

# Statement of Direction 2019

Innovation Driving the 3<sup>rd</sup> Generation of BI

January 2019



LEAD WITH DATA™ Qlik Q

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Qlik is a pioneer and leader in the Business Intelligence (BI) market, delivering an end-to-end data management and analytics platform to approximately 48,000 customers in 100 countries around the world. Companies of all sizes, across all industries and geographies, use Qlik® solutions to visualize and explore information, discover insights, and make informed decisions that transform every aspect of their operations.

Data is the foundation of the new economy, and analytics transform data into actionable insights that businesses can use to reinvent everything from customer experiences and business processes to revenue streams and competitive approach. Qlik's one-of-a-kind associative technology enables everyone in the organization, no matter what their skill level, to bring together and explore their data freely, without the limitations of query-based tools.

In this document, we describe our strategy and vision for the future – including our innovation agenda, our solutions today, and our roadmap for 2019 and beyond. Now as always, we strive to fulfill our vision to lead the data analytics market and touch the lives of more than one billion people.

## About our Statement of Direction

The information contained within this Statement of Direction is intended only to provide our customers, prospective customers, partners and strategic partners with a general overview of our anticipated product direction and future offerings. This document is provided without warranty of any kind.

This Statement of Direction is not a commitment, promise or other obligation on the part of Qlik to deliver any particular code or product functionality, nor does Qlik assume any obligation to update or revise any of the statements contained herein. Furthermore, Qlik makes no commitment that any future functionality outlined herein will be made available as part of maintenance and support.

Information in this Statement of Direction should not be relied on for making purchasing decisions, as the development, release, and timing of any features or functionality remains at Qlik's sole discretion and may change at any time.

### Qlik at a Glance

Founded in 1993 in Lund, Sweden

48,000 customers in 100+ countries

Solutions driving leadership in the data analytics market

- **Qlik Sense®**  
Modern, self-service oriented analytics
- **Qlik Data Catalyst®**  
Enterprise data management
- **Qlik Core®**  
Fully custom analytics applications
- **Qlik Analytics Platform®**  
Embedded analytics and extensions
- **QlikView®**  
Guided analytics and dashboards
- **Value Added Products**  
Reporting, analytics, and connectivity

1700+ technology, solution, OEM, consulting and system integrator partners

2000+ employees worldwide

Recognized leader by industry analysts including Gartner, BARC, Forrester, Dresner Advisory, Eckerson Group and Ventana Research

Headquartered in Pennsylvania, USA

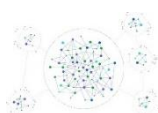
# Our Vision for the Future

Every business trying to compete and win needs intelligence – about their customers, suppliers, products, partners, and markets. Over the decades, the pursuit of Business Intelligence has gone by different names, including Decision Support Systems, Management Information Systems, Business Performance Management, Data Discovery, and Data Visualization. No matter what it's called, the challenge has always been the same: How can businesses analyze data to make discoveries that lead to competitive edge?

It's a noble goal. But the attempt to get there has been filled with complexity and plagued by disappointment. Along the way, each generation of BI has come a little closer to fulfilling the promise. It wasn't until now, with the third generation of BI, that we have the potential to spread the power of analytics to every business user in the enterprise – and finally unlock all the value in data.



Everyone can agree that data is a strategic asset, containing tremendous potential value. The point of analytics is to unlock that value by delivering the insights that drive transformation – and ultimately competitive edge. To empower everyone in the business to get those insights, Qlik's vision and roadmap is based on a three-pronged, platform approach:



## Democratization of Data

All data, and any combination of data, is accessible to all users through governed, analytics-ready, enterprise-wide information catalogs.



## Augmented Intelligence

AI and machine learning find and highlight new insights for users, increasing data literacy and trust.



## Embedded Everywhere

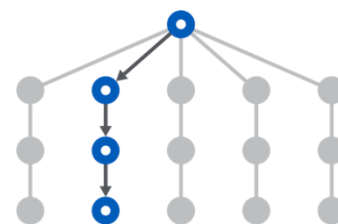
Analytics is no longer a destination but a part of all decision making, entering daily business processes.

The promise of simply and quickly visualizing data in 2nd-generation BI tools is hitting its limits. Qlik aims to bridge the gap between today's scattershot use of analytics and the massive increase in value that will occur when every person in a business is empowered to make discoveries within data.

To make that happen, we need an entirely new way of thinking about how we manage data, deploy analytics, and improve data literacy – a radically democratic approach that spreads analytics to every corner of the organization. That's how businesses will achieve Data-Driven Digital Transformation – and lead the way in their industries.

## Associative and Augmented

Almost all of the analytics tools on the market today share the same essential architecture. They're built on relational databases, and they use SQL and query-based approaches for analytics. That's a major flaw. Because while SQL is required to pull data from many sources, it was never designed to support interactive analytics, and it places strict limits on how data can be accessed and explored. In query-based BI tools, data sources have to be brought together using SQL joins, and assumptions must be made in advance about what types of questions users will have. All other data is left behind. If a user discovers something interesting and wants to pivot their analysis to an adjacent question or data set, they'll almost certainly have to rebuild complex queries – and that means going back to the data experts. We call this the “ask, wait, answer” cycle, where every new type of question has a waiting period.



- ✗ Partial subsets of data
- ✗ Restricted linear exploration
- ✗ Slow performance
- ✗ “Ask, wait, answer” cycle



- ✓ All your data
- ✓ Explore without boundaries
- ✓ Speed of thought
- ✓ Unexpected Insights

Qlik offers an entirely different technology for exploring data: the Qlik Associative Engine. Designed specifically for interactive, free-form exploration and analysis, the Associative Engine fully combines large numbers of data sources and indexes them to understand the associations – without leaving any data behind. It offers powerful on-the-fly calculation and aggregation that instantly updates analytics and highlights relationships in the data, exposing both associated and unrelated values after each click. This means that any user – at any skill level – can search and explore their data in any direction, following their curiosity wherever it leads. It's like having peripheral vision, removing blind spots and uncovering hidden insights that aren't available in query-based tools. That's why Qlik users consistently drive tremendous value by discovering completely new insights. We call it The Associative Difference®, and only Qlik can deliver it.

More recently, we've taken our Associative Engine to the next level by combining it with our new Cognitive Engine, which provides AI and machine learning capabilities. At Qlik, we believe that instead of a “black-box” approach to AI, machine intelligence should work together with human exploration, enhancing discovery and data literacy. This process begins with our Associative Engine, which understands the context (selection state) at each step in the user's exploration, and knows all the data values related and unrelated to that context. In turn, our Cognitive Engine factors this information into its analysis to provide “context-aware” insight suggestions – guiding the user to the previously unseen. This powerful partnership between human and machine is possible only through the unique combination of associative and AI capabilities. We call it AI<sup>2</sup>, where **Associative Indexing x Augmented Intelligence = AI<sup>2</sup>**.

## A Complete Platform

Every business today is facing a mandate to digitally transform through data. To drive that transformation, modern analytics have to go far beyond simply allowing power users to build visualizations. The Qlik platform supports the full range of analytics use cases across an organization, including:

- Self-service visualization and exploration
- Guided analytics apps and dashboards
- Custom and embedded analytics
- Mobile analytics
- Reporting

Qlik delivers broad value for all types of users, through:

- Unmatched associative exploration and search
- Smart visualizations
- Self-service creation and data preparation
- Geographic and advanced analytics
- Collaboration and reporting
- Fully interactive online and offline mobility
- AI capabilities with machine learning, driven by our new Qlik Cognitive Engine

And for the enterprise, Qlik provides:

- Open and standard APIs for customization and extension
- Powerful data integration
- Broad data connectivity and data as-a-service
- Centralized management and governance
- A new multi-cloud architecture that leverages modern, containerized technologies – including Kubernetes® and Docker® – for scalability across combinations of on-premises, private, and public cloud environments

This breadth of modern analytics capabilities is not typically found in second-generation data visualization tools, and it offers organizations a complete and flexible analytics platform that drives true digital transformation.

## Industry Recognition

Qlik Recognized as a 2018 Gartner Peer Insights Customers' Choice for Analytics and Business Intelligence Platforms

- November 2018

"BI users voted Qlik #1 when it comes to ease of use, query performance, and visual analysis in the large international BI vendors peer group."

