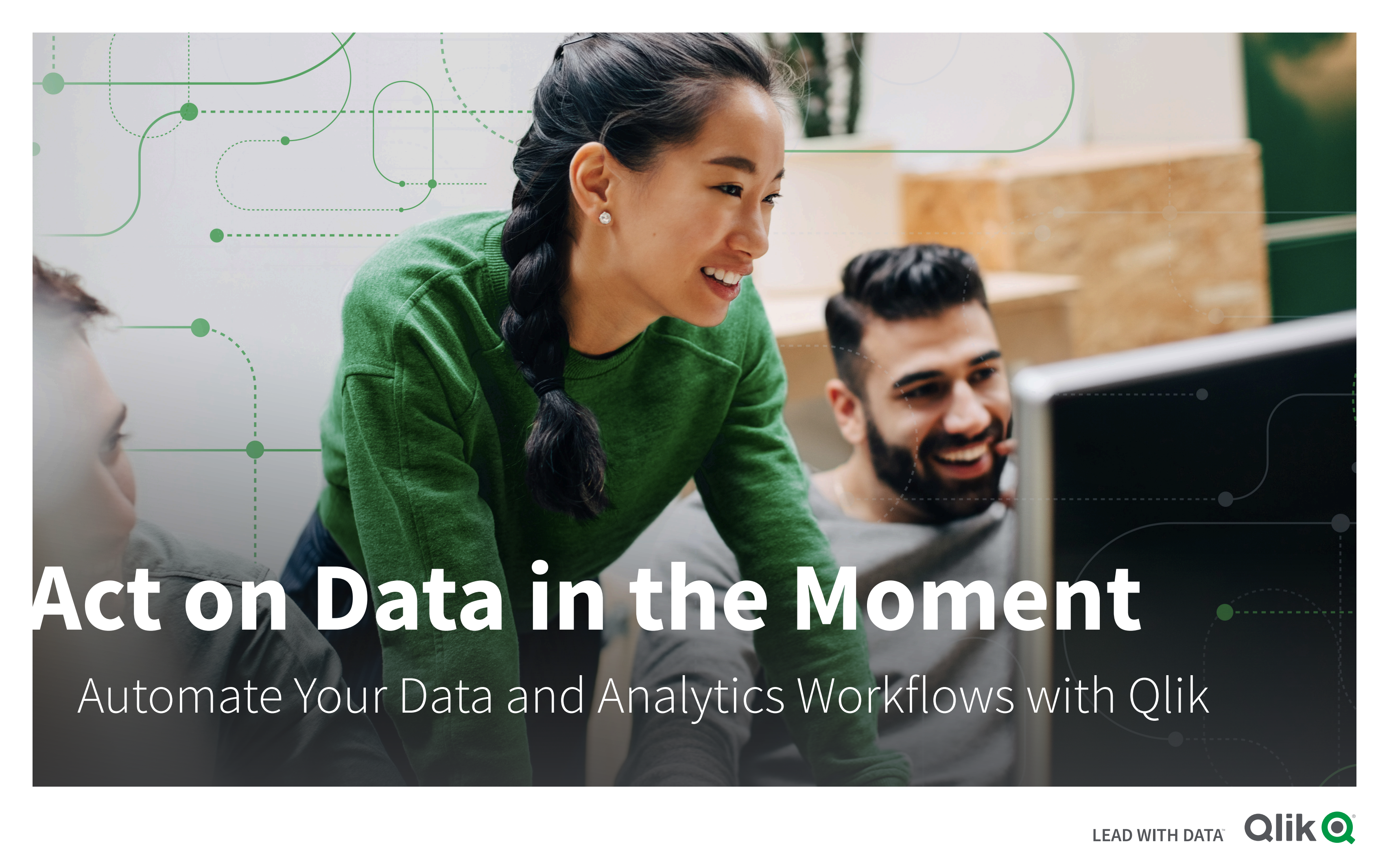




Act on Data in the Moment

Automate Your Data and Analytics Workflows with Qlik

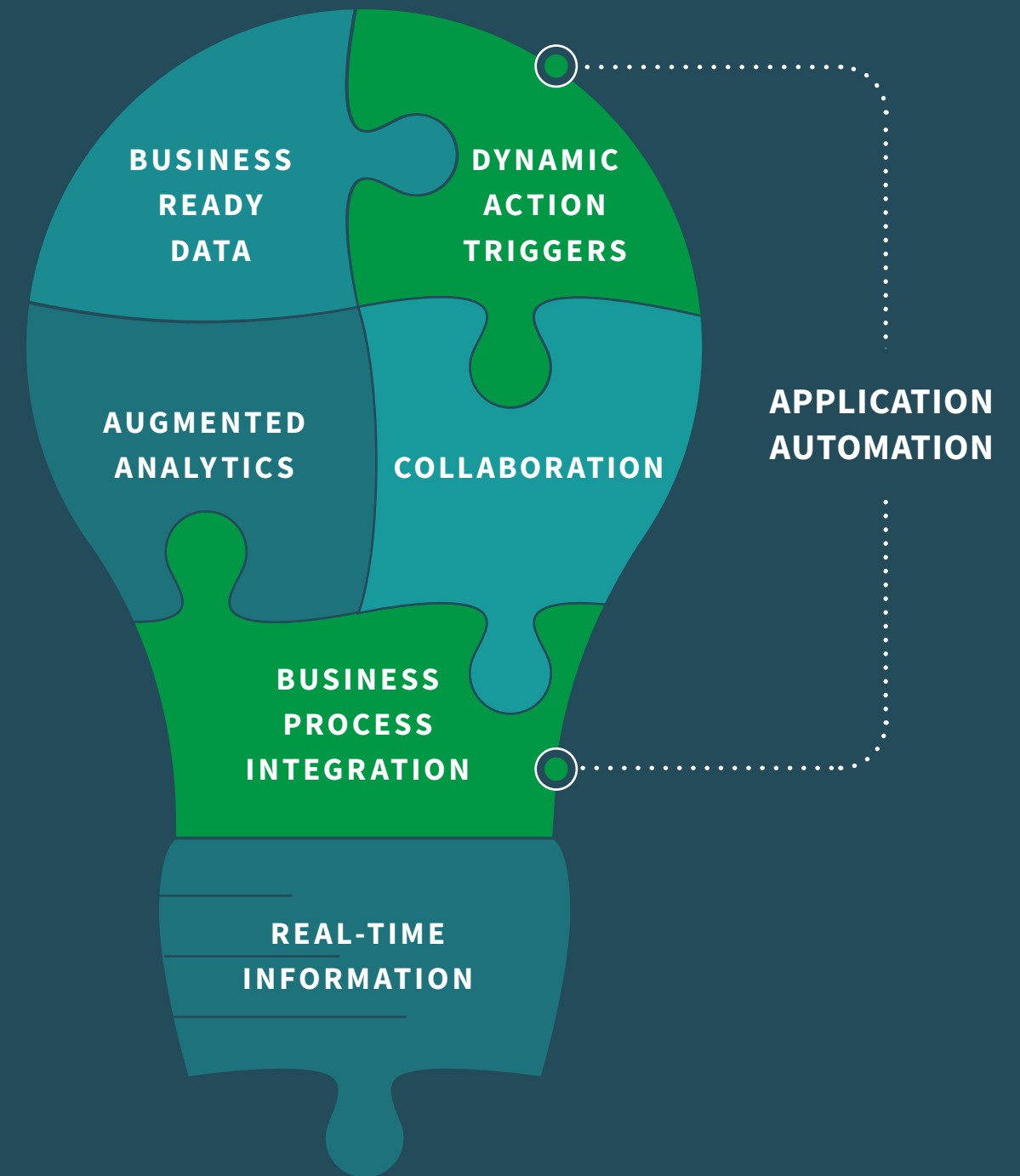
Drive in-the-moment action with data.

In today's fast-moving marketplace, real-time decisions are essential – and they have to be informed by data. That requires Active Intelligence, or the ability to take immediate action based on up-to-the-minute data. But with so much data pouring in and so many SaaS apps in place, how can you make data-triggered action a reality?

You can do it with Qlik Application Automation™, which enables you to set up workflows that trigger alerts and actions in response to changes in your data. Application Automation plays a big role in helping you achieve Active Intelligence by providing two of the key components: dynamic action triggering and business process integration.

