

# Qlik Sense<sup>®</sup> Enterprise

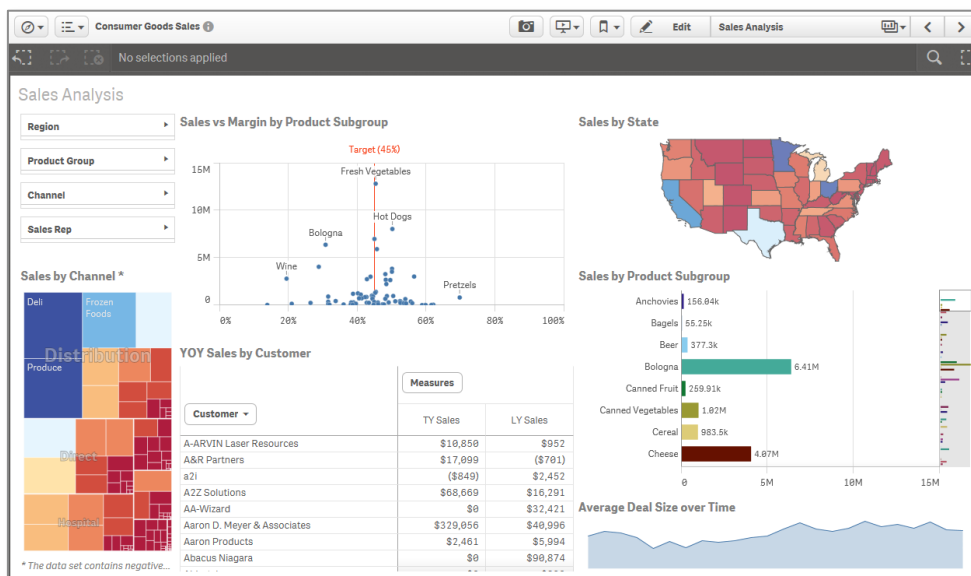
## See the whole story that lives within your data

Qlik Sense is a next-generation visual analytics platform that empowers everyone to see the whole story that lives within their data. It supports a full spectrum of BI use cases, including self-service visualization, guided analytics apps and dashboards, embedded analytics, and reporting, all within a governed framework that offers enterprise scalability and trust for IT.

Qlik Sense is built on the QIX Associative Data Indexing engine, the second generation of Qlik's proven and patented engine technology. Qlik's Associative Model allows people to probe all the possible associations that exist in their data, across all their data sources, to see the whole story instead of just the partial views offered by query-based or hierarchical tools. Qlik Sense takes analytics to a new level of power and flexibility, so that everyone in your business is more informed and capable of acting and reacting faster.

## A true visual analytics platform

We built Qlik Sense to deliver broad value to everyone in an organization, whether working individually, in teams, or globally. With Qlik Sense, users of all types and skill levels get the most flexible, modern solution for visual analytics. And, IT organizations no longer have to trade off governance to provide self-service flexibility. Whether simply consuming, exploring and analyzing, creating, or collaborating, Qlik Sense provides advanced capabilities that delight and empower everyone.



## Qlik's Associative Model

Qlik's Associative Model enables users to probe all the possible associations in their data, across all their data sources. People of all skill levels can explore freely, using simple selections and searches, without restrictions or boundaries. After every user interaction, the QIX engine instantly recalculates all analytics to the current context and highlights data relationships using easy-to-understand color cues: green (selected), white (associated), and gray (unrelated). Users benefit from this contextual feedback every time they ask a question, allowing them to gain understanding and take next steps.

