



Driving Certainty with Your Data

Qlik's Active Intelligence Platform

Sergey Polekhin, Qlik Solutions Architect

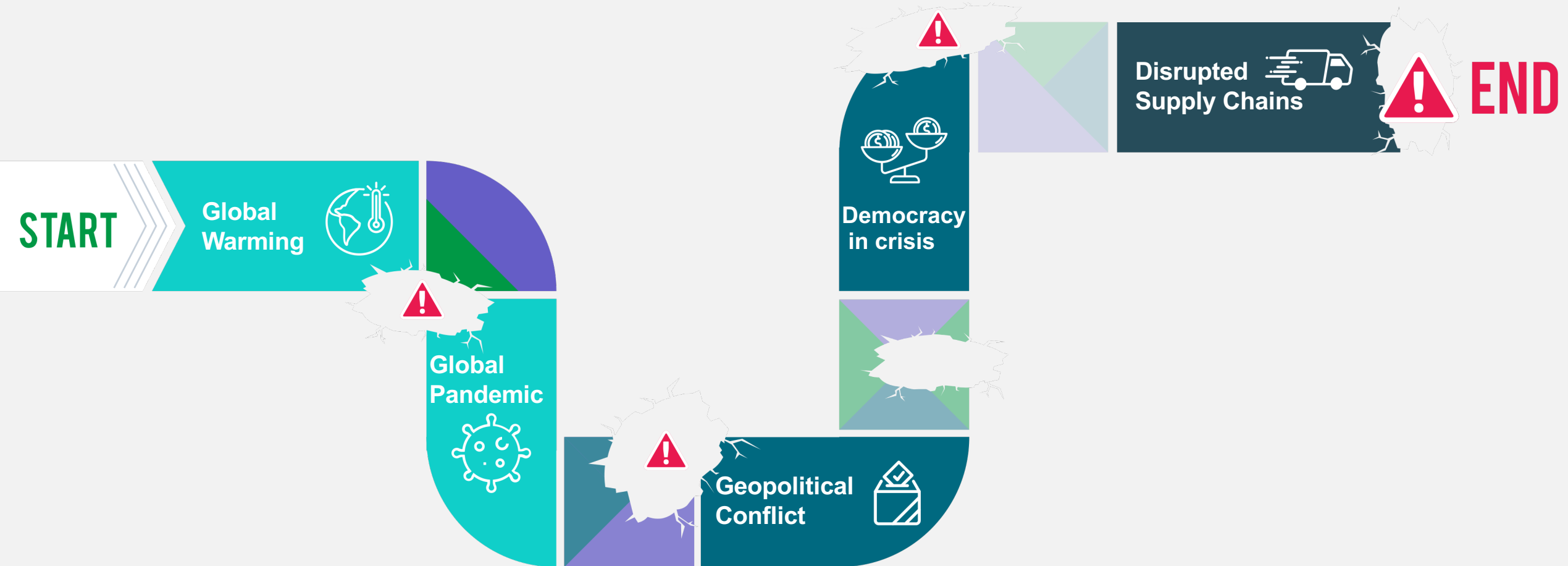
September 2022



We Live in an Uncertain World



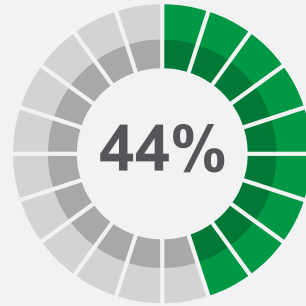
How We Respond Today Isn't Working



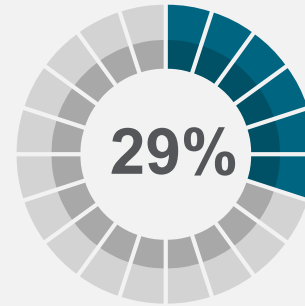
Results Still Not Meeting Expectations



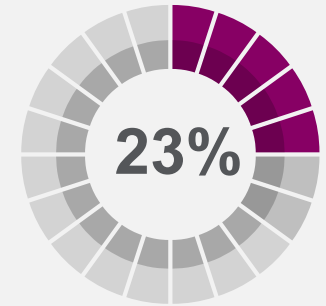
RESULTS



of organizations have enough data available for making decisions



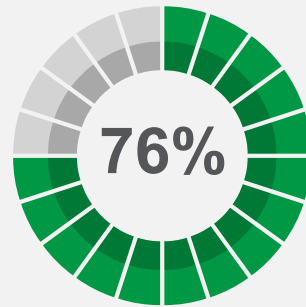
of executives achieve transformational business outcomes



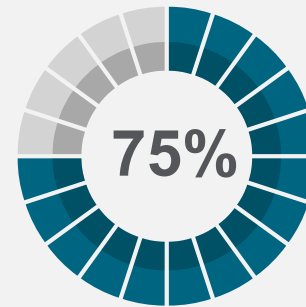
of executives see poor data literacy as important roadblock



