

# Accelerate Business Value Through Data and Analytics

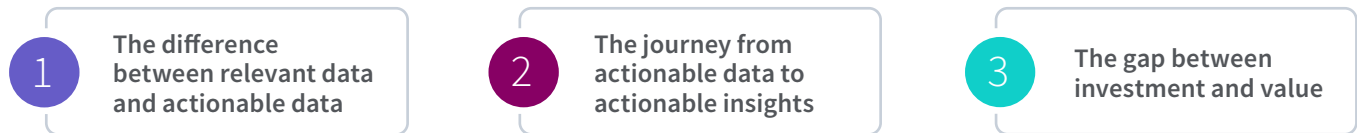
An Approach to Real-Time  
Active Intelligence



# At Qlik®, our vision is to help create a data-literate world.

We know we can meet that goal only if we help organizations tackle the complex challenges of transforming their data into real business value. So we've made it our mission to do exactly that.

## We are focused on closing the gaps in three critical areas:



Our data integration and data analytics solutions, together with our Data Literacy as a Service offerings, deliver the industry's only end-to-end approach to Active Intelligence. This combination brings together data at rest with data in motion, providing continuous intelligence to support both real-time decision-making and the immediate triggering of actions.

... **Traditional Business Intelligence**  
Traditional (i.e., passive) BI is based on pre-configured, curated datasets, and is designed to inform but not necessarily compel action.

... **Active Business Intelligence**  
Active BI is based on continuous intelligence derived from real-time, up-to-date information, and is specifically designed to take or trigger immediate actions.

From Relevant Data to Actionable Data	From Actionable Data to Actionable Insights	From Investment to Value
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**QLIK DATA INTEGRATION**  
Our real-time Data Integration Platform (formerly Attunity) supports your unique data strategy – independent of cloud, service or analytics products. It includes data acquisition, replication, preparation and cataloging, allowing you to take your data from raw to analytics-ready. Our platform is specifically designed to enable modern data architectures and deliver on the promise of DataOps for Analytics.

**QLIK DATA ANALYTICS**  
Our AI-driven Data Analytics Platform enables the full range of analytics use cases across your organization – from conversational to self-service discovery and even embedded. Additionally, it augments and enhances human intuition with automated AI-powered insights and natural language interaction. This breadth of analytics capabilities, built on a multi-cloud platform that can be consumed in a client-managed or SaaS environment, defines 3rd-generation business intelligence.

**DATA LITERACY AS A SERVICE**  
Our Data Literacy as a Service offerings represent a holistic approach designed to drive a data-informed culture in your business. They include 24/7 enterprise support, to optimize your mission-critical analytics; always-on consulting and education, to increase the value of your technology and processes; and a data literacy education and adoption program, to maximize the value of your people.

# Our Unique Technology

## Real-Time Data Replication and Automation

Active Intelligence depends on accurate, up-to-date data that reflects ongoing changes across data sources. Qlik's unique, "agent-less" Change Data Capture technology coupled with automated data transformation and preparation delivers trusted data, at cloud-scale to the data lake or cloud-native data warehouse of your choosing. To trust your decisions, you must first trust your data.



## Associative Analytics

The unique Qlik Associative Engine is specifically designed to foster interactive, free-form exploration and search, vs. force linear thinking by way of pre-determined questions so common of other query-based tools. Our engine fully combines and indexes large numbers of data sources and performs powerful on-the-fly calculation and association, making it simple and quick to combine multiple data sources for a more complete picture. As users make selections, the engine instantly updates all analytics and highlights both associated and unrelated values relative to the new context. And because unrelated values are retained, users can uncover hidden insights missed with query-based tools – such as products that didn't sell or customers who didn't buy. In essence, the Qlik Associative Engine gives users peripheral vision.