Product	Country	Region	Customer
Chips	Canada	Europe	YearFuture
Wine/Bever	Japan	North America	YDent
Wine/Bever	Germany	Europe	YearFuture/YearFuture...
Bottles and Capses	United Kingdom		Zephyr
Bottles/Bottles	United States		Zero-Assumption Rec...
Bottles	Australia		Zero 0

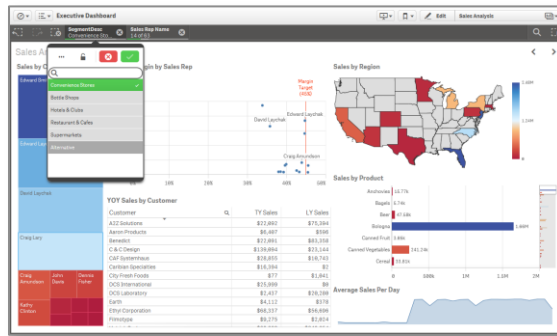
Unlike query-based visualization tools, Qlik Sense users are not limited by predefined hierarchies or preconceived notions of how data should be related. Instead, they can finally explore and understand how it is truly related.

## Self-service visualization and discovery

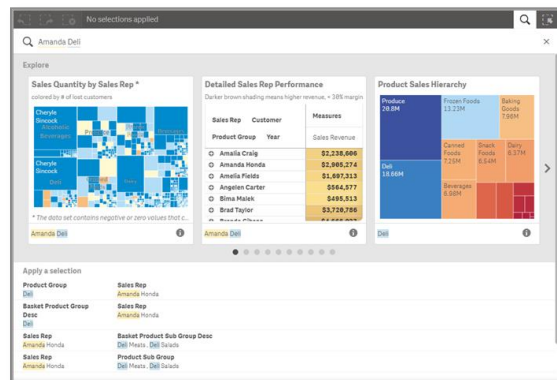
Qlik Sense® offers a cutting-edge visualization and discovery experience in a smart, responsive, HTML5 client that allows people to explore information and gain critical insights at the speed of thought. Qlik Sense is built to promote the use of human intuition in all areas of the user experience.

### Associative Model

Exploration in Qlik Sense is unmatched. People can freely ask questions and explore using simple, natural interactions such as selection and search. The QIX engine instantly responds after each click, recalculating all analytics to the new context and highlighting data relationships through easy-to-understand color cues. This empowers people to follow their own paths to insight, uncovering blind spots that would have been overlooked in query-based tools.



Smart Search in Qlik Sense is unlike any other business intelligence solution. It allows people to search across the entire app and all their data using keywords, to uncover the right analytics and insights. Qlik Sense not only reveals matching dimensions, but also associations that exist between dimension values across all sources, ranking the results by strength of association. And with visual search, the best charts and graphs are displayed as thumbnails for easy navigation.



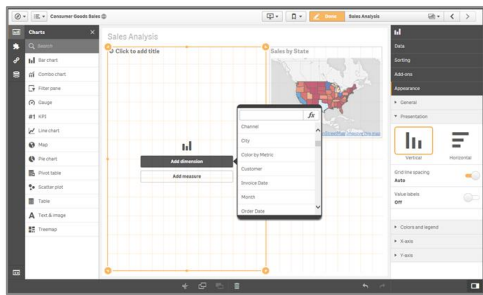
## Smart Visualizations

Smart Visualizations in Qlik Sense® offer new, innovative techniques for conveying meaning in data. They feature advanced summarization techniques, intelligent use of color gradients, and responsive design that adapts information based on screen size. Smart data compression summarizes massive data sets as heat maps on scatterplots, and time aware charting intelligently represents time series data without gaps or inconsistencies. And because visualizations are automatically integrated with the QIX engine, they are fully interactive and respond to changes in context from anywhere in the app.



## Self-service creation

With Qlik Sense, everyone becomes a business analyst. People no longer have to wait for reports or changes to analysis. They can simply drag and drop to create — without having to wire objects together or write complex SQL queries. Creation in Qlik Sense is progressive; users only get the level of sophistication they want and need. Governed, centralized libraries of data, metrics, and objects facilitate sharing and re-use and promote consistency and accuracy. And users can easily load their own information from multiple sources using visual data preparation, without having to be data model experts.