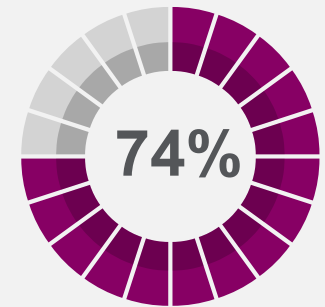
VALUE



say operational efficiency improved



say revenue increased



say profit increased

Source: IDC Data Culture Web Survey, 2021. NewVantage Partners Big Data and AI Executive Survey, 2021. Gartner® Webinar, The Gartner CDO Survey Results 2022: Drive Business Impact, Debra Logan, Mike Rollings, April 2022
IDC InfoBrief, Sponsored by Qlik, "Transformative Data Through Leadership Survey", June 16, 2020

What's Behind the Delta?

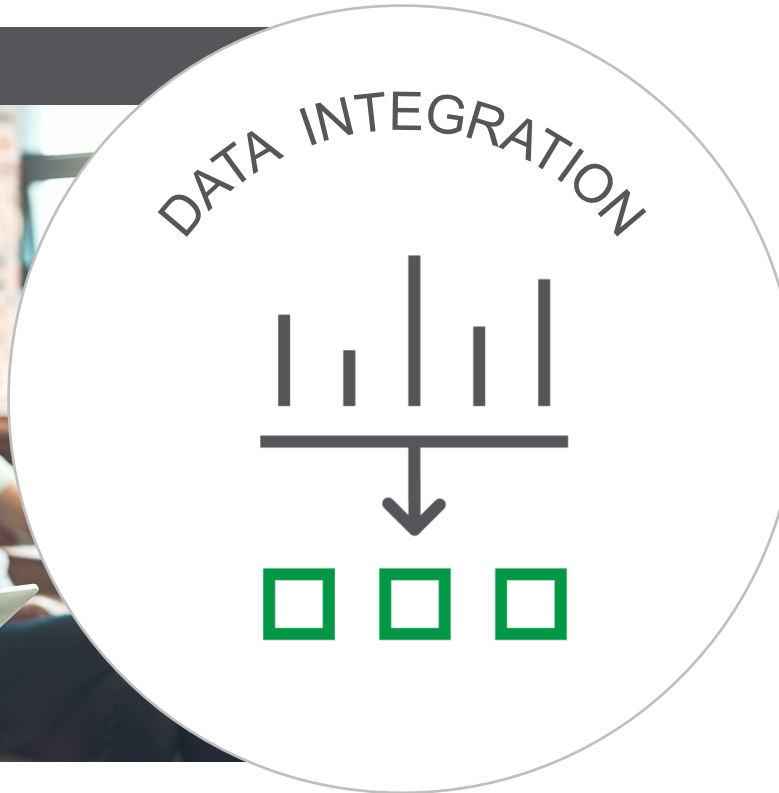
Traditionally separate tools and domains



