

Accelerating Digital Transformation

Reinvent Your Business – Faster – with a Modern Approach to Data



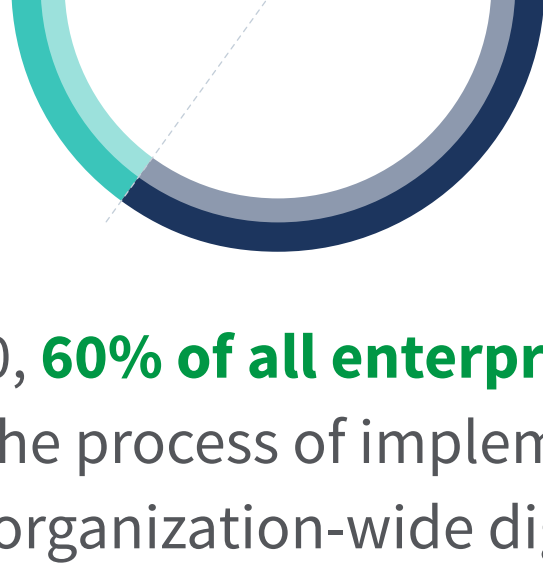
Transformation has become nonnegotiable. Here's why:

Customers are more demanding than ever.



50% of consumers are willing to switch brands if a company doesn't anticipate their needs.¹

Competition is getting tougher.



By 2020, **60% of all enterprises** will be in the process of implementing an organization-wide digital platform strategy.²

You need to keep pace with digital innovation.



89% of organizations have implemented or plan to adopt a digital-first strategy.³

The engine of transformation? Data.

Here's how businesses are using analytics today:⁴



69.4%

Developing a data-driven culture



64.5%

Creating new avenues for innovation and disruption



62.9%

Launching new products and services



64.5%

Accelerating speed-to-market



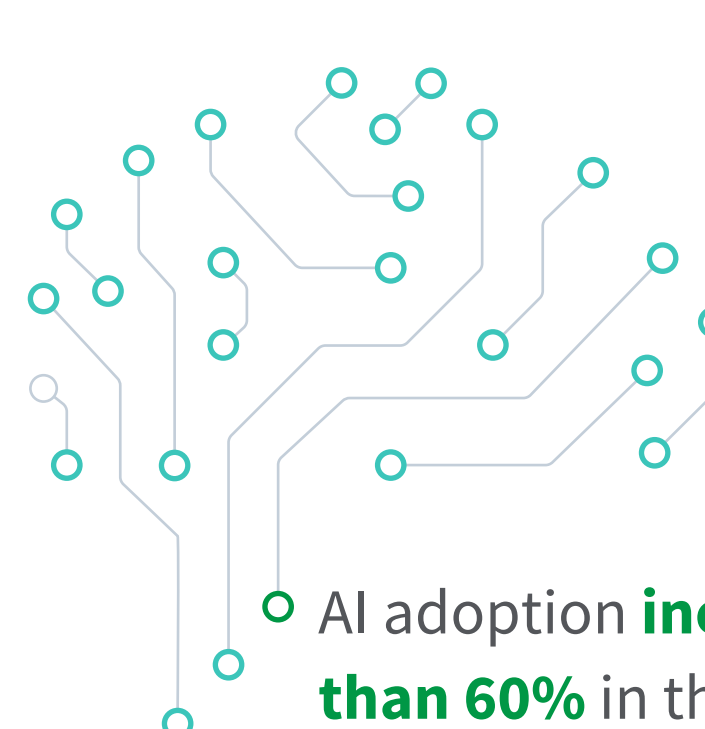
72.6%

Decreasing expenses

Don't just use data. Lead with it.

1 Take advantage of machine learning and artificial intelligence (AI).

Combine human curiosity with machine-generated suggestions – and exponentially increase your organization's potential to make game-changing discoveries.