- BARC, The BI Survey 18, October 2018

"BI visual analytics juggernaut Qlik acquires data prep/management startup Podium Data. The union gives Qlik end-to-end prowess and brings the BI and data lake/Big Data worlds a little bit closer together... The tie-up gives Qlik serious data preparation, data quality and data catalog capabilities to add to its hallmark visual data discovery and analytics offering."

- "[Qlik Acquires Podium Data as BI and Big Data Coalesce](#)", ZDNET, July 24, 2018

"Qlik continues to differentiate with its powerful associative BI engine... such an exploratory UI is one reason customer references awarded Qlik one of the highest scores for business value in terms of ROI."

- The Forrester Wave™: Enterprise BI Platforms with Majority On-Premises Deployments, Q3 2017

"Qlik Sense is ideal for customers and OEMs that want a modern analytics experience, a fast, time-tested analytics engine, and Qlik's highly intuitive, analytical interface."

- Eckerson Group, Modern Analytics Platforms, October 2017SO

## Agility Through Innovation

In the analytics economy, as in the technology market, change is constant. But all too often, BI vendors lack the agility to adapt.

Not Qlik. We stay intensely focused on an innovation agenda that adapts to how individuals, teams and organizations operate over time. As part of that agenda, our platform-based strategy and multi-cloud architecture help businesses take advantage of the agility offered by the cloud to deliver value to all types of users, while reducing complexity and cost.

Over ten years ago, our passion for innovation led us to pioneer the market for data discovery, and we continue to lead the way. We're consistently recognized as a leader in the BI market from highly respected third parties, including Gartner, BARC, Forrester, Dresner Associates, Eckerson Group, Ventana Research, and others.

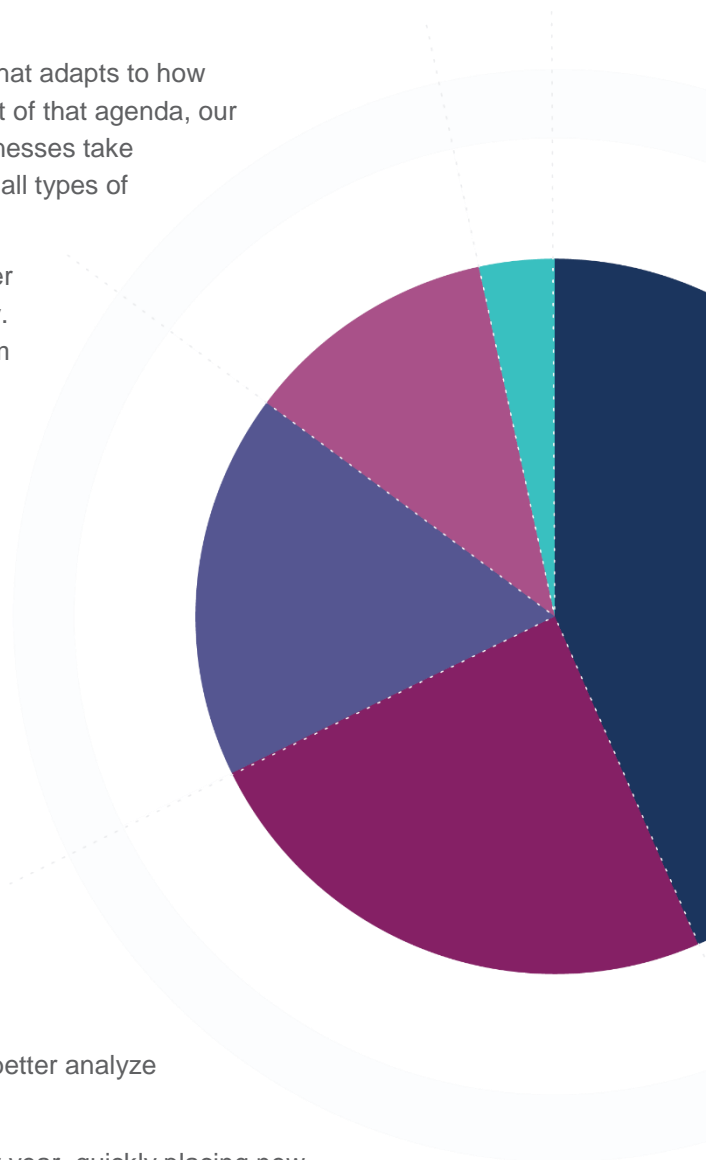
Every year, we drive more agility into our R&D processes so that we can iterate smarter and faster, delivering exceptional capabilities to our users. In 2018, we delivered:

- Five (5) feature releases for Qlik Sense
- A new release of QlikView
- Continuous new capabilities in our cloud and value-added offerings

In addition, we:

- Acquired Podium Data, now Qlik Data Catalyst, which allows us to offer an end-to-end data management platform to complement our analytics products
- Released Qlik Core, our new developer platform
- Released the Qlik Associative Big Data Index™, to better analyze big data sources.

Our annual release cadence includes five product releases per year, quickly placing new capabilities in the hands of our customers without disrupting their business. This rapid innovation cycle has delivered advances in areas such as smart search, smart visualizations, data preparation and management, big data indexing, mobile analytics, advanced analytics, augmented intelligence, and true multi-cloud capabilities. As a result, tens of thousands of Qlik customers are more agile, more data-driven, and more equipped to harness the power of collective human intelligence to transform.



## Partners in Your Success

With Qlik, technology is only a part of the story. Our commitment to customer and partner success is an integral part of our business model. We view every relationship with every customer as a true partnership, where our team works closely with the customer's team, in an ongoing way, to make sure that needs are met and satisfaction is high. At the product and service level, we bring increasingly deep industry and functional-level experience to our product design and global services offerings, spanning consulting services, education and support.

In 2018, we introduced our Data Literacy education program, designed to empower everyone – whether in business, education, or non-profit, and whether a Qlik customer or not – to confidently understand, analyze, and use data. All offerings except the instructor-led class are free of charge. The education we provide is product-agnostic, built around widely adopted data, analytics and statistical concepts that can be used in any context and with any BI tool. For more information, visit [qlik.com/getdataliterate](https://qlik.com/getdataliterate).

Qlik and our customers are supported by more than 1700 committed, experienced partners around the globe. This includes leading system integrators and business consulting partners such as Accenture, Deloitte, KPMG, and PwC, as well as our original equipment manufacturer (OEM) partners, solution providers, technology partners, authorized training partners and master resellers.

At Qlik Market ([market.qlik.com](https://market.qlik.com)), our partners offer their solutions, including applications, connectors and extensions for Qlik Sense and QlikView. And this year, we introduced our Trusted Extension Developer (TED) program, accrediting partners who actively develop high-quality, commercially viable extensions. Extensions built by TED partners adhere to Qlik's standards for supported functionality, security and completeness.

Our partner ecosystem and customer resources are extended by Qlik Community ([community.qlik.com](https://community.qlik.com)), an active forum where more than 100,000 participants share ideas, data, and knowledge. At Qlik Branch<sup>®</sup> ([developer.qlik.com](https://developer.qlik.com)), a collaborative workspace and open source exchange, customers, fans, developers and partners get access to the open APIs for Qlik Sense and QlikView, for better and easier integration with home-grown and third-party web technologies and

applications. Qlik Branch is home to over 30,000 developers that produce extensions, mash-ups, web applications and more – with access to Qlik Playground<sup>®</sup>, a free programming environment that allows them to explore and quickly test ideas using the Qlik Associative Engine and APIs online.

Overall, Qlik and its ecosystem support more than 48,000 customers, ranging from small- and medium-sized businesses to large enterprises and public organizations, within a broad range of industries and in over 100 countries around the world.

Qlik is leading the way to promote data literacy in every population and every area of life. We've partnered with likeminded organizations, including Accenture, Cognizant, Experian, Pluralsight, the Chartered Institute of Marketing, and Data to the People – along with academic thought leaders – to create The Data Literacy Project, an independent community that aims to bring data literacy to the entire world.

"As the data literacy landscape emerges, several providers are already exhibiting and collaborating on strong thought leadership, market commitment and dedication to client success."

