Leveraging the new Qlik Platform to create **new** value and insights
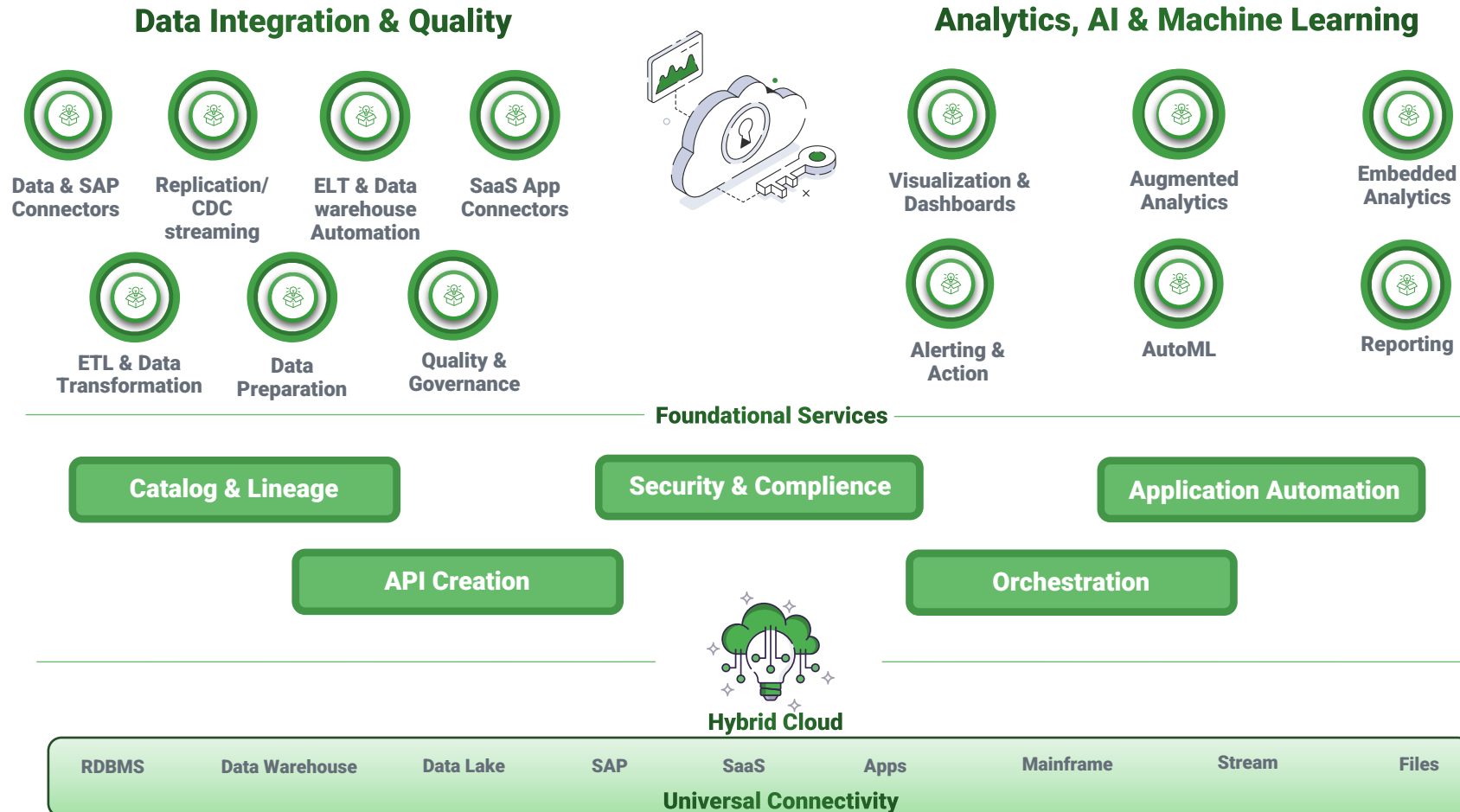
From On-Premise to Qlik Cloud: What Our Customers Have Learned

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What is the Qlik Platform?

