DATA
WILL
BLOW
YOUR MIND

Qlik Q®

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AGENDA

- **2Foqus en Qlik**
- **Ontwikkelingen Qlik**
- **Qlik Product Keynote**

Ontwikkelingen Qlik

Analytics (QLIK© SENSE)

Machine Learning (bigsquid — Smarter Decisions. Faster.)

Geo Data (idevio)

Data Catalogus (DATA Catalyst)

Metadatabeheer (NodeGraph — A Qlik Company)

Databeheer (ATTUNITY)

Databeheer en transformaties (podium data — A Qlik Company)

Integratie platform (blendr.io)

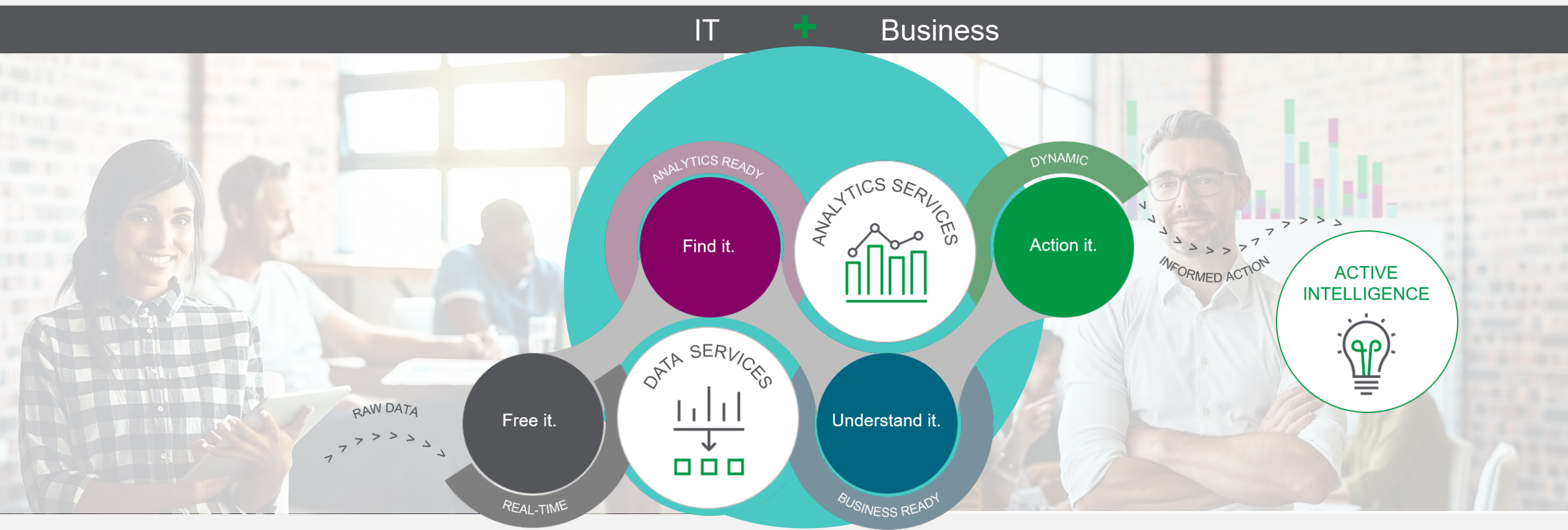2FOQUS DATA & ANALYTICS

Active Intelligence Drives Certainty

Real-time end-to-end analytics data pipeline

Qlik Cloud

Data Services

Hybrid Data Delivery

Data Warehouse Automation

Data Transformation

Application Automation

Analytics Services

Visualization & Dashboards

Augmented Analytics

Embedded Analytics

Alerting & Action

Foundational Services

Hybrid Cloud

Qlik Product
Keynote

2FOQUS
DATA & ANALYTICS

We Live in
an Uncertain
World

Qlik Q

2FOQUS
DATA & ANALYTICS

How We Respond Today Isn't Working
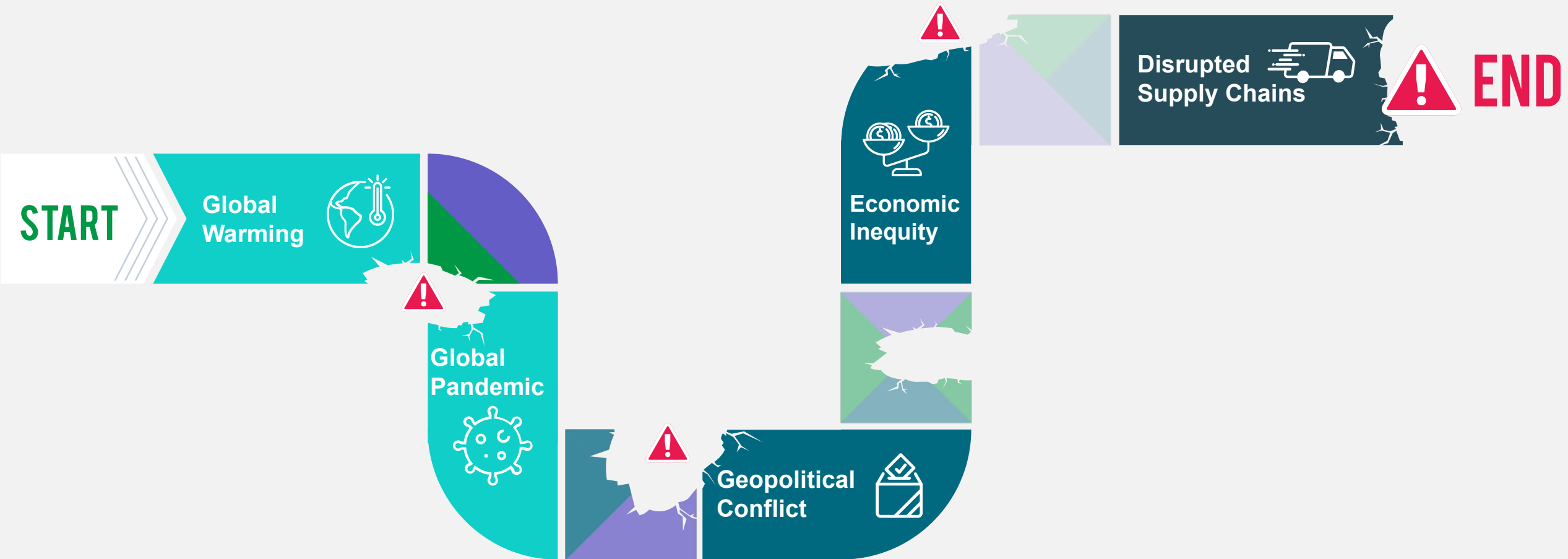
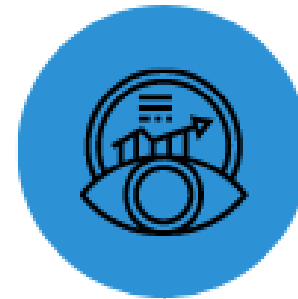# Benefits of data-driven decision making
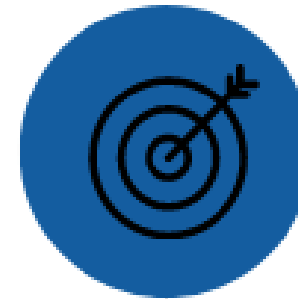
Valuable
Insights

