

# Qlik Sense<sup>®</sup> Enterprise

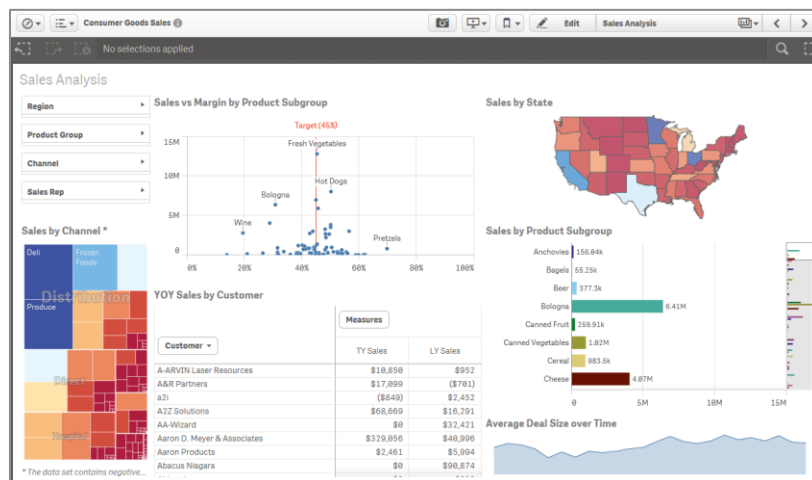
## See the whole story that lives within your data

Qlik Sense is a next-generation application for self-service oriented visual analytics, offering unique and powerful data visualization, exploration, and collaboration capabilities for all types of users. Qlik Sense runs on the Qlik Analytics Platform, which includes the QIX engine, developer APIs, and management tools. Qlik Sense Enterprise packages Qlik Sense and the Qlik Analytics Platform together to support the full spectrum of BI use cases across an organization, including self-service visualization and exploration, guided analytics apps and dashboards, custom and embedded analytics, and reporting, all within a governed framework that offers enterprise scalability and trust for IT.

Qlik Sense is built on the QIX Associative Data Indexing engine, the second generation of Qlik’s proven and patented engine technology. Qlik’s Associative Model allows users of all skill levels to explore information freely, using interactive selections and global searches, to see the whole story instead of just the partial views offered by query-based tools. Qlik Sense takes analytics to a new level of power and flexibility, so that everyone in your business is more informed and capable of acting and reacting faster.

## Visual analytics for everyone

We built Qlik Sense Enterprise to deliver broad value to everyone in an organization, whether working individually, in teams, or globally. With Qlik Sense, users of all types and skill levels get the most flexible, modern solution for visual analytics. And, IT organizations no longer have to trade off governance to provide self-service flexibility. Whether simply consuming, exploring and analyzing, creating, or collaborating, Qlik Sense provides advanced capabilities that delight and empower everyone.



## Qlik's Associative Model

Qlik's associative model offers self-service for everyone, not just power users and analysts that can build new visualizations. People can explore freely using simple searches and selections, without restrictions or boundaries, probing the possible associations that exist in their data across all their data sources. After each click, the patented QIX (associative data indexing) engine instantly recalculates all analytics to the current context and highlights data relationships using easy-to-understand color cues: green (selected), white (associated), and gray (unrelated). Users benefit from this speed-of-thought feedback every time they ask a question, allowing them to gain insights, take next steps, and follow their unique ideas to discovery.

| Product          | Country        | Region              | Customer           |
|------------------|----------------|---------------------|--------------------|
| Die Shirts       | Canada         | Europe              | YouFuture          |
| Blue Ticks       | France         | North America       | Jobnet             |
| Blue Boards      | Germany        | Asia                | Zentum for Inspire |
| Buttons and Caps | United Kingdom | Zeplin              |                    |
| Button Brackets  | United States  | Zoo Assumption Res. |                    |
| Buttons          | Australia      | Zoo-G               |                    |

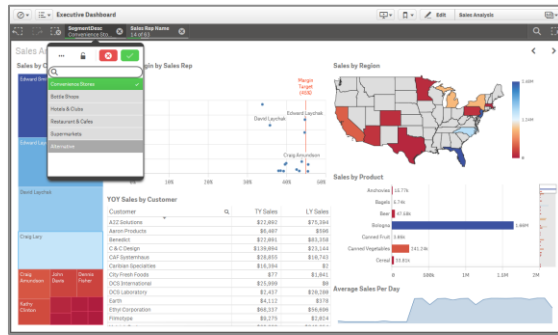
Unlike query-based tools, Qlik Sense users are not limited by predefined hierarchies or preconceived notions of how data should be related. Instead, they can finally explore and understand how it is truly related.

