

# Top 3 Reasons to Modernize Your QlikView Analytics



Evolve your BI approach to expand your possibilities – and sharpen your competitive edge

# QlikView®: the first step to modernizing your analytics.

As a QlikView® customer, you've been at the forefront of the data analytics revolution. Rather than remain dependent on stack technology or accept the long lag times of first-generation BI, you seized the opportunity to rapidly create interactive dashboards and analytics apps – and for years, you've used data to guide your business and gain competitive advantage.

Now, greater demands are being placed on your business to modernize. Extending BI to satisfy new use cases and encompass all data is critical to your future. SaaS offerings have become the go-to deployment option for agility, efficiency and cost savings. Users have a business-value mind-set and self-service expectations. More unstructured data needs to be analyzed. And Artificial Intelligence has evolved into Augmented Intelligence, greatly enhancing both insight discovery and data literacy.

Today's highly competitive markets demand a new approach. It's time to modernize your BI.



# The top 3 reasons to modernize your analytics today.

We understand that QlikView continues to deliver value for your business. But imagine what your organization could do with a next-generation BI solution built to give you a modern experience – one that can support 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 and advanced mobile analytics, all with governance. You could maximize next-generation BI possibilities, uncovering new and unexpected insights to gain competitive advantage.

At Qlik®, we're here to help you modernize, with an approach that allows you to:

- 1 Expand your organization's analytics possibilities
- 2 Adopt next-generation BI confidently, without disrupting current operations
- 3 Minimize Total Cost of Ownership with flexible deployments and unified licensing

With your current QlikView environment, you're already on your way to making it happen.



## HOW WE GOT HERE:

The dawn of 3rd-generation analytics.

### 1<sup>ST</sup>-GENERATION BI: CENTRALIZED COMPLEX TECHNOLOGY STACKS

Reached only 25% of knowledge workers in the enterprise. Owned and curated by IT at the center of the organization. Slow to respond to changing business requirements.

### 2<sup>ND</sup>-GENERATION BI: DECENTRALIZED QLIKVIEW

Extended participation in the analytics process from the center toward the edges of the organization, increasing the value from data while reducing consistency and governance.

### 3<sup>RD</sup>-GENERATION BI: DEMOCRATIZED QLIK SENSE

Pushes analytics to the entire organization and beyond in an agile, governed approach and increases participation in analytics by increasing data literacy with AI. Analytics becomes embedded in the business process, not a separate destination.

# Qlik Sense<sup>®</sup>: analytics for the modern world.

You didn't settle for first-generation, centralized BI. You were with us when we pioneered decentralized BI with QlikView. And now, we've ushered in the third generation, democratized analytics, with Qlik Sense – a modern platform that supports the full range of analytics capabilities, from simply empowering the self-service user to tackling the most complex analytics challenges.

Qlik Sense supports the entire analytics life cycle, from data preparation to visualization to exploration and collaboration, with Augmented Intelligence powered by our cognitive engine to accelerate time to insight and offer fresh perspectives. You can support self-service visualization environments, deploy centrally built analytics applications, create custom analytics apps and mash-ups, enable mobile workforces and take advantage of natural-language conversational analytics.

Qlik's scalable architecture gives you the choice to deploy Qlik Sense across any combination of on-premises and cloud platforms. And with open APIs, web developers can build custom applications and embed analytics without a specialized skill set.

**We invite you to evolve with us in this new era. We'll help you transition, at your preferred pace, with an analytics modernization program designed specifically for our loyal QlikView customers. (For program details, see page 12.)**

First, let's dive into the key reasons to modernize now.

“Qlik Sense has kicked off our business self-service capabilities and allowed us to start consolidating reports and analytics in one environment. Additionally, the business analyst team can develop apps with minimal support and downtime from IT.”

– Ann Connelly, Financial Analyst, American Chemical Society

# 1 Expand your organization's analytics possibilities.

Modern analytics has ushered in a host of new capabilities not available in solutions from previous generations or from other BI vendors. In Qlik Sense, those capabilities include:

## **GOVERNED, SELF-SERVICE ANALYTICS**

An enterprise data catalog uniquely provides users with a central, intuitive interface where they can access and search for data, selecting sets the same way they would add items to an online shopping cart.

## **AI AND AUGMENTED ANALYTICS**

Qlik's own machine intelligence automates a wide range of tasks for the user, offers suggested insights based on context and user intent and enables natural-language interactions.

