DATA ANALYTICS

Modernize Your BI Experience

Qlik Sense® and QlikView®
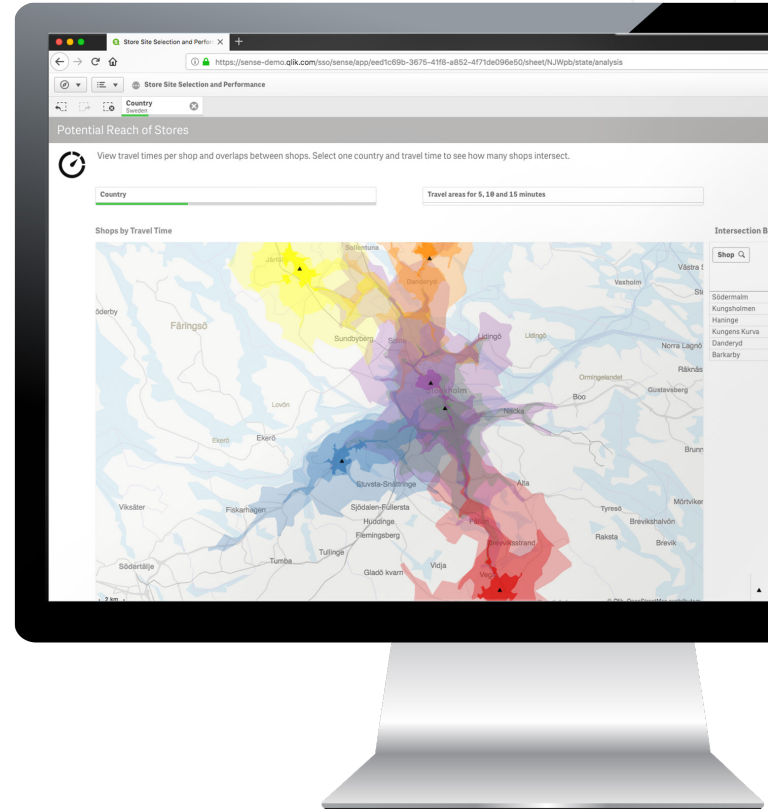
LEAD WITH DATA Qlik

Qlik is a pioneer. We drove the shift in the business intelligence (BI) market away from large, IT-driven, stack-based technologies to more agile data discovery approaches. Now we are leading innovation in the third wave.

QlikView, our first-generation product, started the data analytics revolution. Customers readily adopted QlikView to solve business problems because it allowed them to rapidly create highly interactive dashboards and analytics apps without dependence on stack technology. Over two decades, QlikView has driven tremendous value for customers of all shapes and sizes, across all major industries and geographies.

In 2014, we advanced the revolution by introducing Qlik Sense, our next-generation platform for modern, self-service oriented analytics. Qlik Sense supports the full range of analytics use cases across an organization — from self-service visualization and exploration to guided analytics apps and dashboards, custom and embedded analytics, mobile analytics, and reporting. And it does this within a governed, scalable architecture that delivers maximum trust, and flexibility. With unmatched associative exploration and new augmented intelligence capabilities, Qlik Sense drives data literacy for all types of users.
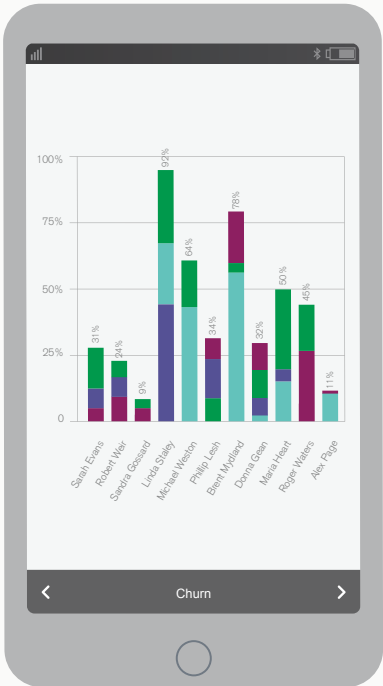
At the core of both Qlik Sense and QlikView is the Qlik Associative Engine, designed specifically for interactive, free-form exploration and analysis. Our engine is radically different from query-based tools that limit flexibility and create blind spots. It supports near limitless combinations of data sources without leaving any data behind. And, it allows people to explore freely using interactive selection and search, without restrictions or boundaries. By keeping all objects in context together and retaining unrelated values in the analysis, the Qlik Associative Engine empowers users to spot the unexpected, to uncover hidden insights that would be missed with query-based tools. We call this the Associative Difference®.