Continual
Growth

Improved
Program
Outcomes

Optimised
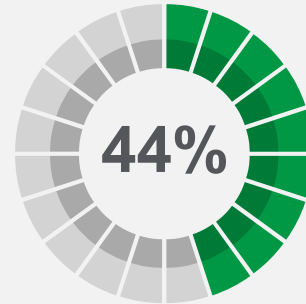Operations

Prediction
Of Future
Trends

Actionable
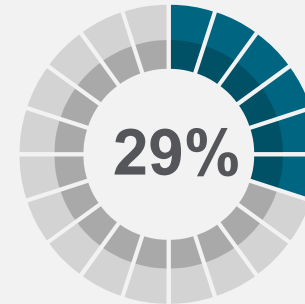Insights

Qlik Q

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DATA & ANALYTICS

Results Still Not Meeting Expectations
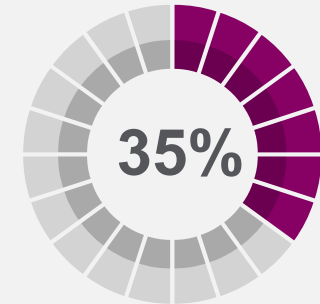
RESULTS

44%
of organizations have enough data available
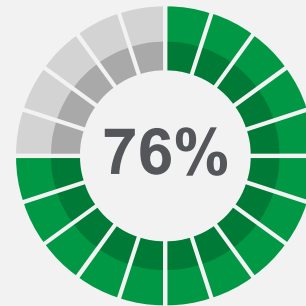for making decisions

29%
of executives achieve transformational
business outcomes

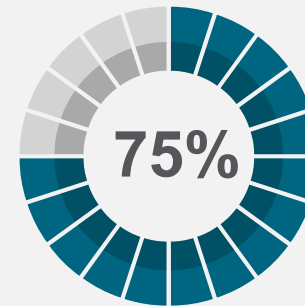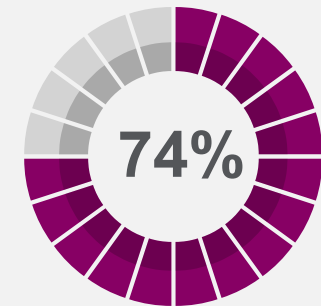**35%**
of executives see poor data literacy as
important roadblock
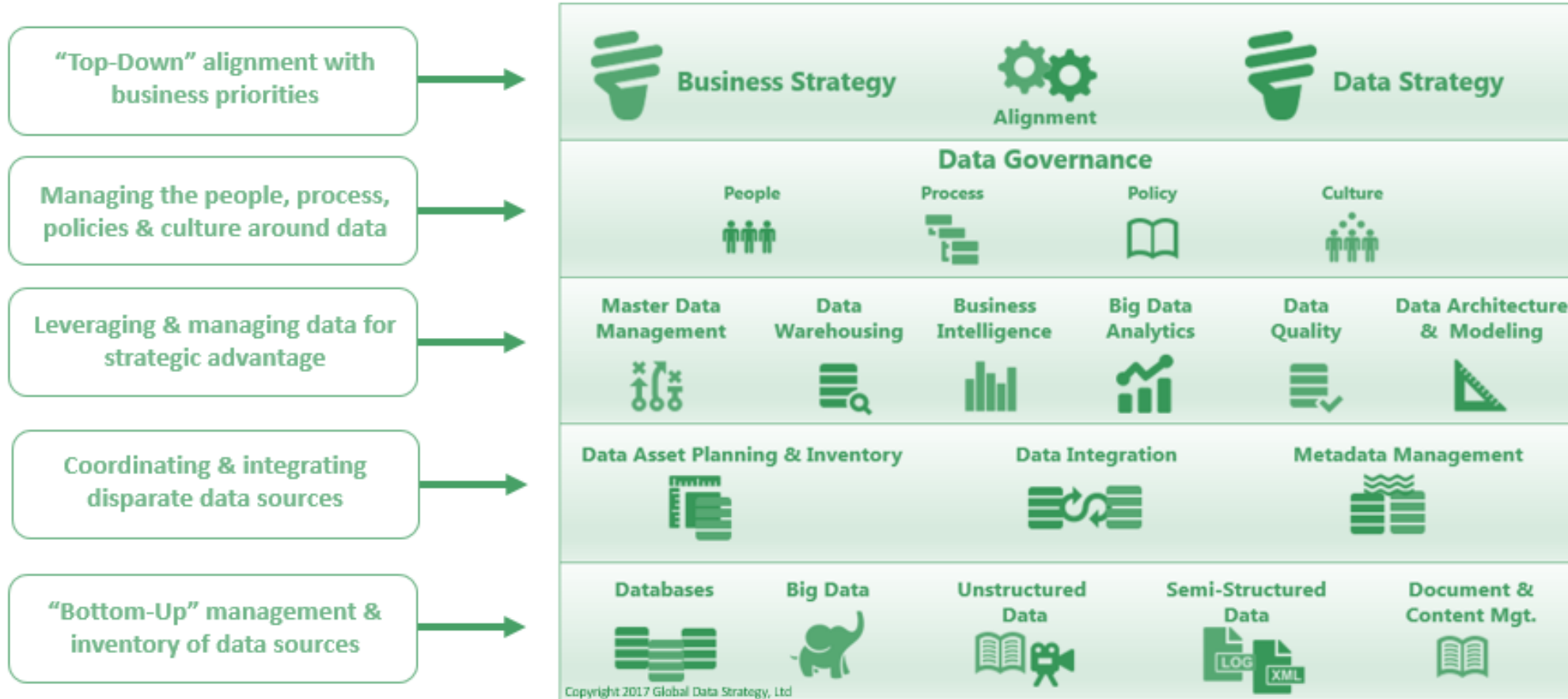
VALUE

76%
say operational efficiency improved

75%
say revenue increased

74%
say profit increased

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DATA & ANALYTICS

Design your data strategy

"Top-Down" alignment with business priorities

Managing the people, process, policies & culture around data

Leveraging & managing data for strategic advantage

Coordinating & integrating disparate data sources

"Bottom-Up" management & inventory of data sources

Business Strategy — Alignment — Data Strategy

Data Governance

People | Process | Policy | Culture

Master Data Management | Data Warehousing | Business Intelligence | Big Data Analytics | Data Quality | Data Architecture & Modeling

Data Asset Planning & Inventory | Data Integration | Metadata Management

Databases | Big Data | Unstructured Data | Semi-Structured Data | Document & Content Mgt.

