Modern, AI-Powered Analytics

Qlik Sense®

Qlik Sense sets the benchmark for third-generation analytics, empowering everyone in your organization to make data-driven decisions.

Built on our unique Associative analytics engine, Qlik Sense offers industry-leading data analytics capabilities for the full range of users and use cases — from self-service analytics to interactive dashboards, search and conversational analytics, custom and embedded analytics, mobile analytics, reporting and alerting. It augments and enhances human intuition with AI (artificial intelligence) powered insight suggestions, automation, and natural-language interaction. And it offers unmatched performance and governance, with the convenience of SaaS and client-managed options for the most demanding enterprises.

Qlik Sense was built to deliver broad value for everyone in your organization. You get unmatched analytical power with associative exploration, world-class visualization, and accelerated creation and data prep. AI-powered insight generation, natural language interaction, and advanced analytics broaden insight and accessibility for all types of users. Move from passive to more active BI with intelligent alerting, fully interactive mobile apps, and collaboration capabilities that promote timely action at the point of decision. And for the enterprise, you get a high-performance, SaaS and multi-cloud platform with open and standard APIs for customization and extension, powerful data integration and connectivity, and best-in-class management and governance. Qlik Sense delivers industry-leading analytics performance and flexibility for your data — with SaaS, multi-cloud, and on-premises options that do not limit you to any particular cloud environment.
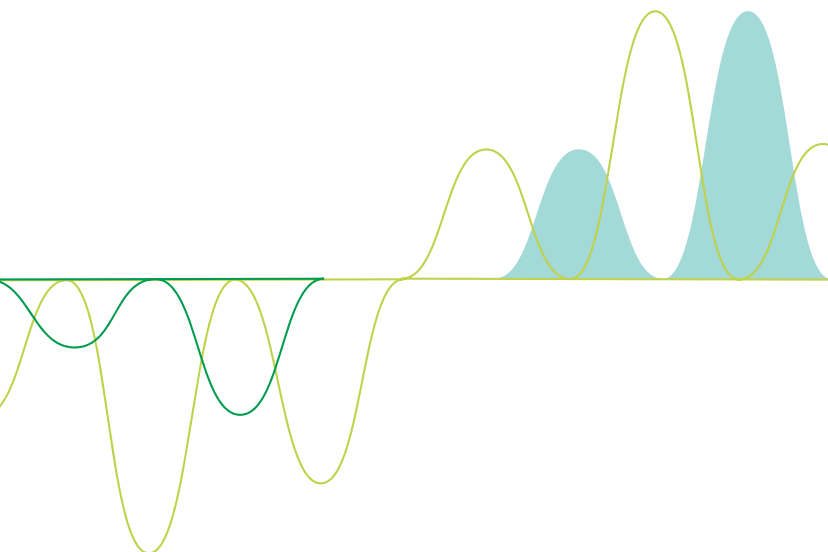
With Qlik Sense, people can truly unleash their intuition. The Qlik Associative Engine allows users to explore information freely without the "tunnel vision" imposed by query-based tools. It understands all the relationships in your data, exposing hidden insights that would otherwise be missed. And Insight Advisor adds AI to the mix, combining our Associative technology with powerful cognitive capabilities that enhance human intuition. With Qlik Sense, everyone on your team can fully realize the power of their data to make the best decisions that transform your organization.

Analytics for All

Qlik Sense delivers a cutting-edge analytics experience for everyone, in all areas of your business. It is designed to promote human intuition and data literacy for users of all skill levels, allowing people to easily explore information and gain trusted insights to solve problems — from the simplest to the most complex.

Associative Exploration

Exploration in Qlik Sense is unmatched. Users can freely ask questions using simple, natural, interactive selections. Our Associative Engine instantly responds after each click, recalculating all analytics to the new context (selection state) and highlighting both associated and unrelated data. No boundaries. No restrictions. Your people empowered to follow their own paths to insight, uncovering blind spots that would have been overlooked with query-based tools.

THE ASSOCIATIVE DIFFERENCE®

When you're using data to transform your organization, you need the expertise of your entire workforce — and that means enabling everyone to freely explore all their data. Most query-based tools, however, limit people to "tunnel vision" — predefined questions based on partial subsets of data. This blocks free exploration and puts the brakes on discovery.

Qlik® does things differently. At the heart of our platform is a one-of-a-kind, high-performance Associative Engine, built from the ground up to give people "peripheral vision." With Qlik, users of all skill levels can easily search and explore across all datasets, in any direction. By keeping all analytics in context together and exposing both related and unrelated data relative to selections, our Associative Engine helps users consistently discover hidden insights that would be missed with query-based tools.

