

DATA ANALYTICS

# Data at Your Service

Qlik DataMarket®

## INTRODUCTION

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Your data has important stories to tell. But imagine how those stories might change if you included external data that let you expand your view, dig deeper, and add more context. Enter Qlik DataMarket. It gives you easy online access to a comprehensive library of fresh, dependable business data from outside sources you trust.



### Never hunt for data again

Qlik® DataMarket is your one-stop data mall that lets you explore, analyze, create, and collaborate anywhere, anytime. Our data service gathers the most critical and credible data for almost every line of business and industry and delivers it straight to your Qlik applications.

### Illuminate blind spots and discover hidden areas of opportunity

That makes Qlik DataMarket much more than just data. Because it's fully integrated into Qlik Sense® and QlikView®, it combines a whole new world of data with your own data. Using the power of association, it gives you a more complete view of your internal and external environment and reveals new discoveries and new ways to improve your business.

#### Data as a Service

Qlik DataMarket is a secure and affordable data subscription service that puts the industry's freshest, most trusted data at your fingertips.

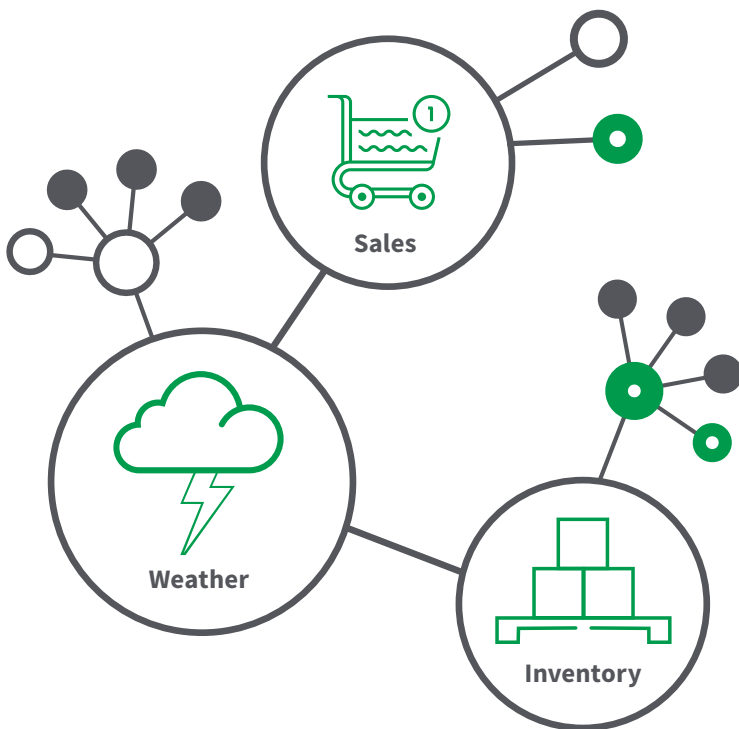
#### Get Started for Free

Any Qlik Sense user can start for free by using our basic data sets to enhance their own data. When you're ready for more, choose from our broad range of data packages to find the one that's best for your business.

For more information, please visit [www.qlik.com](http://www.qlik.com)

# The Full Picture

Today's world is changing faster than we've ever seen before. That means your business has to be more agile and innovative if you want to stay ahead. In other words, you need to know more than your competition does and respond faster when the rules change. You need data that gives you an outside-in view of your business operations and performance.



## See the relationships between data from different sources

Qlik DataMarket enables you to unlock the value of your internal data by enriching its context with external data. Your business gains new insights into your customers, competition, and operations. And with a deeper, more comprehensive view of your enterprise and your market, you can better anticipate changes in trends and customer behavior and react quicker and smarter.



## Ask the Right Questions

Your company's data provides insight into your products, services, and customers. But is it telling you everything you need to know? Are you targeting the ideal customers? Will current weather conditions delay production of a particular product? Often, questions like these aren't obvious until something goes wrong. And by then, it may be too late to change key decisions or processes. Qlik DataMarket can help you ask the right questions at the right time.