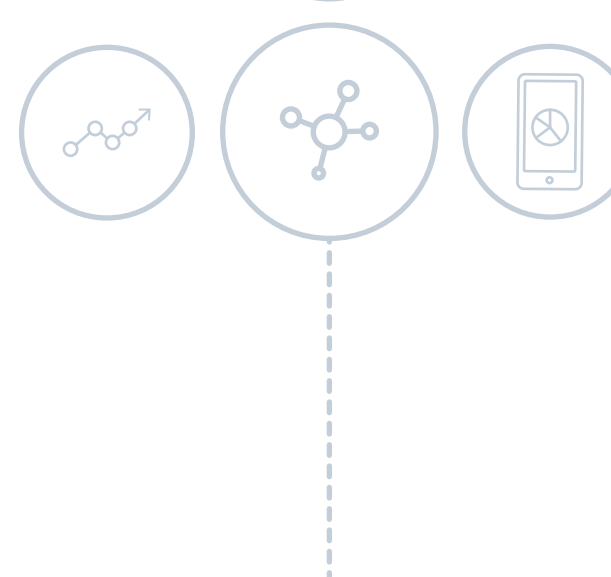
AI adoption **increased more than 60%** in the past year.⁵

“These emerging capabilities will make BI, analytics, and data-driven decision-making that much more accessible, understandable, and actionable for non-technical business users.”

– DOUG HENSCHEN, Constellation Research⁶

2 Embed analytics at the edge.

Extend the power of discovery to every corner of your enterprise and as many users as possible – wherever they work.



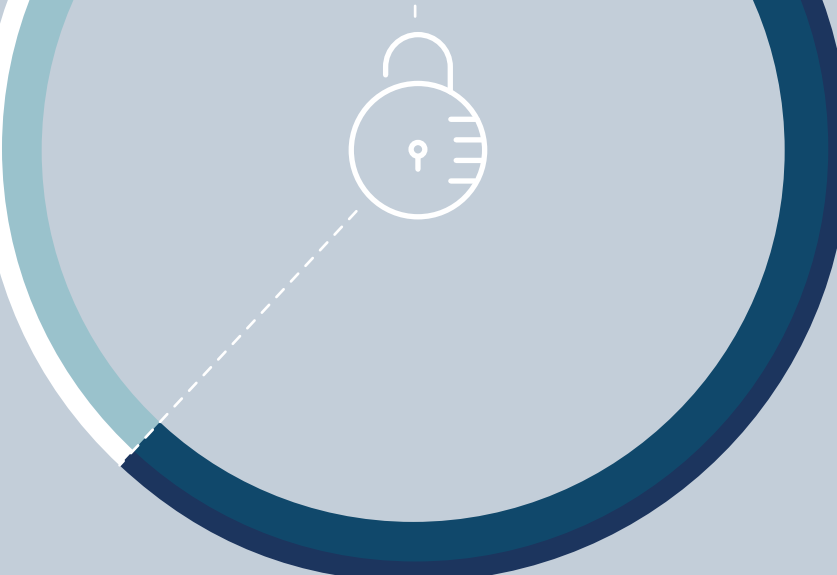
2020
By 2020, **40%** of IT operations teams will have driver, implementer, or operator responsibility over their organizations' IoT initiatives, which is an **increase of 5%** in 2018.⁷

2022
By 2022, **more than 50%** of enterprise-generated data will be created and processed outside the data center or cloud.⁷

3 Let everyone explore without boundaries.

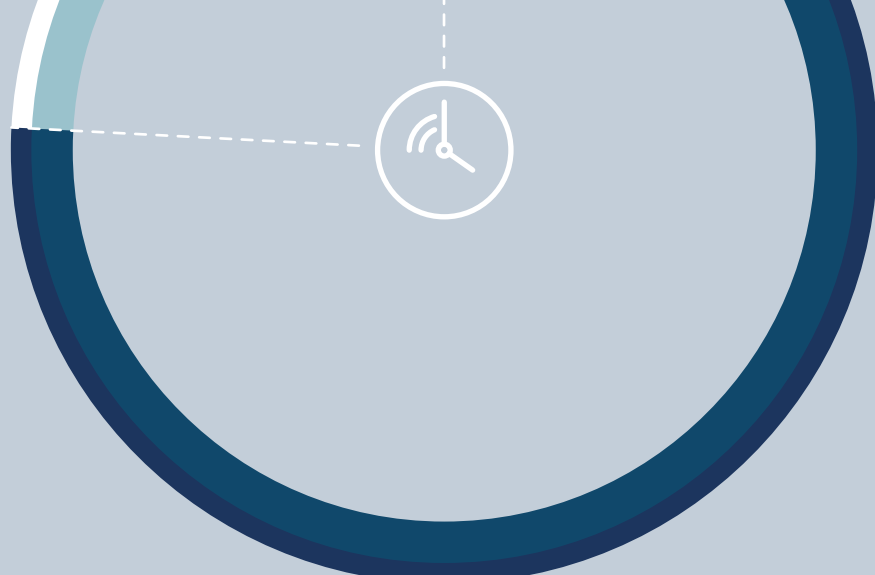
When people can interact with their data in a natural, free-form way, they can uncover unexpected connections they wouldn't have known to look for.