The Qlik Associative Engine is purpose-built for highly scalable, dynamic calculation and association on massive data volumes for large numbers of users. This unique

Engine technology is our primary advantage, with more than 20 years of innovation and investment.

All Users and Use Cases

Qlik Sense is the most complete solution for modern analytics available. Unlike second-generation visualization tools, Qlik Sense supports all the analytics use cases across your organization — from data to insight. This includes self-service visualization and discovery, interactive dashboards, search and conversational analytics, custom and embedded analytics, mobile analytics, reporting and alerting. With Qlik Sense, you can empower a full range of users with advanced capabilities for visualization and discovery, embed analytics into workflows and externally facing apps, offer natural-language conversational interaction and search-based insight generation, distribute reports, and provide intelligent alerts. This means you can serve the full range of users in your organization with the best experiences for them, driving more value from your data in more areas of your business.

From Passive to Active BI

Qlik Sense doesn't just support user-driven BI, it moves organizations from passive to active BI. It includes best-in-class capabilities aimed at driving insight and action at the point of decision, including intelligent alerting, fully interactive online and offline mobile analytics, and collaboration that empowers teams.

Intelligent data alerting in Qlik Sense provides sophisticated, data-driven alerts that help users more proactively monitor their business and take timely action when there are changes in your data. Alerting logic includes statistical

evaluation of new data against thresholds, comparisons between measures, condition and/ or logic, and the ability to trigger alerts based on individual dimension values. Alerting is integrated within the Qlik Sense user interface, supporting both self-service and centrally managed alerts, delivered through email, web, and mobile devices.
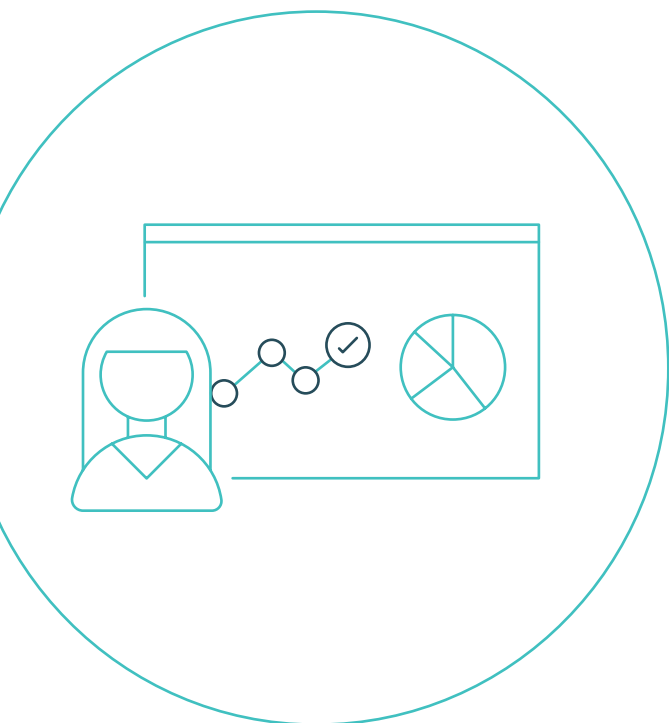
Qlik Sense delivers a complete set of mobile capabilities with an optimized user experience on any device, empowering users to instantly solve problems right at the point of decision. An intuitive, touch interface and responsive design intelligently adapts visualizations, data, and functionality to create the best possible user experience on any device, so there's no need to customize analytics for mobility. Native mobile apps for iOS and Android feature fully interactive online and offline exploration, with the Qlik Associative Engine running locally on the device. And Qlik Sense supports industry-leading EMM (Enterprise Mobile Management) platforms for best-in-class security.

Collaboration in Qlik Sense empowers teams to work together more effectively. Qlik Sense features a modern hub with governed content areas that allow users to easily find, share, and organize all types of analytics content. Interactive data storytelling facilitates communication, allowing for in-context linking to live analytics for immediate answers to follow-up questions. And users can print and export data, analytics, and stories to PDF, Microsoft PowerPoint and Excel for easy sharing.

INSIGHT ADVISOR

At Qlik, we believe that AI should work in combination with human intuition, not replace it. Our approach is different from "one-size-fits-all" and bolt-on AI — we build AI into our platform at a foundational level, delivering augmented capabilities that help maximize the potential of all users across your organization. By combining our unique Associative engine with powerful cognitive capabilities, we enhance the ability of people to interact with data, make decisions, and take the right action.

