The BI & Analytics Survey 22

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

Qlik

BARC

Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 22 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI & Analytics Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or top 2 (in case of five vendors) products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 22 features a range of different types of BI and analytics tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on those key factors:

1. Focus – Is the product focused on and typically used for dashboarding, ad hoc reporting, self-service analytics, integrated performance management or embedded analytics?
2. Specialization – Is the vendor a BI & analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario – Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence – Does the vendor have a global reach and offer its products worldwide?

Peer Groups Overview

Dashboarding-focused Products: Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad Hoc Reporting-focused Products: Includes products that focus on self-service reporting and ad hoc analysis.

Self-Service Analytics-focused Products: Includes products that focus on visual data discovery and advanced data visualization.

Integrated Performance Management Products: Includes products that provide integrated functionality for BI, analytics and performance management, especially planning and budgeting.

Embedded Analytics-focused Products: Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

Business Software Generalists: Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

BI & Analytics Specialists: BI & Analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

Midsize/Departmental Implementations: Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.

Large/Enterprise-Wide Implementations: Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with a large number of users and data volumes.

International BI Giants: Includes products from companies with annual revenues of $200m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

Largest Enterprise BI & Analytics Platforms: Includes products used in the largest deployments (median of at least 120 users and a majority of installations in large companies with more than 2,500 employees in the last four editions of this survey). Products must be equipped with functionality for enterprise deployments and serve a broad range of BI and analytics use cases.

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Qlik overview

Qlik was founded in 1993 in Sweden and moved its headquarters to the United States in 2005 after raising funds from several venture capital firms. Qlik is currently owned by the private equity company Thoma Bravo after its acquisition in 2016.

Qlik offers a compelling portfolio of end-to-end platform based solutions for analytics and data integration. Qlik Sense, the vendor's lead analytics product, was released in 2014, extending on the value QlikView delivered for years. Qlik's extensive portfolio was formed by substantial internal development and multiple acquisitions. The vendor also provides several value-added offerings with enhanced capabilities. Qlik helps its customers to bridge the gaps between their data, insights and actions to better inform decisions and drive actions based on solid evidence. Its end-to-end data integration and analytics platform enables users to integrate and manage data, analyze and explore information, discover and share insights and make informed decisions that accelerate business value.

Qlik peer groups

Qlik Sense features in the *International BI Giants, Embedded Analytics-focused Products, Self-Service Analytics-focused Products, BI & Analytics Specialists, Large/Enterprise-Wide Implementations* and *Ad Hoc Reporting-focused Products* peer groups. QlikView features in the *Dashboarding-focused Products, Self-Service Analytics-focused Products, BI & Analytics Specialists, Large/Enterprise-Wide Implementations* and *International BI Giants* peer groups.

Qlik Sense is the company's enterprise-level analytics platform for modern analytics, supporting a broad spectrum of analytics use cases across organizations. It is powered by Qlik's associative engine and offers flexible and fast access to analyzed data. Qlik focuses on business users as its target audience for all product features starting from data preparation to the creation of interactive applications. Data preparation, traditionally scripting-oriented in Qlik solutions, can now mostly be done in a visual environment. These improvements enhance the productivity of data preparation for developers, while also making it accessible for business users. For advanced transformations, the product supports scripting for data preparation.

QlikView is a dashboard and analysis product. As the predecessor of Qlik Sense, it is based on the same in-memory technology. It is powered by QIX (Qlik's associative engine) and gives flexible access to data sets stored in-memory. Qlik NPrinting is a report generation, distribution and scheduling application which can be used to create reports based on QlikView or Qlik Sense content.

Qlik customer responses

This year we had 96 responses from Qlik Sense users and 83 responses from QlikView users.

Introduction

THE BI & ANALYTICS SURVEY 22

The BI & Analytics Survey 22 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2021. In total, 2,478 business intelligence and analytics end users to the survey with 1,877 answering a series of detailed questions about their use of a named product. Altogether, 30 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 22 examines user feedback on BI product selection and usage across 36 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

This document contains just a selection of the headline findings for Qlik. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit The BI Survey website.

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Qlik Sense

The BI & Analytics Survey 22: Qlik Sense Highlights Dashboard

KPI results

6 top-rankings

and

45 leading positions

in 6 different peer groups.

THE BI & ANALYTICS SURVEY 22

Recommendation

88%

of surveyed users say they would **recommend*** Qlik Sense.

** Based on the aggregate of "Definitely" and "Probably".*

THE BI & ANALYTICS SURVEY 22

Users

On average, **1765** **of the employees** in a company **use** Qlik Sense.*

** Compared to 884 for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Query performance

48%

of surveyed users chose Qlik Sense because of its **fast query performance.***

** Compared to 27% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Dashboards

89%

of surveyed users rate Qlik Sense's **functionality for creating dashboards as excellent or good .***

** Compared to 82% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Analyses

86%

of surveyed users rate Qlik Sense's **functionality for performing analyses as excellent or good .***

** Compared to 75% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

The BI & Analytics Survey 22: Qlik Sense Highlights

Peer Group
International BI Giants

1. Top-ranked in

Project Length
Business Value
Analyses

Leader in

Business Benefits
Recommendation
Dashboards
Functionality
Ease of Use
Flexibility
Query Performance
Sales Experience
Customer Experience
Visual Analysis
Location Intelligence
Mobile BI
Competitiveness

Peer Group
Large/Enterprise-Wide Implementations

1. Top-ranked in

Project Length
Analyses

Leader in

Business Value
Recommendation
Dashboards
Functionality
Ease of Use
Flexibility
Query Performance
Customer Experience
Visual Analysis
Mobile BI
Considered for Purchase
Competitiveness

Peer Group
Embedded Analytics-focused Products

1. Top-ranked in

Analyses

Leader in

Project Length
Query Performance
Customer Experience
Location Intelligence
Considered for Purchase
Competitiveness

BARC Summary

Qlik Sense regularly achieves impressive results in The BI & Analytics Survey and this year is no exception. Six top rankings and a total of 45 leadership positions speak for themselves.

Qlik Sense offers customers fast query performance and innovative features to implement leading edge use cases. The modern platform with its strong query engine shines in many areas. Qlik Sense's Analyses capabilities are top-ranked and *Visual Analysis* is highly rated across multiple peer groups, attesting to the tool's ability to help users find what is most important in their data assets.

Qlik Sense's versatility is the foundation for quick and successful implementations, leading to outstanding results in the *Project Length* and *Business Value* KPIs.

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The BI & Analytics Survey 22: Qlik Sense Highlights

Peer Group
Ad Hoc Reporting-focused Products

Leader in
Project Length
Analyses
Query Performance
Location Intelligence
Mobile BI
Considered for Purchase

Peer Group
BI & Analytics Specialists

Leader in
Project Length
Analyses
Location Intelligence
Considered for Purchase
Competitiveness

Peer Group
Self-Service Analytics-focused Products

Leader in
Project Length
Analyses
Query Performance

The BI & Analytics Survey 22: Qlik Sense top ranks

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Customer Quotes

Best BI platform on the market, flexible, powerful and user friendly.

BI-SURVEY.com

Head of BI & Analytics Competence Center, consumer products, 100-2,500 employees

It's a great software that continues to improve with each software release.

BI-SURVEY.com

Financial planing and analysis manager, retail/wholesale/trade, 100-2,500 employees

The best visual analytics software on the market.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, oil, gas and mining, >2,500 employees

A flexible BI tool that saves companies money when you think about total cost of ownership.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, retail/wholesale/ trade, 100-2,500 employees

Easy to work with, reliable and powerful BI solution.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, banking and finance, 100-2,500 employees

What Customers Like Most

I like how quickly you could pull different types of charts into an app very quickly, and also the drill down capabilities for data.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, services, >2,500 employees

Qlik Sense allows my team to develop dashboards that business users can navigate intuitively, without requiring BI experience.

BI-SURVEY.com

Head of BI & Analytics Competence Center, services, 100-2,500 employees

Very intuitive for the end user. All in one tool/ working environment for data preparation, creating visualisations and interacting with them. Prototype applications can be built with astonishing speed. Good range of charts available.

BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, manufacturing, 100-2,500 employees

It has a smooth user interface that is easy to use and pick up as a beginner user. Past that, there is more to learn each day with the software so it benefits beginners and advanced users.

BI-SURVEY.com

IT employee, IT, >2,500 employees

Flexibility. It can be used for every BI task we can think of, especially with its extensions, API and web hook capabilities. But most of all I like how much the end users like it. They find it intuitive and powerful.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/ analytics, retail/wholesale/trade, 100-2,500 employees

Advice From Customers

> Just try it out. Drag and drop dashboard building is quick and easy.
>
> BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, healthcare, 100-2,500 employees

> Use it.
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, IT, 100-2,500 employees

> It's a really good product.
>
> BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, healthcare, >2,500 employees

> Try it, you will like it.
>
> BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, education,100-2,500 employees

User and Use Case Demographics

BARC Comment

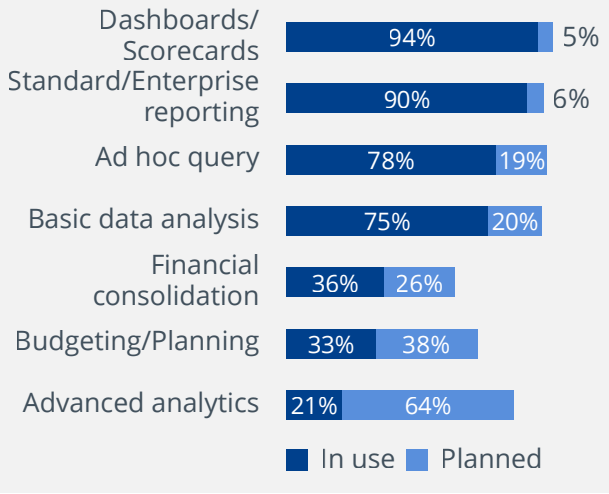
Customers use Qlik Sense quite broadly to satisfy many use cases. Most respondents (94 percent) use the software for its core strength: creating interactive dashboards. In addition, 90 percent of customers use it for enterprise reporting and 78 percent for ad hoc query. 75 percent use the solution for analysis.

Most users navigate and explore content provided by other users and analyze available data sets. A large share of business users (59 percent) creates reports and dashboards for others and 36 percent prepare data – just what you would expect of a successful self-service analytics and BI software. The solution's characterization and positioning are also strengthened by the two most frequently evaluated competitors, both of whom follow similar approaches: Microsoft Power BI and Tableau.

Half of the users responding to this survey came from mid-sized companies while 41 percent came from large companies. With this distribution, the solution can clearly be used effectively in larger accounts. Qlik Sense has a mean of 1,765 users and a median of 100 users, both well above average.

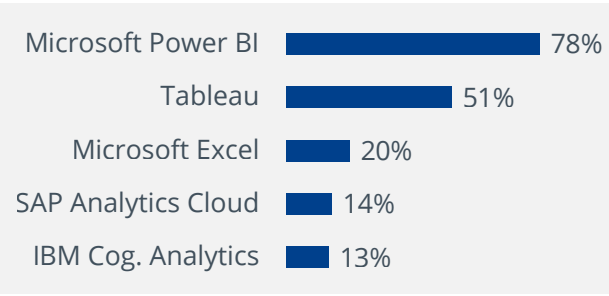
Current vs. planned use

n=94



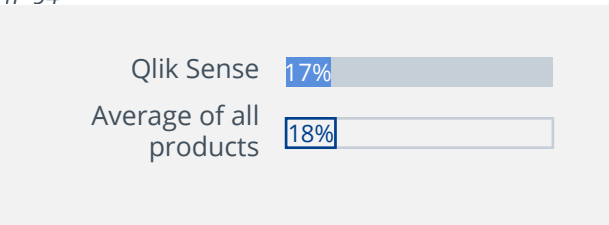
5 products most often evaluated in competition with Qlik Sense

n=92



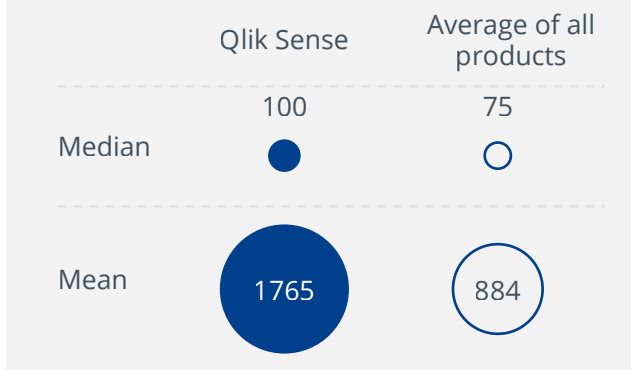
Percentage of employees using Qlik Sense

n=94



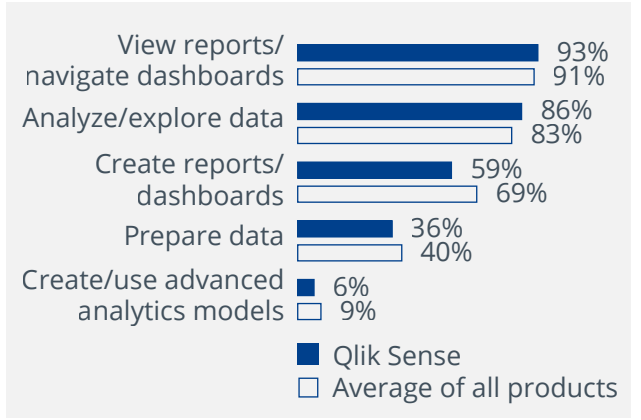
Number of users using Qlik Sense

n=96



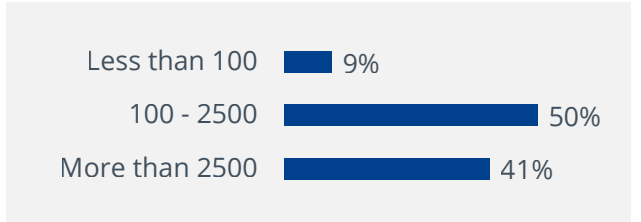
Tasks carried out with Qlik Sense by business users

n=96



Company size (employees)

n=96



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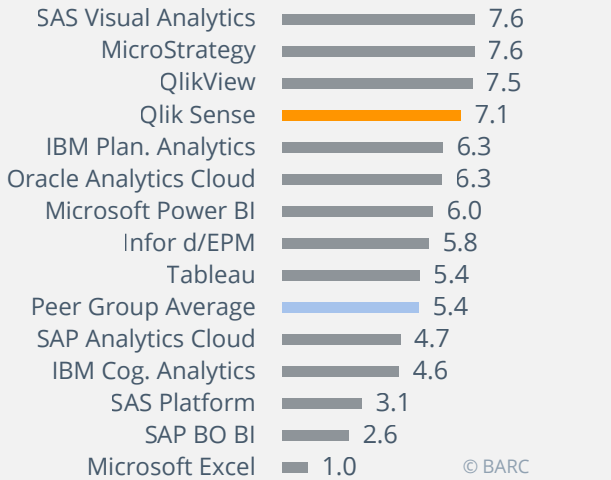
Business Benefits & Sales Experience

The *Business Benefits* KPI is based on the achievement level of a variety of business benefits.

The *Sales Experience* KPI is based on how respondents rate the sales/purchasing experience with the vendor.

Business Benefits – Leader

Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint Business Benefits

Business Benefits is one of the most important KPIs in The BI & Analytics Survey. It proves the enhancements customers can achieve with their solution.

The results reveal that customers use Qlik Sense not only for standard reporting and simple dashboards but also for well thought out use cases that deliver measurable business benefits.

Qlik Sense is top ranked in the International BI Giants peer group in this KPI. More customers report having saved headcount, increased revenues and improved business decision-making compared to competitors in this peer group.

Sales Experience

BARC Viewpoint

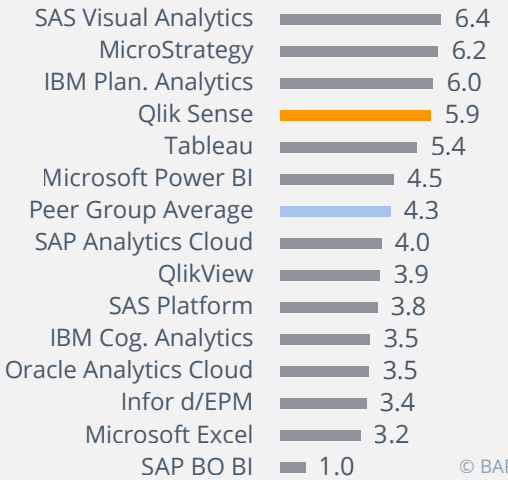
The *Sales Experience* KPI reflects the perception of the initial stages of a relationship with a vendor, setting the basis for future cooperation and customer satisfaction. Successful analytics and BI environments grow and change over time. Good ties with vendor sales help to make transitions smooth and enable buyers to get the most out of their investment.

Qlik achieves good overall feedback about its conduct during the product evaluation and contract negotiation stages for its Qlik Sense product.

This positive *Sales Experience* for Qlik Sense puts it close to the top of the *International BI Giants* peer group.

Sales Experience – Leader

Peer Group: International BI Giants



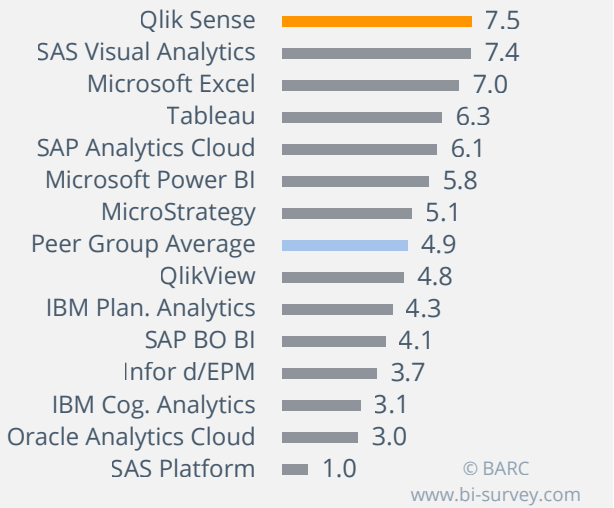
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length

This KPI is based on how quickly the product is implemented.

