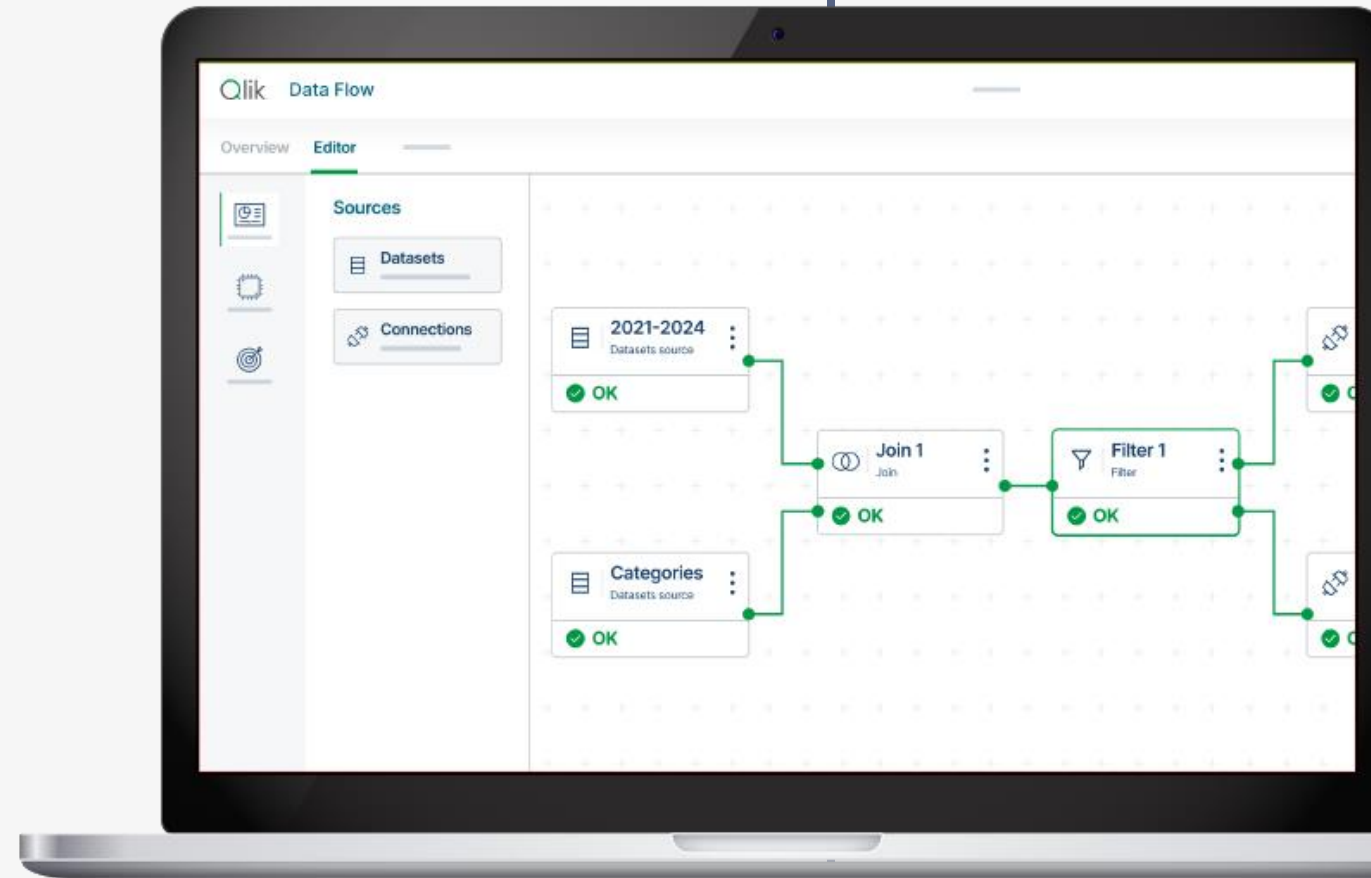


The Growing Analytics Opportunity in Evolving to Qlik Cloud[®] Analytics

Why cloud, why now?



DATA WIZARDS



Migrating to the Cloud Is More Than an Upgrade



All your other apps are in the cloud... isn't it time your analytics is, too?

What can you gain:



Scalability



Real-time data



Self-service analysis



Collaboration



Security and compliance



Cost effectiveness

Reality Check:

“By 2028, 80% of enterprises will have shut down their traditional data centers, opting instead for cloud-centric analytics solutions to achieve greater agility and insights.” - [Gartner](#)

Is Your Organization Ready to Migrate?



