



VISUALIZE YOUR WORLD

Discover Data-Driven Possibilities – 2016 World Tour

Making Data-Driven Possibilities Possible

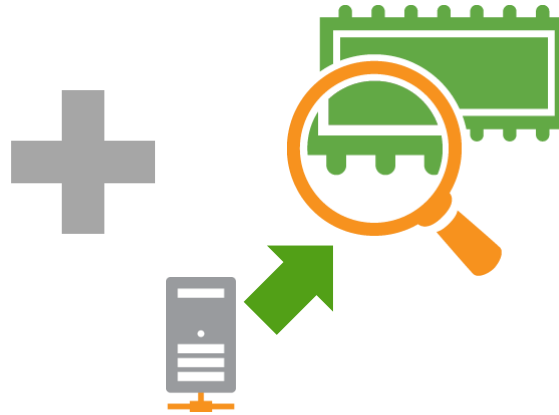
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September 2016



Three fundamental forces



An explosion of
data and content



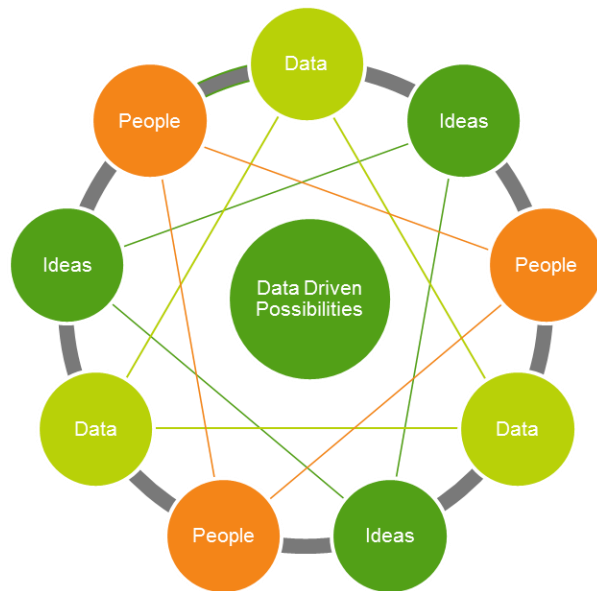
An explosion in
computing power



A rise of the
information activist

Uncover new data-driven possibilities

Move from the
business intelligence pond...



...to an endless sea of data
driven possibilities...



connecting all your people, to all your data, and all your ideas.

Data-driven possibilities with Qlik

A platform for all your visual analytics needs

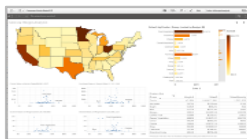
All Your People



*Empower all
your people*

Full breadth of analytic use cases across your entire organization

Guided
analytics



Self-service data
visualization



Reporting and
collaboration



Embedded
analytics



Custom analytics
applications



Data scientists, to business analysts, to developers and information and operational workers throughout the organization and beyond

Data-driven possibilities with Qlik

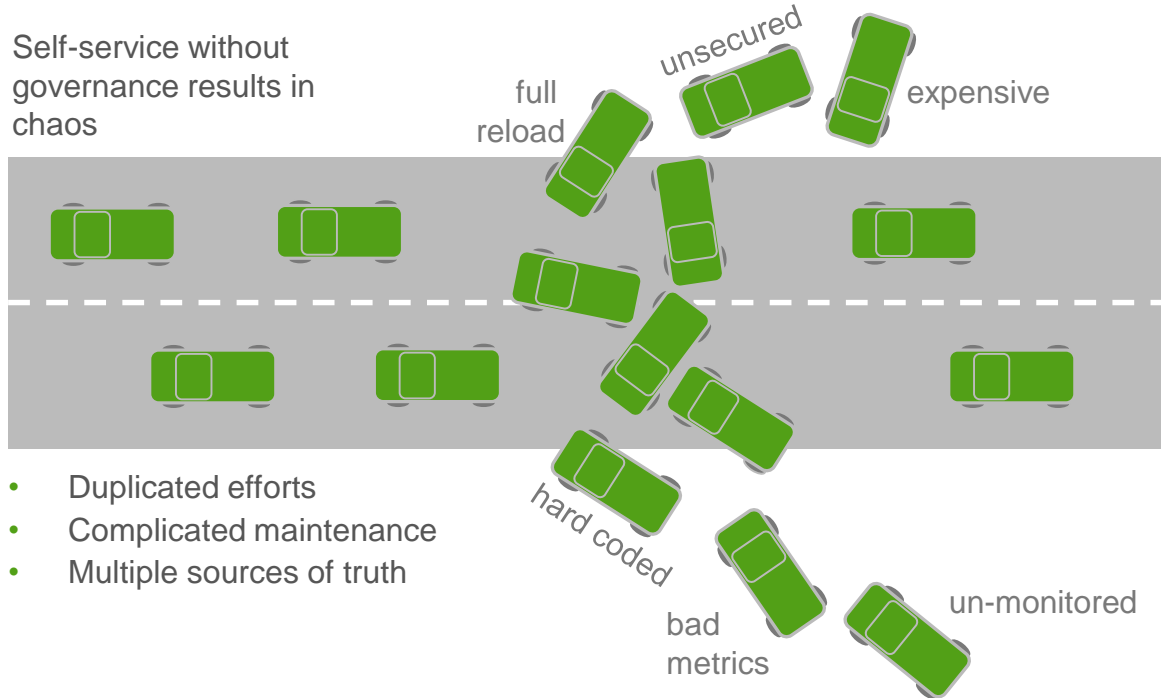
Agility for the business user, with trust and scale for IT

