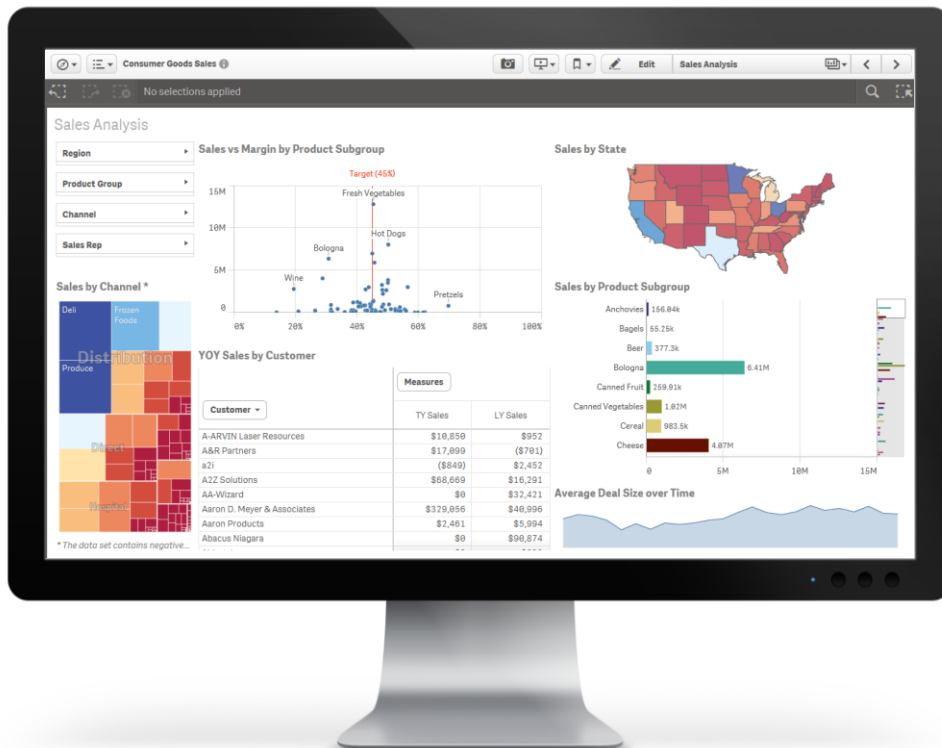# Qlik Sense®

See the whole story that lives within your data

Qlik Sense is a next-generation application for modern, self-service oriented analytics. It supports the full spectrum of BI use cases across an organization, including self-service visualization and exploration, guided analytics apps and dashboards, custom and embedded analytics, and reporting, all within a governed framework that offers enterprise scalability and trust for IT. Qlik Sense was built to deliver broad value for users of all skill levels, whether working individually, in teams, or globally. Whether simply consuming, exploring and analyzing, creating, or collaborating, Qlik Sense provides advanced capabilities that delight and empower everyone.

Qlik Sense runs on the Qlik Analytics Platform, which includes Qlik's second generation associative engine, developer APIs, and management tools. Qlik's proven and patented associative technology allows users of all skill levels to explore information freely, using interactive selections and global searches, without the limitations of relational databases and query-based tools. Qlik Sense takes analytics to a new level of power and flexibility, so that everyone in your business is more informed and capable of acting and reacting faster.

Self-service visualization and discovery

Qlik Sense® offers a cutting-edge visualization and discovery experience in a smart, responsive, HTML5 user interface that allows people to explore information and gain critical insights at the speed of thought. Qlik Sense is built to promote the use of human intuition in all areas of the user experience.

