Statement of Direction 2021

From Business Intelligence to Active Intelligence

January 2021

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Qlik® is a pioneer and leader in the data and analytics market, delivering an end-to-end data integration and analytics platform to over 50,000 customers in 100 countries around the world. Companies of all sizes, across all industries and geographies, use Qlik solutions to integrate and manage data, analyze and explore information, discover and share insights, and make informed decisions that accelerate business value.

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 strategy. Qlik's one-of-a-kind, end-to-end data and analytics platform helps organizations of all sizes accelerate business value through their data. In this document, we describe our strategy and vision for the future – including our innovation agenda, our solutions today, and our roadmap for 2021 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, strategic partners and the marketplace 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 software 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

50,000+ customers in 100 countries

Solutions driving leadership in the data and analytics markets.

- Data Analytics Platform – offers the most powerful and complete solution for modern BI, with an AI-powered analytics experience and a full breadth of capabilities.

- Data Integration Platform – accelerates the discovery and availability of real-time, analytics-ready data by automating data streaming, refinement, cataloging and cloud publishing.

2000+ employees worldwide

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

Headquartered in Pennsylvania, USA

Our Vision

Every business trying to compete needs to maximize the potential of their data – about their customers, suppliers, products, partners, and markets. Over the decades, this pursuit has taken different forms, including Decision Support, Data Warehousing, Business Intelligence, Data Discovery, and Data Visualization. No matter what it's called, the challenge has always been the same: How can businesses best take advantage of their data to make impactful discoveries that lead to competitive edge?

Active Intelligence

In today's digital economy, real-time agility has become essential. The faster an organization can respond to events as they evolve, the better it can compete. And that means delivering data – all types of data, whether historical or real-time, from any source – to the right users at the right times, in a way that enables them to act.

Traditional BI can't deliver on those demands. Its passive approach – which delays the delivery of data, doesn't enable users to explore freely, fails to embed data and analytics in workflows, and requires power users and specialists – is far too slow and limited.

Users are asking for, and businesses need, a much more dynamic relationship with information. One where data has high business value because it reflects the current moment; where it flows continuously into everyday processes; where users can engage with it in intuitive ways at any time; and where it creates ongoing, in-the-moment awareness about every aspect of the business and the market.

At Qlik, we are evolving traditional, passive BI into a new approach based on continuous intelligence from real-time, up-to-date information, designed to trigger immediate action. We call this *Active Intelligence*.

To do this, we focus on closing the gaps in a number of areas that commonly challenge organizations. This includes the difference between relevant data and actionable data, the journey from actionable data to actionable insights, and finally the gap between insight and value. Our Data Integration Platform, Data Analytics Platform, and our approach to customer success, what we call Data Literacy as a Service, represents a wholistic approach that helps our customers unlock the value in their data delivered through an integrated platform.

Our Data Integration Platform fully supports your unique data strategy, without requiring you to move data to any particular cloud or service or use a particular analytics product. It includes data acquisition, replication, preparation and cataloging, allowing you to take your data from raw to analytics ready. This provides a comprehensive set of capabilities to enable modern data architectures and deliver on the promise of DataOps for Analytics.

Our Data Analytics Platform then enables the full range of analytics use cases across an organization, including self-service analytics, guided applications and dashboards, conversational analytics, custom and embedded analytics, mobile analytics, reporting and alerting. It augments and enhances human intuition with AI-powered insight suggestions, automation, and natural language interaction. This breadth of analytics capabilities is not found in second-generation data visualization tools or AI pure-plays, and it offers organizations a complete and flexible solution that helps everyone make data-driven decisions.

We help our customers maximize the value of their technology investments through our services, which help our customers achieve the best outcomes from their investments in technology and drive data literacy across their organization. These include base services as part of subscriptions, and premium consulting, education and support, as well as deep industry and functional-level expertise. Our mostly free educational offerings for Data Literacy help people improve their understanding of data and even become certified. Qlik has partnered with likeminded organizations and academic thought leaders to create The Data Literacy Project, an independent community that aims to bring data literacy to the entire world.

For more information visit qlik.com/getdataliterate.

Underpinning our end-to-end offerings is a strong focus on enabling our customers in their journey to the cloud. The market for Data Integration and Analytics is overwhelmingly moving toward the cloud as customers seek to reduce TCO (total cost of ownership) and increase scale. Our goal is to maximize long term value for our customers through a cloud-first approach that enables rapid innovation, adoption, and the freedom to house your data wherever you want. Our cloud platform provides a vehicle for delivering new innovations and supporting widespread deployment while protecting customer investments and freedom of choice.

