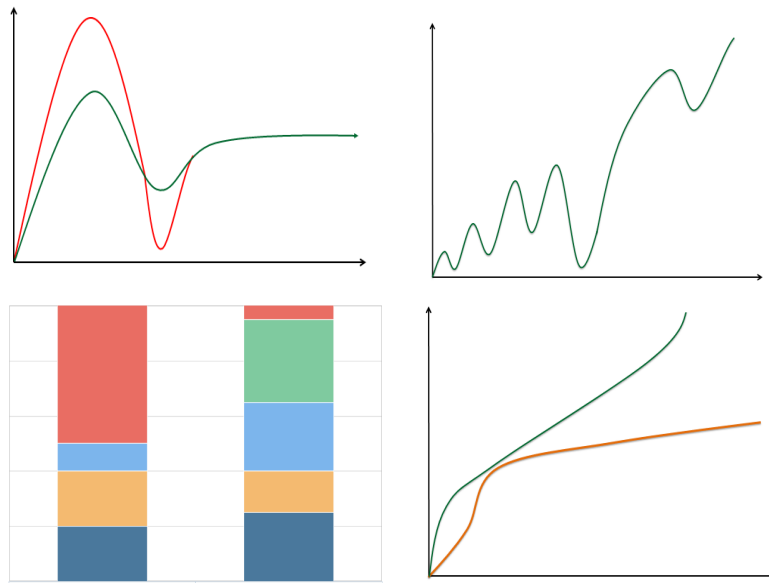




A(another) year with Sense - in four charts



Today's Presenter:

Martin Mahler



German



M.Sc. in Aeronautical Engineering
from TU Berlin



Vizlib CEO



Qlik- Branch: simondachstr



Twitter: @simondachstr

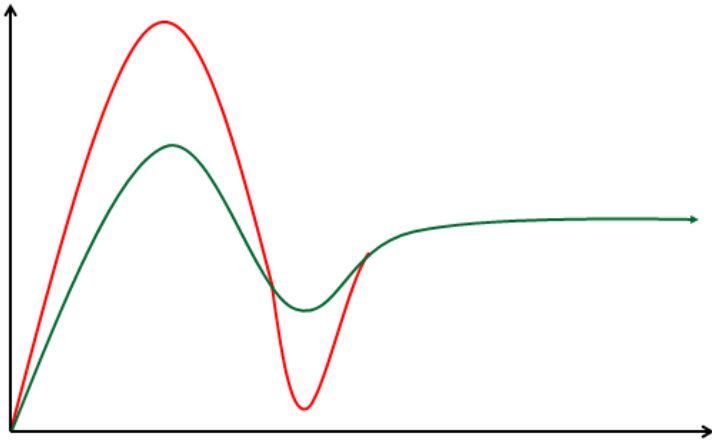
Very first QlikDevGroup Meetup! (25/11/2014, Qlik Tower 42)



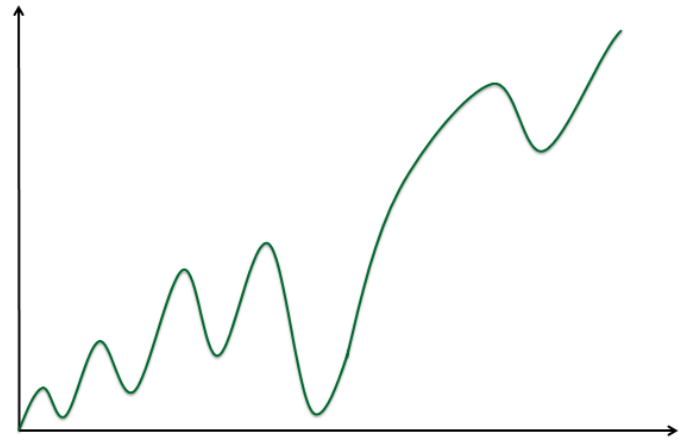
A year with Qlik Sense in four charts:



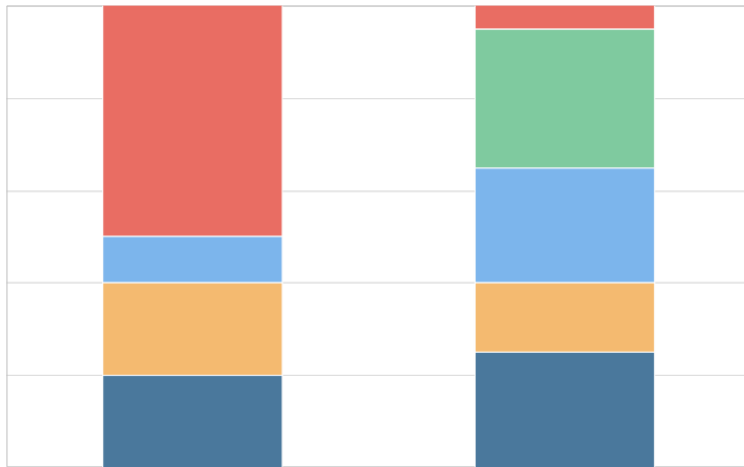
Qlik's Marketing fallacy



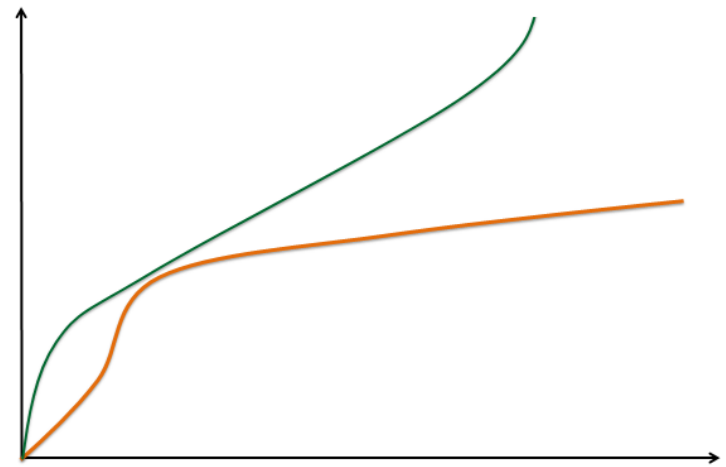
A journey with Qlik Sense



Changing role of a Qlik developer



Qlik Sense's real potential



Qlik's Product Positioning



~50.000 Qlik customers



Qlik  | QlikView[®]

Qlik  | Sense[®]

PDF/XLS/PPT
Exports

“Guided Analytics”

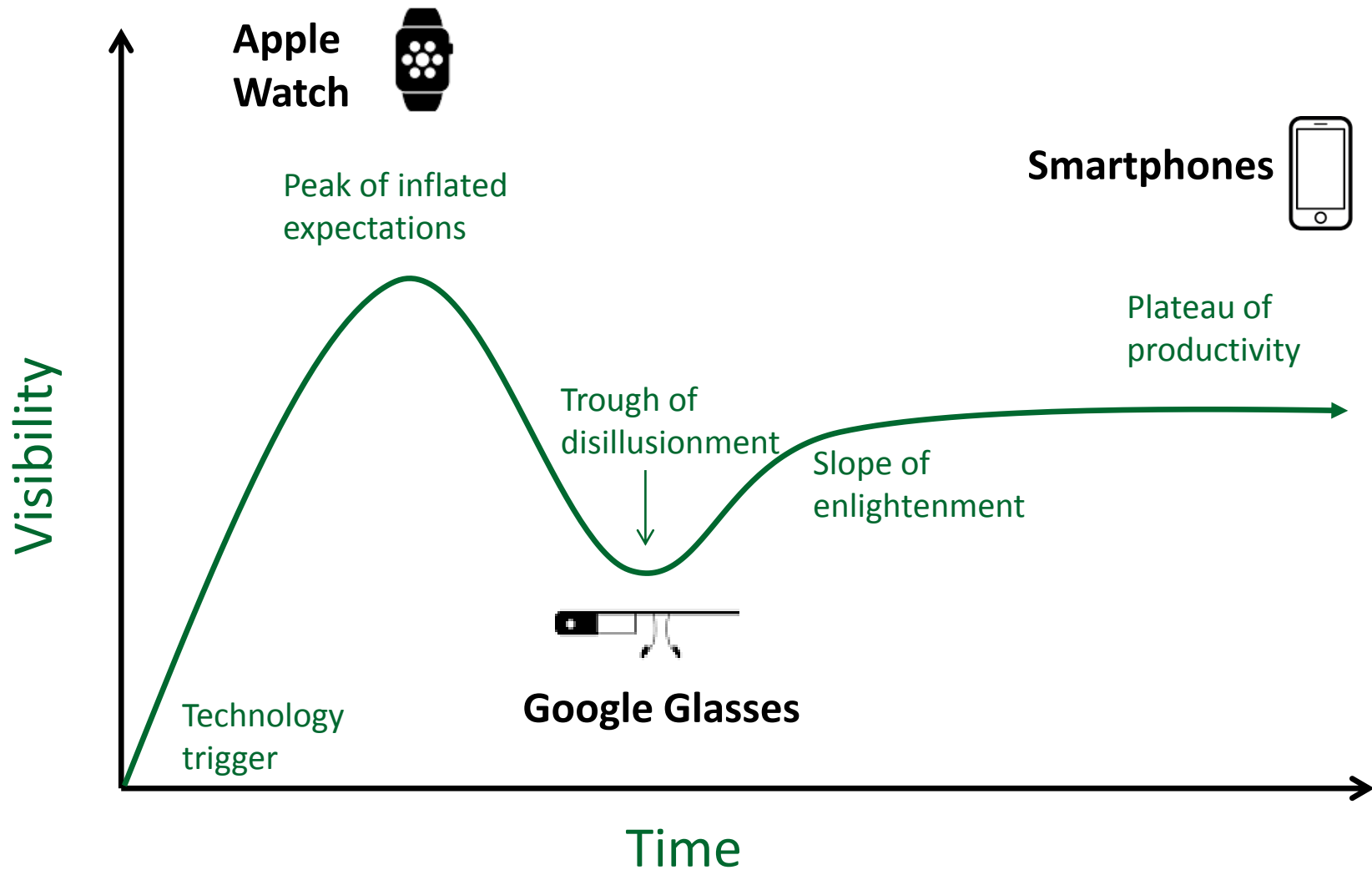
“Self-Service”



Reporting

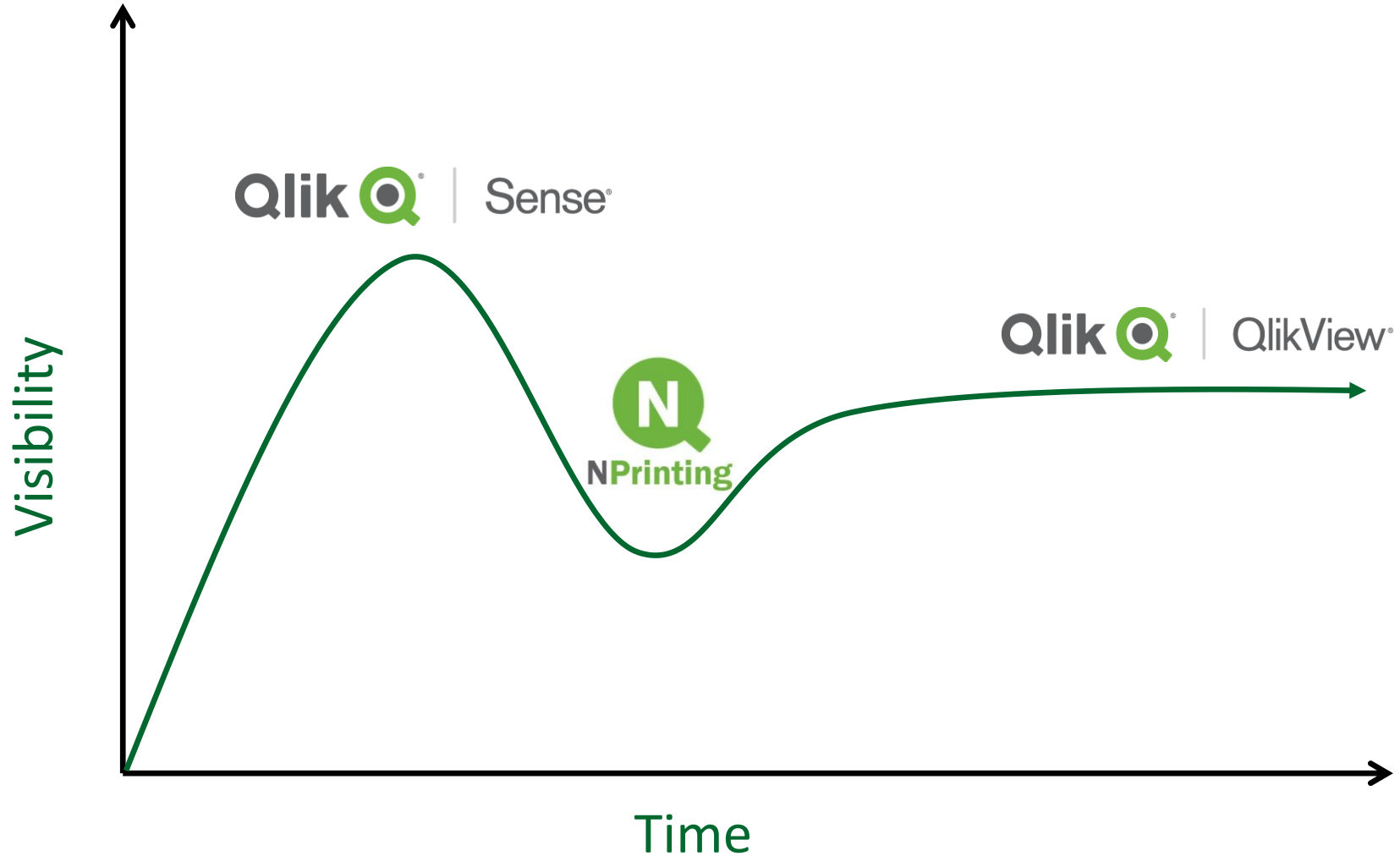
Data Discovery

Hype Cycle for Emerging Products:



