

Qlik's Evolution & The Global Analytics Metamorphosis

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LIVE EVENTS

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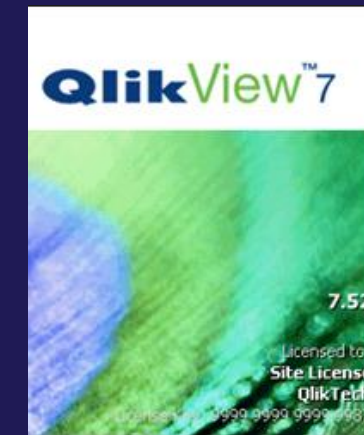
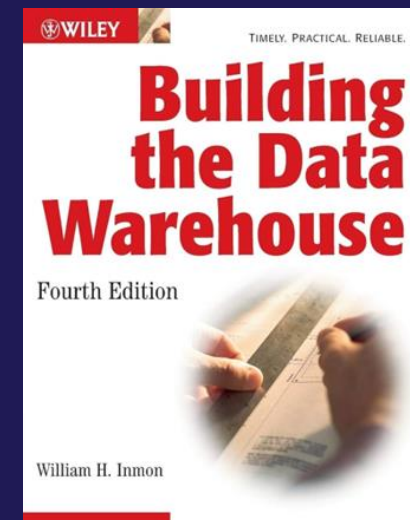
Qlik Q
LEAD WITH DATA

Qlik CUSTOMER DAY 2023

 OCTOBER 18 VILNIUS
10:00 - 16:00

 OCTOBER 19 RIGA
10:00 - 16:00

The Global Analytics Metamorphosis



1980s

1990s

2000ss

2005

2010s

2015

2020s

The Genesis of Data Warehousing

A Period of Pioneering Thought

Challenges in Data Management

Rise of Data Discovery

Big Data era

Cloud-native Data Warehouses

The Cloud Shift

Rise of relational databases began

Bill Inmon, dubbed the Father of Data Warehousing, championed the principles of Data Warehousing.

Relational DBMS set the foundation for Data Warehousing.

Users had to master SQL - tools like BusinessObjects and Cognos emerged.

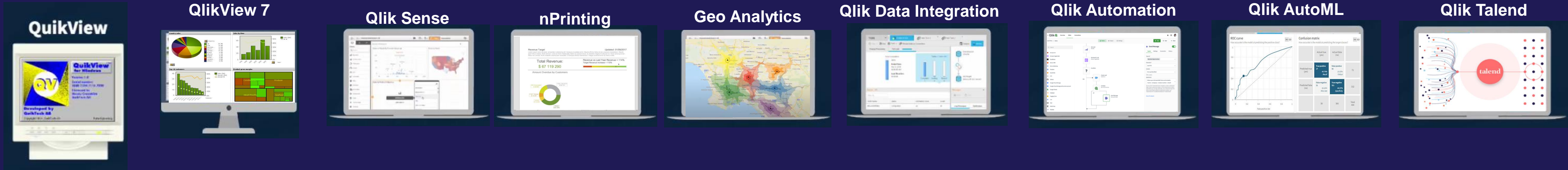
Qlik revolutionized data analytics with its pioneering Data Discovery and In-Memory Analytics.

Hadoop launched the Big Data era, providing unprecedented scalability, but also required specialized knowledge.

Solutions like Snowflake emerged, which offered the scalability of the cloud without the infrastructure overhead.

As database vendors migrated to the cloud for enhanced scalability, cloud-native platforms such as Snowflake and Databricks stood out for their exceptional data storage efficiency.