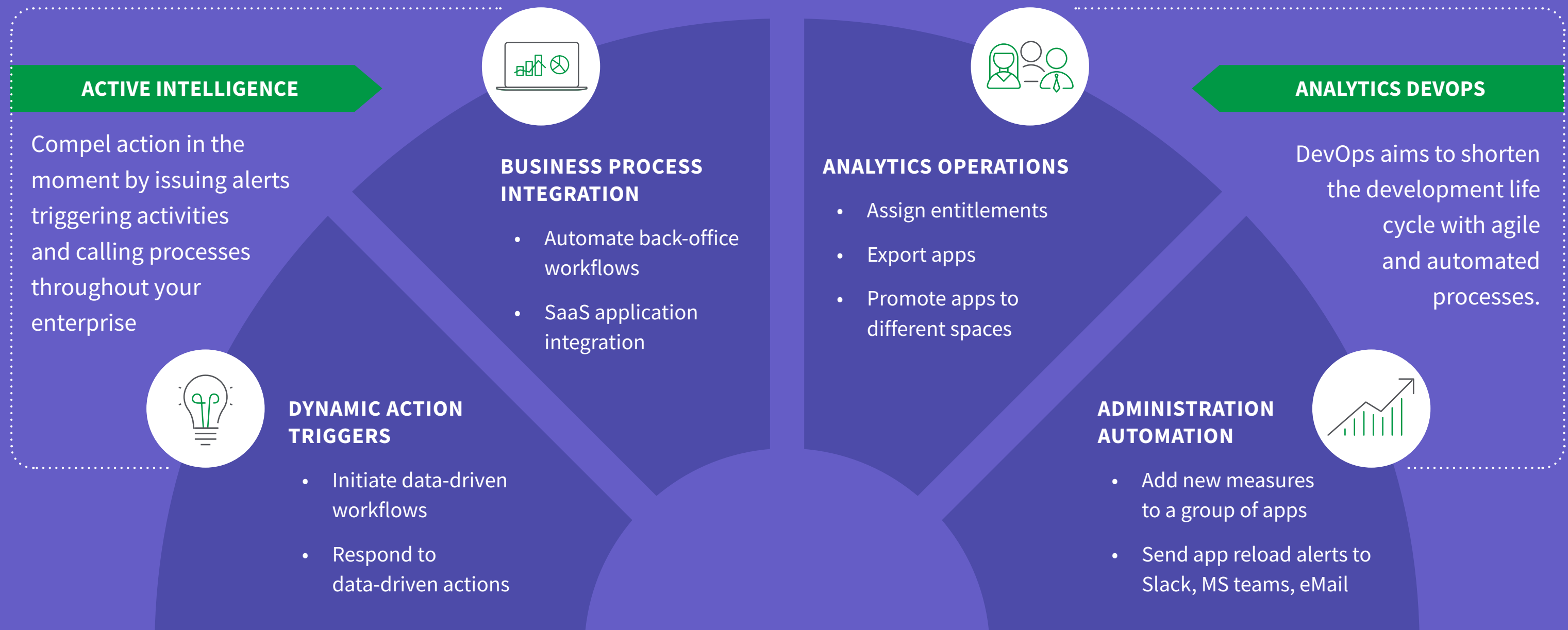
In this eBook, we'll explain the four use cases for Application Automation and reveal the key features that make it easy and beneficial to use.

Active Intelligence



The 4 use cases for Qlik Application Automation.

Trigger data-driven actions, integrate SaaS applications, and automate Qlik analytics and administration – so you can support initiatives like Active Intelligence and analytics DevOps.





Dynamic action triggers.