(Source: Gartner)

Hype Cycle for Emerging Products:



(Source: Gartner)

Qlik's Full Year 2015 Financial Results:



Gross Margin (%):

- Licenses: 96%
- Maintenance: 95.3%
- Consulting: -11.59%

→ Selling Licenses is where the money is!

Marketing-to-R&D Ratio:

Operating expenses:

Sales and marketing	103,313	} x 5.3
<u>Research and development</u>	<u>19,232</u>	
General and administrative	25,869	
Total operating expenses	<u>148,414</u>	

→ Qlik spends **x5.3** as much on Sales & Marketing as it does for R&D!

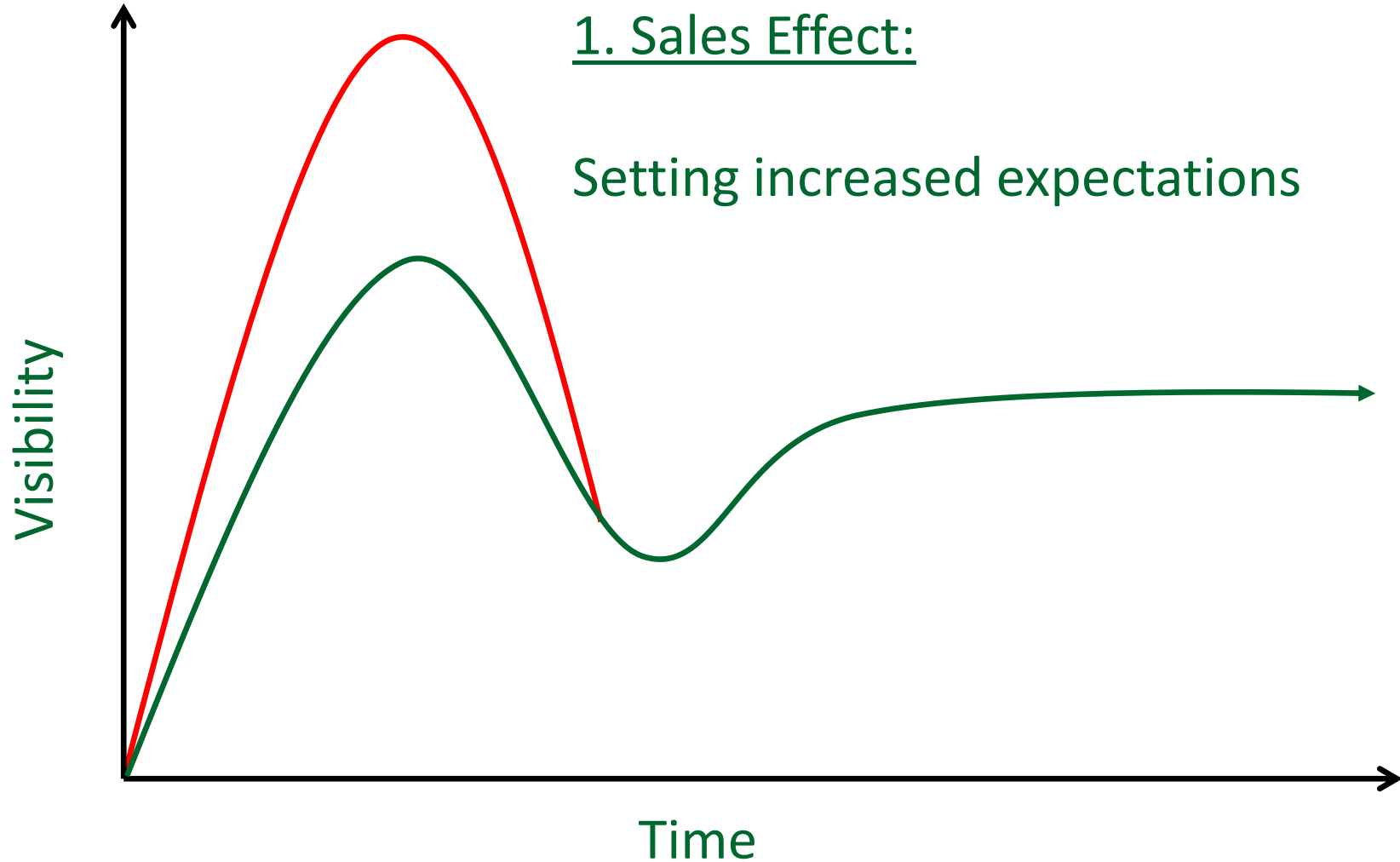
Qlik's Marketing Fallacy:



Qlik  | Sense®

1. Sales Effect:

Setting increased expectations



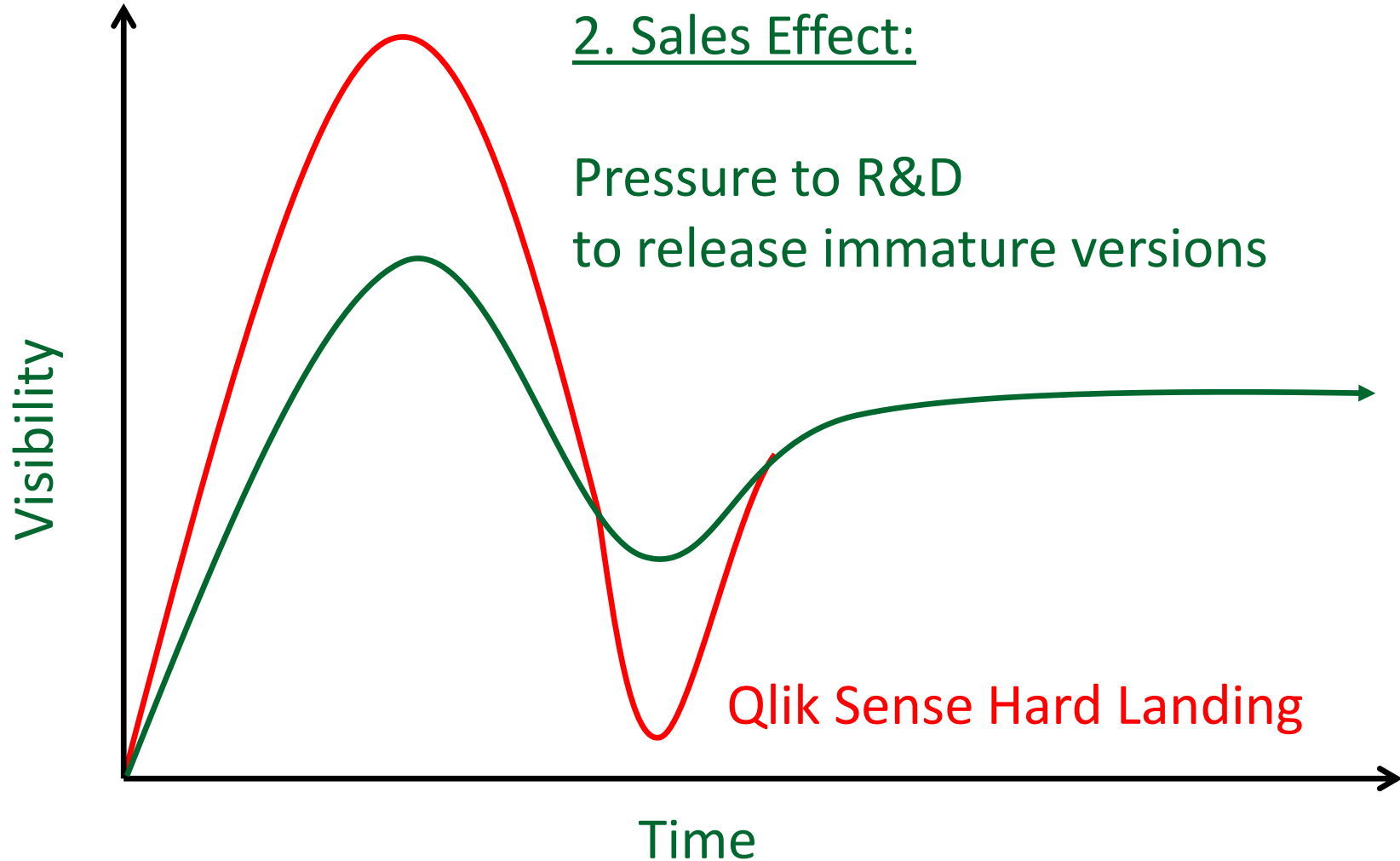
Qlik's Marketing Fallacy:



Qlik  | Sense®

2. Sales Effect:

Pressure to R&D
to release immature versions



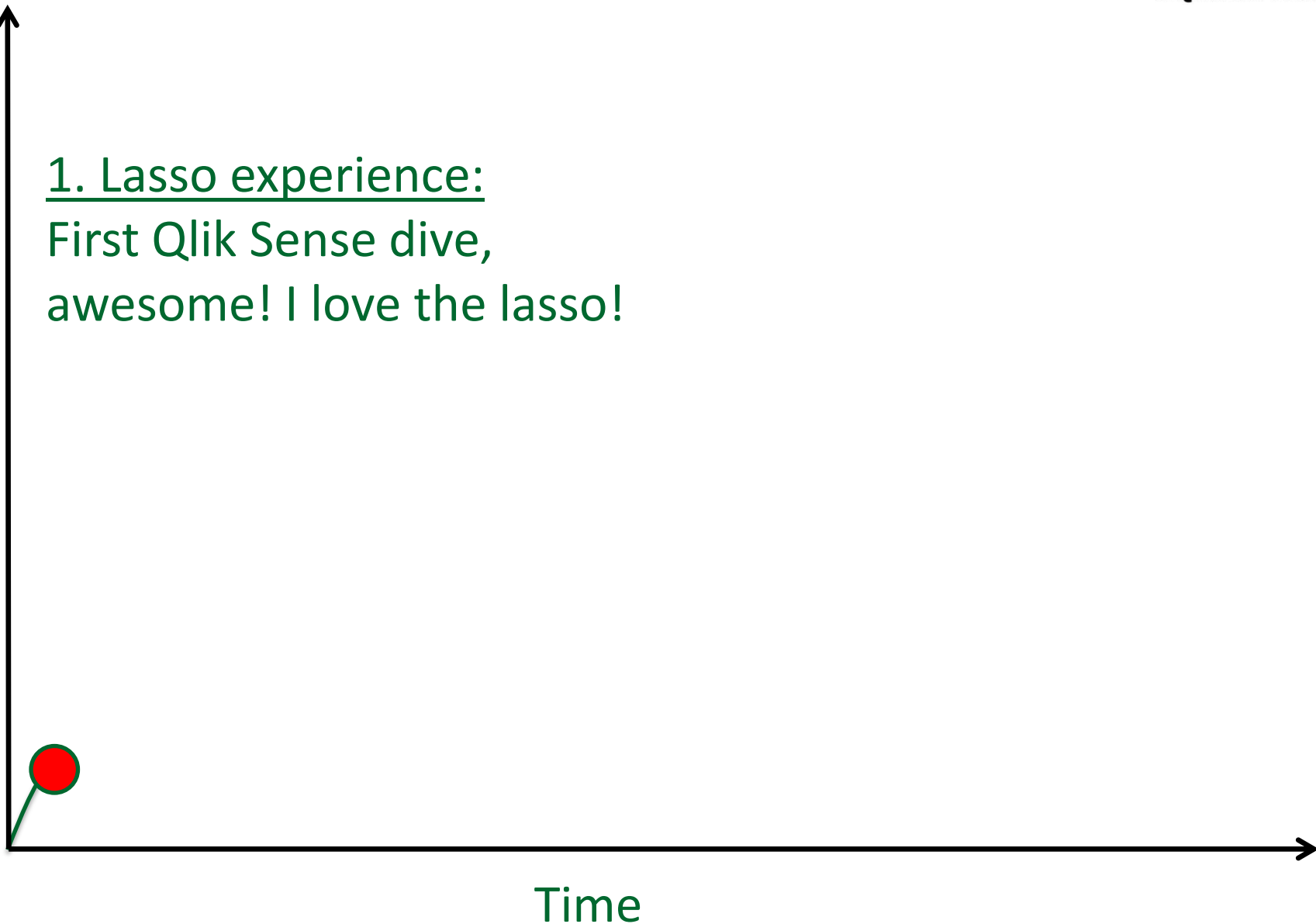
My feelings about Qlik Sense over time



1. Lasso experience:

First Qlik Sense dive,
awesome! I love the lasso!

