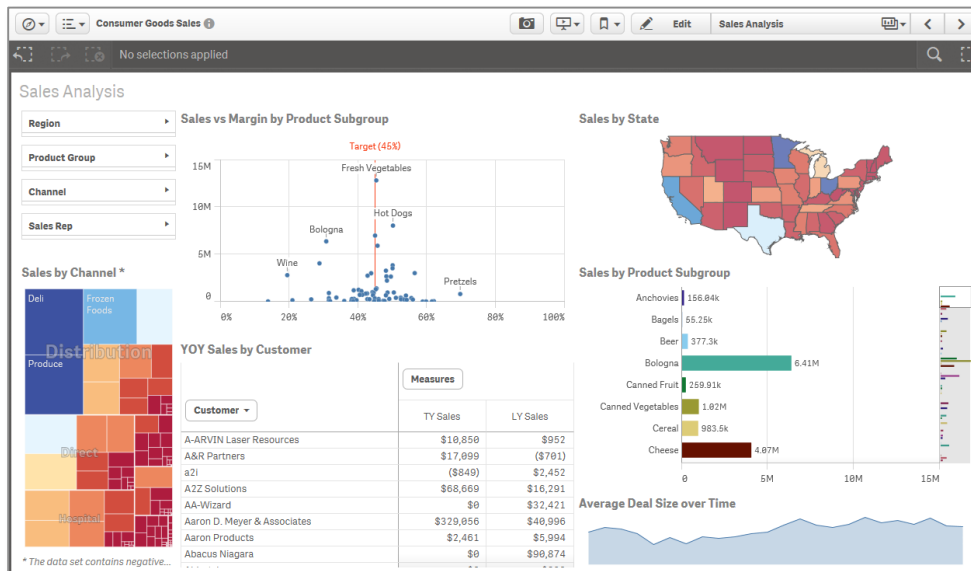# Qlik Sense® Enterprise

See the whole story that lives within your data

Qlik Sense is a next-generation visual analytics platform that empowers everyone to see the whole story that lives within their data. It supports a full spectrum of BI use cases, including self-service visualization for everyone, centrally deployed guided analytics apps and dashboards, embedded analytics, and reporting, all within a governed framework that offers enterprise scalability and trust for IT.

Built on the QIX Associative Data Indexing engine, Qlik Sense allows people to probe all the possible associations that exist in their data, across all their data sources, to see the whole story instead of just the partial views offered by query-based or hierarchical tools. Qlik Sense takes analytics to a new level of power and flexibility, so that everyone in your business is more informed and capable of acting and reacting faster.

A true visual analytics platform

We built Qlik Sense to deliver broad value to everyone in an organization, whether working individually, in teams, or globally. With Qlik Sense, users of all types and skill levels get the most flexible, modern solution for visual analytics. And, IT organizations no longer have to trade off governance to provide self-service flexibility. Whether simply consuming, exploring and analyzing, creating, or collaborating, Qlik Sense provides advanced capabilities that delight and empower everyone.

Self-service visualization and discovery

Qlik Sense® offers a cutting-edge visualization and discovery experience in a smart, responsive, HTML5 client that allows people to quickly explore information and gain critical insights. Qlik Sense is built to promote the use of human intuition in all areas of the user experience.

Associative Model

Exploration in Qlik Sense is unmatched. People can freely ask questions and probe associations in their data using simple, natural interactions such as selection and search. The QIX engine instantly responds after each click, recalculating all analytics and highlighting data relationships through easy-to-understand color cues. This empowers people to follow their own paths to insight, uncovering blind spots that would have been overlooked in query-based tools.
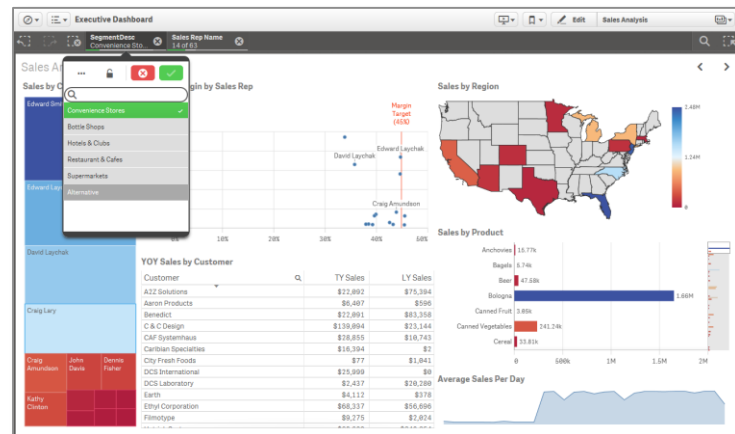
Smart Search in Qlik Sense is unlike any other business intelligence solution. It allows people to search the entire data set using keywords to uncover insights and relationships. Qlik Sense not only reveals matching dimensions, but also the relationships that exist between dimension values across all sources, ranking the results by strength of association. This provides immediate insight, regardless of where information is located.
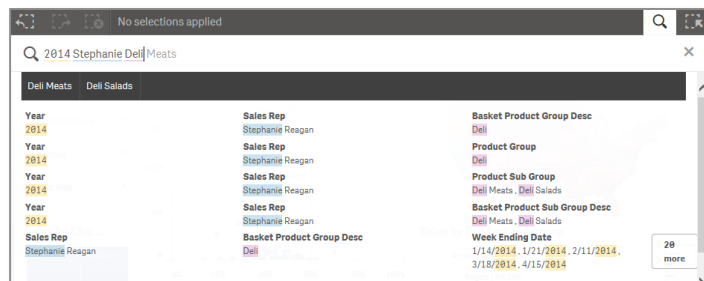
Smart Visualizations

