

DATA ANALYTICS

# Powerful Location-Based Analytics

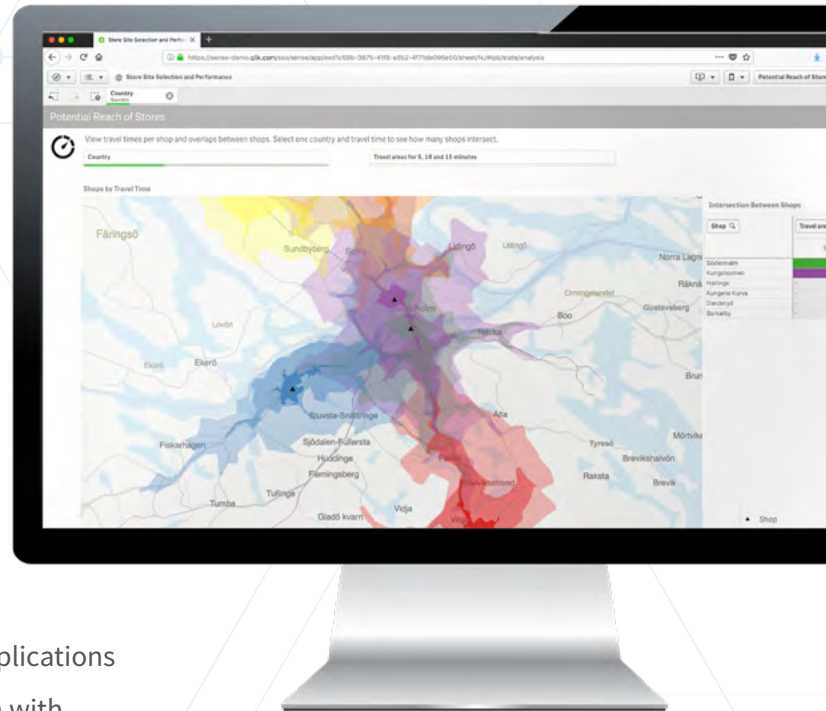
Qlik GeoAnalytics<sup>®</sup>



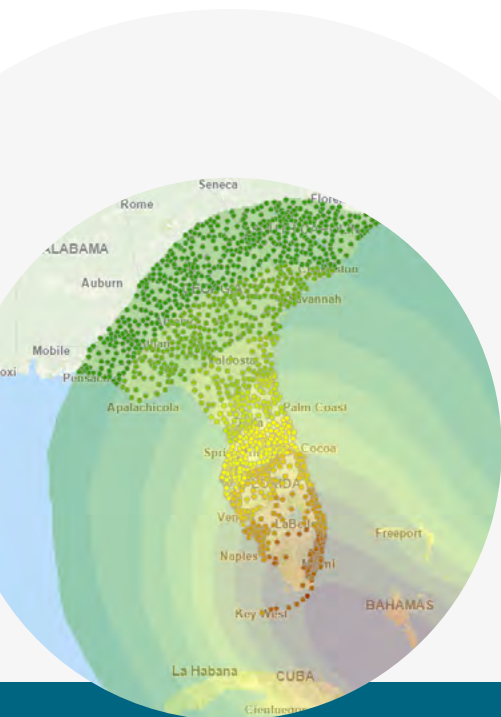
## INTRODUCTION

Transform your business with insights from location-based data.

You want to discover everything that's waiting in your data, so you can transform your business in ways that put you in the lead. Qlik GeoAnalytics lets you make better location-related decisions by offering powerful mapping and location-based analytics for Qlik Sense® and QlikView®. Easily add maps to your applications with automatic geodata lookup and then overlay them with different visualizations. Gain new perspective beyond what you see in tables and charts with built-in support for a broad range of geanalytic use cases.



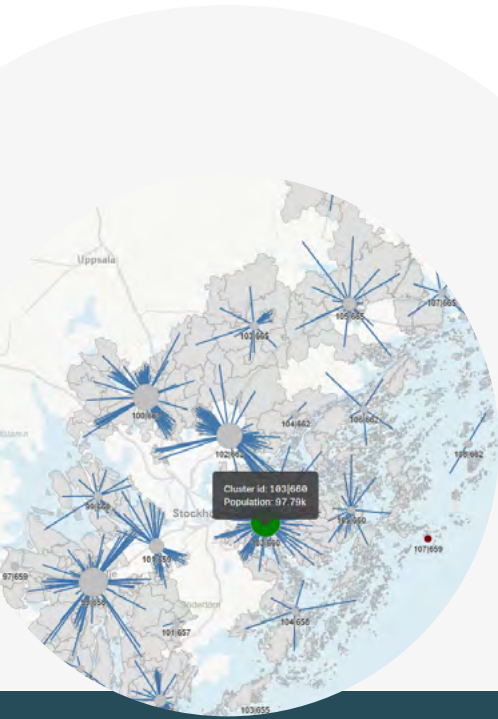
Easily add rich, interactive maps to your QlikView and Qlik Sense apps