- Gartner: "Getting Started with Data Literacy," November 2018

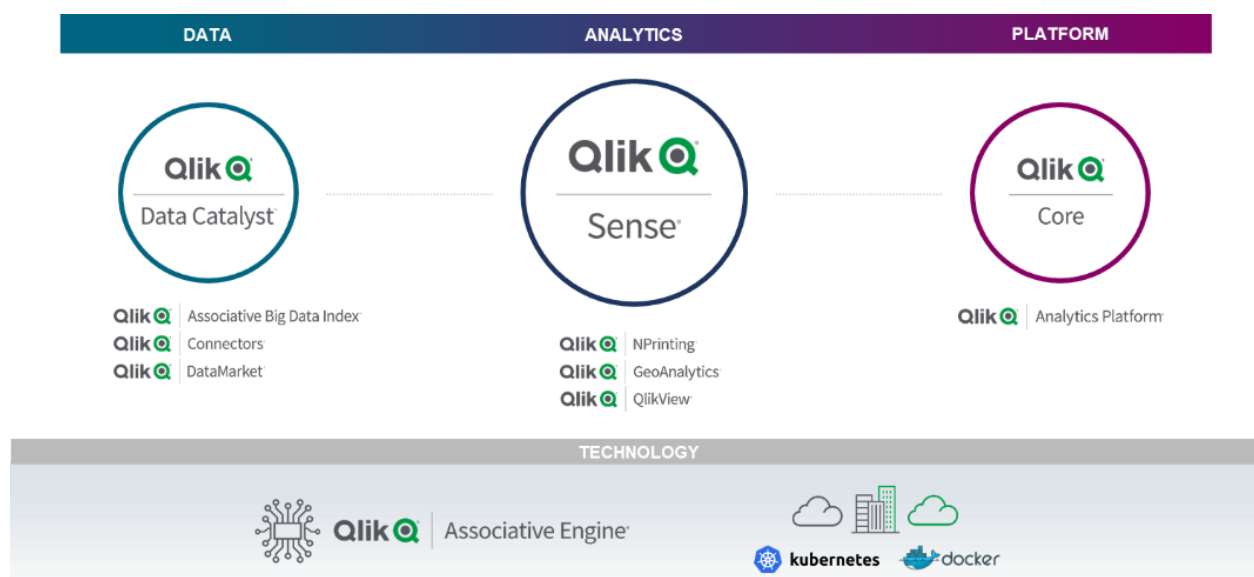


## Our Solutions Today

Qlik offers a portfolio of platform-based solutions made up of analytics, data management, and developer products, as well as a number of value-added offerings that provide enhanced capabilities:

- Qlik Sense is our next-generation platform for self-service oriented analytics, supporting the full spectrum of BI use cases across an organization. It's currently offered in enterprise and cloud (SaaS) editions.
- Qlik Data Catalyst (formerly Podium Data) is our enterprise data management solution.
- Qlik Core is our development platform for fully custom and embedded analytics applications.

In addition, we offer QlikView, our first-generation product for guided analytics apps and dashboards, and Qlik Analytics Platform, which underpins Qlik Sense as a standalone product for mashups and extensions. Our value-added products include Qlik NPrinting, for centralized reporting; Qlik GeoAnalytics, for advanced mapping and geospatial analysis; Qlik Associative Big Data Index, for analyzing data from big data sources with full associative capabilities; Qlik DataMarket, our integrated data as-a-service offering; and Qlik Connectors, our broad package of connectivity options for on premises and cloud-based data sources.



## Qlik Sense

Qlik Sense is our next-generation platform for modern, self-service oriented analytics, driving discovery and data literacy for all types of users across an organization. It supports the full range of analytics use cases — from self-service visualization and exploration to guided analytics apps and dashboards, custom and embedded analytics, mobile analytics, and reporting. And, it does this within a governed, multi-cloud architecture that delivers maximum trust, scale, and flexibility for the organization. Whether working individually, in teams, or globally, Qlik Sense provides analytics capabilities that delight and empower everyone.

Qlik Sense was built to deliver broad value for all types of users. It features unmatched associative exploration and search; smart visualizations; self-service creation and data preparation; geographic and advanced analytics; collaboration; storytelling and reporting; fully interactive online and offline mobility; and a new Insight Advisor that generates the most relevant charts and insights using AI. And for the enterprise, Qlik Sense includes open and standard APIs for customization and extension, powerful data integration, broad data connectivity and data as-a-service, centralized management and governance, and a new multi-cloud architecture for scalability across on-premises, private, and public cloud environments.

With Qlik Sense, people can truly unleash their intuition and creativity. The unique Qlik Associative Engine empowers users of all skill levels to combine data and explore information without the limitations of query-based tools. Qlik Sense brings together our associative engine with a new cognitive engine that adds AI insight suggestions and automation to the experience, in context with user behavior. The result: human and machine intelligence working together to magnify discovery, minimize bias, and advance data literacy across the organization.

Qlik Sense Enterprise delivers the full suite of platform capabilities, available for both on-premises and multi-cloud deployment. We also offer Qlik Sense Cloud, our SaaS-based offering for groups and teams to build and share analytics online. Qlik Sense was originally released in September 2014, and has rapidly grown in maturity and capabilities, with over 20 major and minor feature releases over four years.

Qlik Sense is primarily licensed by two named user types — Professional and Analyzer. Both are available as either subscription or perpetual licenses. Both license types include multi-cloud capabilities, with subscription customers granted access to Qlik Cloud Services and test/development servers at no additional cost. A CPU, core-based option is also available for anonymous or non-authenticated use cases. Refer to our data sheet for a detailed overview of Qlik Sense capabilities.

## Qlik Sense Cloud

Qlik Sense Cloud is a SaaS-based offering of Qlik Sense for individuals and teams, allowing users to create and share Qlik Sense analytics in the cloud. Users can easily load data, create analytics, and share their apps privately with others through simple email invitations. Apps can be accessed and explored on any device, including mobile devices, with full interactivity.

Users can choose between the free Qlik Sense Cloud Basic or the subscription-based Qlik Sense Cloud Business. Qlik Sense Cloud Business allows groups and teams to operationalize cloud-based analytics, expanding storage and app sizes, adding security and management features for group-level governance, offering direct data connectivity and automated data refreshes, and providing access to expanded Qlik DataMarket data. Customers can sign up for a free Qlik Sense Cloud account at [qlik.com/cloud](https://qlik.com/cloud).

## Qlik Data Catalyst

In 2018, Qlik acquired Podium Data, which has been re-branded to Qlik Data Catalyst. Qlik Data Catalyst provides a complete, out of the box enterprise data management solution that takes a marketplace approach to making business-ready data available, on demand. It includes data sourcing capabilities including data validation, formatting, profiling, identification and protection, management capabilities such as data curation and enrichment, data preparation features including cleansing and transformation, a smart data catalog for intuitive and secure browsing of data assets, and self-service publishing with governance for security and control. Qlik Data Catalyst can be deployed on premises or in the cloud, and includes publishing directly to Qlik Sense. It is offered on a subscription basis and priced based on data under management.

## Qlik Core

Qlik Core is our new developer product for building fully custom and scalable data driven analytics applications directly on top of the Qlik Associative Engine. Qlik Core uses an open source distribution model to deliver the Qlik Associative Engine with supporting APIs and libraries for integration into analytics projects. It can be used for a wide array of use cases, including non-traditional use cases that may or may not include visualizations, and entirely new classes of use case such as collection and analysis of data from IOT devices. The Qlik Core community version is free and may be used to evaluate, develop or test solutions. Qlik Core is available by subscription, and can be downloaded on [core.qlik.com](https://core.qlik.com), which also includes information on licensing, tutorials, samples and services.

## Qlik Analytics Platform

Qlik Analytics Platform includes the Qlik Associative Engine, open and standard APIs, and management tools that underpin Qlik Sense. Available as a standalone product, it allows developers to extend and embed the powerful analytics capabilities of Qlik Sense for custom applications and use cases. Qlik Analytics Platform provides direct access to the power of the associative engine through APIs for mashups, custom applications, extensions, engine-level access, and management. This open access allows developers to build fully custom applications, embed analytics in operational apps, utilize third-party visualizations, and extend analytics wherever and however they are needed, harnessing the same power in their apps as Qlik Sense but with much greater flexibility.