The second-generation of BI tools that focus solely on visualizing data have not delivered transformational value. By bringing to market an end-to-end solution for both data integration and analytics, Qlik delivers both a modern DataOps approach and 3rd generation BI that enables all users to be data-driven. Organizations can move from isolated pockets of data and BI deployments to a shared fabric of data, insights and ideas, supercharging organizational value and moving towards a state of active intelligence.

Unique Technology and Innovation

Qlik offers a number of technology capabilities that are unique in the market, helping accelerate value for our customers in data integration and analytics. These include Change Data Capture and data automation technologies, our one-of-a-kind Associative analytics engine, our approach for augmented analytics, and open APIs for embedded analytics and extension. Our technology differentiators are underpinned by our SaaS enabled, multi-cloud architecture that leverages the latest containerized technologies for governed, high-performance deployment in SaaS and client-managed environments.

Real-time Data Replication and Automation

Qlik's Change Data Capture technology offers data replication with an "agent-less" approach, keeping data up to date across locations in near real-time. It delivers high performance at scale without taxing source systems, allowing data to always be current in its destination, whether a data lake or a cloud-native data warehouse. We combine Change Data Capture with a powerful automation environment for data transformation and preparation, to increase agility, support cloud-scale, reduce risk and lower error rates, providing increased confidence in data across the enterprise. These innovations around data integration and management are designed and architected for today's multi-source, multi-cloud world, and set Qlik apart from any other offering on the market today.

Associative and Augmented Analytics

Almost all the analytics tools on the market today share the same essential architecture. They're built on top of relational databases and rely on SQL and query-based approaches to drive analytics. SQL and RDBMS were designed in the 1980s to support transactional systems, and they still do this quite well. But analytics are a different story, and query-based architectures greatly limit how data can be combined and explored. Bringing together multiple data sources is difficult with SQL, and users are limited to linear paths of exploration or simple filters based on partial subsets of data (query result sets). This leads to "tunnel vision" and missed insights.

Qlik offers an entirely different technology: the Qlik Associative Engine. Designed specifically for interactive, free-form exploration and search, our engine fully combines and indexes large numbers of data sources, and performs powerful on-the-fly calculation and association. As users make selections, the engine instantly updates all analytics and highlights both related and unrelated values relative to your selections. This gives people "peripheral vision", allowing them to uncover hidden insights that are simply missed with query-based tools – such as products that did not sell or customers that did not buy. The Qlik Associative Engine delivers unmatched calculation performance for high numbers of users on large, complex data sets. It's our primary advantage – with years of innovation and investment.

For more information, download our data sheet.

Insight Advisor in Qlik Sense® takes analytics to the next level with AI and cognitive technology that works in combination with our Associative Engine. At Qlik, we believe that instead of a "one-size-fits-all" approach to AI, augmented analytics should be built into the platform at a foundational level, enhancing discovery and data literacy for all users and use cases. Augmented analytics capabilities provided by Insight Advisor include visual and associative insight suggestions, accelerated creation, and natural language search and conversational analytics. Insight generation and natural language processing is fully customizable through a robust business logic layer, and with precedent-based machine learning, insights get smarter over time. And because our Associative Engine has a complete picture of the data and context awareness, Insight Advisor can take advantage of these unique capabilities when generating insights to make them more relevant and impactful.

We have also made several key acquisitions in the last few years including Attunity and Podium Data for data integration, CrunchBot for conversational analytics, RoxAI for alerting, and Knarr analytics and Blendr.io to accelerate our vision of Active Intelligence. Our acquisition strategy is primarily aimed at accelerating our organic innovation with complimentary capabilities that complete our end-to-end data and analytics vision. We have rapidly worked to integrate these acquisitions into our core portfolio of offerings.

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. We view every relationship as a true partnership, where our team works closely with the customer, in an ongoing way, to make sure that needs are met and satisfaction is high. This is especially important as we support our customers in their journey to the cloud.

Qlik and our customers are supported by a broad partner network that includes system integrators and 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. Our ecosystem and customer resources are extended by Qlik Community (community.qlik.com), an active forum where more than 100,000 participants share ideas, data, and knowledge. And our online developer community (developer.qlik.com) is a collaborative workspace and open source exchange, with more than 30,000 developers, customers, partners and fans accessing our open APIs to build extensions, mashups, web applications and more.