Decrease risk

We're making migration easy by giving you continued access to your C-M environment so you can move at your own pace. To further support you, we're also offering expert migration services at a price you can afford.



Increase ROI

Get access to all the latest capabilities, including AI. With no constraints on users, everyone in your organization benefits from analytics and AI.



Decrease TCO

It now costs LESS to move to the cloud than it would to pay your annual maintenance.*



The capacity you need

Now you can move to our capacity offering without worrying about sizing. Whatever capacity you're using today, we'll match it in the cloud.



* +20% 1-time uplift vs +10% compounded annually on maintenance.

Up, Up, and Away...



PIZZA EXPRESS

Widespread Adoption

700
users

- ✓ Delivers real-time analytics to restaurant locations
- ✓ Provides insights for sales, labor, inventory, and customer experience

"Qlik is so much more than data visualization and migrating to Qlik Cloud opens up the door for so many options. We're growing the PizzaExpress empire and doing it smarter and more efficiently."

Carvajal

Growth

↑10%
sales and user numbers

- ✓ Delivers improved use experience with AI
- ✓ Users now access high-value insights into sales, inventory and marketing performance

"We wanted the data to seek out the user, rather than having the user search for it. We saw Insight Advisor and immediately started work on evaluating how we could migrate our solution and chose Qlik Cloud as our cloud deployment option."

LINTECH INTERNATIONAL

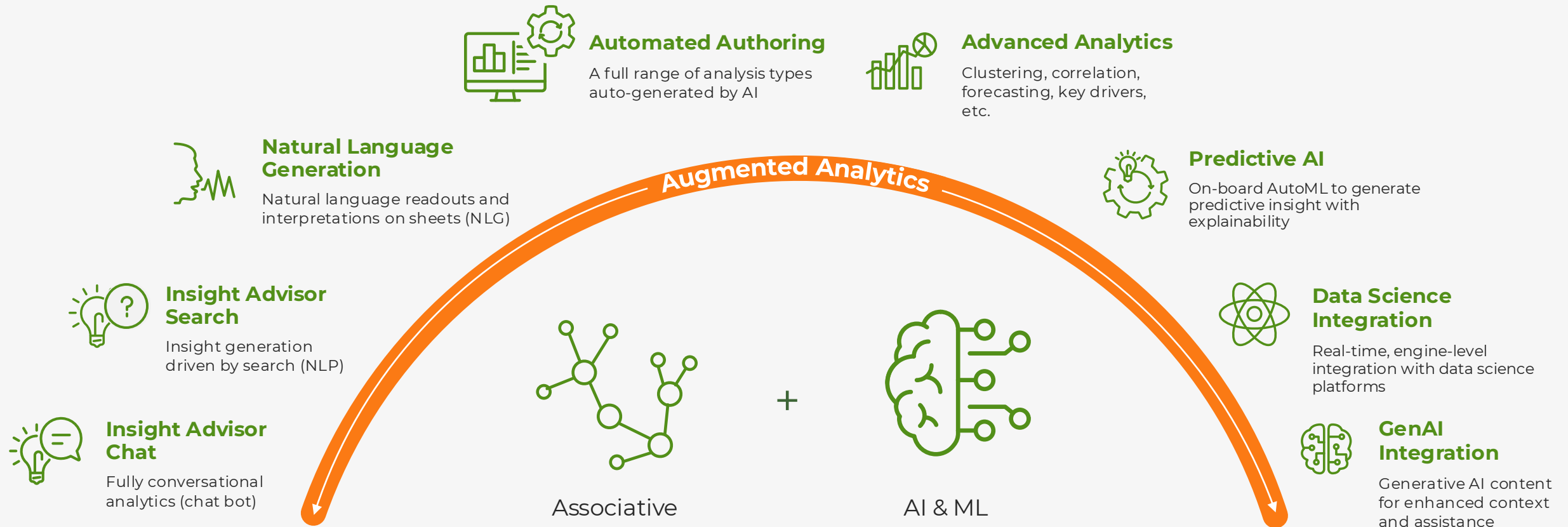
Customer Churn

↓10%
within first year

- ✓ Delivers standardized view of business across org
- ✓ Mitigated negative results leveraging over 20 unique AutoML models

"Qlik enables us to present data to our sales teams in ways that are meaningful to them. It's one thing for a BI solution to tell you who, what, and where. Qlik gave us the *why* behind the data."