Project Length – Top-ranked

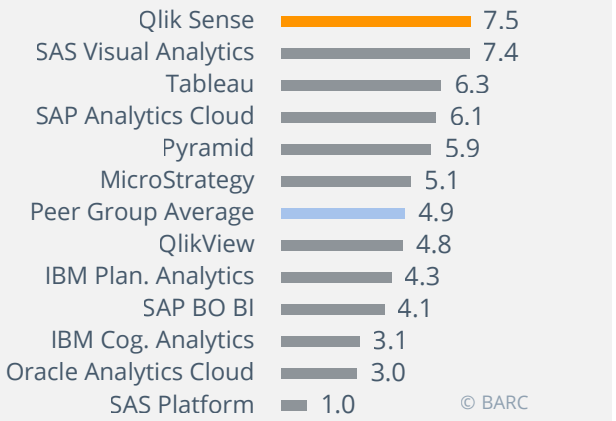
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length – Top-ranked

Peer Group: Large/Enterprise-Wide Implementations

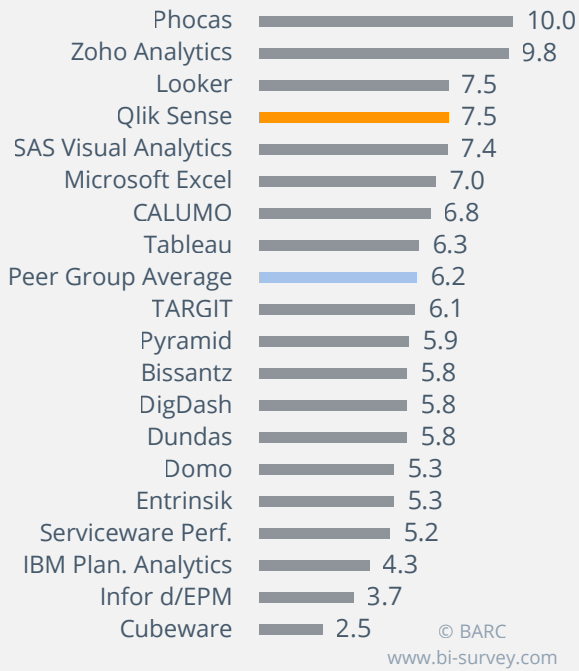


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length

Project Length – Leader

Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

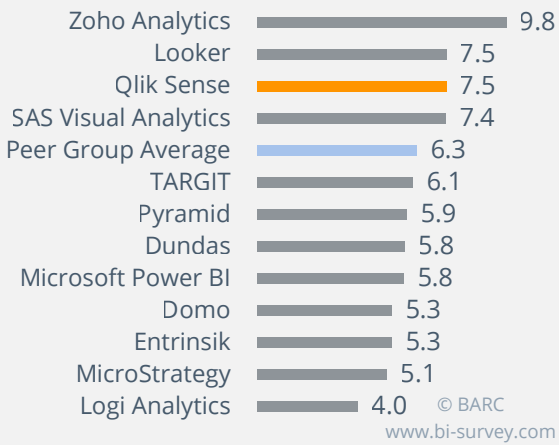
The faster the implementation, the sooner quick wins can be yielded. What sounds like a no brainer is especially relevant in analytics and BI because long-running projects often fail to deliver the benefits aspired, as the results of The BI & Analytics Survey impressively prove.

The typical implementation time of three months is clearly faster than the average reported by large companies, which form Qlik Sense's primary audience, demonstrating the flexibility and maturity of the software.

Qlik Sense is top ranked for the *Project Length* KPI in the *International BI Giants* and *Large/Enterprise-Wide Implementations* peer groups.

Project Length – Leader

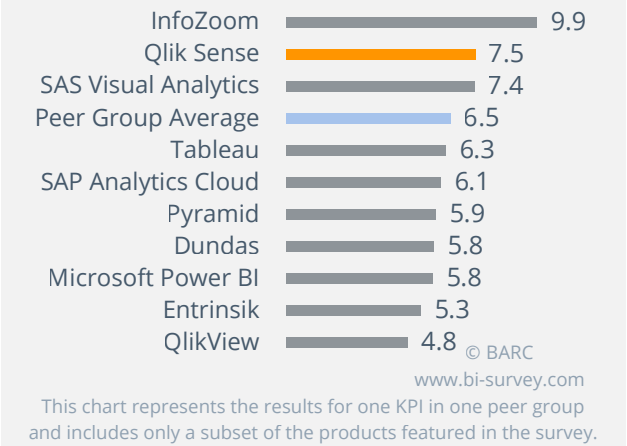
Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length – Leader

Peer Group: Self-Service Analytics-focused Products

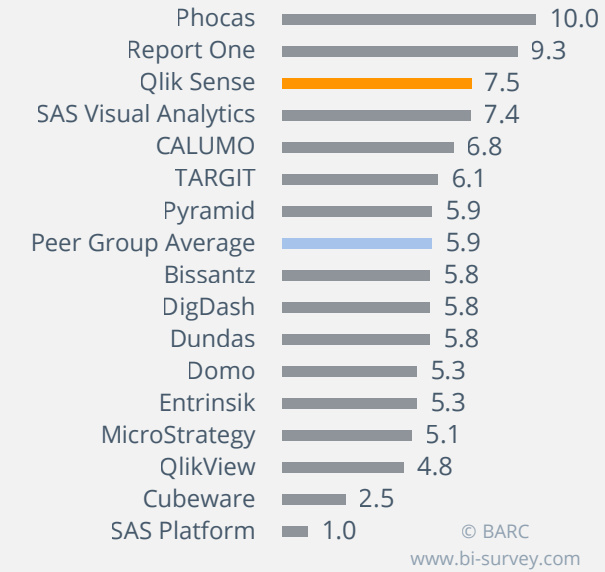


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length

Project Length – Leader

Peer Group: BI & Analytics Specialists



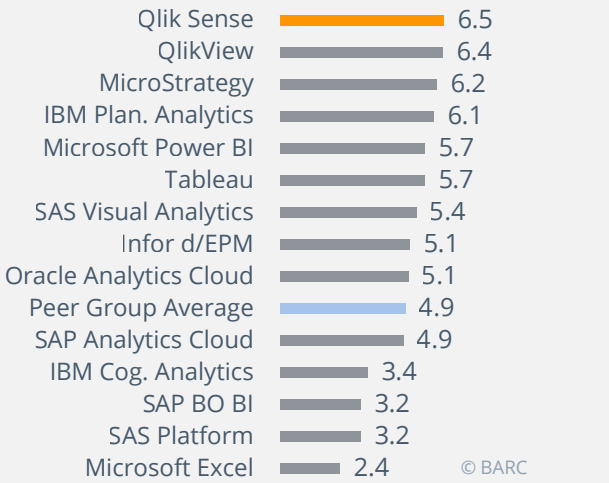
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Value

This KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Business Value – Top-ranked

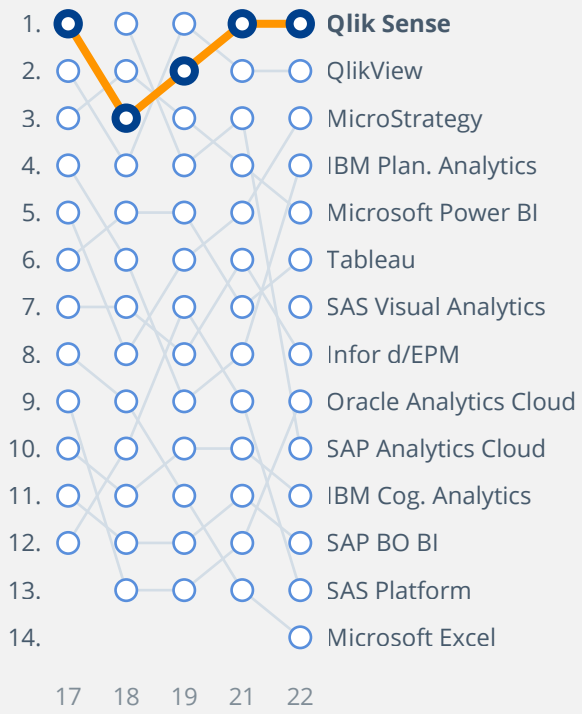
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Business Value*

Peer Group: International BI Giants



Business Value

BARC Viewpoint

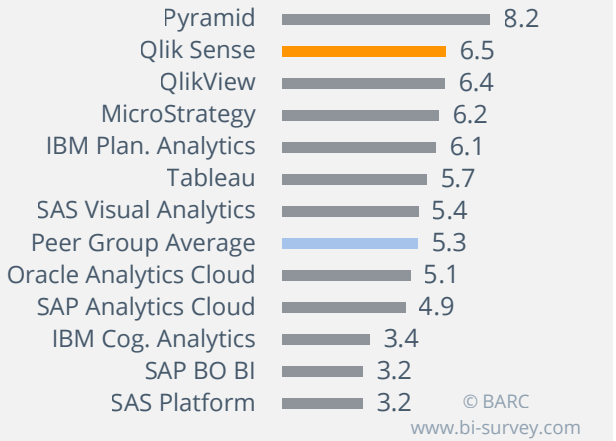
Business Value is calculated by aggregating the *Business Benefits, Project Length* and *Project Success* KPIs, making it an important indicator and predictor of smoothly running and fruitful analytics and BI projects.

Outstanding feedback underlines the fact that Qlik is an established analytics and BI vendor with a comprehensive portfolio of professional services and products to satisfy customer needs. Its flexibility and stability allow for quick and efficient implementation.

In summary, Qlik Sense delivers exceptional *Business Value* to its customers, positioning it as number one in the *International BI Giants* peer group and in second place in the *Large/Enterprise-Wide Implementations* peer group.

Business Value – Leader

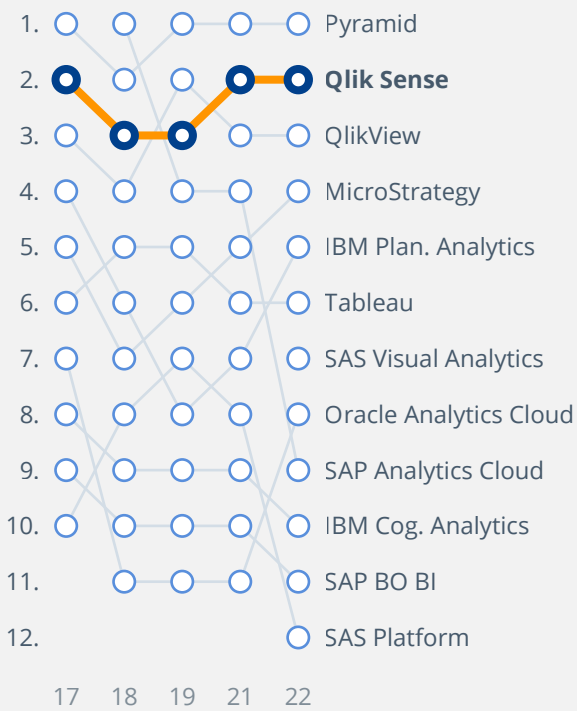
Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Business Value*

Peer Group: Large/Enterprise-Wide Implementations

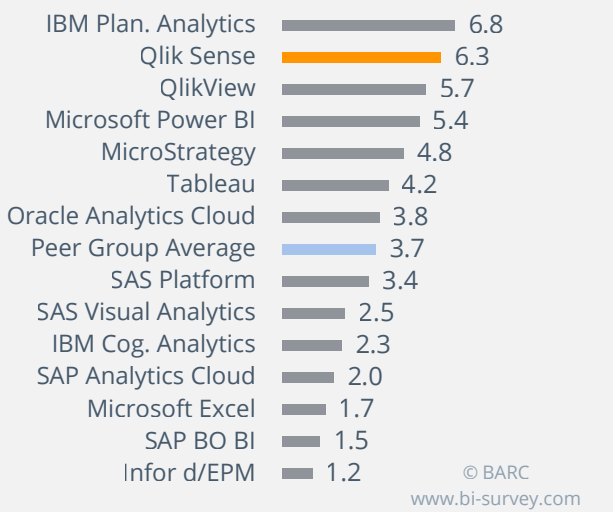


Recommendation

This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader

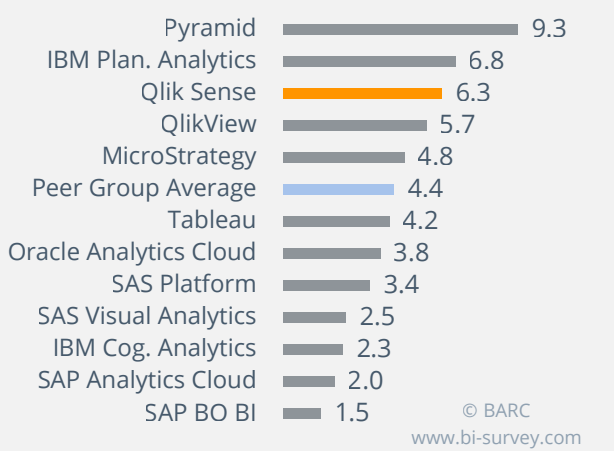
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation – Leader

Peer Group: Large/Enterprise-Wide Implementations

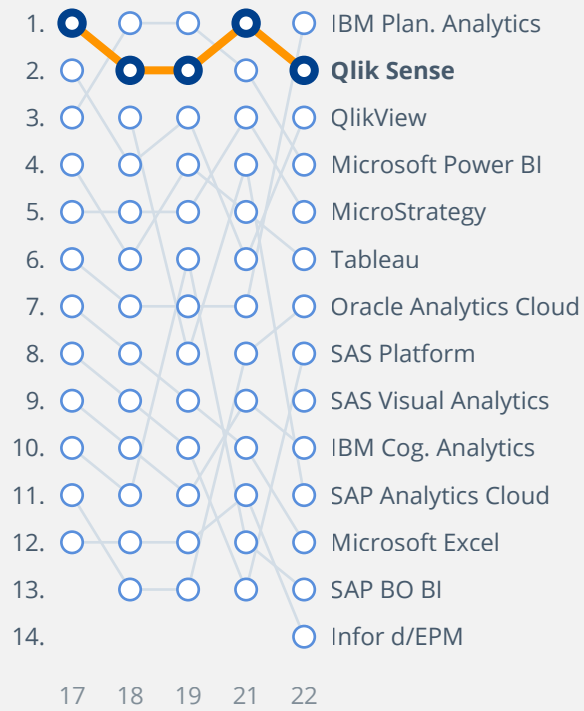


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation

Consistently outstanding in *Recommendation*

Peer Group: International BI Giants



BARC Viewpoint

A product that provides ample benefits to its users and delivers innovative features is likely to be endorsed by its customers, which makes good ratings in the *Recommendation* KPI vital.

88 percent of customers surveyed say they would recommend Qlik Sense to companies facing similar challenges with two-thirds even "definitely" recommending the software to others. Many appear eager to spread the word that they have chosen the right tool for their requirements.

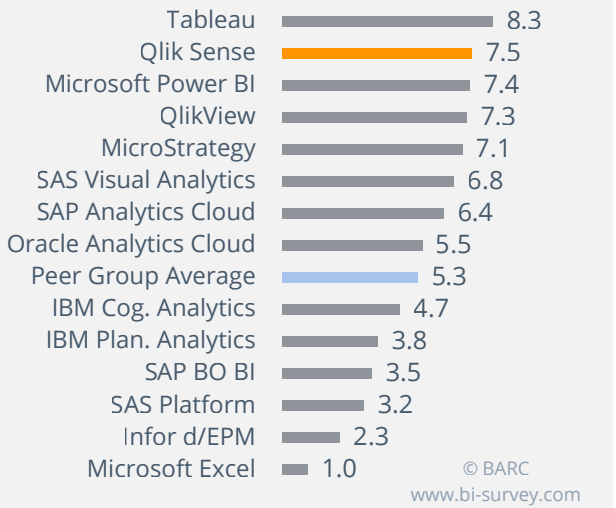
This year, Qlik Sense achieved position two for *Recommendation* among the *International BI Giants* and is third in *Large/Enterprise-Wide Implementations* peer group.

Dashboards

This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

Dashboards – Leader

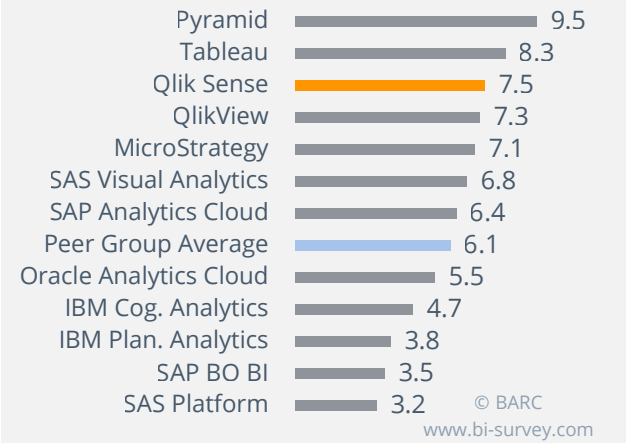
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Dashboards – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Dashboards

BARC Viewpoint

Dashboards are one of the most mature usage scenarios in analytics and BI but still they evolve constantly. It is a highly competitive space as almost every analytics and BI vendor provides its own flavor of capabilities. And while some claim dashboards are dead, no one could escape them during the COVID-19 pandemic.

Qlik Sense was conceived from early on to support interactive dashboards and analytical applications together with elaborate visual analyses. And the vendor has been determined to continually improve in this area ever since.

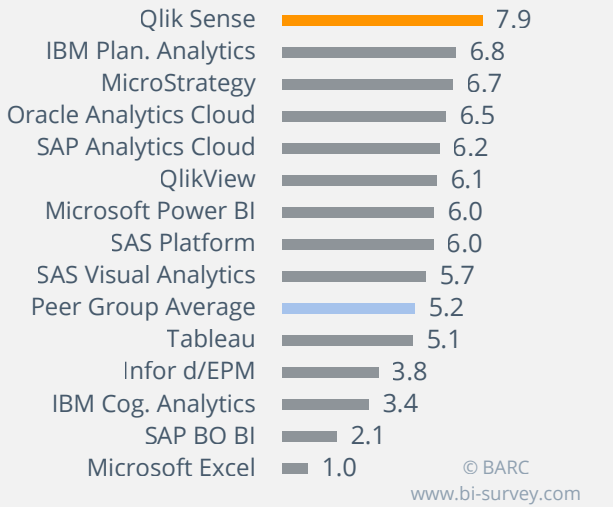
This year, many customers gave the software a favorable rating for its support for dashboards, placing it at number two in the *International BI Giants* and number three in the *Large/Enterprise-Wide Implementations* peer groups.

Analyses

This KPI is based on how users rate their BI tool for performing analyses (KPI calculations, data navigation, predefined analyses).

Analyses – Top-ranked

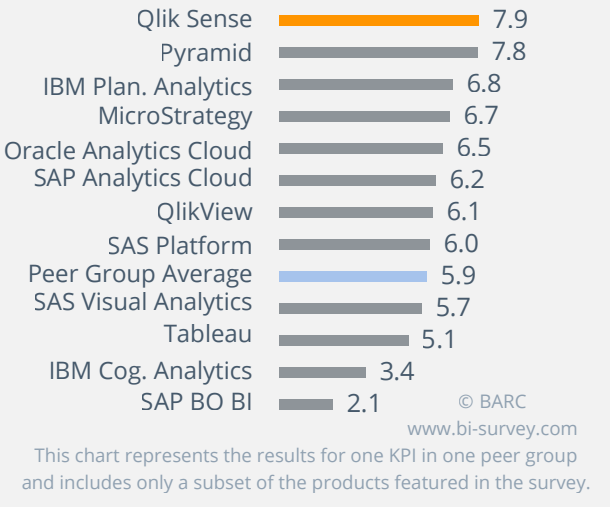
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses – Top-ranked

Peer Group: Large/Enterprise-Wide Implementations

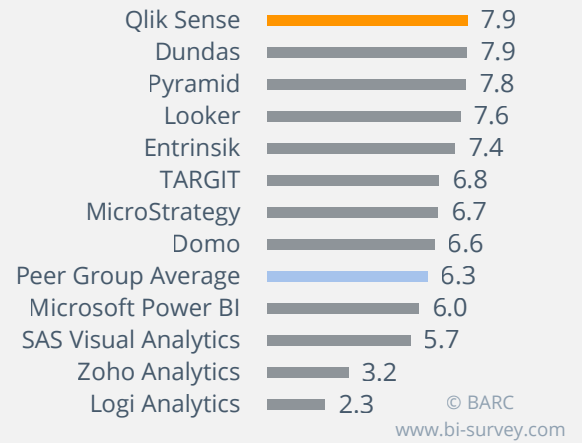


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses

Analyses – Top-ranked

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

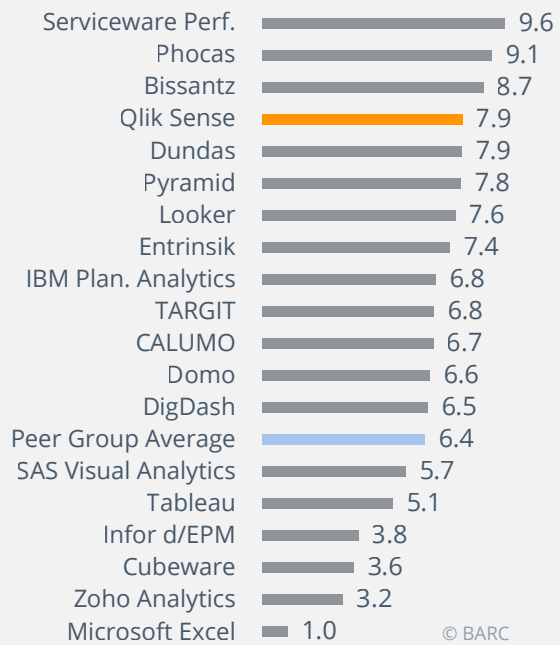
The *Analyses* KPI considers a tool's support for various forms of data analysis, from dimensional analysis to visual analysis and beyond.