## Self-service visualization and discovery

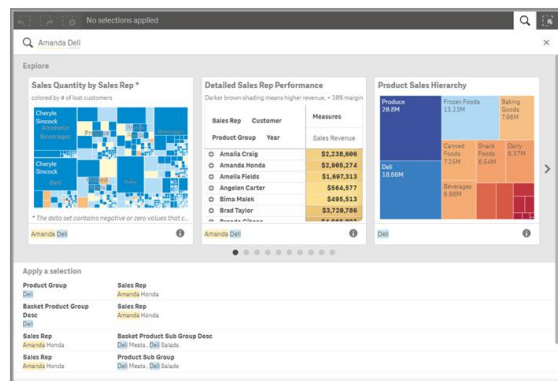
Qlik Sense® offers a cutting-edge visualization and discovery experience in a smart, responsive, HTML5 user interface that allows people to explore information and gain critical insights at the speed of thought. Qlik Sense is built to promote the use of human intuition in all areas of the user experience.

### Associative Model

Exploration in Qlik Sense is unmatched. People can freely ask questions and explore using simple, natural interactions such as selection and search. The QIX engine instantly responds after each click, recalculating all analytics to the new context and highlighting data relationships through easy-to-understand color cues. This empowers people to follow their own paths to insight, uncovering blind spots that would have been overlooked in query-based tools.



Smart Search in Qlik Sense is unlike any other business intelligence solution. It allows people to search across the entire app and all their data using keywords, to uncover the right analytics and insights. Qlik Sense not only reveals matching dimensions, but also associations that exist between dimension values across all sources, ranking the results by strength of association. And with visual search, the best charts and graphs are displayed as thumbnails for easy navigation.



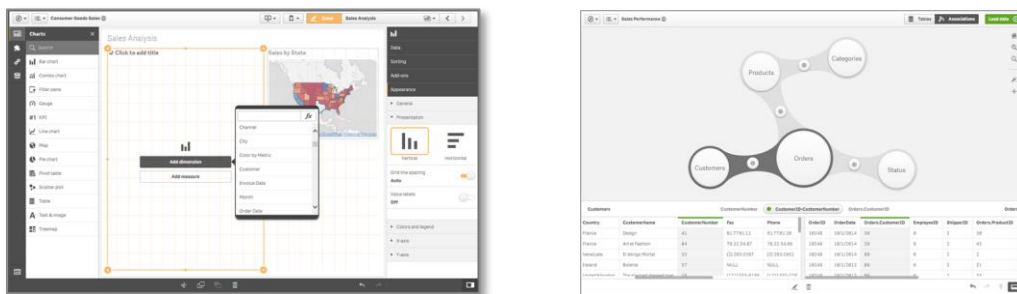
## Smart Visualizations and Analytics

Smart Visualizations in Qlik Sense offer new, innovative techniques for conveying meaning in data. They feature advanced summarization techniques, intelligent use of color gradients, and responsive design that adapts information based on screen size. Smart data compression summarizes massive data sets as heat maps on scatterplots, and time aware charting intelligently represents time series data without gaps or inconsistencies. Qlik GeoAnalytics™ provides advanced mapping and geospatial calculation that allows users to analyze geographic data with non-geographic information to uncover patterns and hidden insights. And because visualizations are automatically integrated with the QIX engine, they are fully interactive and respond to changes in context from anywhere in the app.



## Self-service creation

With Qlik Sense, everyone can become a business analyst. People no longer have to wait for reports or changes to analysis. They can simply drag and drop to create — without having to wire objects together or write complex SQL queries. Creation in Qlik Sense is progressive; users only get the level of sophistication they want and need. Governed, centralized libraries of data, metrics, and objects facilitate sharing and re-use and promote consistency and accuracy. And users can easily load their own information from multiple sources using visual data preparation and profiling, without having to be data model experts.



