

DATA ANALYTICS

# Intuitive, Guided Data Analytics

QlikView®



## INTRODUCTION

QlikView® enables your business users to discover insights within your data that can transform your business.

Make business-driven data discoveries with guided analysis paths that are highly customizable and tightly governed, whether working at a desktop or on mobile devices. Proven by tens of thousands of organizations worldwide, QlikView helps you drive faster response to changing business requirements, shorter time to value, and collaboration to spread greater insight across your organization.

### Guided analytics apps and dashboards

QlikView, our classic analytics solution providing guided analytics, allows developers and business power users to rapidly build and deploy analytic applications and interactive dashboards to business stakeholders. QlikView helps you create a user experience that is smooth and engaging, with crisp, clear application interfaces, which are easily accessible to users. These can be customized to address specific business challenges, promoting the highest level of interactivity and discovery, while maintaining governance.





### **The Qlik Associative Difference®**

The Qlik Associative Difference enables you and other users to explore and investigate questions in QlikView applications, then probe associations in your data through simple, natural interactions such as selection and search. The Qlik Associative Engine instantly responds after each click, recalculating all analytics and highlighting data relationships through easy-to-understand color cues. This empowers people to follow their own paths to insight and make intuitive connections across complex data sets, uncovering blind spots that would have been overlooked in query-based tools. Through this process, they become more data literate - improving their ability to read, work with, analyze and argue with data - so your business can gain a competitive edge.



### **Comparative analysis**

Help your business realize better business outcomes by leveraging the comparative analysis capabilities of QlikView. Customize applications by selecting visualizations and tables to easily spot trends, outliers and differences. Users can select and compare multiple data sets inside an application. Gain fresh insights into how your business performs against benchmarks and standards so you focus on improvements that deliver the most value and help you achieve a competitive edge.



### **Social data discovery**

With QlikView, you enhance the ability of users to share insights for better decision-making. Working in formal or informal groups, they can explore applications both synchronously and asynchronously, interactively participating in live session-sharing. Users can append discussion threads to visualizations and share bookmarks, revealing their insights to others.



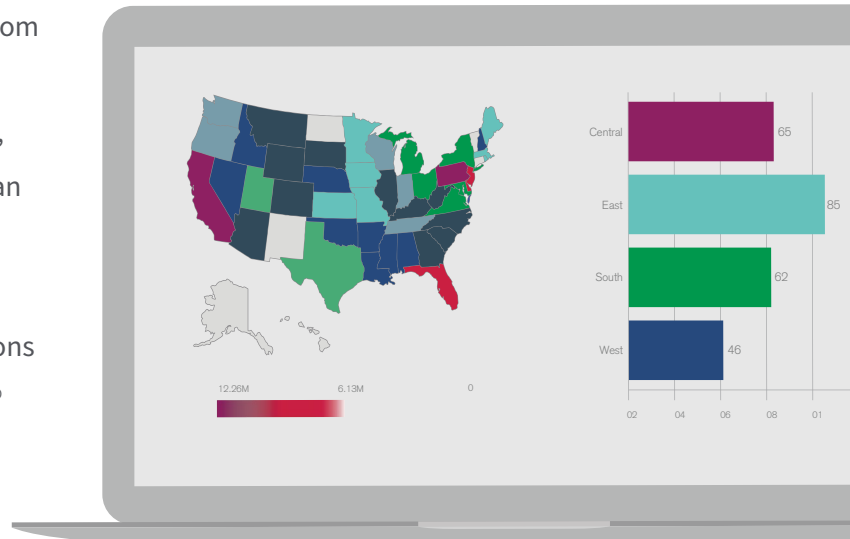
### **Mobile data discovery**

QlikView lets you bring fully interactive search and exploration capabilities to users wherever they are. A touch-enabled HTML5 client provides access to QlikView server-based applications on Apple® and Android™ devices. And a QlikView native app for iOS® provides an enhanced user experience to explore data online or through downloaded views for offline access on Apple® iPad® and iPhone® mobile devices.

## Agile application development

QlikView is an agile development platform for building rich interactive analytic applications and delivering them to users for the purpose of self-service analytics.

A data integration layer transforms and loads data from multiple sources, eliminating the need for external tools or data repositories. Working in QlikView's rich, integrated development environment, developers can not only create and deploy applications rapidly, but also utilize a vast array of APIs for customization and extension. Additionally, QlikView supports connections to Big Data sources such as Cloudera® and Teradata® without having to load all the data into memory for analysis, enabling direct discovery.