Qlik Sense was designed to support intuitive and powerful visual analyses together with interactive dashboards and analytical applications. This sharp vision and its thorough execution deliver customers with the flexibility and performance needed to analyze data in depth. Analyzing data quickly and intuitively without running into barriers is just what you would want to buy Qlik Sense for.

As in recent years, Qlik Sense's Analyses capabilities scored extraordinarily well, earning it the top rank in three peer groups: *International BI Giants, Large/Enterprise-Wide Implementations* and *Embedded Analytics-focused Products*.

Analyses – Leader

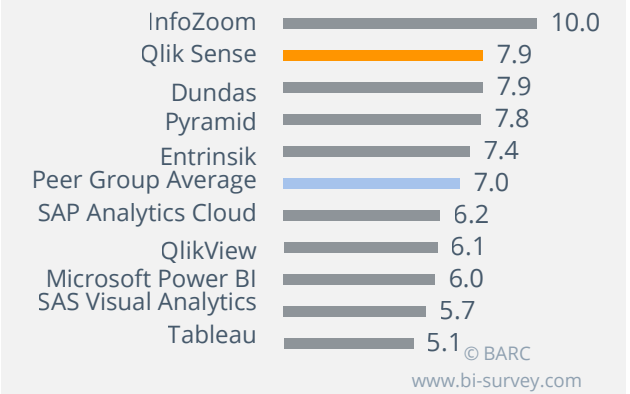
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses – Leader

Peer Group: Self-Service Analytics-focused Products

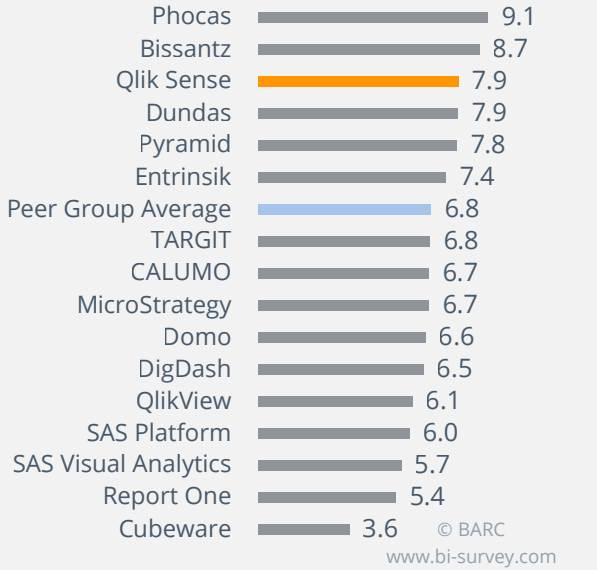


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses

Analyses – Leader

Peer Group: BI & Analytics Specialists



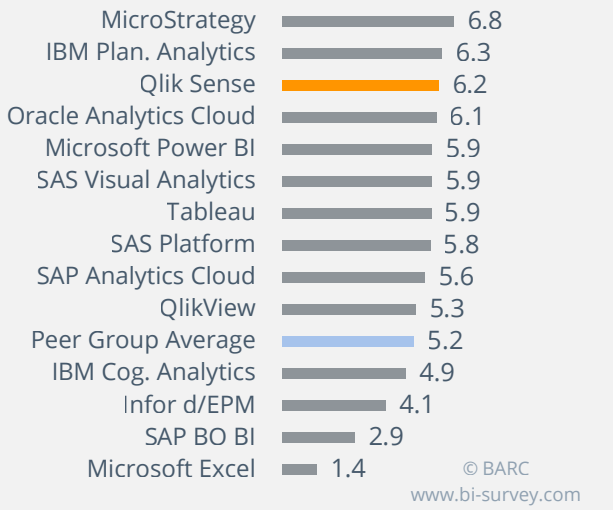
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Functionality

This KPI combines the *Dashboards*, *Distribution of Reports*, *Ad Hoc Query*, *Analyses*, *Advanced Analytics* and *Planning and Budgeting* KPIs.

Functionality – Leader

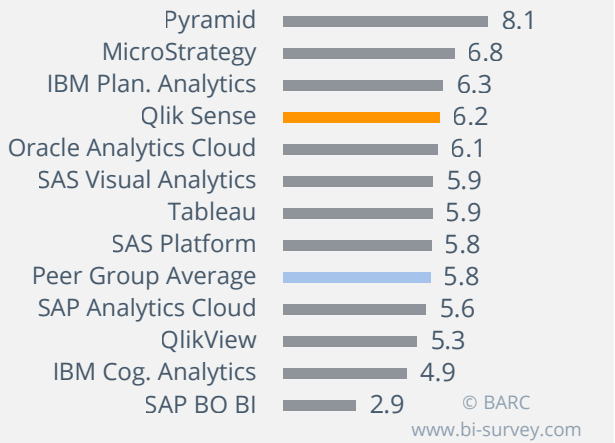
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Functionality – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Functionality

BARC Viewpoint

The *Functionality* KPI reflects overall customer perception of the functionality provided. It is measured by aggregating the KPIs for the most common analytics and BI application types. This produces an overview of the breadth of the product's feature set and how versatile it is in practice.

Qlik Sense customers reported being particularly happy with the product's capabilities for *Dashboards* and *Analyses*, with decent results in most other functional areas too.

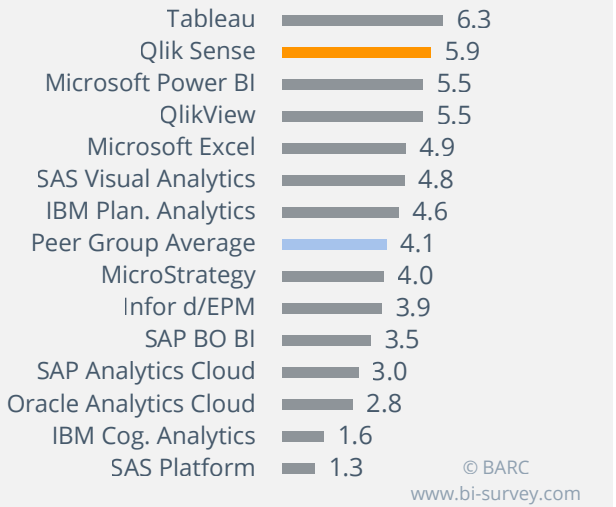
This year, Qlik Sense ranks among the leaders in the *International BI Giants* and *Large/Enterprise-Wide Implementations* peer groups, illustrating that Qlik Sense is much more than just a tool to build fancy visualizations in self-service mode.

Ease of Use

This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of Use – Leader

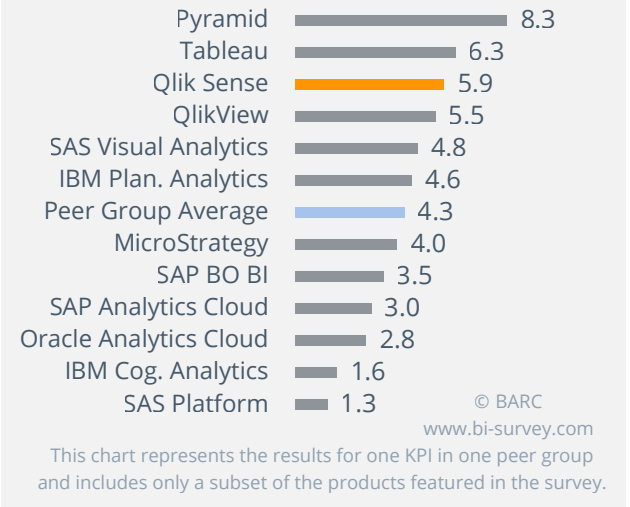
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ease of Use – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ease of Use

BARC Viewpoint

Ease of Use is difficult to assess when selecting software. Additionally, the expectations of what easy-to-use analytics software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces. Feedback from a vast number of peers makes this KPI an invaluable indicator to inform buying decisions.

Customers appreciate Qlik Sense's focus on business users served by a uniform and visual interface that is modern and mature at the same time. It combines good usability for content creators and consumers alike and today, neither of these user groups can be neglected.

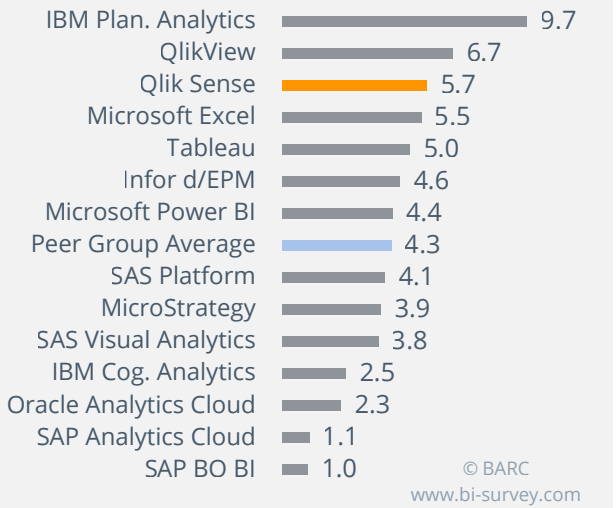
Customers rate Qlik Sense as a leader in the *International BI Giants* and *Large/Enterprise-wide Implementations* peer groups for *Ease of Use*.

Flexibility

This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader

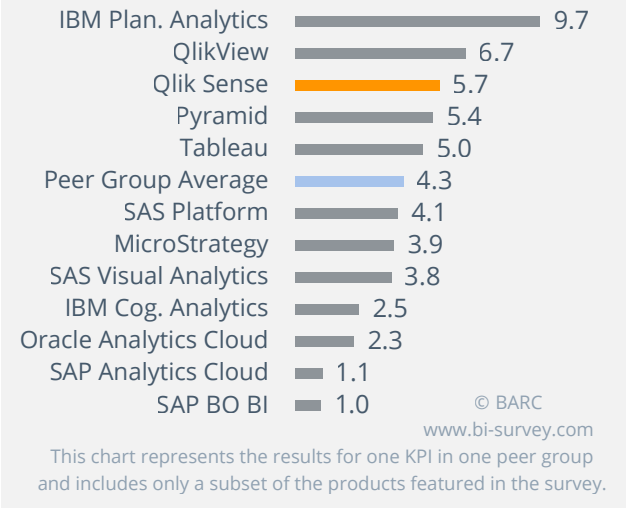
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility

BARC Viewpoint

To measure the *Flexibility* of a product, we contrast the frequency with which it is cited as a reason to buy with the rate of complaints about flexibility after implementation.

Flexibility is a decisive factor in buying decisions. Enterprises require solutions that can adapt quickly to changing business needs. In dynamic markets, flexibility is critical to ensure data-driven decision-making by delivering relevant insights on time.

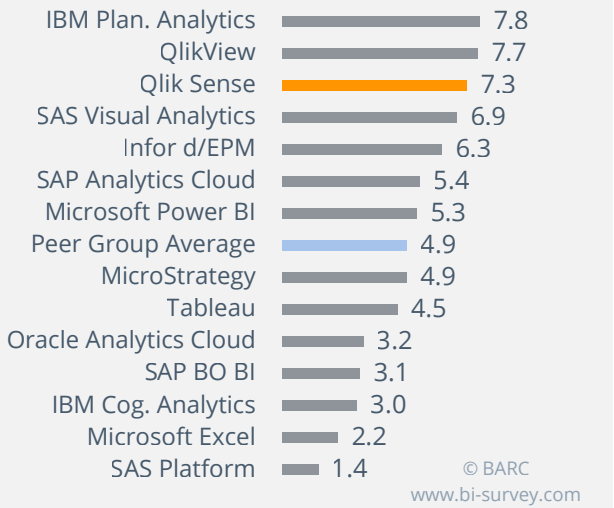
The Flexibility demonstrated by Qlik Sense is one of the top reasons why prospects decide to purchase and implement it. Consequently, Qlik Sense is ranked as a leader in the *International BI Giants* and *Large/Enterprise-Wide Implementations* peer groups.

Query Performance

This KPI is based on how quickly queries respond (adjusted by data volume).

Query Performance – Leader

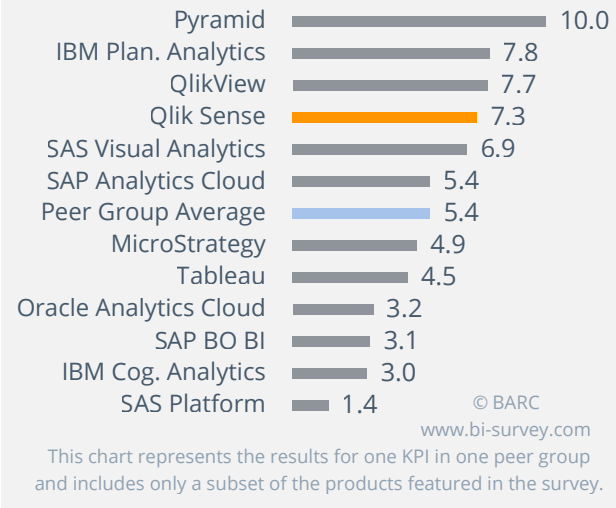
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Query Performance – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Query Performance

BARC Viewpoint

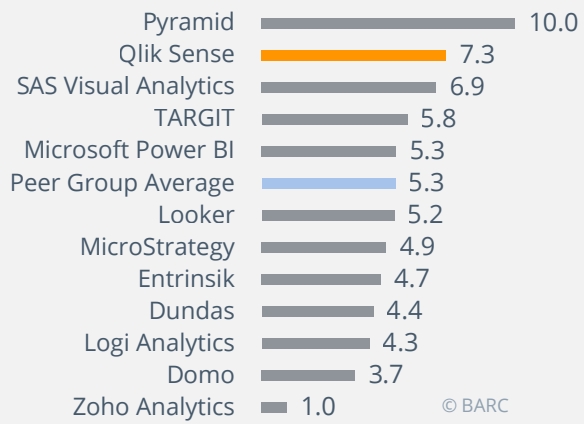
The ranks for *Query Performance* are calculated from the median query response time observed by customers in the applications they use daily to satisfy their information needs.

Query Performance is influenced by numerous factors such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback even more relevant to inform buying decisions.

Providing excellent query response through its in-memory engine is Qlik's number one sales promise. With median response times of below 4 seconds, Qlik Sense is a leader in five peer groups including a number two position compared to other *Embedded Analytics-focused Products*.

Query Performance – Leader

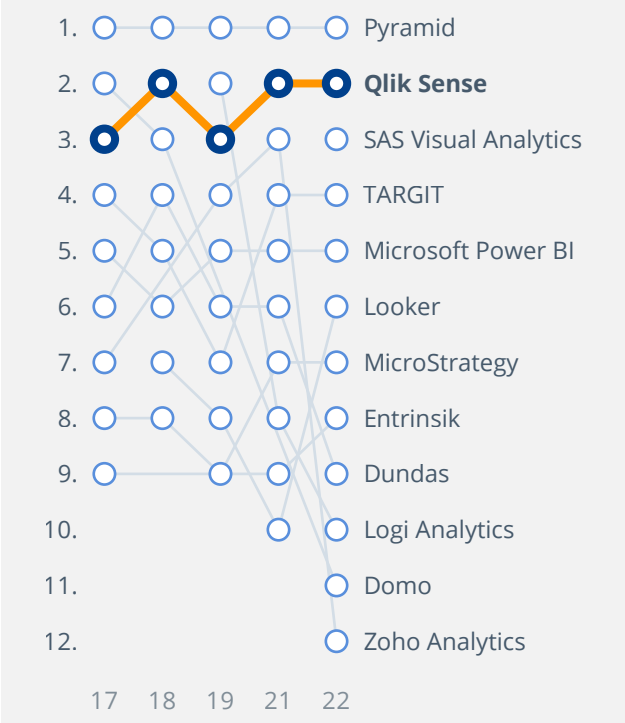
Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Query Performance*

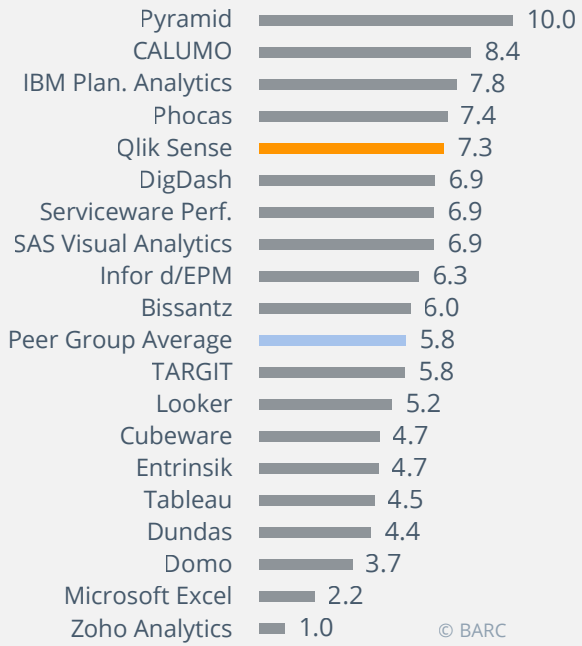
Peer Group: Embedded Analytics-focused Products



Query Performance

Query Performance – Leader

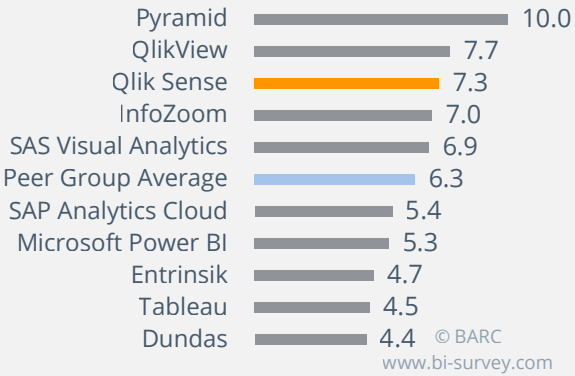
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Query Performance – Leader

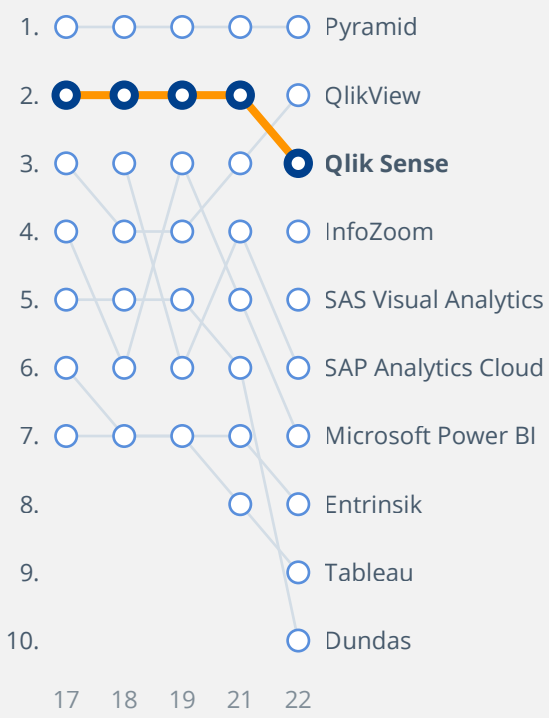
Peer Group: Self-Service Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Query Performance*

Peer Group: Self-Service Analytics-focused Products

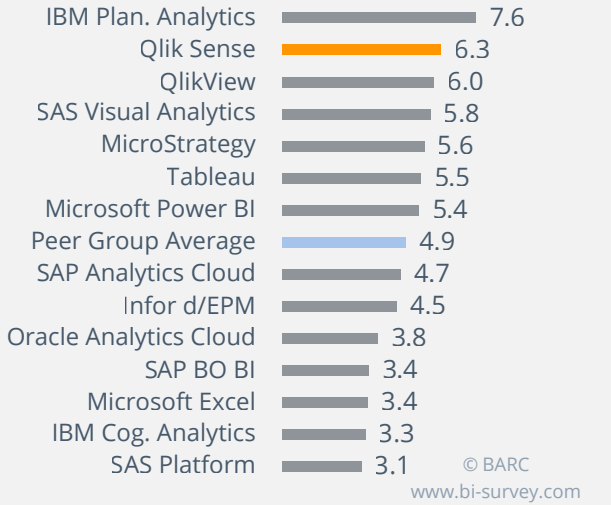


Customer Experience

This KPI combines the *Self-Service*, *Ease of Use*, *Flexibility*, *Query Performance*, *Performance Satisfaction* and *Sales Experience* KPIs.