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What's Behind the Delta?

Traditionally separate tools and domains

DATA INTEGRATION

BUSINESS INTELLIGENCE

Qlik Q

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DATA & ANALYTICS

Convergence Drives Business Value

Qlik has first mover advantage

IT

Business

DATA INTEGRATION

BUSINESS INTELLIGENCE

Business Value

Qlik

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DATA & ANALYTICS

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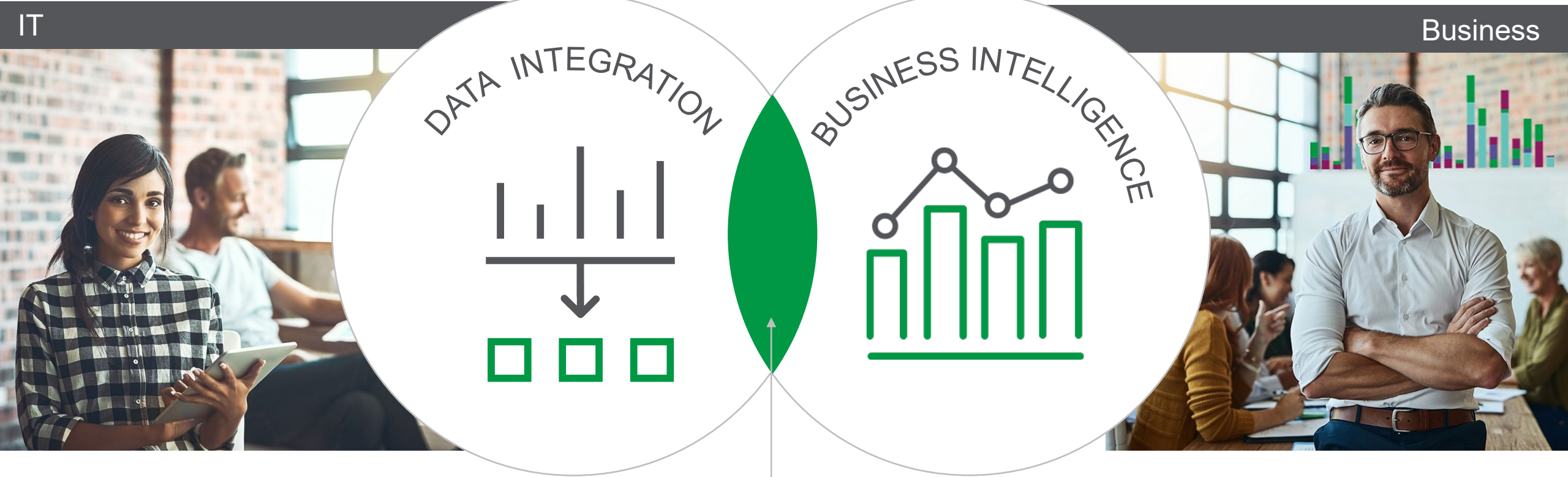
Qlik Active Intelligence Platform

Creating the analytics data pipeline

Qlik Cloud

Data Services

Hybrid Data Delivery	Data Warehouse Automation	Data Transformation	Application Automation

Analytics Services

Visualization & Dashboards	Augmented Analytics	Embedded Analytics	Alerting & Action

Foundational Services

Catalog & Lineage	Artificial Intelligence	Associative Engine

Orchestration	Governance & Security	Collaboration	Developer & API

Hybrid Cloud

Universal Connectivity

RDBMS	Data Warehouse	Data Lake	SAP	SaaS	Apps	Mainframe	Stream	Files JSON xml CSV

aws	Azure	Google Cloud	On-premises

Qlik Q

2FOQUS DATA & ANALYTICS

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Our Platform Sets Qlik Apart

Only Qlik Enables Active Intelligence

Qlik Q

Large Software Stack Vendors ✕

ALL REQUIRED FOR ACTIVE INTELLIGENCE

Visualization & Dashboards
Seeing your data

Data Integration
Real-time delivery

Catalog & Lineage
Governed business-ready data

Augmented Analytics
AI-powered analytics

Collaboration
Narrative and context for analytics

Embedded Analytics
At the point of decision

Application Automation
Trigger immediate action

Hybrid Cloud
Cloud flexibility and choice

Qlik Q

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DATA & ANALYTICS

Our Investments Drive More Value

Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	H2 2022
Cloud Data Services	Catalog Impact Analysis	Qlik Forts	Orchestration of Analytics Data Pipeline	Direct Query	HIPAA
Self-Service Reporting	FedRamp (In Process)	Catalog KPIs	Field-Based Lineage	AutoML on Qlik Cloud	Advanced Enterprise Reporting
Collaboration & Notes	SaaS Automation	SaaS Enterprise Reporting		Data Transformation Service	Qlik Marketplace
Mobile				iPaaS Data Gateway	
				FedRamp / TISAX	

Modern Analytics Data Pipeline

How it works

Ingest & Store
Real-Time
Updates from
Multiple Systems

DATA WAREHOUSE

RDBMS

FILES

SAAS

MAINFRAME

APPS

SAP

Raw Data

DATA INTEGRATION

Free it.

REAL-TIME

Qlik

2FOQUS
DATA & ANALYTICS

What's New

Cloud Data Services

Ingest & Store Real-Time Updates from Multiple Systems

Raw Data

DATA WAREHOUSE
RDBMS
FILES
SAAS
MAINFRAME
APPS
SAP

DATA INTEGRATION

Free it.

REAL-TIME

Data Services home
Show instructions

Understanding hybrid data delivery

On premise | Qlik Cloud Data Services | Qlik Cloud Data Analytics

Source data
Replicate task — Qlik Replicate server
Landing data asset — Cloud landed data
Storage (QVD) data asset — Analytics ready data
Data Analytics — Analytics data

Qlik Replicate server
Enterprise Manager resource — Qlik Cloud Data Services
Qlik Enterprise Manager

1. Associate Qlik Enterprise Manager with Qlik Cloud tenant by clicking Add new. More
2. Build a Replicate task using Qlik Enterprise Manager. More
3. Create a Landing data asset in Qlik Cloud Data Services and associate it with the Replicate task. More
4. Create a Storage (QVD) data asset that consumes the Landing data asset as its source. More

Control
Data

Hybrid Data Delivery

Automatically ingests, replicates and seamlessly move real-time data, whether on-premise or across private and vendor cloud services.