Happiness

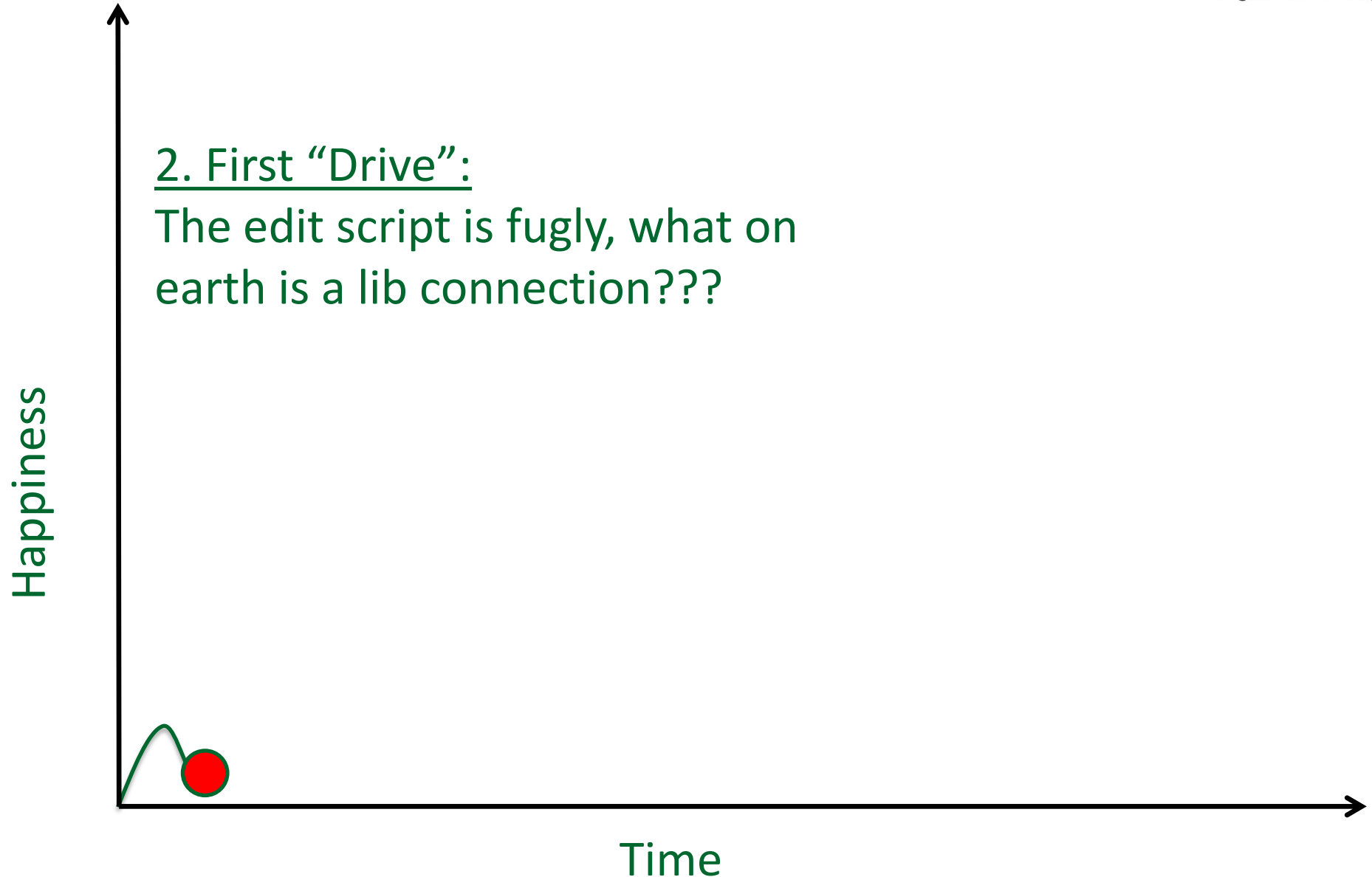


My feelings about Qlik Sense over time



2. First "Drive":

The edit script is fugly, what on earth is a lib connection???

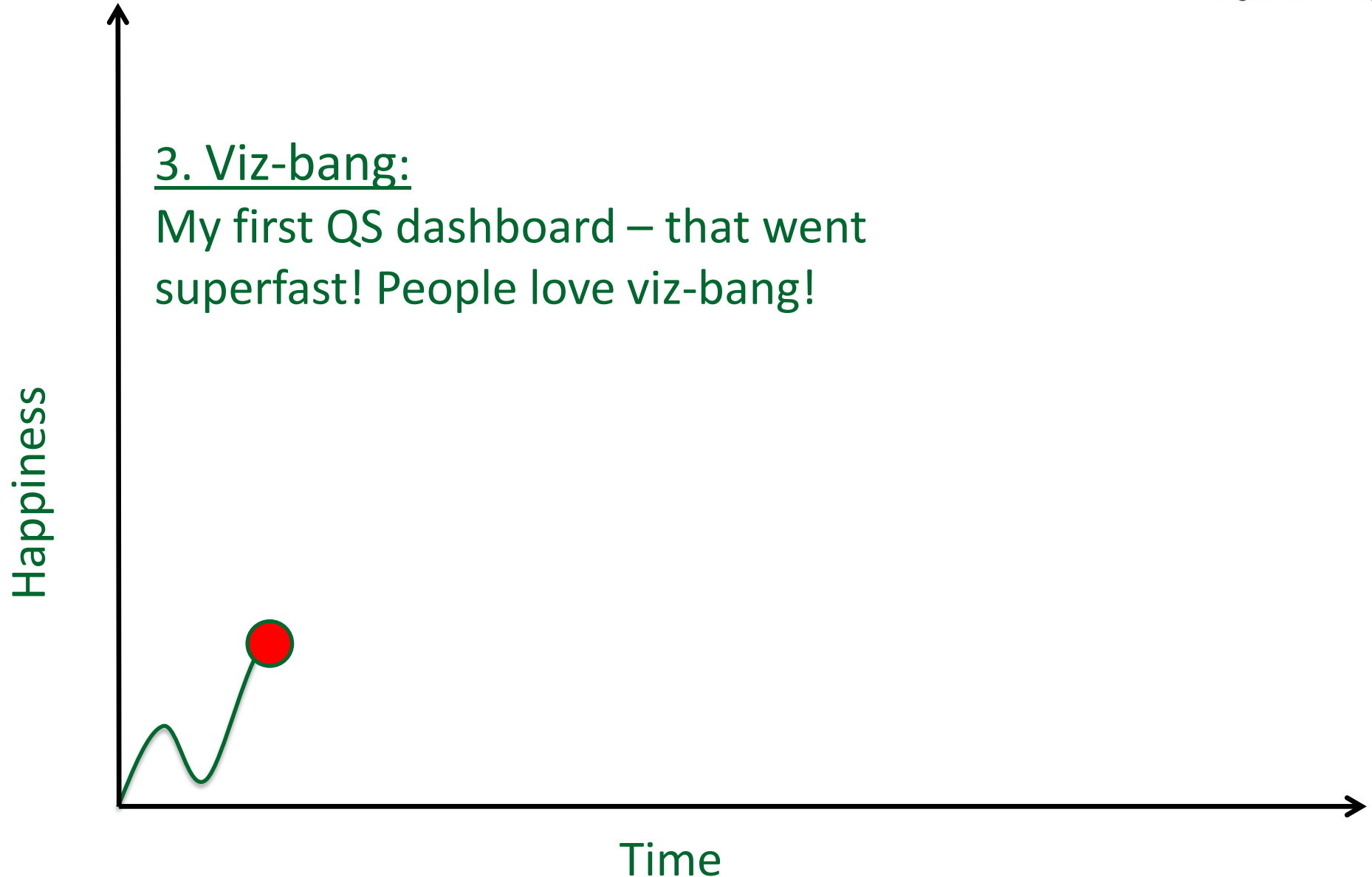


My feelings about Qlik Sense over time



3. Viz-bang:

My first QS dashboard – that went superfast! People love viz-bang!

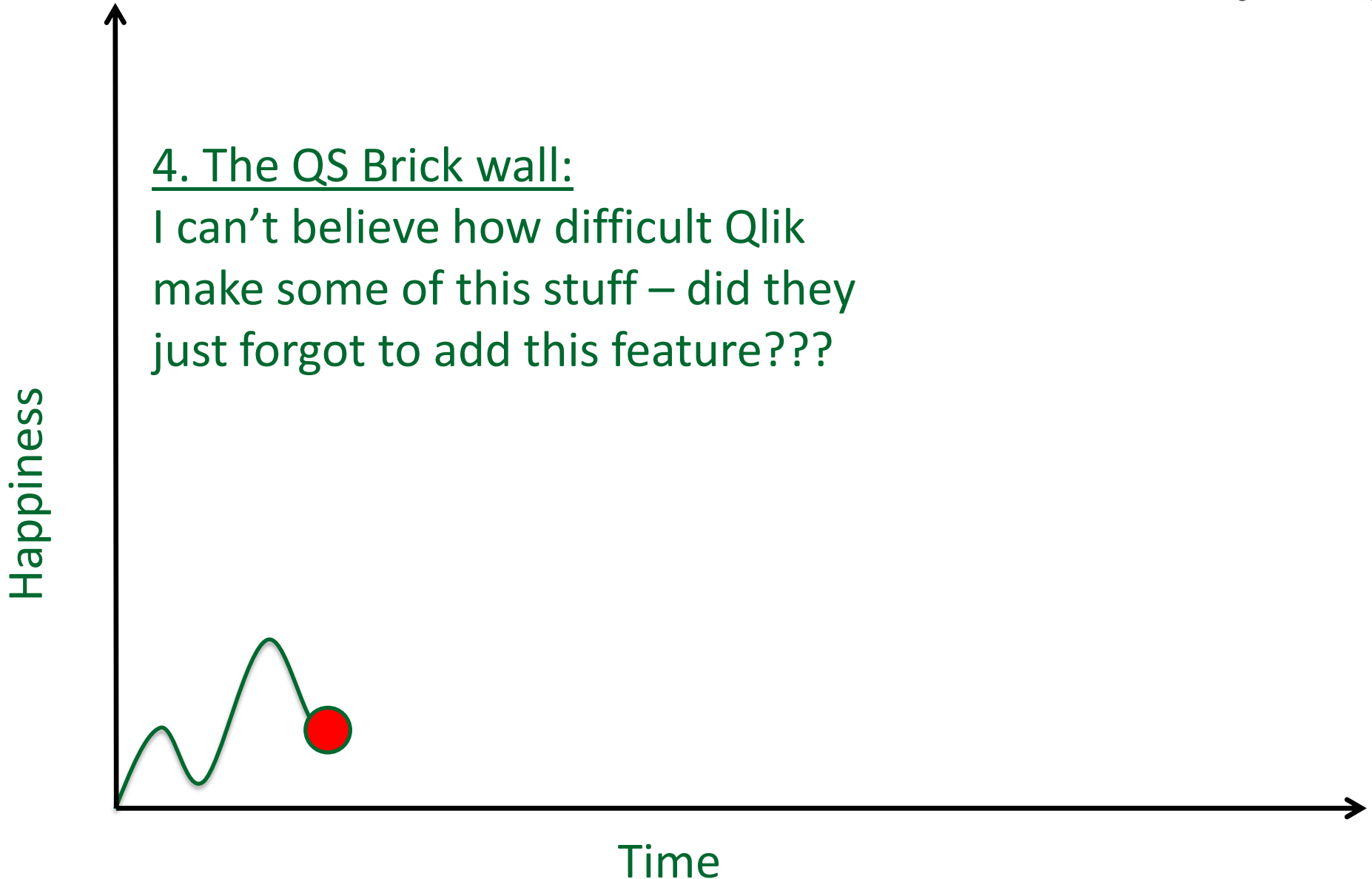


My feelings about Qlik Sense over time



4. The QS Brick wall:

I can't believe how difficult Qlik make some of this stuff – did they just forgot to add this feature???