Customer Experience – Leader

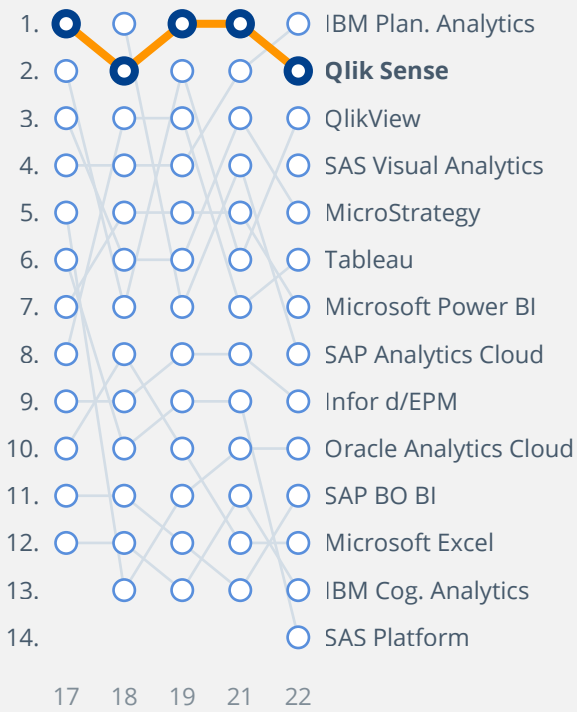
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Customer Experience*

Peer Group: International BI Giants



Customer Experience

BARC Viewpoint

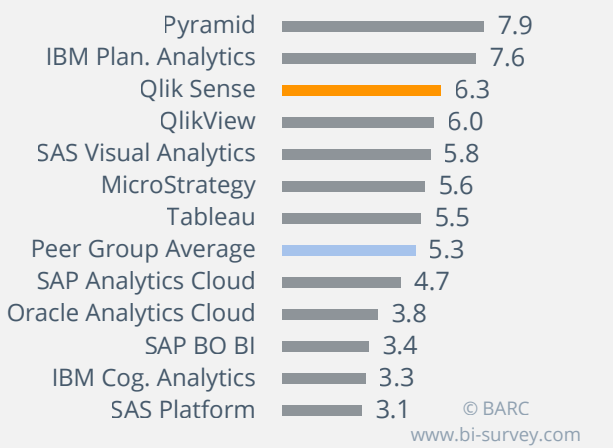
The *Customer Experience* KPI combines scores for *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience.* Achieving a high rank in this combined KPI requires superior results in a diverse range of areas.

Qlik Sense's high ranking demonstrates its versatility to successfully support varied use cases and to provide for sustained user satisfaction through high *Ease of Use, Flexibility* and *Query Performance*.

Qlik Sense scored well above average in most of the underlying KPIs, demonstrating its value to customers of all sizes and in all industries. It is a leader in three of its peer groups and has been achieving good results in this area for many years.

Customer Experience – Leader

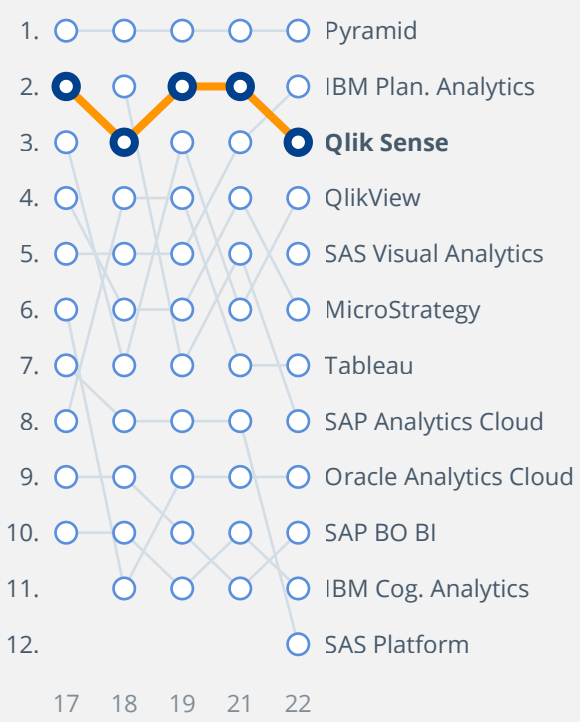
Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Customer Experience*

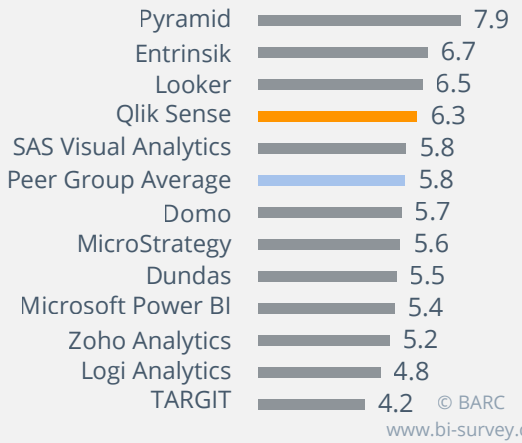
Peer Group: Large/Enterprise-Wide Implementations



Customer Experience

Customer Experience – Leader

Peer Group: Embedded Analytics-focused Products



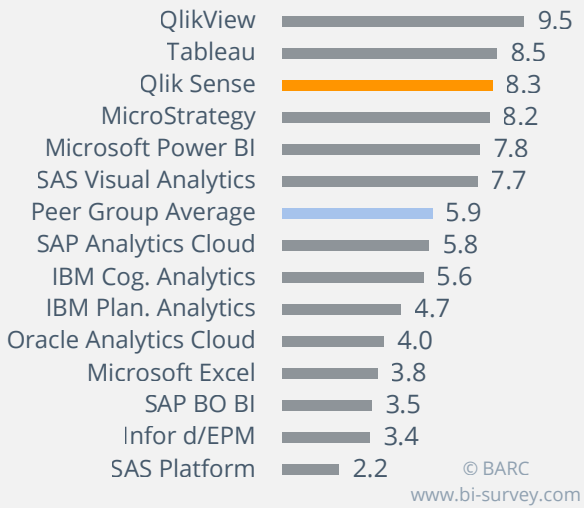
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis

This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Leader

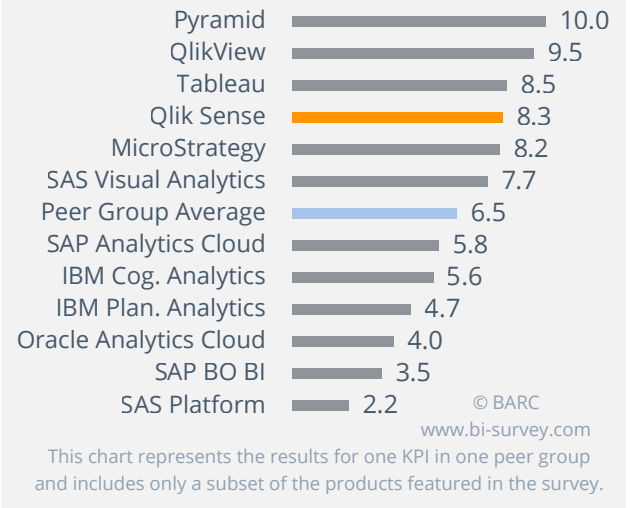
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis

BARC Viewpoint

The proportion of companies that make use of *Visual Analysis* with their analytics and BI tool to find what is hidden in their data assets is used to calculate this KPI.

Qlik Sense is a visually appealing product. It is developed with the needs of business users in mind. Therefore, its capabilities support their requirements well and are especially strong around *Visual Analysis*, often delivered to them through highly interactive analytics applications.

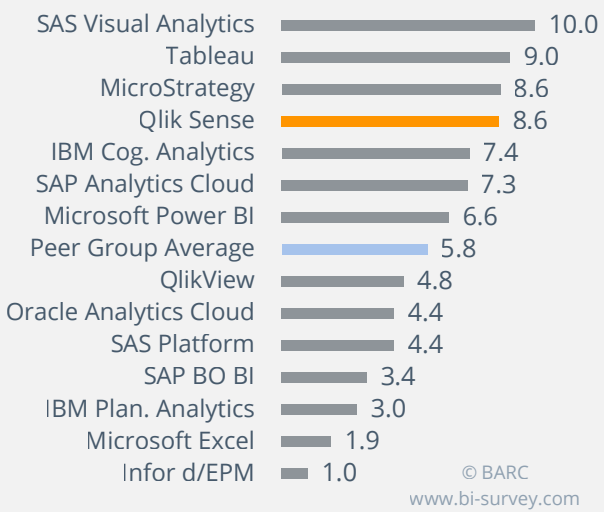
Qlik Sense's customers find the functionality offered very helpful and rate it highly, especially when compared to rivals in the *International BI Giants* and *Large/Enterprise-Wide Implementations* peer groups.

Location Intelligence

This KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.

Location Intelligence – Leader

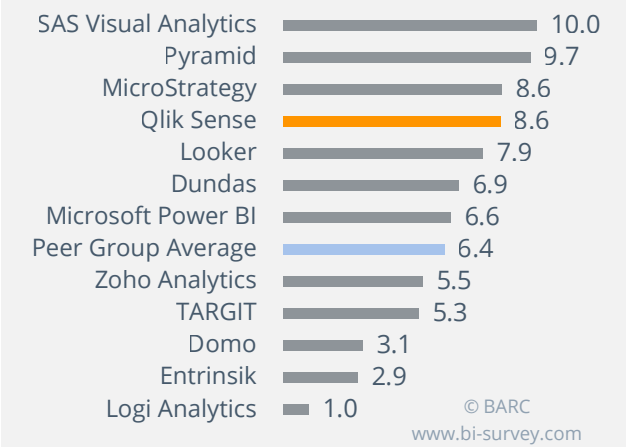
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Location Intelligence – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Location Intelligence

BARC Viewpoint

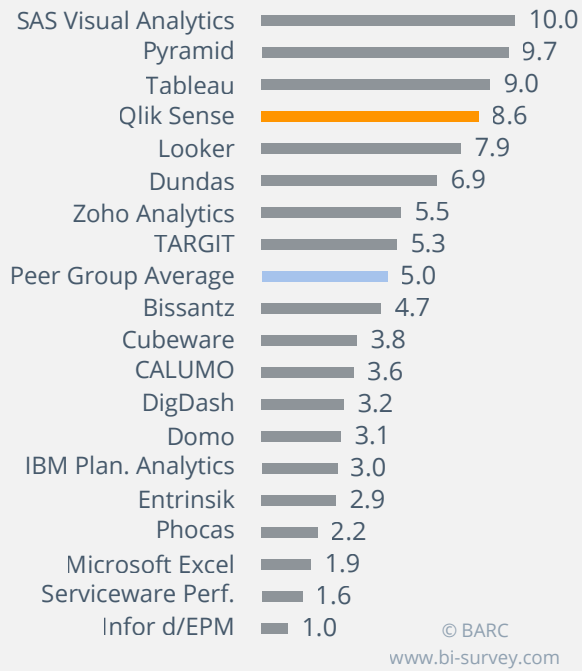
The *Location Intelligence* KPI is based on the proportion of survey respondents that perform spatial and location analyses with their analytics and BI tool.

Analyzing location data does not only mean displaying information on a map. Companies wanting to extract more value from their data perform spatial calculations and combine geo information with enterprise data to identify otherwise hidden correlations.

Qlik has a long history of supporting spatial analysis in its tools. This leads to widespread use of the sophisticated features available in Qlik Sense. Just like last year, the tool is ranked as a leader in four peer groups.

Location Intelligence – Leader

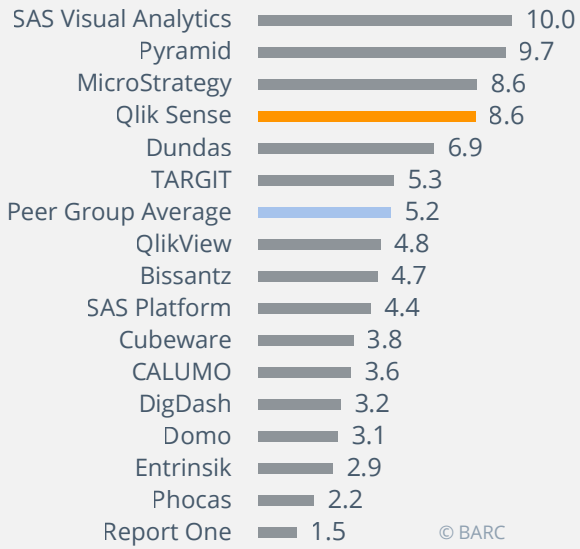
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Location Intelligence – Leader

Peer Group: BI & Analytics Specialists



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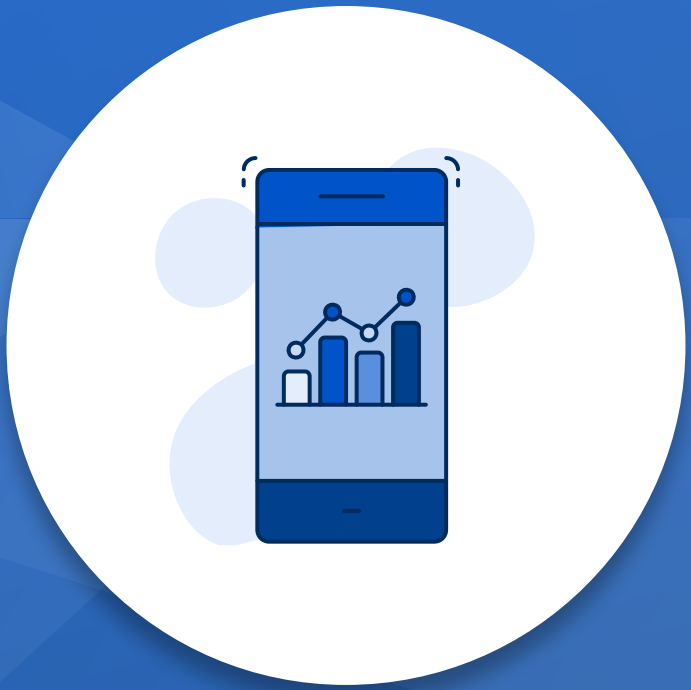
Location Intelligence

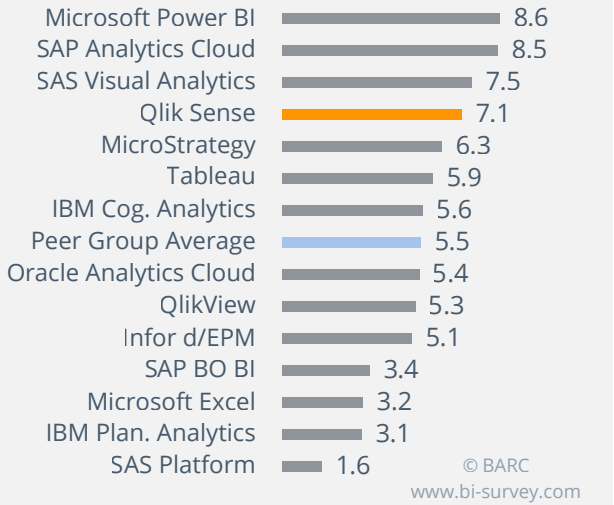
Mobile BI



This KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

Mobile BI – Leader

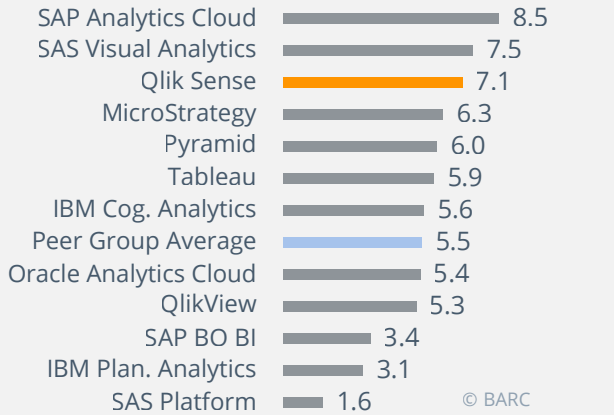
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI – Leader

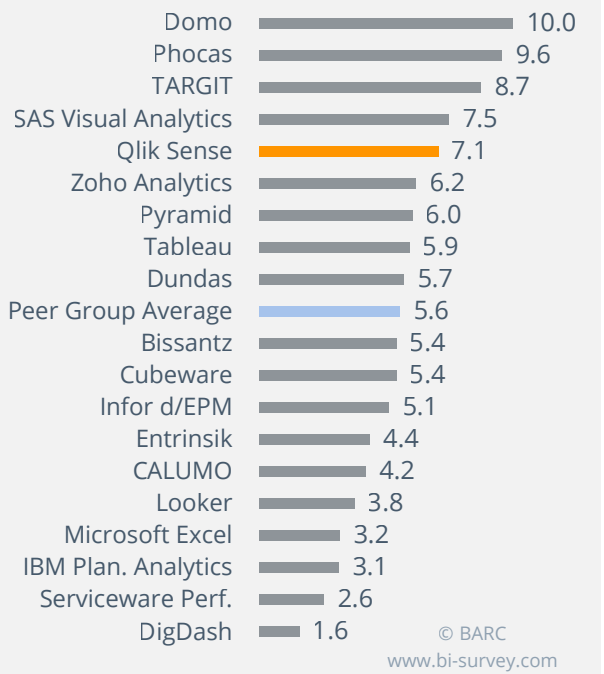
Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI – Leader

Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

The *Mobile BI* KPI measures the level of use of analytics and BI on mobile devices as an indicator of the maturity and proficiency of the tool in this area.

A few years ago, mobile BI was massively pushed by vendors who tried to differentiate themselves with this technology, but adoption is still progressing rather slowly. Nevertheless, it is still a highly relevant feature for delivering information to decision-makers, as well as for operational BI.