## Associative Experience

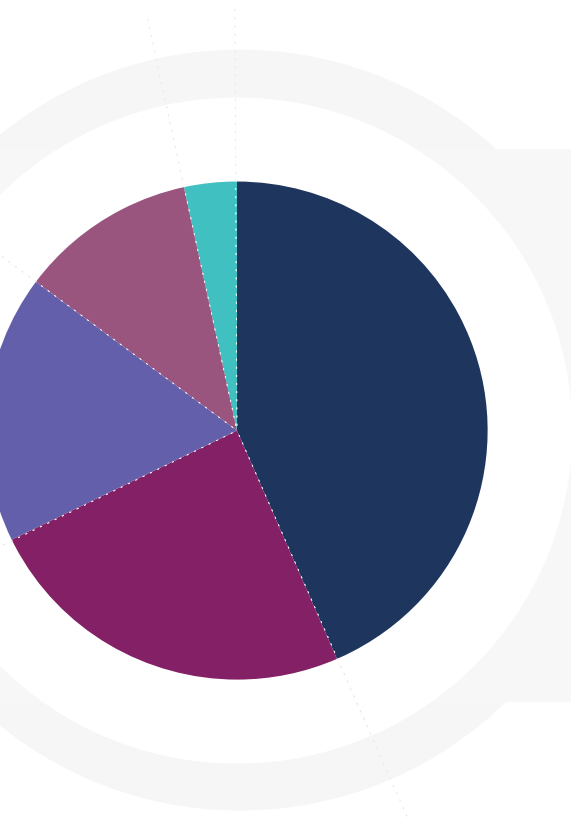
With Qlik DataMarket, all your data – internal and external – is combined for a journey of discovery. You can ask any question you want with simple clicks, taps, and searches. The Qlik Associative Engine automatically exposes hidden relationships between even the most complex data sets from different sources.

# Complete Data Service

It's great when every team has its own analyst. But it's not so great when every team has its own data. The result is conflicting information from different sources in different silos that fragment and complicate your data landscape.

## Reliable cloud-based data that's always up-to-date and ready to use

Qlik DataMarket changes all that. It's a complete data service with a wide range of custom, syndicated, and public data, so everyone can find exactly what they need. And it's in the cloud, so everyone can easily access the same up-to-date data any time they need it. There's no simpler way to centrally source, manage, and furnish external data to knowledge workers across your organization with the peace of mind that it's all secure, compliant, and from trusted sources.



### Trusted Data

Rest easy knowing that everyone in your organization is using the same trustworthy data from credible and transparent external sources.

### Comprehensive Data Library

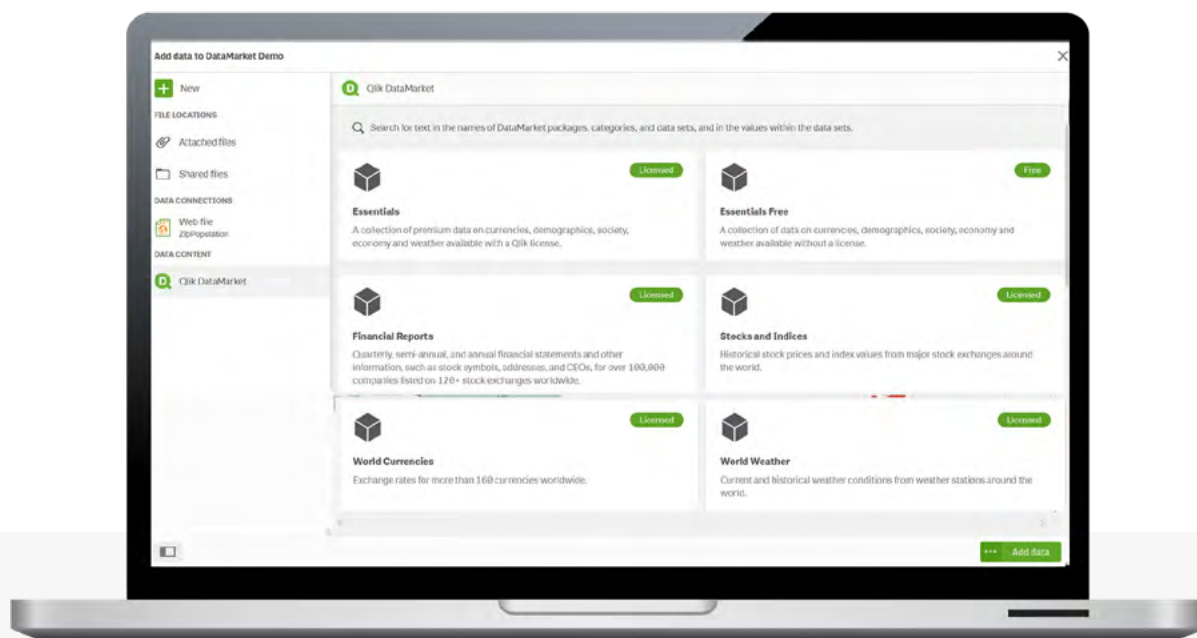
Our vast library of proprietary and public data comes from a wide variety of providers and includes demographic, currency, weather, societal, business, and economic data. You can choose from many affordable data packages at a fixed fee. And we're adding more on a regular basis.