## **MODERN VISUALIZATIONS**

Smart visualizations highlight outliers and hot spots and summarize the overall shape of data. And only Qlik provides chart suggestions based on data characteristics.

## **VISUAL DATA PREP**

Simple, attractive, interactive UI empowers users with tools for managing data and creating visualizations with drag-and-drop ease.

## **COLLABORATIVE DATA STORYTELLING**

Users gain the power to combine reporting, presentation and exploratory analysis techniques to make a unique and compelling case with data. Plus, they can use interactive features and facilitate conversations with in-context app links.

## **FULL-FEATURED MOBILE APPS**

Fully featured mobile apps can even function offline, rather than having users access a mobile version of the platform through a browser.

## **OPEN PLATFORM WITH APIs AND A ROBUST DEVELOPER COMMUNITY**

Qlik Sense includes open APIs, which give developers the freedom to create anything they can imagine, from purpose-built extensions to embedded analytics within enterprise applications and custom analytics apps.

“Business users can use Qlik Sense to set up their own visualizations and draw insights from data without having to do this in Excel. Qlik Sense gives me a modern user interface and is easy to use. Data can be exported, and the storyboard is a great new addition.”

– Wanda van der Bijl, Business Professional, Distell Group LTD, South Africa

## 2 Adopt next-generation BI confidently, without disrupting current operations.

You don't have to choose Qlik Sense over QlikView. You can continue to use your QlikView apps while adopting Qlik Sense at your own pace. We empower you with free tools to help. And because each organization has different requirements, we also provide packaged and custom services offerings delivered by our Customer Success organization and our partners.

### **QLIK SENSE HAS SIMILARITIES THAT EASE ADOPTION:**

- The Qlik Associative Difference<sup>®</sup>. Because both QlikView and Qlik Sense are powered by the Qlik Associative Engine, no data is left behind, and the platform supports nearly limitless combinations of data sources. And because the engine associates every data point with every other data point and allows for limitless exploration, you'll continue to spot the unexpected and uncover hidden insights.
- Advanced authoring. Over the past couple of years, we've built advanced authoring capabilities into Qlik Sense, providing a guided analytics experience and dashboarding similar to QlikView.

### **YOU CAN ALSO TAKE ADVANTAGE OF SIMILAR COMPONENTS:**

- Migrating QlikView documents to Qlik Sense is not a requirement. But if you choose, you can reuse the QlikView data layer in Qlik Sense to simplify adoption and reduce the learning curve. You don't need to re-create QlikView Data files (QVDs), data models, and analytics expressions when migrating from QlikView to Qlik Sense.
- Qlik Catalog extends your migration capabilities by enabling data validation, profiling and sampling to help users understand the exact content of each QVD. You can easily find and select the QVDs you need without navigating complex folder hierarchies or relying on file naming conventions. Beyond data cataloging, with Qlik Catalog, QVDs can be used as a source for other third-party analytics tools.



“Adopting Qlik Sense supports our organization’s drive to modernize business operations and processes. We’re still mid-migration, but so far, we’re seeing much easier application development, better UI, easier adoption and improved performance.”

– Rachel Cuthbert, Director, earls.ca

### 3 Minimize Total Cost of Ownership with flexible deployments and unified licensing.

Through a scalable modern architecture, Qlik Sense allows you to deploy in any combination of SaaS, on-premises and private cloud – so you can focus on generating insights, as opposed to investing in new infrastructure.

Today, organizations are adopting **SaaS** at an astounding rate to take advantage of visualizations infrastructure and resource costs and greater deployment flexibility. For many businesses, **Qlik Sense Enterprise SaaS** is particularly appealing for expedited rollout, simplicity of use and flexibility. You can easily co-develop applications, share insights and grant groups of users access to create, edit or interact with content.

When you choose to deploy through SaaS, the QlikView Publisher automates QlikView document uploads to the Qlik Sense Enterprise SaaS hub, giving you the ability to consume QlikView and Qlik Sense side by side on the same infrastructure, managed by Qlik. This will expedite adoption, make it easier for you to gain insights depending on the use case and achieve significant cost savings.

Deploying in the cloud entitles customers in the Analytics Modernization Program full use of Qlik Sense, including extensions; use of the Qlik Sense Enterprise SaaS hub with unified licensing; and licensing of QlikView Publisher. By aligning your QlikView and Qlik Sense licensing under a one-user, one-license, one-analytics experience, you bring the products closer together under a single key. Licensing and management are simplified, and compliance is easier to ensure.