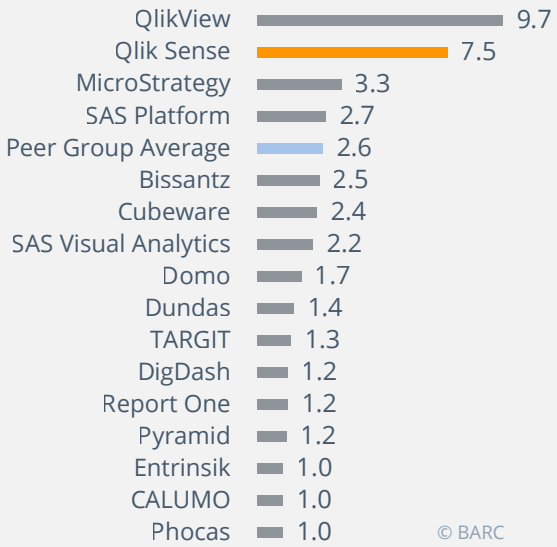
Qlik Sense's modern architecture and blazingly fast query response through in-memory make it an ideal fit to support demanding customers with highly interactive analytics applications on all devices. As a result, the tool ranks as a leader in three of its peer groups.

Considered for Purchase

This KPI is based on whether respondents considered purchasing the product.

Considered for Purchase – Leader

Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Considered for Purchase*

Peer Group: BI & Analytics Specialists

Considered for Purchase

BARC Viewpoint

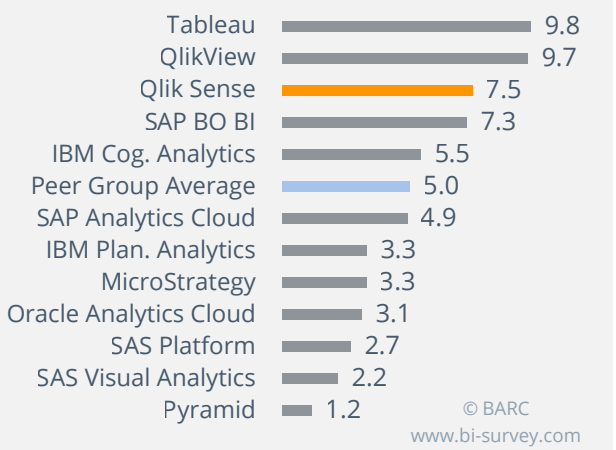
The *Considered for Purchase* KPI is based on how often respondents evaluated the product when searching for new software. It shows how well word-of-mouth and marketing work to promote an analytics and BI offering.

Qlik has a huge market presence, and its products are often evaluated for purchase. Over the years, its portfolio has grown to address a significant spectrum of usage scenarios and customer needs. This growth has contributed to Qlik's popularity and image as a leading global analytics company.

Qlik Sense is a leader in four of its peer groups and reaches second position in two of them. In fact, it has been delivering strong results in this KPI for many years.

Considered for Purchase – Leader

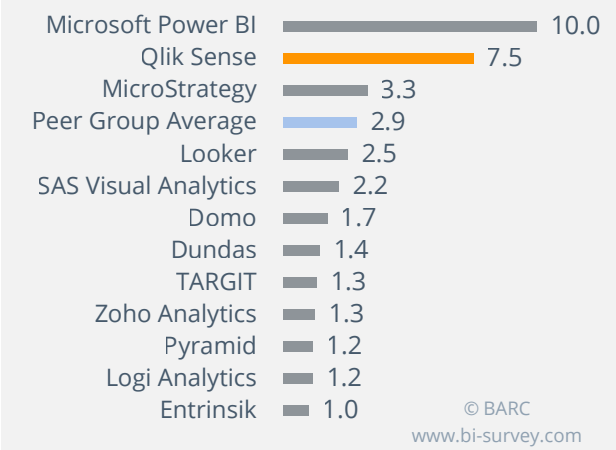
Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Considered for Purchase – Leader

Peer Group: Embedded Analytics-focused Products

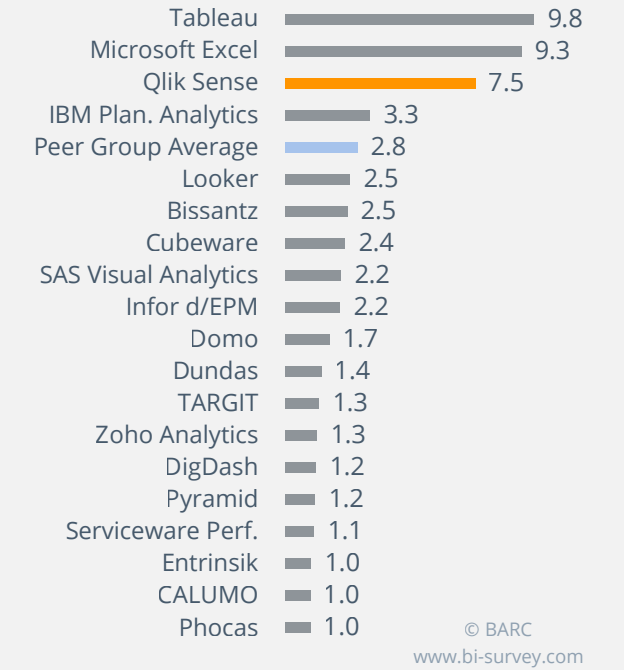


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Considered for Purchase

Considered for Purchase – Leader

Peer Group: Ad Hoc Reporting-focused Products



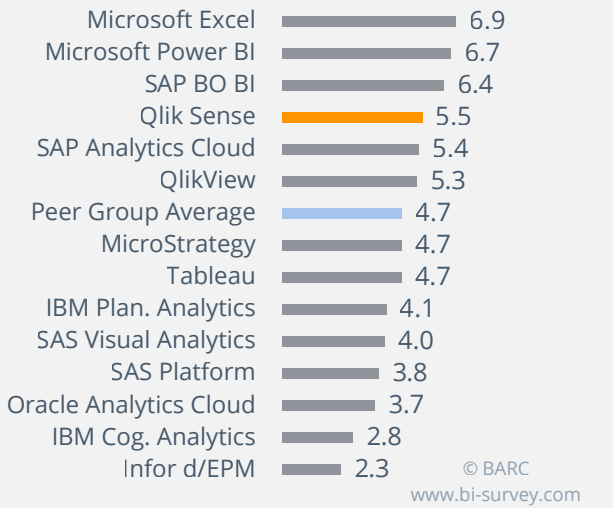
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitiveness

This KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs.

Competitiveness – Leader

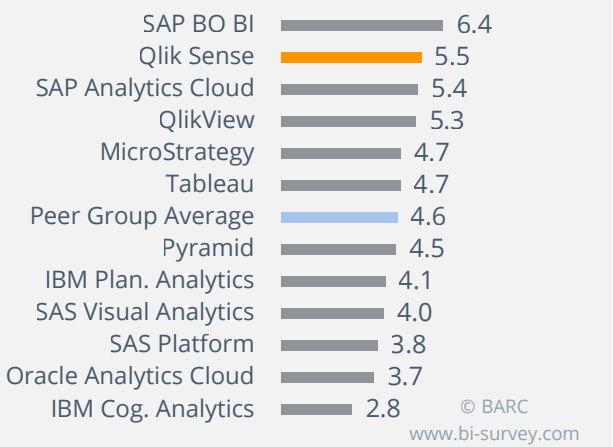
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitiveness – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitiveness

BARC Viewpoint

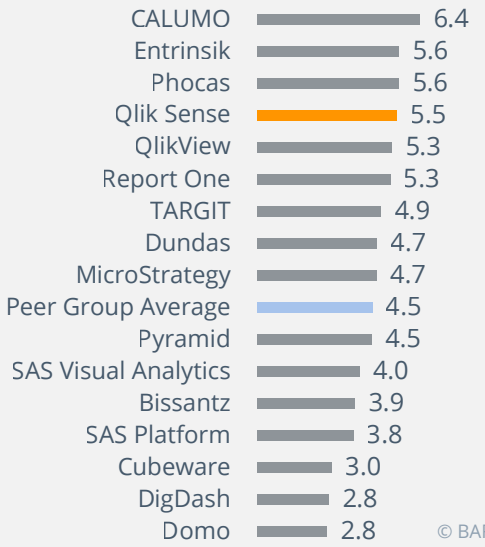
The *Competitiveness* KPI aggregates the results of the *Considered for Purchase* and *Competitive Win Rate* KPIs to get an overview of the current market position of a product.

Qlik was an early contributor to the rise of business-oriented and interactive analytics and BI. It is not easy to win new customers in a competitive market, keep existing customers satisfied and promote new ways to successfully work with data. Qlik's success proves that the result is worth all the arduous work.

With its large global footprint and a record of continued innovation based on a solid foundation, Qlik regularly manages to hoist its Qlik Sense product into a leading position in multiple peer groups. This year, it achieved outstanding results in four peer groups.

Competitiveness – Leader

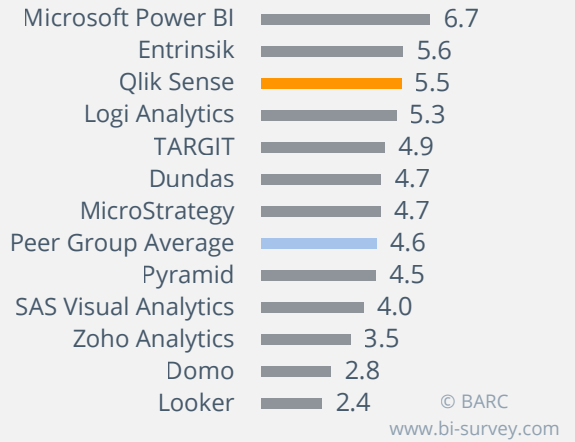
Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitiveness – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

QlikView

The BI & Analytics Survey 22: QlikView Highlights Dashboard

KPI results

2 top-rankings

and

44 leading positions

in 5 different peer groups.

THE BI & ANALYTICS SURVEY 22

Recommendation

89%

of surveyed users say they would **recommend*** QlikView.

** Based on the aggregate of "Definitely" and "Probably".*

THE BI & ANALYTICS SURVEY 22

Satisfaction

93%

of surveyed users are **satisfied** with QlikView.*

** Based on the aggregate of "Very satisfied" and "Somewhat satisfied".*

THE BI & ANALYTICS SURVEY 22

Query performance

53%

of surveyed users chose QlikView because of its **fast query performance.***

** Compared to 27% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Data handling

39%

of surveyed users chose QlikView because of its **large data handling capacity.***

** Compared to 23% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Dashboards

88%

of surveyed users rate QlikView's **functionality for creating dashboards as excellent or good .***

** Compared to 82% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

The BI & Analytics Survey 22: QlikView Highlights

Peer Group
International BI Giants

1. Top-ranked in

Visual Analysis

Leader in

Business Benefits
Project Success
Business Value
Recommendation
Implementer Support
Product Satisfaction
Customer Satisfaction
Dashboards
Ease of Use
Flexibility
Query Performance
Performance Satisfaction
Customer Experience
Considered for Purchase

Peer Group
BI & Analytics Specialists

1. Top-ranked in

Considered for Purchase

Leader in

Flexibility
Query Performance
Visual Analysis

BARC Summary

QlikView managed 2 top-rankings and doubled its leading positions from last year to 44 in The BI & Analytics Survey 22. In some cases, QlikView was ranked in second place behind the vendor's own Qlik Sense product.

QlikView is perceived as a solid and mature product in the market. Its great *Dashboards* and *Visual Analysis* for business users earned it top-rankings in the respective KPIs. All of that is delivered with an elevated level of query performance not found in too many competing products. Compelling *Query Performance* has always been among the top reasons why customers choose to purchase QlikView, which is deeply linked to its leading in-memory engine. As a result, QlikView achieved a leading position for *Performance Satisfaction* in most of its peer groups.

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The BI & Analytics Survey 22: QlikView Highlights

Peer Group
Large/Enterprise-Wide Implementations

Leader in

Business Benefits
Project Success
Business Value
Price to Value
Recommendation
Implementer Support
Product Satisfaction
Customer Satisfaction
Dashboards
Ease of Use
Flexibility
Query Performance
Performance Satisfaction
Customer Experience
Visual Analysis
Considered for Purchase
Competitiveness

Peer Group
Self-Service Analytics-focused Products

Leader in

Business Benefits
Flexibility
Query Performance
Performance Satisfaction
Visual Analysis
Considered for Purchase

Peer Group
Dashboarding-focused Products

Leader in

Flexibility
Query Performance
Visual Analysis
Considered for Purchase

The BI & Analytics Survey 22: QlikView top ranks

Customer Quotes

> Great product with many useful features and fantastic at anything to do with data.
>
> BI-SURVEY.com

Employee of a cross-departmental BI/ analytics team, media/publishing, 100-2,500 employees

> Qlik is an excellent data discovery tool. Beautiful dashboards are a side effect and great community.
>
> BI-SURVEY.com

IT employee, process industry, 100-2,500 employees

> Best reporting tool on BI.
>
> BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, healthcare, >2,500 employees

> Qlik is simple to work with and learn. Yet Qlik is also sophisticated enough to create meaningful and valuable visualizations. You can build awesome dashboards with Qlik.
>
> BI-SURVEY.com

Line of business employee, process industry, 100-2,500 employees

> Very reliable and robust BI tool very capable in handling large amounts of data. Very intuitive ease of use for the end user.
>
> BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, tourism, 100-2,500 employees

What Customers Like Most

Its ability to handle very large datasets very quickly and being able to vastly manipulate the data as needed.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, media/publishing, 100-2,500 employees

It supports ETL capabilities with loading data into more than one database. No need for an additional ETL tool for data ingestion and preparation.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, manufacturing, >2,500 employees

Easy and quick implementation of new requirements. Being able to bring data from various sources into one report, quickly extend reports with new data and adapt to new requirements.

BI-SURVEY.com

CEO, manufacturing, >2,500 employees

The possibilities (many charts and ways to use formulas) to generate pixelperfect dashboards; the large amount of data from many different sources QlikView can handle; reload scheduling; excellent community.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/ analytics, transportation and logistics, 100-2,500 employees

Easy to install, easy to learn, easy to train users. Easy to use and very intuitive UI for business users. Rapid development and strong supportive community.

BI-SURVEY.com

IT employee, process industry, 100-2,500 employees

Advice From Customers

> Try it and you will be amazed.
> BI-SURVEY.com

Head of BI & Analytics Competence Center, process industry, <100 employees

> Go for it.
> BI-SURVEY.com

Employee of a cross-departmental BI/ analytics team, oil, gas and mining, 100-2,500 employees

> Better today than tomorrow!*
> BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, IT, 100-2,500 employees

* Translated by BARC

User and Use Case Demographics

BARC Comment

QlikView is put to a broad range of uses by customers. Most (90 percent) use the software for creating interactive dashboards and analytics applications. In addition, 86 percent use it for standardized enterprise reporting and 71 percent for ad hoc query. 67 percent of customers use the solution for analysis.

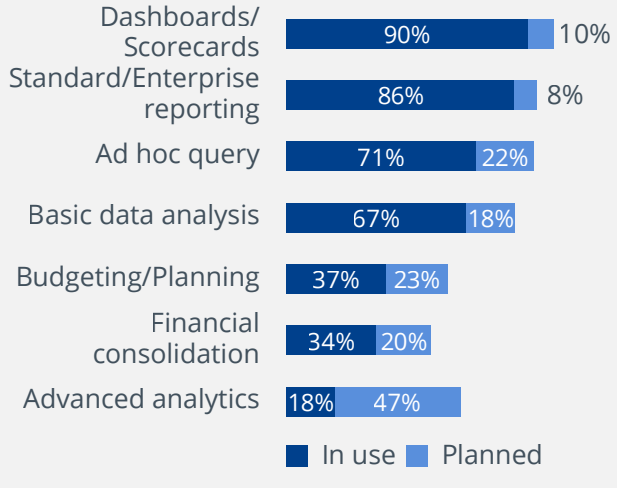
QlikView's powerful interactive dashboards are often used to analyze data in every detail. Indeed, 89 percent of business users said they analyze and explore data with the tool. Most users consume standardized content such as reports and dashboards to access information quickly.

The solution's characterization as a flexible visual analysis solution aimed to support business users is also highlighted by the two most frequently evaluated competitors: Microsoft Power BI and Tableau.

QlikView is mostly used in mid-sized (58 percent) and large companies (33 percent). It has a median of 100 users, which is above the survey average. The mean value of 642 users shows that much larger customer scenarios are supported too.

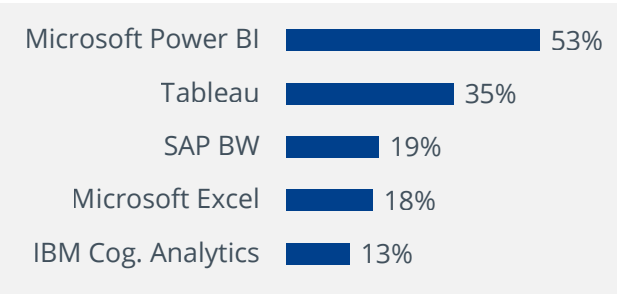
Current vs. planned use

n=81



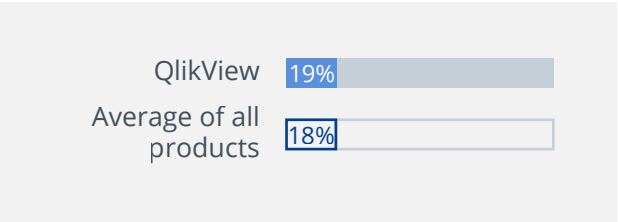
5 products most often evaluated in competition with QlikView

n=83



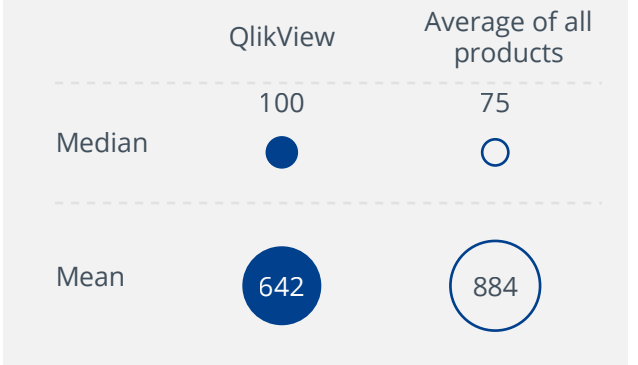
Percentage of employees using QlikView

n=82



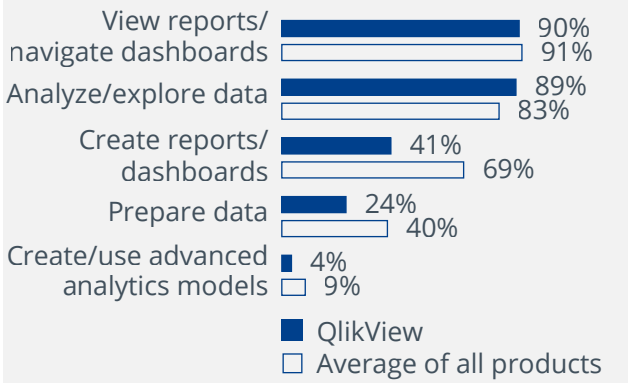
Number of users using QlikView

n=83



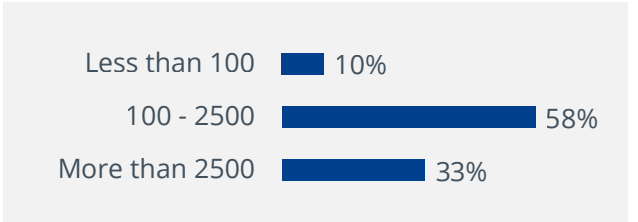
Tasks carried out with QlikView by business users

n=82



Company size (employees)

n=83



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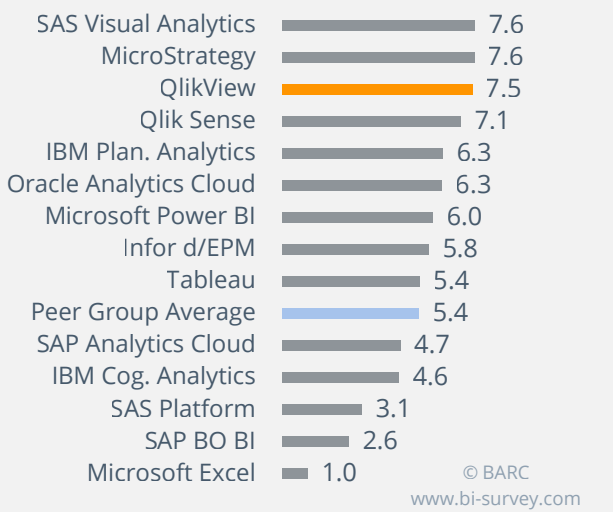
Business Benefits

This KPI is based on the achievement level of a variety of business benefits.