## Sharing of knowledge and insights

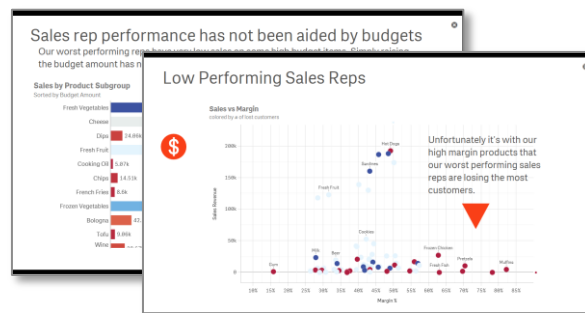
Qlik Sense® brings analytics directly to the point of decision, allowing users to share analyses and insights, communicate more effectively, and work collaboratively in both office and mobile settings.

### Centralized sharing and collaboration

Groups and teams can easily collaborate in Qlik Sense to make better decisions. A centralized information hub offers streams of content for different topic areas or workgroups, allowing people to locate valuable content or share relevant analyses in an organized manner. With streams, IT can control and govern content, ensuring the right people have access to the right content.

### Data Storytelling and reporting

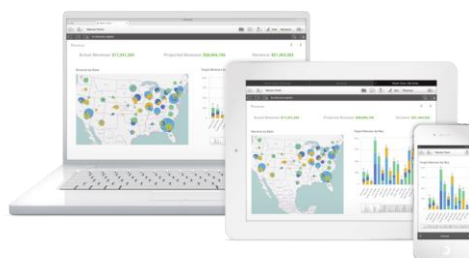
Interactive Data Storytelling allows people to create and present guided stories, rich with narrative and graphics, to communicate insights and facilitate discussion. Direct, in-context access to live analysis allows for immediate answers to follow-up questions that arise, reducing delays in decision making.



With Qlik Sense, users can print analytics, sheets, and stories directly to .PPT and .PDF, and export data to Excel, based on their current selections. This allows easy sharing of insights with others in popular, portable formats. And organizations can centrally produce and distribute reports in MS Office and pixel perfect formats using Qlik NPrinting™, allowing them to broadly spread knowledge and insight to large communities of people, while retiring legacy BI and reporting systems.

### Anywhere, anytime mobility

Qlik Sense is inherently mobile, built from the ground up for location and device independence. Users get full capabilities on any device, including exploration, analysis, creation, and collaboration. A unified, touch-based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device. With Qlik Sense, people can instantly solve problems anywhere, anytime they arise, and developers don't need to worry about customizing content for mobile devices.



## A platform for the entire enterprise

With Qlik Sense<sup>®</sup>, organizations benefit from developer and enterprise capabilities not offered in standalone visualization tools. This allows them to offer the flexibility of self-service discovery without having to sacrifice governance, security, or scalability.

### Customization and extension

Qlik Sense can be fully customized to meet unique business needs. It offers a complete set of open and standard APIs for building custom analytics, embedding visualizations, and extending the functionality of Qlik Sense for new types of visualizations and objects to meet specialized business requirements. These capabilities can be utilized by developers with standard technology skill sets such as HTML5, JavaScript, and .NET.

### Data preparation and integration

Qlik Sense offers a robust set of data preparation and integration capabilities, allowing organizations to cleanse, transform, and unify multiple disparate data sources without requiring external tools or data repositories. Qlik Sense offers a broad set of connectors for virtually any data source, including spreadsheets, databases, operational systems, ERP, cloud sources, and web apps and services. Visual Data Preparation allows non-technical users to easily unify and load multiple data sources through a graphical interface with integrated data profiling. Powerful scripting allows organizations to handle complex data integration challenges. And Qlik<sup>®</sup> DataMarket offers libraries of external data sets, available as an integrated service, for easy integration into analyses.

The screenshot shows a 'Table association recommendations' window. It displays a table with columns for ProductID, CategoryID, ProductName, SupplierID, CategoryID, CategoryName, and Description. The table lists various clothing items and their categories.