Full range of AI-powered experience with Qlik abilities



Visual Analytics & Advanced Authoring



Sheet navigation and sheet grouping

- New look in left asset panel,
- public and private groups

Cyclic groups

- Switch within a group of dimensions
- Control several charts at the same time
- Create multi-purpose charts

Straight table

- Image by URL

Pivot table

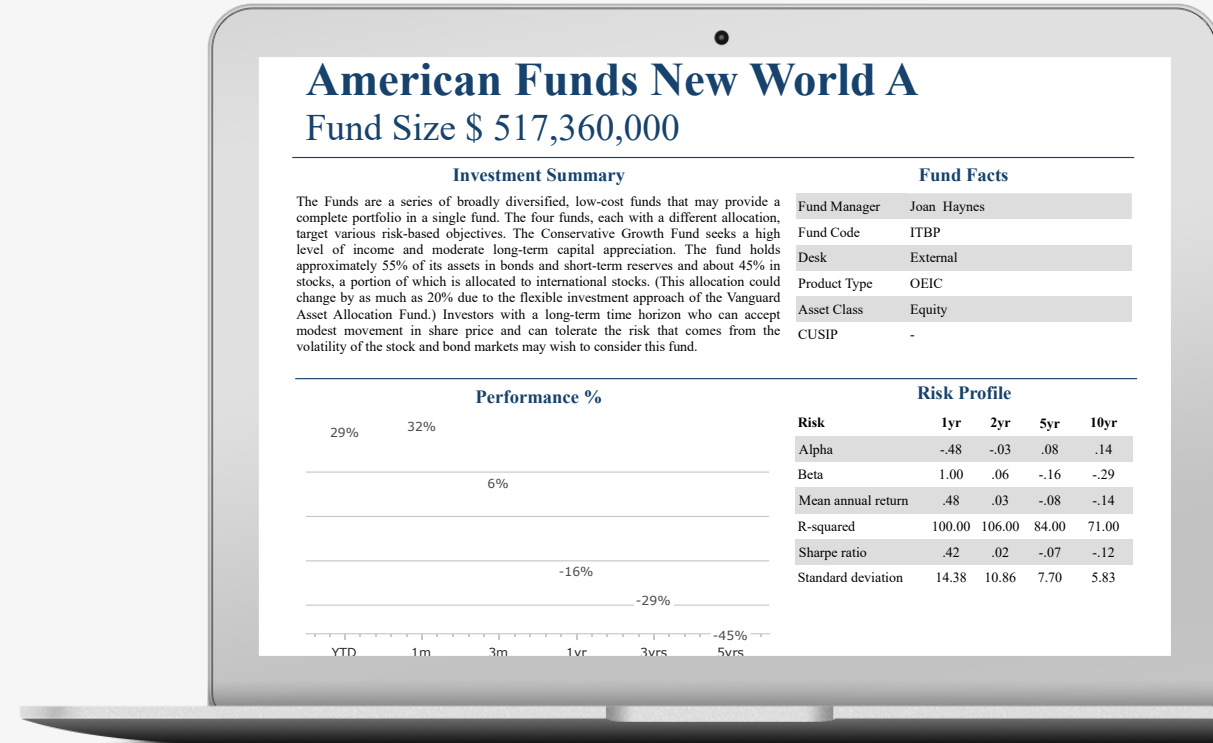
- Image by URL, copy cell value, download as data

Reporting Services in Qlik Cloud



Highlights

- **Create** dynamic tabular report template definition from a Qlik Sense® with data and visualizations in Microsoft Office 365 and leverage report cycling to generate reports for each dimension value.
- **Define** report templates to produce PDF and Excel reports.
- **Share** branded, presentation-ready burst reports, using PixelPerfect for precise design control, with internal and external stakeholders, integrating the self-service subscription ability to set up alerts.
- **Manage** in-app distribution lists to support burst distribution to any internal or external stakeholder.
- **Control** with governed report task control and task history from within an integrated report preparation experience.



***Governed Report Tasks can burst reports to any stakeholder, ensuring that the Qlik platform serves as the single source of truth for your business decisions, customer communications, and more.