Our Solutions Today

Qlik offers data integration and data analytics solutions that fully support organizations in their journey from raw data to actionable insight:

- Our Data Integration Platform includes Qlik Replicate™, Qlik Compose™, Qlik Catalog™, Qlik Blendr.io and several additional products, delivering data replication, warehouse automation, cataloging, and SaaS application automation across the enterprise.
- Qlik Sense is our next-generation, AI-enabled analytics platform supporting the full spectrum of BI use cases across an organization, including self-service analytics, interactive dashboards, search and conversational analytics, custom and embedded analytics, mobile analytics, reporting an alerting.
- We also support QlikView®, our first-generation product for interactive dashboards.

Qlik's products are supported by several technology innovations that make them unique in the market:

- Qlik's Change Data Capture and data automation technology uniquely enables real-time data replication and integration across the enterprise.
- The Qlik Associative Engine is our unique analytics technology supporting non-linear free form exploration and search without the limitations of query-based tools.
- Our cognitive and AI capabilities drive augmented analytics in Qlik Sense, uniquely working with our Associative Engine to provide context-aware insights, automation, and natural-language interaction across the product.
- Our multi-cloud architecture provides highly scalable and flexible deployment across SaaS and private cloud environments, working in combination with on-premises deployments.
- A complete set of open and standard APIs allow developers to build custom applications and extensions for limitless possibilities.
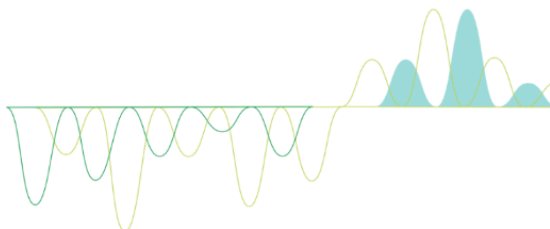
Industry Recognition

Qlik is consistently recognized as a leader in the BI market from highly respected third parties, including Gartner, BARC, Forrester, Dresner Advisory, Eckerson Group, Ventana Research, and others.

Qlik has been named a Leader in the Gartner Magic Quadrant for Analytics and Business Intelligence Platforms for the 10th year in a row.

- Magic Quadrant for Analytics and Business Intelligence Platforms, Gartner Research, February 2020

Qlik was named as a Challenger by Gartner in the 2020 Magic Quadrant for Data Integration Tools. This designation marked the fifth consecutive year that Qlik has been recognized in the quadrant.

- Magic Quadrant for Data Integration Tools, Gartner Research, August 2020

"Many people still think of Qlik purely as an analytics vendor, but over the last two years through its acquisitions and integrations … it's elevating its mission and extending its reach from just being a source of analytics to facilitating the delivery of contextually relevant, actionable insights within business processes and at key decision points."

- Doug Henschen of Constellation Research, in TechTarget "Qlik acquisition of Blendr.io adds integration capabilities", October 23, 2020

"Qlik Sense was designed to support intuitive and powerful visual analysis together with interactive dashboards and analytical applications. This clear vision and its thorough execution delivers customers with the flexibility and performance needed to analyze data in depth."

- BARC, The BI Survey 21, October 2020

"You may have started analyzing a particular customer behavior, but Qlik sense found a competitor by the same name, which may have led you to an "aha" moment — you uncovered something you didn't even ask for. Behind that unique capability is Qlik's Associative Engine…"

- The Forrester Wave™: Enterprise BI Platforms (Client-Managed), Q3 2019

Data Integration Platform

In May 2019, Qlik acquired Attunity, a market-leading data integration solution provider. Combined with Qlik Data Catalyst, which came from our 2018 acquisition of Podium Data, we offer a complete data integration platform for automating real-time data streaming, refinement, cataloging and publishing, that optimizes modern data architectures and delivers on the promise of DataOps for analytics.

Qlik Replicate

Qlik Replicate is our data replication product that moves data at high speed from data sources to targets. Featuring our unique Change Data Capture (CDC) technology, it keeps data up to date across locations in near real-time, delivering high performance at scale without taxing source systems. Qlik Replicate is managed through a simple user interface that completely automates end-to-end data replication. With streamlined and agentless configuration, administrators and data architects can easily set up, control, and monitor bulk loads and real-time updates. Using Qlik Replicate, organizations can ensure updated data, whether data lakes or cloud-native data warehouses, with visibility and centralized control of replication across distributed, hybrid environments. Qlik Replicate is offered on a subscription basis.