What's the difference?

Qlik Sense is not a new version of QlikView. While both are built on the Qlik Associative Engine and have similar core capabilities, there are differences in design and product strategy that reflect both modernized technology and the evolution of customer needs in the market.

Qlik Sense delivers a modern, self-service oriented experience through a cutting edge responsive user interface. It supports the entire analytics life-cycle, from data preparation to visualization to exploration and collaboration, with augmented intelligence capabilities to accelerate tasks and offer new insights. It supports seamless deployment across on-premise and cloud sites, as well as online and offline mobility. And open APIs make it easy for web developers with standard skills to build custom applications and embed analytics. In contrast, QlikView is a development environment for those with QlikView skills to create and deploy interactive analytics applications and dashboards.
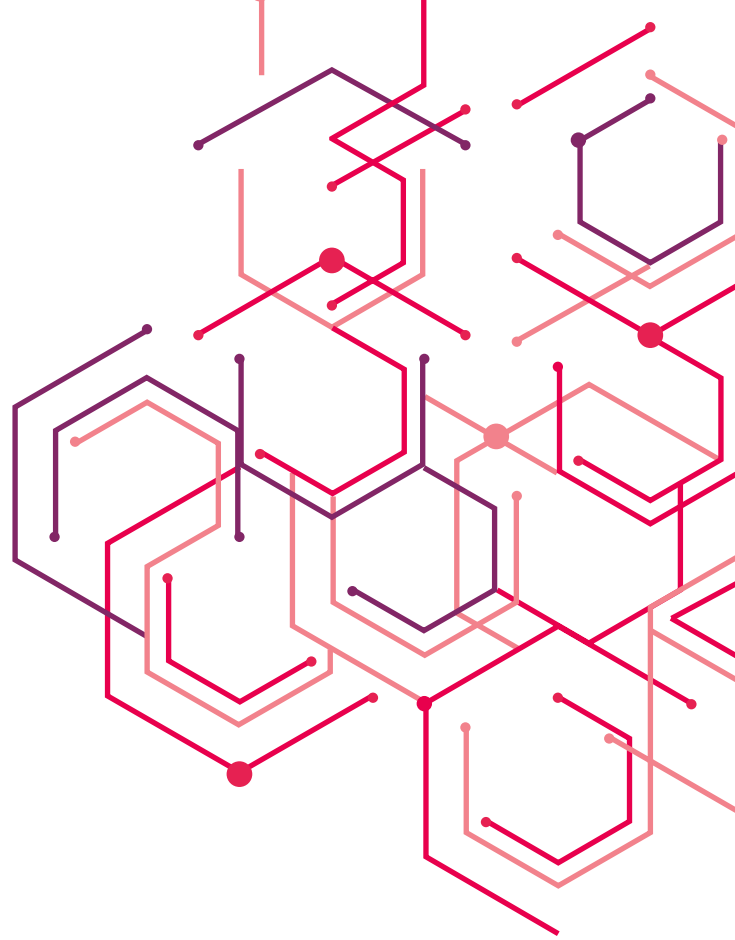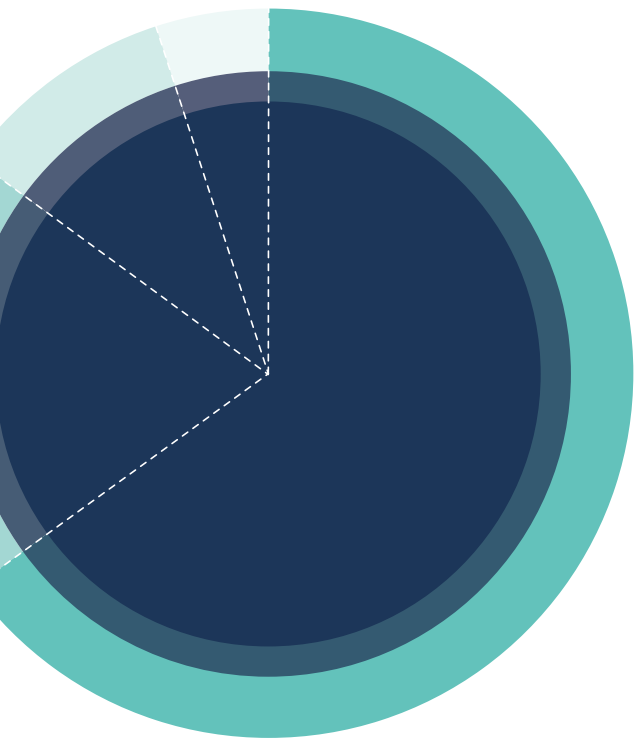
Qlik Sense expands analytics possibilities

