

# Close the Gap Between Data and Action

Real-time Data Integration and Analytics



# Activate Your Data. Seize Your Business Moment.



## The Data Challenge

Most organizations struggle to make actionable data available, let alone turn it into business value.

Recent studies highlight this challenge:

- 44% organizations have enough data available for making decisions<sup>1</sup>
- 29% executives achieve transformational business outcomes<sup>2</sup>
- 23% executives see poor data literacy as important roadblock<sup>3</sup>

<sup>1</sup>IDC Data Culture Web Survey (2021). <sup>2</sup>NewVantage Partners Big Data and AI Executive Survey (2021). <sup>3</sup>Gartner® Webinar, The Gartner CDO Survey Results 2022: Drive Business Impact, Debra Logan, Mike Rollings, April 2022.

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## The Data Opportunity

Qlik helps organizations tackle the complex challenges of transforming their data into business value. Here's how we do it.

- 1 Close the Gaps**  
 We help organizations create an analytics data pipeline:
  - Turning your raw data into informed action
  - Integrating data, so your users can easily manage it
  - Analyzing data, so users can understand it and take action
- 2 Open the Value**  
 We do this through a cloud platform that includes:
  - Data Integration to bring all data sources together
  - Analytics to transform data into insight
  - Supported by automation and data literacy to enhance it
- 3 Act in Real-time**  
 This unique, innovative approach enables "Active Intelligence":
  - Harnessing all the right data, to deliver the best insights
  - Understanding your data and taking action in real-time
  - Managing your data at the speed of business

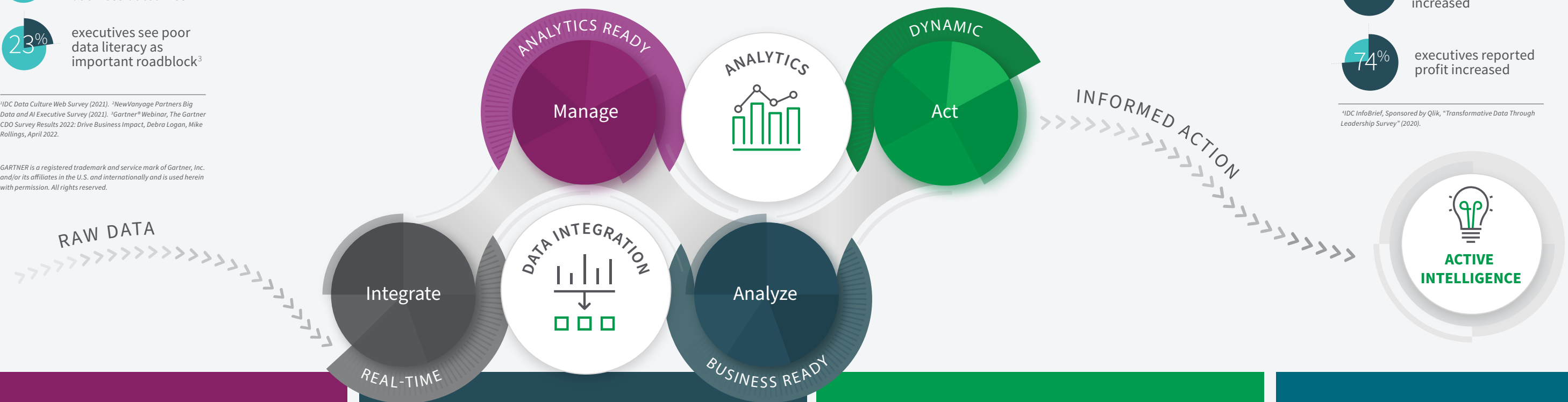
## The Data Outcome

Qlik Cloud®, Qlik's platform for Active Intelligence, delivers real-time information and drives action, accelerating business value.

An IDC study<sup>4</sup> highlights the outcome:

- 76% executives noted operational efficiency improved
- 75% business decision makers say revenue increased
- 74% executives reported profit increased

<sup>4</sup>IDC InfoBrief, Sponsored by Qlik, "Transformative Data Through Leadership Survey" (2020).



### REAL-TIME AND ANALYTICS-READY DATA

#### Data Integration

Organizations collect huge amounts of data. But, most of the data that can guide decisions and actions isn't analytics-ready or accessible. Qlik operationalizes DataOps for analytics, turning raw data into trusted, actionable data that's easy to find, current, and immediately available to any analytics tool. And with Qlik Cloud Data Integration, data engineers can deploy enterprise integration and transformation initiatives in the cloud.

### BUSINESS-READY AND DYNAMIC DATA

#### Analytics

Qlik sets the benchmark for a new generation of analytics. Qlik Sense® empowers users at any skill level to freely explore data with powerful AI combined with the industry's most powerful analytics engine. And with Qlik AutoML™, they can easily generate machine learning models for predictive analytics and what-if scenario analysis – all within an intuitive, code-free user interface. Bring actionable insights into every decision with the most complete platform for modern BI.

### RAW DATA TO INFORMED ACTION

#### Qlik Cloud

Our end-to-end platform enables the shift from a passive set of tools to an active system that delivers information in real-time and compels action. Close the gaps between data, insights and action with the only cloud platform built for Active Intelligence.