Qlik Compose

Qlik Compose automates the design, implementation and updates of data lakes, data warehouses and data marts. It minimizes manual, error-prone data warehouse design processes by automating data modeling, ETL generation, and workflow. Using Qlik Compose, data architects and project managers can speed analytics projects, optimize process and reduce risk. There are two variations of the product. Qlik Compose for Data Warehouses simplifies the ETL process by automating the manual and repetitive aspects of data warehouse design, development, data loading, deployment, and updates. Qlik Compose for Data Lakes automates data pipeline creation and is your fastest route to "analytics-ready" data. Qlik Compose is offered on a subscription basis.

Qlik Catalog

Qlik Catalog offers a secure, enterprise-scale repository and catalog of all the data assets your business has available for analytics. This gives data consumers a single, go-to destination to find, understand, and gain insights from all enterprise data sources. It includes data preparation and metadata tools that streamline the transformation of raw data into analytics-ready assets, and a Smart Data Catalog that helps people easily discover and choose whatever data they need. Built on a platform with hardened data security and governance, Qlik Catalog can be easily integrated with other data management tools for enterprise-grade scalability, reliability, and performance. Qlik Catalog can be deployed on premises or in the cloud, and includes publishing directly to Qlik Sense and other analytics products. It is offered on a subscription basis.

Qlik Blendr.io

Blendr.io is an easy-to-use, scalable and secure embedded integration and automation platform (iPaaS), that seamlessly automates data integration and orchestration of processes across 500+ SaaS applications and cloud data sources. Purpose built for embedded SaaS use cases and enterprise integration workflows, it provides a comprehensive set of real-time integration and automation layers, including connectivity with cloud platforms and over 500 SaaS applications, integration to build comprehensive "blends" via. a flexible, low-code visual builder, an UI and embedding capability for fast, comprehensive activation across marketing, sales, and other cloud platforms, and a robust management layer.

Additional Data Integration Offerings

We offer several additional products in Data Integration that provide enhanced value for customers. Qlik Enterprise Manager serves as a command center to configure, execute and monitor replication across the enterprise. And Qlik Gold Client™ allows SAP users to replicate and move select data from and between SAP applications and data warehouses.

For more information on our Data Integration Platform, refer to our product page.

Data Analytics Platform

Qlik Sense

Qlik Sense sets the benchmark for third-generation analytics, empowering everyone in your organization to make data-driven decisions. Built on our unique Associative Analytics Engine, Qlik Sense offers industry-leading data analytics capabilities for the full range of users and use cases — from self-service analytics to interactive dashboards, search and conversational analytics, custom and embedded analytics, mobile analytics, reporting and alerting. It augments and enhances human intuition with AI (artificial intelligence) powered insight suggestions, automation, and natural-language interaction. And it offers unmatched performance and governance, with the convenience of SaaS and client-managed options for the most demanding enterprises.

Qlik Sense was built to deliver broad value for everyone in your organization. Users get unmatched analytical power with associative exploration, world-class visualization, and accelerated creation and data prep. AI-powered insight generation, natural language interaction, and advanced analytics broaden insight and accessibility for all types of users. Organizations can move from passive to more active BI with intelligent alerting, fully interactive mobile apps, and collaboration capabilities that promote timely action at the point of decision. And enterprises get a high-performance, SaaS and multi-cloud platform with open and standard APIs for customization and extension, powerful data integration and connectivity, and best-in-class management and governance. Qlik Sense delivers industry-leading analytics performance and flexibility for your data – with SaaS, multi-cloud, and on-premises options that do not limit you to any particular cloud environment.

Qlik Sense is available in multiple editions supporting the varied needs of our customers. We offer business and enterprise SaaS editions, and client-managed options for private cloud and on-premises deployments. Qlik Sense is now primarily deployed as a SaaS offering.

The Qlik Sense Associative Engine and APIs are available as a standalone offering for developers and OEMs. This delivers the power of Qlik Sense but with greater flexibility to build fully custom applications, embed analytics in operational apps, utilize third-party visualizations, and extend analytics wherever and however they are needed. This offering is available with capacity and consumption-based licensing.