AVAILABLE NOW

What's New

Cloud Data Services

Ingest & Store Real-Time Updates from Multiple Systems

DATA WAREHOUSE

RDBMS · FILES

SAAS · MAINFRAME

APPS · SAP

Raw Data

DATA INTEGRATION

Free it.

REAL-TIME
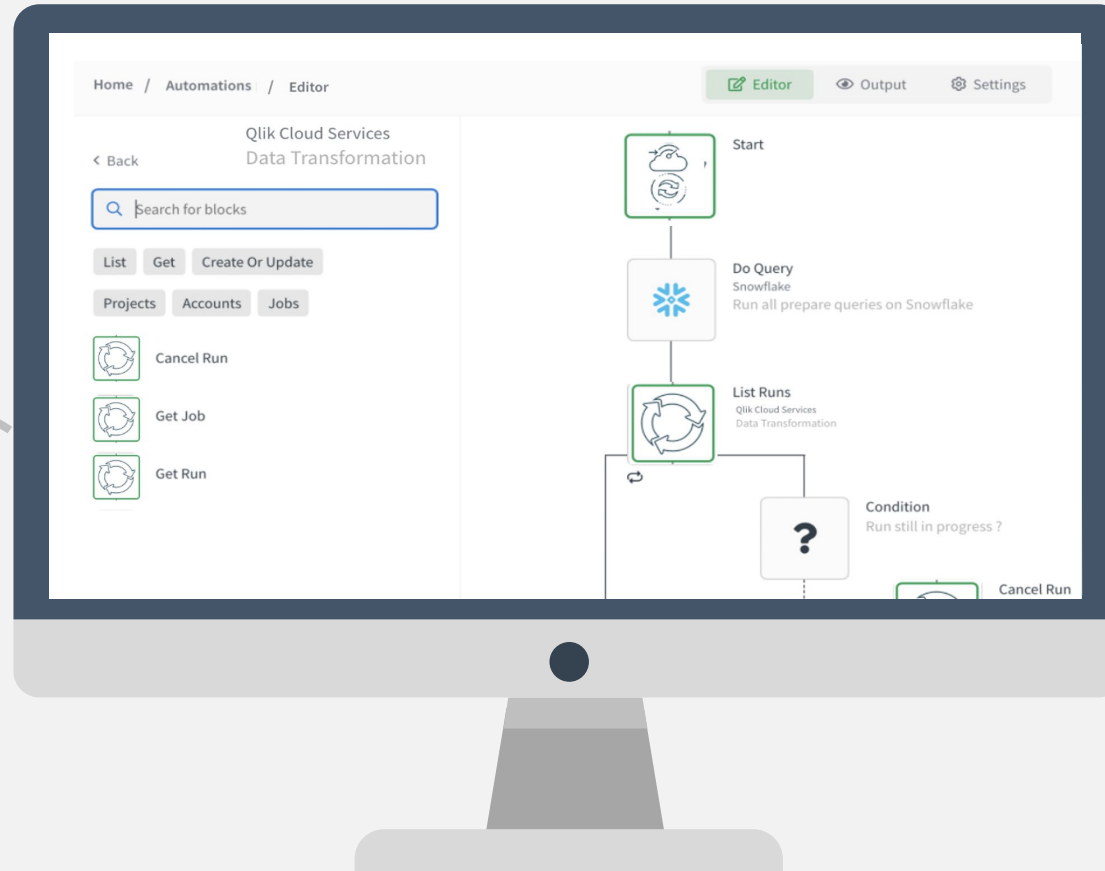
Data Transformation

Converts, consolidates and standardizes data from heterogeneous formats or structures before moving it into the required target.

COMING SOON

Modern Analytics Data Pipeline

How it works

ANALYTICS READY

Find it.

DATA MANAGEMENT

Ingest & Store
Real-Time
Updates from
Multiple Systems

DATA WAREHOUSE

RDBMS

FILES

SAAS

MAINFRAME

APPS

SAP

**Raw
Data**

DATA INTEGRATION

Free it.

REAL-TIME

**Organize &
Synthesize
via Catalog**

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DATA & ANALYTICS
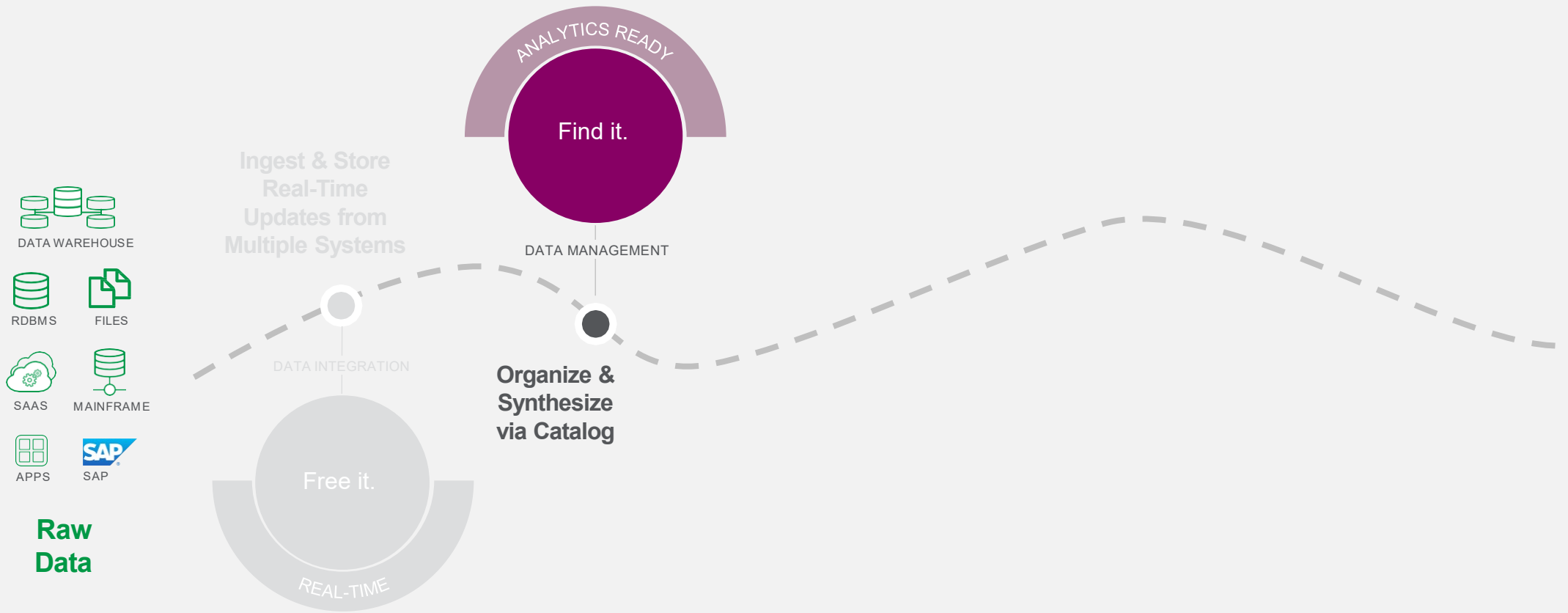
What's New

Catalog and Lineage

ANALYTICS READY

Find it.