Application Automation

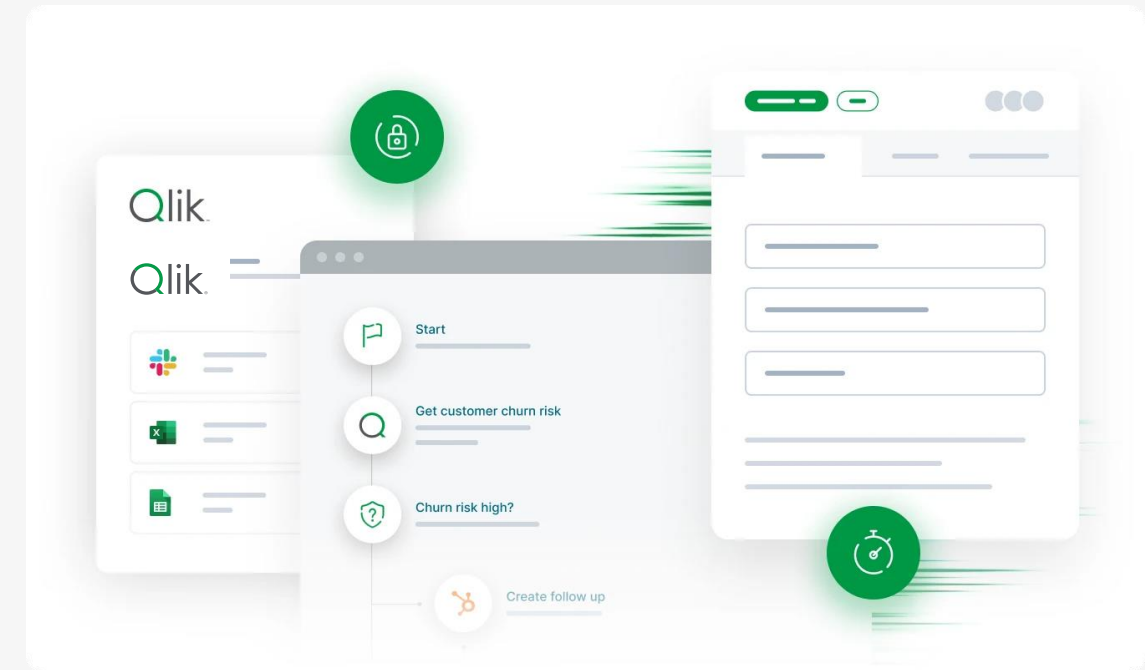


Highlights

- **Create** and trigger notifications to collaboration applications like Slack and Teams using configurable business logic connected to Qlik Sense® apps.
- **Increase** speed, accuracy, agility, and productivity by removing the manual factor.
- **Reinvent** Qlik Sense task-chaining for higher productivity and accuracy.
- **Trigger** and send chart and sheet images to distribution lists and collaboration apps in a few, easy-to-configure steps.

ACTIONS ACROSS APPS

If you have a large Qlik Sense deployment with numerous apps, you don't have to go into each app to add new dimensions or measures. Instead, you may assign them en masse.



INSTANT NOTIFICATIONS

Because Qlik Application Automation is integrated with other SaaS systems, once you've assigned those new dimensions or measures, you may immediately send a Slack, Teams, or other platform notification to a distribution list to let them know.

Note

This functionality is not available in Qlik Sense Business or Qlik Cloud Analytics Standard.