Qlik Analytics Platform enables OEM partners to take full advantage of the Qlik Associative Engine, including use of compelling visualizations and APIs, to easily build analytics capabilities right into their solutions. Qlik OEM partners achieve a competitive advantage providing their customers with beautiful visualizations and analytics within their solutions, that inherently work together in an associative fashion. Qlik Analytics Platform offers both a capacity and a consumption-based licensing approach, allowing OEM partners to choose the model that best suits their needs.

## QlikView

QlikView is our first-generation data discovery product that offers rapidly developed, highly interactive guided analytics applications and dashboards, purpose built for business challenges. QlikView allows users to rapidly build and deploy analytic apps without the need for professional development skills, driving faster response to changing business requirements, shorter time to value, and more insight across the organization. Current QlikView 12.x versions run on the same second-generation Associative Engine as Qlik Sense, offering full compatibility and ensuring that future innovation will benefit both products.

In addition to trusted QlikView applications, QlikView customers should consider adding Qlik Sense to existing environments for new use cases, to take advantage of more modern technology and new areas of innovation. Because both products run on the same engine, customers can easily re-use existing assets such as data models and analytics expressions. Furthermore, Qlik has recently created a highly compelling offer that enables existing QlikView customers to more seamlessly and cost effectively adopt the Qlik Sense platform,

while maintaining their QlikView footprint. With this dual-use offer, a customer can simply uplift their current QlikView maintenance by a modest percentage, and receive equivalent access to Qlik Sense for the same user base that is entitled to use QlikView. This unlocks significant value for our customers and gives them more options and control over their use of Qlik products.

## **Value-Added Products**

### **Qlik NPrinting**

Qlik NPrinting is our advanced report generation and distribution application for Qlik Sense and QlikView. It allows organizations to create great-looking reports quickly, in a variety of popular formats including Microsoft® Office, pixel perfect PDF, and web. Qlik NPrinting ensures that reports get to the right people how and when they need them, through managed distribution, on-demand reporting, and a secure portal for user self-service. And it offers enterprise scalability and security features such as a web-based user interface for developers, enhanced multi-engine (multi-threaded) scalability, and role-based security. With Qlik NPrinting, Qlik can serve as a single solution for both interactive analysis and reporting, allowing organizations to retire legacy BI and reporting systems.

### **Qlik GeoAnalytics**

Qlik GeoAnalytics provides advanced mapping and location-based analytics for Qlik Sense and QlikView. It allows users to add interactive multi-layer maps to applications, and moves beyond visualization with advanced geospatial tools that support for a broad range of use cases, revealing patterns and uncovering hidden relationships and insights between geographic and non-geographic data. Using patented technology that compresses and streams map information, both Qlik Sense and QlikView customers can better understand their growing amount of “where” data. Qlik offers a combined mapping and geographic analysis product, and a geocoding service.

### **Qlik Associative Big Data Index**

The Qlik Associative Big Data Index brings the full associative exploratory experience to big data. It supplements the Qlik engine with associative binary indexing of data stored in sources such as data lakes and Hadoop®, enabling fast and engaging data discovery. Associative big data indexing allows the Qlik engine to store information about resident big data without the need to load all the data into memory. This capability can be distributed across a cluster, enabling fast, interactive discovery and driving more insight across huge data sets. The Qlik Associative Big Data Index is offered on a subscription basis and priced based on data under management.

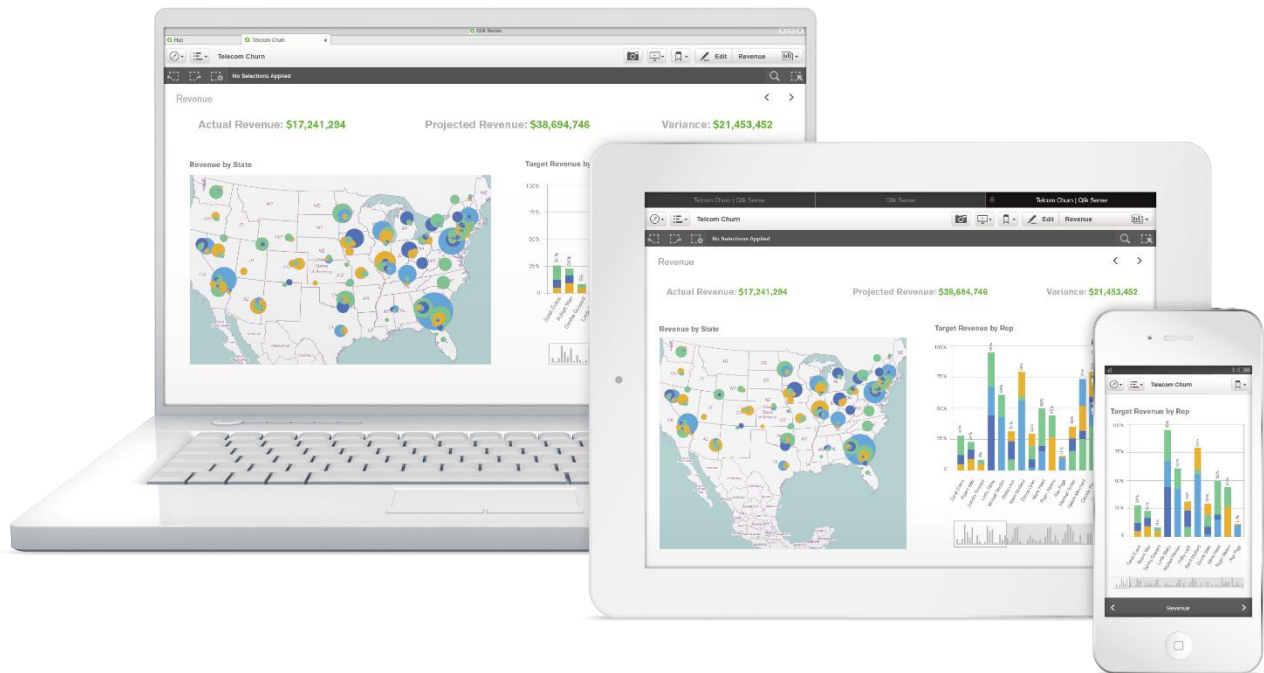
### **Qlik DataMarket**

Qlik DataMarket is our integrated DaaS (data as-a-service) offering, providing a comprehensive library of data sets from trusted sources, offered on a subscription basis. A wide range of topic areas are available, including business demographics, currencies, population, economic indicators, and weather. Data is accessible from within Qlik Sense through a simple graphical user interface that guides the user through the data merging process, and is also available as a connector in QlikView. With Qlik DataMarket, anyone can easily augment their analyses with external data to get an “outside-in” perspective for added context and broader insights.

### **Qlik Connectors**

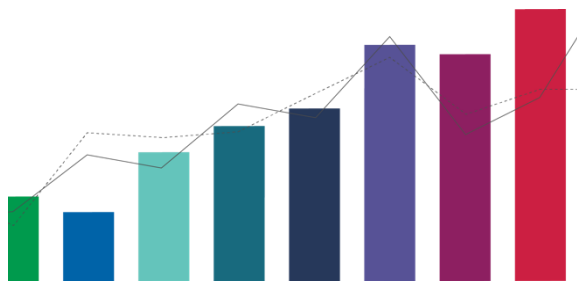
Qlik Connectors provide connectivity to a wide variety of data sources, both internal and external. From file-based sources, operational applications and databases to websites, cloud-based applications and big data sources, Qlik Connectors allow rapid data access and integration using pre-configured, production-proven

components. Qlik Connectors include the Salesforce.com® connector, which improves CRM analytics and visibility, the SAP® connector package, enabling analytics from a variety of SAP systems, a variety of other on-premises connectors, and Qlik Web Connectors, a comprehensive suite of pre-configured connectors for major social media and web-based data sources.



# Future Innovation and Roadmap

At Qlik, our innovation strategy and roadmap focus on three key areas: data, analytics, and platform. Our investments in data capabilities include enterprise data management with Qlik Data Catalyst, associative big data indexing, self-service data preparation, data access and connectivity, and DaaS (data as-a-service). Our



investments in analytics include everything we do to support all the analytics use cases in an organization, including Qlik Sense and QlikView, our augmented intelligence and machine learning capabilities, and our value-added capabilities for reporting and geographic analysis. And finally, our platform investments include our developer offerings and ecosystem, as well as our core technologies such as our associative engine, next generation multi-cloud architecture, and cloud

services.