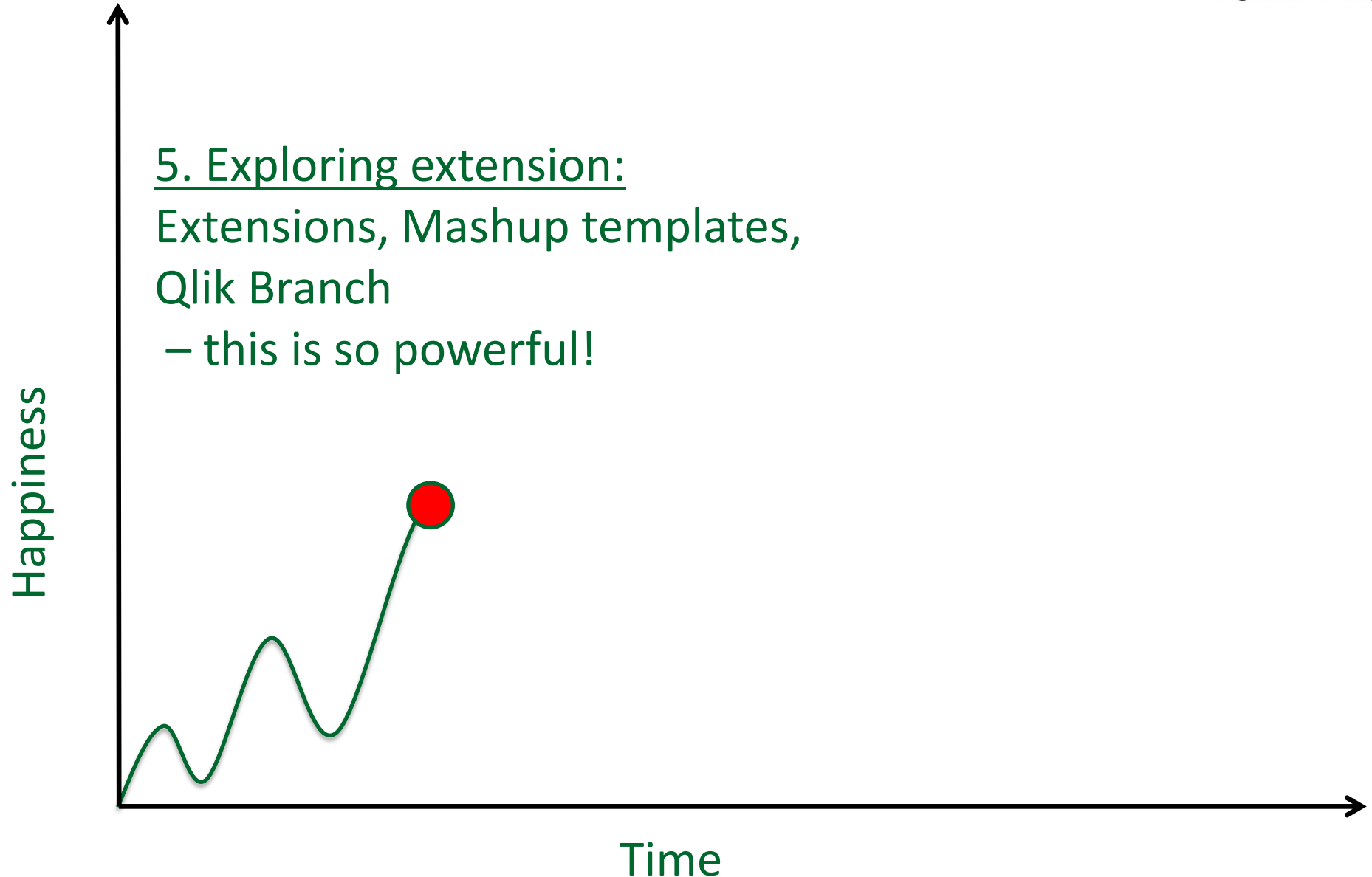


My feelings about Qlik Sense over time



5. Exploring extension:

Extensions, Mashup templates,
Qlik Branch
– this is so powerful!

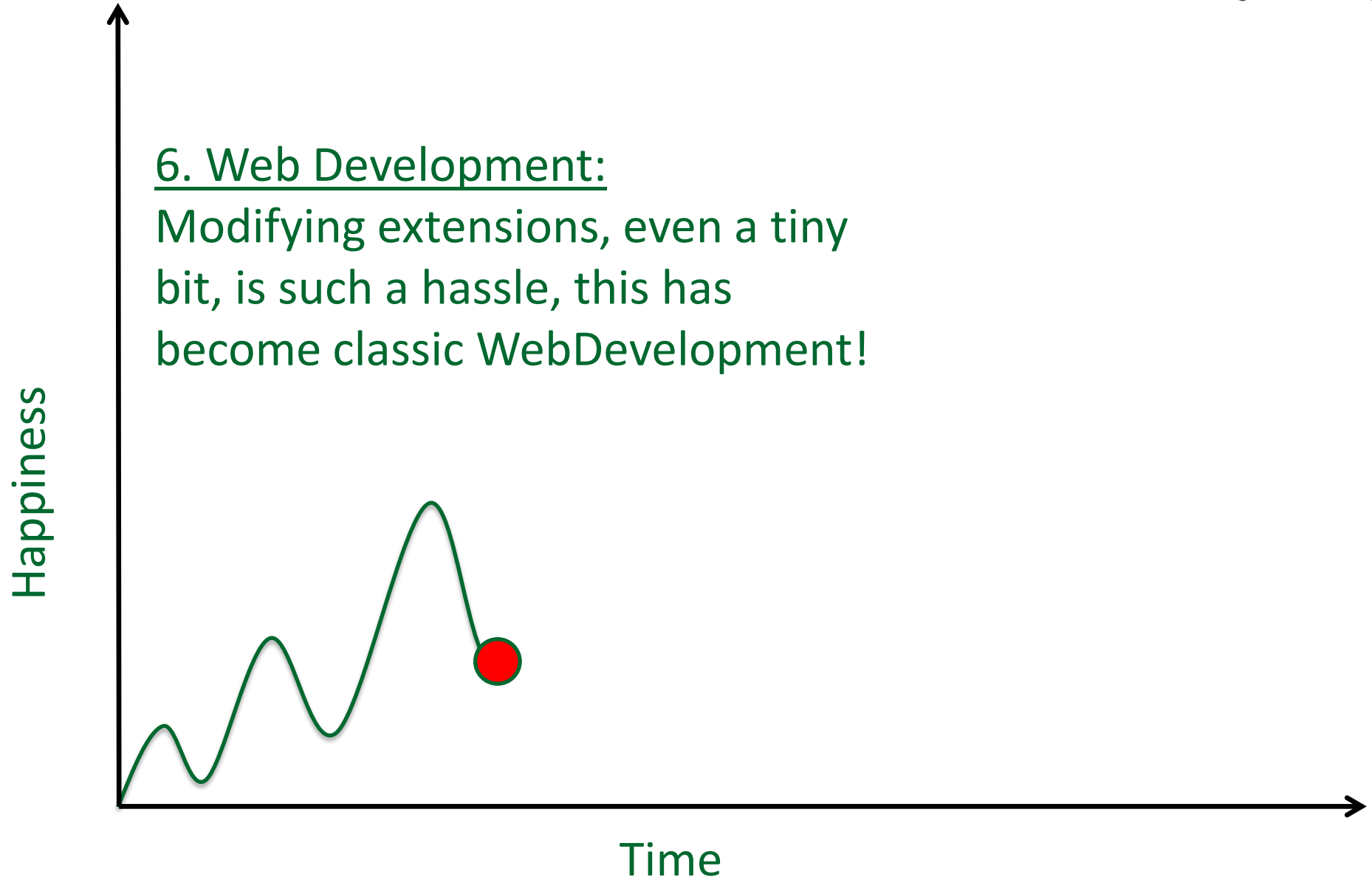


My feelings about Qlik Sense over time



6. Web Development:

Modifying extensions, even a tiny bit, is such a hassle, this has become classic WebDevelopment!

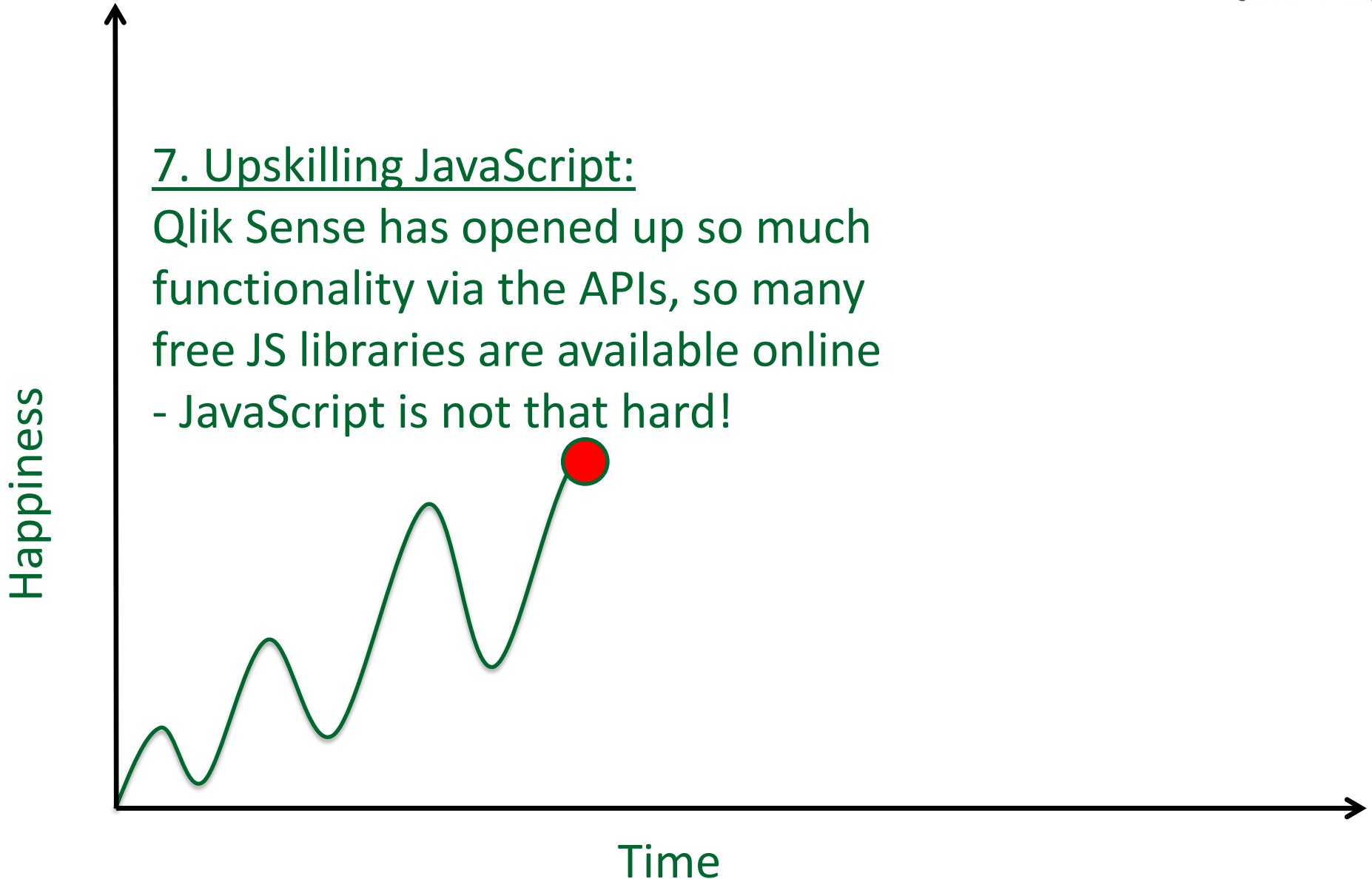


My feelings about Qlik Sense over time



7. Upskilling JavaScript:

Qlik Sense has opened up so much functionality via the APIs, so many free JS libraries are available online
- JavaScript is not that hard!

