



# Introducing Qlik® Sense

## Unleash your intuition

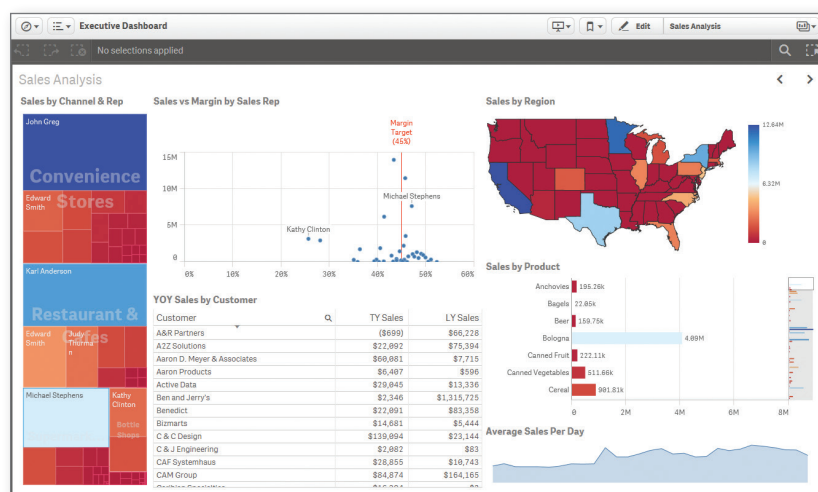
Qlik Sense is a next-generation self-service data visualization application that empowers everyone to easily create a range of flexible, interactive visualizations that drive exploration and discovery through intuition.

Qlik Sense is built on the QIX Associative Data Indexing engine, the second generation of Qlik's proven and patented engine technology. Associative Data Indexing allows people to explore data relationships across many sources that would otherwise be hidden in hierarchical or query-based approaches. Qlik Sense drives faster time to insight with intuitive exploration, smart search, and smart visualizations. It broadens knowledge sharing with data storytelling and mobility. And, it promotes accuracy and reliability through enterprise governance capabilities that make it truly world-class.

Qlik Sense brings out the business analyst in everyone, taking self-service to a new level of power and flexibility, so that businesses are more informed and capable of acting and reacting faster.

## QlikView® disrupted BI a decade ago. Qlik Sense does it again.

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 self-service data visualization and exploration. And, IT organizations no longer have to trade governance and performance to provide it. Whether simply consuming, exploring and analyzing, creating visualizations, or collaborating – Qlik Sense provides advanced capabilities that delight and empower everyone.



## Associative Data Indexing

The QIX (Qlik Index) engine is the second generation of the proven and patented engine technology that has powered Qlik products for the last decade. It provides associative data indexing and dynamic calculation that empower people to naturally explore using their intuition. Associative data indexing exposes relationships in complex, multi-source data sets that would otherwise be hidden in hierarchical or query-based approaches. Users benefit from this feedback every time they make a selection or search, allowing them to gain understanding and take next steps.