No-code Data Flows in Qlik Cloud Analytics



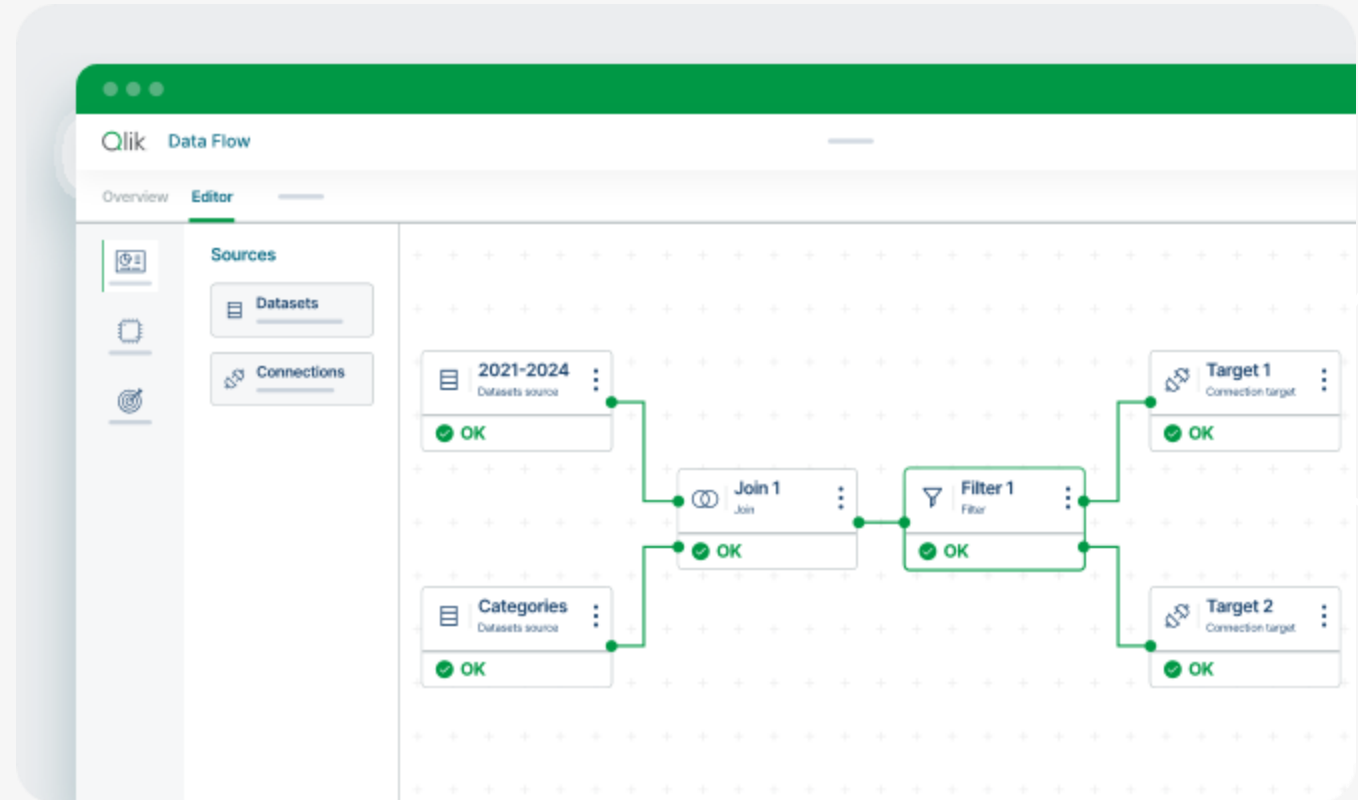
Combine and shape multiple datasets with a visual flow

Intuitive visual design experience:

- Canvas with drag & drop
- 20+ processors for data shaping and manipulation operations
- Data and script preview

Native integration with Qlik Cloud Analytics platform

- Generates Qlik script, leveraging the power of the Qlik engine
- Connectivity, scheduling, lineage, automations, activity centers



Leverage The Full Power of AI

AI-enhanced analytics experience in the Cloud



Automated insights



How did my sales last quarter compare to the prior year?

Predictive modeling



What will my sales look like next month and what's driving it?

Intelligent alerting



Alert me if you detect a customer's spend exceeding a certain threshold.

Natural language processing



Extract and categorize names of people, companies, and contract value.

