

Your roadmap to profitability

Simple. Predictable. Profitable.

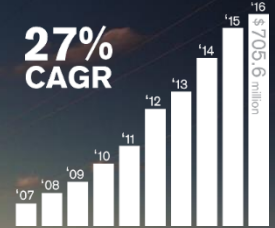
Welcome to the new Qlik Partner Program.

Qlik  | Partner
Program

Who is Qlik?



40,000
1,700
100



Founded in Lund, Sweden
in 1993. Headquartered
in Radnor, PA, USA

40,000 customers and
1,700 partners in more
than 100 countries

More than 2,400
employees

10 years' growth
outpacing market



Partner
Program

Just some of our customers...



Manufacturing and high tech



TOSHIBA

SONY



Financial services



AON

CREDIT AGRICOLE
COOPÉRATIVE FINANCIÈRE

Westpac



Communications, energy, and utilities



FOX INTERNATIONAL CHANNELS

TELUS

TELECOM
ITALIA

brilliant

RWE
The energy to lead

Healthcare and life sciences



HEALTHSOUTH



gsk GlaxoSmithKline
葛兰素史克

Nemours



Retail and services



LUXOTTICA

TED BAKER
LONDON



Hertz

Public sector



Polisen



JUSTITIE MINISTERIE



Partner
Program

How changing expectations are affecting BI and analytics



An explosion of
data and
content



An explosion in
computing power



The rise of the
information activist

Today's analytics users expect ease of use, total flexibility, and complete independence from the IT department.
**Solutions that give users all of these benefits, like Qlik's, are now described as
Modern BI solutions.**



The size of the prize

The total addressable BI and analytics market is:

\$18.3 billion*

Modern BI is the fastest growing part of the BI and analytics market—set to be the largest by 2020.

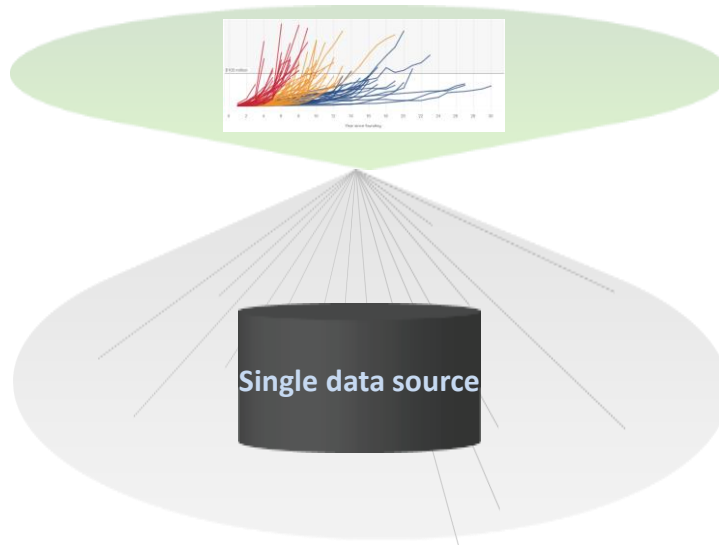
**If you want to play in the Modern BI space,
you need to partner with Qlik.**