Insight Advisor in Qlik Sense is your intelligent assistant that enhances just about everything you do. It auto-generates analyses and insights — both visual and associative, automates and accelerates analytics creation and data preparation, supports natural language interaction for search and conversational analytics, and delivers the power of data science to everyone. It includes machine learning for more relevant insights over time, business logic for customization, and leverages our Associative Engine for context awareness and peripheral vision.

Data Literacy Through AI

Qlik Sense helps your people understand and use data to find every possible edge. It leverages AI and cognitive capabilities in combination with our associative engine to help users of all skill levels interact with data and make the best possible decisions. Insight Advisor in Qlik Sense is your intelligent assistant that generates insights, accelerates tasks, and supports natural language interaction, helping all your users fully maximize their potential. And with robust business logic and machine learning, it's fully customizable and gets smarter over time.

Insight Generation – Visual and Associative

Insight Advisor helps surface new, hidden insights while minimizing cognitive bias, amplifying discovery, and driving data literacy. It auto-generates visual insights for the user, delivering the best charts and visualizations based on the overall data set and natural language search criteria. Users get a series of auto-generated and prioritized charts, which they can make edits and adjustments to and then directly add to dashboards for further exploration. And insight generation is "context aware" — working in conjunction with our Associative Engine to incorporate the user's selection state into auto-generated visualizations. On-board advanced calculation includes K-means clustering, for grouping similar data points together and discover underlying patterns, a wide variety of statistical functions, and advanced geographic calculation.

Associative Insights provide next level visibility into your data relationships. Insight Advisor directly combines the power of our Associative and cognitive technology to suggest the most significant hidden relationships relative to your selections. Our Associative Engine identifies data values unrelated to user selections (gray values), and our cognitive engine analyzes these values to assess potential impact and offer suggestions about the most significant areas to explore further. This capability magnifies peripheral vision — prompting users to ask additional questions to bring about new discoveries.

Smart Visualization and Authoring

Users can create visualizations using a traditional build process, with AI assistance from Insight Advisor to accelerate and automate the process. Association recommendations help people easily combine different data sources, chart suggestions render the best types of visualizations based on the data, and a variety of smart data preparation and authoring functions speed creation. Users can also take advantage of measures, dimensions, and analytics contained in governed libraries to reuse objects that conform to business standards. And because of our Associative Engine, there's no need to wire visualizations together or build SQL queries.
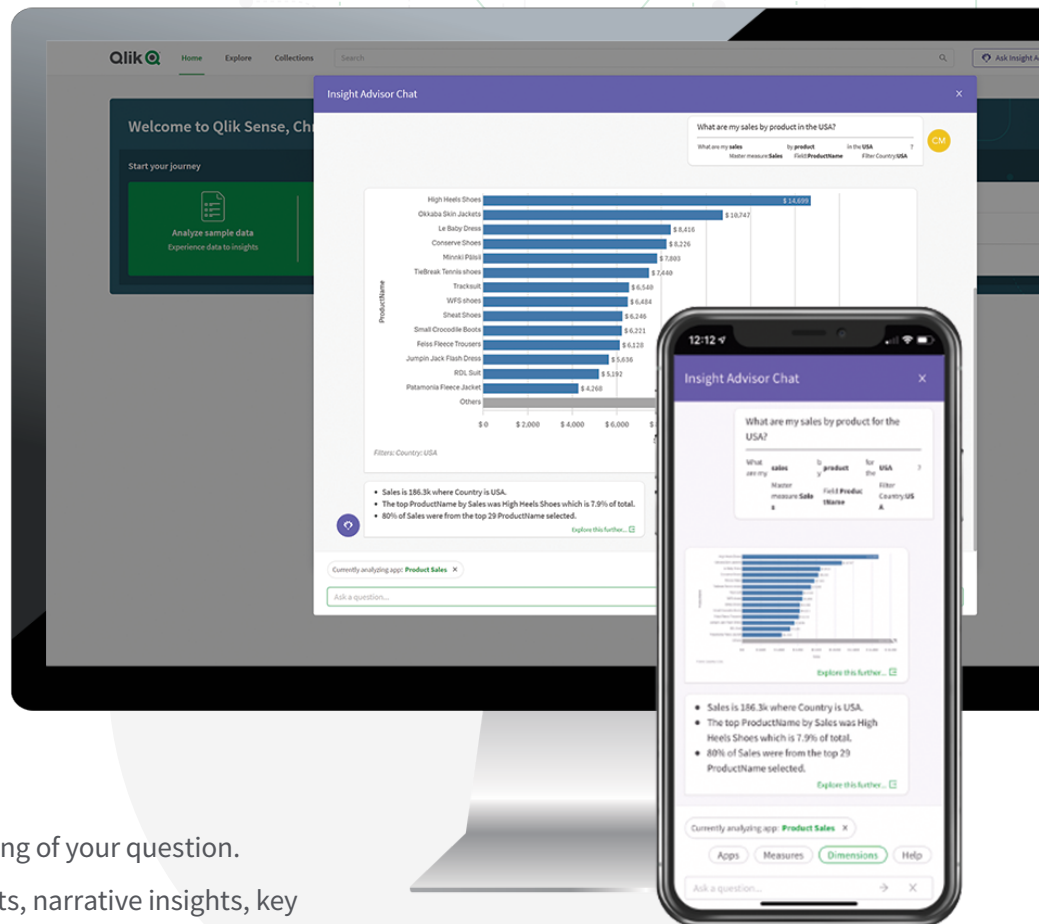
Qlik Sense includes a rich set of smart visualizations that provide a world-class visual experience. They use innovative techniques to summarize the overall shape of data, highlight patterns and hotspots, and pinpoint outliers. Qlik Sense offers over 30 types of visualizations, as well as a broad set of visual analytics features. Smart visualizations are fully responsive, automatically scaling data and visual representations for an optimal experience on any screen size. Multi-layer mapping and geoanalytics technology provides sophisticated geographic visualization and calculation. And advanced authoring capabilities allow users to construct highly functional, information-dense applications and dashboards.

