

# Embedding Analytics with Qlik

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Qlik's solutions for embedded analytics





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## Introduction

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If you're reading this white paper, then you are probably already on a quest to explore and evaluate the best path to bring the power of visual analytics to your application or information service. The purpose of the white paper is to help you in your decision making process.

Whether you are a product manager looking to get to market fast with powerful and intuitive visual analytics for your customers or a business owner looking to differentiate your solution to gain a competitive advantage we hope you will find this paper useful.

We want to help you unlock the full potential of your solution - with data that's beautifully visualized, contextually richer and more deeply appreciated and acted upon by your customers.

## How do we define embedded analytics?

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So how do we at Qlik define embedded analytics? We see embedded analytics culminating as the seamless integration, or the intersection, of data analytic capabilities within business applications or information services anywhere that delivers business value - by providing 'in-context' insights that are tailored to both accelerate specific actions to address gaps and opportunities or enhance decision-making ability – all where the business user works and resides.

Embedded analytics can range from a simple solution such as embedding objects in web mash-ups to far more complex use cases such as embedding a wide range of analytic capabilities with visualizations directly into applications, such as ERP, CRM or financial management – to help provide relevant insights immediately within a business user's typical working environment.

## What's driving embedded analytics?

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No longer just nice-to-have, advanced analytic tools and dashboards are must-haves. Your customers expect some form of built-in visual analytics in order to make your application or information service actionable – not simply a static report. Users want to be able to see the whole story that lives within their data so that they can spot trends, reveal unexpected insights, develop a narrative to make better informed business decisions in context. Embedded analytics allows the business user to bridge that 'last mile', with analytic insights immediately available where they work - in their everyday work applications. Business applications are evolving from simply presenting 'analytics' as a separate tab with a different user interface, to providing a seamless user experience where analytics are presented and embedded within the core application workflow – delivering a seamless, unified user experience.

Today, it's not only about making analytics available, but the way in which it's presented that brings dramatic insight to the forefront. Visual analytics are compelling and once exposed; users assume and then demand these visual, exploratory capabilities in their work applications and information services.

There are several key driving factors that are compelling product owners and developers to explore and consider embedding analytics:

- To gain competitive advantage through product differentiation and build market share.
- To improve the user experience with analytics, therefore improving adoption, satisfaction and ultimately customer retention.
- To monetize with the creation of net new revenue streams.
- To meet the growing demand of analytics within a user's daily work environment accelerating agile decision-making and discovery.

In addition, cloud, big data, mobile and the Internet of Things are fueling the adoption of embedded analytics in a multitude of different use cases and industries – visual analytics to help users drive innovation, gain immediate, contextual insights within their key applications (where they work) and create better business outcomes.

Visual analytics embedded in your solution gives the end-user the tools to know and the confidence to act on the data you present, increasing user adoption, customer retention and improving the overall value you bring.

## Our Unique Approach: The Qlik Platform

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So clearly, embedded analytics is no longer a might have or nice to have but a must have. You probably have some form of reporting in your solution today, but you know it's not enough to keep up with your customer expectations or market opportunities. Some software developers decide to build their own analytic dashboards and reporting functionality in-house, but our experience shows that most software developers who take this route eventually decide to integrate a commercial business intelligence platform that they can customize to meet their market requirements. The decision to build rather than buy is at the discretion of the development team, but the reasons to partner with a BI vendor and embed third party technology are compelling and include the following:

- To deliver an unparalleled analytics experience for the end user
- To provide proven, best-in-class BI technology
- To accelerate development and time-to-market
- To free resources from support and maintenance
- And finally, the team benefits from on-going development of the BI product by the vendor allowing them to maintain focus on the core product

The Qlik platform offers the best of both worlds providing web and application developers with the flexibility to take advantage of Qlik's years of product development investment in its best-in-class visual analytics platform, to build customized applications that meet customer requirements or even to build on what you have already.