Bubble symbols and heat maps

### High Performance, Interactive Mapping

Qlik GeoAnalytics uses patented technology to compress and stream mapping data. On-the-fly location lookup lets you easily add rich, interactive geodata visualizations to your Qlik applications. With an integral location library that contains millions of pre-defined places and areas, any map within a QlikView or Qlik Sense application is automatically populated and updated. Multiple map and visualization layers help you explore, simultaneously, all geodata along with any relationships.



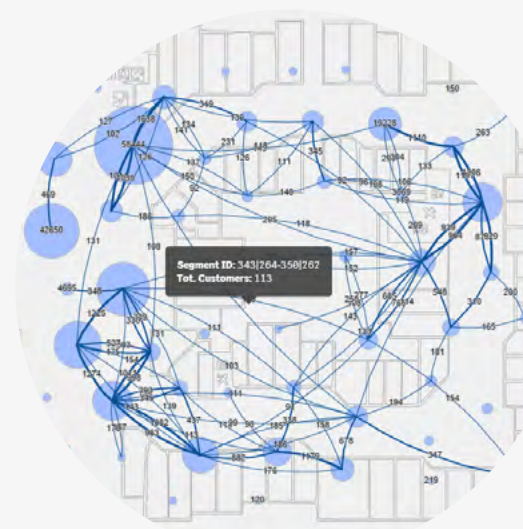
Cluster function to determine which hub is the closest to each municipality

### Gain Geospatial Insight

Go beyond map visualizations to understand and analyze geospatial relationships. Qlik GeoAnalytics provides insight into patterns not easily seen in reviewing tables or charts. The power of the Qlik Associative Engine can be applied to analyze geodata relationships with non-geodata as well as uncover geodata that is unrelated. Easily incorporate external geospatial data or map layers into your visualization or analysis; even import spatial information such as CAD files.

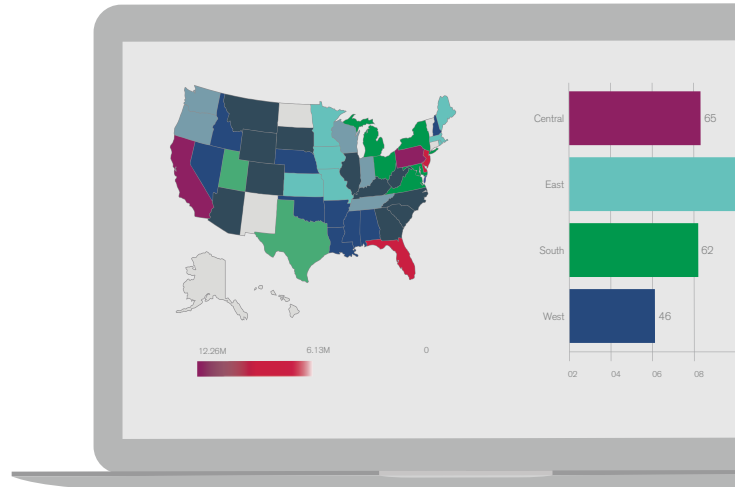
### Broad Location-Related Use Cases

Determine potential store locations, understand customer distribution of sales by zip code, or calculate supply chain delivery times. You can be confident that Qlik GeoAnalytics will meet the specific requirements of your geospatial project. Successfully implemented in many industries across different business functions, support for location-related use cases is based on real-world experience and success.



Path analysis of customer traffic within shopping center

Qlik GeoAnalytics offers you flexible choices for implementation from a fully hosted solution, a completely on premise deployment or a combination of the two.



### Optional modules

#### **Qlik Geocoding®**

For organizations who need address and street name level precision.



### Bundled offering

#### **Qlik GeoAnalytics Enterprise**

Includes the base Qlik GeoAnalytics product, Qlik GeoAnalytics Test Server, unlimited geodata calculations and analysis, and the optional capability to install the entire solution, including the location database and analysis server, on-premise.



### 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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