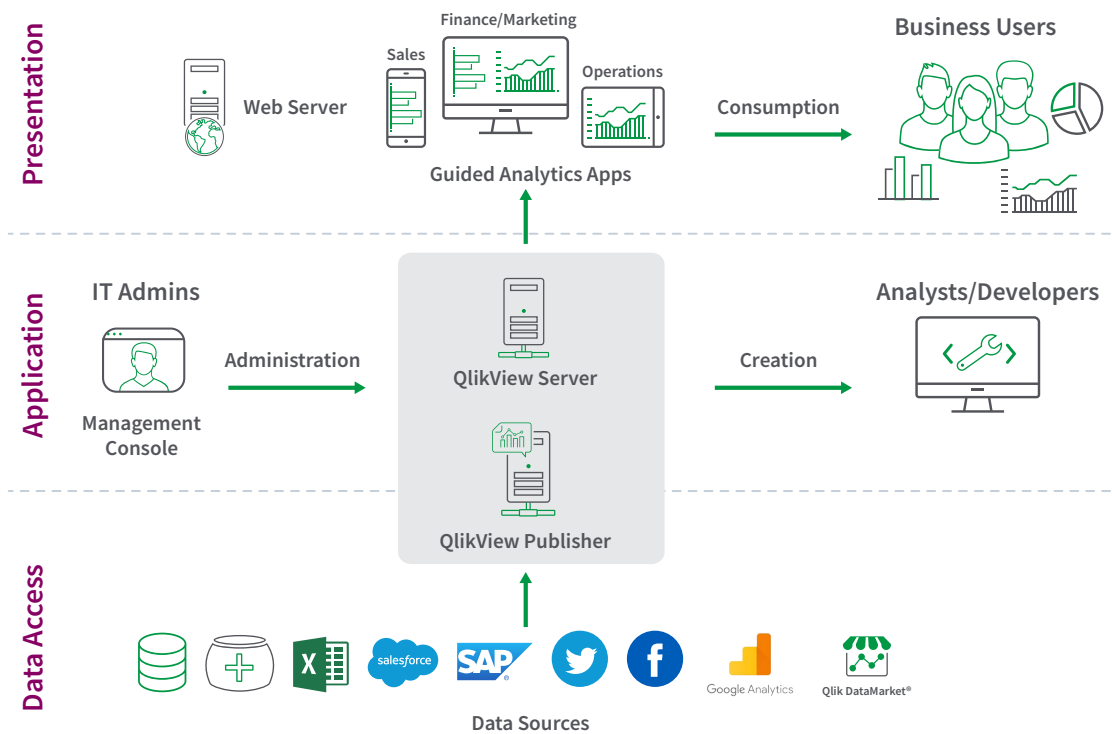


## Enterprise capabilities

To allow your business to lead with data on an enterprise scale, you need to maximize the performance of large deployments while making it easier for IT professionals to secure, administer, and scale them. QlikView provides an enterprise-class architecture with client, server, and publisher components, robust security for users, data, and applications, and load balancing and clustering to scale deployments.

For additional enterprise capabilities, pair QlikView with Qlik Sense to modernize your analytics experience and embrace third-generation BI. Qlik has several offers that make Qlik Sense adoption simple and cost-effective. Pairing the solutions, Qlik Sense allows you to access QlikView apps from the Qlik Sense Enterprise hub (Qlik Cloud Services and Kubernetes deployments only).

# QlikView Architecture



## Data Access

- QlikView can access, combine, and load data no matter where it is located, whether file based, on premises, in the cloud, or residing in big data sources.

## Application

- QlikView developers build applications and load data using QlikView Desktop, a Windows-based development tool.
- QlikView Enterprise Server offers the power of the same Qlik Associative Engine used by Qlik Sense for unrestricted, highly interactive analysis, scaling linearly to support large numbers of concurrent users and high volumes of data.
- QlikView Publisher is an optional module that provides enhanced scheduling of tasks, administration, and distribution capabilities for large deployments.

- QlikView Management Console offers a unified, web-based interface to centrally manage all aspects of your QlikView environment. Administrators use an online access point portal to deploy applications, as well as metadata and API management functions.

- The QlikView Governance Dashboard is a free QlikView application that delivers a 360-degree view of any QlikView deployment by visualizing information about its efficiency and effectiveness. Additionally, to aid in migration from QlikView to Qlik Sense, the Governance Dashboard profiles your QlikView apps for compatibility with Qlik Sense.

## Presentation

- QlikView apps are hosted on the QlikView Enterprise Server for consumption by business users, who access them through a standard web browser or a mobile client.

## Supporting Products

In addition to its core capabilities, Qlik offers a number of products that enhance the value of QlikView.

### Qlik Sense

Qlik Sense helps anyone discover insights that query-based BI tools simply miss, driving data literacy for all skill levels. Freely search and explore across all your data, instantly pivoting your analysis when new ideas surface. Take advantage of machine suggestions and automation powered by the Qlik cognitive engine. And get total flexibility with a multi-cloud data analytics platform that supports the full spectrum of BI use cases – ideal for any analyst, team or global enterprise.

### Qlik GeoAnalytics®

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 geo-data 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 geoanalytic use cases.

### Qlik NPrinting®

Qlik NPrinting is an advanced report generation and distribution application for QlikView and Qlik Sense, allowing organizations to create great-looking reports quickly, in a variety of popular formats including Microsoft® Office, pixel perfect PDF, and web. Qlik NPrinting offers managed distribution and user self- service that ensure the right reports get to the right people and provides enterprise scalability and security for large deployments. Qlik NPrinting allows QlikView to serve as a single solution for both interactive analytics and reporting, allowing organizations to retire legacy BI systems and save significant costs.

### Qlik DataMarket®

Qlik DataMarket® is Qlik's integrated data-as-a-service (DaaS) offering, providing a comprehensive library of data sets from trusted sources offered on a subscription basis. A wide range of topic areas are available, including business demographics, currencies, population, economic indicators, and weather. With Qlik DataMarket, QlikView developers can easily augment their analyses with external data to get an “outside-in” perspective for added context and deeper insights.

### Qlik Connectors®

Qlik Connectors provide connectivity to a wide variety of data sources, both internal and external. From file-based sources, databases and applications to websites, cloud-based services and big data sources, Qlik Connectors allow rapid access and integration of information using pre-configured, production- proven components. Qlik Connectors include the Qlik Connector for Salesforce®, which improves CRM analytics and sales visibility, the Qlik Connector for SAP®, enabling analytics from a variety of SAP systems, and Qlik Web Connectors, a comprehensive suite of pre-configured connectors for major social media and web-based data sources.



## 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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