Statement of Direction 2020

Accelerating Business Value Through Data and Analytics

January 2020

LEAD WITH DATA Qlik

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Qlik® is a pioneer and leader in the data and analytics market, delivering an end-to-end data integration and analytics platform to over 50,000 customers in 100 countries around the world. Companies of all sizes, across all industries and geographies, use Qlik solutions to integrate and manage data, analyze and explore information, discover and share insights, and make informed decisions that accelerate business value.

Data is the foundation of the new economy, and analytics transform data into actionable insights that businesses can use to reinvent everything from customer experiences and business processes to revenue streams and competitive strategy. Qlik's one-of-a-kind, end-to-end data and analytics platform helps organizations of all sizes accelerate business value through their data. In this document, we describe our strategy and vision for the future – including our innovation agenda, our solutions today, and our roadmap for 2020 and beyond. Now, as always, we strive to fulfill our vision to lead the data analytics market and touch the lives of more than one billion people.

About our Statement of Direction

The information contained within this Statement of Direction is intended only to provide our customers, prospective customers, strategic partners and the marketplace with a general overview of our anticipated product direction and future offerings. This document is provided without warranty of any kind.

This Statement of Direction is not a commitment, promise or other obligation on the part of Qlik to deliver any particular software or product functionality, nor does Qlik assume any obligation to update or revise any of the statements contained herein. Furthermore, Qlik makes no commitment that any future functionality outlined herein will be made available as part of maintenance and support.

Information in this Statement of Direction should not be relied on for making purchasing decisions, as the development, release, and timing of any features or functionality remains at Qlik's sole discretion and may change at any time.

Qlik at a Glance

Founded in 1993 in Lund, Sweden

50,000+ customers in 100 countries

Solutions driving leadership in the data and analytics markets

- **Qlik Sense®**
  Modern, AI-powered analytics
- **QlikView®**
  First-generation data discovery
- **Qlik Insight Bot™**
  Conversational analytics
- **Qlik NPrinting®**
  Centralized reporting
- **Qlik Replicate™**
  Real-time data ingestion
- **Qlik Compose™**
  Data lake & warehouse automation
- **Qlik Data Catalyst®**
  Enterprise data cataloging

1700+ technology, solution, OEM, consulting and system integrator partners

2000+ employees worldwide

Recognized leader by industry analysts including Gartner, BARC, Forrester, Dresner Advisory, Eckerson Group and Ventana Research
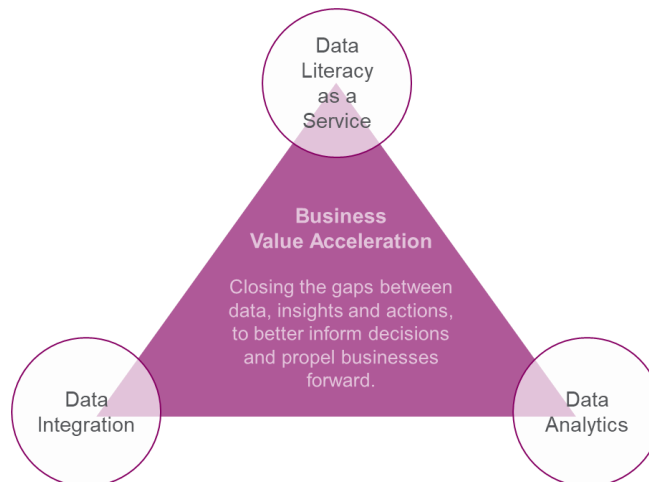
Headquartered in Pennsylvania, USA

Our Vision

Every business trying to compete needs to maximize the potential of their data – about their customers, suppliers, products, partners, and markets. Over the decades, this pursuit has taken different forms, including Decision Support, Data Warehousing, Business Intelligence, Data Discovery, and Data Visualization. No matter what it's called, the challenge has always been the same: How can businesses take advantage of their data to make impactful discoveries that lead to competitive edge?

Our vision at Qlik is to help create a data literate world. This aspirational goal will only be met if we can help organizations tackle head-on the complex challenges of transforming their data into real business value. We have made it our mission to help organizations do exactly that – accelerate business value through data.
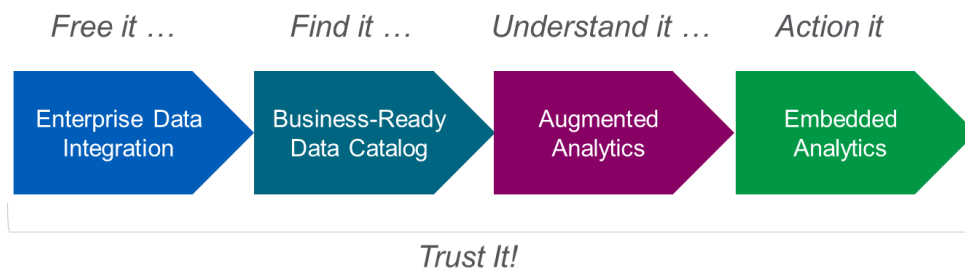
To do this, we focus on closing the gaps in a number of areas that commonly challenge organizations. This includes the difference between relevant data and actionable data, the journey from actionable data to actionable insights, and finally the gap between investment and value. Our Data Integration Platform, Data Analytics Platform, and our approach to Data Literacy as a Service represent a three-pronged, wholistic approach that helps our customers unlock the value in their data.

If the challenge is to get all your raw data, from all the silos it's been collected in, to an analytics-ready, actionable state, then only a modern data integration platform as offered by Qlik can really close the gap. Qlik's Change Data Capture (CDC) and data automation technologies are a game changer. And likewise, if your goal is to transform analytics-ready data into actionable insights, a complete modern analytics platform is in order. Qlik Sense serves all your analytics use-cases from visual to conversational to embedded, delivering the power of our one-of-a-kind Associative Engine combined with cutting-edge AI. And, to help anchor and maximize the value of your technology investments, we enable Data Literacy as a Service, through our always-on education, consulting and support services.

The promise of simply and quickly visualizing data in 2nd-generation BI tools is hitting its limits. By bringing to market an end-to-end solution for data integration and analytics, Qlik is able to deliver 3rd generation business intelligence – truly democratized BI. Organizations can move from isolated pockets of data and BI deployments to a shared fabric of data, insights and ideas, supercharging organizational value through data. Through sharing and collaboration, built on trusted data sources, you can lay the foundation for a data-driven culture.

Raw Data to Actionable Insights

Qlik delivers end-to-end data and analytics capabilities that drive the life cycle from raw data to actionable insights. We help free data from silos and enable people to analyze and understand it, to take the best action. And most importantly, we help foster trust in decisions, because people get transparency into insights and the data that drives them.

Our Data Integration Platform fully supports your unique data strategy, without requiring you to move data to any particular cloud or service or use a particular analytics product. It includes data acquisition, replication, preparation and cataloging, allowing you to take your data from raw to analytics ready. This provides a comprehensive set of capabilities to enable modern data architectures and deliver on the promise of DataOps for Analytics.

Our Data Analytics Platform then enables the full range of analytics use cases across an organization, including self-service analytics, guided applications and dashboards, conversational analytics, custom and embedded analytics, mobile analytics and reporting. It augments and enhances human intuition with AI-powered insight suggestions, automation, and natural language interaction. This breadth of analytics capabilities is not found in second-generation data visualization tools or AI pure-plays, and it offers organizations a complete and flexible solution that helps everyone make data-driven decisions.