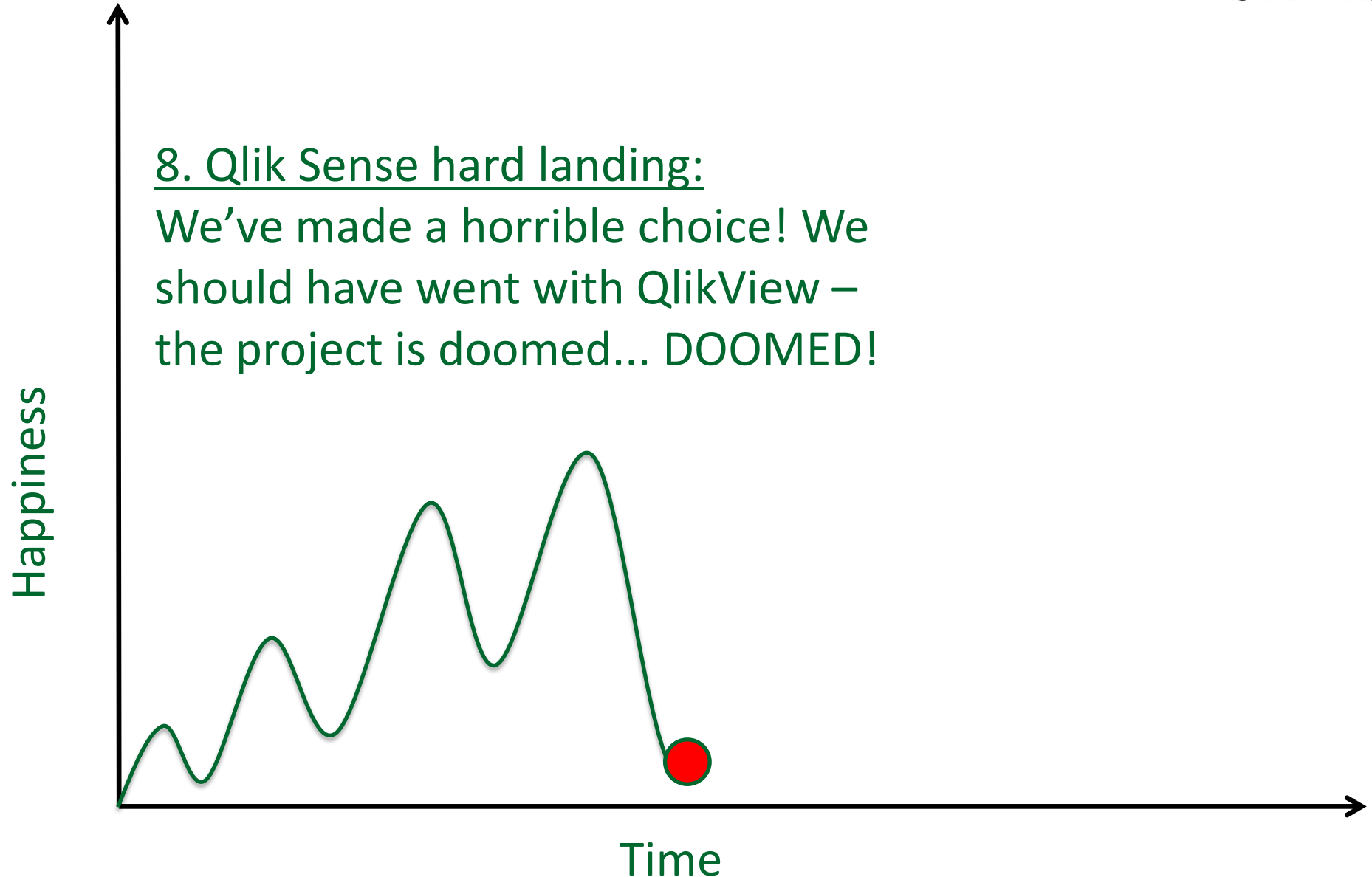


My feelings about Qlik Sense over time



8. Qlik Sense hard landing:

We've made a horrible choice! We should have went with QlikView – the project is doomed... DOOMED!

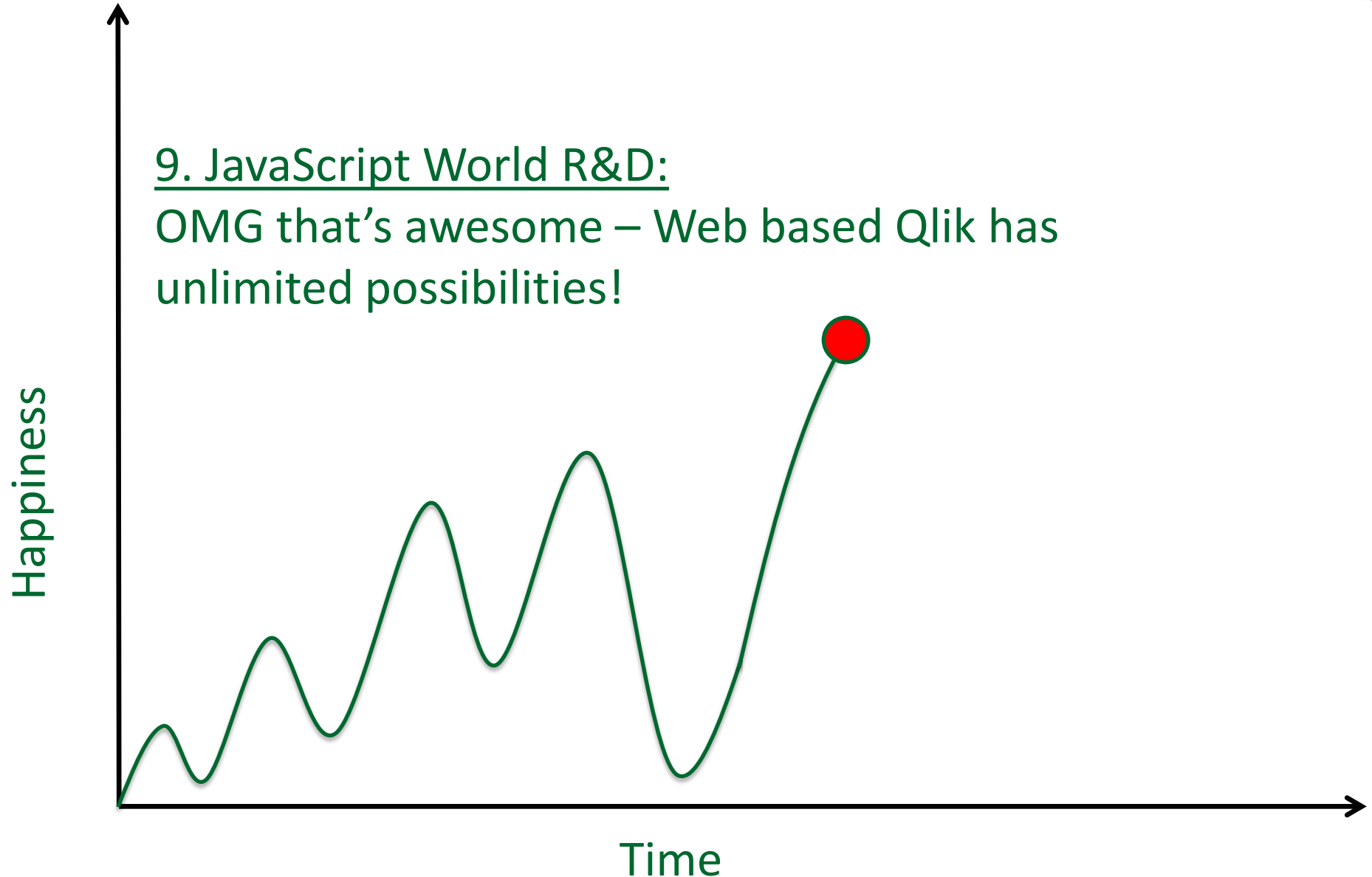


My feelings about Qlik Sense over time



9. JavaScript World R&D:

OMG that's awesome – Web based Qlik has unlimited possibilities!

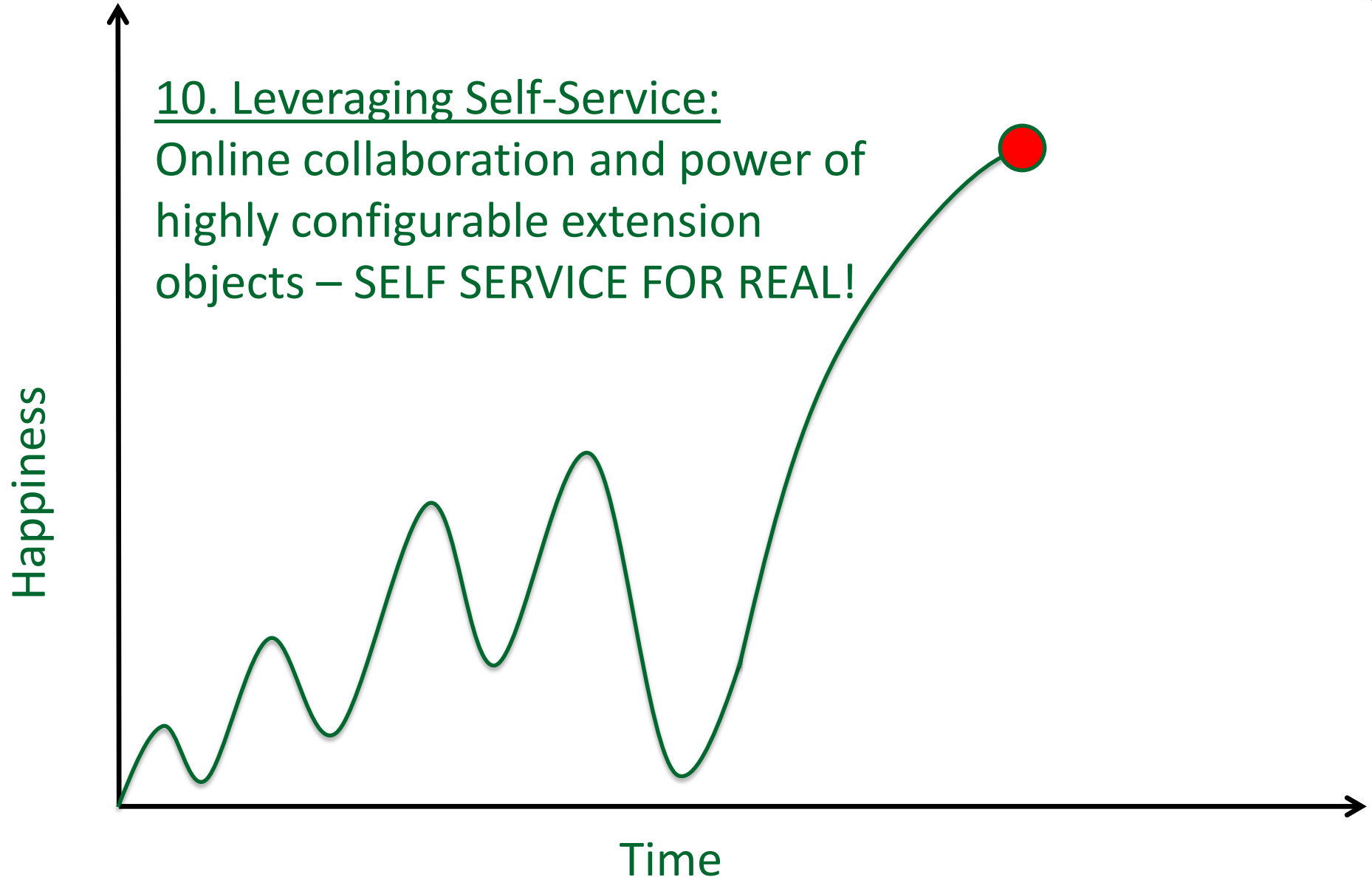


My feelings about Qlik Sense over time



10. Leveraging Self-Service:

Online collaboration and power of highly configurable extension objects – SELF SERVICE FOR REAL!