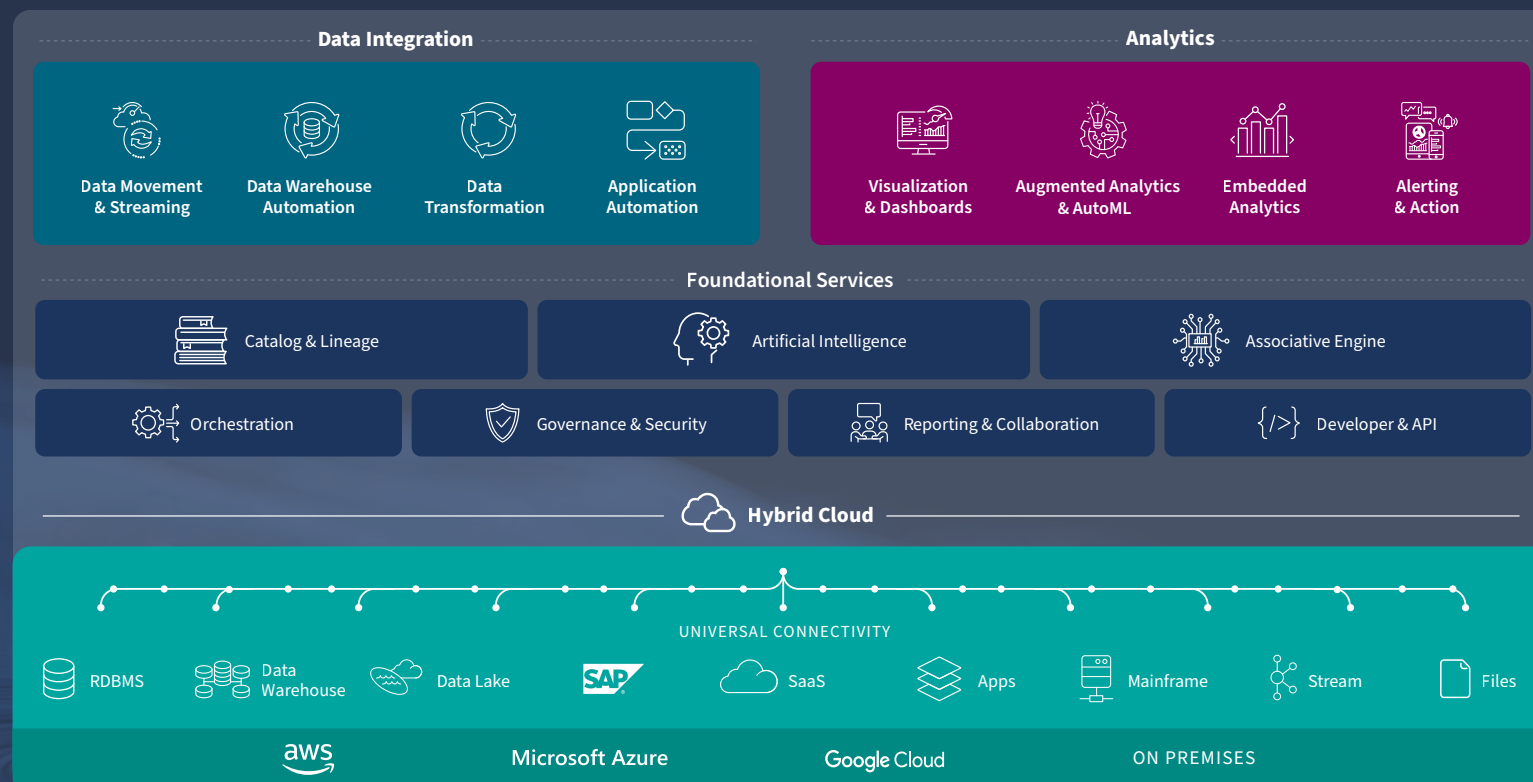
### DRIVING DATA LITERACY

#### Customer Success

Our customer success programs are designed to drive a data-informed culture in your business. This includes around-the-clock support for all critical issues; personalized and bundled services aligned with your goals; and product-agnostic data literacy consulting and education services.

# Qlik Cloud

Qlik Cloud enables the creation of the end-to-end analytics data pipeline that powers Active Intelligence and provides all the Data Integration and Analytics you need to transform raw data into informed action supported by a rich set of foundational services. It's the only cloud platform designed to help organizations shift from a passive set of tools to an active system that delivers information in real-time and compels action. Through a single SaaS platform, you also benefit from hybrid deployment options that offer choice, flexibility and security in how and where you store and analyze data.



## About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik offers real-time data integration and analytics solutions, powered by Qlik Cloud, to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik serves more than 38,000 active customers in over 100 countries.

### Over 25 Years of Leadership in Data and Analytics

- Founded in Lund, Sweden in 1993
- 2000+ employees worldwide
- Headquartered in Pennsylvania, USA
- 38,000+ Customers in 100+ countries
- 1,700+ technology, OEM, solution, implementation and SI partners

**Recognized as a Leader by Industry Analysts**  
including BARC, Dresner Advisory, Eckerson Group, Forrester, Gartner,<sup>®5</sup> IDC and Ventana Research



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