Just like a typical solution stack, the power of Qlik's platform can be seen as a component(s) that can support endless use cases

Data Integration & Quality

Data & SAP Connectors

Replication/ CDC streaming

ELT & Data warehouse Automation

SaaS App Connectors

ETL & Data Transformation

Data Preparation

Quality & Governance

Analytics, AI & Machine Learning

Visualization & Dashboards

Augmented Analytics

Embedded Analytics

Alerting & Action

AutoML

Reporting

### Utilizing all parts of the Qlik Platform.

Looking at the feature-set that Qlik has, its crucial to see each feature not only as a part of the platform, but more importantly see the platform as wealth of components that can be leveraged as tools to construct complex workflows and use cases. Taking every action possible inside of Qlik and applying it towards your entire IT infrastructure.

Foundational Services

Catalog & Lineage

Security & Complience

Application Automation

API Creation

Orchestration

Hybrid Cloud

| RDBMS | Data Warehouse | Data Lake | SAP | SaaS | Apps | Mainframe | Stream | Files |

Universal Connectivity

Qlik

Using the Qlik Platform

Utilizing both Qlik Cloud features and the accompanying API's, create a library of functions to call upon and integrate with

ALL **features** can be used independently. Utilizing the **API's + QAA is where the magic happens.**

Understanding that features integrated in the platform are just a part of the potential. Having everything available via API's, together with power and ease of use of Application Automation, allows us to think in much broader terms. Integrating towards other systems, automating workflows, and extending the functionality of Qlik many times over.
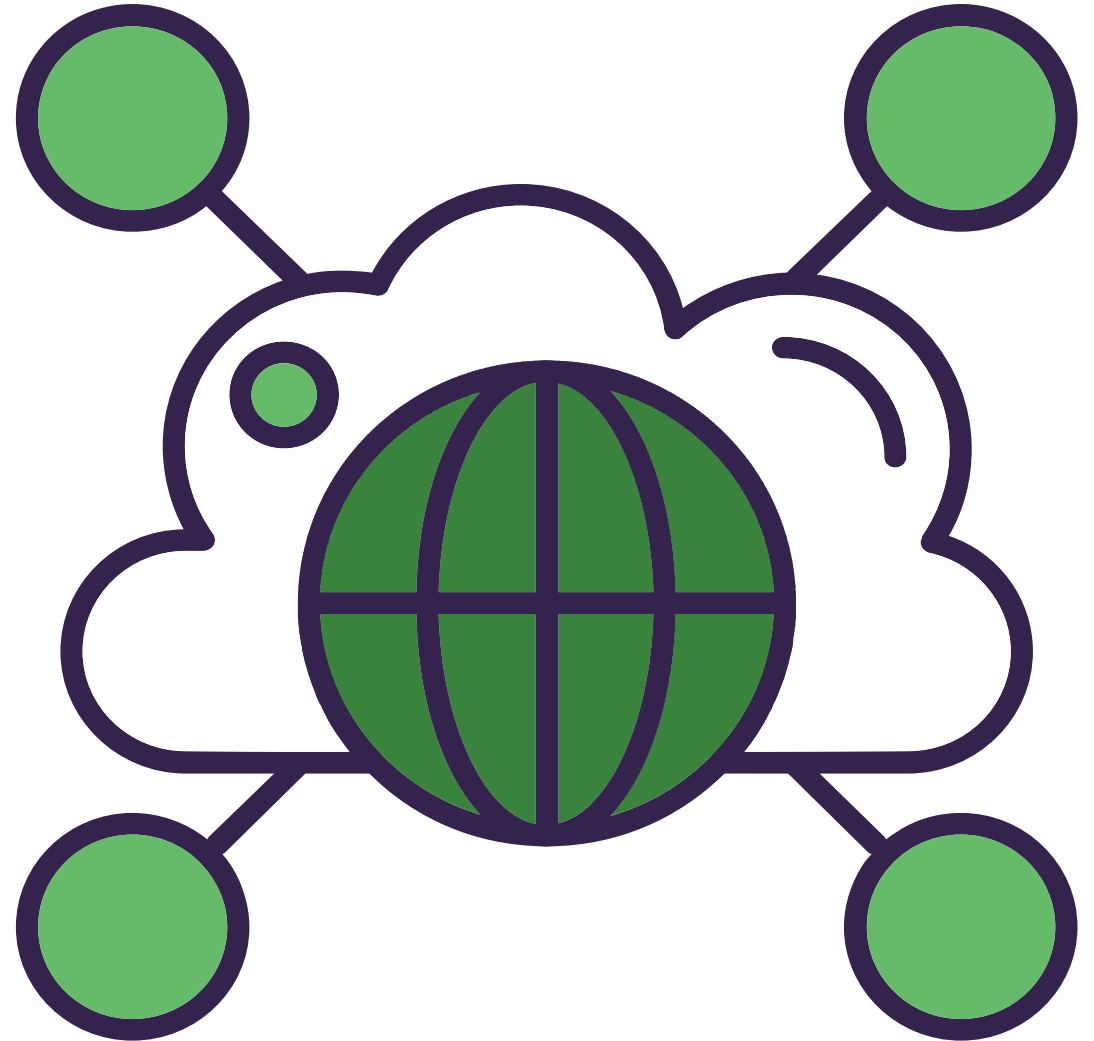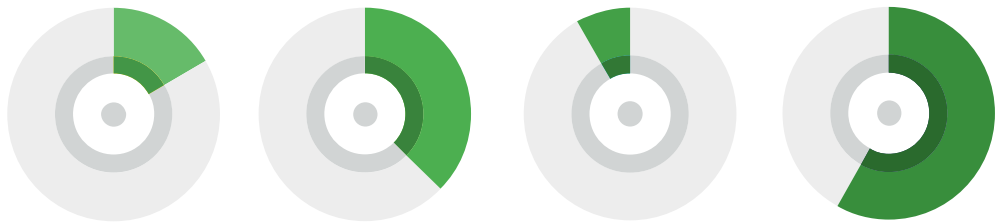
Qlik