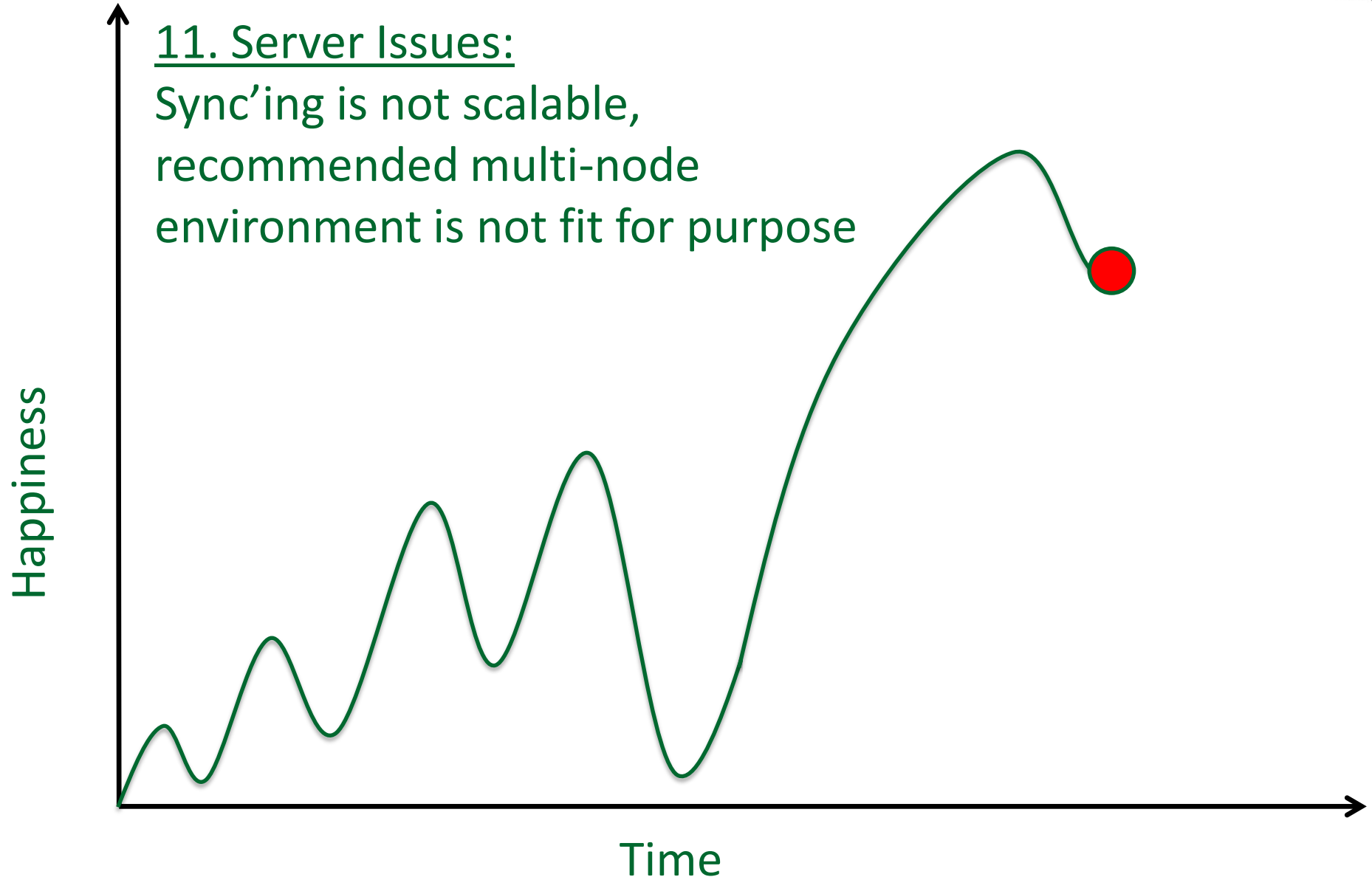


My feelings about Qlik Sense over time



11. Server Issues:

Sync'ing is not scalable,
recommended multi-node
environment is not fit for purpose



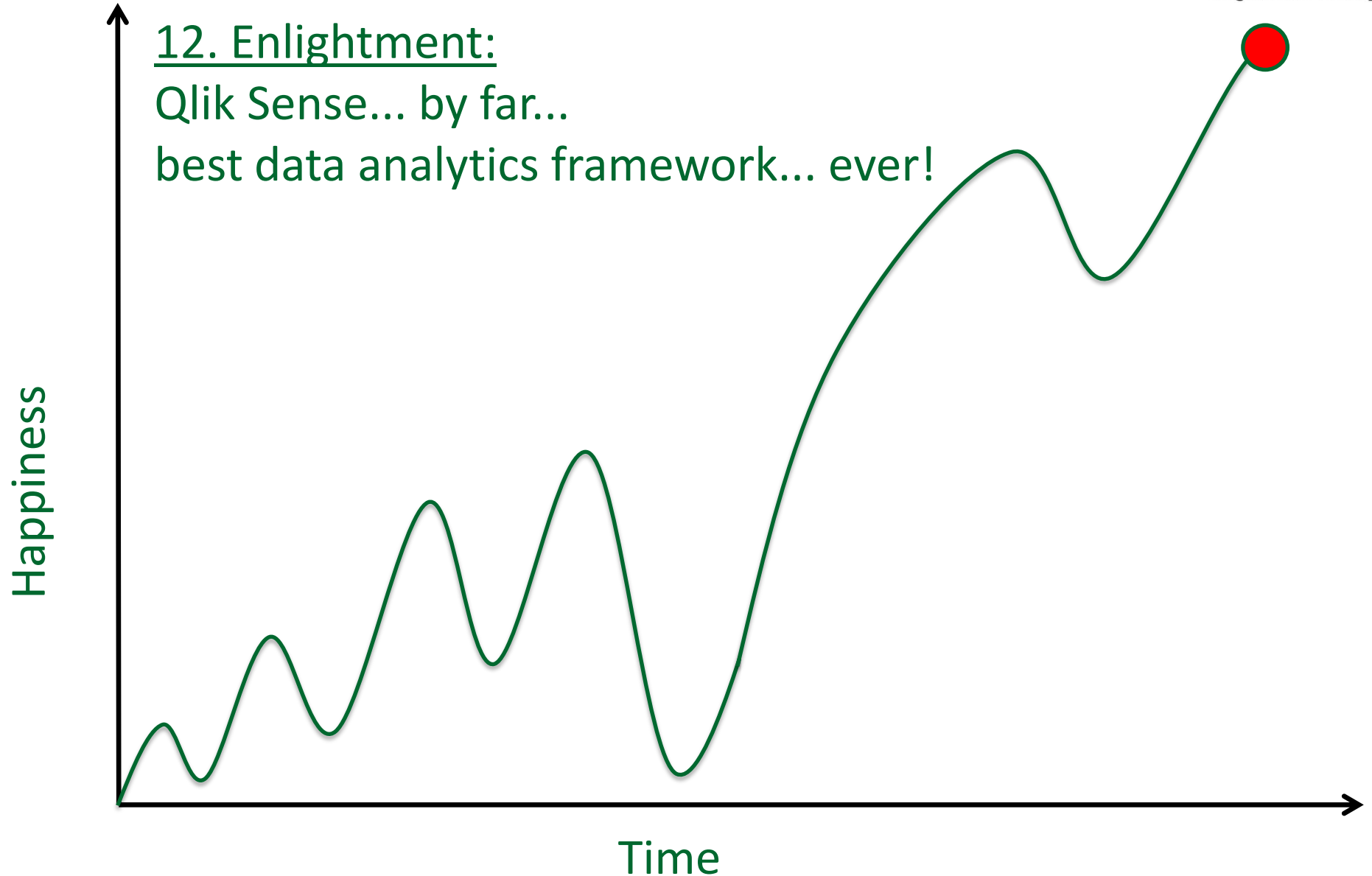
My feelings about Qlik Sense over time



12. Enlightenment:

Qlik Sense... by far...

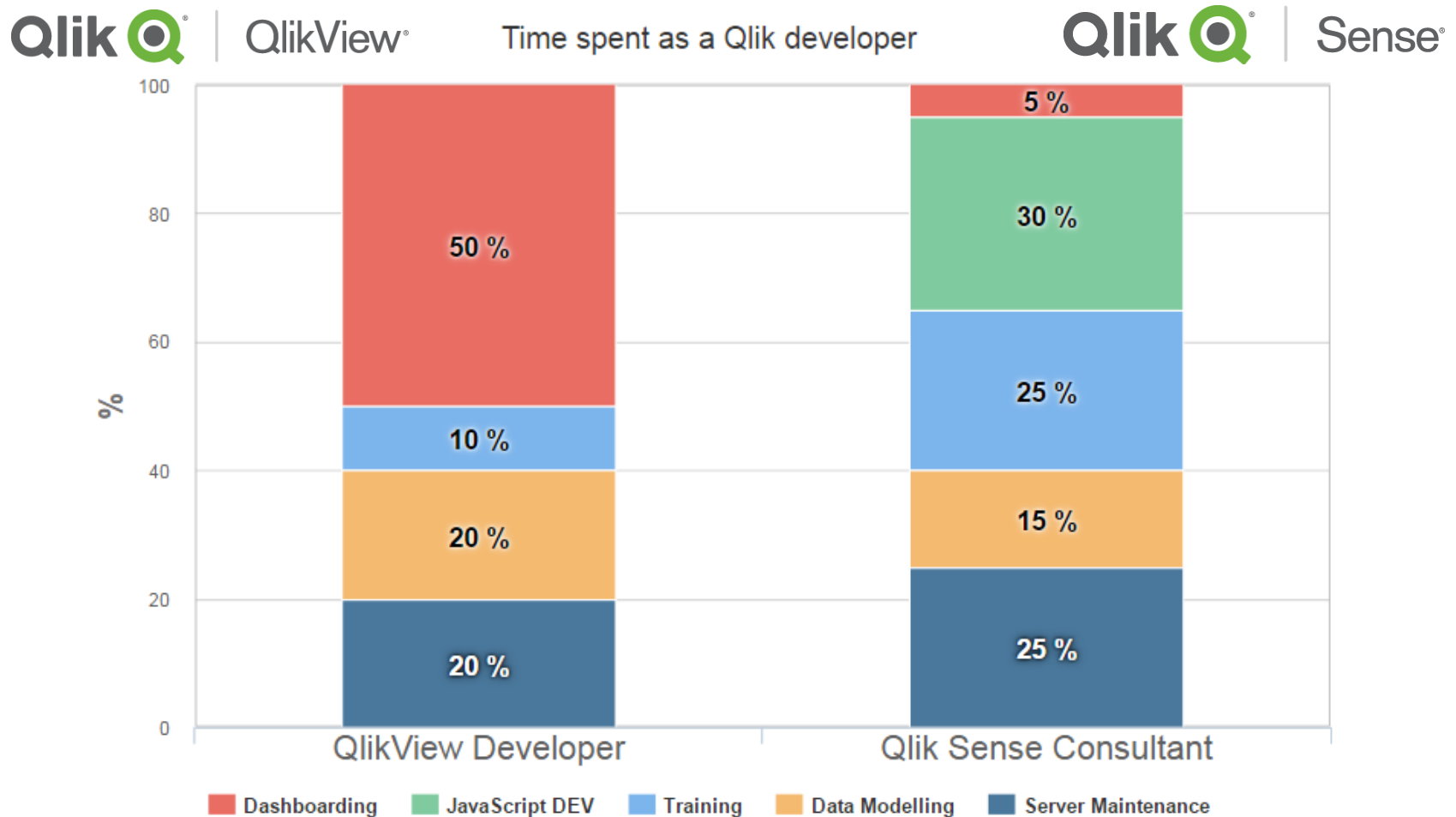
best data analytics framework... ever!