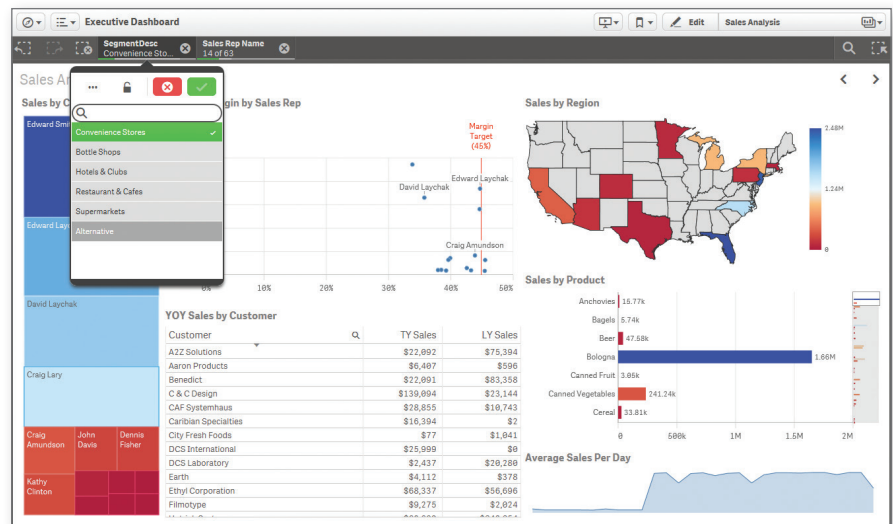
Product	Country	Region	Customer
Bike Shorts	Canada	Europe	YourFuture
Bike Racks	France	North America	ySecret
Bike Stands	Germany	APAC	Zentrum für Interakt...
Bottles and Cages	United Kingdom		Zephyr
Bottom Brackets	United States		Zero Assumption Rec...
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## Self-Service Visualization and Discovery

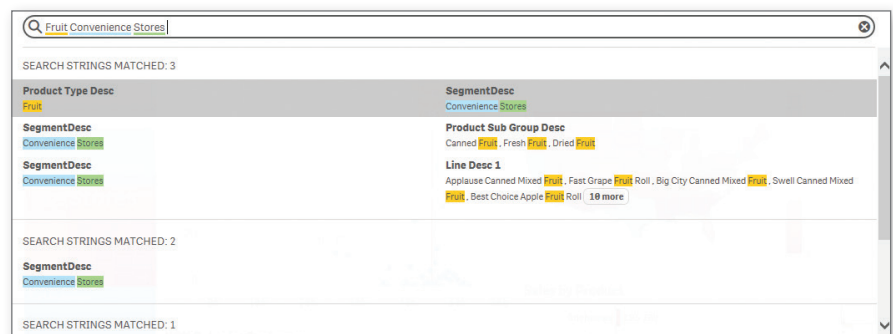
Qlik® Sense offers a cutting edge visualization and discovery experience in a smart, responsive, HTML5 client that allows people to quickly explore information and gain critical insights. Qlik Sense is built to promote the use of human intuition in all areas of the user experience.

### Intuitive Exploration and Discovery

Exploration in Qlik Sense is unmatched. People can ask questions anywhere using simple, natural interactions such as selection and search, without restrictions or boundaries. The QIX engine instantly responds after each click, recalculating all analytics and revealing data relationships through easy to understand color cues – green (selected), white (associated), and gray (unrelated). This empowers users to follow their own paths to uncover insights and blind spots across many data sources that would otherwise have been overlooked.

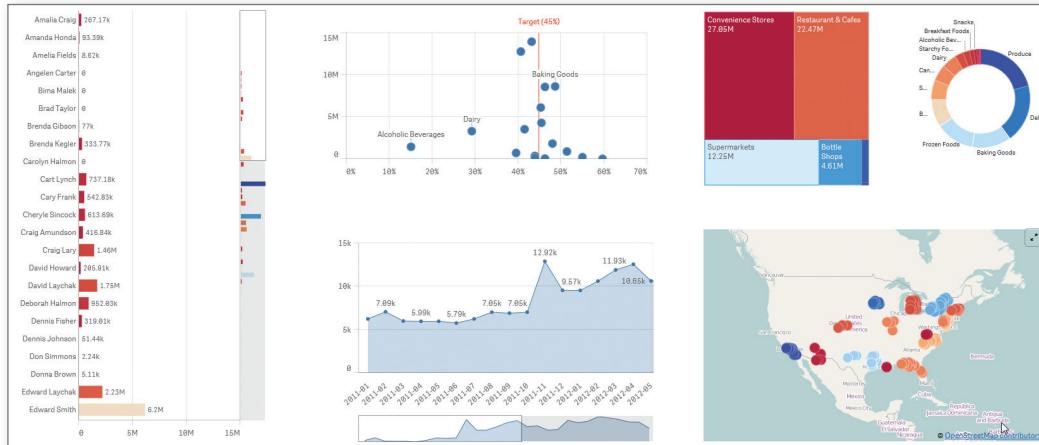


Global Smart Search allows users to search the entire data set using keywords to uncover insights and relationships. Qlik Sense automatically displays the dimensions where the desired values match. And, if multiple values are entered, Qlik Sense will reveal not only the matching dimensions but also the relationships that exist between the values, ranking the results by the strength of the associations. This provides immediate insight regardless of where information is located.