So what does this mean for ME

How does this new approach to working within Qlik affect my organization?

Redefining Qlik Workflows and Personas

This new approach to the Qlik changes everything, redefining almost every aspect of the platform, from the back end all the way to the front.

Turning the use of dashboards upside down, more than analytics.

Changing the way Qlik administrators and developers work.

Redefining the reach of the Qlik Platform.

Qlik

Use Case Pharmaceutical Sales Workflow

Lets take a look at how one of the largest pharmaceutical companies used the platform to drastically change their workflow

Analyse incoming sales data

Customer has sales data coming into their on-prem ERP system that they would like to bring into Qlik.

Predict end of quarter numbers

Using AutoML take incoming sales data and predict if the sales-person will hit their forecasted target.
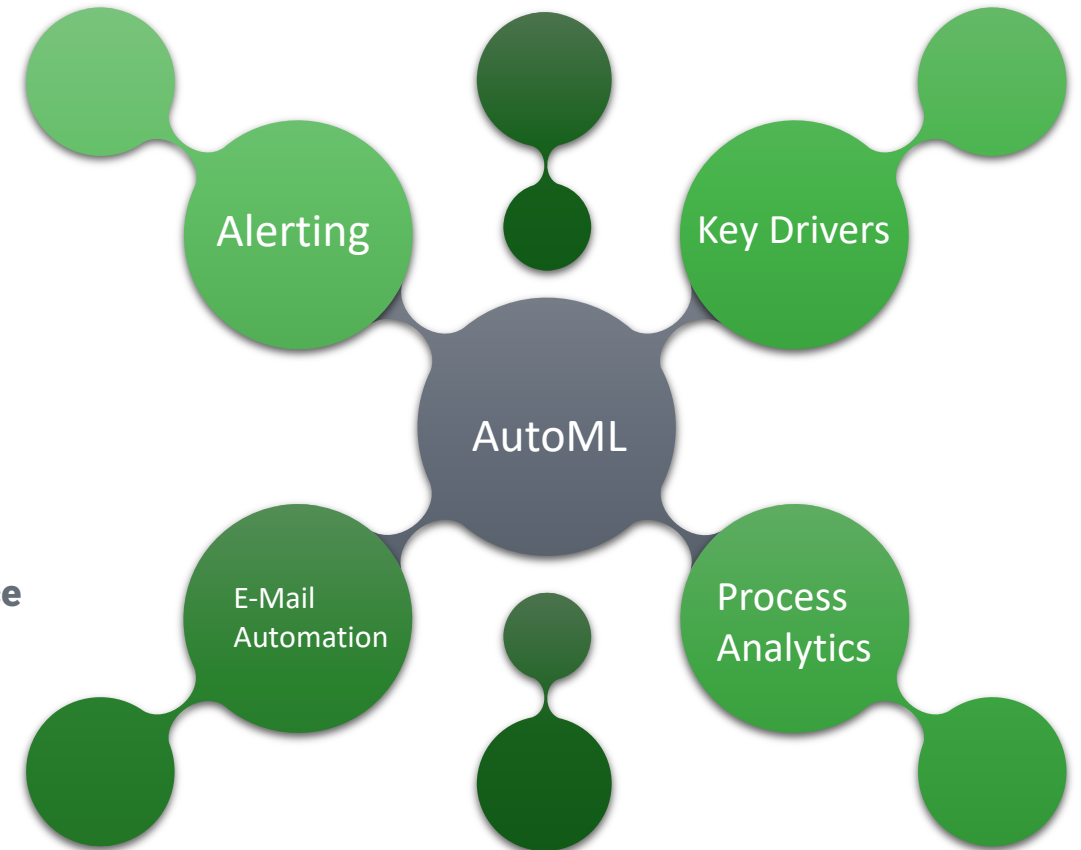
Leverage data in the field

Have prediction data drive actions in field, and during the sales process. Being able to take prediction data to inform both sales and marketing activities.

Allow management insights into performance

Taking the resulting data that has come into Qlik, be able to provide insights on both actual data and .

Alerting

Key Drivers

AutoML

E-Mail Automation

Process Analytics

Qlik

The Result

"Letting the **data inform actions**, *eliminating* unnecessary **details**."

Redefining the impact of Qlik data

Customer went from depending on time spent analyzing data and then discussing appropriate actions, to having actionable prediction data in near real time. Now being able to focus on the actions <u>most</u> likely to positively affect outcomes.

Additional benefits include automating processes that would take time away from being in the field, as well as a generating brand-new data and metrics to further analyze their customer behavior (process analytics).

20%
Time in field

60%
Process data

Qlik

Working Exclusively From Qlik Dashboards

The customer wanted to interact with their CRM system, notifying stakeholders when deals have been changed or updated by sales. After the initial deployment, the customer began to see the potential of accessing systems outside of Qlik to be able to add, change, and update systems based on their Qlik data.

The solution provided a "command center" for updating applications and processes outside of Qlik, that was based on the data coming into the platform.

50%
Integration of Systems

Write churners to Snowflake

Run

Notify Account Manager

Alert

Create Deal   Apply

Update Hubspot

Update

The Result

decreased **time to action** with real time insights. **Increased usage** of other business applications.

Redefining the dashboard

Leveraging real time data integration with Qlik, while having the ability to integrate into other systems, the command center became the primary point of action to determine what data and actions were taken to other applications.