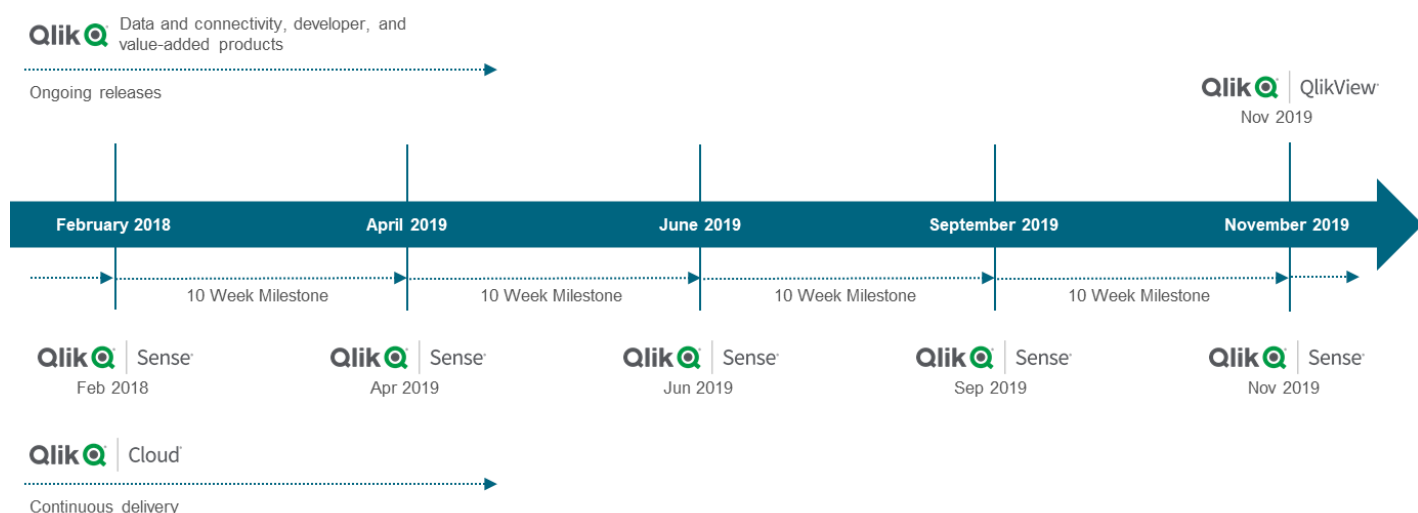
We continue to invest in our core engine and platform, which are our primary differentiators that drive the tremendous value achieved by our customers. On top of this, we are focusing on a number of key strategic initiatives for 2019 and beyond, including:

- **Enterprise Data**  
Capabilities the largest enterprises in the world require for data management and big data analytics
- **Augmented Intelligence & Collaboration**  
Differentiating capabilities leveraging AI that drive data literacy and enable digital transformation
- **Enable the Developer**  
Offerings that enable developers to more rapidly build custom analytics applications that leverage the Qlik Associative Engine
- **SaaS Offerings**  
Tiered offerings delivered as full SaaS, on-premises, and hybrid multi-cloud
- **QlikView → Qlik Sense Journey**  
Features to accelerate dual-use of Qlik Sense and QlikView, supporting existing QlikView customers
- **Customer Success**  
Investments in product quality, customer driven enhancements, maintenance, security, and more.

Our vision is to create a platform that is available everywhere, provides an end-to-end set of capabilities from data to insight, and drives a virtually unlimited set of smart user experiences for all types of people.

Qlik is planning a number of product releases in 2019 and beyond. Our release cadence for Qlik Sense includes five product releases annually, in February, April, June, September, and November. For QlikView, we intend to provide at least one new feature release in 2019. We expect to release other products on an ongoing basis over the year, including updates to Qlik Data Catalyst, our value-added products, and new cloud services.

The information that follows is intended to provide an overview of Qlik's planned releases and updates, and is not a commitment on our part to deliver any future product or functionality or make any future product or functionality available as part of maintenance and support.



## Data

Data management, preparation and integration capabilities are fundamental to our goal of democratizing data for everyone, allowing users to access data in a governed manner without being limited by its size or complexity. We are planning significant investment in our data capabilities for 2019 and beyond, including enterprise data management and governance, associative big data indexing, smart, self-service data preparation, and continued expansion of Qlik Connectors.

### Qlik Data Catalyst

In July 2018 we announced the acquisition of Podium Data, which has been re-branded as Qlik Data Catalyst. Qlik Data Catalyst offers an enterprise-class data management solution that allows organizations to manage, prepare, and deliver analytics-ready data to all areas of their business. In 2018, this new data management solution was made available to our customers and prospects for use with Qlik Sense and QlikView, and as a standalone product.

In 2019, we plan to more tightly integrate Qlik Data Catalyst with Qlik Sense, with multiple points of integration including the ability to catalog QVD files, publish to Qlik Sense, access the catalog from within Qlik Sense, and perform end-to-end data lineage tracking from data sources through Qlik Sense applications. We are also planning an improved framework for supporting multiple processing and storage platforms, more publishing options to other platforms, and a number of usability, workflow and management improvements. And, we plan to integrate Qlik Data Catalyst with the Qlik Associative Big Data Index, allowing customers to easily access and leverage big data through the catalog.

### Qlik Associative Big Data Index (QABDI)

In 2018, we released the QABDI, as part of a services-led, early access program for select customers. The QABDI provides the full associative user experience on top of big data sources, while leaving the data where it resides. This capability utilizes the Qlik Associative Engine to index and store information about resident data in sources such as data lakes and Hadoop, without the need to load all the data into memory. It is highly distributed, leveraging the power of the Qlik Associative Engine to deliver fast, interactive discovery across massive data sets.

Upon initial release, the QABDI supported limited functionality for selecting subsets of data from big data sources. In 2019 and beyond, we plan to expand the QABDI to its full capabilities and offer it broadly to our customer base. This includes support for the full range of chart types and aggregations in Qlik Sense, including set analysis, in live mode. It also includes expanded connectivity, with support for additional Hadoop file types and data sources such as ORCFile, ODBC, and additional cloud environments. And, we are



planning automated deployment in cloud environments such as Google Cloud Platform and on-premises, and integration with Qlik Data Catalyst.

## **Qlik Sense**

In 2016, we introduced Visual Data Preparation to Qlik Sense, which offers a unique method for integrating data from multiple sources. Data sets are depicted as “bubbles,” allowing users to drag and drop to create associations, with intelligent profiling that suggests the best associations between sources. In 2017 and 2018, we built out a full breadth of capabilities for smart, self-service data preparation. These include new augmented intelligence capabilities for recommending associations, profiling data, and auto-generating insights about the data being loaded. They also include a variety of new transformation capabilities to deal with data quality issues, customize value ordering, merge values, and split fields. Data binning allows users to easily create buckets based on numeric data, and table concatenation allows visual combination of tables, even if they do not have the same fields. We also added the ability to include a scripted data set in the visual data prep process, perform sequential transformations on tables and fields, manually enter data into tables for use in analysis, and utilize a smart data filter prior to loading data. And last, we created a new user interface for connectors, and added data lineage capabilities to track transformations that took place in the data load process.

Going forward in 2019 and beyond, we will continue to make improvements to the data acquisition, preparation, and integration capabilities in Qlik Sense, to make data preparation more accessible to everyone. We are planning workflow improvements for data preparation, a variety of new advanced data transformation capabilities, and improvements to augmented capabilities for data profiling and automation.

## **Qlik Connectors**

Qlik Connectors provide connectivity to a wide variety of data sources, including file-based sources such as Excel® and XML, enterprise sources such as Oracle®, SAP, and ODBC databases, cloud-based sources such as Salesforce.com, and Big Data sources including Teradata®, Cloudera®, and others. In 2016, we introduced Qlik Web Connectors, which offered a large set of new connectors to popular web applications and services such as Google AdWords™ and Microsoft Dynamics® CRM.