Convergence Drives Business Value

Qlik has first mover advantage

IT



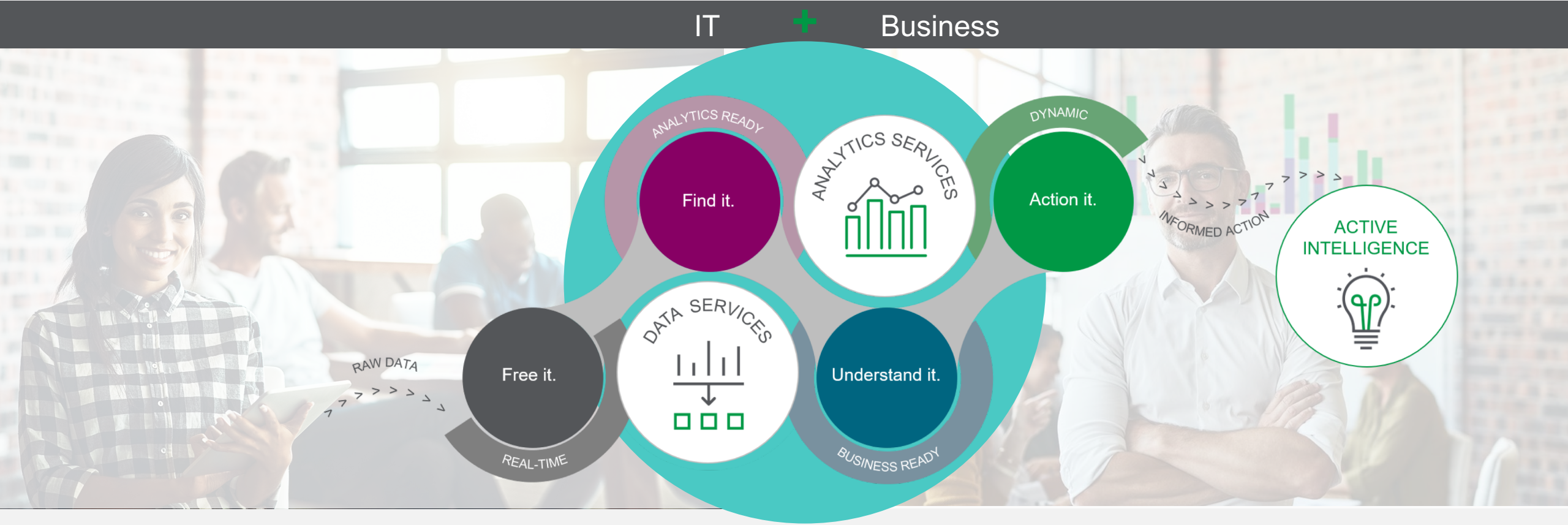
Business



Business Value

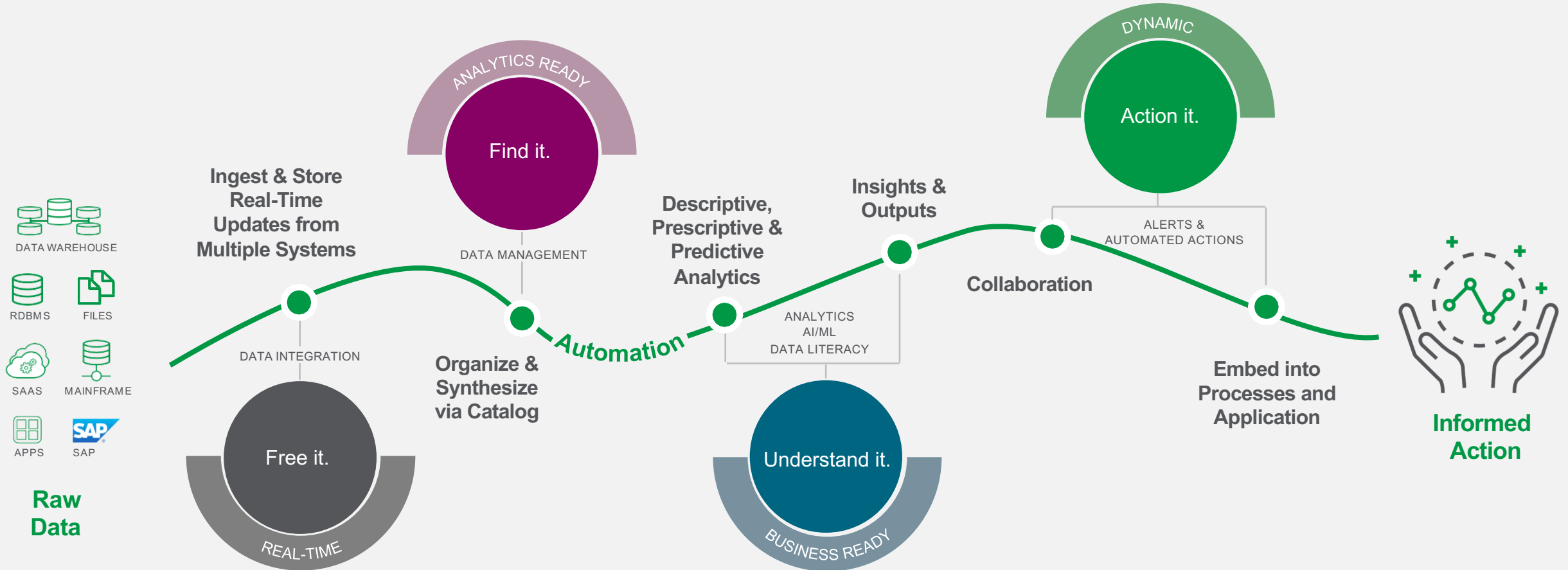
Active Intelligence Drives Certainty

Real-time end-to-end analytics data pipeline



Active Intelligence Drives Certainty

How it works



Qlik's Platform for Active Intelligence

Data Services



Hybrid Data Delivery



Data Warehouse Automation



Data Transformation



Application Automation

Analytics Services



Visualization & Dashboards



Augmented Analytics



Embedded Analytics



Alerting & Action

FOUNDATIONAL SERVICES



Catalog & Lineage



Artificial Intelligence



Associative Engine



Orchestration



Governance & Security



Collaboration



{ /> } Developer & API



Hybrid Cloud

Universal Connectivity



RDBMS



Data Warehouse



Data Lake



SAP



SaaS



Apps



Mainframe



Stream



Files



Our Platform Sets Qlik Apart

Only Qlik Enables Active Intelligence



ALL REQUIRED FOR ACTIVE INTELLIGENCE



Visualization & Dashboards

Seeing your data



Data Integration

Real-time delivery



Catalog & Lineage

Governed business-ready data



Augmented Analytics

AI-powered analytics



Collaboration

Narrative and context for analytics



Embedded Analytics

At the point of decision



Application Automation

Trigger immediate action



Hybrid Cloud

Cloud flexibility and choice

Our Strategy

3 Guiding Principles To Deliver Our Vision



The SaaS Principle

Qlik is a SaaS company

- Market move to the cloud as customers seek to reduce TCO and increase scale
- Maximize customer value through a cloud-first approach that enables rapid innovation, adoption and supports our data strategy