Associative Exploration

Exploration in Qlik Sense is unmatched. Users can freely ask questions using simple, natural interactive selections, without boundaries or restrictions. Qlik's associative engine instantly responds after each click, recalculating all analytics to the new context and highlighting data relationships through easy-to-understand color cues. This empowers people to follow their own paths to insight, uncovering blind spots that would have been overlooked in query-based tools.
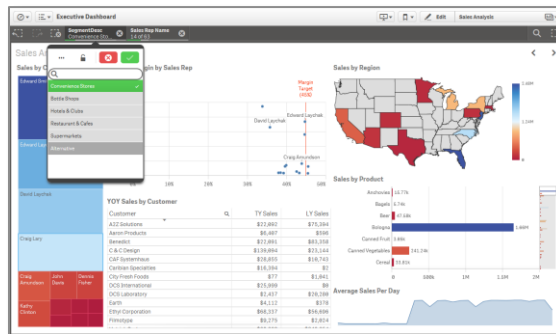
Smart Search in Qlik Sense is unlike any other business intelligence solution. It allows people to search across the entire app and all their data using keywords, to uncover the right analytics and insights. Qlik Sense not only reveals matching dimensions, but also associations that exist between dimension values across all sources, ranking the results by strength of association. And with visual search, the best charts and graphs are displayed as thumbnails for easy navigation.
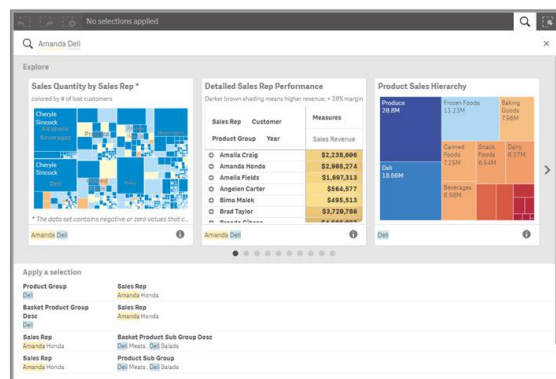
Smart Visualizations and Analytics

Smart Visualizations in Qlik Sense offer new, innovative techniques for conveying meaning in data. They feature advanced summarization techniques, intelligent use of color gradients, and responsive design that adapts information based on screen size. Smart data compression summarizes massive data sets as heat maps on scatterplots, and time aware charting intelligently represents time series data without gaps or inconsistencies. Advanced Analytics Integration offers engine-level data exchange between Qlik Sense and third party engines such as R and Python, allowing users to interact with advanced calculations using associative exploration. Qlik GeoAnalytics® provides advanced mapping and geospatial calculation that allows users to analyze geographic data with non-geographic information to uncover patterns and hidden insights. And because visualizations are automatically integrated with Qlik's associative engine, they are fully interactive and respond to changes in context from anywhere in the app.
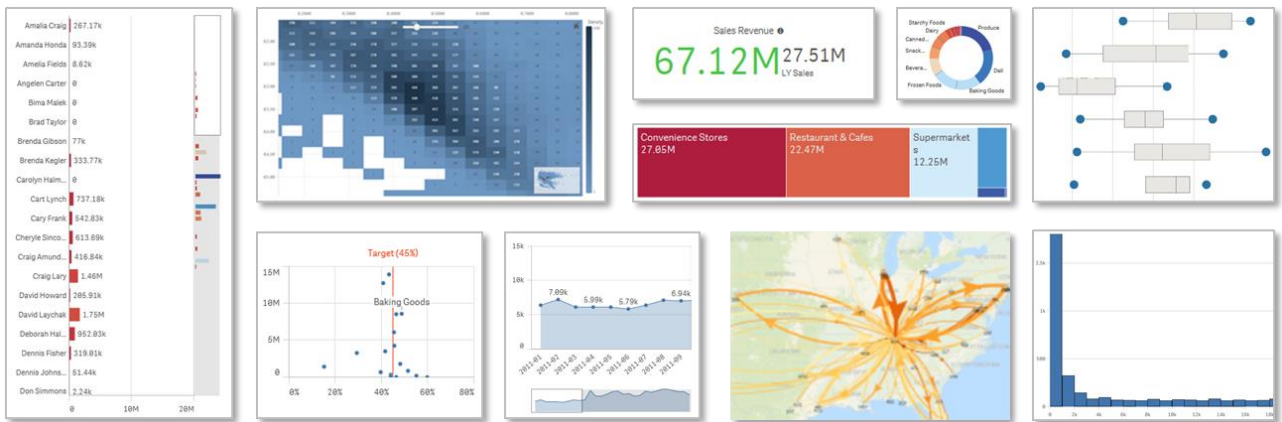
Self-service creation