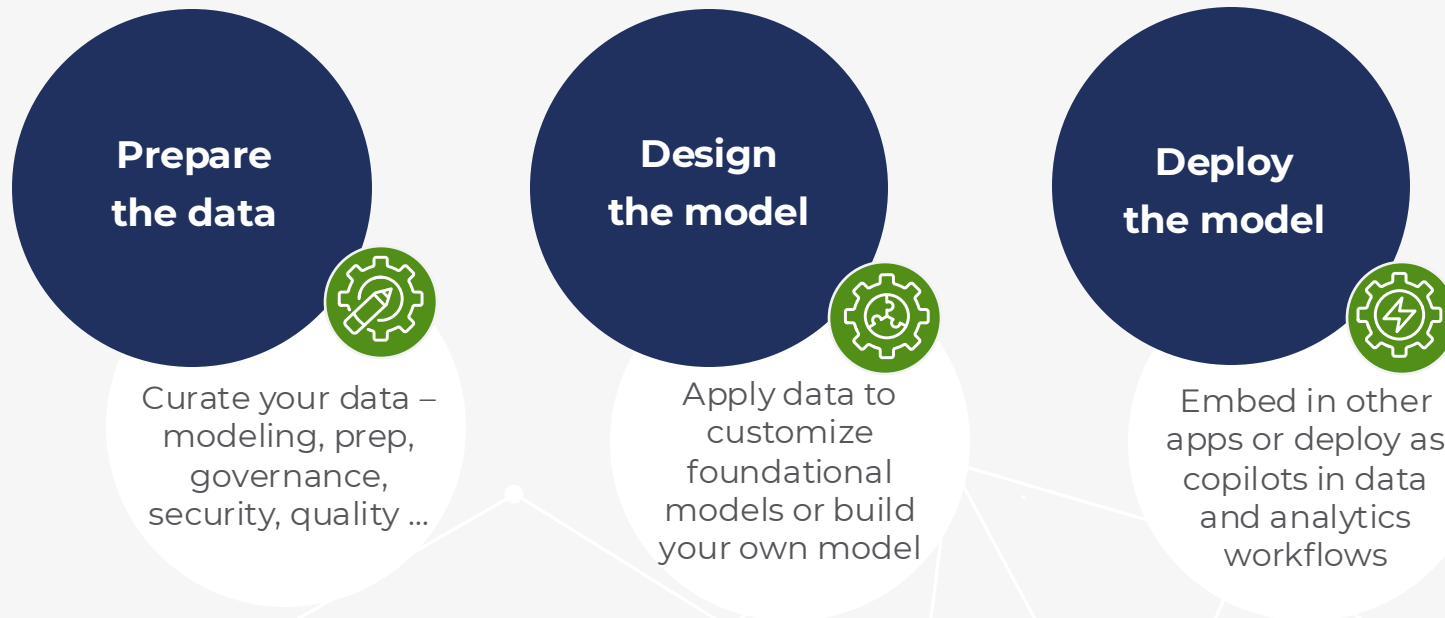
Content generation & summarization



Generate real-time information about my customer while I am talking to them.

Consider Your LLM Options

With proprietary data



Reality Check



68%

of participants surveyed, who are considering implementing GenAI, said they would use public or open-source models refined using their own proprietary data.

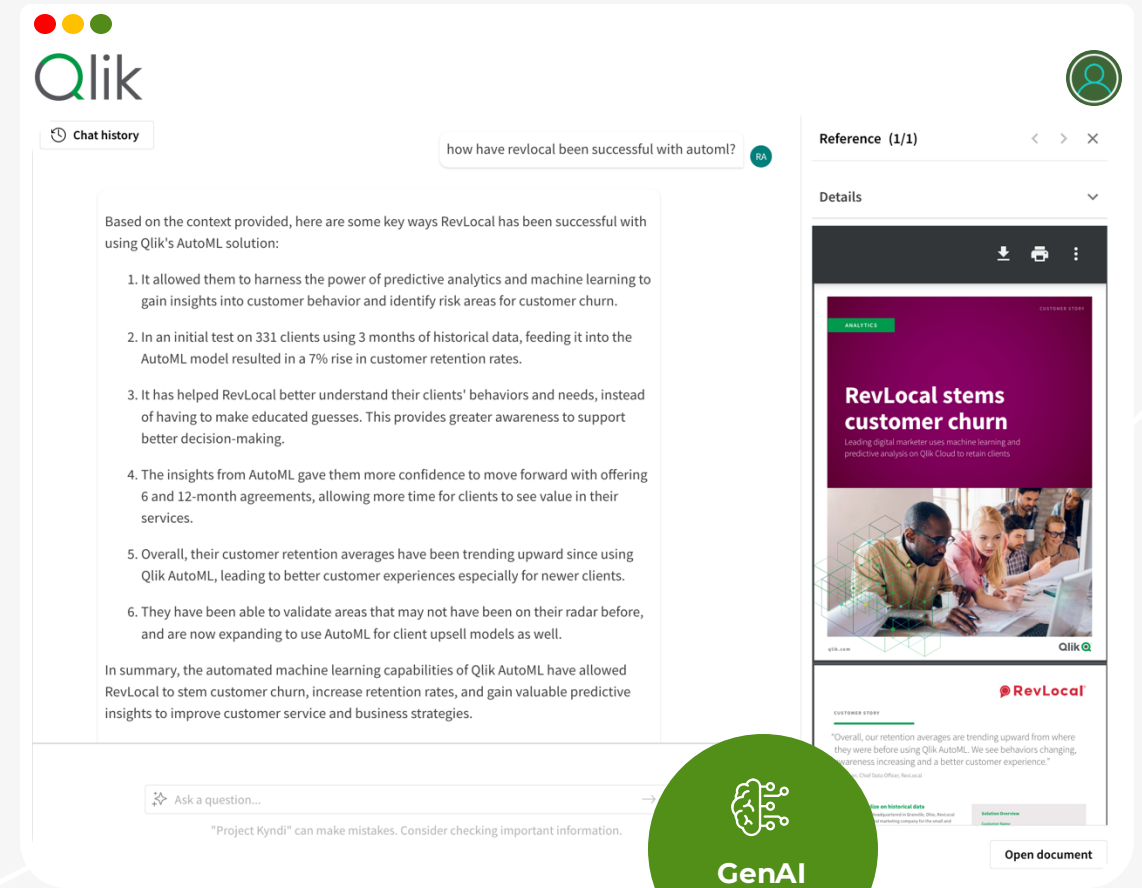
Source: ETR study commissioned by Qlik, August 2023