Why are businesses making the shift to self-service BI?⁸



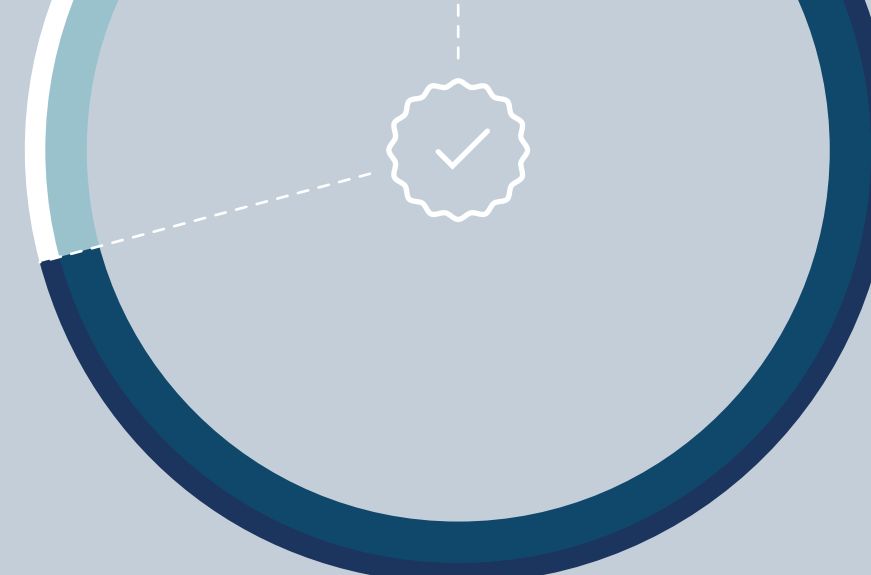
62%

wanted more open access to data



76%

wanted more timely analysis



71%

wanted better-quality data and analysis

4 Empower your people with data literacy.

When everyone in your company has the power to make discoveries every day, transformation can become your new normal.

83% of data-literate workers say they're performing very well at work.⁹

91% of workers agree that data helps them do their job better.⁹

70% of workers are willing to invest time and energy into improving their data skill set.⁹

Businesses are already seeing results.

Reimagined business processes

With a dedicated call-handling app that allows supervisors to easily monitor their teams, Britain's Avon and Somerset Police Department dramatically improved emergency-call response times, boosting productivity by +/- 20% and **saving £3.8 million.**

Better customer intelligence

After combining and analyzing market-basket data and loyalty program data, oil and gas giant BP saw a **14% increase in its active customer base.**

New revenue opportunities

Cisco associated all data from each business unit into a single customer view, empowering sales teams to intelligently up-sell, cross-sell, and follow up on renewals. The result? **\$100 million in new revenue and saved \$4 million in costs.**

Better-balanced risk and reward

Using an analytics platform to balance production with sales of its perishable products, British beauty retailer LUSH **saved more than £1 million over two years.**

Your Digital Transformation imperative.

Our distinct advantage.

No matter where you are in your journey, Qlik® can help you take the next step – and beyond – with our end-to-end data management and analytics platform.

LEARN MORE

ABOUT QLIK

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 48,000 customers around the world.

¹https://a.sfdcdstatic.com/content/dam/www/ocms/assets/pdf/misc/socc-2016.pdf
²https://www.idc.com/getdoc.jsp?containerid=prUS43188017
³https://resources.idc.com/download/white-paper/2018-digital-business?hsCtaTracking=0e45fe0-22ec-40e4-9408-ac5ce60e7d1d167C4c6ab9d-9c71-4ee6-bf66-39ba5357d2ba
⁴https://newintelligence.com/wp-content/uploads/2017/01/Big-Data-Executive-Survey-2017-Executive-Summary.pdf
⁵https://narativescience.com/company-announcements/artificial-intelligence-ai-adoption-grew-over-60-in-the-last-year/
⁶https://www.zdnet.com/article/how-machine-learning-and-artificial-intelligence-will-transform-business-intelligence-and-analytics/
⁷https://www.gartner.com/idsoc/3889058/edge-completes-gartner-trend
⁸https://www.forbes.com/forbesinsights/qlik_enablement/index.html
⁹http://dataliteracy.info/research