

ACCELERATING BUSINESS INSIGHTS

Make better decisions by choosing modern data analytics.

Successful businesses take the right action – fast.

Does your team have up-to-date data to get critical insights when they need them? The choices you make about your analytics solution will either empower your people or hold them back – so choose wisely.

Find your path to a modern analytics solution by picking the right features for you.

START HERE

What data are you using?

Historical Data

Your organization relies solely on historical data – looking at what’s happened before to help you decide what to do now.

However, modern business is changing faster than ever. Your team needs in-the-moment data that will keep them ahead of change.

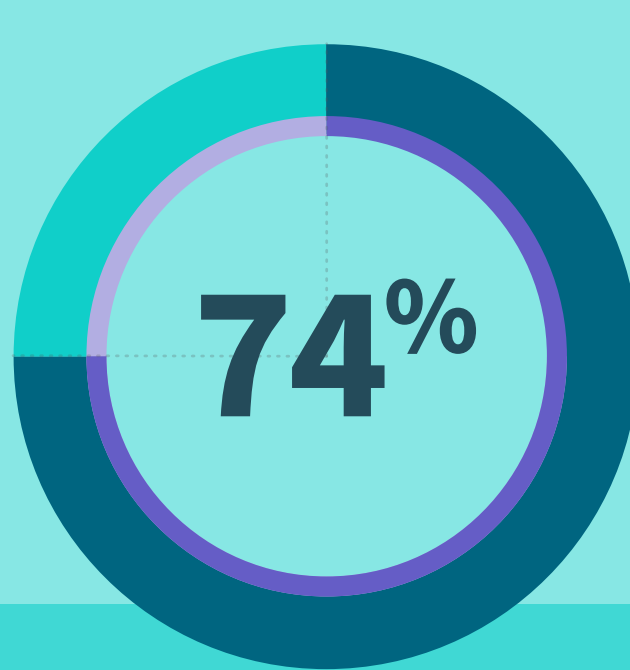
TRY AGAIN

A Mix of Historical & Real-time Data

Your users have access to a full breadth of data – where you’ve been, where you are and where you’re going.

In addition to historical data, you deliver real-time, up-to-date data for continuous intelligence – where changes in data drive timely action based on insight.

GREAT CHOICE!



74% of executives reported **increased profits** with the help of real-time data.¹

How does artificial intelligence support decision-making?

AI without Context

AI does most of the work in unearthing insights for your organization. Your people are minimally involved in data exploration and discovery, and the AI doesn’t necessarily understand the background and intent of their queries.

Your users may get answers to questions, but they’re limited answers, with little explanation of how they were generated. This can raise doubts in the decisions that follow.

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Context-aware AI

Your users actively work with AI to explore data, so the AI gets the complete context behind your exploration and questions – as well as the relationships that exist within your data.

Because the AI understands the data better, insights are more informed and aligned with what your users are looking for. Users also have visibility into how insights were derived, so they’re more confident in their decisions.

GREAT CHOICE!

Augmented analytics bring together the best of artificial intelligence and human intuition to speed time-to-insight, surface new and unexpected discoveries and help users work with data in any role and at any skill level.

How do you explore data?

Rigid Queries

Your organization focuses on traditional linear data exploration, with analytics built on query-based architecture – so you can only ask the questions you know of in advance.

By their very nature, these queries limit the insights you can uncover – and the informed decisions you can make.

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Free-form Exploration

With associative analytics, you can go beyond queries, freely exploring and searching across all of your data.

By seeing all the relationships in your data, with all your analytics updating together, users can uncover unexpected, high-value insights to help them make more informed decisions.

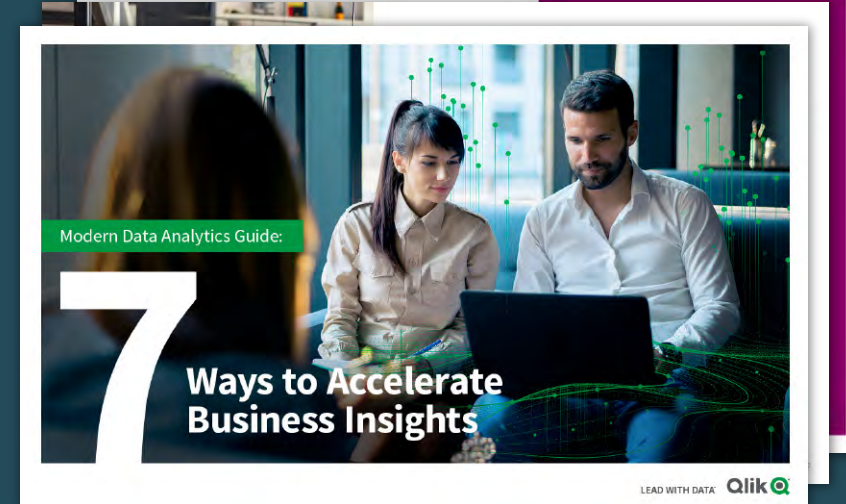
GREAT CHOICE!

Modern data analytics platforms bring together large numbers of data sources and let you explore them without boundaries.

When it comes to data analytics that accelerate insights, these decisions are only the beginning.

Check out the eBook *7 Ways to Accelerate Business Insights* to discover additional strategies to help you make smarter decisions – faster.

[Read the eBook](#)



ABOUT QLIK

LEAD WITH DATA **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. Qlik provides an end-to-end, real-time data integration and analytics cloud platform 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.