And finally, we offer a number of value-added analytics capabilities for Qlik Sense, providing additional functionality in areas such as natural language, alerting, and reporting. Qlik NPrinting® is our advanced reporting solution, allowing organizations to distribute reports in a variety of popular formats. Qlik GeoAnalytics® provides

location-based analytics and geocoding. Insight Advisor Chat offers natural-language, conversational analytics, and Qlik Alerting™ is our solution for data-driven alerts.

For more information on Qlik Sense, refer to our **product page**.

To try Qlik Sense now, head to **qlik.com/tryqliksense** or check out our **demo site**.

QlikView

QlikView is our first-generation analytics product that offers rapidly developed, highly interactive guided analytics applications and dashboards. 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 versions of QlikView run on the same second-generation Associative Engine as Qlik Sense, offering full compatibility between both products.

In addition to trusted QlikView applications, QlikView customers should consider Qlik Sense for new use cases, to take advantage of modern AI-powered analytics and new innovations. We have recently introduced our Analytics Modernization Program, offering Qlik Sense entitlement for QlikView users, and providing the ability to deploy QlikView apps in our Qlik Sense SaaS environment. This allows customers to modernize their technology platform while retaining their existing QlikView apps and using Qlik Sense for new use cases. And because both products run on the same engine, customers can easily re-use existing assets such as data models and analytics expressions in Qlik Sense. The Analytics Modernization program unlocks significant value for our customers and ensures that our QlikView customers will benefit from our ongoing innovation for years to come.
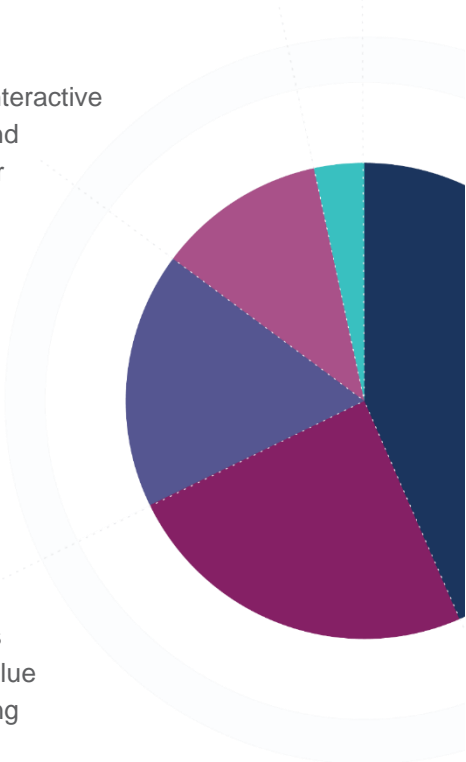
Future Innovation and Roadmap

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.

At Qlik, our innovation strategy and roadmap focus on our vision of delivering Active Intelligence through an integrated solution across our data integration and data analytics offerings. Our strategy is centered around three guiding principles:
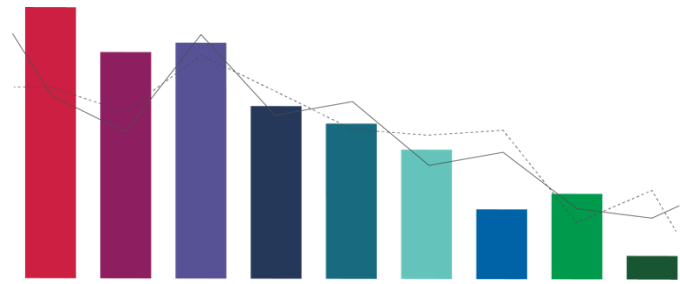
- The SaaS Principle: *Qlik is a SaaS Company* – The market for Data Integration and Analytics is overwhelmingly moving to the cloud, as customers seek to reduce TCO and increase scale. Our goal is to maximize long term value for our customers through a cloud-first approach that enables rapid innovation, adoption and supports our data strategy.
- The Data Principle: *Qlik respects the customers' data location* – Customers will have data they either cannot or are not willing to move to Qlik's cloud, and we will support those use cases. Over time, our approach is to minimize client-managed footprint by streamlining compute where the data resides and leveraging services in the cloud.
- The Customer Principle: *Qlik takes care of its customers* – Customer success remains at the heart of our strategy and we continue to support our customers as they move to the cloud. Our client-managed technology strategy protects our customers' value and provide freedom of choice while delivering the platform for our Active Intelligence vision.

