

Close the Gap Between Data and Action

Real-time Data Integration and Analytics



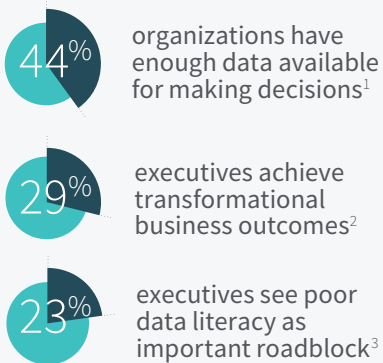
Activate Your Data. Seize Your Business Moment.



The Data Challenge

Most organizations struggle to make actionable data available, let alone turn it into business value.

Recent studies highlight this challenge:



¹IDC Data Culture Web Survey (2021). ²NewVantage Partners Big Data and AI Executive Survey (2021). ³GGartner® Webinar, The Gartner CDO Survey Results 2022: Drive Business Impact, Debra Logan, Mike Rollings, April 2022.

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The Data Opportunity

Qlik helps organizations tackle the complex challenges of transforming their data into business value. Here’s how we do it.

- 1

Close the Gaps
We help organizations create an analytics data pipeline:
 - Turning your raw data into informed action
 - Integrating data, so your users can easily manage it
 - Analyzing data, so users can understand it and take action
- 2

Open the Value
We do this through a cloud platform that includes:
 - Data Integration to bring all data sources together
 - Analytics to transform data into insight
 - Supported by automation and data literacy to enhance it
- 3

Act in Real-time
This unique, innovative approach enables “Active Intelligence”:
 - Harnessing all the right data, to deliver the best insights
 - Understanding your data and taking action in real-time
 - Managing your data at the speed of business

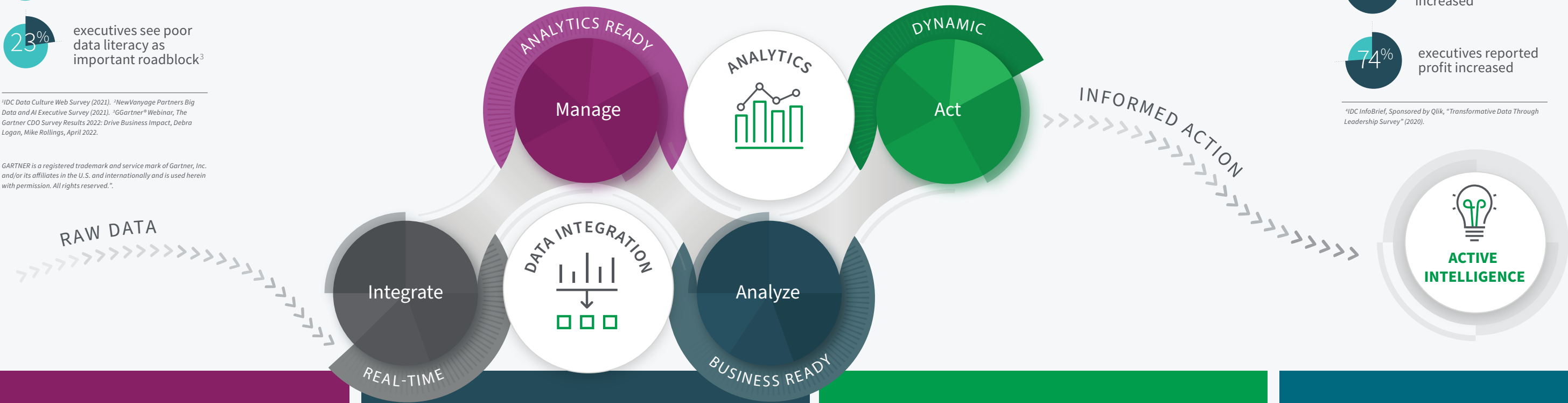
The Data Outcome

Qlik Cloud®, Qlik’s platform for Active Intelligence, delivers real-time information and drives action, accelerating business value.

An IDC study⁴ highlights the outcome:



⁴IDC InfoBrief, Sponsored by Qlik, “Transformative Data Through Leadership Survey” (2020).



REAL-TIME AND ANALYTICS-READY DATA

Data Integration

Organizations collect huge amounts of data. But, most of the data that can guide decisions and actions isn’t analytics-ready or accessible. Qlik operationalizes DataOps for analytics, turning raw data into trusted, actionable data that’s easy to find, current, and immediately available to Qlik Sense®, Tableau, PowerBI, and beyond — on any cloud you choose.

BUSINESS-READY AND DYNAMIC DATA

Analytics

Qlik Sense® sets the benchmark for a new generation of analytics. Empower users at any skill level to freely explore data with powerful AI combined with the industry’s most powerful analytics engine. Bring actionable insights into every decision with the industry’s most complete platform for modern BI – on our cloud or anywhere you choose.

RAW DATA TO INFORMED ACTION

Qlik Cloud

Our end-to-end platform enables the shift from a passive set of tools to an active system that delivers information in real-time and compels action. Close the gaps between data, insights and action with the only cloud platform built for Active Intelligence.