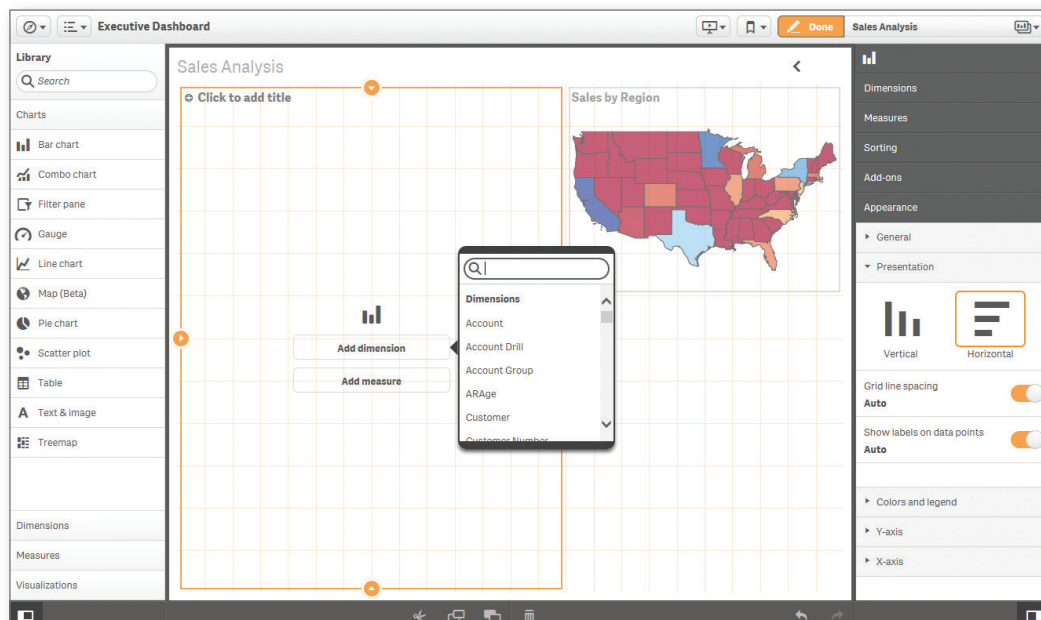
## Smart Visualizations

Smart visualizations in Qlik® Sense offer new, innovative techniques for conveying meaning in data. They feature advanced summarization of information, intelligent use of color gradients, and responsive design that adapts information based on screen size. 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.



## User Driven 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; people 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 quickly load and combine their own data from multiple sources without the need for scripting.