DATA MANAGEMENT

Ingest & Store
Real-Time
Updates from
Multiple Systems

DATA WAREHOUSE

RDBMS   FILES

SAAS   MAINFRAME

APPS   SAP

Raw Data

DATA INTEGRATION

Organize &
Synthesize
via Catalog

Free it.

REAL-TIME

Catalog & Lineage

Provides secure, on-demand access to data with information on data origin and change history.

AVAILABLE NOW

Modern Analytics Data Pipeline

How it works

ANALYTICS READY

Find it.

Ingest & Store
Real-Time
Updates from
Multiple Systems

DATA MANAGEMENT

**Descriptive,
Prescriptive &
Predictive
Analytics**

**Insights &
Outputs**

DATA WAREHOUSE

RDBMS   FILES

ANALYTICS
AI/ML
DATA LITERACY

DATA INTEGRATION

SAAS   MAINFRAME

Organize &
Synthesize
via Catalog

APPS   SAP

Free it.

Understand it.

**Raw
Data**

REAL-TIME

BUSINESS READY

Qlik Q

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DATA & ANALYTICS

What's New

AutoML

Automated ML

Easily generates machine learning models, makes predictions, and tests business scenarios.

AVAILABLE NOW

Find it.

ANALYTICS READY

Ingest & Store

Insights & Outputs

Descriptive, Prescriptive & Predictive Analytics

ANALYTICS
AI/ML
DATA LITERACY

Understand it.

BUSINESS READY

What's New

Reporting Services

Reporting

Enables creation, management and distribution of reports. Allows monitoring of data within analytics app.

AVAILABLE NOW

Find it.

ANALYTICS READY

Descriptive, Prescriptive & Predictive Analytics

Insights & Outputs

ANALYTICS
AI/ML
DATA LITERACY
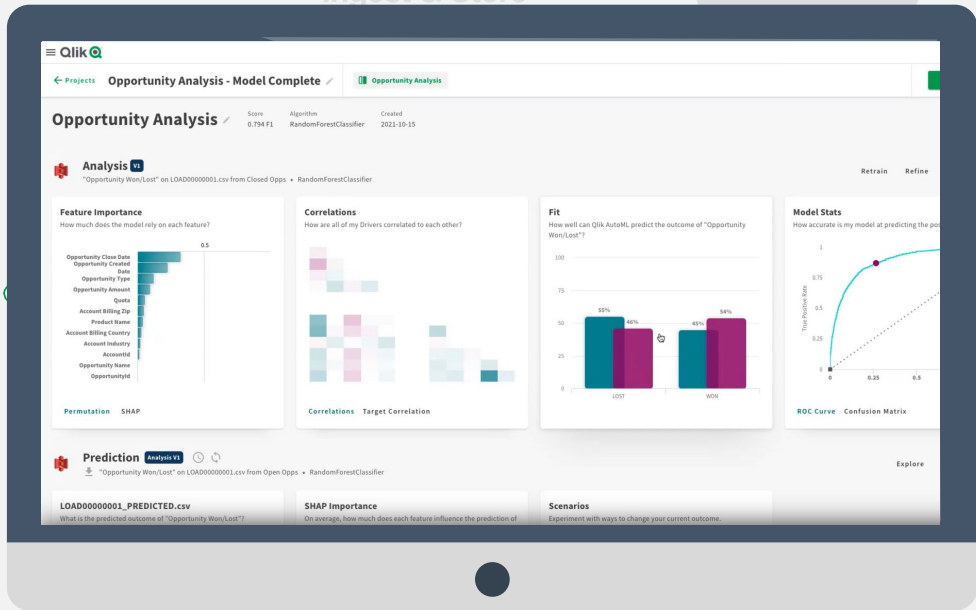
Understand it.