The Data Principle

Qlik respects the customers' data location

- Customers will have data that they either cannot or are not willing to move to Qlik's cloud, and we will support those use cases
- Embrace modern data-ops approach delivered as-a-service to build the analytics data pipeline



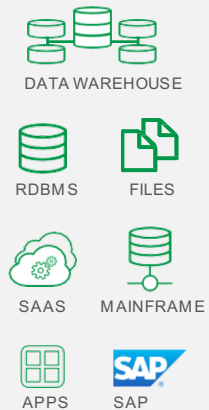
The Customer Principle

Qlik takes care of its customers

- Combine the value of software and services, always on, as customers modernize and move to cloud
- Protect customers' investments and provide freedom of choice

The Analytics Data Pipeline

Build Your Data Foundation



✓ Flexible Data Ingestion Features

Support for architectures-in-motion

✓ Real-Time Data Movement

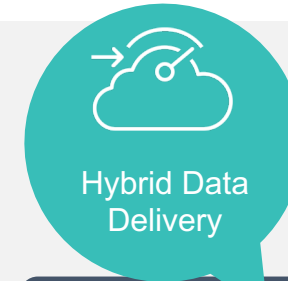
Support for ANY architectural pattern and all business latency requirements

✓ Flexible Data Architecture

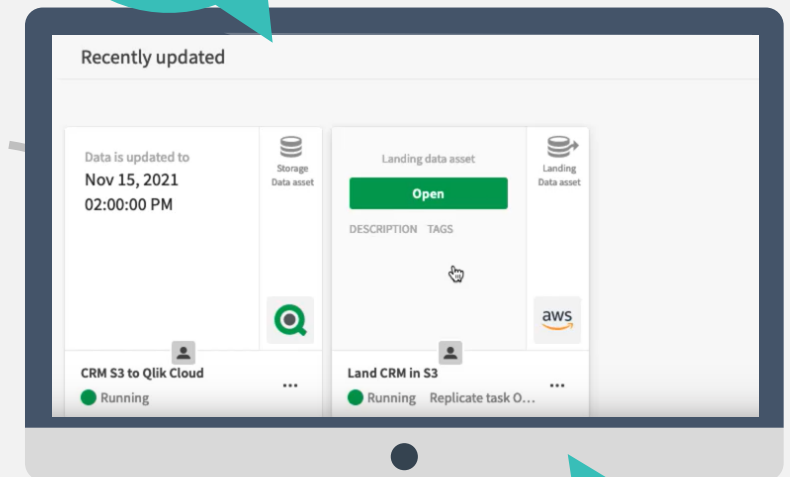
Support any architecture pattern with multi and hybrid-cloud capabilities