*<http://www.gartner.com/newsroom/id/3612617>



Partner
Program

Data analytics landscape in an **ideal world**



Data Reality: need data from multiple data sources

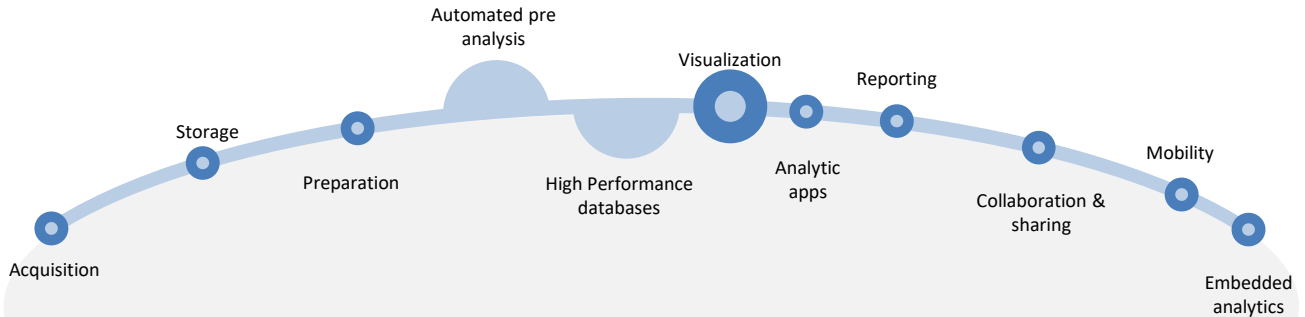


**Sample data sources; not a complete list*



A collection of logos for various data source providers. The logos include: Salesforce, SUGAR CRM, SAP, NETSUITE, Microsoft Dynamics, saleslog!x, sage, Data hug, Qlik, DataMarket, D&B CREDIBILITY, data.com, ORACLE, TERADATA, IBM, Hadoop Clusters (with a yellow elephant icon), Google Big Query, servicenow, CONCUR, Facebook, Twitter, and workday.

Visualization alone is insufficient



Source: "The Digital Universe of Opportunities: Rich Data and the increasing Value of the Internet of Things"



What sets us apart?

Associative Model

Let's your customers see the whole story that lives within their data. Qlik's unique Associative Model draws on a broader set of data, offering deeper business insights than our competitors.

Partner Ecosystem

Bringing in-depth skills and experience, unrivalled coverage, and huge implementation capacity, Qlik's Partner Ecosystem is the best in the business.

Stunning Visualizations

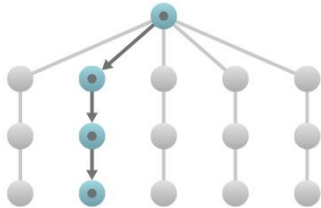
Qlik's expressive user-friendly graphics transform complex datasets into clear, useful, and easily understood business presentation tools.

Platform Approach

A platform for all visual analytics needs, delivering empowerment through governance. Qlik's platform offers agility for the business user; trust and scale for IT.

The Associative Difference

Query-Based Tools



- x Partial subsets of data
- x Restricted linear exploration
- x Slow performance
- x **“Ask, wait, answer” cycle**

Qlik’s Associative Engine



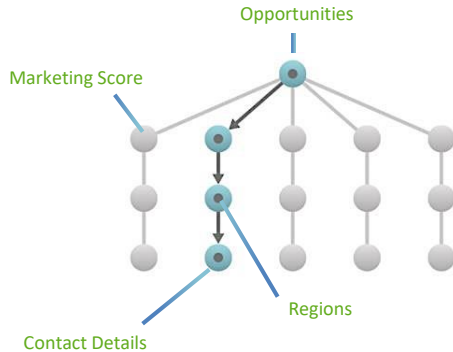
VS.

- ✓ All your data
- ✓ Explore without boundaries
- ✓ Speed of thought
- ✓ **Unexpected insights**

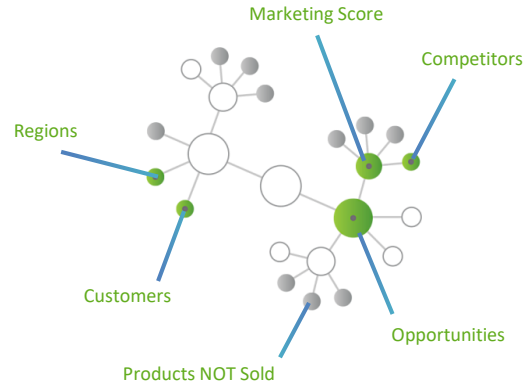
An example

Where should sales executives should focus to maximize potential opportunities and close the quarter above targets?