# Effortless Acquisition

When it comes to data, more is better only if it's easy to use. That's why we've made Qlik DataMarket as simple to load, combine, and explore as your internal data. Users of any skill level can start associating external data with their internal data without missing a beat.

## Qlik DataMarket is a seamless experience for Qlik users

Qlik DataMarket is fully integrated into Qlik Sense and QlikView via a connector. And our intuitive workflow design includes smart data merging that simplifies end-to-end data preparation. As a user, here's all you really need to know: You'll have the exact same seamless experience you're used to.



### One Place, One Format

Don't worry, we've already done the hard part. We bring all the data together from all our sources and put it in a single platform with a common format. That means you can search, acquire, and combine data with ease.

### Data Manager

Qlik Sense makes it a snap to load data whether it comes from a file, a database, or Qlik DataMarket. Our intuitive workflow guides you through each step of the simple process. We even profile your data and suggest the best way to join tables.

# Qlik DataMarket Topical Packages



## Essentials Free

Daily cross exchange rates for the US dollar, euro, and pound sterling. Population estimates and projections for more than 50 years of data for over 200 countries, including development data, temperature, precipitation, and wind speed for 50 cities.



## Essentials

Over 6,000 data sets, including data on business firms, foreign exchange rates for major currencies, population, major economic indicators, data from the statistical office of the European Union, major socioeconomic data, and current and historical weather conditions globally.



## Financial Reports

Over 10 years of reports, including balance sheets, cash flow statements, and income statements for publicly traded companies from 35 stock exchanges.



## Stocks & Indices

Daily stock and indices prices for tens of thousands of securities. Key metrics include high/low, open/close, split ratio, volume, and absolute and relative change.



## Currency Exchange Rates

Daily exchange rates for over 160 major and less-traded currencies, including the US dollar, euro, yen, Cuban peso, Tongan pa'anga, and bitcoin.



## World Weather

Includes 40+ historic, current, and daily weather indicators for over 2,500 cities: temperature, precipitation, wind speed and direction, visibility, humidity, and more.



## CMS Provider Performance

Details hospital performance comparison data for healthcare providers across the US, including readmissions and death data, the Medicare Health Outcomes Survey data, and Hospital Compare: Readmissions Reduction Program data.



## CMS Cost Reports

Helps hospitals and individual healthcare providers understand the costs and charges associated with various procedures and reimbursements.



## Consumer Assessment of Healthcare Provider & Systems (CAPHS Survey)

A survey of consumer and patient experiences that may affect payments to providers.



## Accountable Care Organizations (ACOs)

Healthcare providers use this data to benchmark their fees and quality of service based on the parameters of the Shared Savings Program.



## Social Determinants of Health

Provides context that helps healthcare providers better understand, plan for, and serve their communities.



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### 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.

[qlik.com](http://qlik.com)