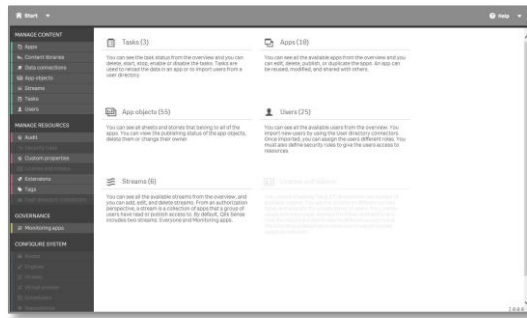
ProductID	CategoryID	ProductName	SupplierID	CategoryID	CategoryName	Description
1	1	Levin Jeansshorts	1	1	Men's Clothes	Fashion for Men
2	1	MI X Trouzers	1	2	Womens wear	Fashion for Women
3	2	Cherrel Shirt	1	3	Sportswear	Sports...
4	2	Oyak Kimono	2	4	Bath Clothes	Bathwear
5	1	O-Man Underwear	2	5	Ladies Footwear	Ladies Shoes
6	2	Slager Socks	3	6	Men's Footwear	Men's Shoes
7	7	Osmanne Shoes	3	7	Children's wear	3-12 Years
8	2	Tuxedo	3	8	Bathwear	6-5 Years
9	6	Fuji Boots	4			
10	8	Sapponoo Gloves	4			

The screenshot shows a 'Select a data source' window with several options:

- Business**: Data on firms and establishments classified by industry, country and locality.
- Currency**: Foreign exchange rates for major world currencies. Updated daily.
- Demographics**: Detailed population data for North America, Europe and the rest of the world.
- Society**: Major socioeconomic data on wages, unemployment and poverty.
- Weather**: Current and historical weather conditions for major locations around the world.
- Economy**: Major economic indicators featuring data on GDP, price, education and environment.

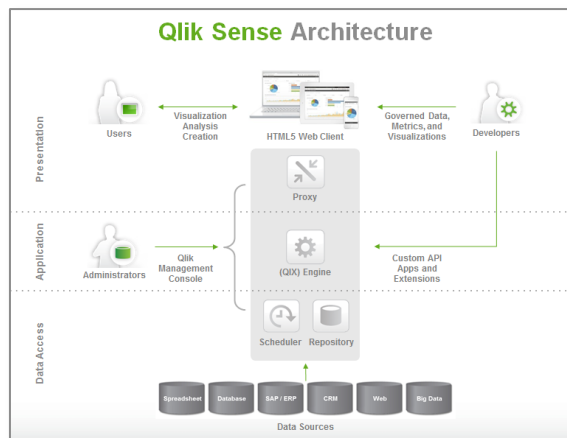
### Enterprise scalability and governance

The Qlik Management Console (QMC) offers a central point of management and monitoring for all areas of Qlik Sense, including multi-geography deployments. The QMC provides a large set of configuration options for content and resources that drive quicker deployments, efficient and flexible license management, and proper use of applications, objects, and data. It's web based, responsive, and touch enabled for access on any device.



Qlik Sense® offers a centralized, rules-based security model that provides customized, robust protection for all areas of the product. Administrators can define security rules based on users, actions, resources, and the environment, for all areas of the product. Governed, centralized libraries help to ensure consistency and accuracy of data and analytics across the organization. And dynamic data reduction provides granular control over information access down to the row and column level.

Qlik Sense is built using an elastic scaling architecture that allows for seamless deployment and expansion across geographies. It includes a Deployment Management Console that allows for rapid setup and management of local and cloud environments to support greater capacity and performance. And with the QIX engine at its core, Qlik Sense offers industry-leading, high-speed dynamic calculation and performance for large numbers of users on massive data volumes.



## About Qlik®

Qlik (NASDAQ: QLIK) is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 37,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1700 partners covering more than 100 countries.