BUSINESS READY

Qlik
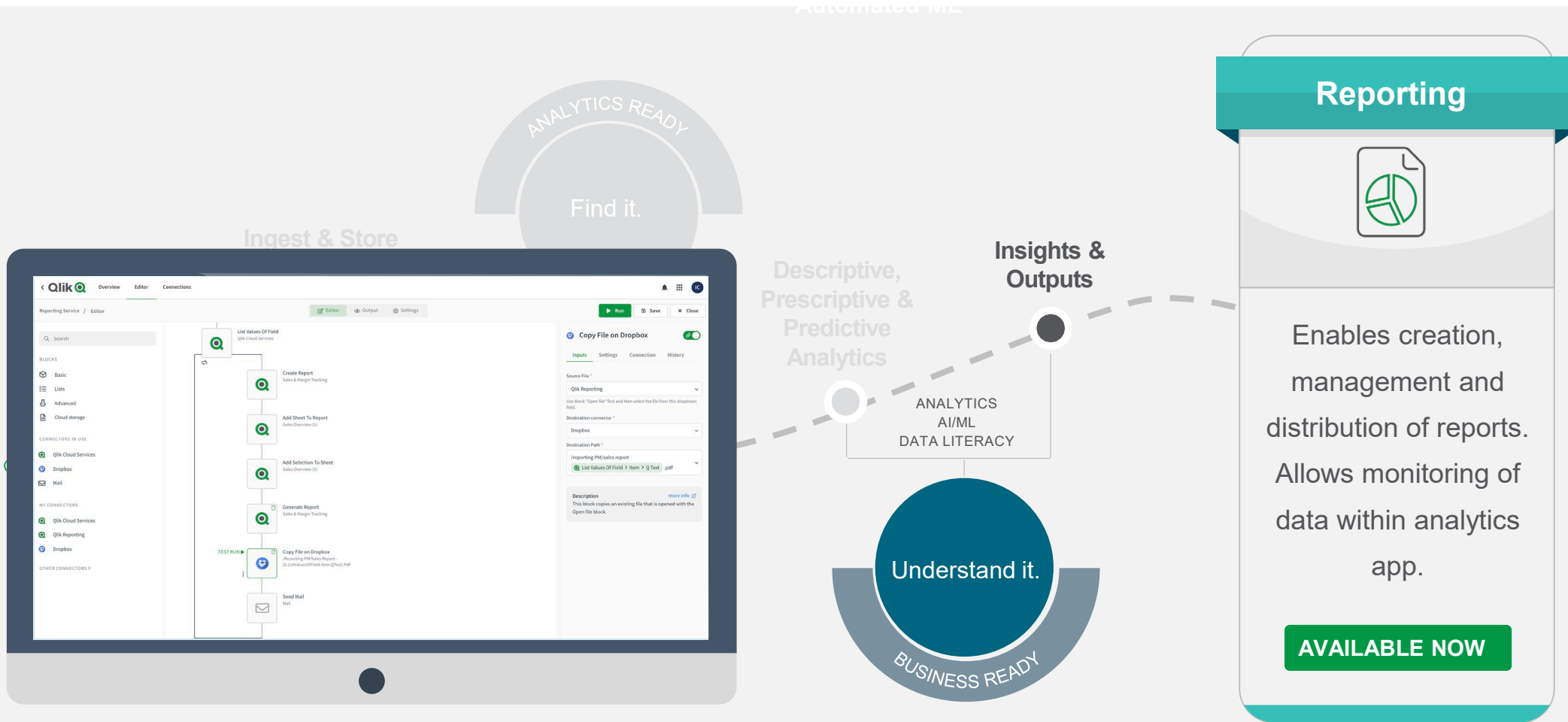
What's New

Direct Query

Modern Analytics Data Pipeline

How it works

What's New

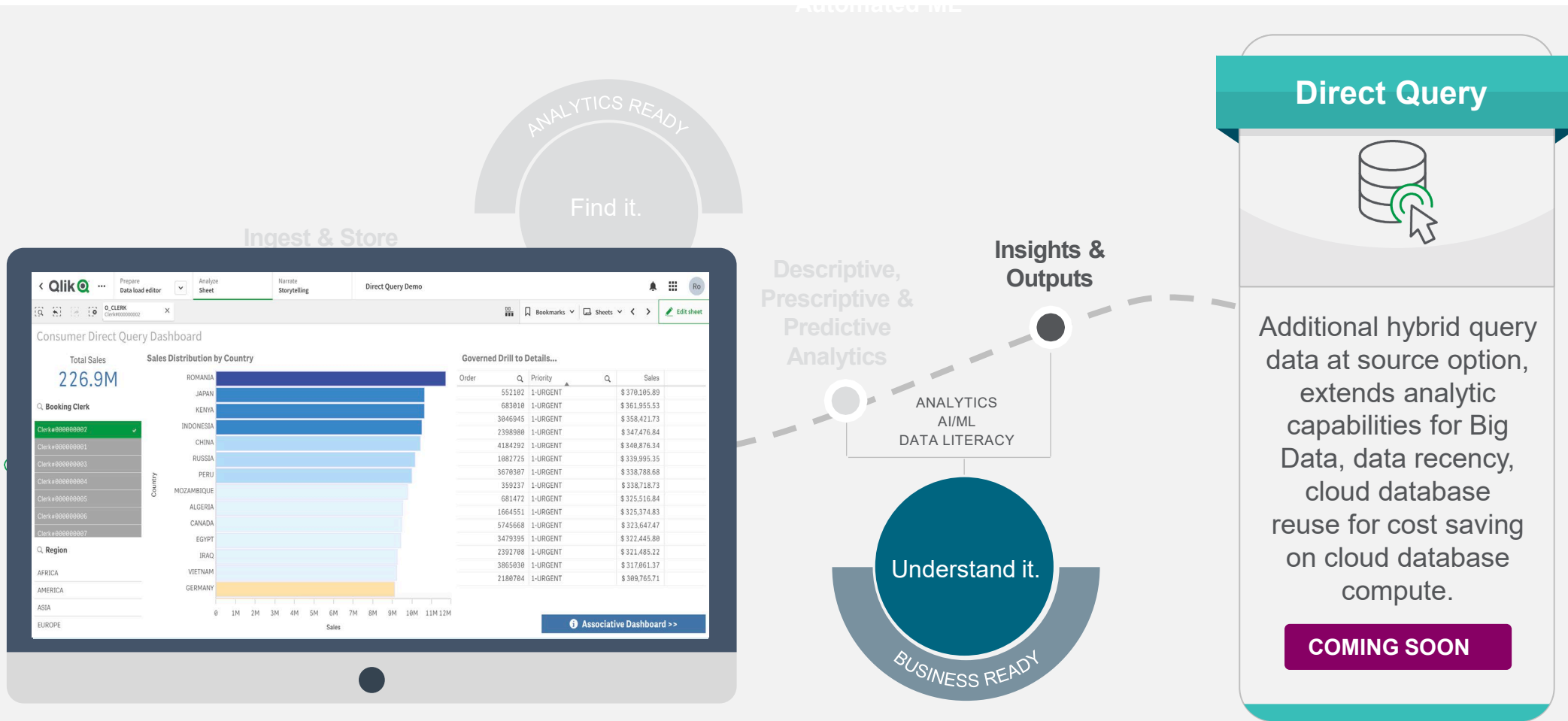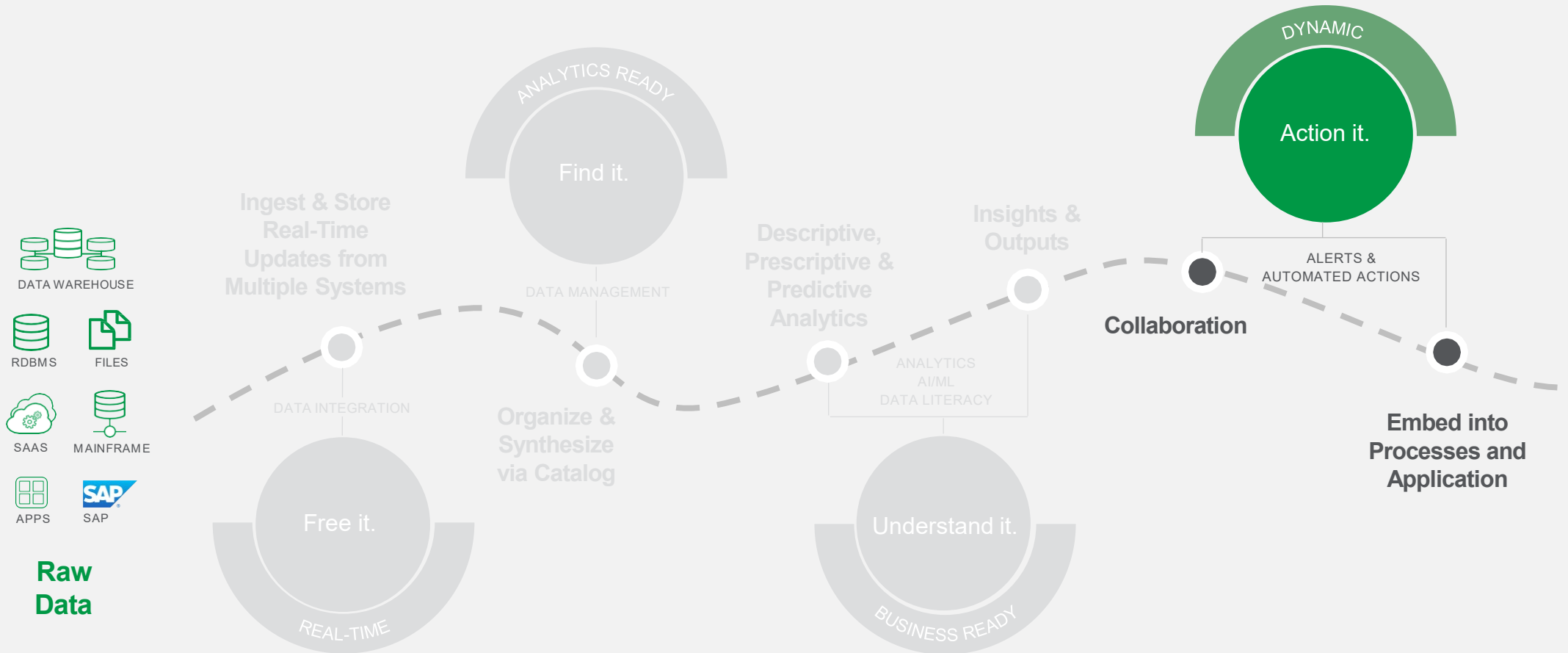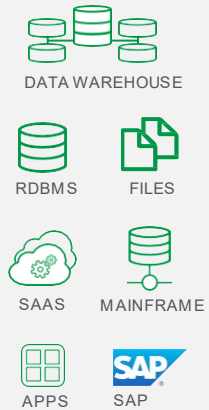## Application Automation