Business Benefits – Leader

Peer Group: International BI Giants



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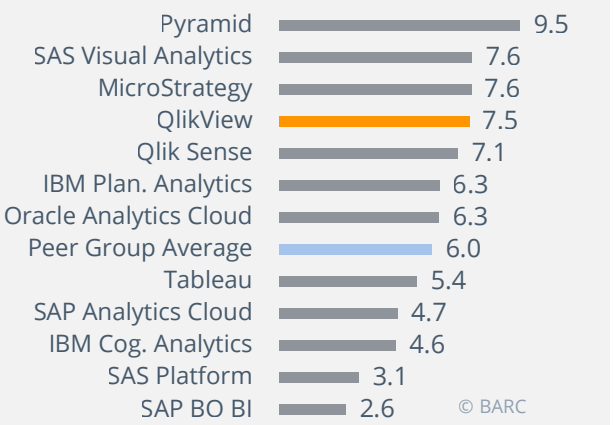
Business Benefits – Leader

Peer Group: Large/Enterprise-Wide Implementations



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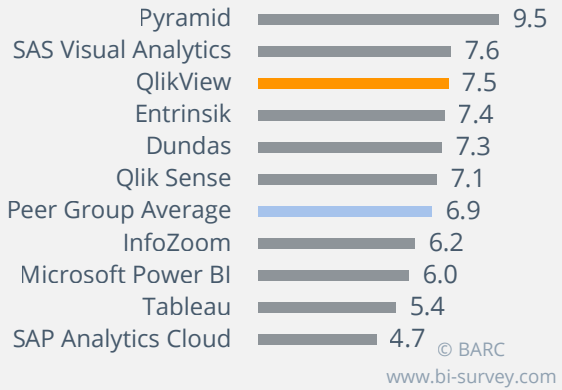
Business Benefits

Business Benefits – Leader

Peer Group: Self-Service Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Business Benefits is one of the most important KPIs in The BI & Analytics Survey. It proves the enhancements customers can achieve with their solution.

QlikView has helped many customers to perform faster analysis and reporting to make better business decisions based on data. Its fast and versatile in-memory engine powers its flexibility to react to changing needs. Adapting quickly is one of the factors that often sets the most successful analytics projects apart.

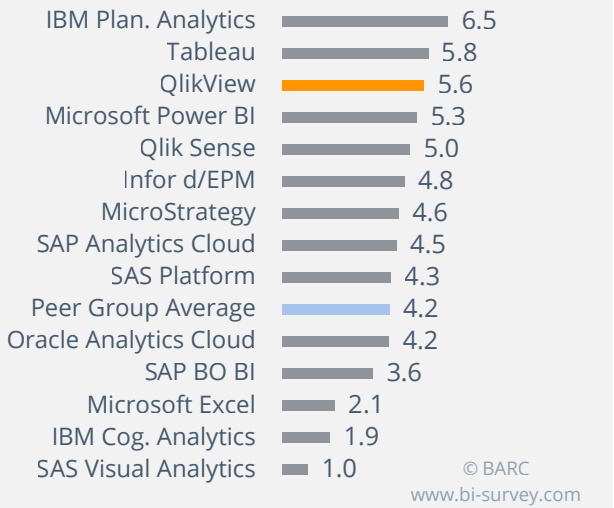
As a result, QlikView continues to achieve favorable scores, taking three leading ranks in its peer groups this year.

Project Success

This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project Success – Leader

Peer Group: International BI Giants



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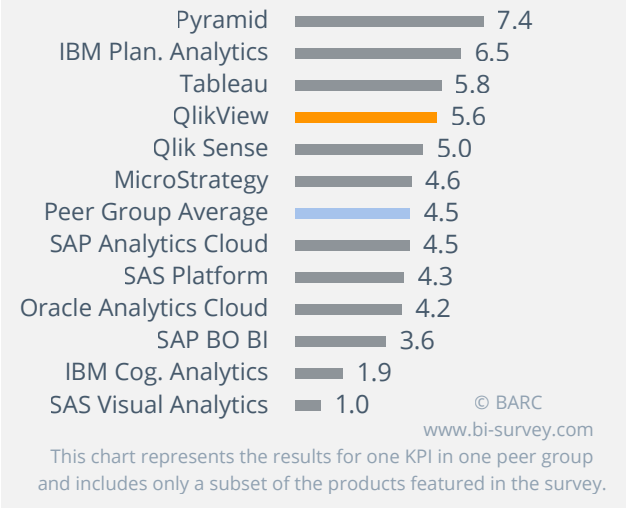
Project Success – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Success

BARC Viewpoint

To measure *Project Success*, we asked customers to rate their level of satisfaction with various aspects of their implementation projects. Several factors contribute to the perception of a successful analytics and BI project, such as the completion of a project on time and on budget and of course the satisfaction with the implementation itself.

QlikView allows customers to implement, refine and reshape solutions quickly and efficiently. This improves their fit for important requirements.

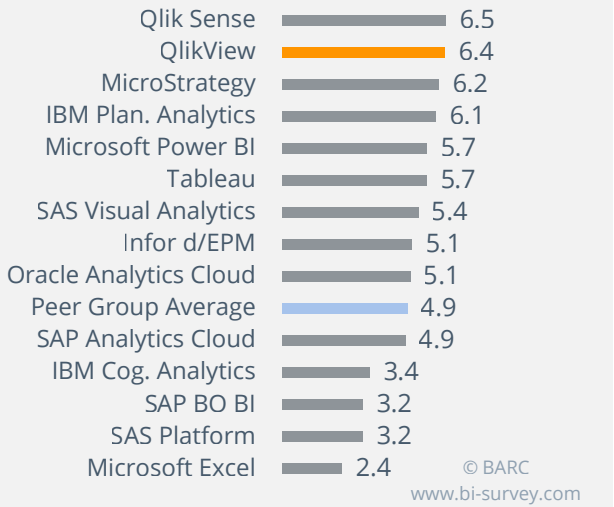
As a consequence, QlikView retained its position as a leader in two peer groups, highlighting the continued excellence and value-add provided to its customers in all industry sectors.

Business Value

This KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Business Value – Leader

Peer Group: International BI Giants



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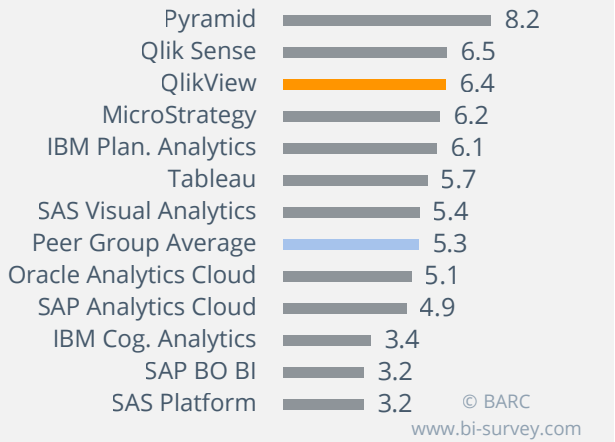
Business Value – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Value

BARC Viewpoint

Business Value is calculated by aggregating the *Business Benefits, Project Length* and *Project Success* KPIs, making it an important indicator and predictor of smoothly running and fruitful analytics and BI projects.

Outstanding feedback underlines the fact that QlikView helps customers to reach their aspirations by delivering data to where it is needed most as its flexibility and stability allow for quick and efficient implementation.

Like in recent years, QlikView is second only to the vendor's own Qlik Sense in the *International BI Giants* peer group and among the leaders in another peer group too.

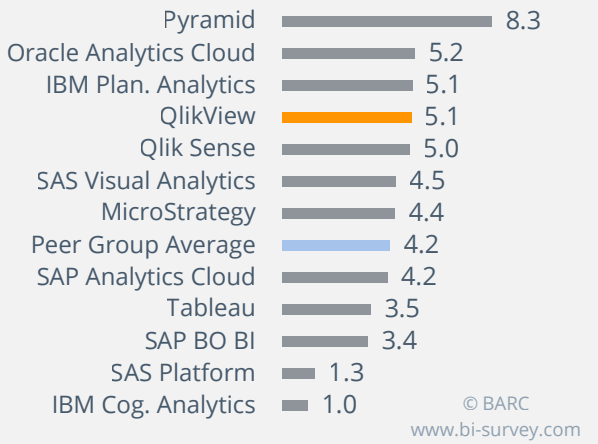
Price to Value & Competitiveness

The *Price to Value* KPI is based on how users rate their BI tool in terms of its price-performance ratio.

The *Competitiveness* KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs.

Price to Value – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint – Price to Value

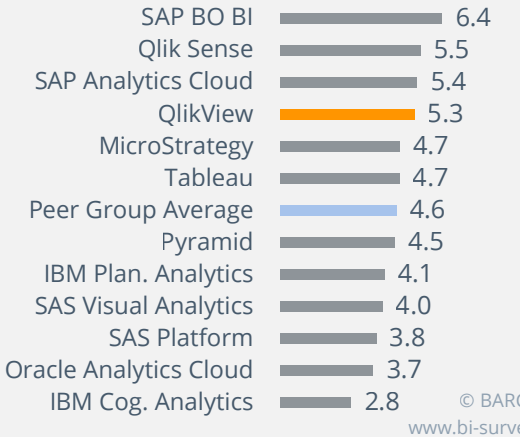
The *Price to Value* KPI is an important indicator that weighs the scope and functionality of a software against the price paid. While there is clearly no objective scale, the value of the feedback of many customers using a tool in production cannot be overstated.

96 percent of customers surveyed have a favorable view of QlikView's price-to-value citing it as an important reason why they acquired the software in the first place. In an increasingly mature and competitive market, a favorable price-to-value ratio can often be the deciding argument for buyers.

This solid feedback places QlikView as a leader for the *Price to Value* KPI in the *Large/Enterprise-Wide Implementations* peer group.

Competitiveness – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitiveness

BARC Viewpoint – Competitiveness

The *Competitiveness* KPI aggregates results from the *Considered for Purchase* and *Competitive Win Rate* KPIs to get an overview of the current market position of a product.

Qlik was an early contributor to the rise of business-oriented and interactive analytics and BI with its QlikView product. Qlik's success proves that its sharp vision of accelerating business value through better and easier access to data combined with effective execution delivers what customers are truly looking for.

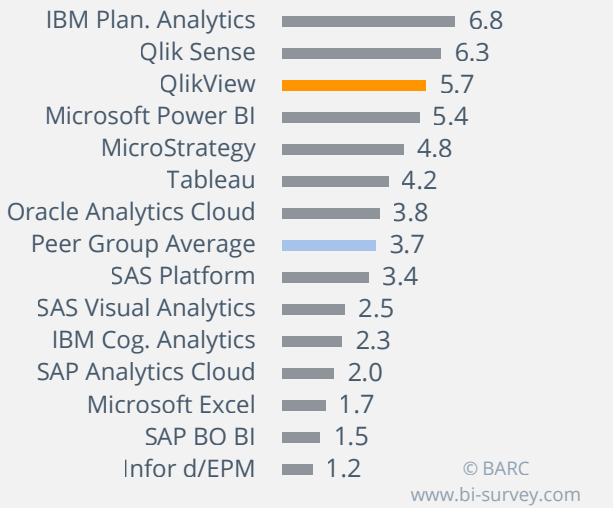
Through Qlik's large global footprint and mature software based on a solid foundation, QlikView achieved a leading position in *Competitiveness* in the *Large/Enterprise-Wide Implementations* peer group.

Recommendation

This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader

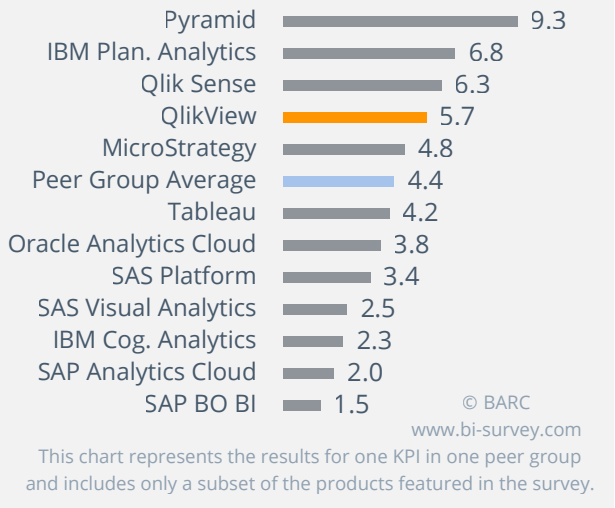
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation

BARC Viewpoint

A product that provides ample benefits to its users and delivers innovative features is likely to be endorsed by its customers, which makes good ratings in the Recommendation KPI vital.

89 percent of customers surveyed said they would recommend QlikView to companies having similar requirements with more than one half even “definitely” recommending the software to others. This is a decisive evidence that most customers still view their original decision to acquire the tool as the right one.

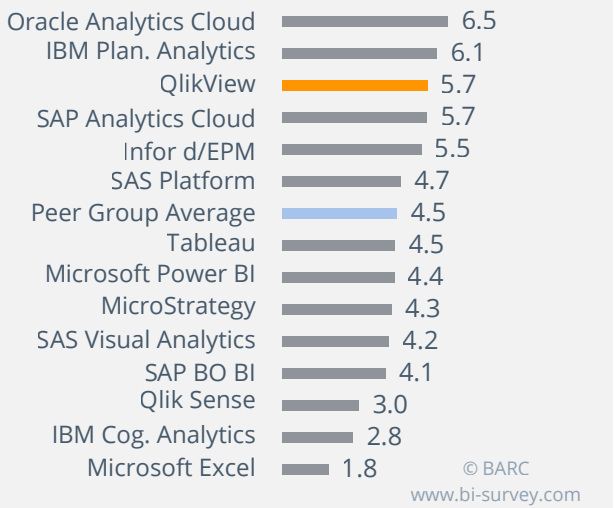
QlikView achieved two leading ranks for Recommendation among its rivals in the *International BI Giants* and *Large/Enterprise-Wide Implementations* peer groups.

Implementer Support

This KPI measures user satisfaction with the level of the implementer’s support for the product.

Implementer Support – Leader

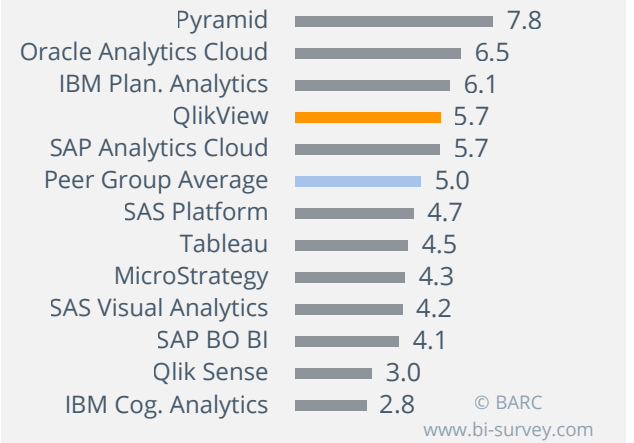
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Implementer Support – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Implementer Support

BARC Viewpoint

The *Implementer Support* KPI provides information on how satisfied buyers are with their implementers. Professional assistance when implementing an analytics and BI solution such as training, coaching and consulting make or break projects as they have a critical impact on the results that are gained.

Implementer Support measures how well consultants understand the challenges their customers face and how effective they are in solving these challenges with the tool to be implemented. This requires constant education of a vendor's own staff and employees of their business partners.

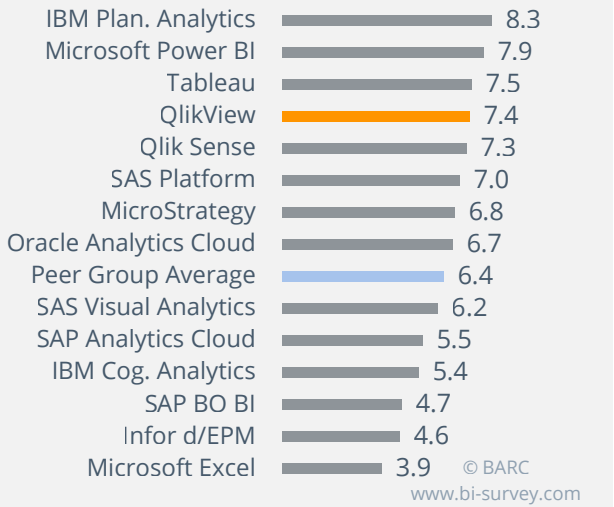
Qlik supports its QlikView customers well on their analytics journey, either directly or through partners. This effort is rewarded by leading ranks in two peer groups.

Product Satisfaction

This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Leader

Peer Group: International BI Giants



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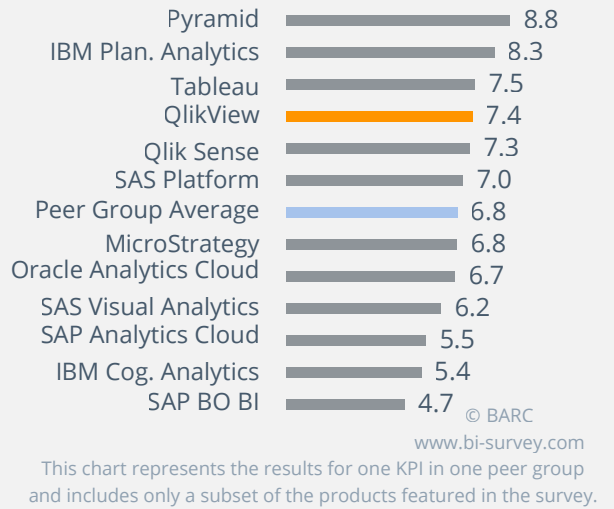
Product Satisfaction – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Product Satisfaction

BARC Viewpoint

User satisfaction with a product, as measured in the *Product Satisfaction* KPI, has a massive impact on the perception and reputation of an organization's analytics and BI landscape. And it is the front end that takes the blame for most problems caused on all levels.

The share of users experiencing significant query performance problems with QlikView is traditionally low. Qlik has a good record of acknowledging its customers' challenges and addressing them in an effective manner by providing tailor-made analytics applications.

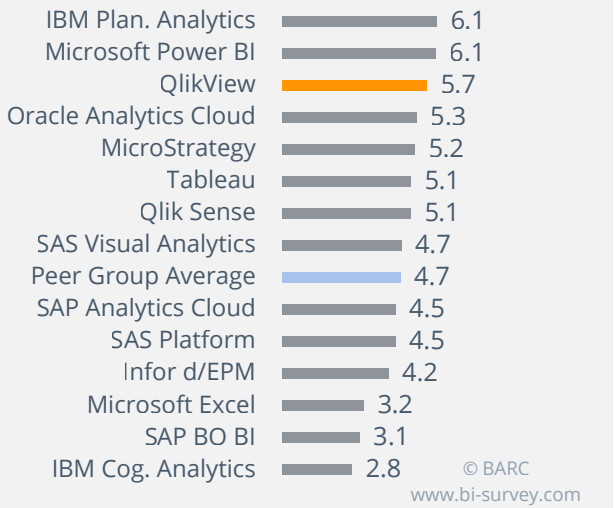
Good user experience earns QlikView a place among the leaders for *Product Satisfaction* in two peer groups.