✓ Efficient Data Transformation

From standardization of data to building a multi-zone architecture



Qlik Q



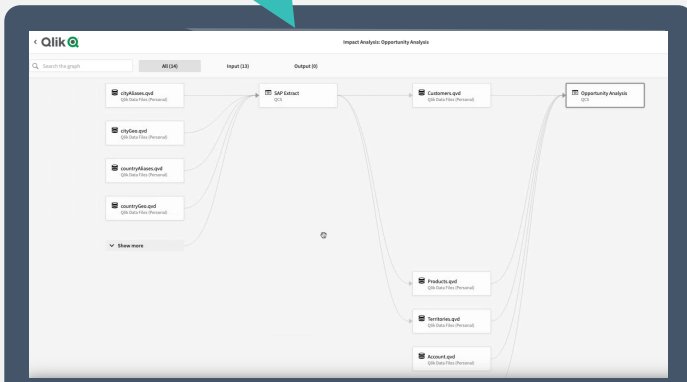
The Analytics Data Pipeline

Empower Data Democracy

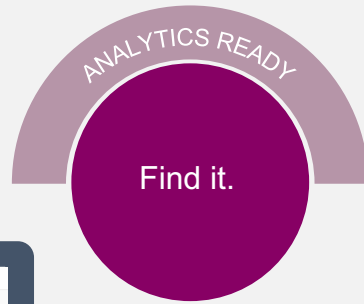


Catalog

Qlik
Ingest & Store



Lineage &
Impact Analysis



Organize &
Synthesize
via Catalog



✓ On-Demand Access of ALL Data

Empower direct consumption of all available data

✓ Contextual Data Catalog

Support intelligent search of data sets in context with full profile

✓ Data Lineage

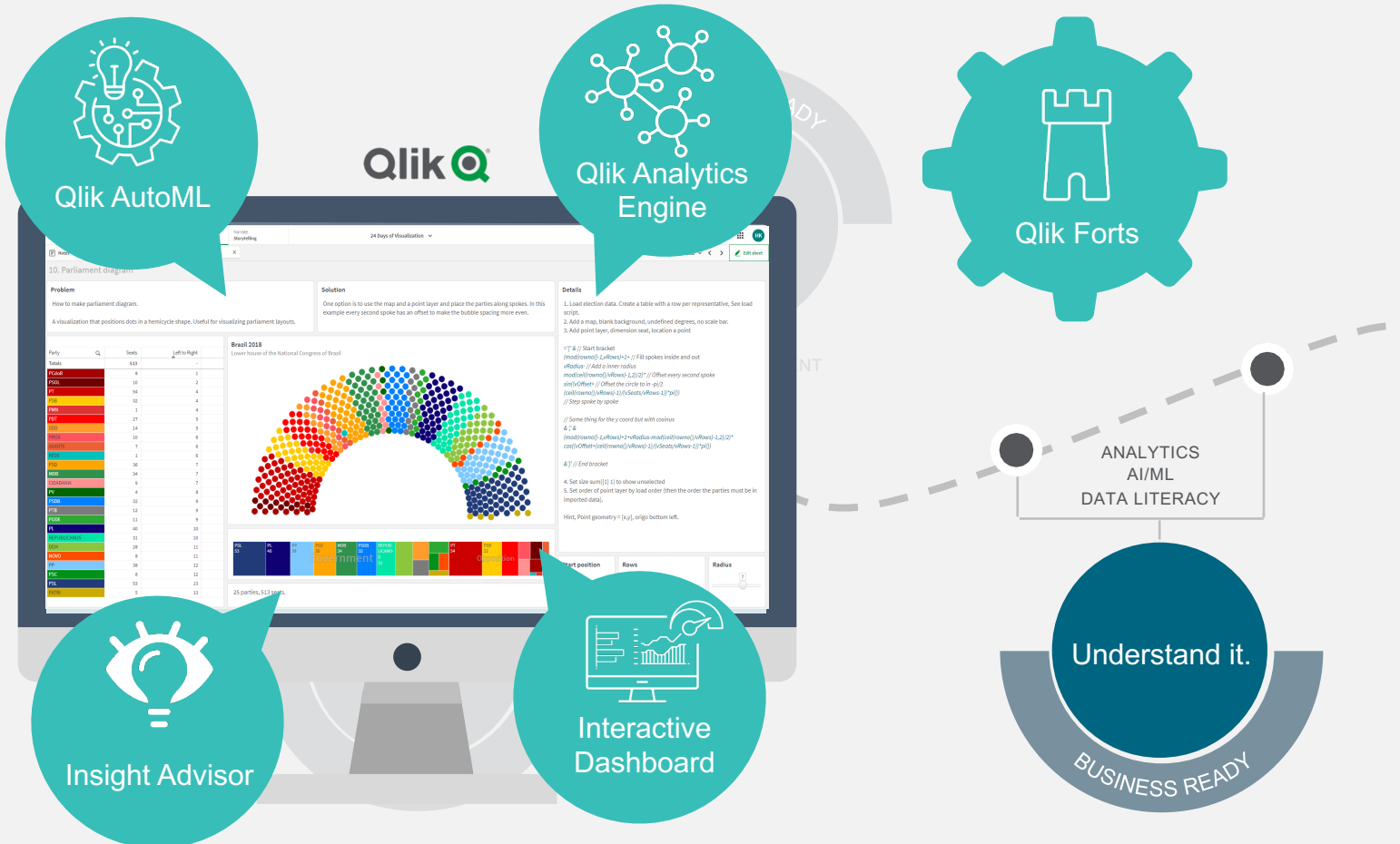
Ensure users find the right data with information on origin and change history

