

Lead with data.

Qlik's end-to-end data management and analytics platform is built to transform your entire business for the digital age.



Qlik®

We're creating a world where everyone can make discoveries in their data.

Qlik helps enterprises around the world move faster, work smarter, and lead with an end-to-end solution for getting the most possible value out of data. Our platform is the only one on the market that allows for open-ended, curiosity-driven exploration, giving everyone – at any skill level – the ability to make discoveries that lead to transformation.

Qlik at a glance



Founded in 1993
in Lund, Sweden



1700+
Partners



Headquartered
in Pennsylvania, USA



100+
Countries



48,000+
Customers



2000+
Employees

Data literacy for all.

A Qlik global data literacy survey showed that on average, 24% of business leaders consider themselves data literate. The other 76% represent a tremendous amount of untapped potential. At Qlik, we're working on every front to develop this potential – through our products, which make analytics accessible to all users, and through our customer success initiatives, including the **Data Literacy Project**, which we launched together with other global leaders.

thedataliteracyproject.org

Digital Transformation is a mandate. Data is the driver.

IDC estimates that by 2025, the average person will experience 4,785 data-driven interactions every day.¹ In such a radically transformed economic landscape, business reinvention is a must.

Qlik's secret sauce: The Associative Difference®

When you're using data to transform, you need the expertise of your entire workforce – and that means enabling everyone to freely explore their data. But most BI tools prevent you from doing that. That's because they're query-based, requiring you to follow a single line of questioning and showing you only a slice of your data. They block free exploration, and they put the brakes on discovery by requiring you to formulate a new query with every pivot.

Qlik does things differently. At the heart of our technology is a one-of-a-kind, high-performance Associative Engine, designed from the ground up for interactive, free-form exploration and analysis. With Qlik, any user can dive into all their data and explore all relationships, across multiple data sets, in any direction – without waiting.

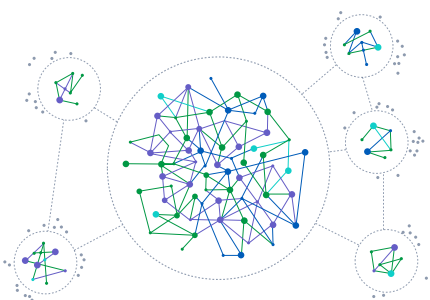


¹ <https://www.seagate.com/www-content/our-story/trends/files/Seagate-WP-DataAge2025-March-2017.pdf>

3 Success Strategies for Data-Driven Transformation

Over the decades, BI has evolved. Initially, only expert analysts had the ability to deliver reports – and only static ones. More recently, business users gained the power to freely explore their data, but analytics remain separate from much of the organization. Now it's time to build the truly data-driven enterprise.

At Qlik, our approach to modern BI is based on three success strategies that will empower businesses to achieve a data-driven state.

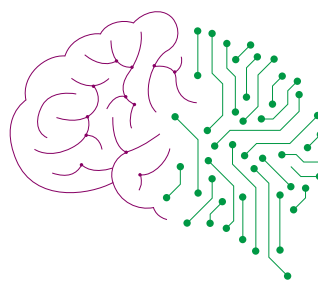


1. Democratization of Data

All data, governed and accessible to all

2. Augmented Intelligence

Raising data literacy through technology



3. Embedded Everywhere

From the edge to the C-suite

SUCCESS STRATEGY 1

Democratization of Data

All your data, for all your people, governed and accessible.

Most BI vendors ignore data management. But if you can't easily access analytics-ready data, how can you make transformative discoveries?

At Qlik, we democratize data access with a solution that takes all your data, from any source, from raw to analytics-ready. We map all your data sources – whether behind the firewall or in the cloud – and categorize, index, and prepare the data for analysis, sharing, and reuse.

The result is an enterprise-wide data index, which gives you a complete picture of all your data and makes data available through secure, governed catalogs. Users simply search and click to select their data, just like filling a shopping cart at an ecommerce site.



SUCCESS STRATEGY 2

Augmented Intelligence

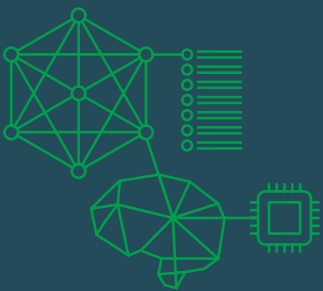
Encourage data literacy in your entire workforce – with help from machines.

Creating a data-literate world is our company vision, and making analytics accessible is at the heart of everything we do. That effort includes AI.

At Qlik, we refer to AI as *Augmented Intelligence*, which brings together two revolutionary technologies: (1) Our one-of-a-kind Associative Indexing, which maps all relationships among all data values across all data sources; and (2) The new Qlik Cognitive Engine, which looks at the data set and the user-selected search criteria and suggests new insights to explore. The result is a powerful collaboration between human and machine, surfacing insights that would otherwise have gone undiscovered.

AI x AI = AI²

Our shorthand for our combination of Associative Indexing with Augmented Intelligence is AI². AI² increases data literacy, delivers insights faster, and simplifies advanced analytical use cases. It's a breakthrough approach that extracts the most value possible from your data.