This not only decreased the time it took to update other systems, but also increased the quality of the information that was being delivered. These factors contributed to a massive increase in the applications usage.

Qlik Q

Use Case Automated Administrative Processes

Taking Qlik administrative work and making it robust and efficient

Administrative tasks made easy and streamlined, strengthening the Qlik environment

In this case the customer took advantage of the actions available through the QAA to access all functions inside of Qlik, plus the 3rd party cloud applications to automate and orchestrate:

- Application development work
- DevOps workflows inside of Qlik
- Application performance measures
- CI/CD orchestration
- New user on-boarding

Qlik Q ®

The Result

Customer was able to apply robustness, governance, and quality across their Qlik Cloud tenant

Increased tenant cleanliness

Automating the approve/deny process of publishing apps to spaces allowed tenant admins to strictly control the number of apps being used across a tenant (capacity pricing).

Increased app governance

Having strict control of the app development process with DevOps automation, customer was able know exactly who was using what applications, which version of the application, building trust and quality.

Decreased administrative work

Qlik administrators turned weekly maintenance processes into a one-time development of the back-end infrastructure, allowing their time to be spent on other tasks .

Decrease in high latency applications

Applying efficiency tools and processes within Qlik to ensure application performance, customer was able to almost eliminate high latency applications, making the end-user experience even better.

Qlik Q

Use Case Glossary Governance

Having a new way to work inside a native feature allowed this company to increase its user base due to better control

The Results

Familiar development environment.

Clear associations for end-users.

Increased analysis productivity.

Governed Access to Qlik Using the New Business Glossary

With a bit of creative thinking, we were able to utilize the standardization of business terms, and link analytic resources to create a familiar data environment for end-users .

Using the Qlik Business Glossary, we were able to link applications and data assets, like datasets and master measures, to terms familiar to users. Allowing for a tightly governed environment when building and exploring applications.

Qlik Q

Other pieces of the Platform

ALL features play a role in creating new use cases and workflows, here are some additional customer use cases

Qlik Cloud Data Integration

Adding real time data as a component

Take the integrations and workflows built in the Qlik Stack and add real time data integration to increase value even more.

Lineage

Assure quality with data lineage

Add yet another level of trust into your Qlik workflows by accessing lineage both natively and through API's.

Insight Advisor

Provide guided access to the enriched data in Qlik

Utilize the back-end programmability of Insight Advisor to have a custom user experience .

Catalog

Utilize all functions of Qlik Catalog

Automatic *classification* of data assets, tagging data sets, organization.

Reporting

Using reporting services for 3rd part applications

Bringing in data from other business applications across an organization and utilizing service reporting.

Talend

Extending data quality to all parts of Qlik

Where can we have even better data quality?

API

Qlik

The Platform Mindset

How we have enabled customers to leverage the new Platform Approach

Consider native features, AND the API

Utilize the API first approach from Qlik

A lot of the time, a feature can offer even more than its integrated implementation and adds a different dynamic to the use.

QAA, QAA, QAA!

Rethink QAA as more than an automation tool

Not only is QAA used as an automation tool, but just as importantly it's a way to *easily* work with API's both Qlik related and non Qlik, creating integrations without custom programing.

Always ask "what more can we do?"

Adding *more* does not always mean adding *complexity*

In most use-cases, asking what can be added leveraging the whole platform creates a more *resilient, scalable,* and *valuable* solution.

Utilize 3rd party applications

Analyzing customer IT environments as a starting point

Understanding the applications used in an organization gives a fantastic opportunity to level up those business tools and create countless use-cases both inside and outside of Qlik.

Qlik

What does the future hold?

OpenAI

With so many emerging technologies, OpenAI and other AI models gives a perfect example of utilizing tools outside of Qlik to give us infinite possibilities to create valuable use cases with the Qlik Platform.

Qlik Q

Thank you.