PRODUCT	Qlik Sense®	QlikView®
CLIENT		
Unified HTML 5 Client	X	X
Touch User Interface	X	
Responsive Design	X	
PLATFORM		
Broad Data Connectivity	X	X
Data Integration – ETL	X	X
Big Data Capabilities – Indexing	X	
Broad Ecosystem and Community	X	X
DEVELOPMENT		
Co-develop Content	X	
App Development – Open APIs	X	
Self-service [App] Creation	X	
Self-service Data Preparation	X	
Advanced Authoring	X	
Desktop Development	X	X
Offline Development	X	X
Server-side Development	X	
ANALYTICS		
Associative Exploration	X	X
Search-based Analysis	X	X
Modern Visualizations	X	
Guided Analytics Apps / Dashboards	X	X
Advanced Analytics Integration	X	X
AUGMENTED INTELLIGENCE		
Cognitive Engine	X	
Auto-generation (Charts and Insights)	X	
Conversational Analytics	X	
Machine Learning and Adaptation	X	
COLLABORATION		
Collaboration Hub	X	
Data Storytelling	X	
Managed Reporting	X	X
Mobile Offline	X	X
DEPLOYMENT		
Centralized Management	X	X
Governed Libraries	X	
Rules-based Security	X	
SaaS Deployment Options	X	
Associative Indexing Engine	X	X

How do I choose?

If you're a new customer or have a new use case, we recommend Qlik Sense. It offers a full range of modern analytics capabilities within a unified, governed framework. With Qlik Sense, you can provide self-service visualization environments, deploy centrally built analytics applications, create custom analytics apps and mashups, enable mobile workforces, and widely distribute reports. We continue to invest heavily in the Qlik Sense platform, with planned innovations across the entire product and specifically focused on three big ideas — big data indexing, flexible deployment, and augmented intelligence.

For more information about Qlik products and our future innovation strategy, please refer to the Qlik Statement of Direction.

What if I'm an existing QlikView customer?

Qlik is committed to our loyal QlikView customers. You should feel confident in continued use of QlikView, especially for existing applications and use cases. We will continue investing in QlikView, offering releases which coincide with Qlik Sense version updates. We're focused on delivering features that our enterprise customers are looking for, such as advanced analytics integration, on-demand application generation, flexible deployment capabilities, increased coexistence and platform integration, and further enhancements around performance, security, management, and scalability. We also continue to surround QlikView with value added products such as Qlik NPrinting®, Qlik GeoAnalytics®, Qlik Connectors®, and Qlik Data Catalyst®.

In addition, adding Qlik Sense to existing QlikView environments is ideal for new use cases. Because both products run on our Associative Engine, you can easily reuse existing assets such as data models, QVDs, and analytics expressions. We are making significant investments to improve coexistence of the two products, including more seamless product integration comprised of: single user identity, common license management, a single point of access for users, and QlikView to Qlik Sense migration toolkits and services. We're also giving Qlik Sense advanced authoring features to support more sophisticated application functionality for guided analytics apps.

A compelling new licensing offer

If you're an existing QlikView customer, we have recently created a highly compelling licensing offer that enables you to more seamlessly and cost effectively adopt the Qlik Sense platform, while maintaining your QlikView footprint. Simply uplift you current QlikView maintenance by a modest percentage, and receive equivalent access to Qlik Sense for the same user that is entitled to use QlikView. This unlocks significant business value and gives you more options and control over you use of Qlik products. Customers also have the option of remixing eligible QlikView user licenses to Qlik Sense as set forth in the QlikView remix policy.

For more information about the Analytics Modernization Program, please talk to your local sales account manager or Qlik partner.

Qlik Q®

About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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