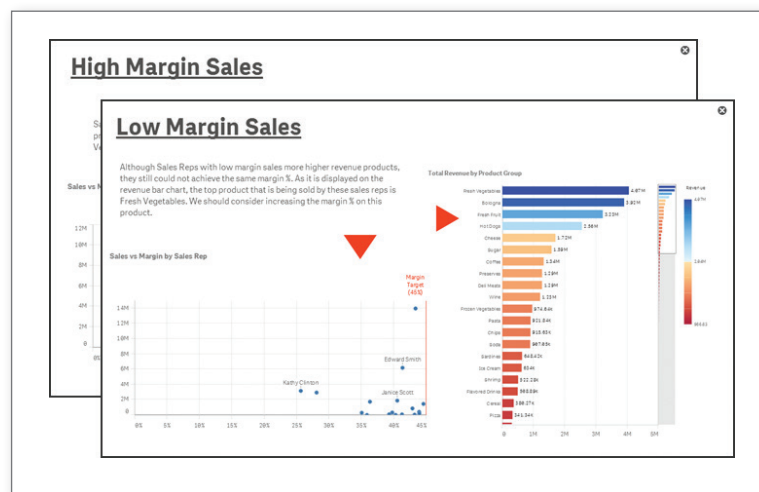
## Sharing of Knowledge and Insights

Qlik® Sense is built for people and place, allowing users to share analyses and insights, and work collaboratively in both office and mobile settings.

### Collaboration and Communication

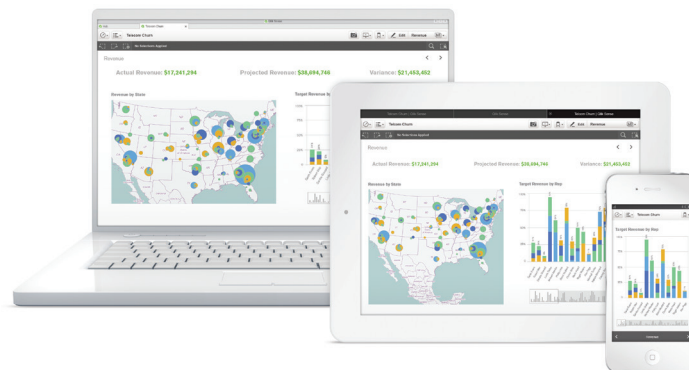
Groups and teams can easily collaborate in Qlik Sense to make better decisions. A centralized information hub offers streams of content for different topic areas or workgroups, allowing people to locate valuable content fast, or share relevant analyses for others to use, in an organized controlled manner.

Interactive Data Storytelling allows people to use analytics to create and present guided stories, rich with narrative and graphics, to communicate insights and facilitate discussion. Multiple stories can be created to offer different points of view. And direct, in-context access to live analysis allows for immediate answers to follow-up questions that arise, reducing delays in decision making.



### Anywhere, Anytime Mobility

Qlik Sense is inherently mobile, built from the ground up for mobility. 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.



## Broad Adoption and Organizational Intelligence

Qlik® Sense offers developers and IT administrators the ideal set of approaches to build, deploy, and govern information and analytics environments. And it does this while ensuring business users retain the flexibility and self-service agility they need.

### Customization, Extension, and Data Integration

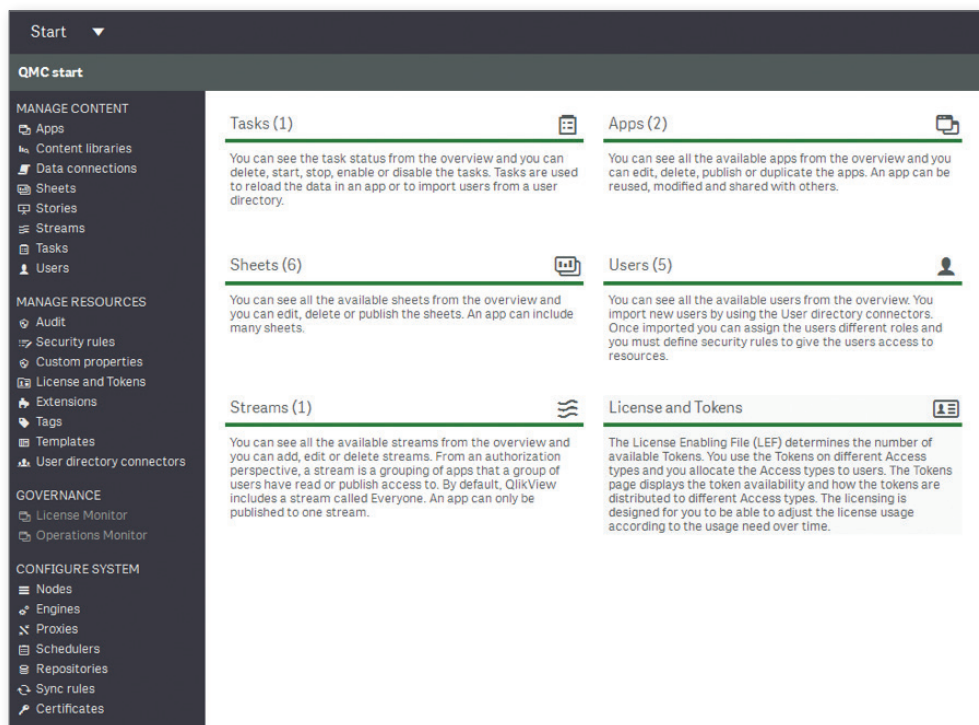
Qlik Sense can be fully customized to meet unique business needs, offering a complete set of open and standard API's for building rich analytic apps, embedding visualizations into existing solutions, and extending the functionality of Qlik Sense for new types of visualizations and objects. And these capabilities can be utilized by developers with standard technology skill sets such as HTML5, JavaScript, and .NET.