Introducing Qlik Answers™



A new, plug-and-play, GenAI-powered knowledge assistant

- **Easily build** a knowledge base without storing documents or data in Qlik Cloud.
- **Modern chat experience** accessible from within Qlik Cloud or embedded in platforms like SharePoint or Salesforce.
- Users ask questions about their unstructured data and **receive simple, human-like answers.**



Qlik Answers

Personalized relevant answers from unstructured content



Knowledge
at your fingertips



Answers
you can trust

Simple,
plug-and-play

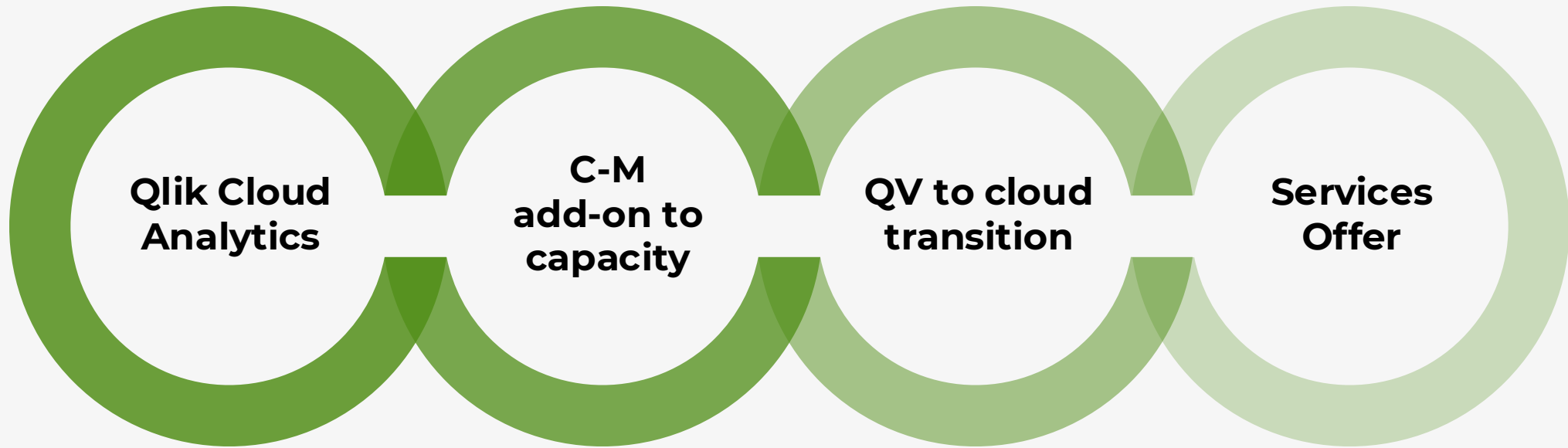
Qlik Cloud® And its many benefits



Move to Cloud Offer for Customers on Maintenance



Available for for ALL On-Prem Customers



The Total Economic Impact™ Of Qlik Cloud Analytics

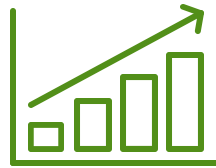


Cost savings and business benefits enabled by Qlik Cloud Analytics



RETURN ON
INVESTMENT (ROI)

209%



BENEFITS PV

6.4M



NET PRESENT
VALUE (NPV)

4.3M



PAYBACK
(IN MONTHS)

<6

Read More: [A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY QLIK®, JANUARY 2024](#)