Qlik Application Automation enables you to set up automations that trigger actions from the Qlik analytics application. When you do, you can:

- Compel action in the moment by generating alerts for users in context
- Trigger processes and actions directly in the system, removing users from the equation entirely

SALES OPPORTUNITIES

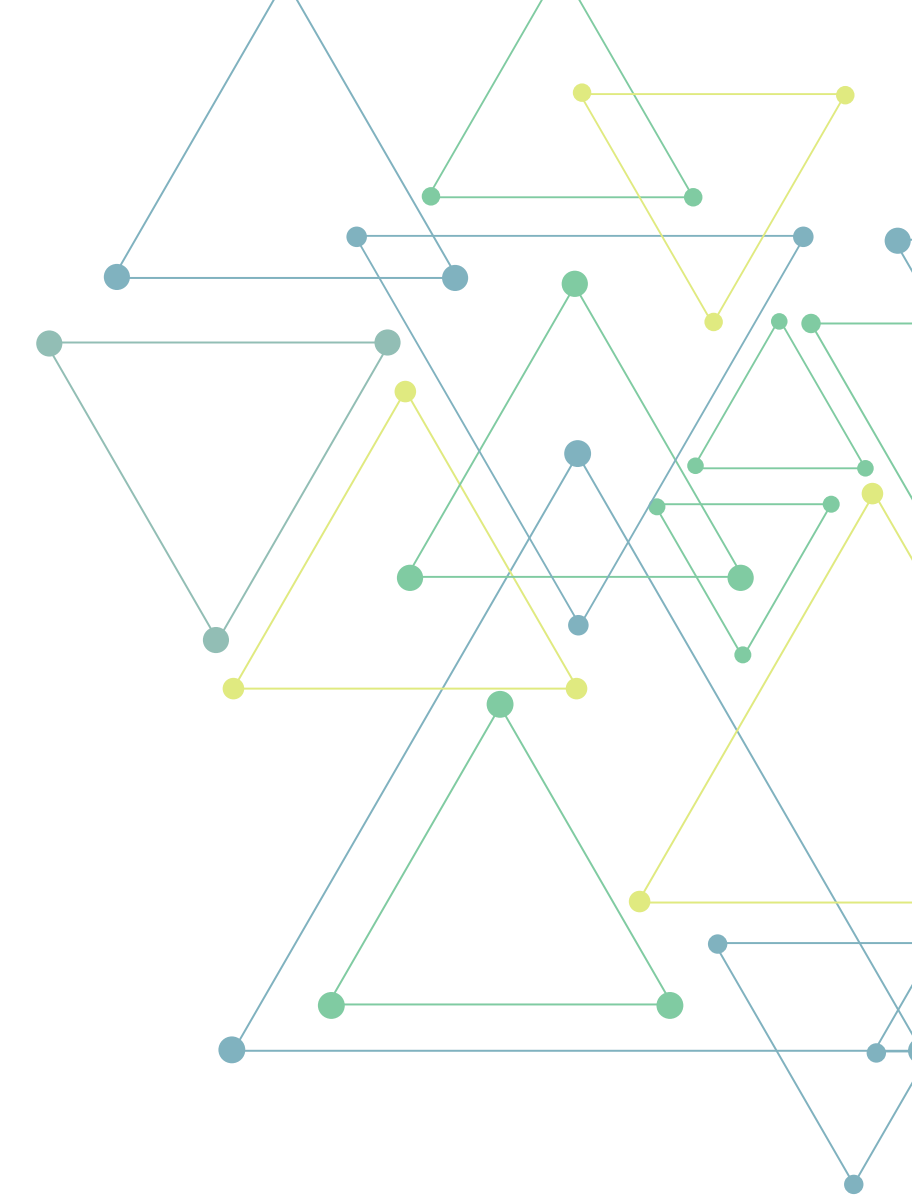
A sales manager is exploring her dashboard, looking at opportunities and identifying outliers. How will non-analytics users benefit from her insights? You could set an automation so that when the manager clicks a button, the opportunities are sent via Slack alert to a new owner – a field associate, for example – with increased priority.

NEW-HIRE RAMPUP

Managers want to stay in the loop about new hires. To make this process instant and automatic, you could set a workflow so that whenever the HR representative enters a new hire into Workday, a Workday script sends the latest stats about that new hire to his manager.

WEB TRAFFIC MONITORING

Web traffic is a key metric for many businesses, and with automation, you could stay on top of it much more easily. For example, you could set an automation so that whenever web traffic drops, Google Analytics is triggered to send a chart to the relevant roles.





Business process integration.

You can also use application automation to automate back-office tasks – and drive immediate action – among apps outside and beyond the Qlik analytics platform.