Qlik Sense offers robust data integration, allowing organizations to cleanse, transform, and unify multiple disparate data sources without requiring external tools or data repositories. Qlik Sense can connect to and combine virtually any data source, including spreadsheets, databases, operational systems, ERP, and web sources. And with Direct Discovery, resident big data sources such as Hadoop, Teradata, and Cloudera can be integrated without requiring data to be loaded into memory.

### Enterprise-Class Governance and Performance

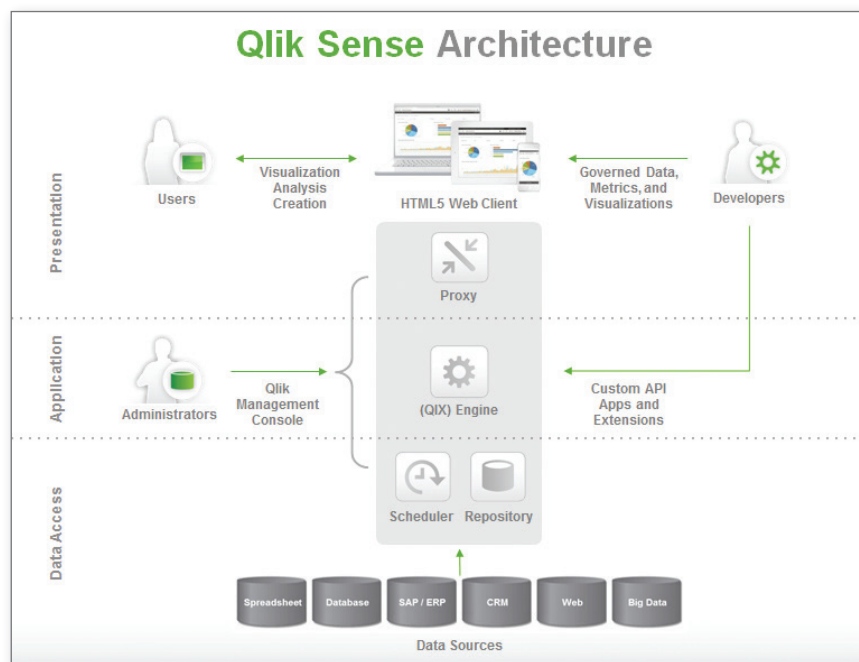
With Qlik Sense, organizations benefit from enterprise capabilities not seen in standalone visualization tools. This allows organizations to offer the flexibility of self-service discovery without having to trade-off management, governance, security, or scalability.

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, flexible rules-based security model which 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 scales to high numbers of concurrent users and large data sets, offering industry leading high-speed dynamic calculation and performance.



## About Qlik®

Qlik (NASDAQ: QLIK) is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Approximately 33,000 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.