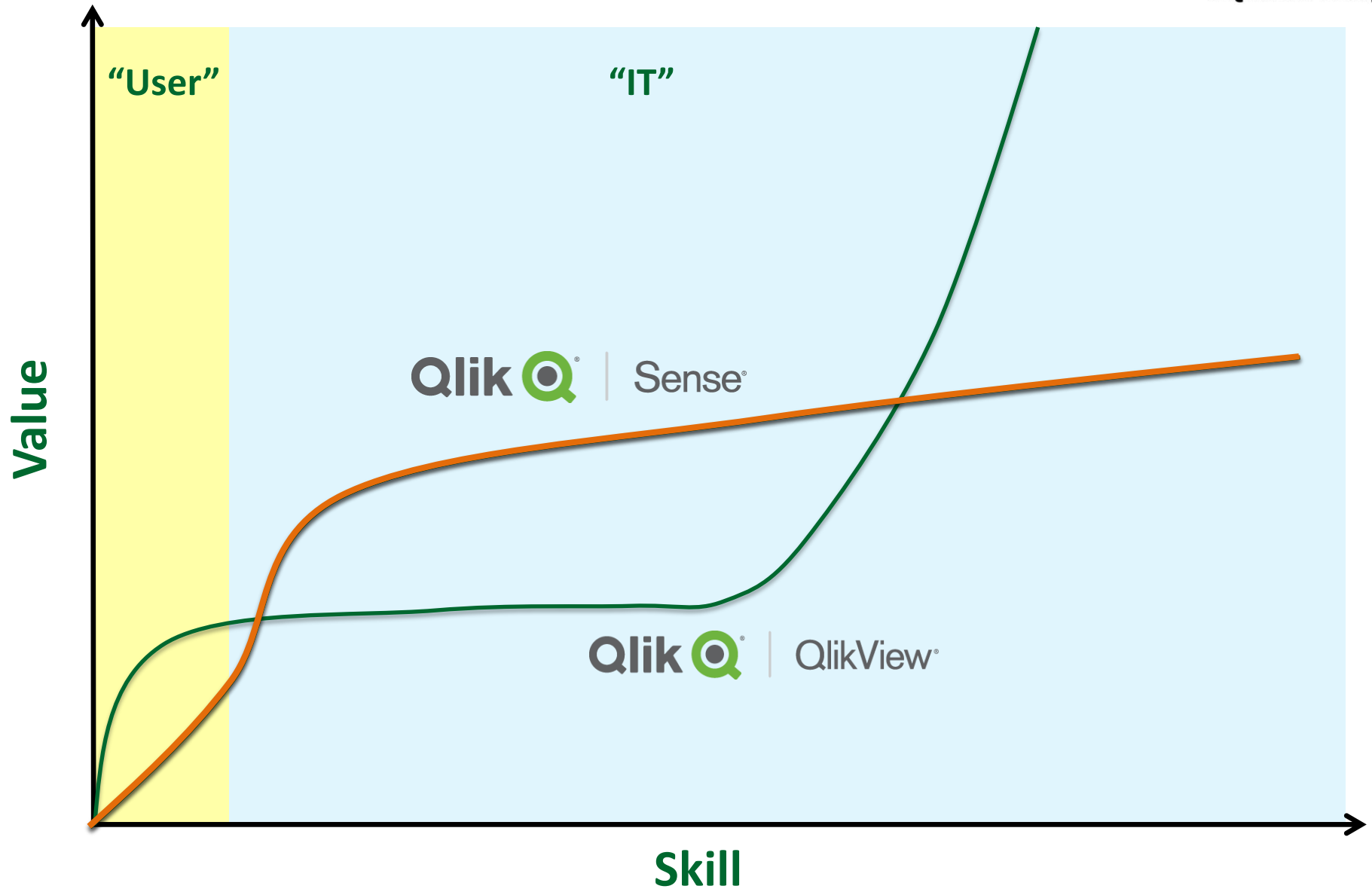
Change of Qlik Developer's role



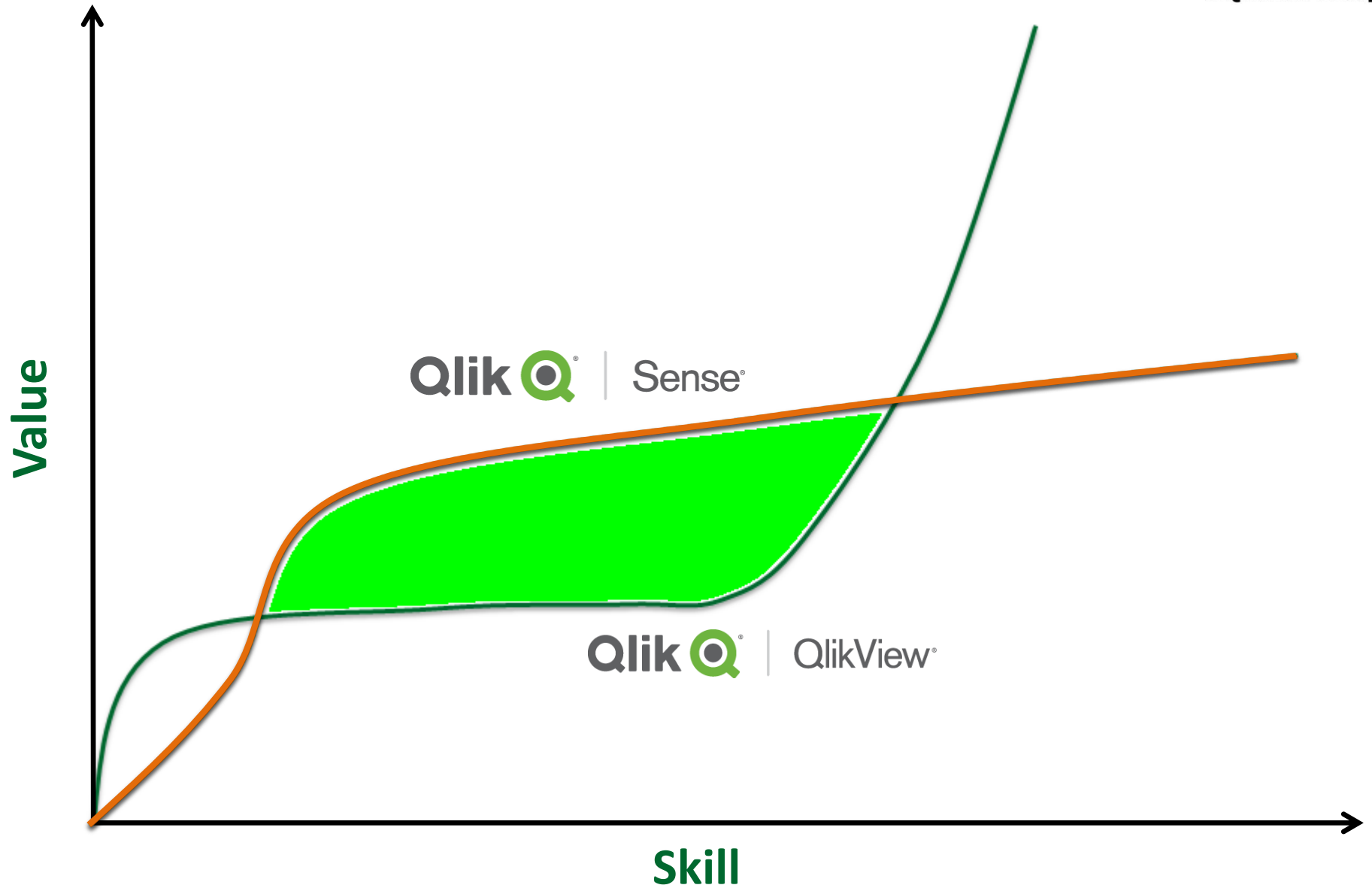
Less dashboarding, more user training, lots of JavaScript!



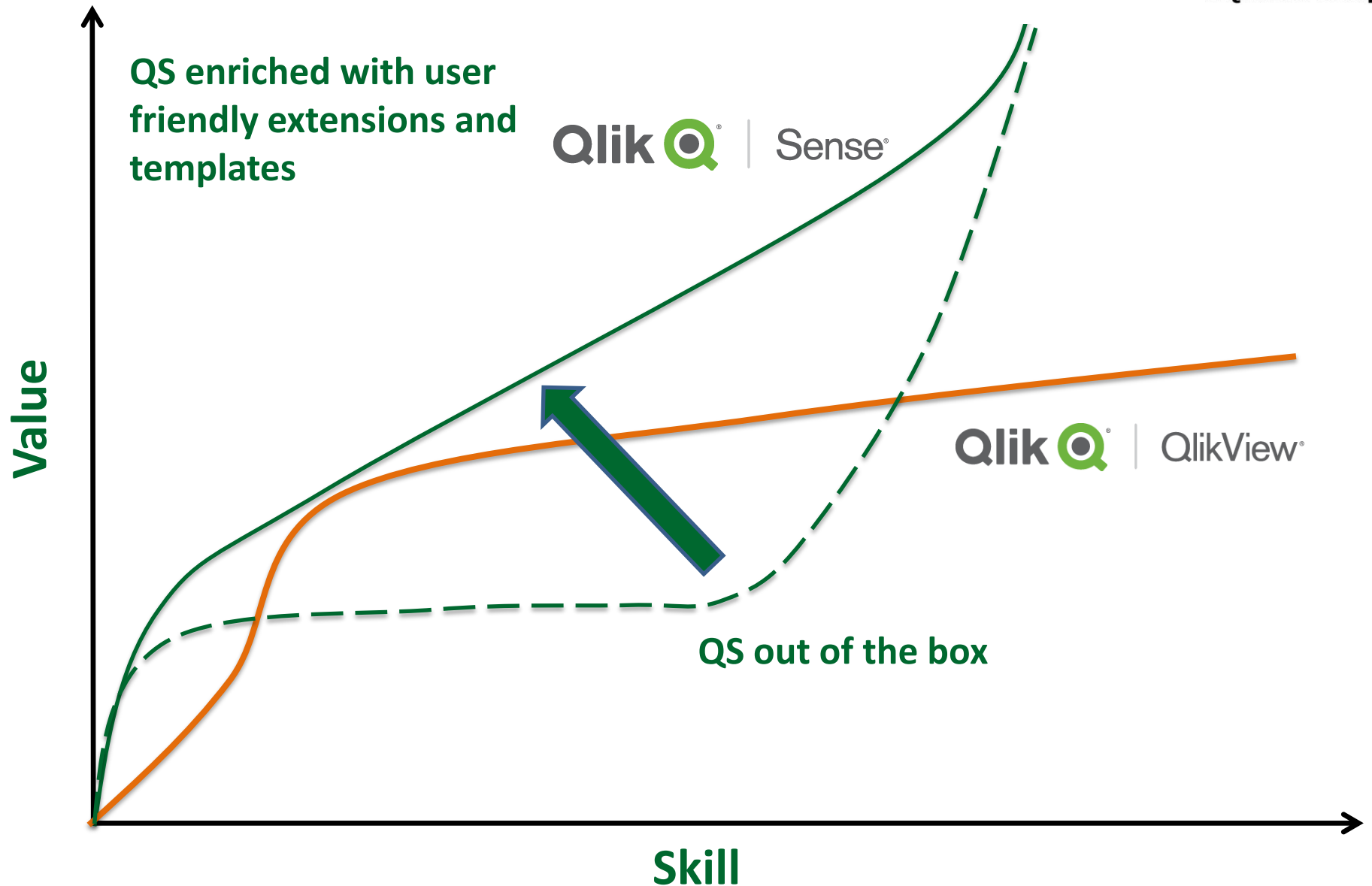
Skill required to provide value with Qlik Sense vs QlikView