✓ Enable Self-Service Analytics

Remove obstacles to data access

The Analytics Data Pipeline

Power Your Analytics with AI



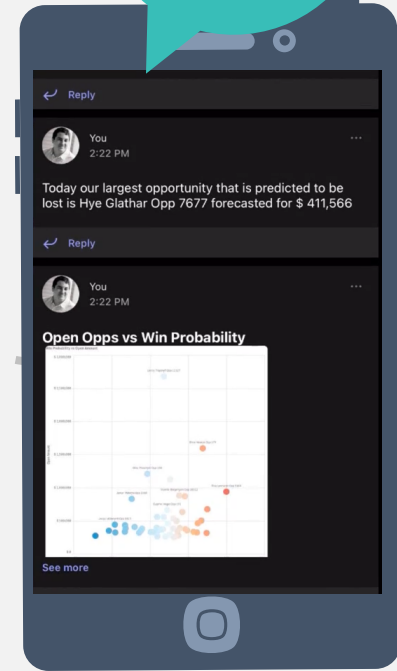
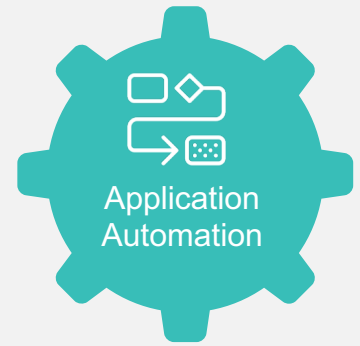
- ✓ **Analytic Readiness of Data**
Pull curated, governed data with option to combine with more data
- ✓ **Powerful Visualizations**
Support impactful and interactive data storytelling
- ✓ **AI & Machine Learning**
Perform free-form analysis and to automatically generate predictions
- ✓ **Natural Language**
Enhance human interaction with search and conversational analytics

The Analytics Data Pipeline

Drive informed action

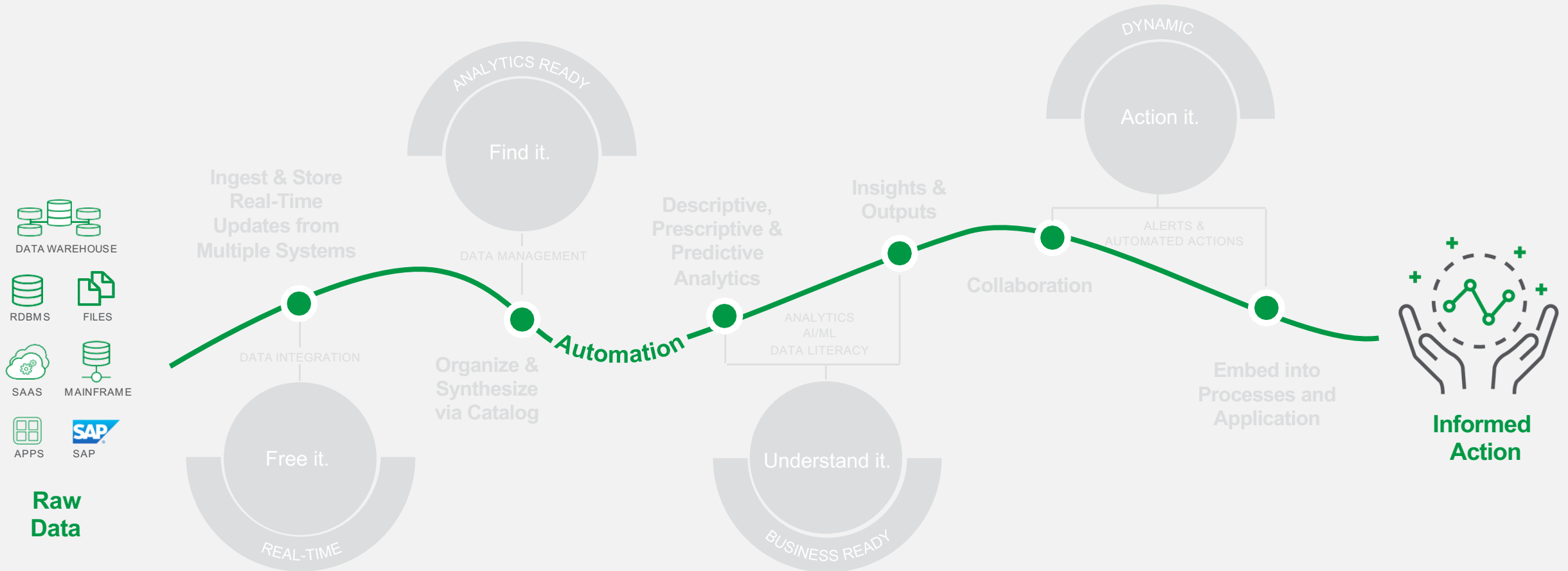


- ✓ **Collaborative Features**
Support distribution of analytics and in-app conversations
- ✓ **Intelligent Alerting**
Sophisticated alerting with statistical evaluation and condition logic
- ✓ **Mobile Analytics**
Fully interactive, online and offline, delivering insight at point of decision
- ✓ **System Integration & Automation**
Automate and streamline workflows between analytics and business apps



