit between tablets and smartphones are becoming more prevalent. And, the rise of hybrid touch devices in both small and large forms has made support across platforms an even greater challenge.

Qlik Sense brings the power of analytics directly to the point of decision. It is inherently mobile, built from the ground up to run on any device, with the same capabilities and no compromises. All features, including visualization, analysis, creation, collaboration, and administration are available anywhere. Qlik Sense is accessed through a smart, responsive, HTML5 based client in mobile browsers and through the Qlik Sense Mobile offline app for iOS. Whether a device is large or small, touch or keyboard based, Qlik Sense offers a fully optimized experience, intelligently adjusting layout, information, and functionality for the device being used.



The Associative Difference™

Qlik's associative technology frees users and organizations from the limitations of query based tools. People can easily bring together all their data and explore it using simple searches and selections, without restrictions or boundaries. After each click, the patented Qlik Associative Engine instantly recalculates all analytics to the current context and highlights relationships in the data using easy-to-understand color cues: green (selected), white (associated), and gray (unrelated). Users benefit from this speed-of-thought feedback every time they ask a question, allowing them to gain insights, take next steps, and follow their unique ideas to discovery.



Product	Country	Region	Customer
Blue Bricks	Canada	Europe	YourFuture
Blue Bricks	France	North America	ySecret
Blue Bricks	Germany	EMEA	Zentrum für Interakt...
Bottom Bricks	United Kingdom		Zephyr
Bottom Bricks	United States		Zero Assumption Rec...
Bricks	Australia		Zero G

Relational databases and SQL queries were designed in the 1980's for transactional systems, not modern analytics. Unlike these query-based tools, Qlik's associative engine does not leave data behind or limit users to predefined questions or hierarchies. It was built to provide highly scalable dynamic calculation and association for large numbers of users on massive data volumes. This unique and patented engine technology is Qlik's primary advantage, with over 20 years of innovation and investment.

Unrestricted mobile analysis

Qlik Sense does not restrict exploration and analysis on mobile devices in any way. This is critical to driving value, as mobile environments are unpredictable and users need to pivot their thinking for new questions that arise in the field. All aspects of Qlik Sense's interactive discovery experience can be utilized on a mobile device, including associative exploration, search, visualization, and collaboration.

Associative exploration and search

Mobile exploration in Qlik Sense is unmatched. Users can freely ask questions using simple interactions, without boundaries or restrictions. Qlik's associative engine instantly responds to the user, recalculating all analytics to the new context and highlighting associations in the data. Smart Search is also available, allowing users to search across the entire app and all their data using keywords, to uncover the right analytics and insights. This empowers people to get instant answers and uncover blind spots that would have been overlooked in query-based tools.

Creation anywhere

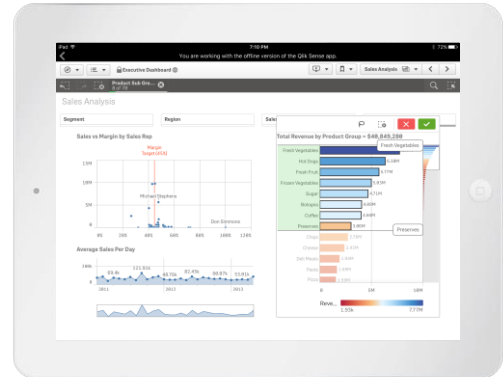
Because the full capabilities of Qlik Sense are available anywhere, users can not only analyze information but can also edit and create visualizations directly on mobile devices. Qlik Sense offers a server-side creation environment featuring touch based drag and drop capabilities and access to shared resources in libraries. Users can build new visualizations on tablet and hybrid devices with all the power of the Qlik engine at their disposal. This frees people to not only analyze and explore existing visuals, but to test new ideas in mobile environments.

Responsive design

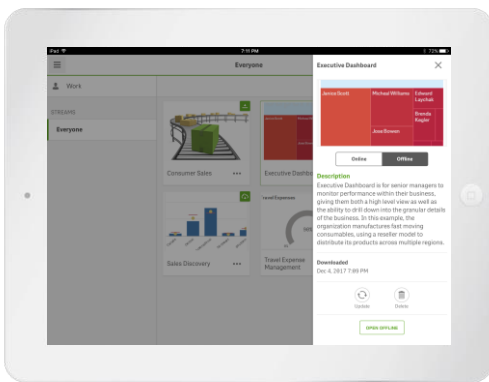
Qlik Sense automatically and intelligently optimizes the entire user experience for the device being used. It offers smart visualizations arranged on an adaptive grid, that adjust to the form factor that is displaying them. This includes not only re-sizing charts, but also re-scaling the level of data detail and optimizing the visual representations themselves. With responsive design, users have the freedom to work in and across all environments without constraint, always getting the best experience. And, content creators no longer have to worry about making sure things work on the variety of devices that might want to access them, apps can be built anywhere and consumed anywhere.

Gesture-based touch UI

Qlik Sense features an intuitive, gesture-based touch user interface and interaction model. Qlik Sense was built from the ground up for touch, in addition to mouse and keyboard interaction. There are no limits to what you can do with touch or how the experience performs. Qlik Sense supports advanced gestures — including tap, hold-tap, swipe, pinch, and lasso. The entire user experience is optimized for touch interaction, including navigation and selection gestures in objects, tiles, menus, and more.



Qlik Sense Mobile for iOS – Online or offline



Qlik Sense Mobile is a native app for iOS that allows people to harness the power of Qlik Sense analytics both online and offline. Qlik Sense Mobile features the powerful Qlik Associative Engine running locally on the device, allowing people to take advantage of the full interactivity of Qlik Sense when no server connection is available. Through Qlik Sense Mobile, users can connect to Qlik Sense environments, leverage the power of the server when online, and download apps for offline use. Qlik Sense Mobile is currently available on the Apple app store, and supports deployment and configuration through popular EMM (Enterprise Mobility Management) frameworks.

Mobile at the core

Qlik Sense Mobile delivers the core Qlik Sense HTML5 user interface wrapped in a native mobile hub. This ensures that people get the same experience and capabilities on any device, without having to compromise. All native mobile features of Qlik Sense are inherited by the app, including responsive design and gesture based touch interactions. And because it's the same application, enhancements to the core analytics capabilities made in the product will be automatically available on mobile.

The same power, online and offline

With Qlik Sense Mobile, the Qlik Associative Engine now runs locally on iOS. As mobile devices have evolved to support processing and memory requirements for modern analytics, the Qlik Engine has been adapted to run on different chipsets and operating systems. This key technology breakthrough means that users get fully interactive, associative capabilities even when no connection is available. Users can simply connect to Qlik Sense environments, download apps and data, and interactively explore them when offline. This brings the power of analytics to even more situations, where reliable connectivity is not an option.

A secure, governed framework

Qlik Sense offers robust, enterprise-class security and governance for data, applications, and users. A rules-based security model allows organizations to customize roles and access, and dynamic data reduction ensures users only access and download the data that they are entitled to. And Qlik Sense supports deployment and configuration through popular EMM (Enterprise Mobility Management) platforms such as AirWatch, MobileIron, and BlackBerry, using the browser and the Qlik Sense Mobile app.



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