## Sharing of knowledge and insights

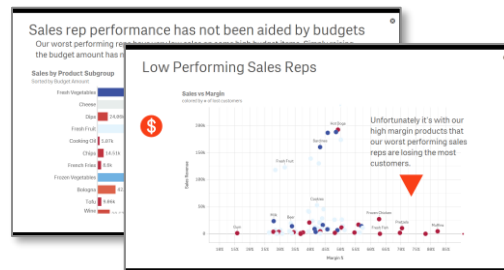
Qlik Sense brings analytics directly to the point of decision, allowing users to share analyses and insights, communicate more effectively, and work collaboratively in both office and mobile settings.

### Centralized sharing and collaboration

Groups and teams can easily collaborate in Qlik Sense Enterprise to make better decisions. A unified hub offers a central point of access for Qlik Sense and QlikView® apps, and Qlik NPrinting™ reports. It offers streams of content for different topic areas or workgroups, allowing people to locate valuable content or share relevant analyses in an organized manner. With streams, IT can control and govern content, ensuring the right people have access to the right analytics and reducing the risk of manual file sharing.

### Data Storytelling and reporting

Interactive Data Storytelling allows people to create and present guided stories, rich with narrative and graphics, to communicate insights and facilitate discussion. Direct, in-context access to live analysis allows for immediate answers to follow-up questions that arise, reducing delays in decision making.



With Qlik Sense, users can print analytics, sheets, and stories directly to .PPT and .PDF, and export data to Excel, based on their current selections. This allows easy sharing of insights with others in popular, portable formats. And organizations can centrally produce and distribute reports in MS Office and pixel perfect formats using Qlik NPrinting, allowing them to broadly spread knowledge and insight to large communities of people, while retiring legacy BI and reporting systems.

### Anywhere, anytime mobility

Qlik Sense is inherently mobile, built from the ground up for location and device independence. Users get full capabilities on any device, including exploration, analysis, creation, and collaboration. A unified, touch-based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device. With Qlik Sense, people can instantly solve problems anywhere, anytime they arise, and developers don't need to worry about customizing content for mobile devices.



## A platform for the entire enterprise

With Qlik Sense Enterprise, organizations benefit from developer and enterprise capabilities not typically found in standalone visualization tools. This allows them to broadly deploy self-service oriented analytics without having to sacrifice governance, security, or scalability.

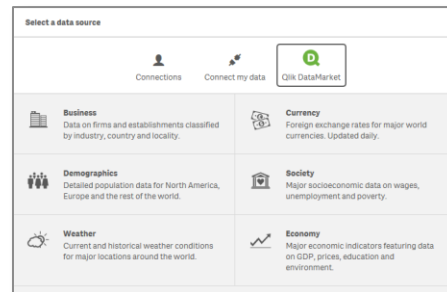
### Customization and extension

Qlik Sense Enterprise is underpinned by the Qlik Analytics Platform, allowing it to be fully customized to meet unique business needs. It offers a complete set of open and standard APIs for building custom analytics, embedding visualizations, and extending the functionality of Qlik Sense for new types of visualizations and objects to meet specialized business requirements. These capabilities can be utilized by developers with standard technology skill sets such as HTML5, JavaScript, and .NET.

### Data preparation and integration

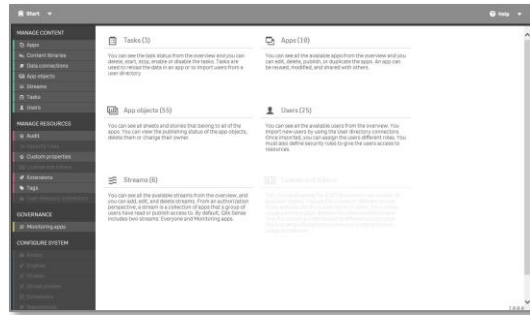
Qlik Sense offers a robust set of data preparation and integration capabilities, allowing organizations to cleanse, transform, and unify multiple disparate data sources without requiring external tools or data repositories. Visual data preparation allows non-technical users to easily unify and load multiple data sources through a drag-and-drop interface. Intelligent data profiling suggests the best associations between sources and automatically handles date/time and geographic information. Powerful ETL (extract, transform, load) scripting is available for complex data integration challenges. Qlik Connectors™ provides broad connectivity for virtually any data source, including spreadsheets, databases, operational systems, ERP, cloud sources, and web apps and services. And Qlik DataMarket® offers libraries of external data sets, available as a service for easy integration into analyses.