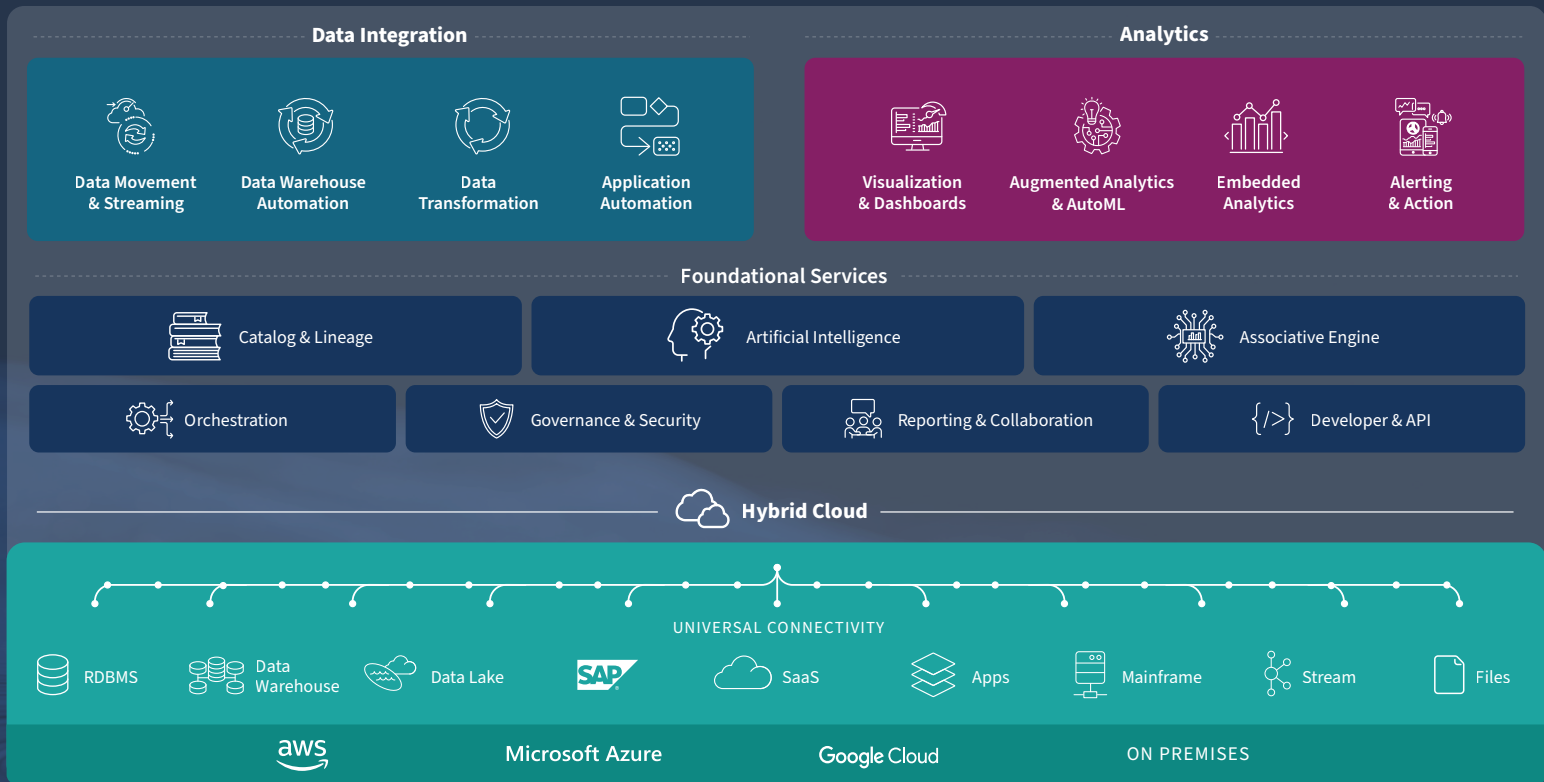
DRIVING DATA LITERACY

Customer Success

Our customer success programs are designed to drive a data-informed culture in your business. This includes around-the-clock support for all critical issues; personalized and bundled services aligned with your goals; and product-agnostic data literacy consulting and education services.

Qlik Cloud

Qlik Cloud enables the creation of the end-to-end analytics data pipeline that powers Active Intelligence and provides all the Data Integration and Analytics you need to transform raw data into informed action supported by a rich set of foundational services. It's the only cloud platform designed to help organizations shift from a passive set of tools to an active system that delivers information in real-time and compels action. With this open SaaS platform, you also benefit from cloud-agnostic and hybrid deployment options that offer maximum choice and flexibility in how and where you store and analyze data, across one or multiple clouds.



About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik offers real-time data integration and analytics solutions, powered by Qlik Cloud, to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik serves more than 38,000 active customers in over 100 countries.

Over 25 Years of Leadership in Data and Analytics

- Founded in Lund, Sweden in 1993
- 2000+ employees worldwide
- Headquartered in Pennsylvania, USA
- 38,000+ Customers in 100+ countries
- 1,700+ technology, OEM, solution, implementation and SI partners

Recognized as a Leader by Industry Analysts
including BARC, Dresner Advisory, Eckerson Group, Forrester, Gartner,^{®5} IDC and Ventana Research



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⁵Gartner, 2022 Magic Quadrant™ Analytics and Business Intelligence Platforms. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER and MAGIC QUADRANT are registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved.

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