Search & Conversational Analytics

Search and conversational analytics are a game changer that allow people to interact with data through simple, everyday natural language. And this boosts adoption — unlocking the power of your data for far more people, including large communities of less sophisticated users.

With search-based visual analysis, Insight Advisor auto-generates visual insights for the user based on natural language search criteria. And Insight Advisor Chat offers fully conversational, natural language interaction. Multi-language Natural Language Processing (NLP) understands user intent, and Natural Language Generation (NLG) (currently English only) delivers added insight and perspective for a deeper understanding of your question. Insights include auto-generated charts, narrative insights, key observations and more. With natural language interaction, people get a faster and easier way to ask questions, generate insights, and make data-driven decisions.

In addition, Smart Search in Qlik Sense provides an intelligent experience to navigate data unlike any other analytics solution. Users can search across an entire application and all their data to refine context (selection state) and make discoveries. Qlik Sense not only reveals matching dimensions, but also the possible combinations of matching values that exist in the data across all sources, ranking the results by strength of association. This allows people to discover not just individual fields that match their searches, but also the relationships that exist between data values.
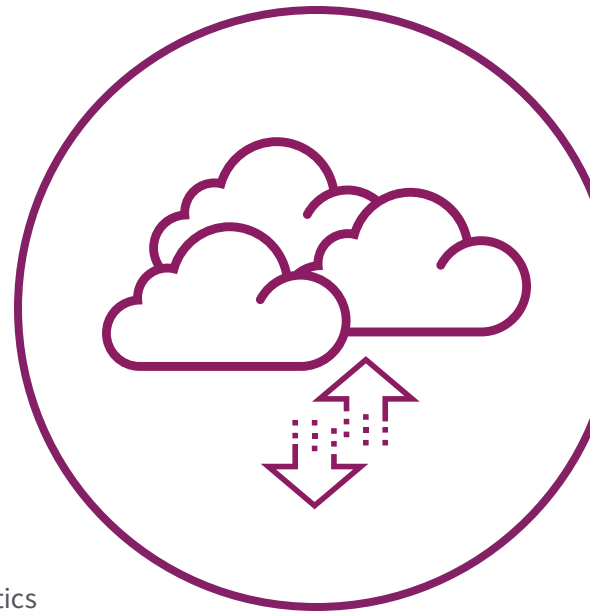
Platform for the Enterprise Ecosystem

Qlik Sense is a true platform for the enterprise and beyond, supporting organizations of all sizes with unmatched performance and flexibility. Organizations get the convenience of SaaS, with client-managed options such as multi-cloud and on-premises deployment. A full suite of management, governance, and security capabilities help ensure accuracy and reliability. Organizations can prepare and integrate limitless combinations of data, build custom analytics apps and extensions, and embed analytics in operational apps. And advanced analytics integration delivers the power of third-party data science and predictive models to everyone, through real-time visual exploration. It's one platform offering analytics capabilities across the entire spectrum of use cases, high-performance and fully governed — without compromises.