All Your Data



*On a trusted
foundation*

Self-service without
governance results in
chaos



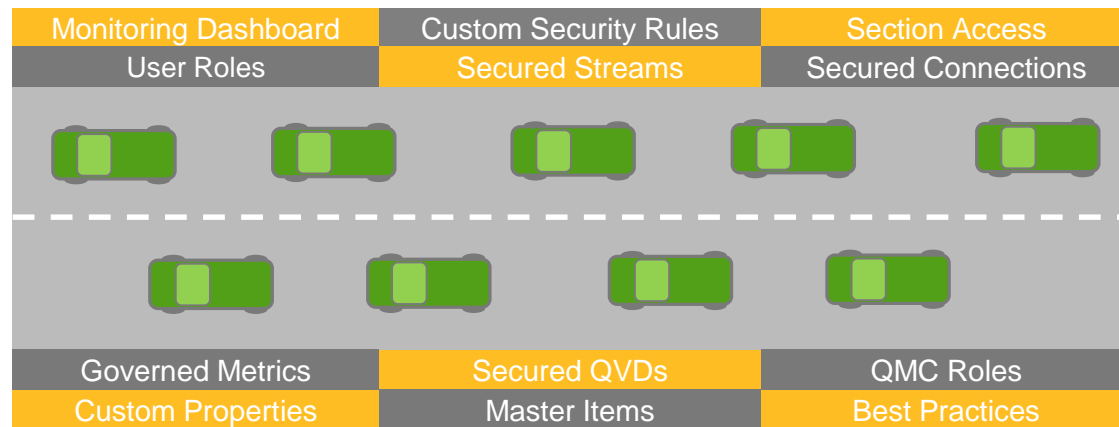
- Duplicated efforts
- Complicated maintenance
- Multiple sources of truth

Data-driven possibilities with Qlik

Agility for the business user, with trust and scale for IT



Governed self-service drives user empowerment



IT

Business

Provide self-service without chaos	→	Reliable self-service agility
Secure, dependable data	→	Trust your decisions
Scalability with predictability	→	Always available, always fast

Data-driven possibilities with Qlik

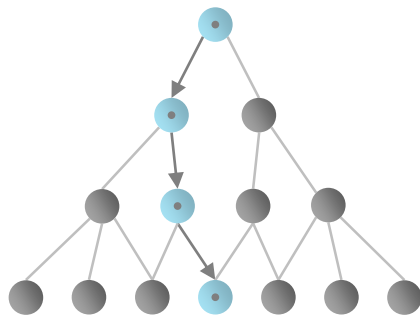
See the whole story that lives within your data

