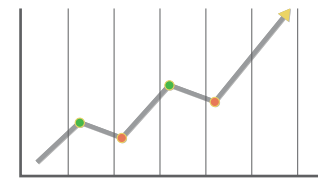




Small investment, big insight:

6 essential questions for cloud **analytics success**



Are my sales
and profits
growing
together?

How can I share
information
across teams
in different
locations?

Which suppliers
are the most
cost effective?



If you could answer questions like these quickly and efficiently, you could find ways to boost your results — without having to put in hours you don't have. **The challenge is finding the right solution to help you do this.**

Visual analytics allows you to freely explore revenue, cost, customer, and other data, letting you ask questions and gain insights to **work smarter, not harder.**



We all know that examining large amounts of data can be difficult. Resources can be limited. Sharing information with others can be challenging.



So how do you gain the insights you need from the data available to you?

And how do you allow teams to easily collaborate and explore live analysis?



For many
businesses,
the **answer is**
cloud analytics.





More and more companies are turning to SaaS analytics solutions.

In fact, the global cloud-based data analytics industry is expected to almost double in the next two years.¹

That's because cloud solutions:

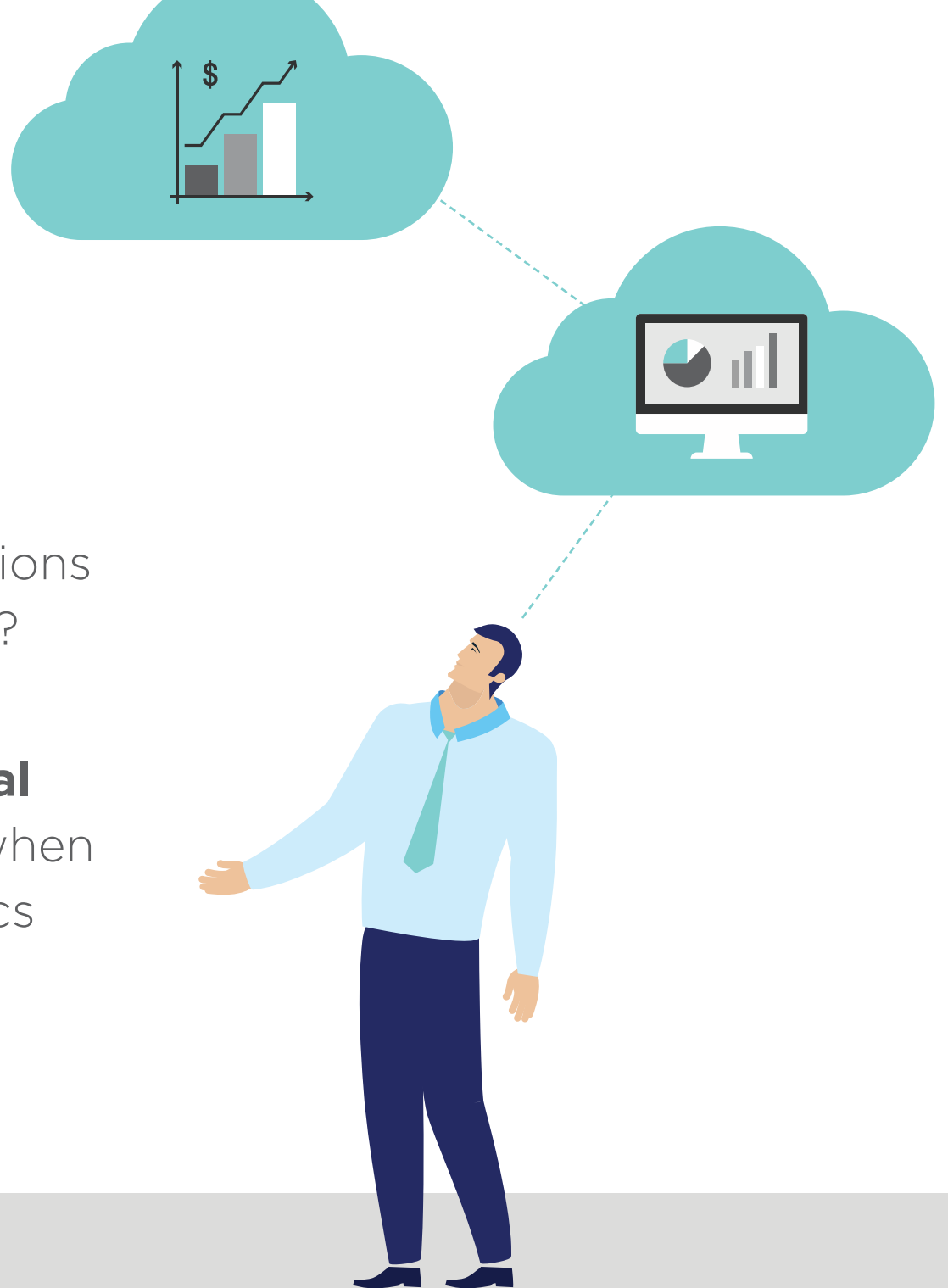
- Are easy to set up
- Offer flexible and governed sharing within and beyond your firewall
- Let you share data and apps on many devices
- Let you collaborate across teams
- Are always current — no updates or upgrades needed

¹ Blast Analytics Marketing: "The Cloud Data Analytics Revolution is Upon Us." 2016.