High Performance, SaaS and Multi-Cloud

A high-performance cloud architecture in Qlik Sense provides your organization with best-in-class flexibility and scalability. Organizations can take advantage of Qlik's SaaS environment, or choose client-managed options such as multi- cloud and on-premises deployment. With SaaS, you can lower your TCO (total cost of ownership), take advantage of operational benefits, and make sure your users always have the newest analytics features at their fingertips. At Qlik, we do not limit your data to any particular cloud, instead we support combinations of on-premises, private, and public cloud sites as needed. And the Qlik Associative Engine delivers unmatched speed and response time for analytics calculation on large, complex data sets and high numbers of concurrent users.
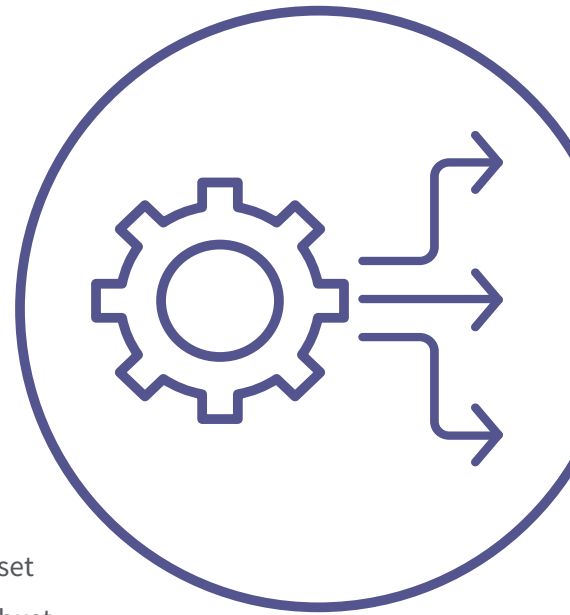
With Qlik Sense, your organization can deploy modern analytics, including self-service, without having to make trade-offs when it comes to governance and trust. Our modern management capabilities provide a single point of control for all areas of the system. Centralized libraries of data and analytics and governed content areas ensure that information is accurate and secure. And Qlik holds a number of internationally recognized security certifications including SOC 2 - Type 2, ISO27001, and GDPR. With Qlik Sense, your organization gets the performance, governance, and security it needs to maximize adoption and value.

Big (and Small) Data Integration

Qlik Sense provides a complete set of data preparation and integration capabilities, allowing users to work with nearly limitless combinations of data, both big and small. Smart, self-service data preparation, enhanced by Insight Advisor, allows your non-technical users to visually combine, transform, and load data from multiple sources — without leaving data behind. Data sources can be easily combined using drag-and-drop functionality, with AI suggestions to help identify the best associations. Intelligent profiling automatically processes various data types and provides descriptive statistics. Visual transformation offers a full set of data prep features such as derived fields, binning, and concatenation. Robust ETL scripting is also available, enabling your organization to handle the most complex data integration challenges without requiring external tools or data repositories.

An integrated data catalog provides access to an enterprise library of data sets for consumption, and we offer broad connectivity options for local, on-premises, and web-based data sources. Dynamic Views allow for individual visualizations to be tied to high- performance data sources such as Snowflake, for real-time data refreshes. Qlik DataTransfer™ allows customers to securely push data from on-premises sources to SaaS. And on-demand app generation allows users to dynamically create 'slices' of big data for in-memory associative analysis.

Open Customization and Extension

Qlik Sense offers a complete set of open APIs and toolsets so you can develop custom analytics apps and mashups, embed analytics in operational apps and create extensions for new types of visualizations and functionality. Developers can rapidly customize, extend, and embed Qlik Sense capabilities to create new applications and meet unique business requirements, using industry standard technology skill sets. An integrated developer hub and a variety of toolsets are offered to accelerate development. With Qlik Sense, your organization can create applications and analytics that serve new use cases, and extend analytics to a broader ecosystem of customers and partners.

Advanced Analytics Integration in Qlik Sense allows you to deliver the power of third-party data science and predictive models directly to your business users. With engine-level integration that updates calculations in real time, users can make interactive selections in visual applications and evaluate the resulting predictive calculations without having to be data experts. Advanced Analytics Integration can be used with any third-party calculation engines, with open-source connectors available for R and Python, and established integrations available with partners such as DataRobot.

Product Editions

Qlik Sense is available in multiple editions supporting the varied needs of our customers. We offer business and enterprise SaaS editions, and client-managed options for private cloud and on-premises deployments. Qlik Sense includes professional and analyzer user types for analytics creators and consumers, and we offer options for expanded data capacities and value-added capabilities.

For more information, please visit qlik.com/pricing.

Qlik Q®

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.

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