Customer Satisfaction

This KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support* and *Product Satisfaction* KPIs.

Customer Satisfaction – Leader

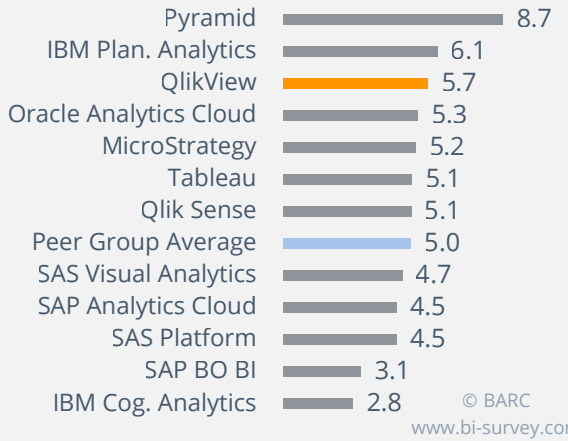
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Satisfaction – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Satisfaction

BARC Viewpoint

Customer Satisfaction is measured by combining its most significant influencing factors such as *Product Satisfaction, Recommendation, Vendor Support, Implementer Support* and *Price to Value* into an aggregated KPI.

A compelling *Price to Value* ratio, a high rate of *Recommendation* and leading ranks in *Product Satisfaction* and *Implementer Support* mean that QlikView received positive feedback in all areas considered in this aggregated KPI. Nowhere does it fall short of expectations, which is the mark of a mature and solid product delivered by an effective consulting force.

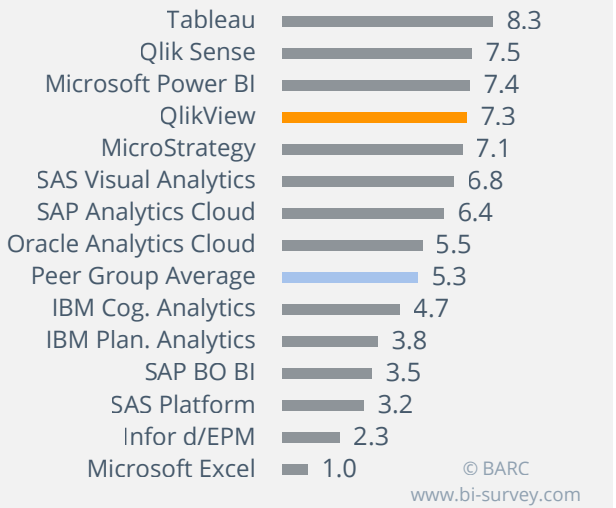
Consequently, QlikView ranks among the leaders in two peer groups this year.

Dashboards

This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

Dashboards – Leader

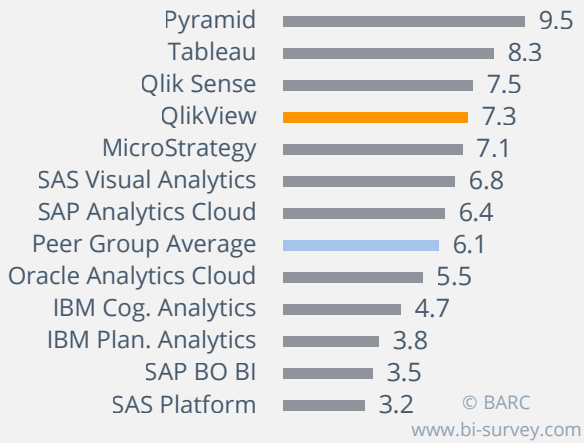
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Dashboards – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Dashboards

BARC Viewpoint

Dashboards are one of the most mature usage scenarios in analytics and BI but still they evolve constantly. It is a highly competitive space as almost every analytics and BI vendor provides its own flavor of capabilities. And while some claim dashboards are dead, no one could escape them during the COVID-19 pandemic.

QlikView was developed to support quick and easy analysis and combine results in interactive dashboards and analytical applications. Users typically analyze data through these versatile dashboards. This speaks for the strength of its dashboarding capabilities and the power to satisfy a large array of demands.

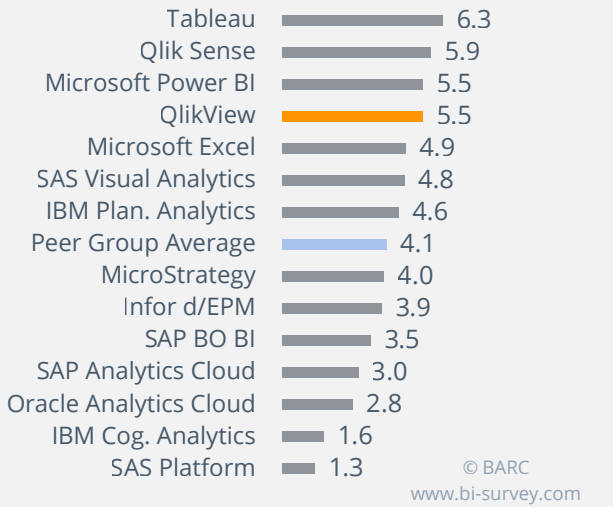
QlikView managed to improve on last year's results and earned leading positions in two peer groups this year.

Ease of Use

This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of Use – Leader

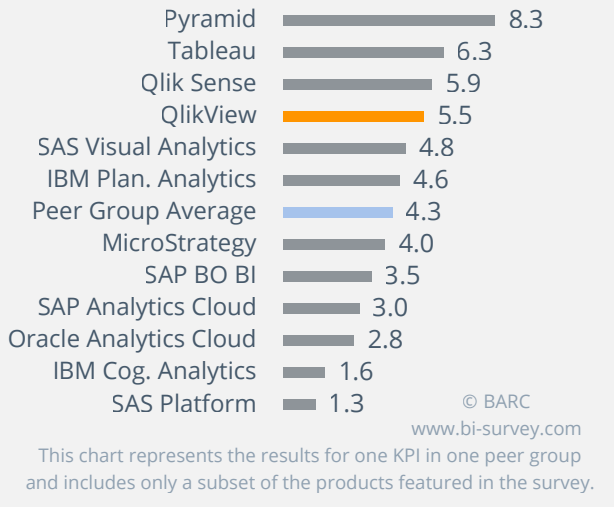
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ease of Use – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ease of Use

BARC Viewpoint

Ease of Use is difficult to assess when selecting software. Additionally, the expectations of what easy-to-use analytics software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces. Feedback from a vast number of peers makes this KPI an invaluable indicator to inform buying decisions.

QlikView provides an interactive experience across all modules and is designed for business users. The software supports the creation of visually appealing and flexible dashboards and analytics applications that can be viewed in browsers or in the full client.

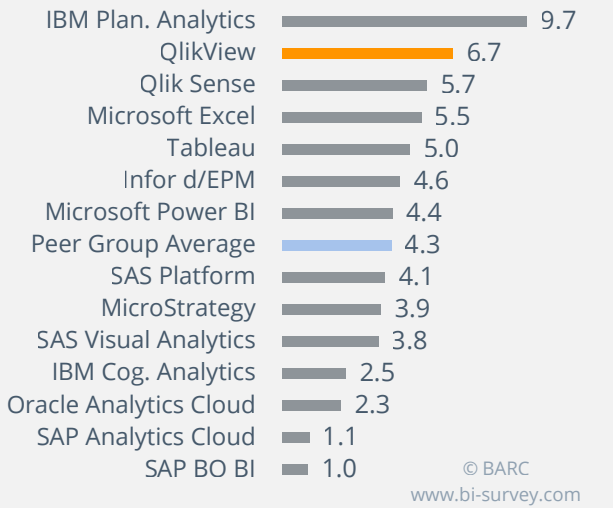
Customers clearly appreciate QlikView's usability, rating it as a leader in two peer groups.

Flexibility

This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader

Peer Group: International BI Giants



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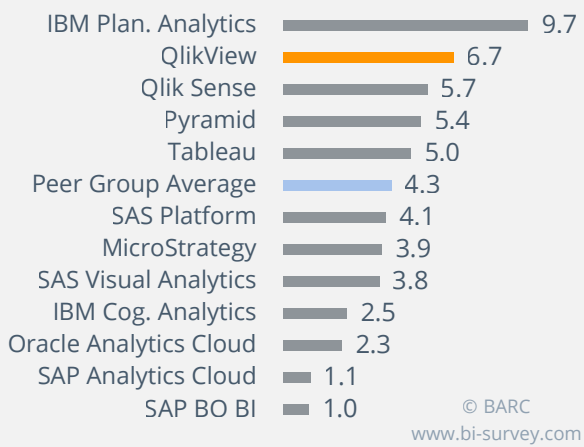
Flexibility – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility

BARC Viewpoint

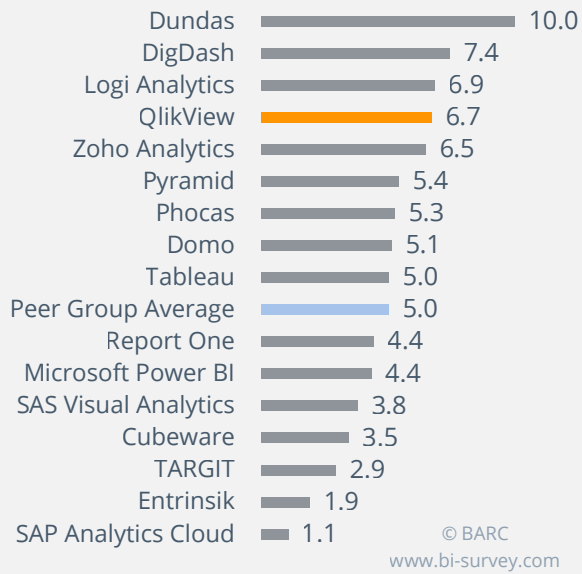
To measure the *Flexibility* of a product, we contrast the frequency with which it is cited as a reason to buy with the rate of complaints about flexibility once it is in use.

Flexibility is a decisive factor in buying decisions. Enterprises require solutions that can adapt quickly to changing business needs. In dynamic markets, flexibility is critical to ensure data-driven decision-making by delivering relevant insights on time. And there are few words more appropriate than "flexibility" to describe QlikView.

A rock-solid foundation and a lightning fast in-memory query engine power quick implementations and changes. This combination earns QlikView two second place ranks and three further leading ranks in its peer groups.

Flexibility – Leader

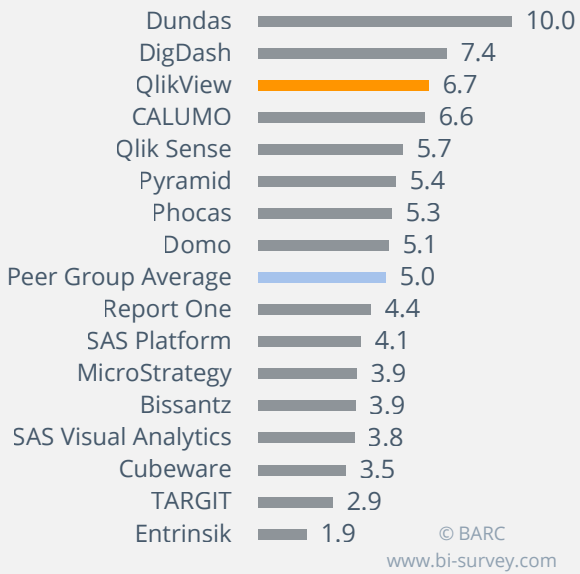
Peer Group: Dashboarding-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility – Leader

Peer Group: BI & Analytics Specialists

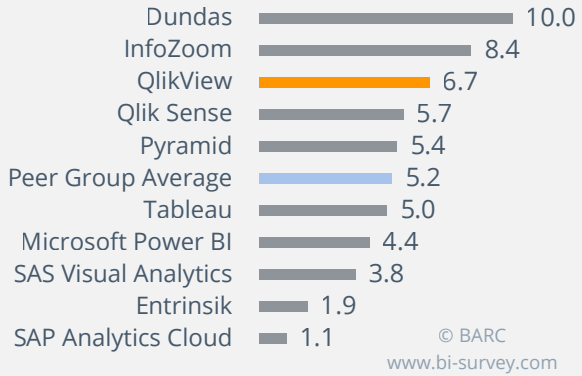


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility

Flexibility – Leader

Peer Group: Self-Service Analytics-focused Products



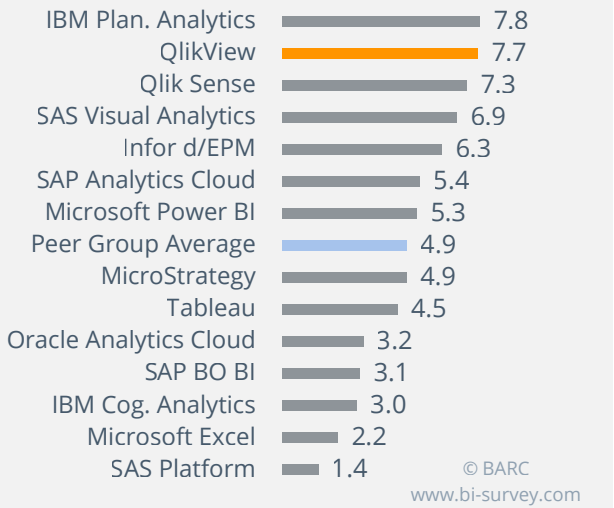
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Query Performance

This KPI is based on how quickly queries respond (adjusted by data volume).

Query Performance – Leader

Peer Group: International BI Giants



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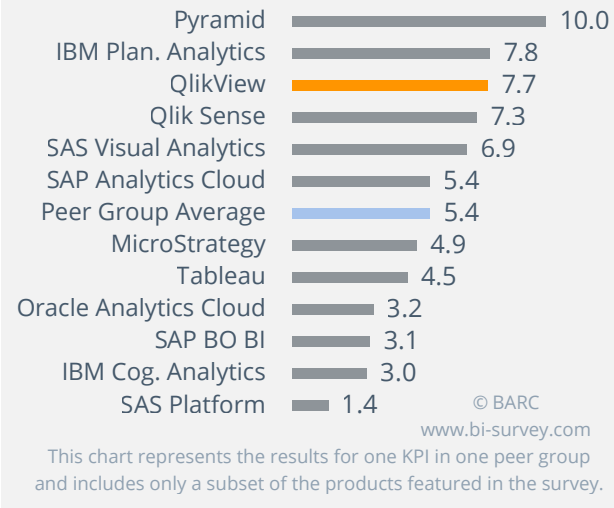
Query Performance – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Query Performance

BARC Viewpoint

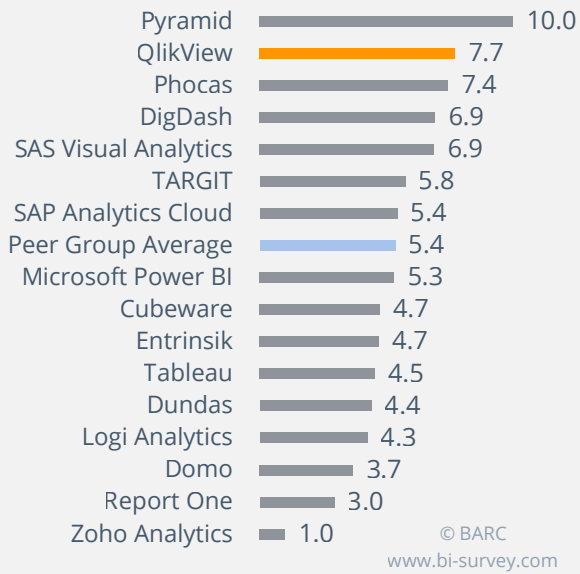
The ranks for *Query Performance* are determined by the median query response time observed by customers in the applications they use daily to satisfy their information needs.

Query Performance is influenced by numerous factors such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback even more relevant to inform buying decisions.

Providing excellent query response through its in-memory engine is Qlik's number one sales promise, making fast query performance the top reason why customers choose to buy QlikView. The product delivers median response times of 4 seconds, which places it among the leaders in all its peer groups.

Query Performance – Leader

Peer Group: Dashboarding-focused Products



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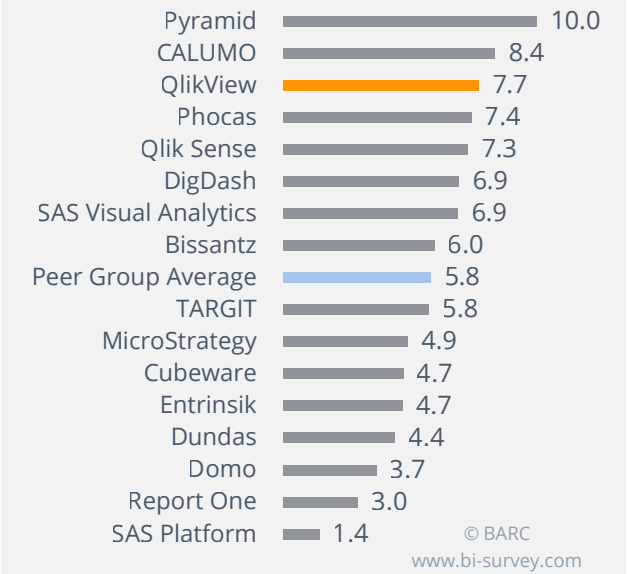
Query Performance – Leader

Peer Group: BI & Analytics Specialists



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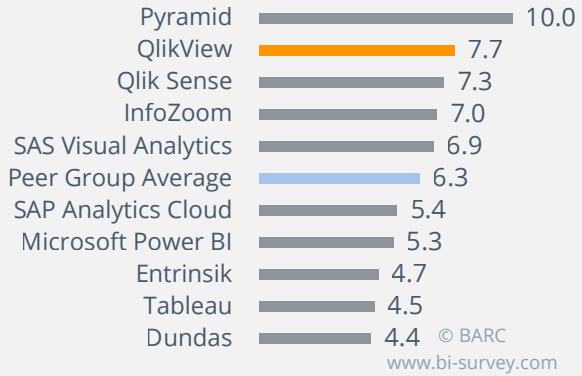
Query Performance

Query Performance – Leader

Peer Group: Self-Service Analytics-focused Products



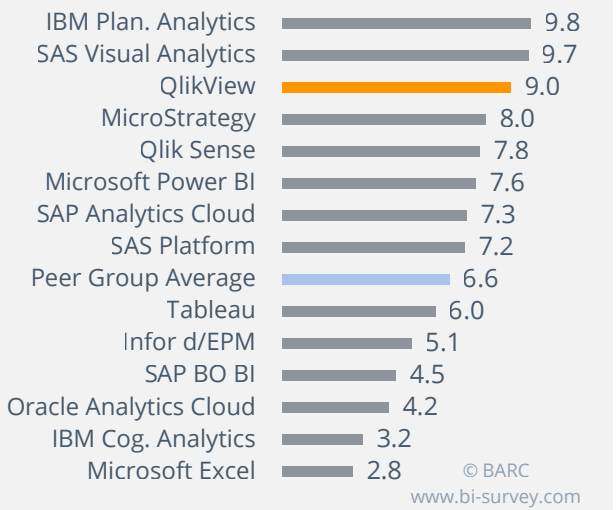
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Performance Satisfaction

This KPI measures the frequency of complaints about the system’s performance.