Query-Based Tools



Qlik's Associative Engine



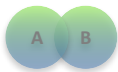
The Associative Difference



All Your Data



Combine many data sources



No data left behind



Imperfect is perfect



Explore Without Boundaries



Unbounded exploration and search



The power of gray



Context without wires



Speed of Thought



Instant response

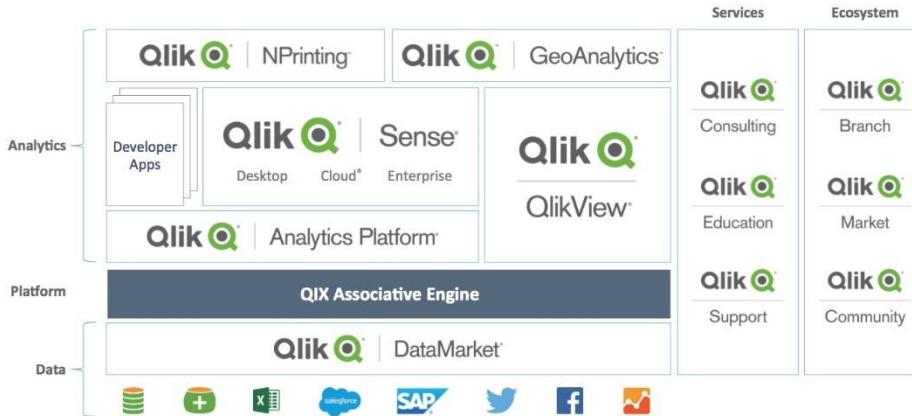


Anyone can analyze



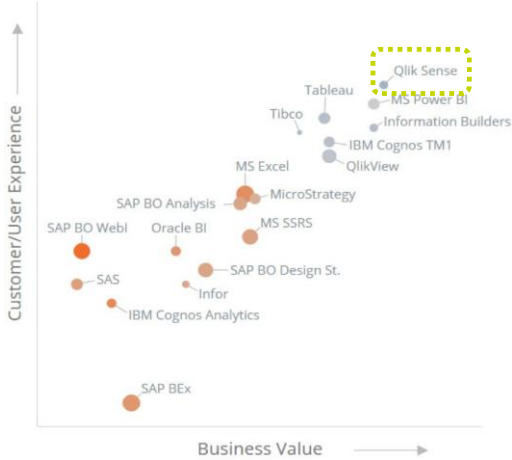
Massive scale

Our product suite: Qlik's Modern BI portfolio



The BARC BI Survey 2016

Qlik Top Ranked



BARC asked 3,000 BI customers to rank their preferred BI solutions. This is what they said.

Top ranked
in

- Project success
- Business value
- Product satisfaction
- Customer satisfaction
- Query performance
- Performance
- Customer experience

Peer group Large international BI vendors

BARC | #BSURVEY16



Why partner with Qlik?

Just ask Gartner



“Qlik’s partner network continues to be a differentiator through which partners offer not only product extensions and complementary capabilities, but also professional services.”



Partner
Program

Qlik Partner Accelerated **GTM**

With Qlik's partnership, training and support, Partners can gain a true edge over their competitors while reducing costs and delivering an even better service.



Enhanced enablement



Superb self-service training



Proven sales tools



Partner Account Manager



Your own Qlik Partner Portal login



Product demo licences



Marketing programs to build pipeline



Partner Program



In summary – What's in it for you?

Significant Partner market potential

Qlik delivers above average market growth

Quality solutions: Gartner Magic Quadrant Leader

Fit for the future:
Qlik delivers hybrid cloud solutions your customers want

Best-in-class partnering

Partner-led go-to-market model

Industry-leading Partner Program

Supports a range of Partner profitability models

Analytics platform

Products and services opportunities

Popular embedded analytics offering

Wide user adoption and powerful associative model