Our investments in data capabilities include all areas of our Data Integration Platform, including data replication, transformation, and cataloging. Our investments in analytics center on Qlik Sense, our modern analytics platform, offering visual analytics, conversational analytics, augmented intelligence, mobile analytics, alerting, reporting, developer capabilities, and data preparation and connectivity. Our core technology investments include our Associative and Cognitive engines, Change Data Capture and data automation, and next generation SaaS and multi-cloud architecture. Finally, we have a strong focus on integration across our data integration and data analytics platforms to deliver Active Intelligence.

In 2021 we are focusing on a number of key strategic initiatives, including:

- **World Class SaaS**
  Provide solutions that enable your journey to the cloud, through easy to adopt cloud services that speed time to value and deliver innovation rapidly, delivered via. a world-class SaaS platform that leverages an API first approach.
- **Analytics Data Pipeline**
  Empower your teams to easily design and execute real-time data pipelines in an automated fashion, freeing data from sources and enabling users to find the data they need when they need it, breaking down the barriers between data producers and consumers.
- **Insights for All**
  Deliver analytics capabilities that excite new users and keep existing users coming back, with an intuitive first-time experience, augmented analytics, best in class collaboration, and mobile and embedded capabilities that deliver insights at the point of decision.

- **Data to Action**
  Drive the transformation from passive BI to Active Intelligence by leveraging real time data coupled with AI and machine learning to uncover insights that compel and trigger immediate action.
- **Customer Success**
  Provide solutions that delight and maximize the value of your investments in Qlik by listening to and acting on your feedback, enabling best-practices, driving adoption and focusing on supportability, maintainability, security and quality.

Data Integration

Data replication, integration, cataloging and management are fundamental to our goal of democratizing data for everyone. In May 2019, Qlik completed the acquisition of Attunity, a leading provider of data integration and big data management solutions. We are planning new versions and capabilities around data integration, and are committed to data integration as a standalone offering.

Qlik Replicate is Qlik's data replication offering that leverages our unique Change Data Capture (CDC) technology to keep data up to date across locations in near real-time, delivering high performance at scale without taxing source systems. Since acquisition we have made a number of improvements to Qlik Replicate, including many new source and target endpoints such as Salesforce, MongoDB, and Google Cloud and multiple performance and security enhancements. And we enabled deployment of Qlik Replicate inside Docker.

Qlik Compose automates the design, implementation and updates of data lakes, data warehouses and data marts. Since acquisition, we have made a number of improvements to Qlik Compose including adding support for Snowflake and additional data repositories. In Qlik Compose for Data Lakes, we added support for a number of new data lakes including Databricks Delta, Azure ADLS, Cloudera and more, as well as added provisioning to Google BigQuery.

In 2018, Qlik introduced Qlik Catalog, a secure, enterprise-scale repository and catalog for all data assets available for analytics. In the past several years we've made numerous improvements around the ability to organize, curate and catalog data on a single server with simple set-up and maintenance. We also expanded support for AWS cloud, improved data lineage capabilities and added one-click publishing to Tableau. And, we expanded integration with Qlik Sense, including the ability to catalog QVD files and publish to both new and existing Qlik Sense apps.

Future Direction

Moving forward, our focus for our Data Integration portfolio is to enable organizations to build an analytics data pipeline that frees, transforms, tags, and secures their raw data, via. a SaaS offering. We plan to enable the creation of derivative datasets, through automated data modeling that leverages AI and ML, to deliver analytics-ready data to the organization. This prepared data will then be made available to consumers via. our intelligent catalog, which will provide a business glossary accessible through natural language search, data profiling and scoring, data lineage, and the ability for end users to collaborate. The result will be a fully automated, real-time analytics data pipeline.

We will continue our investment in providing new and updated support for the multitude of data end points that exist for our customers, with a heavy emphasis on growing cloud platforms and applications (Snowflake, Databricks, Cloudera, etc.) across AWS, Google, and Azure. We will also invest in scalability, performance, and world-class enterprise requirements to provide real-time access to data as it is generated. We will continue our

investment in support for streaming technologies such as AWS MSK and Google PubSub, and offer market leading SAP support including SAP Extractors and log based SAP HANA support. Our innovations will also be focused on extending data warehouse automation and data lake creation in support of low-latency use cases and enhanced performance at scale.