In 2017 and 2018, we expanded our connectivity capabilities, both on-premises and in the cloud. We introduced new connectors for web sources such as Bit.ly, Box, Slack®, Google® Search Console, and Microsoft OneDrive®, that are included in Qlik Web Connectors. We added new Microsoft Azure® and Jira® connectors, as well as two new storage connectors for Dropbox® and Amazon Redshift®. And we introduced a new SAP InfoProvider connector that offers access to MultiProviders and streamlines access to Infocubes, added support for SAP BAPIs, and made additional performance and functionality improvements to our SAP and Oracle connectors.

We will continue to expand our connectivity options for Qlik Sense and QlikView in 2019 and beyond. We plan to integrate Qlik Web Connectors directly into Qlik Sense, improving the user experience and eliminating the need for additional downloads. We are also planning functional improvements for a number of our connectors, expanded single sign-on support, additional SAP and Oracle capabilities, support for customer supplied drivers, and smart connectivity to common business sources utilizing meta-data. And we are building connectivity as-a-service capabilities to offer our connectors in multi-cloud deployments.

In summary, our investments in data continue to bring us closer to our vision of bridging user data, governed enterprise sources, and big data, associatively, to create a continuum from the individual through the business, on-premises or in the cloud.



## Analytics

Qlik's strategy for analytics is to meet users wherever they are, with the right capabilities for whatever they are trying to do. Our unique and powerful associative engine offers unprecedented freedom of exploration, and we combine this with AI and machine learning to drive data literacy for users of all skill levels. Our products are aimed at supporting a range of current and future use cases from visualizing data and creating analytics, to exploring centrally deployed apps, to consuming printed output, to analyzing on mobile devices (online or offline). We plan to continue substantial investment in analytics capabilities in Qlik Sense, while maintaining and strengthening QlikView and our value-added products.

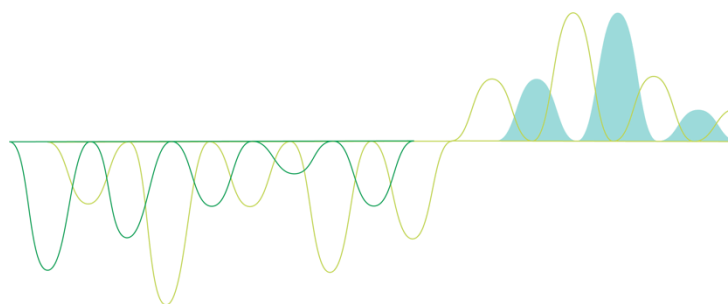
### Qlik Sense

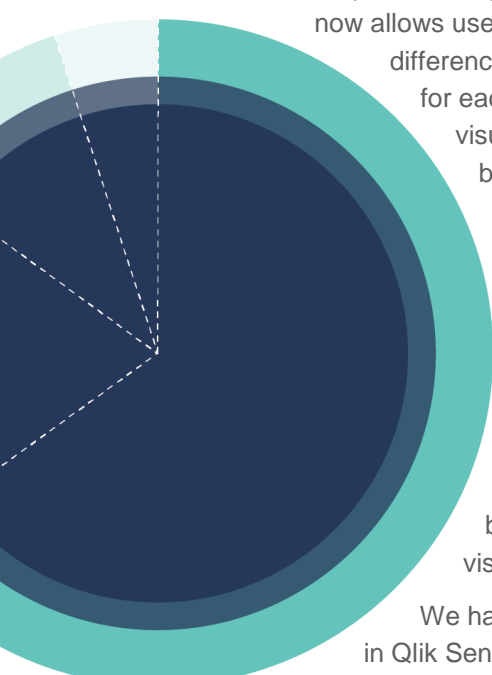
Since its launch in 2014, we have made continuous improvements to Qlik Sense across the entire product, including new types of visualizations and objects, expanded search and exploration capabilities, accelerated self-service creation, enhanced collaboration and reporting, new mobile clients, advanced analytics integration, and AI capabilities driven by our new cognitive engine. In 2017, we delivered a number of analytics related features in Qlik Sense, including four new visualizations – a histogram, box plot, distribution plot, and waterfall chart, and advanced coloring features allowing users to specify colors for visualizations, measures, dimensions, and dimension values. We also added advanced analytics integration, allowing real time exploration of calculations from third-party engines such as R and Python, directly integrated with our Associative Engine. And we made numerous enhancements for enterprise management and governance.

Qlik Sense Mobile, our native app for iOS, was also launched in 2017. Qlik Sense Mobile features the Qlik Associative Engine running locally on the device, for full exploration and analysis when offline. Users can work online in a Qlik Sense Enterprise environment, and then download apps with reduced data sets for offline use. And, Qlik Sense Mobile supports configuration and deployment through popular EMM tools such as VMware Airwatch® and MobileIron®.

In 2018, we took Qlik Sense to the next level with the introduction of the new Qlik Cognitive Engine, which supports AI insight suggestions and automation across the entire product. This powerful new engine works in combination with our associative engine, to offer “context-aware” suggestions and automation aligned with user behavior and intuition. And we added precedent-based machine learning, allowing the cognitive engine to get “smarter” over time, making more relevant suggestions based on user behavior and feedback, business rules in our governed libraries, and other sources.

Initially we utilized the cognitive engine to provide new augmented capabilities for accelerated self-service, speeding time-to-value from data to analytics. These capabilities include enhanced association recommendations for combining multiple sources, and automated chart type suggestions and assistance based on the data. We followed this with our new Insight Advisor, which utilizes the cognitive engine to auto-generate the most relevant visual insights for users based on the overall data set, dimensional selections, and a user's search criteria. The Insight Advisor was further enhanced with machine learning and light authoring capabilities, allowing users to customize the insights generated and provide feedback for more relevant future insights.





Another new and powerful capability introduced in 2018 is comparative analysis, Qlik Sense, like QlikView, now allows users to interactively compare multiple groups of values to quickly spot similarities, differences, overlaps, and outliers. Users can make selections to define subsets of data for each group they want to compare, and then evaluate them across multiple visualizations or together in a single chart. Application creators enable this process by define alternate states in master libraries and then creating visualizations and objects based on these states. Comparative analysis unlocks powerful new use cases for organizations to gain insights into relative performance, such as sales comparison across different products or demographics, or comparison of consumer purchase baskets.

In 2018, we built a suite of new advanced authoring capabilities, improving the ability to build more sophisticated, guided application functionality in Qlik Sense. These include custom themes, scrollable sheets, a resizable layout grid, default bookmarks, custom sheet sizes, a single selection option for filter boxes, expression editor improvements, support for dynamic labels in charts, visualizations, and sheets, and more.

We have also expanded our support for extensions, by introducing Extension Bundles in Qlik Sense. Extension bundles allow us to bring many of the popular open source extensions that have been built by partners and developers directly to our customers. These extensions are delivered as part of the Qlik Sense installation program as themed bundles, and will be supported by Qlik. This means that customers will be able to get technical support from Qlik for the versions that ship with the product. And, these extensions will be tested and supported by the Qlik development team for upgrade compatibility from release to release.

The first of these extension bundles – the Dashboard Bundle – was released in 2018. It includes five of the most popular extensions for building advanced application functionality in Qlik Sense. These include a date range picker for selecting data values, a button object for navigating and triggering actions, a variable input object for setting values with buttons, menus, sliders, and input boxes, a tabbed container allowing easy switching between visualizations, and a show / hide container supporting show conditions.

A number of additional enhancements to Qlik Sense were also made available in 2018. We introduced a new multi-layer map chart based on Qlik GeoAnalytics technology, with line, density, and chart layers, dynamic location lookup, new background maps, and more. We expanded our visualizations with the addition of a new multi-dimensional pie chart (rose chart), and made a number of enhancements to visualization functionality. And we added self-service publishing, made collaboration enhancements, and introduced a number of accessibility features for keyboard navigation and screen reading.

Going forward into 2019 and beyond, our innovation areas for analytics in Qlik Sense will include additional investments in AI, advanced analytics and machine learning, enhancements to visualization and exploration, new search and natural language capabilities, expanded advanced authoring features, insight management and collaboration, and new mobile capabilities.