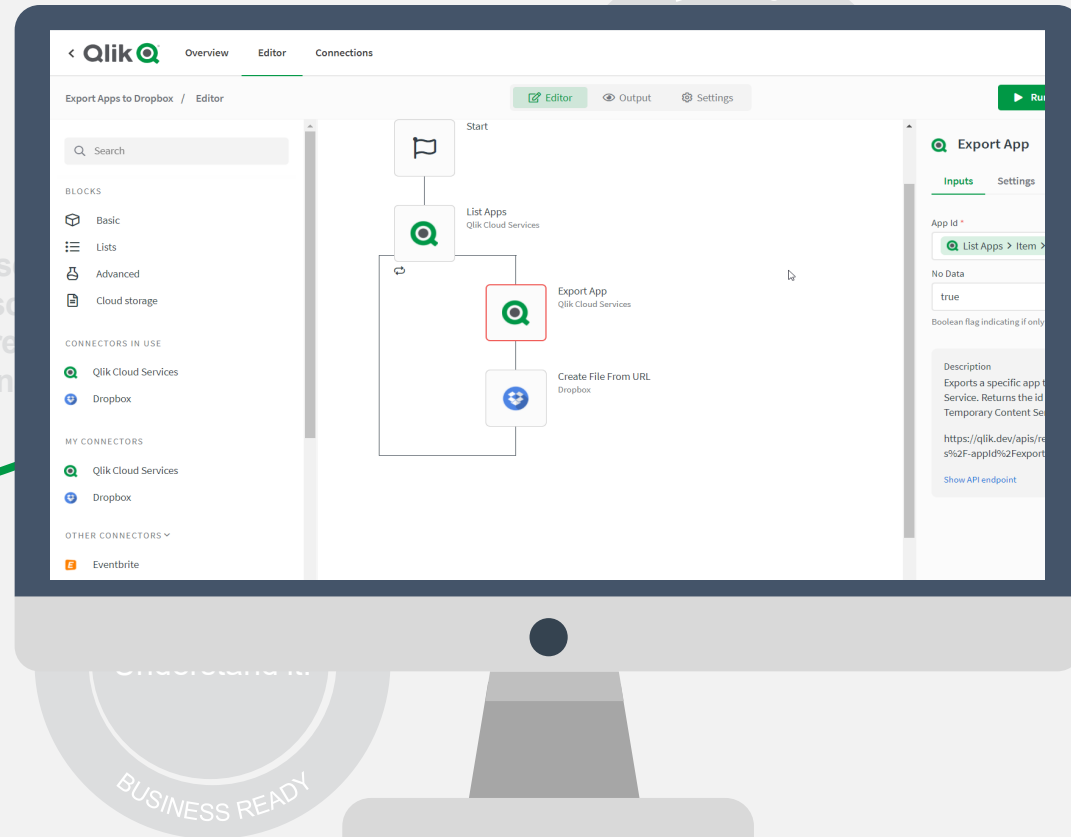

Application Automation

Automates data workflows with no-code visual interface that span market-leading SaaS applications and Qlik Cloud to drive immediate actions based on new insights.