We are focused on capabilities that provide the opportunity to drive exponential value through integrated Data Integration and Data Analytics capabilities, reducing the friction between data producers and data consumers. This will result in faster time-to-value from data creation to business action, and will promote broader adoption and more data-driven decisions across the organization.

We will also make investments in our embeddable SaaS application automation platform, such as expanded cloud application support, enhanced embedding capabilities, and advanced workflow support. And we will better support Active Intelligence by enabling automation across data integration and data analytics.

Finally, we will continue to support our client managed offerings while at the same time building and delivering a SaaS based offering that enables lower total cost of ownership and rapid access to new innovation.

Data Analytics

Qlik's strategy for analytics is to meet users wherever they work, with the right capabilities to match their skill level, to transform data into insight and action. Our unique and powerful Associative Engine offers unprecedented freedom of exploration, and we combine this with AI across a range of user experiences to drive data literacy for users of all skill levels. Our aim is to support all current and future use cases such as visualizing data and creating analytics, exploring dashboards, interacting through search and conversational analytics, consuming reports, analyzing on mobile devices (online or offline), alerting based on changing data, and triggering automated events. We plan to continue substantial investment in analytics capabilities in Qlik Sense, while supporting our customers journey to the cloud and helping our QlikView customers modernize their analytics.

Since its launch, we have made continuous improvements to Qlik Sense across the entire product, including improved visualization, search and natural language, enhanced authoring and data preparation, collaboration and reporting, new mobile clients, advanced analytics, and AI-powered capabilities for insight generation and automation driven by Insight Advisor and our cognitive engine.

We have added over 20 new types of visualizations to complement our baseline set, such as a histogram, box plot, distribution plot, waterfall chart and more. We introduced a new multi-layer map based on Qlik GeoAnalytics technology, with geographic calculation and geocoding. We also improved many of the charts that were original to Qlik Sense, added Trellis capability, introduced comparative analysis, and made a number of enhancements to visualization functionality such as time-based forecasting, trend indicators and sparklines. And we added a number of accessibility features for keyboard navigation and screen reading.

We took Qlik Sense to the next level with the introduction of Insight Advisor and our cognitive engine, which supports augmented analytics across the entire product. Our AI capabilities are built into our platform at a foundational level, supporting visual insight generation, associative insights, search and conversational analytics, advanced analytics calculation and real-time integration, and accelerated creation. And we added business logic for customization and machine learning for improved relevance.

For natural language, we first introduced conversational analytics in 2019. We then added search-based visual analysis to Qlik Sense, which auto-generates visualizations and insights based on natural language processing (NLP). Finally, we introduced Insight Advisor Chat, our next-generation conversational experience native to Qlik Sense.

We have also added a suite of new advanced authoring capabilities to Qlik Sense, such as themes, new sizing and layout options, and application objects such as buttons and sliders, improving the ability to build more sophisticated application functionality in Qlik Sense. We introduced Qlik Sense Mobile, our native app for iOS and Android, featuring the Qlik Associative Engine running locally on the device for full offline exploration, and including support for leading EMM and security tools. And in 2020 we added intelligent alerting to Qlik Sense, available within the Qlik Sense user interface, supporting both self-service and centrally managed alerts delivered through email, web, and on mobile.

For data integration, we introduced Visual Data Preparation to Qlik Sense, which offers a unique visual method for combining data from multiple sources, supported by Insight Advisor suggestions for the best associations. Then we built out a full breadth of capabilities for self-service data preparation, including data profiling and a full suite of data transformation capabilities. We added numerous connectors and connectivity enhancements, and included our Snowflake connector with Qlik Sense out of the box. We integrated our data catalog into the Qlik Sense user interface, and introduced Qlik DataTransfer, allowing on-premises data sources to easily and securely be pushed to SaaS. And we introduced Dynamic Views, a new capability enabling direct access within visualizations to products such as Snowflake, SAP HANA and more.

For developers and OEMs, we have made many improvements to our open APIs and developer tools. This includes the addition of new APIs for functions such as building custom visualizations and app integration, added new developer tools, and introduced support for themes and white labeling.

Finally, in 2019, we introduced Qlik Sense Enterprise SaaS, a full software as-a-service solution, hosted by Qlik and running on our new multi-cloud architecture. This multi-cloud architecture supports our cloud editions of Qlik Sense with workload optimization through micro-services and a containerized approach utilizing modern technologies such as Kubernetes and Docker. We have made continuous improvements to our multi-cloud architecture and experience in the last several years, including policy-based content distribution, managed spaces for collaboration, dedicated cloud capacity, and Soc 2 Type 2 and SOC 3 certifications. And we introduced Qlik Sense Business, a new SaaS edition of Qlik Sense designed to support groups and teams and to serve as the primary trial and adoption path for Qlik Sense.