*“ As we set high standards for our offering, building an in-house BI solution was not an option. It would take years and we wanted to give our customers the best experience the market offers. Qlik proved to be the disruptive platform we were looking for. Where other ERP providers offer a BI module as a paid plug-in, we offer it for free to our customers. ”*

Bas van der Veldt, CEO,  
AFAS Software

## The Qlik platform

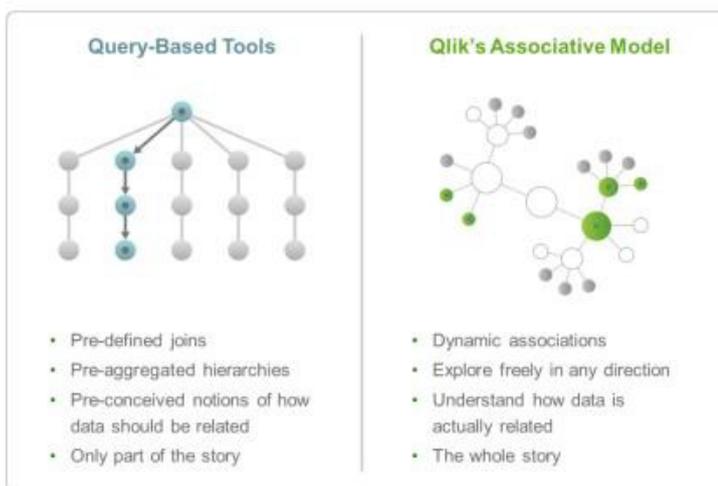
The Qlik platform is designed to allow application developers to easily and flexibly embed Qlik's powerful visual analytics capabilities into their own applications. These can be as simple as web mashups containing just a few charts or more complex integration within a cloud or on premise solution.

The Qlik platform has been designed to accommodate the need for embedded analytics, anywhere. Powerful, modern and open APIs provide developers with access to visualizations, security, data connectors and to the market leading associative in-memory engine (QIX Engine) that is used by all Qlik analytics products.

### The Qlik difference: the Qlik Associative Model

The QIX engine's innovative Associative Model is the exploratory capability in our products that enables users of all skill levels to freely explore their data using simple searches and selections, asking questions in any direction without restrictions or boundaries. This fundamental, interactive behavior is unique to Qlik products and can be experienced by software developers within a new online destination known as 'the Playground' which is designed specifically for developers to learn, try and explore the power of the QIX engine and Qlik APIs.

The QIX engine provides associative data indexing and dynamic calculations that empower people to naturally explore data, allowing them to see the whole story. Associative data indexing exposes relationships in complex, multi-source data sets that would otherwise be hidden in hierarchical or query-based approaches.



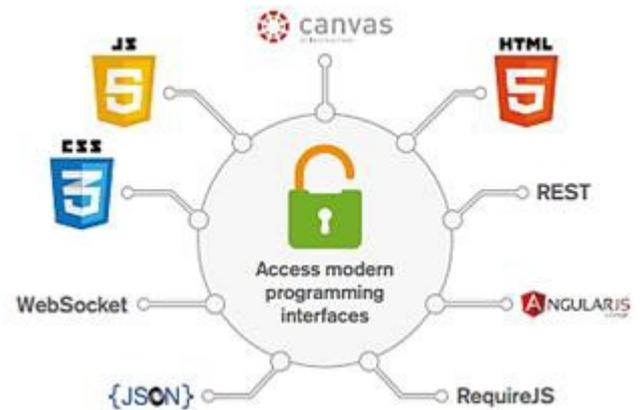
### What constitutes a modern analytics platform?

- Data indexing to support free-form exploration and discovery
- Open and standard API access with full capability to extend, embed and expand
- Data integration and management to enable complex, scalable analysis
- Library of modern visualizations to visualize data
- Toolkits to accelerate and simplify development and creation
- Choice of cloud, on-premise or hybrid deployment models
- Governance and security to protect data integrity
- Broad ecosystem and community to inspire innovation

## Modern and Open APIs

Qlik's platform APIs were built using modern standards designed to work with today's most up-to-date web technologies. You get access to a set of industry-standard, open and modern programming interfaces such as JavaScript, HTML5, CSS3 and Node, which allow you to easily create and integrate visual analytics into any application.