This enables you to:

- Increase productivity and accelerate processes by creating automated workflows for repeated business tasks
- Decrease labor and reduce employee fatigue/burnout, enabling people to spend more time on creative tasks

EMPLOYEE ONBOARDING

You could integrate your employee management processes with apps like ADP and Workday so that when a new employee starts, the onboarding process fires automatically, sending the right data to the appropriate apps and triggering action where required. Similarly, when the employee leaves, a different automated workflow could instantly remove access to company apps and data.

ECOMMERCE

By flowing customer and transaction data from the web to your CRM and ERP, you could enable seamless ecommerce – eliminating manual entry and helping to correct bad data and avoid shipping errors.

CUSTOMER SUPPORT

For your service team, you could create customer support workflows that synchronize call transcripts, smart notes, and call records to ensure that actionable information is never lost and that mean time to resolution is optimized.





Analytics operations.

Workflow automation is also available within the Qlik analytics platform itself. Qlik analytics flow automations give you the ability to:

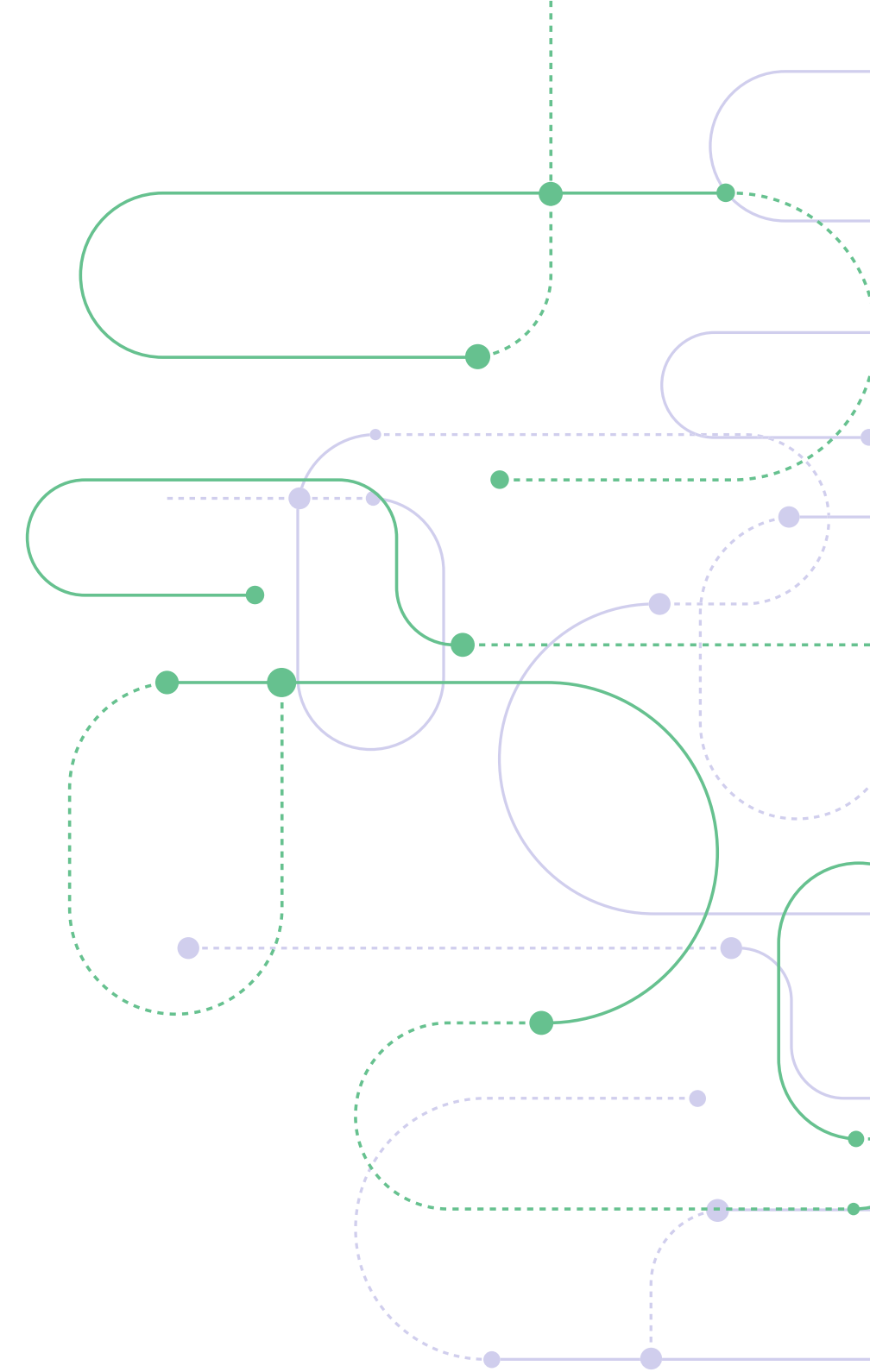
- Create and trigger notifications to collaboration applications like Slack and Teams using configurable business logic connected to Qlik Sense® apps
 - Increase speed, accuracy, agility, and productivity by removing the manual factor
 - Reinvent Qlik Sense task-chaining for higher productivity and accuracy
- Trigger and send chart and sheet images to distribution lists and collaboration apps in a few easy-to-configure steps