Future Direction

Moving forward, our focus for Data Analytics is to reduce the barriers organizations face when providing insights to users at the right time in the right context to make informed business decisions. We are focusing on enabling organizations to transition from traditional reactive business intelligence to proactive active intelligence. We will do this through conversational analytics, augmented exploration, embedded analytics, alerting and reporting, personalized insights feeds and innovative ways to spawn automated action. And we will do this on a world-class SaaS platform that enables lower total cost of ownership and rapid access to new innovation.

We plan to continue our investment in AI-powered analytics capabilities in Qlik Sense. This includes expanded search and natural language capabilities such as enhanced natural language generation, SaaS chat integration with collaboration tools, and support for additional languages. We also plan to expand our advanced analytics calculation capabilities with algorithms for key driver analysis, advanced statistical analysis, enhanced outlier detection and predictive insights. And, our focus on an API-first approach will continue enabling new and unique embedding capabilities as well as opportunities for additional automation.

We will also continue our investment in world class visual analytics and advanced authoring capabilities while at the same time delivering new collaboration mechanisms that allow users to share and work together. This includes features such as controls for embedded video content, support for application customizations such as conditional hide/show of sheets, improvements to existing visualizations, and support for new types of visualizations and capabilities. We also plan to better enable analytics collaboration by providing the ability for users to share "notes" with their perspectives on insights and visualizations.

We will continue to enable organizations on their journey to the cloud through SaaS based offerings that provide true flexibility that respects any data location and brings analytics to the data in a cost-effective manner, driving down the total cost of ownership. We will deliver a new mobile app with an improved user experience via. our SaaS platform. And we are planning native enterprise reporting capabilities on SaaS, expanded data alerting capabilities, and automated triggering of events based on generated insights.

For client-managed customers, we will continue to support and enhance our client managed offerings and invest in capabilities that enable the journey to cloud, aligned with our previously stated guiding principles: SaaS Principle, Data Principle, and Customer Principle. We are innovating around new ways in which analytics can be brought to your data, providing flexibility and choice regarding data location. We will continue to enhance our in-application experience through new and improved visualizations and advanced authoring capabilities, as well as improving our analytics engine capabilities supporting all customers across client-managed and SaaS deployments.

And, as stated above, we are focused on capabilities that provide the opportunity to drive exponential value through integrated Data Integration and Data Analytics, reducing the friction between data producers and data consumers. This will result in faster time-to-value from data creation to business action, and will promote broader adoption and more data-driven decisions across the organization.

In summary, we are highly focused on the unique opportunity we have to offer our customers a fully integrated data integration and data analytics platform, helping them evolve from passive BI to our vision of Active Intelligence.

About Qlik®

Additional resources and information

Data and analytics are moving towards Active Intelligence
- Learn more about Active Intelligence
- Understand what's coming next in our roadmap
- Read more about how Qlik is driving third generation BI

Qlik offers several unique technologies combined in an end-to-end data and analytics platform
- Learn more about how Qlik is different
- Read the eBook on Qlik's approach to AI, and how to cut through the hype to real value
- Download The Associative Difference® data sheet

Qlik Sense is our next-generation, AI-powered analytics platform, supporting a full range of BI use cases
- Learn more about Qlik Sense
- Download the Qlik Sense data sheet

Qlik's modern Data Integration Platform seamlessly transforms data from raw to analytics-ready
- Learn more about our Data Integration products
- Download our Data Integration Platform 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 BI & Analytics Magic Quadrant for 10 years in a row
- Qlik ranked #1 in 11 categories in the 2021 BARC BI Survey
- Qlik (Attunity) is recognized in the Gartner Magic Quadrant for Data Integration

Over 50,000 customers in 100 countries depend on us to support their most important decisions.
- See our Customer Stories
- Visit Qlik Community

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

To learn more about all our products, and services, please visit qlik.com

To experience pre-built Qlik analytics apps in action, please visit demos.qlik.com/

To try Qlik Sense with your own data, register for an account at qlik.com/trygliksense.

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 polices please visit 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's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

Qlik Q ® LEAD WITH DATA™