Smart Visualizations in Qlik Sense® offer new, innovative techniques for conveying meaning in data. They feature advanced summarization and compression techniques, intelligent use of color gradients, and responsive design that adapts information based on screen size. And because visualizations are automatically integrated with the QIX engine, they are fully interactive and respond to changes in context from anywhere in the app.

Self-service creation

With Qlik Sense, everyone becomes a business analyst. People no longer have to wait for reports or changes to analysis. They can simply drag and drop to create — without having to wire objects together or write complex SQL queries. Creation in Qlik Sense is progressive; users only get the level of sophistication they want and need. And governed, centralized libraries of data, metrics, and objects facilitate sharing and re-use and promote consistency and accuracy.
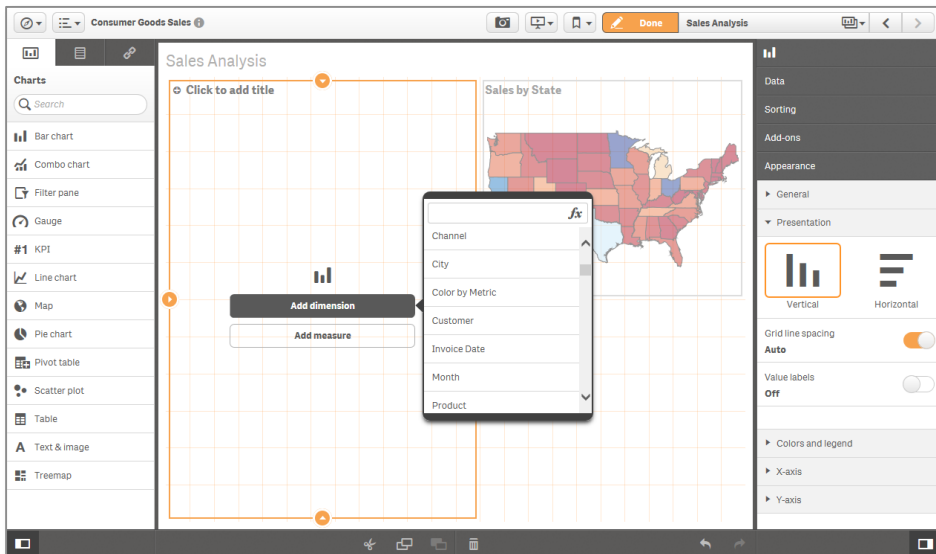
Sharing of knowledge and insights

Qlik Sense® is built for people and place, allowing users to share analyses and insights, communicate more effectively, and work collaboratively in both office and mobile settings.

Centralized sharing and collaboration

Groups and teams can easily collaborate in Qlik Sense to make better decisions. A centralized information hub offers streams of content for different topic areas or workgroups, allowing people to locate valuable content or share relevant analyses for others to use in an organized manner. With streams, IT can control and govern content, ensuring the right people have access to the right content.

Data Storytelling and reporting

Interactive Data Storytelling allows people to use analytics to create and present guided stories, rich with narrative and graphics, to communicate insights and facilitate discussion. Direct, in-context access to live analysis allows for immediate answers to follow-up questions that arise, reducing delays in decision making. And, analytics and sheets can be exported to .PDF and other formats for sharing insights broadly outside of Qlik Sense.
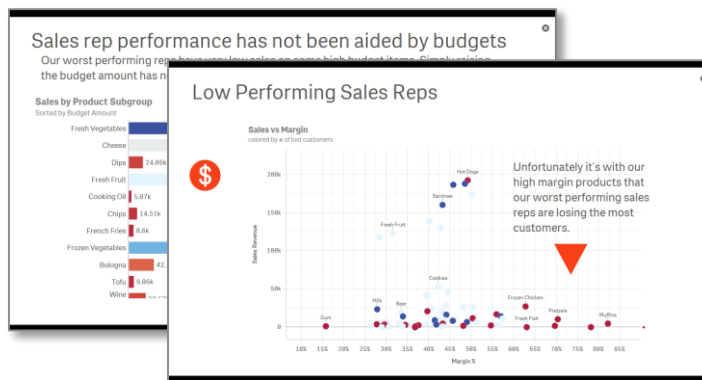
Anywhere, anytime mobility