Our offerings are underpinned by our SaaS enabled, multi-cloud architecture that leverages the latest containerized technologies for governed, flexible deployment across combinations of cloud and on-premise sites. Driven by our unique technology innovations, including Change Data Capture and data automation, the Qlik Associative Engine, AI-enhanced analytics, and open APIs, Qlik provides an unmatched end-to-end solution for data and analytics.

Unique Technology

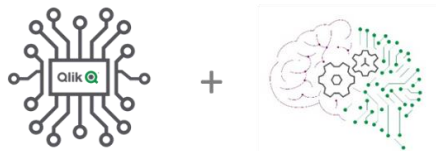### Real-time Data Replication and Automation

Qlik's Change Data Capture technology (formerly Attunity) offers data replication with an "agent-less" approach, keeping data up to date across locations in near real-time. It delivers high performance at scale without taxing source systems, allowing data to always be current in its destination, whether a data lake or a cloud-native data warehouse. We combine Change Data Capture with a powerful automation environment for data transformation and preparation, to increase agility, support cloud-scale, reduce risk and lower error rates, providing increased confidence in data across the enterprise. These innovations around data integration and management are designed and architected for today's multi-source, multi-cloud world, and set Qlik apart from any other offering on the market today.

Associative and Augmented Analytics

Almost all the analytics tools on the market today share the same essential architecture. They're built on top of relational databases and rely on SQL and query-based approaches to drive analytics. SQL and RDBMS were designed in the 1980s to support transactional systems, and they still do this quite well. But analytics are a different story, and these query-based architectures greatly limit how data can be combined and explored. Bringing together multiple data sources is difficult with SQL joins, and often results in data loss or inaccuracy. Developers are required to pre-determine questions. And users must follow restricted linear paths of exploration, based on partial subsets of data (query result sets), leading to blind spots and missed insights. Even when combined with AI, these limitations still exist – because the AI can't see all your data either.

Qlik offers an entirely different approach: the Qlik Associative Engine. Designed specifically for interactive, free-form exploration and search, our engine fully combines and indexes large numbers of data sources, and performs powerful on-the-fly calculation and association. As users make selections, the engine instantly updates all analytics and highlights both associated and unrelated values relative to the new context (global selection state). This unique experience allows people to explore and search in any direction, getting instant feedback after each step. And because unrelated values are retained, users can uncover hidden insights that are simply missed with query-based tools – such as products that did not sell or customers that did not buy. The Qlik Associative Engine is purpose-built for highly scalable analytics calculation. It's our primary advantage – with more than 20 years of innovation and investment. For more information on The Associative Difference®, download our data sheet.

More recently, we have taken our analytics to the next level with the introduction of the Qlik Cognitive Engine, which works in combination with our Associative Engine to offer AI-driven capabilities. At Qlik, we believe that instead of a "black-box" approach to AI, machine intelligence should work together with human exploration across a range of user experience, enhancing discovery and data literacy. Because our Associative Engine has a complete picture of the data, can ask any question, and is context-aware at each step in the process, our Cognitive Engine can take advantage of these unique capabilities when generating insights, to make them more relevant and impactful. Our AI-powered analytics capabilities include visual and associative insight suggestions, accelerated creation, and natural language interaction. And with precedent-based machine learning, our Cognitive Engine gets smarter over time. With Qlik, **Associative Indexing + Augmented Intelligence = AI^2**.

Agility Through Innovation

At Qlik, we stay intensely focused on an innovation agenda that adapts to how individuals, teams and organizations operate over time. Over fifteen years ago, our passion for innovation led us to pioneer the market for data discovery, and we continue to lead the way. Our annual release cadence includes five product releases per year for major features, and a continuous release cadence for cloud-based and more minor features. This quickly places new capabilities in the hands of our customers without disrupting their business. In addition, we have made several acquisitions in the last few years including Attunity and Podium Data for data integration, and CrunchBot for conversational analytics, accelerating our innovation agenda and expanding our offerings.

Qlik is consistently recognized as a leader in the BI market from highly respected third parties, including Gartner, BARC, Forrester, Dresner Advisory, Eckerson Group, Ventana Research, and others.
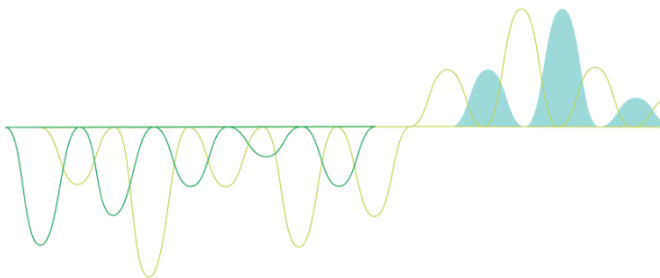
Partners in Your Success

With Qlik, technology is only a part of the story. Our commitment to customer and partner success is an integral part of our business. We view every relationship as a true partnership, where our team works closely with the customer, in an ongoing way, to make sure that needs are met and satisfaction is high.

We help our customers maximize the value of their technology investments through our Data Literacy as a Service offerings, which help our customers achieve the best outcomes from their investments in technology. Our services including consulting, education and support, as well as deep industry and functional-level expertise. Our mostly free educational offerings for Data Literacy help people improve their understanding of data and even become certified. The program isn't focused on specific analytics products — instead it's built around widely adopted data, analytics and statistical concepts people can use in any context. We help people to think critically, ask the right questions, remove bias, and make more informed decisions, helping drive trust and confidence in decisions.

Qlik and our customers are supported by more than 1700 committed, experienced partners around the globe. This includes leading system integrators and consulting partners such as Accenture, Deloitte, KPMG, and PwC, as well as our original equipment manufacturer (OEM) partners, solution providers, technology partners, authorized training partners and master resellers. At Qlik Market (market.qlik.com), our partners offer their solutions, including applications, connectors and extensions for Qlik Sense and QlikView.

Our partner ecosystem and customer resources are extended by Qlik Community (community.qlik.com), an active forum where more than 100,000 participants share ideas, data, and knowledge. And at Qlik Branch® (developer.qlik.com), our collaborative workspace and open source exchange, more than 30,000 developers, customers, partners and fans access the open APIs for Qlik Sense and QlikView to build extensions, mashups, web applications and more.

Industry Recognition

Qlik has been named a Leader in the Gartner Magic Quadrant for Analytics and Business Intelligence Platforms for the 9th year in a row.

- 2019 Magic Quadrant for Analytics and Business Intelligence Platforms, Gartner Research, February 2019

"BI users voted Qlik #1 in customer experience and performance satisfaction in the large international BI vendors peer group, and a leader in 48 categories across four peer groups."