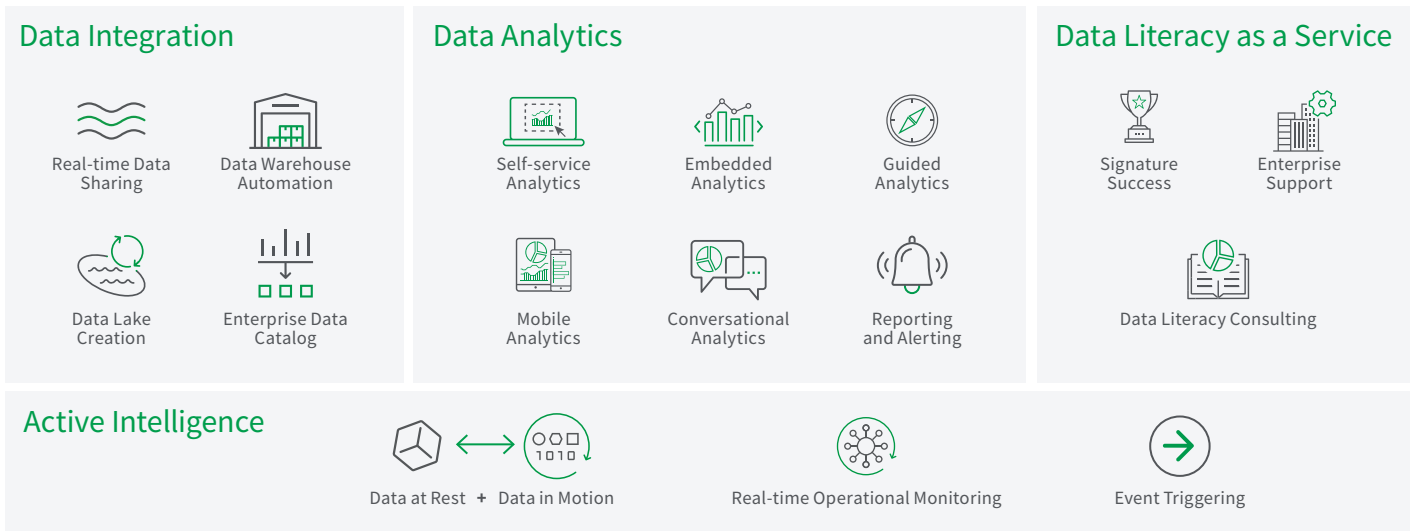


## Augmented Analytics

When you combine these associative capabilities with the Qlik cognitive engine, a new world of AI-driven possibilities emerges. At Qlik, we believe that instead of a "black-box" approach to AI, machine intelligence should work together with human exploration across a range of user experience, enhancing discovery and data literacy. With the Qlik Associative Engine having a complete picture of the data which can be examined from any angle, and is context-aware at each step in the process, our cognitive engine can be equally context-aware, relevant and impactful when generating insights. Plus, with precedent-based machine learning, it gets smarter over time across the entire user base.



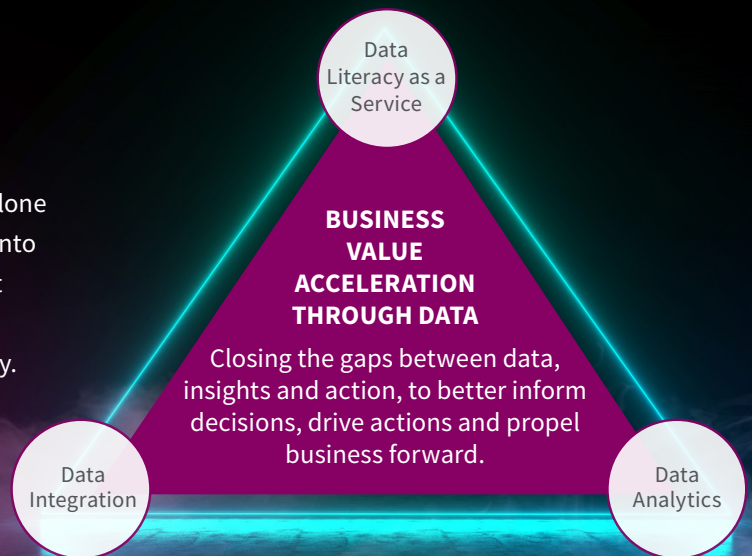
# Delivering End-to-End Value – From Raw Data to Actionable Insights



## Holistic Approach to Data-driven Transformation

Data is the foundation of the new economy. But data alone can't drive change. It's analytics that transforms data into actionable insights that businesses can use to reinvent everything from customer experiences and business processes to revenue streams and competitive strategy.

Qlik delivers solutions to integrate and manage data, analyze and explore information, discover and share insights and make informed decisions.



### About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

### OVER 25 YEARS OF LEADERSHIP IN DATA AND ANALYTICS

- Founded in Lund, Sweden in 1993
- 2000+ employees worldwide
- Headquartered in Pennsylvania, USA
- 50,000+ Customers in 100+ countries
- 1,700+ technology, OEM, solution, implementation and SI partners



**Recognized leader by industry analysts** including BARC, Dresner Advisory, Eckerson Group, Forrester, Gartner, IDC and Ventana Research