Modern Analytics Data Pipeline

How it works



Demonstration

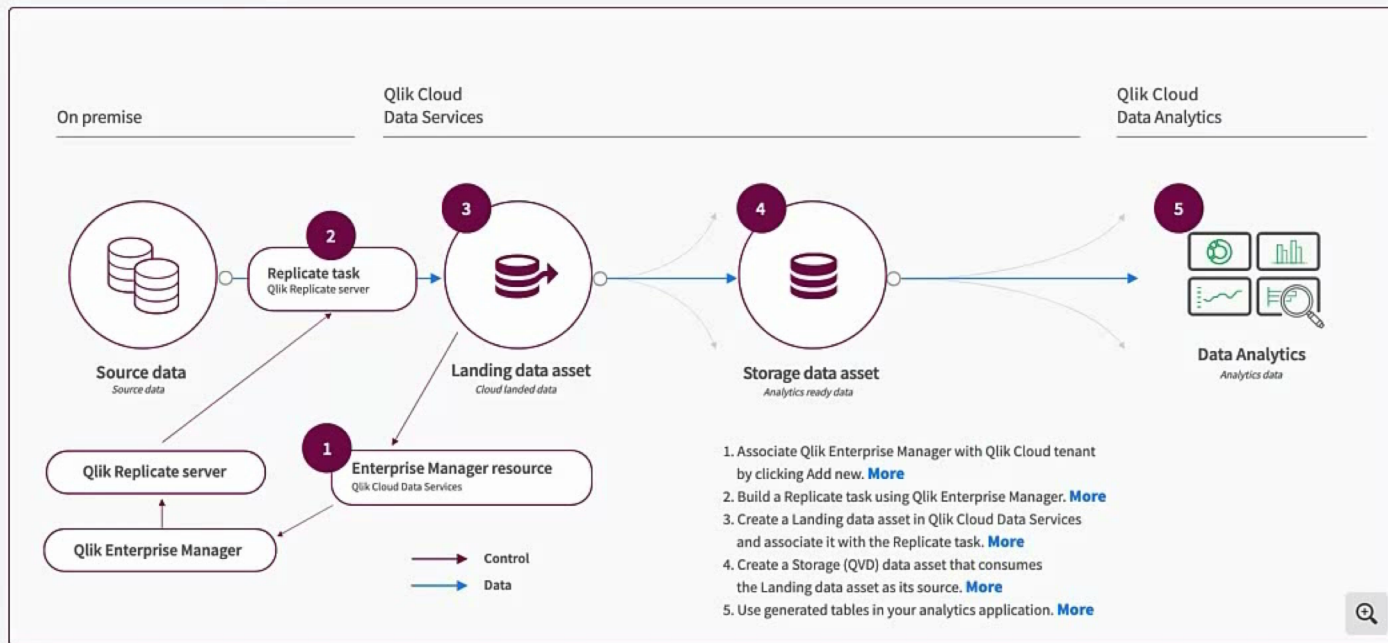
End-to-end analytic data pipeline



Data Services home

Show instructions

Understanding hybrid data delivery



License information

Ensure Qlik Replicate and Qlik Enterprise Manager are installed and configured before using Qlik Cloud Services. The software can be obtained from your Profile settings -> Tools and requires separate licensing. Contact your Qlik representative, Qlik Support, or complete the Contact sales form for licensing or current entitlement information.

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Introduction



Landing



Storage



Data spaces

Documentation

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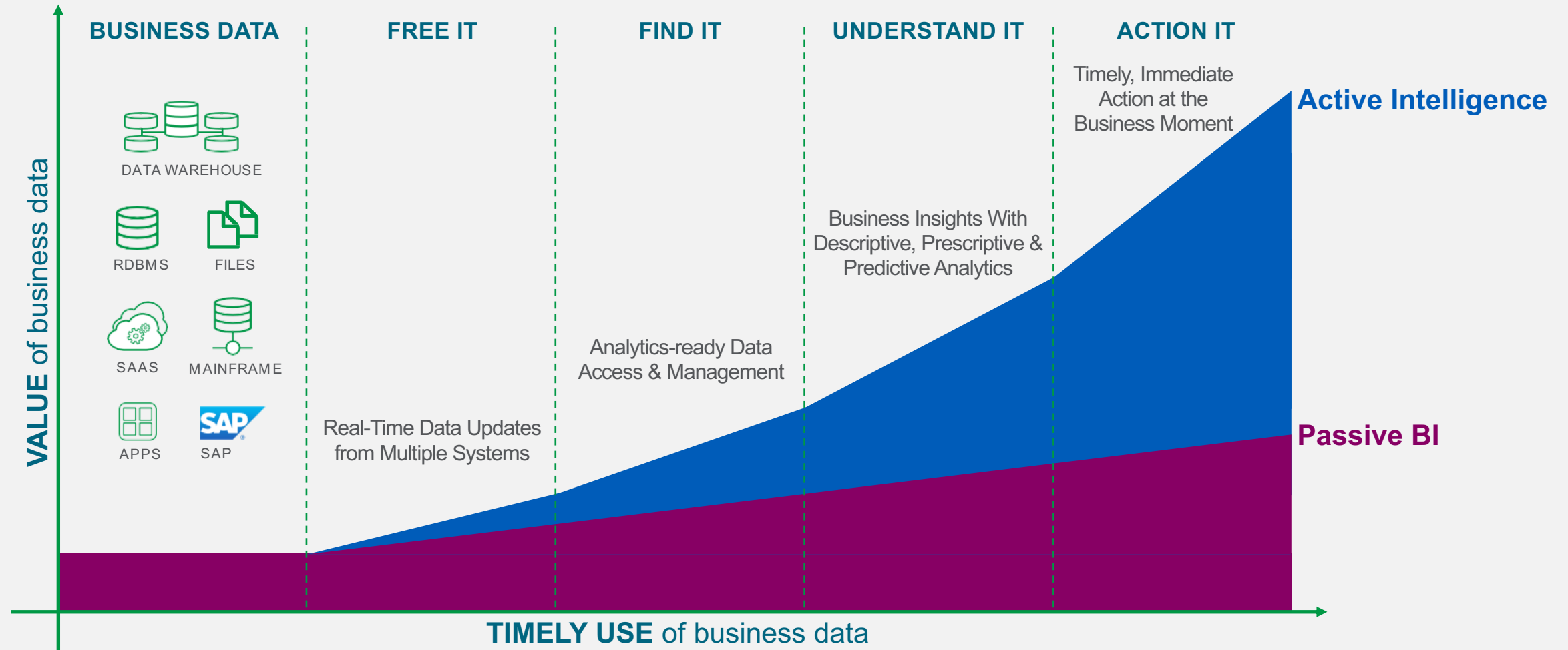
Data is updated to Nov 24, 2021