- BARC, The BI Survey 19, October 2019

"Qlik has invested in data management, acquiring data integration vendor Attunity and data catalog and governance vendor Podium Data. The Attunity deal, in particular, was a bold move to broaden Qlik's platform…"

- "Constellation Research, "Qlik Advances Cloud, AI & Embedded Options, Extends Data Platform", June 2019

"You may have started analyzing a particular customer behavior, but Qlik sense found a competitor by the same name, which may have led you to an "aha" moment — you uncovered something you didn't even ask for. Behind that unique capability is Qlik's Associative Engine…"

- The Forrester Wave™: Enterprise BI Platforms (Client-Managed), Q3 2019

Qlik has partnered with likeminded organizations and academic thought leaders to create The Data Literacy Project, an independent community that aims to bring data literacy to the entire world. qlik.com/getdataliterate
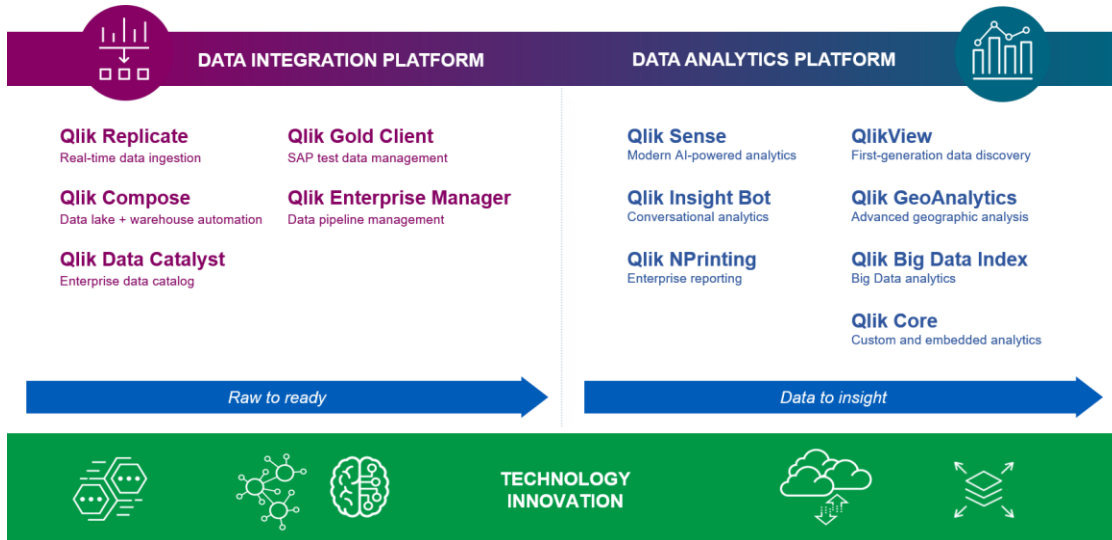
"As the data literacy landscape emerges, several providers are already exhibiting and collaborating on strong thought leadership, market commitment and dedication to client success."

- Gartner: "Getting Started with Data Literacy," November 2018

Our Solutions Today

Qlik offers data integration and data analytics solutions that fully support organizations in their journey from raw data to actionable insight:

- Our Data Integration Platform includes Qlik Replicate (formerly Attunity Replicate), Qlik Compose (formerly Attunity Compose), Qlik Data Catalyst, and several additional products, delivering data replication, transformation, and cataloging across the enterprise.
- Qlik Sense is our next-generation, AI-enabled analytics platform supporting the full spectrum of BI use cases across an organization.
- Our value-added products for analytics include: Qlik Insight Bot, for conversational analytics; Qlik NPrinting, for centralized reporting; Qlik GeoAnalytics®, for advanced geospatial analysis; and Qlik Big Data Index™, for analyzing big data sources with full associative capabilities.
- We also offer Qlik Core®, our developer environment for fully custom and embedded analytics applications, and support QlikView, our first-generation product for guided analytics apps and dashboards.

Qlik's products are supported by several technology innovations that make them unique in the market:

- Qlik's Change Data Capture and data automation technology (formerly Attunity) uniquely enables real-time data replication and integration across the enterprise.
- The Qlik Associative Engine is our unique analytics technology which has powered our products for the last 20 years, supporting non-linear free form exploration and search without the limitations of query-based tools.
- The Qlik Cognitive Engine drives AI-powered capabilities in Qlik Sense, uniquely working with our Associative Engine to provide context-aware insights and automation across the product.
- Our multi-cloud architecture provides highly scalable and flexible deployment across combinations of SaaS, private cloud, and on-premises environments.
- A complete set of open and standard APIs allow developers to build custom applications and extensions for limitless possibilities.

Data Integration Platform

In May 2019, Qlik completed the acquisition of Attunity, a market-leading data integration solution provider, and announced our plans to combine Attunity products with Qlik Data Catalyst, which came from the 2018 acquisition of Podium Data. The result is a complete data integration platform for automating real-time data streaming, refinement, cataloging and publishing, that optimizes modern data architectures and delivers on the promise of DataOps for Analytics.

Qlik Replicate

Qlik Replicate is our data replication product that moves data at high speed from data sources to targets. Featuring our unique Change Data Capture (CDC) technology, it keeps data up to date across locations in near real-time, delivering high performance at scale without taxing source systems. Qlik Replicate is managed through a simple user interface that completely automates end-to-end data replication. With streamlined and agentless configuration, administrators and data architects can easily set up, control, and monitor bulk loads and real-time updates. Using Qlik Replicate, organizations can ensure updated data, whether data lakes or cloud-native data warehouses, with visibility and centralized control of replication across distributed, hybrid environments. Qlik Replicate is offered on a subscription basis.

Qlik Compose

Qlik Compose automates the design, implementation and updates of data lakes, data warehouses and data marts. It minimizes manual, error-prone data warehouse design processes by automating data modeling, ETL generation, and workflow. Using Qlik Compose, data architects and project managers can speed analytics projects, optimize process and reduce risk. There are two variations of the product. Qlik Compose for Data Warehouses simplifies the ETL process by automating the manual and repetitive aspects of data warehouse design, development, data loading, deployment, and updates. Qlik Compose for Data Lakes automates data pipeline creation and is your fastest route to "analytics-ready" data. Qlik Compose is offered on a subscription basis.

Qlik Data Catalyst

Qlik Data Catalyst offers a secure, enterprise-scale repository and catalog of all the data assets your business has available for analytics. This gives data consumers a single, go-to destination to find, understand, and gain insights from all enterprise data sources. It includes data preparation and metadata tools that streamline the transformation of raw data into analytics-ready assets, and a Smart Data Catalog that helps people easily discover and choose whatever data they need. Built on a platform with hardened data security and governance, Qlik Data Catalyst can be easily integrated with other data management tools for enterprise-grade scalability, reliability, and performance. Qlik Data Catalyst can be deployed on premises or in the cloud, and includes publishing directly to Qlik Sense and other analytics products. It is offered on a subscription basis.

Qlik Enterprise Manager™

Qlik Enterprise Manager (formerly Attunity Enterprise Manager) serves as a command center to configure, execute and monitor replication across the enterprise. Organizations can design, execute, monitor and analyze Qlik Replicate tasks across large and growing environments. Customers can efficiently manage high-scale data lake consolidation across dozens of Qlik Replicate servers and hundreds of end points, to meet and exceed business SLAs. Qlik Enterprise Manager helps simplify enterprise-wide management tasks by integrating with larger IT systems, to improve security and compliance.

Qlik Gold Client™

Qlik Gold Client (formerly Attunity Gold Client) allows SAP users to replicate and move select data from and between SAP applications and data warehouses, by creating and updating non-production systems. It provides the most practical and flexible approach to selecting and replicating data based on any criteria and controlling the amount of data being copied – from individual transactions to larger volumes.

For more information on our Data Integration Platform, refer to our product page.