| ProductID | CategoryID | ProductName       | SupplierID | CategoryID | CategoryName      | Description       |
|-----------|------------|-------------------|------------|------------|-------------------|-------------------|
| 1         | 1          | Levin Jeansshorts | 1          | 5          | Men 's Clothes    | Fashion for Men   |
| 2         | 1          | Men 's T-shirts   | 1          | 3          | Women's wear      | Fashion for Women |
| 3         | 2          | Charcoal Shirt    | 1          | 3          | Sportswear        | Suits             |
| 4         | 2          | Quasi Khinos      | 2          | 4          | Men's Clothes     | Swimwear          |
| 5         | 1          | O-Man Underwear   | 2          | 5          | Ladies ' Footwear | Ladies Shoes      |
| 6         | 2          | Shagel Socks      | 3          | 6          | Men 's Footwear   | Men Shoes         |
| 7         | 7          | Conserve Shoes    | 3          | 7          | Children 's wear  | 3-15 Years        |
| 8         | 2          | Tueedo            | 3          | 8          | Babywear          | 0-3 Years         |
| 9         | 5          | Full Boots        | 4          |            |                   |                   |
| 10        | 8          | Sepporeo Gloves   | 4          |            |                   |                   |



### Enterprise scalability and governance

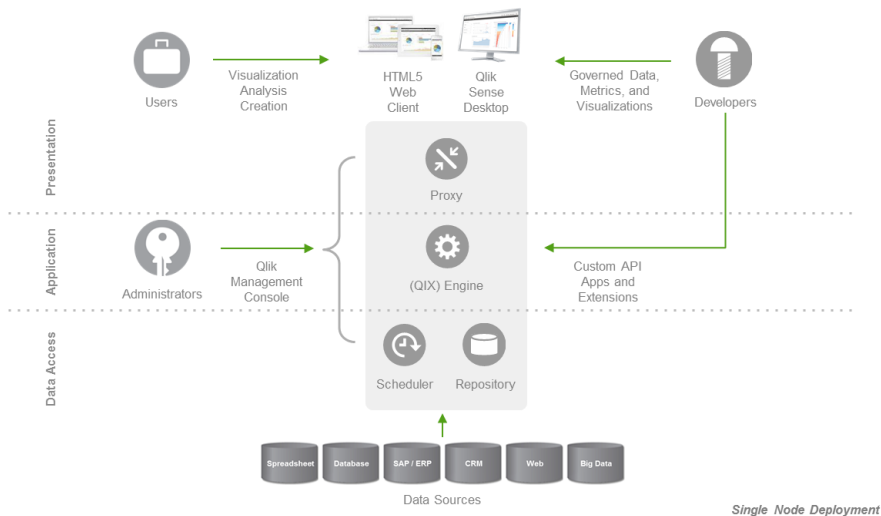
The Qlik Management Console (QMC) offers a central point of management and monitoring for all areas of Qlik Sense Enterprise, including multi-geography deployments. The QMC provides a large set of configuration options for content and resources that drive quicker deployments, efficient and flexible license management, and proper use of applications, objects, and data. The QMC is web based, responsive, and touch enabled for access on any device.



Qlik Sense Enterprise offers a centralized, rules-based security model that provides customized, robust protection for all areas of the product. Administrators can define security rules based on users, actions, resources, and the environment, for all areas of the product. Governed, centralized libraries help to ensure consistency and accuracy of data and analytics across the organization. And dynamic data reduction provides granular control over information access down to the row and column level.

Qlik Sense Enterprise is built using an elastic scaling architecture that allows for seamless deployment and expansion across geographies. And with the QIX engine at its core, Qlik Sense offers industry-leading, high-speed dynamic calculation and performance for large numbers of users on massive data volumes.

### Qlik Sense Enterprise – Architecture



## About Qlik®

Qlik is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 40,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1700 partners covering more than 100 countries.