World Class Data, Analytics, and AI



AI Foundation

Establish a trusted data foundation

DATA INTEGRATION AS A FOUNDATION FOR GEN AI



AI-Enhanced Solutions

Find and act on insights with AI-enhanced analytics

GEN AI AUGMENTS THE DATA AND ANALYTICS PIPELINE

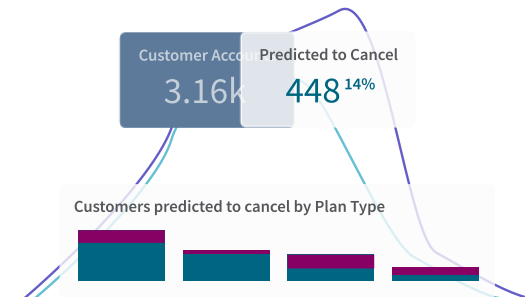


TRADITIONAL AI and GENERATIVE AI

Self-Service AI

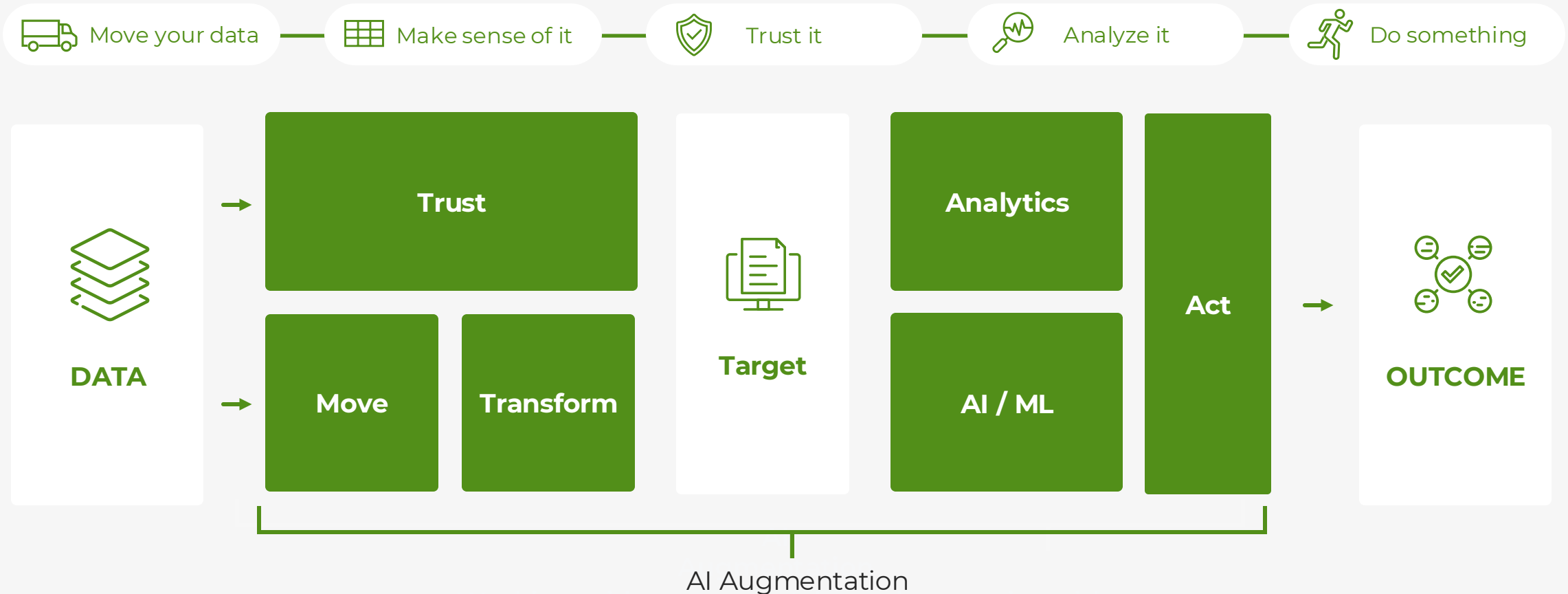
Build and deploy AI for advanced use cases

AUTOMATED MACHINE LEARNING AND AI



Qlik's Offering

Best-in-class cloud capabilities End-To-Ends from a single vendor



Working with customers' data wherever it resides



“

Cloud-based analytics platforms empower organizations to unlock the full potential of their data, driving informed decision-making and competitive advantage.

-Gartner

”

“

It's certainly acknowledged across the business that we are in a much better position to make timely and informed decisions, which naturally impacts our revenue and cost savings. We're making better decisions around competitors.”

Global Data and Analytics Manager
Consumer goods organization

”



DATA WIZARDS

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