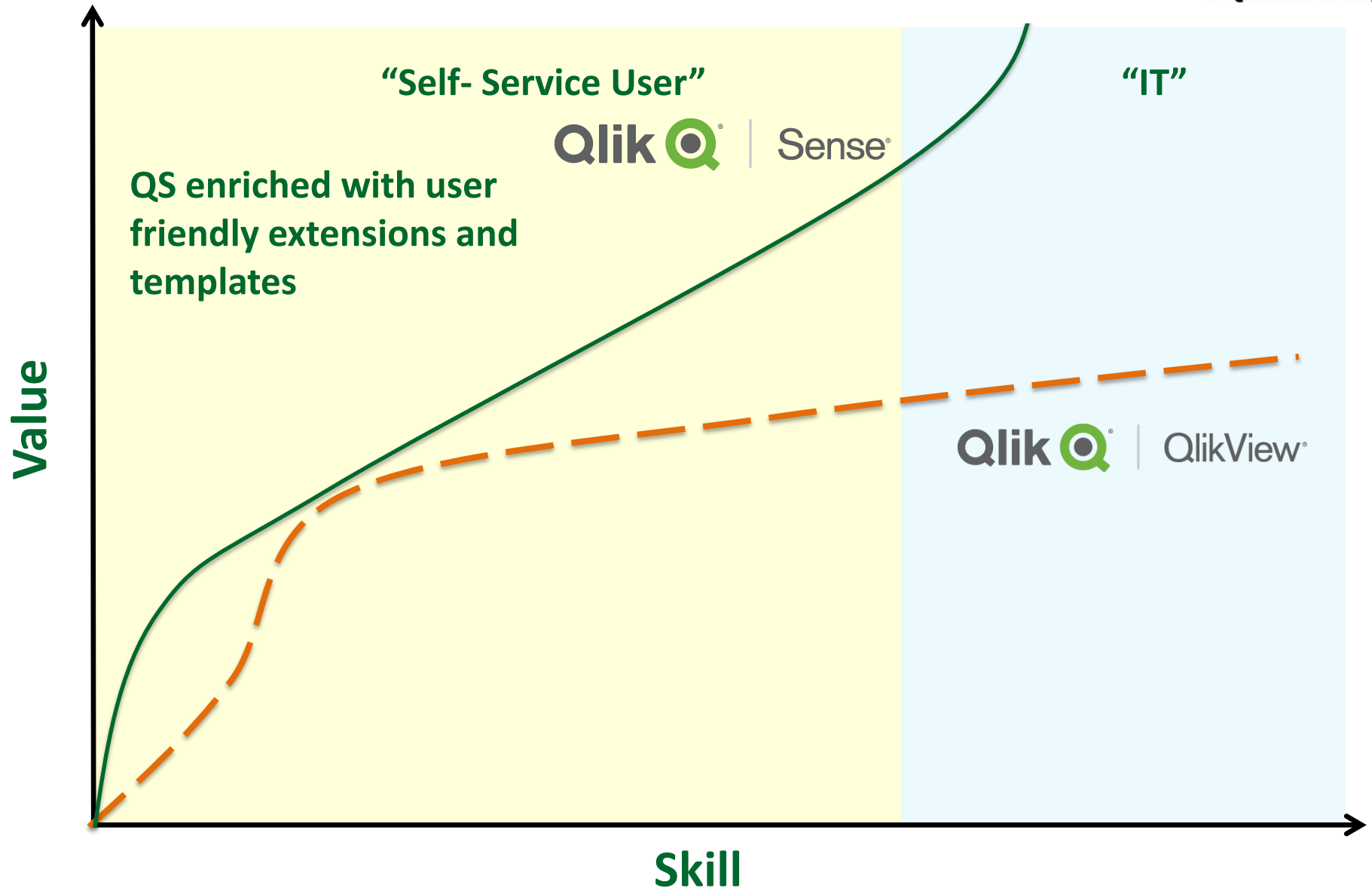
Qlik Sense gap in value



Fully customizable, easy-to-use extensions



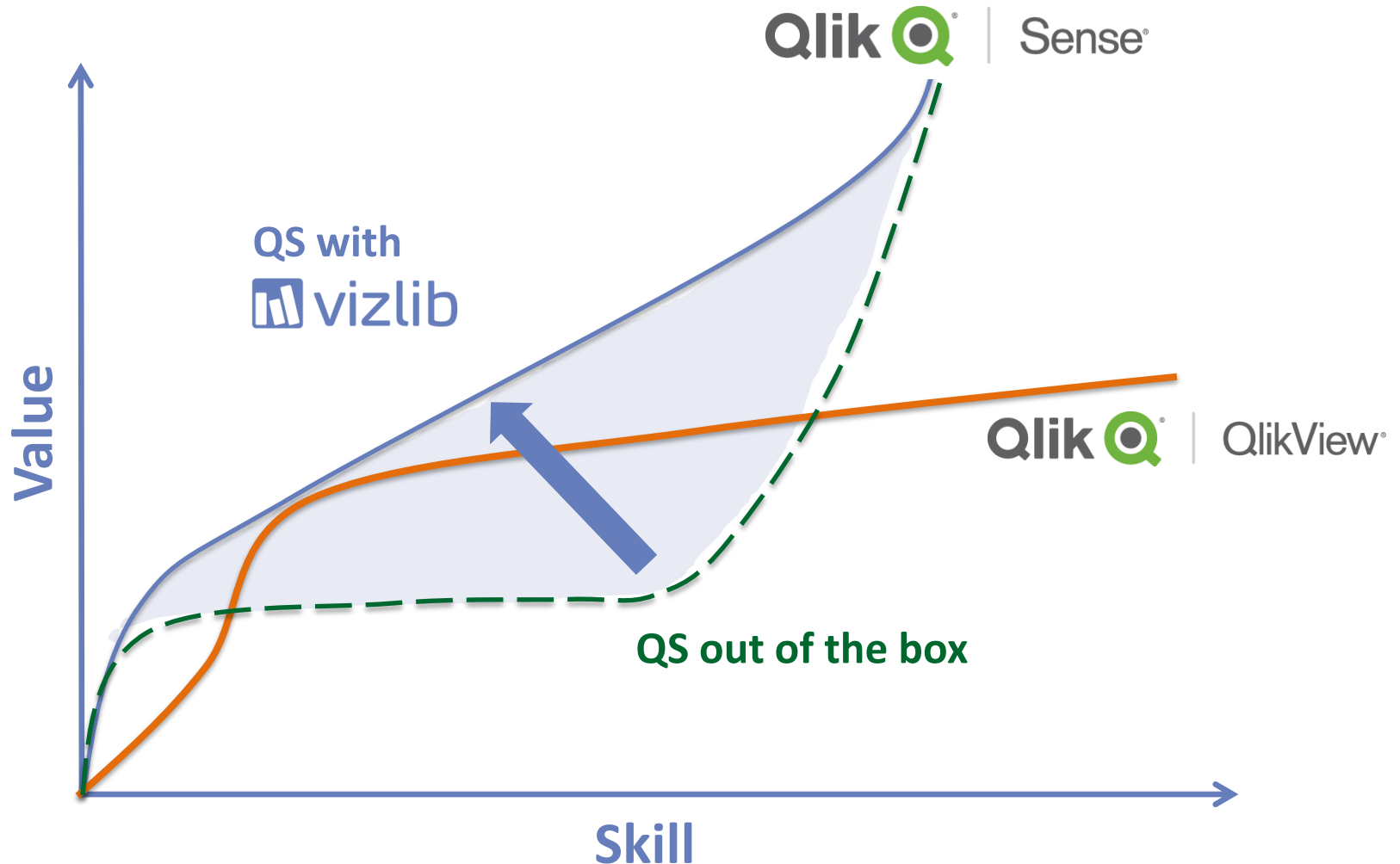
Empowered self-service Users





Vizlib Solution

Value-add by offering an extensive library with visualization components which are easy to use and highly customizable





Third party extension library for Qlik Sense



Easy to use. Customisable. Supported.

Vizlib Core Team

Martin Mahler



David Alcobero



Adam Cooke




Ralf Becher










Vizlib Roadmap 2017



Released

-  Vizlib Advanced Text Object
-  Vizlib Story Timeline
-  Vizlib Activity Gauge
-  Vizlib Scatter Chart
-  Vizlib Table
-  Vizlib Line Chart
-  Vizlib Pie Chart
-  Vizlib Heatmap
-  Vizlib Venn Diagram

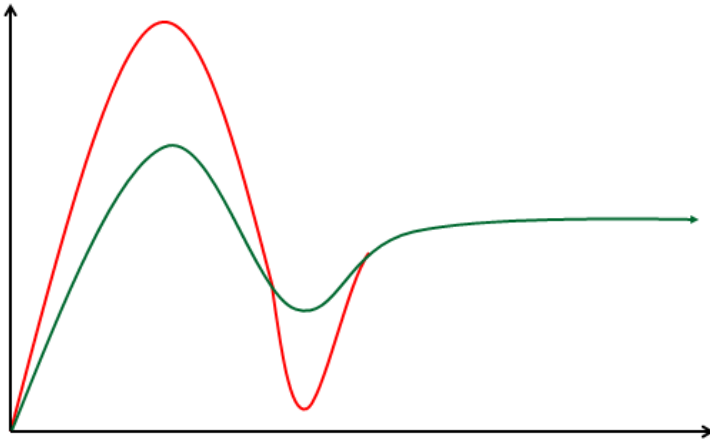
Coming Soon

-  Vizlib Line Chart v1.3 (Trend Lines)
-  Vizlib Calendar Object
-  Vizlib List box
-  Vizlib Line Object
-  Vizlib Slider
-  Vizlib Sankey
-  **Vizlib Marketplace**

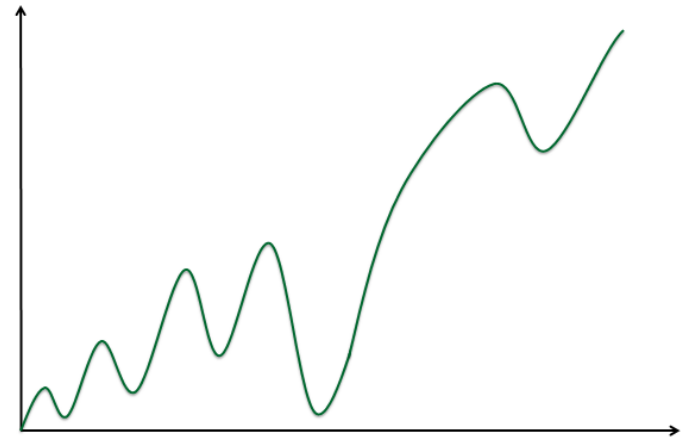
Summary – a year with Qlik Sense



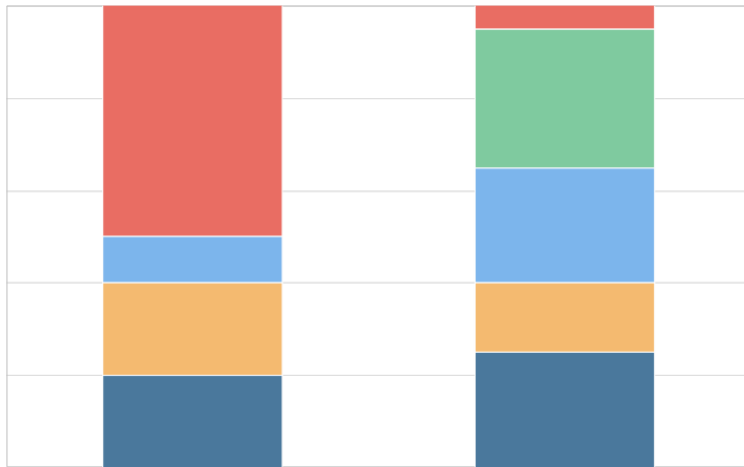
Qlik's Marketing fallacy



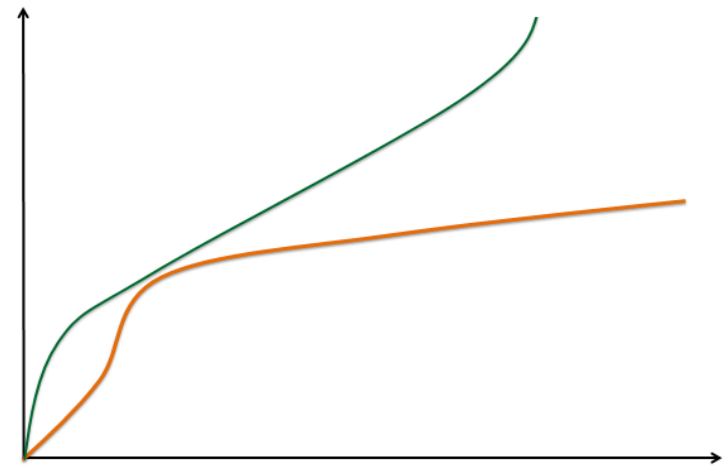
A journey with Qlik



Changing role of a Qlik developer



Qlik Sense's real potential



Dos and Dont's for Qlik Sense Consultants:




DONTs:

- + Don't buy Qlik's Marketing at face value
- + Careful with QS Multi-Node: Scale up before you scale out
- + Don't use on-demand app generation & mashups right away. Start simple, iterate fast.
- + In enterprises: Never deploy Qlik Sense in silos, synergies are of immense value

Dos and Dont's for Qlik Sense Consultants:



DOs:

- + Engage and educate business users from day one
- + Learn to understand JavaScript (D3.js, Angular, HTML/CSS)
- + Learn the security rules!
- + Collaborate with other Qlik Sense Projects within the company or online!
- + Get a head-start and use Vizlib ☺  vizlib



Thank you for your attention!!
Any questions??