With Qlik Sense, people no longer have to wait for new reports or updates to visualizations. Business analysts and users can simply drag and drop to create or modify analytics, without having to wire objects together or build complex SQL queries. Creation in Qlik Sense is progressive; increased sophistication is disclosed only as a user wants and needs it. Governed, centralized libraries of data, metrics, and objects facilitate sharing and re-use and promote consistency and accuracy. And users can easily load their own data from multiple sources using smart, self-service data preparation and profiling, without having to be data model experts.
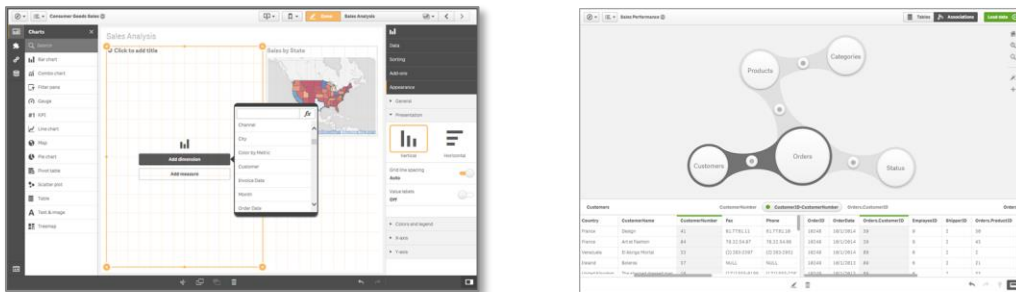
Sharing of knowledge and insights

Qlik Sense brings analytics directly to the point of decision, allowing users to share insights, communicate more effectively, and work collaboratively in both office and mobile settings.

Centralized sharing and collaboration

Groups and teams can easily collaborate in Qlik Sense to make better decisions. A unified hub offers a central point of access for Qlik Sense and QlikView® apps, and Qlik NPrinting™ reports. It offers streams of content for different topic areas or workgroups, allowing people to locate and share relevant analyses in an organized manner. With streams, IT can control and govern content, ensuring the right people have access to the right analytics and reducing the risk of visualization chaos.

Data Storytelling and reporting

Interactive Data Storytelling allows people to create and present guided stories, rich with narrative and graphics, to communicate insights and facilitate discussion. Direct, in-context access to live analysis allows for immediate answers to follow-up questions that arise, reducing delays in decision making.

With Qlik Sense, users can print analytics, sheets, and stories directly to .PPT and .PDF, and export data to Excel, based on their current selections. This allows easy sharing of insights with others in popular, portable formats. And organizations can centrally produce and distribute reports in Microsoft® Office and pixel perfect formats using Qlik NPrinting®, allowing them to broadly spread knowledge and insight to large communities of people, while retiring legacy BI and reporting systems.

Anywhere, anytime mobility

Qlik Sense is inherently mobile, built from the ground up for location and device independence. Users get full capabilities on any device, including exploration, analysis, creation, and collaboration. A unified, touch-based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device. And Qlik Sense Mobile, a native app for iOS, features the associative engine running locally on the device — allowing for offline exploration without limits. With Qlik Sense, people can instantly solve problems anywhere, anytime they arise, and developers don't need to worry about customizing content for mobile devices.

A platform for the entire enterprise

With Qlik Sense, organizations benefit from developer and enterprise capabilities not found in standalone visualization tools. This allows them to broadly deploy self-service oriented analytics without having to sacrifice governance, security, or scalability.