ACTIONS ACROSS APPS

If you have a large Qlik Sense deployment with numerous apps, you don't have to go into each app to add new dimensions or measures. Instead, you could assign them *en masse*.

INSTANT NOTIFICATIONS

Because Qlik Application Automation is integrated with other SaaS systems, once you've assigned those new dimensions or measures, you could immediately send a Slack, Teams, or other platform notification to a distribution list to let them know.





Administration automation.

And finally, also within the Qlik analytics platform, you can create a host of flows that eliminate repetitive tasks around tenant administration. Qlik Cloud tenant administrator automations make it possible for you to:

- Provision user access to spaces
- Back up Qlik Sense application artifacts and reuse them across multiple applications
- Promote Qlik Sense applications in design, test, acceptance, production (DTAP) fashion between spaces using event-driven execution
- Evaluate applications post-reload and create notifications based on reported results

REPEATABLE DEPLOYMENT

Manually configuring new spaces, apps, and users when onboarding a new department can be time-consuming. Instead, you could use an automation to provision a “standard” set of applications and entitlements to every analytics user in the department.

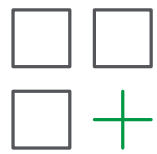
AUTOMATIC EXPORTS

To help instill a best practice for application development, you could create an automation that exports all Qlik Sense apps back into GitHub or Dropbox, automatically establishing a backup.



It's better in the cloud. Qlik Cloud.®

Qlik Application Automation is natively integrated with Qlik Cloud to ensure the smoothest operation between Qlik® and the third-party SaaS applications that drive your business. This dramatically improves your productivity, especially for tasks like tenant administration, analytics app creation and publishing, and extending your insights to collaboration tools. Key features include:



SMART CONNECTIVITY AND BLOCKS

Quickly connect to market-leading SaaS applications like Salesforce, Slack, and MS Teams – all represented as smart blocks, removing the need to understand an application's low-level API.



NO-CODE UI

Make it simple for business users while enabling IT specialists with advanced features to accelerate flow development.



NATIVE QLIK CLOUD INTEGRATION

Easily build flows that leverage Qlik's native APIs to automate your analytics DevOps processes.



CENTRAL MANAGEMENT AND ROBUST RUNTIME

Manage and monitor the execution of your automations via Qlik Cloud.

Act on data in the moment – with Qlik.

Qlik Application Automation enables you to cut through the chaos – and labor – of the data and SaaS explosion, shave significant time off your manual tasks, and press the accelerator on your workflows. With Qlik Application Automation, you can:

- ✓ **Spend less time programming** repetitive, back-office analytics tasks and more time delivering insights and taking action.
- ✓ **Increase analytics productivity** by empowering users at any skill level to quickly assemble integration flows, with no developer scripting required.
- ✓ **Get insights faster, share them sooner, and take action immediately** – even without human intervention.
- ✓ **Reduce SaaS integration complexity** by connecting seamlessly to popular SaaS applications.

Ready to see what Qlik Application Automation can do for your business?

[Start Exploring](#)

“**Using Qlik’s automated workflows has increased our competitiveness tenfold. We’re now able to trigger processes that provide actionable data every 30 seconds instead of every 24 hours. It’s a real game-changer.**”

Alex Connell
VP of Professional Services, Zift

ABOUT QLIK

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