Data Analytics Platform

Qlik Sense

Qlik Sense sets the benchmark for third-generation analytics platforms, empowering everyone in your organization to make data-driven decisions. Built on our unique Associative Engine, it supports a full range of users and use-cases across the life cycle from data to insight – including self-service analytics, interactive dashboards, conversational analytics, custom and embedded analytics, mobile analytics, and reporting. It augments and enhances human intuition with AI-powered insight suggestions, automation, and natural language interaction. And it does this within a governed SaaS / multi-cloud architecture that offers trust, scale, and ongoing choice for the organization.

Qlik Sense is offered in multiple editions serving a variety of customer needs. Qlik Sense Enterprise delivers the full set of platform capabilities for organizations of all sizes, including analytics, collaboration, open APIs, multi-cloud deployment, and access to a number of value-added capabilities. We also offer Qlik Sense Business, empowering groups and teams to work together and operationalize analytics. All editions are available on a per user subscription basis and hosted on Qlik Cloud Services, and Qlik Sense Enterprise offers additional deployment options including multi-cloud and/or on-premises at no additional cost. Qlik Sense Enterprise offers two user types — Professional and Analyzer, and also has options for consumption and capacity-based licensing for anonymous or non-authenticated use cases.

Finally, the Qlik Sense Associative Engine and APIs are available as a standalone offering for developers and OEMs. This delivers the power of Qlik Sense but with greater flexibility to build fully custom applications, embed analytics in operational apps, utilize third-party visualizations, and extend analytics wherever and however they are needed. This offering is available with capacity and consumption-based licensing.

For more information on Qlik Sense, refer to our product page.

To try Qlik Sense now, head to qlik.com/tryqliksense.

Qlik Insight Bot

Qlik Insight Bot provides an AI-powered, conversational analytics experience on top of Qlik Sense. It gives people a faster and easier way to ask questions, get insights, and make data-driven decisions. It can be accessed from within Qlik Sense as well as through popular messaging tools such as Slack, Skype, and Microsoft Teams. It features Natural Language Processing (NLP), Natural Language Generation (NLG), and insight generation for not only what is happening, but also why – and where to go next. With Qlik Insight Bot, organizations can reach far more users and magnify the power of their data and analytics investments. Qlik Insight Bot is available on a per-site subscription basis, for licensed Qlik Sense users.

Qlik NPrinting

Qlik NPrinting is our advanced reporting solution for Qlik Sense and QlikView. It allows organizations to create great-looking reports in a variety of popular formats including Microsoft Office, pixel perfect PDF, and web. It provides managed distribution, on-demand reporting, and a secure portal for user self-service. And it offers enterprise scalability and security such as multi-engine (multi-threaded) scalability and role-based security. With Qlik NPrinting, Qlik Sense can serve as a single solution for both interactive analysis and reporting, allowing organizations to retire legacy BI and reporting systems. Qlik NPrinting is available on a per-server subscription basis.

QlikView

QlikView is our first-generation data discovery product that offers rapidly developed, highly interactive guided analytics applications and dashboards. QlikView allows users to rapidly build and deploy analytic apps without the need for professional development skills, driving faster response to changing business requirements, shorter time to value, and more insight across the organization. Current versions of QlikView run on the same second-generation Associative Engine as Qlik Sense, offering full compatibility and ensuring that future innovation will benefit both products.

In addition to trusted QlikView applications, QlikView customers should consider Qlik Sense for new use cases, to take advantage of modern AI-powered analytics and new innovations. We have recently introduced the ability to deploy QlikView apps in our Qlik Sense multi-cloud environment, allowing customers to upgrade their technology while using both QlikView and Qlik Sense through a common platform and infrastructure. And because both products run on the same engine, customers can easily re-use existing assets such as data models and analytics expressions in Qlik Sense. Furthermore, Qlik has made available a highly compelling offer that enables existing QlikView customers to more seamlessly and cost effectively adopt Qlik Sense, while maintaining their QlikView user footprint. This unlocks significant value for our customers and gives them more options and control over their use of Qlik products.

Qlik Core

Qlik Core is our developer-oriented product for building fully custom and scalable data driven analytics applications directly on top of the Qlik Associative Engine. Qlik Core includes the Qlik Associative Engine with supporting APIs and libraries for open source integration into analytics projects. It can be used for a wide array of use cases, including non-traditional use cases that may or may not include visualization, and entirely new classes such as analysis of data on IOT devices. We offer a free community edition that can be used to evaluate, develop or test solutions, and a licensed subscription offering available for download on core.qlik.com. Tutorials, samples and services are also available online.

Qlik GeoAnalytics

Qlik GeoAnalytics provides advanced mapping and location-based analytics for Qlik Sense and QlikView. It allows users to add interactive multi-layer maps to QlikView (Qlik Sense includes these features), and offers advanced geospatial tools that support for a broad range of geographic calculations. Using patented technology that compresses and streams map information, customers can better understand their growing amount of "where" data. Qlik offers a combined mapping and geographic analysis product, and a geocoding service.
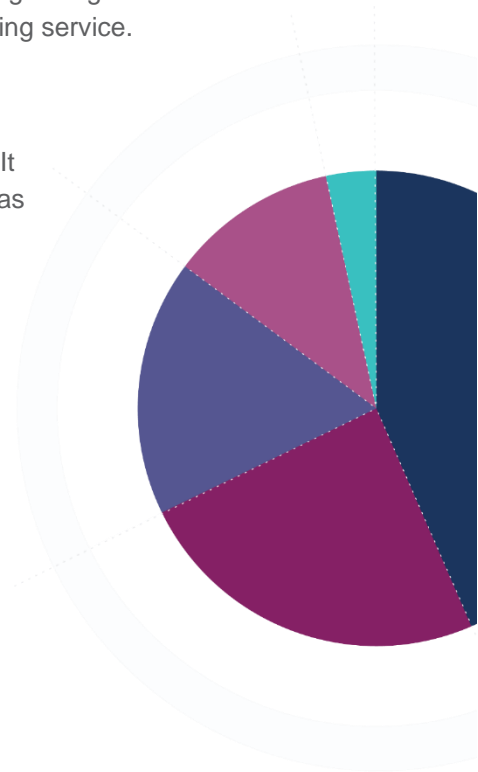
Qlik Big Data Index

The Qlik Big Data Index brings the full associative exploratory experience to big data. It supplements the Qlik engine with associative indexing of data stored in sources such as data lakes and Hadoop®, enabling fast and engaging data discovery while leaving the data where it resides. The Qlik Associative Big Data Index is offered on a subscription basis and priced based on data under management.

Qlik Connectors

Qlik Connectors provide connectivity to a wide variety of data sources. From file-based sources, operational applications and databases to websites, cloud-based applications and big data sources, Qlik Connectors allow rapid data access using pre-configured components. Qlik Connectors include our Salesforce.com® connector, SAP® connector package, a variety of other on-premises connectors, and Qlik Web Connectors – a comprehensive suite of pre-configured connectors for major web-based data sources.

Qlik DataMarket

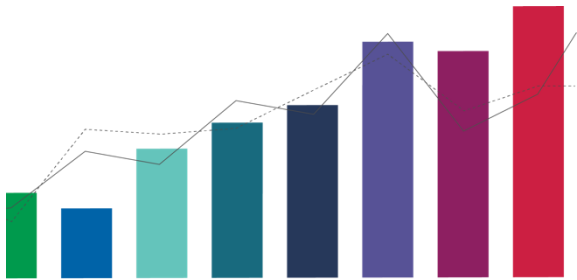Qlik DataMarket is our integrated DaaS (data as-a-service) offering, available on a subscription basis. It includes business demographics, currencies, population, economic indicators, weather, and industry specific data sets. Data is accessible from within Qlik Sense through a simple graphical user interface that guides the user through the data merging process, and is also available as a connector in QlikView.