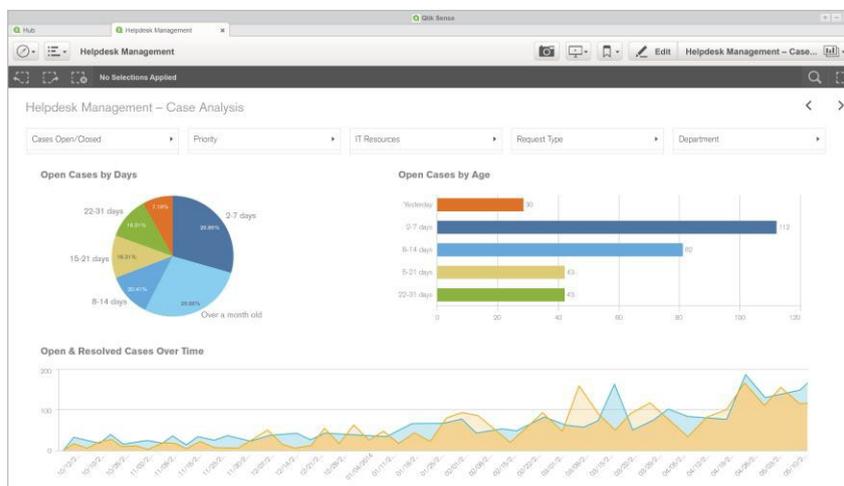
These APIs are the same APIs Qlik uses to develop its own products. Hence developers are provided with the flexibility they need to build the exact solution they want.



## Build engaging visualizations

Product managers want visually compelling and attractive applications for competitive advantage, increased adoption and more widespread usage. Qlik meets this requirement and delivers engaging, best in class visual analytics you can embed anywhere in your applications.

Developers are provided with access to the full Qlik Chart Library set of objects and visualizations. You can take advantage of Qlik's unique visualization technology, including responsive design, mobile-ready and touch-ready, mapping, coloring and more.



## Data sources

Qlik's software connects to a wide range of data sources and you can use the data exchange SDK to build your own custom data connectors.

## **Optimized for security, scalability, and performance**

The Qlik platform is designed to deliver visual analytics in a scalable, secure and governable manner. The platform can be deployed on a single server and scale both vertically and horizontally to address the availability and processing requirements of your deployment, whether on premise or in the cloud. High performance in-memory analytics handle massive data sets, while aligning to your security model.

The platform provides developers with an approach that accelerates the embedding of dashboards, visual analytics and reporting by:

- Allowing teams a head-start with the advantage of the development years Qlik invested in its unique associative in-memory technology.
- Utilizing a flexible and extensive development environment to build custom analytics applications that fit your requirements.
- Building on what you have already – in most cases integrating existing data visualization components if you have them.

The Qlik platform provides developers with a single visual analytics platform to extend the use of Qlik beyond their organizations. It easily allows analytics to be embedded into any workflow or business process within an application and permits the extension of visual analytics into partner portals and customer websites. Qlik's wide range of APIs covering frontend and backend requirements are the same APIs used by Qlik engineering with documentation, samples and libraries readily available to accelerate rapid development and proto-typing.

### Qlik OEM Partner Program benefits:

- Dedicated OEM business unit. Focused on support for OEM partners accelerating your success
- OEM partner managers focused on supporting and managing the partnership
- OEM solution managers. Experienced Qlik experts who serve as strategic advisors providing technical guidance and best practices information
- Delivery model: SaaS, on- premise or hybrid
- Flexible licensing to match your specific business requirements
- OEM partner ecosystem. More than 900 OEM partners globally

## A true business partnership

Working with partners has been part of Qlik's DNA from the very beginning. It's a core value and fundamental tenet of our business model.

Qlik has the most extensive Partner Network in the industry — over 1,700 partners serve thousands of customers in over 100 countries around the globe.

Contrary to many partnership programs, the Qlik OEM Partner program doesn't have a set of complicated requirements to get started. In fact, it is very simple to join and start taking advantage of the benefits to support your business model.

The partnership gives you access to:

- Training and certification
- OEM solution validation
- Technical support
- Development licenses
- Access to the Qlik Partner Portal
- Partner enablement events

### The largest BI collaboration hub in the industry

Want to explore, know more and find others to work with? Join the conversation with 100,000 plus users in [Qlik Community](#). Innovate and collaborate at [Qlik Branch](#), our open platform for developers. Here you can find complementary solutions, connectors and more.

### Going to market with a market leader

We offer more than the technical and business experience; we share market access and best practices, too. Whether it's showcase opportunities at our user conference, educational webinars and podcasts on marketing tactics or awards for customer satisfaction, we improve go-to-market effectiveness and opportunity.



### **Rapid time to market**

Qlik's development platform, developer resources, modern, open APIs and range of visualizations allows you to quickly proto-type to meet the most complex requirements and is complemented by the introduction of Qlik's Playground for developers for further exploration.

### **Partnering for Success**

Finally, Qlik's dedicated OEM business unit approach guarantees customer success for embedded analytics. Hundreds of ISV and information provider organizations successfully partner with Qlik for their embedding needs for dashboards and analytics – and for our established best practices within the OEM partner community.



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