Qlik's Evolution



1993
Qlik 1.0 QuikView is released


2004
The 64-bit architecture propelled Qlik into the enterprise market space

2014
Qlik Sense, modern analytics for interactive data exploration and self-service

2015
Acquired Vizubi and its NPrinting product

2017
Acquires  enhancing Qlik's capabilities in Geo Analytics

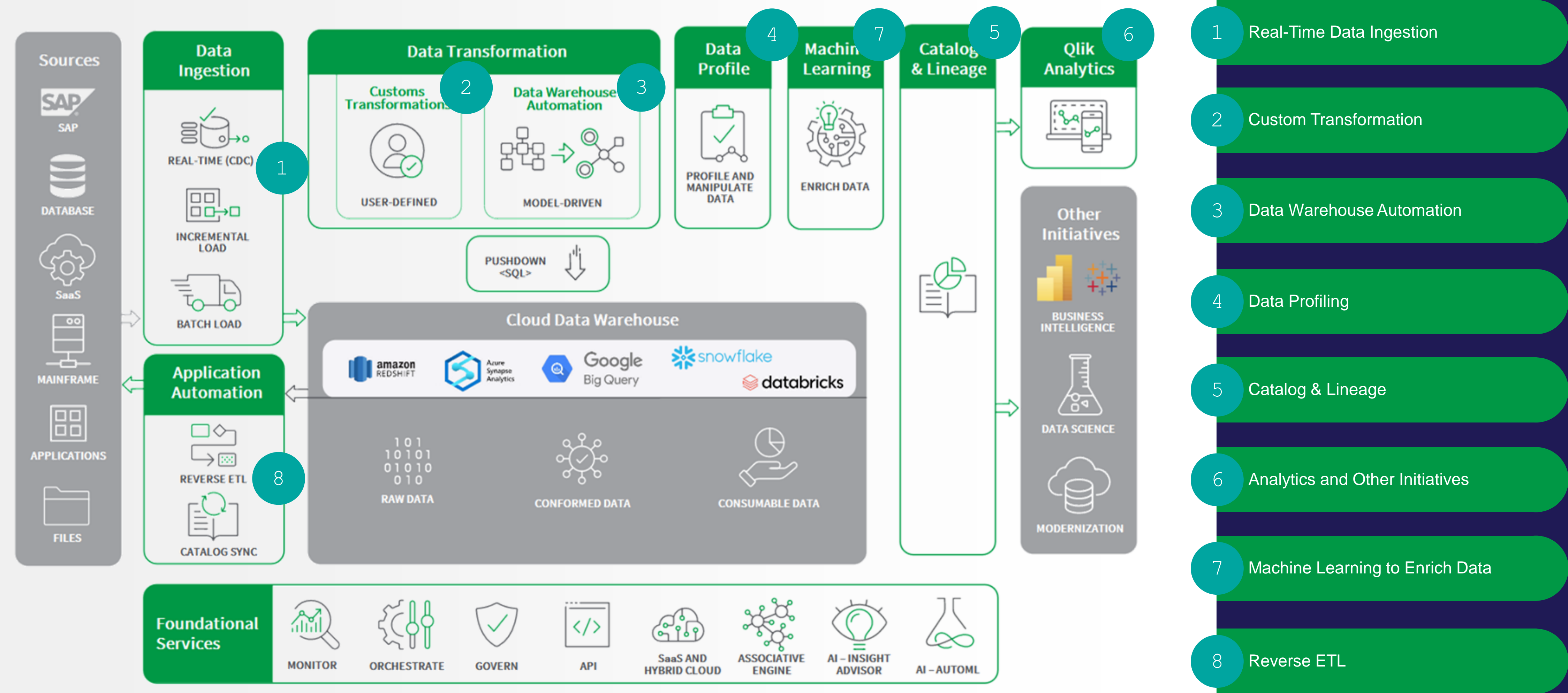
2019
Acquires  data integration giant for \$560M