#### BENEFITS OF DEPLOYING ON QLIK SENSE ENTERPRISE SAAS:



##### Get up and running fast.

Deploy in a matter of minutes, not days or weeks.



##### Lower your TCO.

Host QlikView apps in Qlik Sense Enterprise SaaS. Users can go to one hub to consume all analytics. Plus, dramatically reduce your QlikView infrastructure costs and automate license management, entitlements and monitoring when you opt for unified licensing.



##### Take advantage of enterprise-grade security and governance.

Manage Qlik Sense from a central console, with flexible, fine-grained control over publishing, sharing and user access to apps and data. Metadata management and detailed logs provide governance.

“Qlik Sense allows for rapid development, maintenance and BI deployment.”

– Edison Bortolin, CIO, Enxuto Supermercados Ltda.

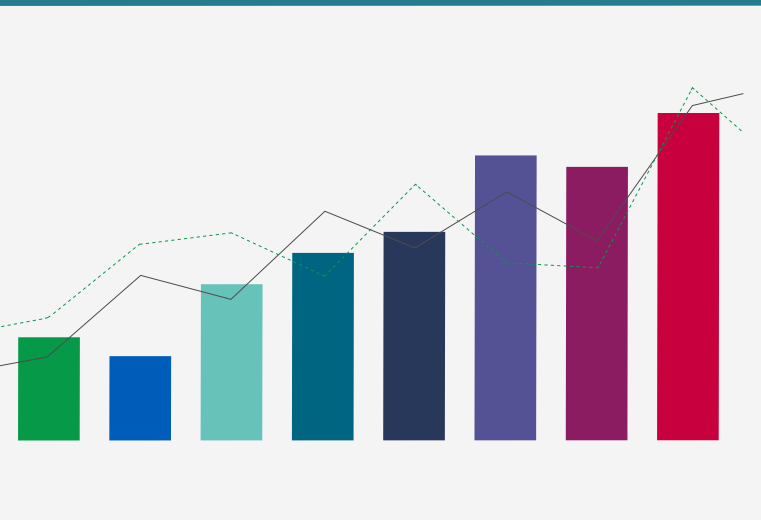
## RESOURCES

We empower you to progressively modernize while expediting your Qlik Sense adoption.

Free resources include:

- [Qlik Support Portal](#)
- [Qlik Community](#)
- [Qlik Help](#)
- [QlikView Converter tool](#)

And because each organization has different requirements, we also offer packaged and custom services delivered by our customer success organization and partners.



# The Qlik Analytics Modernization Program.

We're here to help you accelerate your adoption of next-generation BI, and seamlessly transition to modern analytics, by leveraging your QlikView investment. Our Analytics Modernization Program delivers maximum flexibility for loyal QlikView customers, helping you minimize costs and reduce your learning curve while maximizing ROI.

### 1. EXPAND YOUR ANALYTICS POSSIBILITIES.

Adopt Qlik Sense, a truly modern analytics platform built on the same Associative Engine you've come to rely on in QlikView – only with more capabilities, extensibility, flexibility and accessibility for users.

### 2. ADOPT AT YOUR OWN PACE.

We want you to be confident in adopting new technology. We won't force changes to your current QlikView operations, so you'll avoid the challenges typically associated with a rip-and-replace. You can upgrade product versions as you choose, leverage new functionality and make the move to subscription licensing or SaaS to realize more value from your investment by gaining the ability to use both products from the Qlik Sense Enterprise SaaS hub.

### 3. REDUCE YOUR TOTAL COST OF OWNERSHIP BY:

- Deploying on a SaaS platform with unified licensing, using the same infrastructure for both solutions and accessing them through a single hub using a single key, while automating entitlements, management and governance.
- Reusing your QlikView data layer, including data models and analytics expressions within Qlik Sense to save time and resources and ensure consistency — progressively modernizing your BI platform.

“It’s not an IT thing anymore. Now it’s more an employee thing!”

– Niclas Hultberg, CFO, Lansforsakringar

# A new era of analytics. A world of possibility for your business.

You know it. Every business leader knows it. The only thing that's constant in business is change – and today, the pace of change is increasing exponentially.

Now is the time to take advantage of the most robust analytics solution available. Modernize at your own pace, without disrupting your current BI operations. Join the Qlik Analytics Modernization Program.

Ready for a test run? Check out Qlik Sense® Business with our 30-day free trial, and see how the hub can work for you (expected in the Qlik Sense Business trial June 2020). Kick off new BI projects with ease.

[Try Qlik Sense Business](#)

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.