All Your Ideas



*Bring forth all
your ideas*

Linear data visualization



Pre-defined joins

Pre-aggregated hierarchies

Pre-conceived notions of how data should be related

Only part of the story

versus

Qlik's associative model



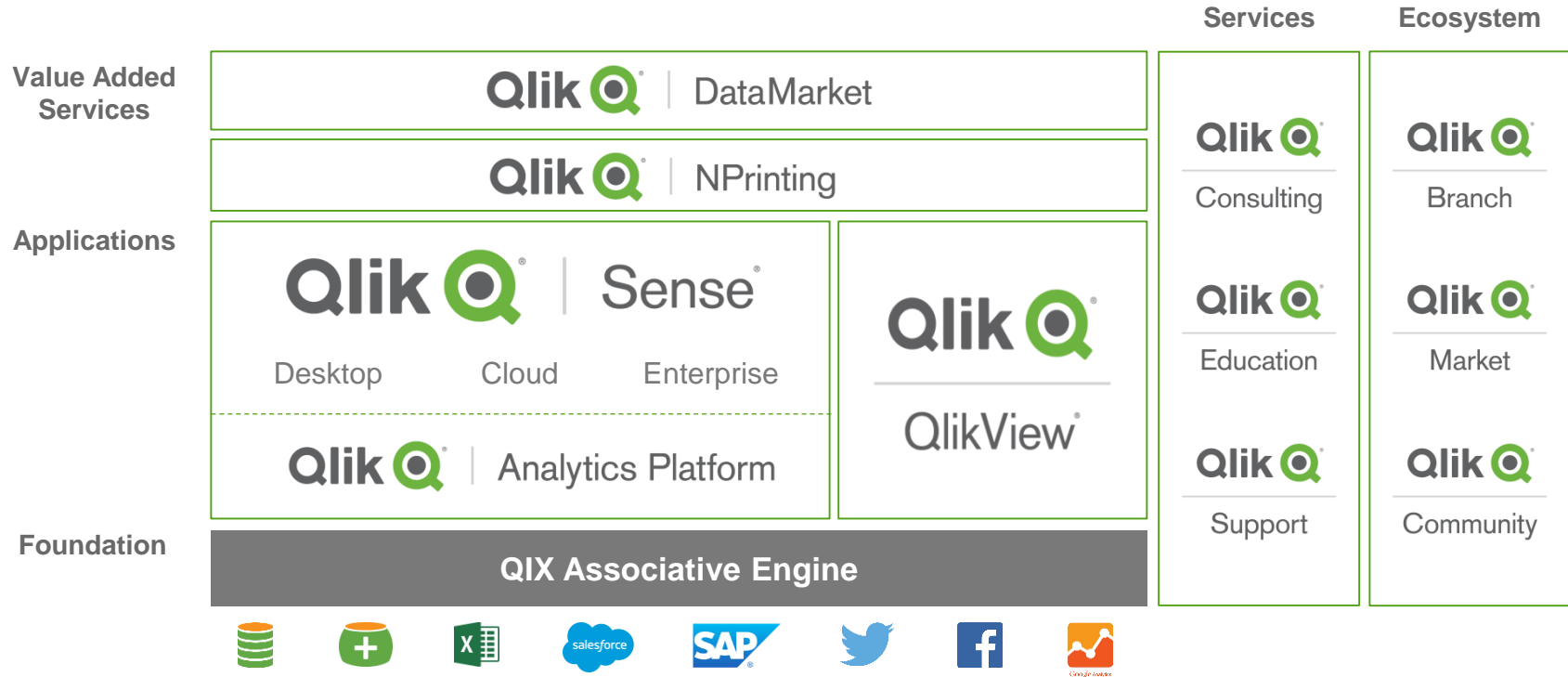
Dynamic associations

Explore freely in any direction

Understand how data is actually related

The whole story

Our modern BI portfolio

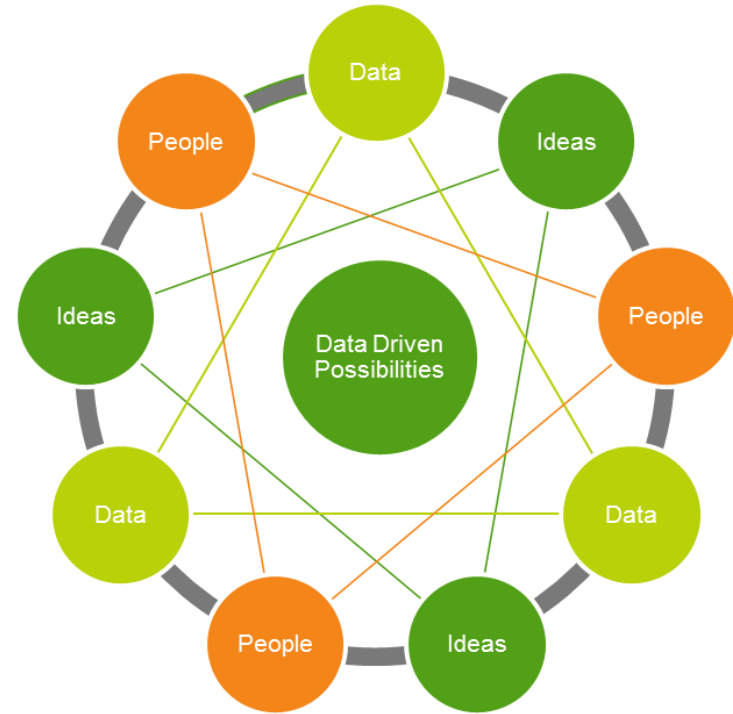


Demo



Key takeaways

- We have a unique opportunity
- Move beyond the BI pond
- Drive data driven possibilities
- Connect people, data and ideas
- Qlik's approach is unique
 - Associative model
 - Platform
 - Governance



Thank
you