But not all cloud solutions are created equal.

So what kind of cloud solutions provide the biggest benefit?

To help you make the right choice, here are **six essential questions** you should ask when considering a cloud analytics solution.



1

Is the solution pure cloud?

The best cloud solutions are uncomplicated. Look for a quick start model: **Get an account, log on, and start using it.**

Once set up, you should be able to access it anywhere, anytime. Make sure it provides a full, consistent, and optimized experience across laptops, tablets, smart phones — all your devices — without workarounds.



Your cloud solution should always be up-to-date. Avoid cloud providers that require on-premise software installations, downloads, or apps. A full browser experience gives you the most flexibility.



2



Is it easy to use and share?

The best analytics solutions are **self-service and available to all.**

Simple, straightforward tools inspire employees and line-of-business teams to log in, answer their own questions, and share their discoveries with teams and stakeholders.



A key feature is fast, drag-and-drop creation of visualizations — allowing for quick insights that can be easily shared and understood.

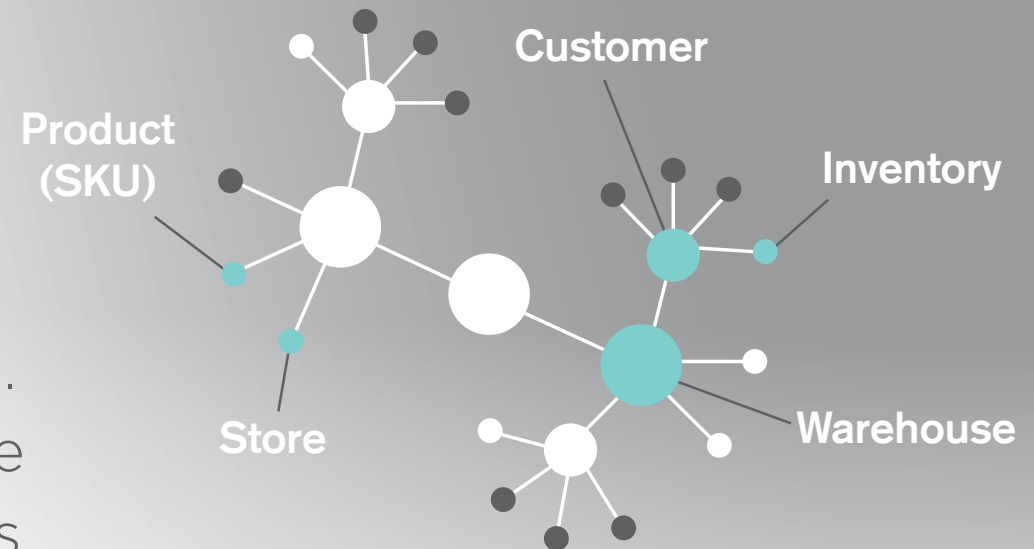


3

Can you explore your data intuitively through association?

Data exploration should follow your own line of thinking, not predefined questions or queries. All your data should be available to search in all possible contexts so you can **freely explore** and answer your questions.

Associative Experience



Avoid solutions that limit data analysis to pre-defined questions or require users to know advanced coding or technical skills.



4

Can you easily connect to third-party data?

Supplementing your own internal information with external data can add valuable context for **broader, deeper insights**.

Look for a cloud analytics solution that lets you link to curated information such as demographic, financial, and weather data so you can get the full picture of factors surrounding your business.



5

Is your data secure and easily governed?

Security is inherent in cloud solutions. **But governance can be inflexible.**

Make sure it's easy to control who sees what data, and that you can change those permissions on the fly if needed.



6

Can you pay as you go?

Cloud solutions should save you from **big commitments** and even bigger capital outlay.

Look for a provider that offers both the flexibility of a subscription and transparency into their product.



Vendors with confidence in their solutions will not try to lock you in. Look for providers that offer you a free trial so you can see what you're getting before you make a larger commitment.



See the whole story across all your data

Analytics should be intuitive to use and easy to share, helping your organization gain the crucial insights it needs to make better business decisions.

Qlik® is your cloud partner with a secure, easy-to-use, pure analytics solution.

Qlik Sense® Cloud visual analytics lets you discover hidden connections and insights within your business — without complex infrastructure or technical skills. Your employees, teams, and stakeholders get the insight they need to grow and strengthen your business.

Get started for free — no time limits, no catches.



About Qlik®

Qlik is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded, and custom analytics. Approximately 40,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1,700 partners covering more than 100 countries.

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