Qlik Sense is inherently mobile, built from the ground up for location and device independence. Users get full capabilities on any device, including exploration, analysis, creation, and collaboration. A unified, touch-based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device. With Qlik Sense, people can instantly solve problems anywhere, anytime they arise, and developers don't need to worry about customizing content for mobile devices.
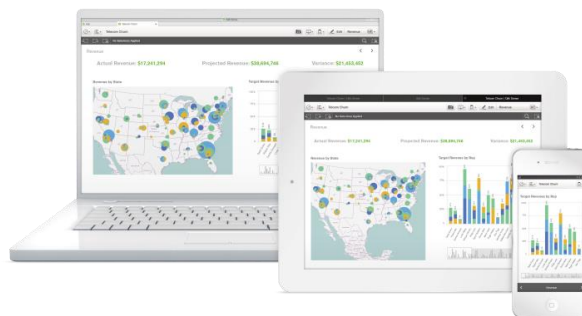
A platform for the entire enterprise

With Qlik Sense®, organizations benefit from developer and enterprise capabilities not seen in standalone visualization tools. This allows them to offer the flexibility of self-service discovery to their users without having to sacrifice management, governance, security, or scalability.

Embedded analytics, custom apps, and extensions

Qlik Sense can be fully customized to meet unique business needs. It offers a complete set of open and standard APIs for building custom guided analytics apps, embedding visualizations into operational apps, and extending the functionality of Qlik Sense for new types of visualizations and objects to meet specialized business requirements. These capabilities can be utilized by developers with standard technology skill sets such as HTML5, JavaScript, and .NET.

Robust data integration

Qlik Sense offers a robust set of data integration capabilities, allowing organizations to cleanse, transform, and unify multiple disparate data sources without requiring external tools or data repositories. Qlik Sense can connect to and integrate virtually any data source, including spreadsheets, databases, operational systems, ERP, and web sources. With Smart Data Load, Qlik Sense automatically profiles data across sources and suggests associations, allowing anyone to combine and load disparate data sets without needing specialized skills. Qlik® DataMarket offers a wide library of external data sets, provided as a service, for easy integration into analyses. And with Direct Discovery, resident big data sources such as Hadoop, Teradata, and Cloudera can be integrated without requiring data to be loaded into memory.


Enterprise-class governance

The Qlik Management Console (QMC) offers a central point of management and monitoring for all areas of Qlik Sense, including multi-geography deployments. The QMC provides a large set of configuration options for content and resources that drive quicker deployments, efficient and flexible license management, and proper use of applications, objects, and data. It's web based, responsive, and touch enabled for access on any device.
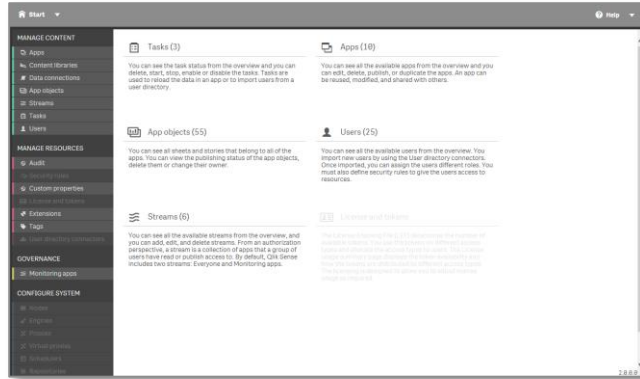
Qlik Sense® offers a centralized, flexible rules-based security model that provides customized, robust protection for all areas of the product. Administrators can define security rules based on users, actions, resources, and the environment, for all areas of the product. Governed, centralized libraries help to ensure consistency and accuracy of data and analytics across the organization. And dynamic data reduction provides granular control over information access down to the row and column level.

Qlik Sense is built using an elastic scaling architecture that allows for seamless deployment and expansion across geographies. It includes a Deployment Management Console that allows for rapid setup and management of local and cloud environments to support greater capacity and performance. And with the QIX engine at its core, Qlik Sense scales to high numbers of concurrent users and large data sets, offering industry-leading, high-speed dynamic calculation and performance.
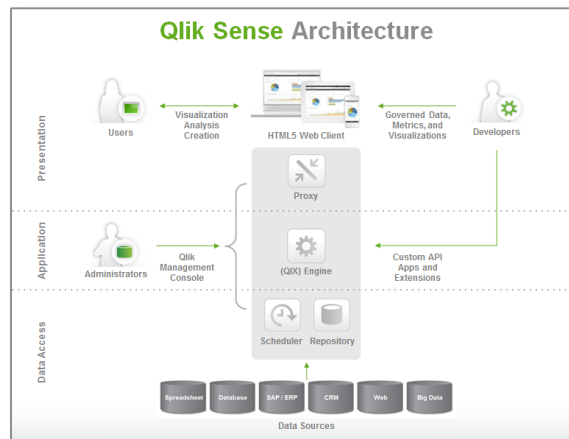
About Qlik®

Qlik (NASDAQ: QLIK) is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Approximately 36,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1,700 partners covering more than 100 countries.