Future Innovation and Roadmap

At Qlik, our innovation strategy and roadmap focus on our data integration and data analytics offerings, as well as our core architecture and technology. Our investments in data capabilities include all areas of our Data Integration Platform, including data replication, transformation, and cataloging. Our investments in analytics center on Qlik Sense, our modern analytics platform, offering visual analytics, conversational analytics, augmented intelligence, mobile analytics, reporting, developer capabilities, big data indexing, and data connectivity. And finally, our core technology investments include our Associative and Cognitive engines, Change Data Capture and data automation, next generation multi-cloud architecture, and SaaS / cloud services.

Our vision is to empower our customers to solve all types of data related problems, from the simplest to the most complex, through transformational insights and outcomes. To that end, we are focusing on a number of key strategic initiatives in 2020, including:

- **World Class SaaS**
  Delivering a world class SaaS platform that leverages an API first approach, cost effective and supporting exponential growth
- **Delightful Experience**
  Providing solutions that result in delighted customers, based on customer feedback, supportability, security and quality
- **Insights to Action**
  Leveraging machine intelligence to find insights that can be turned into action, driving transition from reactive to proactive analytics
- **Viral Adoption**
  Creating solutions that users want to adopt, with an intuitive first-time experience, sharing and collaboration, and wide reach through embedded analytics
- **Governed Data Analytics Pipeline**
  Providing analytics ready data for all users across the organization, maximizing the value of data while ensuring governance

In 2020, we plan to follow our standard release cadence, which includes five product releases annually for major features – in February, April, June, September, and November – as well as continuous releases for cloud-based and more incremental improvements and updates.

The information that follows is intended to provide an overview of Qlik's planned releases and updates, and is not a commitment on our part to deliver any future product or functionality or make any future product or functionality available as part of maintenance and support.

Data Integration

Data replication, integration, cataloging and management are fundamental to our goal of democratizing data for everyone. Based on our strategic vision to Lead with Data™, we have outlined a number of planned priorities for our near- and longer-term data integration roadmap. We are committed to our data integration products as standalone offerings, including former Attunity products, and are planning new versions and releases for Qlik Replicate, Qlik Compose for Data Warehouse, Qlik Compose for Data Lakes and Qlik Enterprise Manager, focused on market leading capabilities to automate the data and analytics supply chain. Based upon the rapid growth of both data movement to the cloud and data born in the cloud, we are also planning to invest in developing native SaaS data integration solutions to meet that market demand.

Qlik Replicate

In May 2019, Qlik completed the acquisition of Attunity, a leading provider of data integration and big data management solutions. Qlik Replicate (formerly Attunity Replicate) is Qlik's data replication offering that leverages our unique Change Data Capture (CDC) technology to keep data up to date across locations in near real-time, delivering high performance at scale without taxing source systems. Since acquisition we have made a number of improvements to Qlik Replicate. We added many new source and target endpoints including Salesforce, MongoDB, Google Cloud SQL, Azure ADLS Gen2, Azure Databricks and Google BigQuery. We also made multiple performance enhancements such as extending parallel load support for cloud targets, improving MS SQL Server performance when reading LOBs and Kafka target performance for Avro format messages. New security capabilities included the ability to run replicate under a non-privileged account, strong password criteria for new servers and alternate user credentials for user-defined commands. We also enabled deployment of Qlik Replicate inside Docker. Finally, SAP HANA source enhancements were made to allow replication from both single tenant and multi-tenant architectures (on a single host).

Going forward, we plan to continue increasing the number of supported source and target endpoints including SaaS applications such as ServiceNow, Success and WorkDay, SAP Hana applications, NoSQL database targets, Kafka Cloud platforms, Google PubSUB, IBM Integrated Analytics System, Snowflake for Google, Databricks for AWS and Oracle & SQL 2019. In addition, we plan to add an IBM VSAM agentless source end point that will support CDC for CICS and batch environments. Support is also planned for source partitioned operations within Oracle Enterprise deployments and error recoverability for CDC batched optimized apply.

Qlik Compose

Qlik Compose (formerly Attunity Compose) automates the design, implementation and updates of data lakes, data warehouses and data marts. Since acquisition, we have made a number of improvements to Qlik Compose. We added support in Qlik Compose for Data Warehouses for Snowflake and Oracle 18 and enabled granular access control. In Qlik Compose for Data Lakes, we added support for Databricks Delta (beta), Azure ADLS Gen 2, Cloudera 6.1 and Hortonworks 3.1, as well as added provisioning to Google BigQuery.

Going forward, we plan to add support in Qlik Compose for Data Warehouses for Oracle 19c, SQL Server 2019, Windows 2019, Google Big Query and incremental data marts. We also plan to provide the capability to back-date historical data, work with external models & mappings and provide physical model management. For Qlik Compose for Data Lakes, we plan to provide support for Azure Synapse, Cloudera 6.3, HDInsight 4.0, Windows 2019 and CDP.

Qlik Enterprise Manager

Qlik Enterprise Manager (formerly Attunity Enterprise Manager) serves as a command center to configure, execute and monitor replication across the enterprise. Since acquisition, we have expanded Qlik Enterprise Manager to include management of Qlik Compose for Data Lakes including the UIs and APIs. Going forward, we plan to further extend capabilities to include management of Qlik Compose for Data Warehouse including the UIs and APIs. We also plan to provide SAML authentication for AEM UI and end points, and extend the current APIs to cover complete operation and control via programable user interfaces (REST, .NET and Python). Finally, we plan to integrate Qlik Enterprise Manager with Qlik Data Catalyst.

Qlik Data Catalyst

In July 2018, Qlik acquired Podium Data, which was re-branded as Qlik Data Catalyst. Qlik Data Catalyst offers a secure, enterprise-scale repository and catalog for all data assets available for analytics. In the past year we made numerous improvements, including introduction of a cost-effective, non-Hadoop solution that allows customers to organize, curate and catalog data on a single Linux server, offering simple set-up and maintenance. We also expanded support for AWS cloud, increased relationship capabilities, improved data lineage capabilities (including visibility to Qlik Replicate and Qlik Compose jobs) and added one-click publishing to Tableau. We also greatly expanded integration with Qlik Sense, including the ability to catalog QVD files, and publish to both new and existing Qlik Sense apps. And we introduced a simplified version of Qlik Data Catalyst for managing QVD files, intended to help existing Qlik customers manage and organize their Qlik data assets.

Going forward, we will continue to enhance Qlik Data Catalyst. We plan to allow Qlik users to access QVD files from within an integrated Qlik Data Catalyst interface within Qlik Sense. We will support end-to-end data lineage tracking from data sources through Qlik Sense applications. We are also planning an improved framework for supporting multiple processing and storage platforms, more publishing options to other platforms, and a number of usability, workflow and management improvements. And, we plan to integrate Qlik Data Catalyst with the Qlik Big Data Index, allowing customers to easily access and leverage big data through the catalog.