We are planning to invest heavily in our AI capabilities and cognitive engine. This includes expanded machine learning, taking advantage of additional sources such as industry and domain specific sources, social and organizational networks, the analytics ecosystem and more. We are also introducing associative insights, a unique AI capability that takes advantage of our associative engine to provide contextual suggestions on relevant insights hidden in unrelated (gray) values. We are building a new framework and services to provide out-of-the-box advanced analytics capabilities, with onboard Python processing. And, we plan to expand our cognitive engine to provide algorithmic and predictive insights that can be interactively explored by users, as well as key driver analysis, forecasting, anomaly detection, and clustering. Our search capabilities will evolve to support natural language, search across apps from the hub, and ultimately a new conversational analytics experience that takes advantage of AI to generate insights and guide users to discovery. Finally, we plan to

offer augmented data storytelling functionality, content and data augmentation suggestions, and a new extension for multi-attribute (cohort) analysis. Combined with our open APIs and platform capabilities, our unique Associative Engine, and best in class search, exploration, and visualization, we believe Qlik Sense is well positioned to deliver the best of augmented intelligence in the future.

In addition to AI, we are planning new visualization capabilities such as time-based forecasting, trellis charts, mini charts in tables, dynamic grouping / binning, and functional improvements to visualizations and objects. We also plan to introduce a new supported extension bundle with a number of popular visualizations, such as a funnel chart, radar chart, Sankey chart, and more. We are continuing to expand our advanced authoring capabilities to support more complex application functionality, with planned presentation improvements for fonts, colors, and backgrounds, improved theme control, and expression editor improvements. We also continue to invest in our mobile apps, with planned enhancements to our iOS app for Touch ID® and Face ID® support, automatic downloads of updated offline apps, support for offline mashups, and expanded EMM support including a new BlackBerry® EMM product. And we are planning a new native app for Android™ with offline support.



Our collaboration capabilities will also continue to evolve, centering on a new user experience for insight management that will allow people to capture, organize, share, and take action on the most relevant insights. This includes allowing users to collect and save objects such as snapshots and bookmarks, drive action by setting goals and tasks, easily collaborate through sharing, presentation, and annotation/discussion, create alerts for important system, social, and data activity, and monitor insights using self-service digests. We are also planning collaboration features in our new multi-cloud hub, including self-service publishing, content following, social BI, and the next generation of storytelling with refreshable stories and presentation improvements.

## QlikView

In 2015, we released QlikView 12, which upgraded QlikView to the second generation Qlik Associative Engine that was re-engineered as part of the development of Qlik Sense. This strategy offers significant benefits, including performance and functionality improvements and bi-directional data model compatibility with Qlik Sense. It also means that engine-level improvements are available to both QlikView and Qlik Sense as part of one common underlying platform.

Since the release of QlikView 12, we have added many new capabilities to QlikView, building on the new engine foundation in the product. We introduced advanced analytics integration, allowing users to explore advanced calculations in real time, with direct data exchange between the Qlik engine and external engines such as R and Python. We also enabled unbalanced clustering, allowing QlikView clusters to run on machines with different configurations. We made enhancements to the QlikView web client, including the ability to switch languages, detach charts, set references, and perform many other functions. We have significantly improved performance, stability, and manageability across the product, with throughput enhancements in QlikView Server, Publisher, and AccessPoint, a new load balancing capability to improve Publisher reliability, a new structure for shared files, new logging capabilities, support for IPv6, and upgraded core libraries. And, we released a new QlikView converter tool in Qlik Sense, allowing organizations to easily import fields, objects and expressions from QlikView apps into Qlik Sense libraries for re-use.

We are fully committed to QlikView for the future, and are planning at least one new feature release per year going forward. We have also recently introduced a compelling dual-use offer, allowing our customers to provide their QlikView users with equivalent access to Qlik Sense for just a small increase in maintenance

fees. This means users can continue to access their trusted QlikView apps while leveraging Qlik Sense for new applications and use cases.

Our innovation for QlikView in 2019 and beyond centers on core product enhancements, enhanced coexistence with Qlik Sense, and multi-cloud integration. Planned product improvements include further updates to the web client for performance and functionality, support for new storage and file share technologies, simplified management of large volumes of content in the management console, and ongoing performance improvements and support for latest security requirements. We are also planning several features to make coexistence with Qlik Sense more seamless, including a new Qlik licensing service that will allow professional and analyzer users to access both Qlik Sense and QlikView, common license management, a common scheduler, enhanced transition tools, and a unified hub allowing users to view and launch all of their QlikView and Qlik Sense apps. And we are planning support for QlikView in our new multi-cloud architecture, allowing seamless co-existence in multi-cloud deployments.



## **Qlik NPrinting**

In February 2016, we introduced Qlik NPrinting, our next-generation reporting and distribution product. Qlik NPrinting includes a web-based user interface for developers and administrators, a secure self-service portal for user exploration and report subscription, and enhanced multi-engine (multi-threaded) scalability and role-based security for enterprise deployments. We then added support for Qlik Sense in addition to QlikView, allowing reports to be created from either product and analytics to be combined from both products within a single report.

Since its release, we have made numerous enhancements to Qlik NPrinting for functionality and performance, including on-demand reporting for both QlikView and Qlik Sense, extension object support, report import / export, report cycling, embedded reports in email, configurable output resolution, improved administration and authentication, management and monitoring, and a number of performance and stability improvements. We will continue to evolve and enhance Qlik NPrinting throughout 2019 and beyond, with new reporting features, tighter integration with Qlik Sense and QlikView, improved user management and authentication, FIPS compliance, a migration tool for older (version 16) environments, and integration with our new multi-cloud architecture. We are also planning integrated managed reporting capabilities directly in Qlik Sense.

In summary, our investments in analytics will continue to allow us to meet the user where they are, across a broad range of analytics use cases, empowering them to be more data literate and generate the insights they need to make the best possible decisions.

## **Platform & Technology**

Qlik's platform strategy centers on our fundamental technology components, developer offerings, and cloud services. This includes our new multi-cloud architecture that leverages modern, containerized technology including Kubernetes and Docker to run seamlessly across combinations of on-premises and cloud environments, Qlik Core, our new developer product for building fully custom and scalable data driven analytics applications, and our portfolio of cloud services. Our platform serves as the foundation for supporting the full range of analytics use cases and users, enabling organizations to extend analytics to their broader ecosystems of customers and partners, and empowering developers to take analytics in powerful new directions. Our future investments include expanded multi-cloud capabilities for Qlik Sense, new full SaaS (software as-a-service) offerings in the cloud, and new capabilities for developers and OEMs. We also plan to improve our enterprise capabilities, such as performance and scale, maintainability and supportability, security and governance, and industry standard certifications, across all our products.

## **Qlik Core**

In 2018, we launched Qlik Core, a new offering for developers that provides access to the Qlik Associative Engine and APIs without the use of Qlik Sense Enterprise. This allows developers to incorporate the power of the associative engine into a wide variety of projects that may or may not include visualization, including embedding analytics directly into applications or edge computing (IoT) devices, and building new classes of data-driven applications that feature automated alerting, recommendations, analytic workflows and search. Qlik Core is based on our highly scalable container-based architecture, to gain maximum flexibility, scale and cost efficiency. Surrounding Qlik Core, we have released a number of developer tutorials, samples, and Qlik contributed content.

Going forward, we are planning continued investment in Qlik Core and our developer community, including new APIs and developer toolkits, a new learning hub with expanded developer resources, tutorials, and examples, and a new platform as-a-service offering that provides Qlik Core as an endpoint for cloud developers. We also plan to enhance Qlik Playground, our online developer environment, with new developer tools, and we plan to offer Qlik Core in cloud marketplaces as a subscription service.

## **Qlik Analytics Platform**

Qlik Analytics Platform, which includes the Qlik Associative Engine, developer APIs, and Qlik Sense visualizations and management tools, was released as a standalone product in 2015. It allows developers to easily and flexibly create web mashups, embed analytics, and build extensions to create new functionality for Qlik Sense. Qlik Analytics Platform underpins Qlik Sense, meaning that ongoing investments made in Qlik Sense will also be available in the Analytics Platform. Since initial release we have made many enhancements to Qlik Analytics Platform, including the addition of several new APIs for app integration, programmatic visualization, and hierarchical data, open source contributions for data import and services monitoring, widgets for accelerating the development and reuse of custom user interface objects, and an IDE plugin for Visual Studio.