2020
Qlik Sense Cloud released
Acquires  real-time collaboration
 application automation

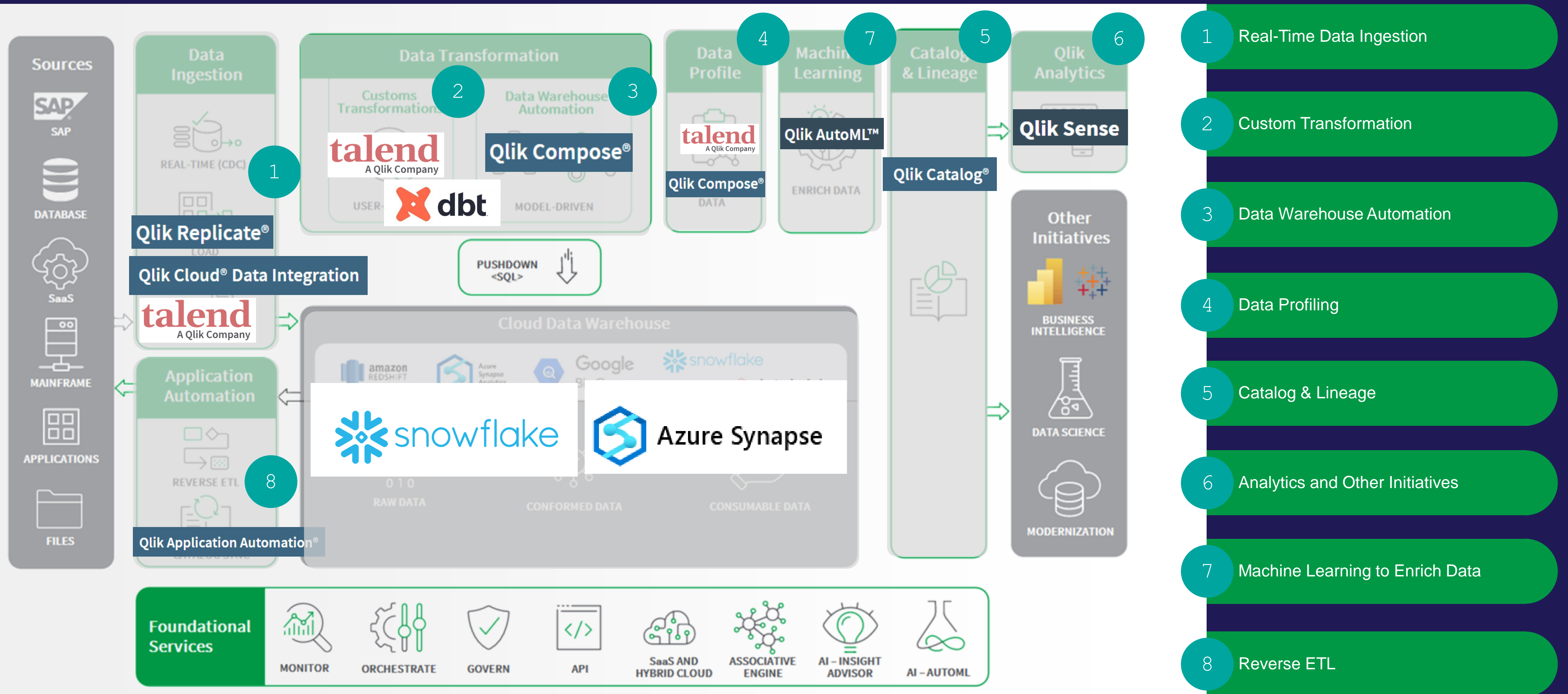
2021
Acquires  automated machine learning
 data lineage and metadata management

2023
Qlik Cloud Data Integration released
Acquires  for \$2.4 B, to complete data integration and management portfolio

Deciphering Qlik: ant tying the knots



Tying the knots: Infotrust and Qlik



- 1 Real-Time Data Ingestion
- 2 Custom Transformation
- 3 Data Warehouse Automation
- 4 Data Profiling
- 5 Catalog & Lineage
- 6 Analytics and Other Initiatives
- 7 Machine Learning to Enrich Data
- 8 Reverse ETL

Thank you!

Questions:

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