Data Analytics

Qlik's strategy for analytics is to meet users wherever they work, with the right capabilities to match their skill level, to transform data into actionable insights. Our unique and powerful Associative Engine offers unprecedented freedom of exploration, and we combine this with AI across a range of user experiences to drive data literacy for users of all skill levels. Our products are aimed at supporting all current and future use cases from visualizing data and creating analytics, to exploring centrally deployed apps, to interacting conversationally, to consuming printed output, to analyzing on mobile devices (online or offline). We plan to continue substantial investment in analytics capabilities in Qlik Sense, while maintaining and strengthening QlikView and our value-added products.

Qlik Sense

Since its launch in 2014, we have made continuous improvements to Qlik Sense across the entire product, including numerous new types of visualizations, expanded search and exploration, natural language capabilities, enhanced data preparation and authoring, collaboration and reporting, new mobile clients, advanced analytics integration, and AI-powered capabilities for insight generation and automation driven by a new Cognitive Engine.

We have added many new visualizations – including a histogram, box plot, distribution plot, waterfall chart, funnel chart, Sankey chart, radar chart, heat map, multi KPI object, word cloud, network chart, bar & area chart, bullet chart, P&L pivot table, variance waterfall chart and Mekko chart. We introduced a new multi-layer map chart based on Qlik GeoAnalytics technology, with line, density and chart layers, dynamic location lookup, new background maps, current location functionality and more. We improved several of the charts that were original to Qlik Sense, added Trellis capability, and made a number of enhancements to other visualization functionality. We also introduced comparative analysis, allowing users to select multiple sets of information for direct comparison, unlocking powerful new use cases for customers. And we added self-service publishing, made collaboration enhancements, and introduced a number of accessibility features for keyboard navigation and screen reading.

We also launched Qlik Sense Mobile, our native app for iOS and Android, featuring the Qlik Associative Engine running locally on the device, for full exploration and analysis when offline. Users can work online in a Qlik Sense Enterprise environment, and then download apps with reduced data sets for offline use. And, Qlik Sense Mobile supports leading EMM and security tools including VMware Airwatch, MobileIron, Microsoft InTune, BlackBerry Dynamics and Zimperium.

We then took Qlik Sense to the next level with the introduction of the new Qlik Cognitive Engine, which supports AI-powered insight suggestions and automation across the entire product. This powerful new engine works in combination with our Associative Engine, to offer "context-aware" suggestions and automation aligned with user behavior and intuition. And we added natural language processing (NLP) for search-based insights, and precedent-based machine learning for more relevant suggestions based on user behavior and feedback, business rules and other sources.

Initially we utilized the Cognitive Engine to accelerate creation and data preparation, with association and chart type recommendations, speeding time-to-value from data to analytics. We then followed this with visual insight suggestions, a series of auto-generated and prioritized charts based on the overall data set and natural language search criteria. New associative insights were added, directly combining associative and cognitive capabilities to highlight significant areas in the excluded data set, based on a user's current selections, exposing hidden insights for further exploration. And, we added advanced analytics integration, allowing real time exploration of calculations from third-party engines such as R and Python, directly integrated with our Associative Engine.

We have also added a suite of new advanced authoring capabilities, improving the ability to build more sophisticated, guided application functionality in Qlik Sense. These include custom themes, scrollable sheets, a resizable layout grid, default bookmarks, custom sheet sizes, a single selection option for filter boxes, expression editor improvements, support for dynamic labels and more. We have also added new application objects, including a date range picker for selecting data values, a button object for navigating and triggering actions, a variable input object for setting values with buttons, menus, sliders and input boxes, a tabbed container allowing easy switching between visualizations, and a show / hide container supporting show conditions.

For data preparation, we introduced Visual Data Preparation to Qlik Sense, which offers a unique visual method for integrating data from multiple sources. Data sets are depicted as "bubbles," allowing users to drag and drop to create associations, with intelligent profiling that suggests the best associations between sources. Then we built out a full breadth of capabilities for smart, self-service data preparation, including new AI-powered capabilities for recommending associations, profiling data, and auto-generating insights about the data being loaded. This also included a variety of new transformation capabilities to ensure data quality, customize value ordering, merge values, split fields, create bins, concatenate tables and more. We also added the ability to include a scripted data set in the visual data prep process, manually enter data into tables for use in analysis, and utilize a smart data

filter prior to loading data. And last, we created a new user interface for connectors, and added data lineage capabilities to track transformations that took place in the data load process.

For developers and OEMs, the Qlik Sense Associative Engine, open APIs, visualizations and management tools are available as a standalone offering. These capabilities allow organizations to easily and flexibly create web mashups, embed analytics, and build extensions to create new functionality for Qlik Sense. Since the initial release we have made many enhancements including the addition of new APIs for building custom visualizations and app integration, a configurator to generate URLs for objects, sheets and apps, support for themes, and white labeling. We have also added support for programmatic visualization and hierarchical data, open source contributions for data import and services monitoring, widgets for accelerating the development and reuse of custom user interface objects, and an IDE plugin for Visual Studio.

Going forward into 2020 and beyond, we plan to continue our investment in AI-powered analytics capabilities in Qlik Sense. This includes expanded search and natural language capabilities, and ultimately an enhanced conversational analytics experience that directly combines visual and conversational capabilities. In addition, we are adding new capabilities for customers to add business logic to our Cognitive Engine, and new sources for machine learning – including governed libraries, the analytics ecosystem and external, domain specific sources. We are also planning new types of augmented analysis, including key driver analysis, statistical, predictive and prescriptive insights, and a new extension for multi-attribute (cohort) analysis. And, we are planning improvements for advanced analytics integration performance, augmented data stories and content recommendations. Combined with our open APIs and platform capabilities, our unique Associative Engine, and best in class search, exploration, and visualization, we believe Qlik Sense will continue to lead the market for third-generation AI-powered analytics.

In addition to AI, we are planning a range of new visualization, analytics and authoring capabilities. These include moving averages, difference functions, time-based forecasting, trend indicators in tables and sparklines. We plan to introduce grid and bullet charts, additional visualizations, and number of functional improvements to visualizations. We are planning dynamic views, a new capability enabling in-memory database views for products such as Snowflake, SAP HANA and more. We are creating a new editing experience to allow more dynamic development actions. We will also add check out / check in functionality for app objects supporting team-based development. And we are planning re-use of master item measures, varying information density based on device type, and alternative sheet layouts for small and large screen form factors and printing / exporting.

Our collaboration capabilities will also continue to evolve. New self-service reporting in Qlik Sense will support authoring, scheduling and distribution with personalized report distribution and an elastic architecture for scalability. We are also planning a new user experience for insight management that will allow people to capture, organize, share and take action on the most relevant insights – including charts, AI-generated insights, snapshots, reports, stories and more. Users will be able to set notifications and alerts, based on data, system and social factors, and share insights across messaging platforms. We are also planning annotations and discussion threads, content following and social BI in our multi-cloud hub, an insight library with tasks, goals and approvals, and workflow automation through our platform.

We also continue to invest in our Qlik Sense mobile apps for iOS and Android, with planned enhancements for iOS Touch ID® and Face ID® support, automatic downloads of updated offline apps and support for offline mashups. And for our desktop client, we plan to unify desktop and mobile offline functionality, add desktop support for enterprise SaaS and multi-cloud deployments, and add support for offline mashups.

