

Accelerate Business Value Through Data and Analytics

An Approach to Real-time Active Intelligence

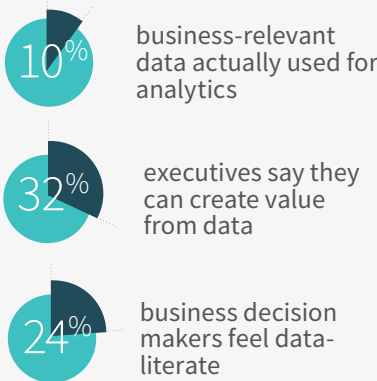


Activate Your Data. Accelerate Business Value.

The Data Challenge

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

Recent studies highlight this challenge:



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 close gaps across their data pipeline:

 - Turning your raw data into informed action
 - Freeing data from its siloes, so your users can easily find it
 - Understanding data, so users can take action from it
- 2 Open the Value**

We do this through a true end-to-end solution that includes:

 - A Data Integration platform to bring all data sources together
 - A Data Analytics portfolio to transform data into insight
 - A Data Literacy as a Service approach to build a data-driven culture
- 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

Active Intelligence creates the platform on which you can optimize your data pipelines and accelerate business value.

A new IDC study highlights the outcome:



FROM RELEVANT DATA TO ACTIONABLE DATA

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 data from raw to analytics-ready. All designed to enable modern data architectures.

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FROM ACTIONABLE DATA TO ACTIONABLE INSIGHTS

Data Analytics

Our Data Analytics Platform enables the full range of analytics use cases across your organization – from conversational to self-service discovery and even embedded. It also enhances human intuition with automated AI-powered insights and natural language interaction. All built on a multi-cloud platform that can be consumed in a client-managed or SaaS environment.

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FROM INVESTMENT TO VALUE

Data Literacy as a Service

Data Literacy as a Service is our approach for customer success, 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.

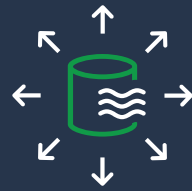
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FROM TRADITIONAL BI TO ACTIVE BI

Active Intelligence

Our end-to-end solution enables the shift from traditional BI – passive BI – which is based on pre-configured, curated sets of data, and designed to inform but not necessarily compel action – to Active Intelligence, which is based on continuous intelligence derived from real-time, up-to-date information, and is designed to take or trigger immediate actions.

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.

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 provides an end-to-end, real-time data integration and analytics cloud platform 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 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



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Analítica para los Negocios
y su Rentabilidad

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