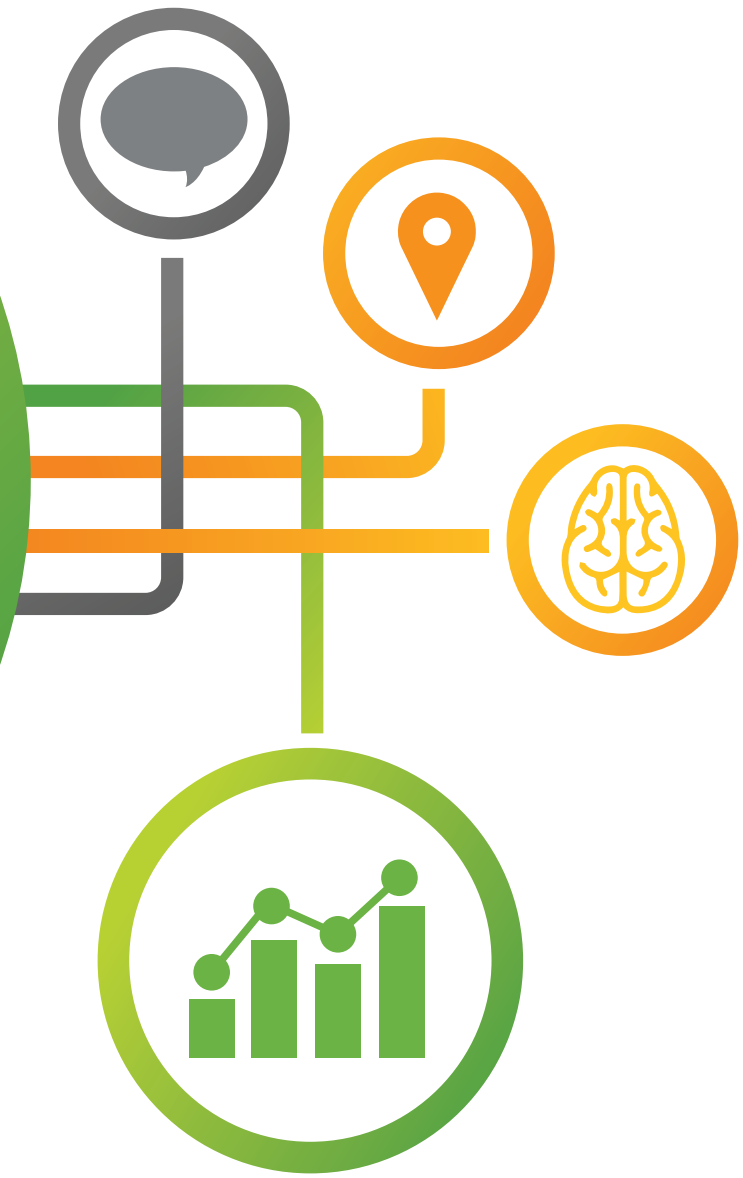
# Digital Transformation in the Analytics Economy



**Digital transformation is being driven by data. It heralds a new analytics economy.**

**72.6%**
look to data to reduce expenses

**69.4%**
of businesses are developing a data-driven culture

**64.5%**
use data for innovation and disruption[1]

# Market Forces at Play

## The Empowered Consumer

Today's consumers expect to be understood. They want personalized interactions, products, and services.

## The Competitive Marketplace

Gaining a competitive edge requires insights that accelerate speed to market, drive innovation, and identify growth opportunities.

## The Digital Evolution

Evolving at the pace of innovation requires getting answers to tomorrow's questions.

# The Value Gap

Harnessing data and making it accessible isn't easy. The true value of analytics is often out of reach.

## Data Silos

The analytics economy struggles to combat data silos. *Creating a single source of truth is nearly impossible.*

## Perishable Data

*Waiting on IT for reports prevents timely analysis.* Data is stale or irrelevant before it reaches the decision maker.

## Traditional BI and Query-based Tools

Traditional tools are complex and inflexible. *Holistic, discoverable insights are inaccessible to decision makers.*

# Next-Generation Analytics

**Ready to empower your digital business with data insights that result in better decisions?**

## Data Literacy for a Data-Driven Culture

When everyone has insights at their fingertips, business strategies are guided by fact, not guesswork.

*"Data in the hands of a few data experts can be powerful, but data at the fingertips of many is what will be truly transformational."*
*–Brent Dykes, Forbes* [2]

## Analytics at the Edge

A key component of data literacy is bringing analytics to the users, embedding it wherever they may be working.

*"As the volume and velocity of data increases, so too does the inefficiency of streaming all this information to a cloud or data center for processing."*
*–Gartner* [3]

## Emerging AI Technologies

Artificial intelligence and machine learning promise to revolutionize the way businesses interact with data.

*"Artificial intelligence is emerging as a core business and analytic competency."*
*–Gartner* [4]

## Data Exploration Without Boundaries

Analysis at the speed of thought provides insights as quickly as the user can think of questions, resulting in deeper insights and better decisions.

# The Qlik® Advantage

## Qlik Associative Difference™

Explore data with contextual searches, leaving no blind spots.

## Qlik Augmented Intelligence

Amplify human intuition with machine learning.

## Qlik Embedded Analytics

Deliver data to everyone within the applications they use every day.

For more information about the value of Qlik and its role in the analytics economy, visit qlik.com.

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[1] "Big Data Executive Survey," NewVantage Venture Partners, 2017.

[2] "Why Companies Must Close the Data Literacy Divide," *Forbes,* March 9, 2017.

[3] Gartner, Smarter with Gartner, "What Edge Computing Means for Infrastructure and Operations Leaders," October 18, 2017.

[4] "100 Data and Analytics Predictions Through 2021," June 20, 2017.