



Information Providers

Partner with Qlik for Embedded Analytics

Sharpen your competitive edge with the industry's most robust platform for embedded analytics

As an Information Provider, there's never been a better time to embed analytics. Your customers need to analyze, visualize, and act on data in time to make a difference. Get all the power and convenience of a robust data analytics platform to embed analytics within your market research, work benches, or custom data analytics applications right where your users need it most.

Data Monetization

"Data monetization" is now a major source of revenue for one third of Fortune 500 companies according to IDC, Forbes January 2017. Information providers realize additional value- add by the inclusion of analytics as a key part of their data solutions. Today, companies are able to use analytics and business intelligence (BI) tools to create monetization opportunities by leveraging all their data assets—structured and unstructured—within enterprise systems. Additionally, to compare, evaluate, and quickly act upon market data that is shared across your industry – whether Media, Entertainment, Healthcare, or Financial Services - becomes a strategic advantage.

Why embed analytics in your data services product?

- Improve your competitive position by adding analytics as value-added services
- Deliver tailored time to insight and business value to your customers
- Enhance decision-making by delivering insight from combined views of key metrics within a single workspace
- Provide the ability to explore data at aggregate or detailed level in a self-service environment
- Increase the speed of responsiveness to market changes
- Improve your data services "stickiness" and customer engagement
- Promote adoption and loyalty
- Improve customer satisfaction, retention, and revenue streams

What Makes Qlik Unique? A Platform Approach

We scale alongside you, helping extend the value of analytics across your organization through a full spectrum of use cases, including:

- Self-service data visualization
- Guided analytics
- Embedded analytics

- Custom analytics applications
- Reporting and collaboration

We know that one size does not fit all. We tailor BI and analytics needs to different users, requirements, and scenarios. Data-informed decisions require flexibility, and that's what you get with Qlik.

Our Associative Difference™

At our core is a powerful in-memory, data-indexing engine that allows users complete freedom to explore all possible associations within their data. While most analytics tools force users into linear query paths that leave questions unanswered, only Qlik allows any path of questioning and exploration.

Our technology is paired with governed libraries of data and metrics, along with rules-based security and centralized management. So you know your information is governed and your insights are trustworthy.

The Solution for Success

Offer your developers a platform for integration and a faster time to market with:

- Rapid and versatile development environment. Our architecture leverages the latest web specifications, data interchange formats, and protocols, resulting in a revolutionarily simple, responsive, and consistent design, and a faster route to your final product.
- The broadest set of APIs. Qlik's open and standard API access allows the capability to extend and embed for any application requirement, without limitations.
- Custom connection to data sources. Our custom technology gives you access to a wide range of data sources, and you can even build your own connectors.
- Analytics anytime, anywhere. Our flexible development and management capability lets you build new analytics on mobile devices using server-side power.

Why Join the Qlik OEM Partner Network?

Some partnership programs make you jump through a series of hoops. Not Qlik. Our program is simple to join, and you can start taking advantage of the benefits immediately. When you become a Qlik OEM partner, you get access to:

- Complimentary training for sales, marketing, and technical roles
- Certification
- OEM solution validation
- Onboarding technical support
- The Qlik Partner Portal and specific OEM education offerings
- Partner enablement events
- [Qlik Branch](#) dedicated to full stack and web developers

Our licensing models are flexible; we align them with your go-to-market strategy. Options include perpetual, subscription, or a possible revenue share model. We also support everything from on-site installation to Software-as-a-Service/Cloud delivery models. And once you become

a partner, you can market and sell your “Powered by Qlik” applications to maximize your success.

Qlik Solutions for Embedded Analytics

Qlik’s comprehensive data analytics platform can be embedded in a variety of information provider products and used across all parts of the data services ecosystem. From media and advertising, market research, the entertainment industry, to new players in the data services industry – financial services, hospitality, consumer packaged goods organizations, and many more - Qlik has the experience to provide the exact embedded solution you need.

To learn more, visit oem.qlik.com



150 N. Radnor Chester Road
Suite E120
Radnor, PA 19087
Phone: +1 (888) 828-9768
Fax: +1 (610) 975-5987