Performance Satisfaction – Leader

Peer Group: International BI Giants



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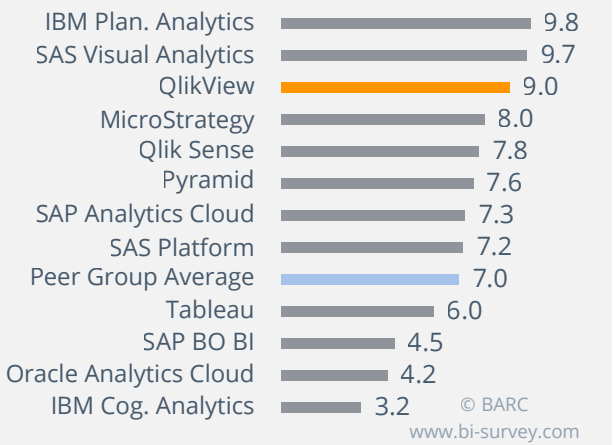
Performance Satisfaction – Leader

Peer Group: Large/Enterprise-Wide Implementations

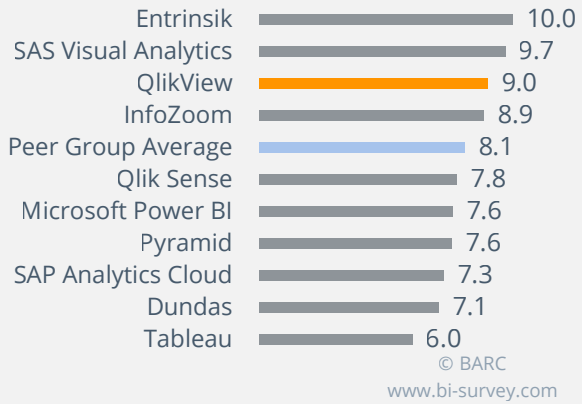


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Performance Satisfaction

Performance Satisfaction – Leader

Peer Group: Self-Service Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

The *Performance Satisfaction* of users is influenced by the expected response time versus the time it takes to complete any interaction with the tool. The KPI is calculated by considering complaints about inferior performance.

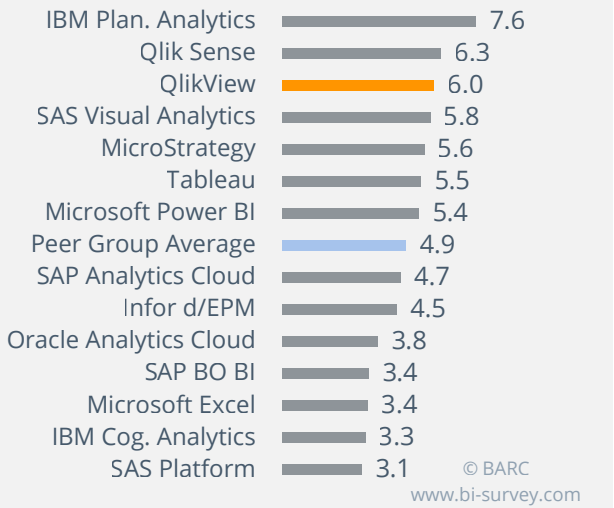
Fast query performance is one of the most important criteria when purchasing analytics and BI software, while slow performance is one of the most common problems. Customers selecting software with remarkable performance have more satisfied users and achieve more benefits through analytics. QlikView customers have decisively fewer complaints about performance than users of competing products, resulting in leading positions in three of its peer groups.

Customer Experience

This KPI combines the *Self-Service*, *Ease of Use*, *Flexibility*, *Query Performance*, *Performance Satisfaction* and *Sales Experience* KPIs.

Customer Experience – Leader

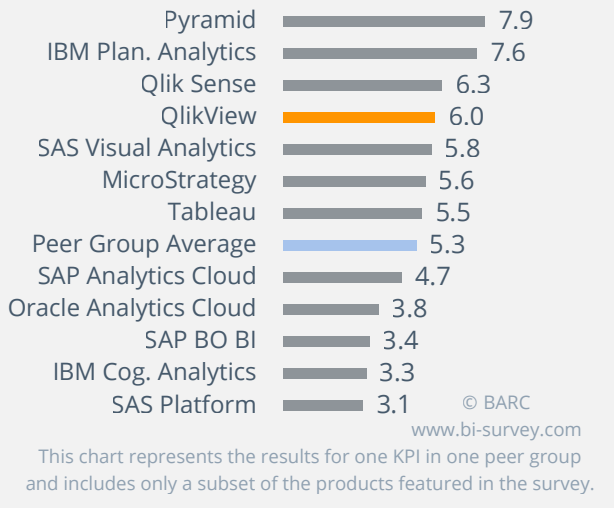
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Experience – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Experience

BARC Viewpoint

The *Customer Experience* KPI combines scores for *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience*. Achieving a high rank in this combined KPI requires superior results in a diverse range of areas.

Impressive *Flexibility* and *Query Performance* scores as well as lofty ratings for *Performance Satisfaction* and *Ease of Use* are the result of QlikView's ability to satisfy its customers. Qlik manages to meet elevated expectations from initial implementations through years of growing requirements and constant changes.

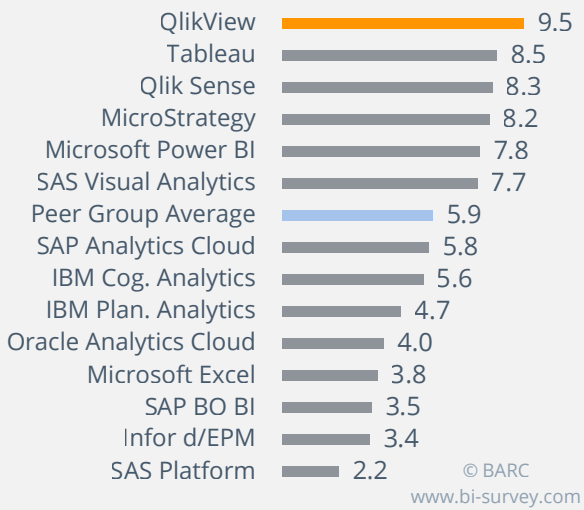
With leading ranks in four of the underlying KPIs, QlikView's leading position in two of its peer groups comes as no surprise.

Visual Analysis

This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Top-ranked

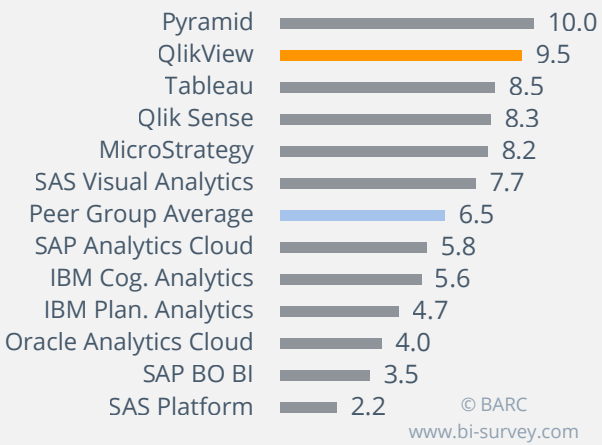
Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis – Leader

Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis

BARC Viewpoint

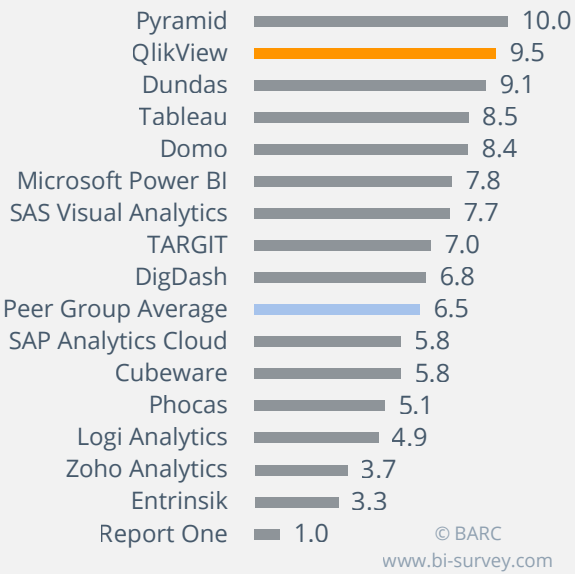
The proportion of companies that make use of *Visual Analysis* with their analytics and BI tool to find what is hidden in their data assets is used to calculate this KPI.

Besides offering interactive associative analysis, QlikView supports the creation of tailor-made interactive analytics applications that allow business users to leverage the power of visual analysis in a guided application which can incorporate drill paths to detailed data to analyze root causes in an instant.

QlikView achieves excellent results for *Visual Analysis*, attaining a top rank among *International BI Giants* and leading ranks in all its other peer groups.

Visual Analysis – Leader

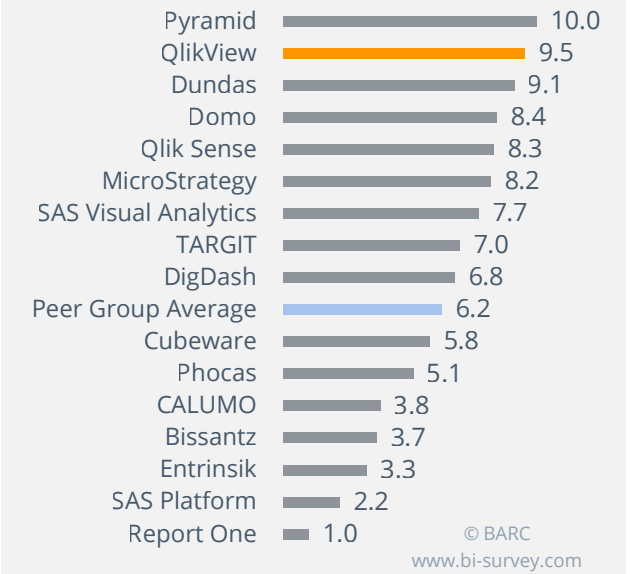
Peer Group: Dashboarding-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis – Leader

Peer Group: BI & Analytics Specialists

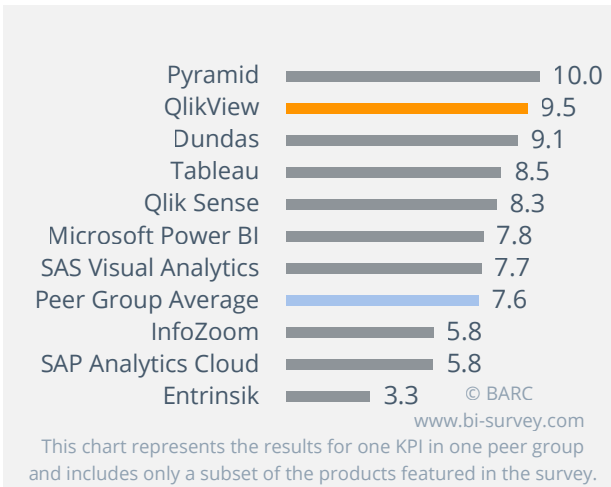


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis

Visual Analysis – Leader

Peer Group: Self-Service Analytics-focused Products



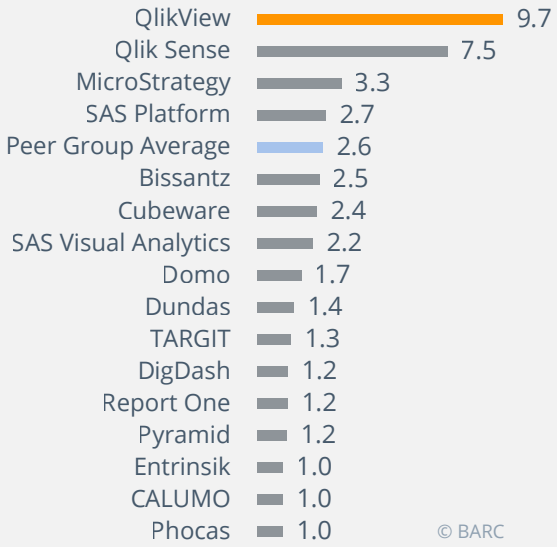
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Considered for Purchase

This KPI is based on whether respondents considered purchasing the product.

Considered for Purchase – Top-ranked

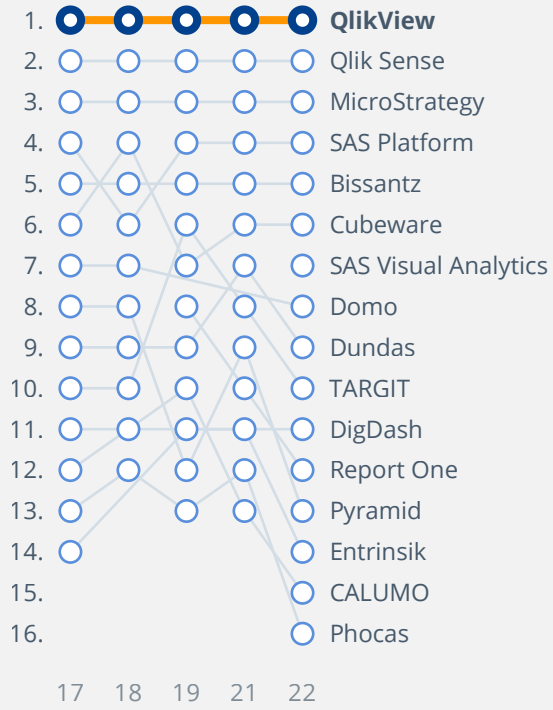
Peer Group: BI & Analytics Specialists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently top-ranked in *Considered for Purchase*

Peer Group: BI & Analytics Specialists



Considered for Purchase

BARC Viewpoint

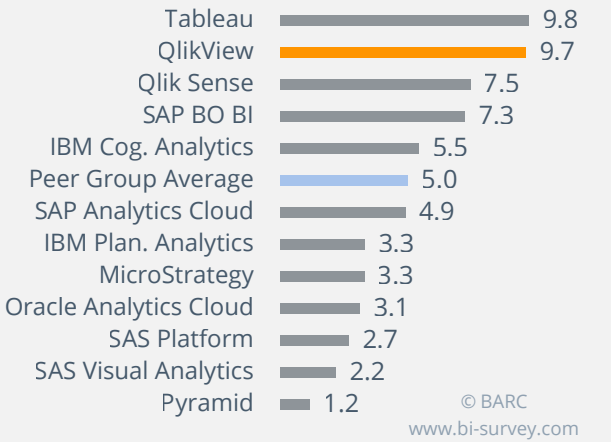
This *Considered for Purchase KPI* is based on how often respondents evaluated the product when searching for new software. The KPI shows how well word-of-mouth and marketing work to promote an analytics and BI offering.

Qlik has a huge market presence. Its popularity and image as a leading analytics company together with a high Recommendation rate persuades many companies to evaluate QlikView when looking for software to improve their analytics and BI.

As in recent years, QlikView is top-ranked among the *BI & Analytics Specialists* in this KPI. It is also a leader in three further peer groups.

Considered for Purchase – Leader

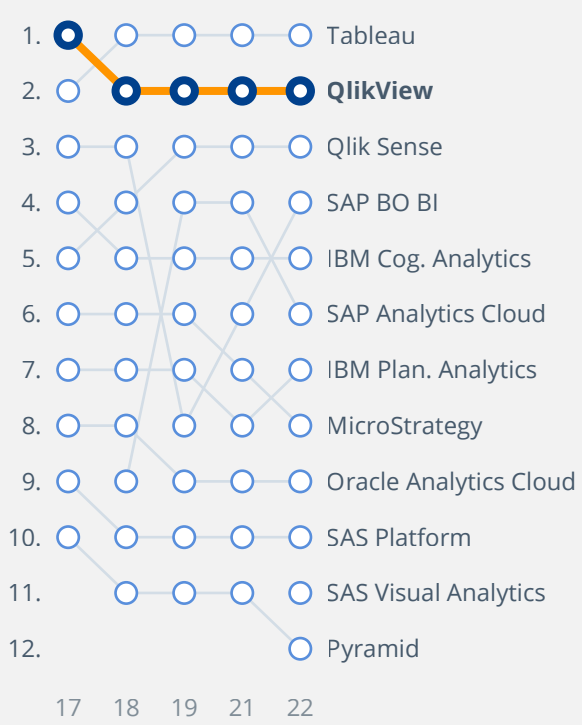
Peer Group: Large/Enterprise-Wide Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

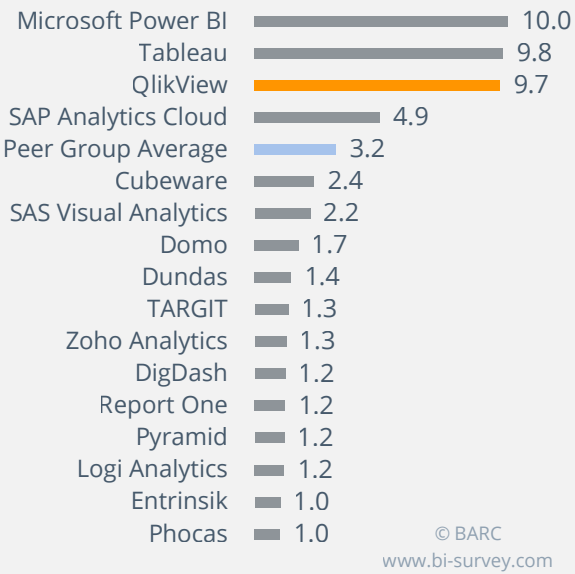
Consistently outstanding in *Considered for Purchase*

Peer Group: Large/Enterprise-Wide Implementations



Considered for Purchase – Leader

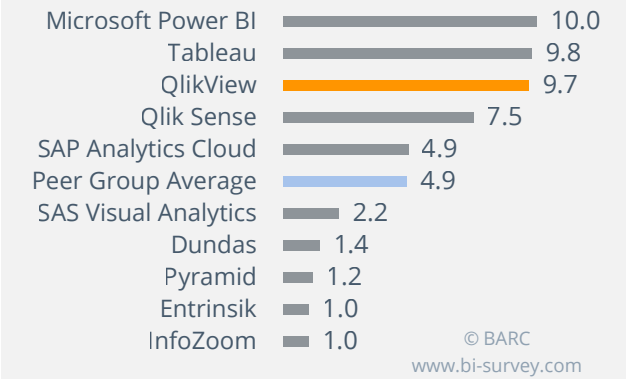
Peer Group: Dashboarding-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Considered for Purchase – Leader

Peer Group: Self-Service Analytics-focused Products

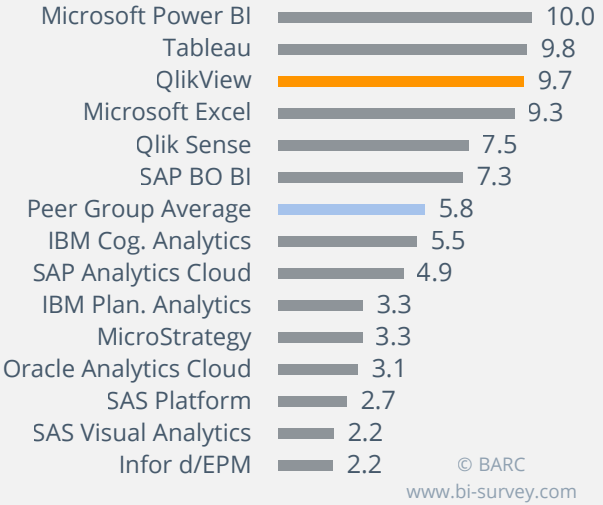


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Considered for Purchase

Considered for Purchase – Leader

Peer Group: International BI Giants



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC — Business Application Research Center

Making digital leaders

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

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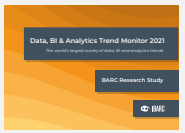
Other Surveys



The BARC *Data, BI and Analytics Trend Monitor 2021* reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.

The BARC study *The Future of Reporting* investigates how and why companies should modernize their reporting. It is based on a survey of 600 participants from 58 countries across a range of industries. **Download here**.

The Planning Survey 21 is the world's largest survey of planning software users. Based on a sample of 1,422 responses, it offers an unsurpassed level of user feedback on 21 leading planning products. Find out more at www.bi-survey.com

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