AVAILABLE NOW

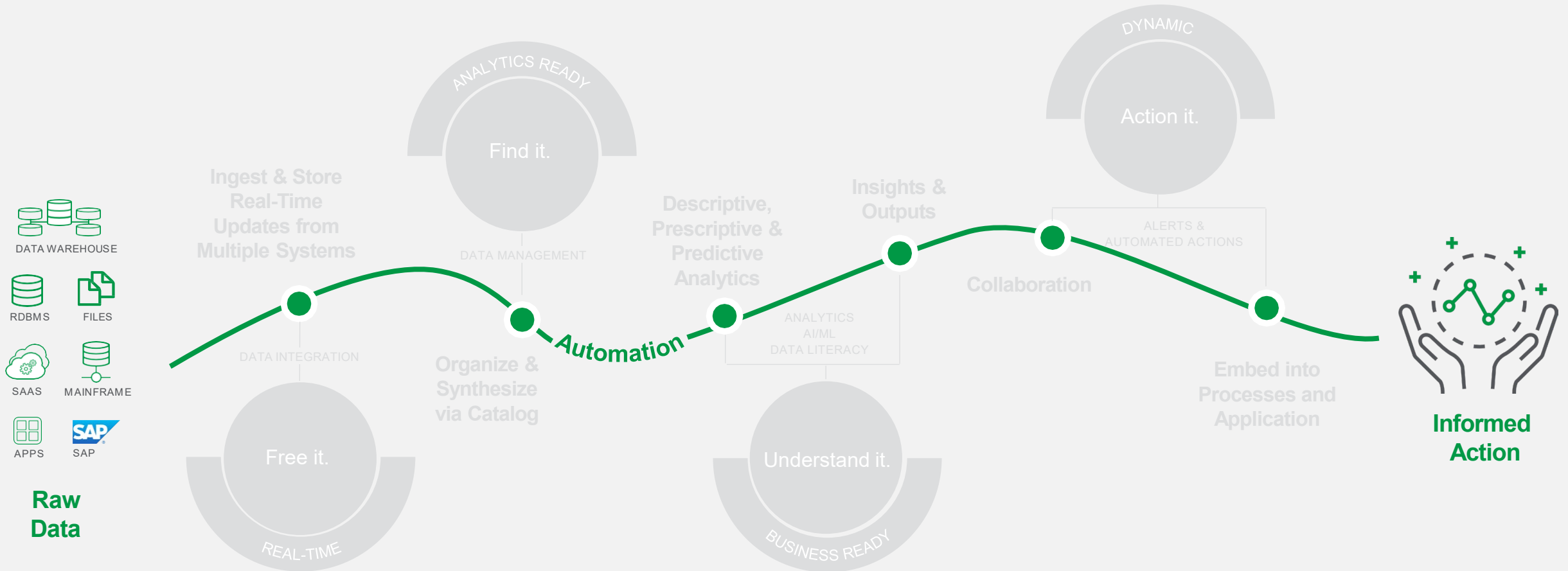DATA WAREHOUSE

RDBMS   FILES

SAAS   MAINFRAME

APPS   SAP

Raw Data

Find it.

Automation

Informed Action

Modern Analytics Data Pipeline

How it works

What's New

Marketplace

Marketplace

Enabling an ecosystem of value-added capabilities, content and solutions available directly in Qlik Cloud.

COMING SOON

DATA WAREHOUSE

RDBMS   FILES

SAAS   MAINFRAME

APPS   SAP

Raw Data

Find it.

Automation

Informed Action

Qlik

Popular Apps

Next steps in the data jungle

Maturity model

ANALYSIS

Visualization

Why did it happen?

REPORTING

Query & Reporting

What happened?

MONITORING

Dashboards & Scorecards

What's happening now?

PREDICTION

Predictive Analytics

What might happen?

1

2

3

4

— = Timeline

— = Data Quality

Qlik Q

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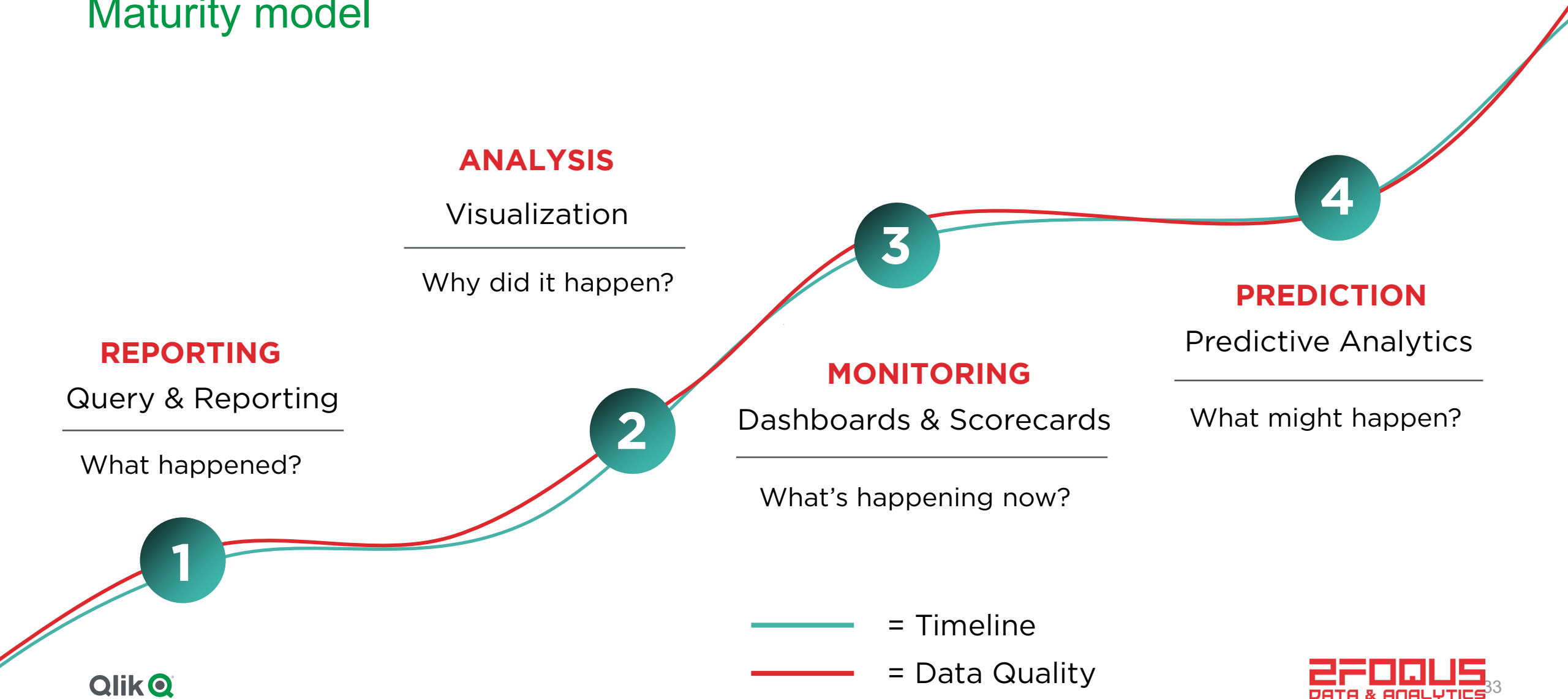
Your partner

If you have a problem, if no one else can help, and if you can find them, maybe you can hire... the A-Team

**Robbie Schouwenaars
Account manager**

**Rob Reints
Account Manager**

**Michiel Hofsteenge
Technisch specialist**

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VOLGENDE WORKSHOPS:

- **TIMEXTENDER**
  THE NEXT STEP IN DATA INSIGHTS ▶ **Jungle Restaurant**

- **QlikQ**
  PRODUCT & DEMO ▶ **Yasuni**

- **DATA LITERACY**
  HOW TO NOT GET LOST
  IN THE JUNGLE OF DATA ▶ **Jungle Lodge**