In 2019 and beyond, we plan to invest further in Qlik Analytics Platform. We are planning a new Picasso / Enigma integration API for building custom visualizations, a single configurator to generate URLs for objects, sheets, and apps, support for themes, and configurable and persistent white labeling. We are also planning improvements to Qlik Dev Hub, aimed at making it central to the development of platform-based applications. This includes new capabilities such as the ability to build objects for use in mashups without requiring a baseline Qlik Sense app, richer tools for developers to build, manage, and version components, app 'promotion' across different environments, and integration with source control systems. We are planning a new learning hub with resources for developers. We also plan to contribute the source code from the extensions we support as part of bundling back to the open source community, allowing others to have the ability to further extend functionality. And, in the future we plan to offer specialized extensions for sale, fully supported and maintained by Qlik.



## Qlik Sense

For Qlik Sense, we are making significant investments in our true multi-cloud architecture, that features workload optimization through micro-services and a containerized approach utilizing modern technologies including Kubernetes and Docker. Our vision is to allow all components – from data connectivity and preparation, to analysis and visualization, to collaboration – to run seamlessly on premises and/or in public or private cloud environments.



In 2018, we released the first phase of multi-cloud, allowing customers running the traditional Windows version of Qlik Sense Enterprise to scale app consumption by publishing apps to both private cloud deployments and our new next-generation hosted service – Qlik Cloud Services. Cloud environments run the new containerized version of Qlik Sense, a highly scalable, micro-services architecture built for hybrid environments. This includes a new cloud-based hub for content organization and access, policy-based distribution, and a single login / identity for all environments. We also introduced subscription-based pricing, and supported Windows desktop and native mobile clients for Qlik Sense Enterprise, supporting our overall multi-cloud strategy.

In 2019 and beyond, we will evolve our multi-cloud capabilities into an end-state architecture that supports full content creation, data connectivity and preparation, and collaboration in the cloud. This architecture will feature multi-directional content distribution between enterprise and public/private cloud environments, based on data policy, performance, cost, and data location, with all sites running on our new architecture.

We plan to introduce a number of new multi-cloud features such as content authoring, data preparation and reloads, an expanded hub for content organization, access, publishing and collaboration, new licensing and entitlement capabilities such as single identity management, full support for extensions and themes, governed content workflows, and support for desktop and mobile offline clients. We are also planning support for additional cloud vendors, QlikView integration, and integration with Qlik Data Catalyst. Multi-cloud capabilities are available to existing Qlik Sense Enterprise customers under maintenance, with the exception of our hosted Qlik Cloud services.

## SaaS Offerings

In 2019, customers will have the option to deploy Qlik Sense Enterprise as a full SaaS (software as-a-service) solution, based on our new multi-cloud architecture. We plan to update Qlik Cloud Services to make available all our planned improvements to multi-cloud, including full content creation, data connectivity and preparation, and collaboration capabilities. Both current Qlik Sense Enterprise customers on subscription and perpetual customer with the Qlik Cloud Services Add-on will be able to opt for a full SaaS or hybrid deployment at no additional charge.

Qlik Sense Cloud Business, our current SaaS solution for groups and teams, will be moved to Qlik Cloud Services to take advantage of our new, modern multi-cloud architecture. As a result, it will inherit many of the multi-cloud features we are planning, such as the cloud hub, single identity management and support for extensions. In addition, new capabilities such as data connectivity and content workflows may be added, as deemed appropriate for groups and teams.

## Ecosystem

Qlik and its partners offer a variety of value-added services that enhance the capabilities and deployment options for our products. Qlik Market, available at [market.qlik.com](https://market.qlik.com), is our online exchange for Qlik partners to showcase their technologies and solutions, including apps, connectors, and extensions, to help our customers get the most out of our products. Qlik Branch, available at [developer.qlik.com](https://developer.qlik.com), is our open-source community for developers to accelerate innovation by sharing custom solutions that take advantage of the capabilities and extensibility of the Qlik API platform. It includes Garden, a portal for sharing and using open source visualizations, extensions, mashups and tools built using Qlik technologies, and Playground, a free, online programming environment that allows developers to quickly test their ideas using the Qlik Associative Engine and APIs.



In 2018, we opened our Trusted Extension Developer (TED) program. This program allows Qlik to work closely with our developer ecosystem to ensure that the extensions they create are fully reviewed by Qlik for their quality and reliability. This establishes confidence in the production use of extensions developed by our trusted partners. We plan to expand this program further to allow more developers to participate, support private extensions for individual projects that don't want to expose extensions commercially, and support formal versioning of extensions. We also plan to relaunch Qlik Market with this content available, and more tightly integrate it into the Qlik Sense user experience. With TED, our partners will continue to maintain and support their extensions under Qlik's guidance.

We then further expanded our support for extensions by introducing Extension Bundles. Extension bundles allow us to bring many of the popular open source extensions that have been built by partners and developers directly to our customers, installed alongside Qlik Sense. Customers are able to get technical support from Qlik for the versions that shipped with the product, and these extensions are tested and supported by the Qlik development team for upgrade compatibility from release to release. With extension bundles, customers get the best of both worlds. They can take advantage of the enhanced functionality and unique innovation created by our ecosystem of partners, while feeling confident that the extensions they use will be supported by Qlik as part of their overall deployment.

In summary, our investments in our platform and developer capabilities continue to bring us closer to our vision of running seamlessly across on-premises and cloud environments of all kinds, supporting all types of analytics use cases, and empowering developers to build data driven applications using the power of the Qlik Associative Engine.

# About Qlik

## Additional resources and information

BI and analytics are moving to a democratized framework, powered by 3 big shifts

- [Read more about how Qlik is driving third generation BI](#)

Qlik's Associative Difference enables everyone to explore information and discover hidden insights.

- [Learn more about the Associative Difference and why Qlik is different](#)
- [Download our datasheet on Qlik's Associative Difference](#)

Qlik Sense is our governed, next-generation data analytics product family, supporting a full range of BI use cases.

- [Watch the Qlik Sense Product Tour video](#)
- [Download the Qlik Sense data sheet](#)

Qlik continues to be a leader in the data analytics market, as validated by prominent third parties.

- [Qlik is a leader in the Gartner Magic Quadrant for 8 years in a row](#)
- [Forrester positions Qlik as a leader in The Forrester Wave™](#)
- [Qlik is a market leader in the 2017 BARC BI Survey](#)

Approximately 48,000 customers in 100 countries depend on us to support their most important decisions.

- [See Customer Case Studies](#)

The Qlik Data Literacy Program is helping people from all walks of life make more effective use of information and gain critical insights

- [Learn more about our Data Literacy Program](#)

Through our Qlik Software Grant Program, we donate Qlik software and services to help humanitarian and community-focused non-profit organizations.

- [Read about the Qlik Corporate Social Responsibility Platform](#)

The Qlik Academic Program supports the academic community by providing free Qlik licenses to university professors and researchers.

- [Read about the Qlik Academic Program](#)

To learn more about Qlik, our products, and services, please visit <http://qlik.com>.

To experience Qlik products in action, please visit <http://demos.qlik.com/>.

To register for a free Qlik Sense Cloud account, please visit <http://qlik.com/cloud>.



# Release Management and Legal Disclaimer

## Release management policy

While this statement of direction describes the general overview of our anticipated product direction, Qlik has defined a series of release management, maintenance and licensing policies for our products and services that set forth then-current specifics regarding license terms and supported products. It is important to note that some of these policies may differ among Qlik products and services, and are subject to change. To access the current set of these policies please visit [www.qlik.com/license-terms](http://www.qlik.com/license-terms).

## Legal disclaimer

This statement of direction is intended to outline Qlik's general product direction and should not be relied on in making a purchase decision, as the development, release, and timing of any features or functionality described for our products remains at our sole discretion. The information in this document is based on Qlik's current product plans and strategy, which are subject to change by Qlik at any time and without notice. Nothing contained herein is a commitment to future product or feature availability in any way. This statement of direction is provided "AS IS," without warranty of any kind, express or implied.



### About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products 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 48,000 customers around the world.

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

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