For data acquisition and preparation, we plan to improve workflow and navigation and add additional features such as improved null handling, enhanced splitting of auto-concatenated tables, and a variety of additional data transformation and functional improvements. We also plan to integrate Qlik Data Catalyst catalog functionality into Qlik Sense for easy data source selection and acquisition. And finally, we will continue to invest in compliance and security to meet WCAG AA and other compliance standards in Qlik Sense, adding features such as system alerting and improved self-monitoring.

Finally, our open APIs and developer capabilities will continue to evolve. We are planning to add new APIs to our SaaS editions of Qlik Sense for authentication, administration and management of apps and data, as well as offer new developer frameworks and resources. And we are planning improvements to Qlik Dev Hub, aimed at making it central to the development of platform-based application components and data models.

SaaS and Multi-Cloud

In 2019, we introduced the option to deploy Qlik Sense Enterprise as a full SaaS (software as-a-service) solution, running on our new multi-cloud architecture. We also introduced Qlik Sense Business, a new SaaS edition of Qlik Sense and upgrade to our prior Qlik Sense Cloud Business offering, designed to support groups and teams collaborating on analytics and to serve as the primary trial and adoption path for Qlik Sense. Our true multi-cloud architecture supports all our cloud editions of Qlik Sense, featuring workload optimization through micro-services and a containerized approach utilizing modern technologies such as Kubernetes and Docker. It allows customers seamless deployment flexibility and scalability across combinations of SaaS, on-premises and private cloud environments.

We have made continuous improvements to our multi-cloud architecture and experience. The first phase of multi-cloud allowed customers running the traditional Windows version of Qlik Sense Enterprise to publish apps to both private cloud and Qlik hosted cloud services. We then evolved it to include complete Qlik Sense Enterprise capabilities, including full content creation, data connectivity and preparation and collaboration. The architecture features policy-based content distribution and a single license and login / identity for all environments. We have also added a new management console, a unified hub, spaces for collaboration, expanded connectivity and Soc 2 Type 2 certification.

Going forward, we plan to continue to invest in our SaaS and multi-cloud capabilities. This includes a new Qlik Sense Team SaaS edition, extended identity provider integration including SAML, increases in cloud capacity, support for extensions in SaaS offerings, support for multiple deployments, mobile offline support, source control integration and a flexible content approval workflow. We are also planning to leverage profiles to create a more customized experience for the user.

Qlik Insight Bot

In 2019, Qlik acquired CrunchBot, an AI-powered conversational analytics product offered by Crunch Data, and re-branded it as Qlik Insight Bot. Qlik Insight Bot allows users to interact with analytics using natural language through Qlik Sense and leading collaboration tools such as Slack, Skype and Microsoft Teams. It was built using the Qlik Sense open APIs and platform, and was TED (trusted extension developer) certified for quality and functionality. It features natural language processing and generation (NLP and NLG), insight generation including visual, narrative, diagnostic, comparative and predictive insights, collaboration and sharing, alerting, and contextual integration with visual dashboards. Qlik Insight Bot was made available through Qlik and our partners as a value-added product for Qlik Sense.

Since acquisition, we have made ongoing improvements to Qlik Insight Bot, including adding custom calendar support, per application help, alert limits, usage monitoring, integration with the Qlik licensing service back-end, and a range of additional functionality, performance and stability improvements. Going forward, we are planning to integrate Qlik Insight Bot with the Qlik Cognitive Engine, allowing for enhanced natural language capabilities surfaced in visual and conversational user experiences. We are also planning multilingual capabilities, voice capabilities, support for high-availability clustering, availability on our SaaS and multi-cloud editions of Qlik Sense, and improved APIs allowing integration into third party systems.

Qlik NPrinting

Qlik NPrinting is our reporting and distribution product, allowing creation and distribution of reports in a variety of popular formats including Microsoft® Office, pixel perfect PDF and web, based on Qlik analytics. It includes a web-based user interface for developers and administrators, a secure self-service portal for user exploration and report subscription, and enhanced multi-engine (multi-threaded) scalability and role-based security for enterprise deployments. In 2016, we released our next-generation version with support for both Qlik Sense and QlikView, allowing reports to be created from either product and analytics to be combined from both products within a single report.

Since its release, we have made numerous enhancements to Qlik NPrinting for functionality and performance, including on-demand reporting for both QlikView and Qlik Sense, extension object support, report import / export, report cycling, embedded reports in email, configurable output resolution and image support, FIPS support, improved administration and authentication, management and monitoring, and a number of additional functional and performance improvements. We also released a migration tool providing customers on the prior generation of NPrinting an easy way to migrate to the latest release. We will continue to evolve and enhance Qlik NPrinting, with plans for a better on-demand reporting experience, app migration across environments, Qlik Sense entity reports, high availability and additional improvements. We are also planning to integrate report distribution capabilities directly into Qlik Sense.

QlikView

QlikView is our first-generation data discovery product, allowing creation and distribution of highly interactive analytics applications and dashboards. In 2015, we released QlikView 12, which upgraded QlikView to the second generation Qlik Associative Engine that was re-engineered as part of the development of Qlik Sense. This allowed QlikView to benefit from performance and functionality improvements to the engine and share data models with Qlik Sense.

Since then, we have added many new capabilities to QlikView, building on the new engine foundation in the product. We introduced advanced analytics integration, allowing users to explore advanced calculations from external engines such as R and Python in real time. We also enabled unbalanced clustering, allowing QlikView clusters to run on machines with different configurations. We made enhancements to the QlikView web client, including the ability to switch languages, detach charts, set references and perform many other functions. We have significantly improved performance, stability and manageability across the product, with throughput enhancements in QlikView Server, Publisher and AccessPoint, a new load balancing capability to improve Publisher reliability, a new structure for shared files, new logging capabilities, support for IPv6 and upgraded core libraries. And, we released a new app profiler in the QlikView Governance Dashboard, and a QlikView converter tool in Qlik Sense, allowing organizations to easily import fields, objects and expressions from QlikView apps into Qlik Sense libraries.

We are fully committed to supporting QlikView while at the same time helping our QlikView customers adopt our modern technology platform and Qlik Sense analytics. To this end, we have introduced a number of dual-use capabilities including unified licensing and the ability to upload and host QlikView apps in our Qlik Sense multi-cloud environment. This is a game changer for our QlikView customers, as they can upgrade their technology environment while retaining the use of QlikView and creating Qlik Sense apps for new use cases, through a common platform and infrastructure. We also introduced a new dual use licensing offer, allowing our customers to provide their QlikView users with equivalent access to Qlik Sense for just a small increase in maintenance fees. This means users can continue to access their trusted QlikView apps while leveraging Qlik Sense for new applications and use cases.

Going forward, we will continue to strengthen QlikView and enhance coexistence with Qlik Sense. Planned product improvements include further updates to the web client for performance and functionality, improvements to advanced analytics integration, support for new storage and file share technologies, support for Qlik Data Catalyst QVD management, simplified management of large volumes of content, common scheduling with Qlik Sense, and ongoing performance improvements and support for latest security requirements.

Qlik Core

Qlik Core is our developer platform and environment that offers access to the Qlik Associative Engine and APIs without the use of Qlik Sense Enterprise. This allows developers to incorporate the power of the Associative Engine into a wide variety of projects that may or may not include visualization, including embedding analytics directly into applications or edge computing (IoT) devices, and building new classes of data-driven applications that feature automated alerting, recommendations, analytic workflows and search. Qlik Core is based on our highly scalable multi-cloud architecture, to gain maximum flexibility, scale and cost efficiency. Surrounding Qlik Core, we have released a number of developer tutorials, samples and Qlik contributed content.