Data is updated to Nov 24, 2021

Data is updated to Nov 19, 2021

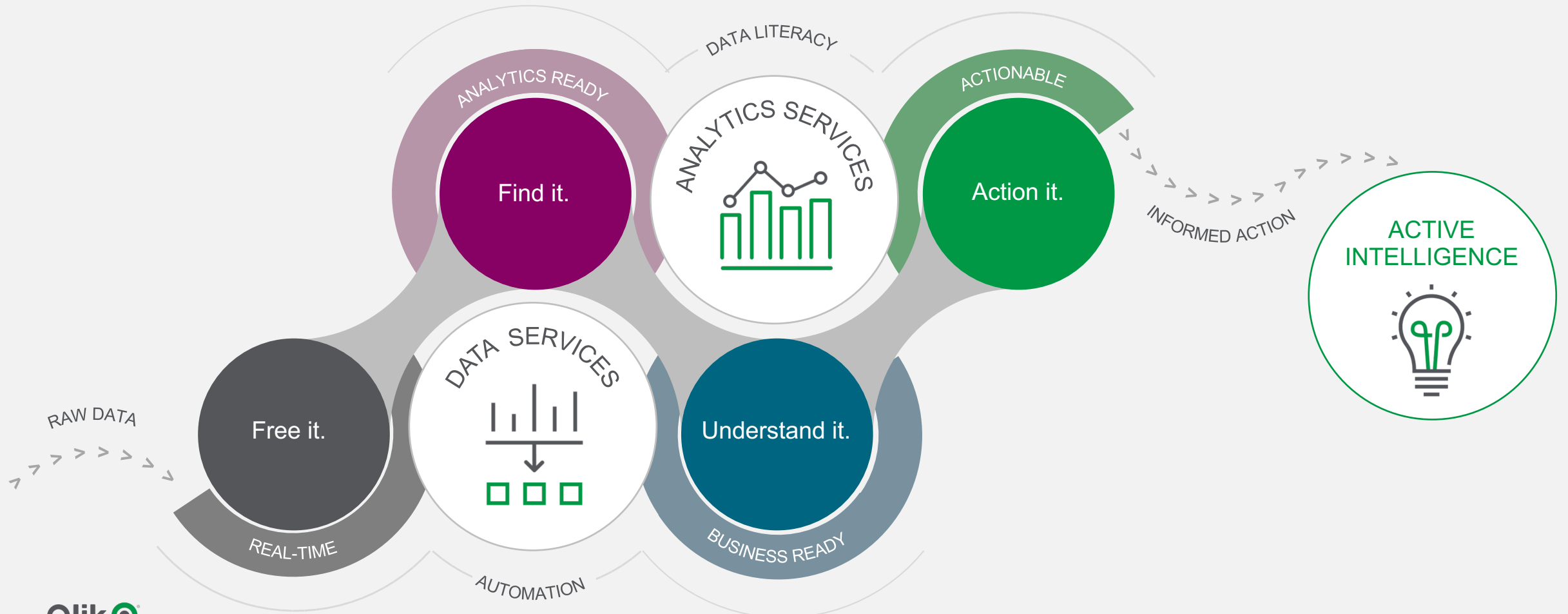
Data is updated to Nov 19, 2021

This Drives More Business Value



Enabled by Qlik's Active Intelligence Platform

End-to-end real-time analytics data pipeline built for the cloud



Qlik Q[®]

TO BE CERTAIN