

7 SIGNS

YOU'RE NOT GETTING THE WHOLE STORY FROM YOUR DATA

1 You dread the question "Why?" (And someone always asks.)

When your data has only the "What?" and not the "Why?" defending your findings is... challenging.

Qlik® shows you how—and why—your data is related, so you can get answers to questions you didn't know you had.



2 Your data has more blind spots than an 18-wheeler.

Best-in-class companies can
ACCESS ONLY

35%
OF NEWLY
ADDED DATA²

Often it's the data you *don't* have that compromises your insights. Most BI tools show only subsets of information, leaving big gaps in what you actually discover.

Qlik's Associative Model brings together *all* your data, so you get the complete picture.

3 You've got too many cooks in the kitchen.

With most visualization tools, different users can manipulate the same data, and then separately perform their own analyses. That's a tried-and-true recipe for chaos.

Qlik centralizes your data so that it's always universally updated, governed, and accurate. As a result, you're making smart business decisions, not debating data accuracy.



4 Time-to-insight is a lot of time.

Everyone who has 47.3 days to wait for a report, raise your hand. That's what we thought.

Qlik's patented QIX Engine calculates new views of analytics in real time, so you can make smart choices—without the IT wait line.



AVERAGE TIME
for a traditional BI tool
to run a report⁴

5 External data isn't making it into your mix.

If your BI tool doesn't integrate external data in a user-friendly way, you'll miss important insights.

Qlik DataMarket offers integrated subscriptions to external data sets for a clear view of what's impacting you.

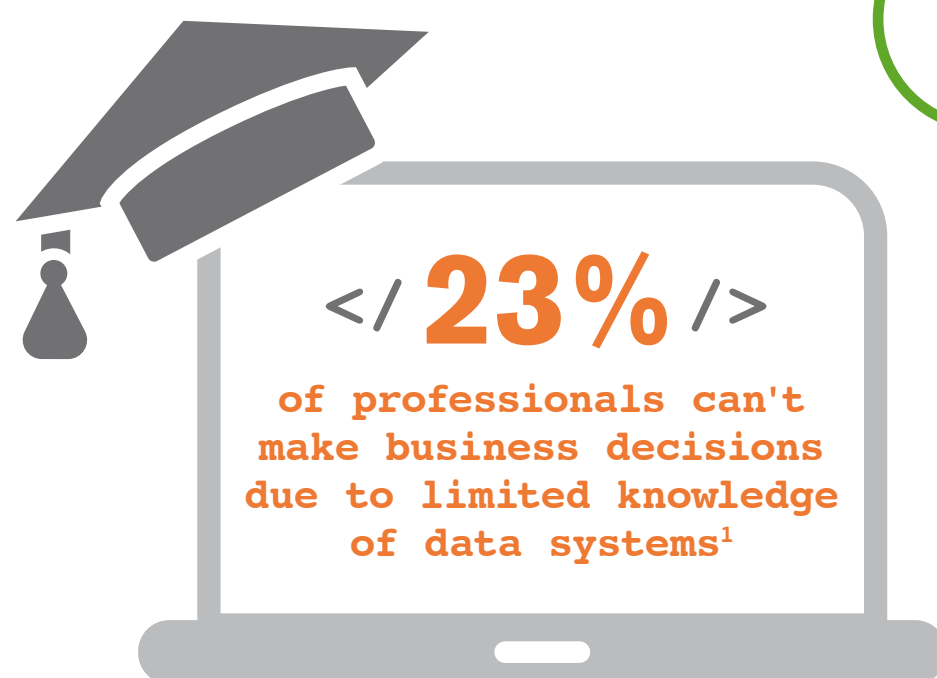


57%
of business leaders say
external data needed for
decision-making is
INCREASING FASTER
than companies can process it¹

6 Your boss just suggested SQL summer school.

With many BI tools, analyzing data requires you to be an expert user with data model skills.

Qlik's patented QIX engine dynamically associates all your data so you can see the relationships and freely explore all the possibilities.

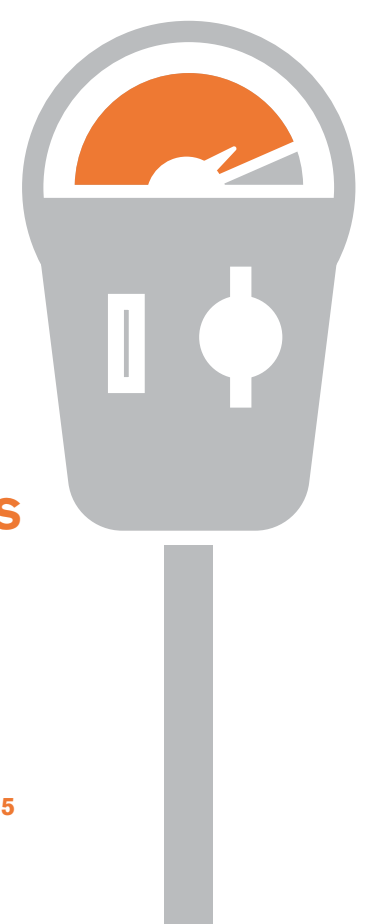


7 Your "fresh" data has already expired.

If it takes you weeks to deliver reports, the data is already outdated when you (finally) get it.

Qlik's real-time applications and dashboards move at the "speed of thought," so you're always current.

30%
OF BI PROFESSIONALS
spend up to
90%
of their time
CLEANING RAW DATA⁵



How can you make sure you're getting the whole story from your data? With Qlik—and its unique associative engine, which empowers you to answer your company's most important questions across every aspect of your business.

Qlik Q

qlik.com/whole-story

¹ Source: "Learning from the New Breed of Confident Decision-Makers." *Harvard Business Review*, 2014.

² Source: "Data Management for BI: Getting Accurate Decisions from Big Data." *Aberdeen Group*, January 2013.

³ Source: "The Well Oiled Data Machine." *Experian Data Quality*, 2014.

⁴ Source: "The Digital Universe of Opportunities." *IDC*, April 2014.

⁵ Source: "Raw Data Cleaning is Killing BI." *Xpenty*, October 2015.