Going forward, we are planning continued investment in Qlik Core and our developer community, including new APIs and developer toolkits, more standard connectivity options, and a new platform as-a-service offering that provides Qlik Core as an endpoint for cloud developers. We also plan to enhance Qlik Playground®, our online developer environment, with new developer tools and resources such as a new learning hub, and offer Qlik Core in cloud marketplaces as a subscription service.

Qlik Big Data Index

The Qlik Big Data Index (QBDI) provides the full associative user experience on top of big data sources, while leaving the data where it resides. This capability utilizes the Qlik Associative Engine to index and store information about resident data in sources such as data lakes and Hadoop, without the need to load all the data into memory. It is highly distributed, leveraging the power of our engine to deliver fast, interactive discovery across massive data sets. Upon initial release, the QBDI supported on-demand app generation (ODAG) and live mode with limited functionality for selecting subsets of data. In the past year we have expanded live mode support to include more types of charts, aggregations and expressions, as well as added a new management console.

Going forward, we plan to expand the QBDI to its full capabilities. This includes support for the full range of chart types, aggregations and functions in Qlik Sense, including set analysis, in live mode. It also includes expanded connectivity, with support for additional Hadoop file types and data sources such as ORCFile, JSON and AVRO, support for RDBMS and data model and row level security. We will make the QBDI available on our SaaS and multi-cloud editions of Qlik Sense. And we are planning integration with Qlik Data Catalyst, Qlik Replicate and Qlik Compose.

Qlik Connectors

Qlik Connectors provide connectivity to a wide variety of data sources, including file-based sources such as Excel and XML, enterprise sources such as Oracle, SAP and ODBC databases, cloud-based sources such as Salesforce.com, Big Data sources including Teradata and Cloudera, and a wide variety of popular web applications and services such as Google AdWords and Microsoft Dynamics CRM.

In the last several years we have expanded our connectivity capabilities both on-premises and in the cloud. We now include our Snowflake connector with Qlik Sense out of the box. We introduced new connectors for web sources such as Bit.ly, Box, Slack, Google Search Console and Microsoft OneDrive, that are included in Qlik Web Connectors. We added new Microsoft Azure and Jira connectors, as well as two new storage connectors for Dropbox and Amazon Redshift. We introduced a new SAP InfoProvider connector that offers access to MultiProviders and streamlines access to Infocubes, added support for SAP BAPIs, added single sign-on support for ODBC drivers, updated our Salesforce connector to support the latest APIs, and made additional performance and functionality improvements to our SAP and Oracle connectors.

We will continue to expand our connectivity capabilities going forward, across all editions of Qlik Sense. For cloud editions, we plan to add SAP connectivity and support connection sharing and access control, file upload management and customer supplied connectivity. We are also planning configurable REST connectivity with Azure Data Lake, updates to Essbase connectivity, integrated connectivity to new data sources such as Amazon Athena, and expanded support for SAP HANA. And we will more tightly integrate connectivity across all platforms and support SSO across all applicable sources.

Analytics Ecosystem

Qlik and its partners offer a variety of value-added services that enhance the capabilities and deployment options for our products. Qlik Market, available at market.qlik.com, is our online exchange for Qlik partners to showcase their technologies and solutions, including apps, connectors and extensions, to help our customers get the most out of our products. Qlik Branch, available at developer.qlik.com, is our open-source community for developers to accelerate innovation by sharing custom solutions that take advantage of the capabilities and extensibility of the Qlik API platform.

We also recently introduced our Trusted Extension Developer (TED) program. This program allows Qlik to work closely with our developer ecosystem to ensure that the extensions they create are fully reviewed by Qlik for their quality and reliability. This establishes confidence in the production use of extensions developed by our trusted partners.

We then further expanded our ability to deliver popular ecosystem sourced capabilities to our customers through bundling. Qlik now includes bundles of supported objects, such as visualizations and user interface controls, with Qlik Sense, allowing us to rapidly deliver highly sought-after innovations to our customers while maintaining quality and support. As objects were originally extensions built by third parties, Qlik has brought them on-board, tested them for quality and functionality, and now supports them going forward. With bundles, customers get the best of both worlds. They can take advantage of innovation created by our ecosystem, while feeling confident that the capabilities they use are supported by Qlik as part of their overall deployment.

In summary, our investments in analytics will continue to allow us to meet users where they are, with the best user experiences and capabilities across a broad range of usage scenarios, empowering people to become more data literate and get the insights they need to make the best possible decisions.

About Qlik®

Additional resources and information

Data and analytics are moving to a democratized framework, powered by 3 big shifts
- Read more about how Qlik is driving third generation BI

Qlik offers several unique technologies combined in an end-to-end data and analytics platform
- Learn more about how Qlik is different
- Read the eBook on Qlik's approach to AI, and how to cut through the hype to real value
- Download The Associative Difference data sheet

Qlik Sense is our next-generation, AI-powered analytics platform, supporting a full range of BI use cases
- Learn more about Qlik Sense
- Download the Qlik Sense data sheet

Qlik's modern Data Integration Platform seamlessly transforms data from raw to analytics-ready
- Learn more about our Data Integration products
- Download our Data Integration Platform data sheet

Qlik continues to be a leader in the data analytics market, as validated by prominent third parties.
- Qlik is a leader in the Gartner BI & Analytics Magic Quadrant for 9 years in a row
- Qlik ranked #1 in several categories in the 2019 BARC BI Survey
- Qlik (Attunity) is recognized in the Gartner Magic Quadrant for Data Integration

Over 50,000 customers in 100 countries depend on us to support their most important decisions.
- See our Customer Stories

The Qlik Data Literacy Program is helping people from all walks of life make more effective use of information and gain critical insights
- Learn more about our Data Literacy Program

Through our Qlik Software Grant Program, we donate Qlik software and services to help humanitarian and community-focused non-profit organizations.
- Read about the Qlik Corporate Social Responsibility Platform

The Qlik Academic Program supports the academic community by providing free Qlik licenses to university professors and researchers.
- Read about the Qlik Academic Program

To learn more about all our products, and services, please visit qlik.com

To experience pre-built Qlik analytics apps in action, please visit demos.qlik.com/

To try Qlik Sense with your own data, register for an account at qlik.com/trygliksense.

Release Management and Legal Disclaimer

Release management policy

While this statement of direction describes the general overview of our anticipated product direction, Qlik has defined a series of release management, maintenance and licensing policies for our products and services that set forth then-current specifics regarding license terms and supported products. It is important to note that some of these policies may differ among Qlik products and services and are subject to change. To access the current set of these polices please visit qlik.com/license-terms.

Legal disclaimer

This statement of direction is intended to outline Qlik's general product direction and should not be relied on in making a purchase decision, as the development, release, and timing of any features or functionality described for our products remains at our sole discretion. The information in this document is based on Qlik's current product plans and strategy, which are subject to change by Qlik at any time and without notice. Nothing contained herein is a commitment to future product or feature availability in any way. This statement of direction is provided "AS IS," without warranty of any kind, express or implied.

Qlik Q LEAD WITH DATA

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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