Customization and extension

Qlik Sense is underpinned by the Qlik Analytics Platform, allowing it to be fully customized to meet unique business needs. It offers a complete set of open and standard APIs for developers to build custom applications, embed analytics in operational apps, and extend the functionality of Qlik Sense for new types of visualizations, smart capabilities, and specialized business requirements. These platform capabilities can be utilized by developers with standard technology skill sets such as HTML5, JavaScript, and .NET.

Data preparation and integration

Qlik Sense offers a robust set of data preparation and integration capabilities, allowing organizations to cleanse, transform, and unify multiple disparate data sources without requiring external tools or data repositories. Smart, self-service data preparation allows non-technical users to easily unify, transform and load multiple data sources through a visual interface. Intelligent data profiling suggests the best associations between sources and automatically handles date/time and geographic information. Powerful ETL (extract, transform, load) scripting is available for complex data integration challenges. Qlik Connectors™ provides broad connectivity for virtually any data source, including spreadsheets, databases, operational systems, ERP, cloud sources, and web apps and services. And Qlik DataMarket® offers libraries of external data sets, available as a service for easy integration into analyses.
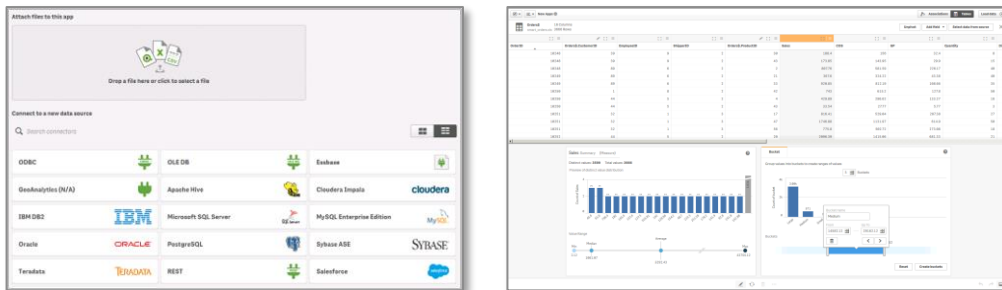
Enterprise scalability and governance

The Qlik Management Console (QMC) offers a central point of management and monitoring for all areas of Qlik Sense Enterprise, including multi-geography deployments. The QMC provides a large set of configuration options for content and resources that drive quicker deployments, efficient and flexible license management, and proper use of applications, objects, and data. The QMC is web based, responsive, and touch enabled for access on any device.

Qlik Sense offers a centralized, rules-based security model that provides customized, robust protection for all areas of the product. Administrators can define security rules based on users, actions, resources, and the environment, for all areas of the product. Governed, centralized libraries help to ensure consistency and accuracy of data and analytics across the organization. And dynamic data reduction provides granular control over information access down to the row and column level.

Qlik Sense is built using an elastic scaling architecture that allows for seamless deployment and expansion across geographies. And with Qlik's associative engine at its core, Qlik Sense offers industry-leading, high-speed dynamic calculation and performance for large numbers of users on massive data volumes.

The Qlik Product Family

Qlik Sense Enterprise

The full version of Qlik Sense, Qlik's next-generation application for self-service oriented analytics, supporting the full spectrum of BI use cases across an organization.

Qlik Sense Cloud

Qlik's cloud based, SAS (software-as-a-service) offerings of Qlik Sense, providing visualization, exploration, and collaboration online, available in free and business editions.

Qlik Analytics Platform

Qlik's associative engine, APIs / developer tools, and management capabilities that underpin Qlik Sense, offered as a standalone product for custom and embedded analytics, OEMs and developers.

QlikView

Qlik's first generation data discovery product for rapidly creating and deploying interactive guided analytics applications and dashboards.

Value Added Products for Qlik Sense and QlikView

Qlik GeoAnalytics Advanced mapping and geographic calculation and analysis.

Qlik NPrinting Centralized report creation and distribution.

Qlik Connectors Broad connectivity to file based, on-premise, cloud, web, and big data sources.

Qlik DataMarket Data as-a-service (DaaS), offering access to public and syndicated data sources.

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