SUCCESS STRATEGY 3

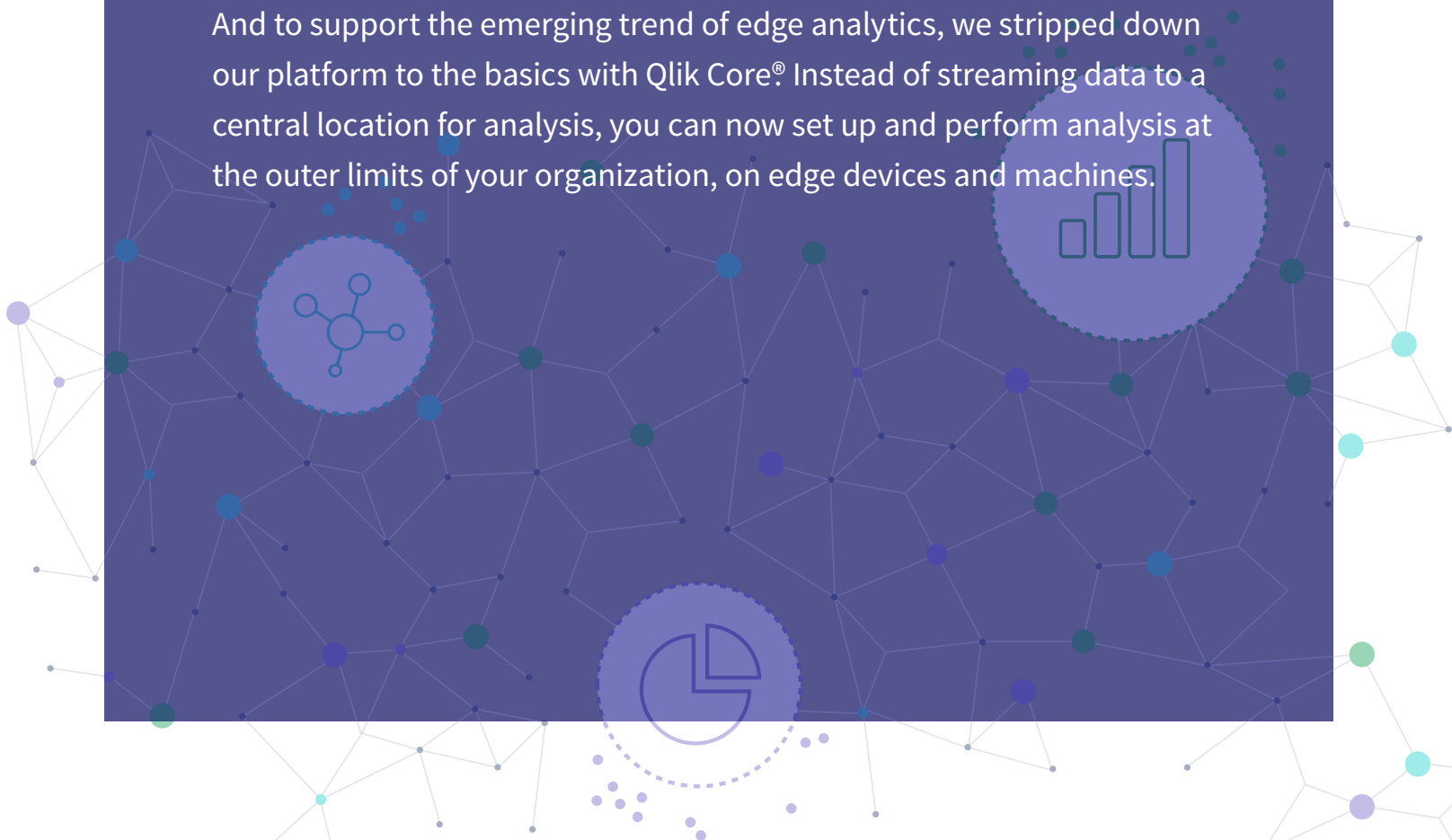
Embedded Everywhere

Spreading analytics to every corner of your organization, wherever people work.

When you're trying to digitally transform, you want to extend the power of discovery to as many users as possible – and embed it wherever people work. That's analytics at the edge: no longer a destination but part of the journey, included in the flow of everyday operations.

To enable analytics everywhere, we built a robust data analytics platform, and then we layered a beautiful, easy-to-use visualization environment on top. Our platform has all the APIs needed to address any use case, so you can embed analytics in any app or process.

And to support the emerging trend of edge analytics, we stripped down our platform to the basics with Qlik Core®. Instead of streaming data to a central location for analysis, you can now set up and perform analysis at the outer limits of your organization, on edge devices and machines.



Join us in the future of BI.

At Qlik, we combine a portfolio of platform-based solutions with an approach that extends the power of discovery throughout your workforce. As a result, you gain the power to reinvent every aspect of your business. At every step along the way, we're by your side, making sure you get the most possible value from our products and your data.

Discover more at [Qlik.com](https://www.qlik.com)

Industry leaders lead with Qlik.

Qlik customers include:

7 of the 10

largest global manufacturing & high tech companies

6 of the 10

largest global investment & securities companies

6 of the 10

top grossing US hospitals

10 of the 10

largest global biotech companies

10 of the 10

largest global pharma companies

7 of the 10

largest global retail & wholesale companies

9 of the 10

largest global major banks

8 of the 10

largest global major insurance companies



About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products 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 48,000 customers around the world.