

THE BI SURVEY 14

The world's largest survey of business intelligence software users

This document is a specially produced summary
by BARC of the headline results for

QLIK

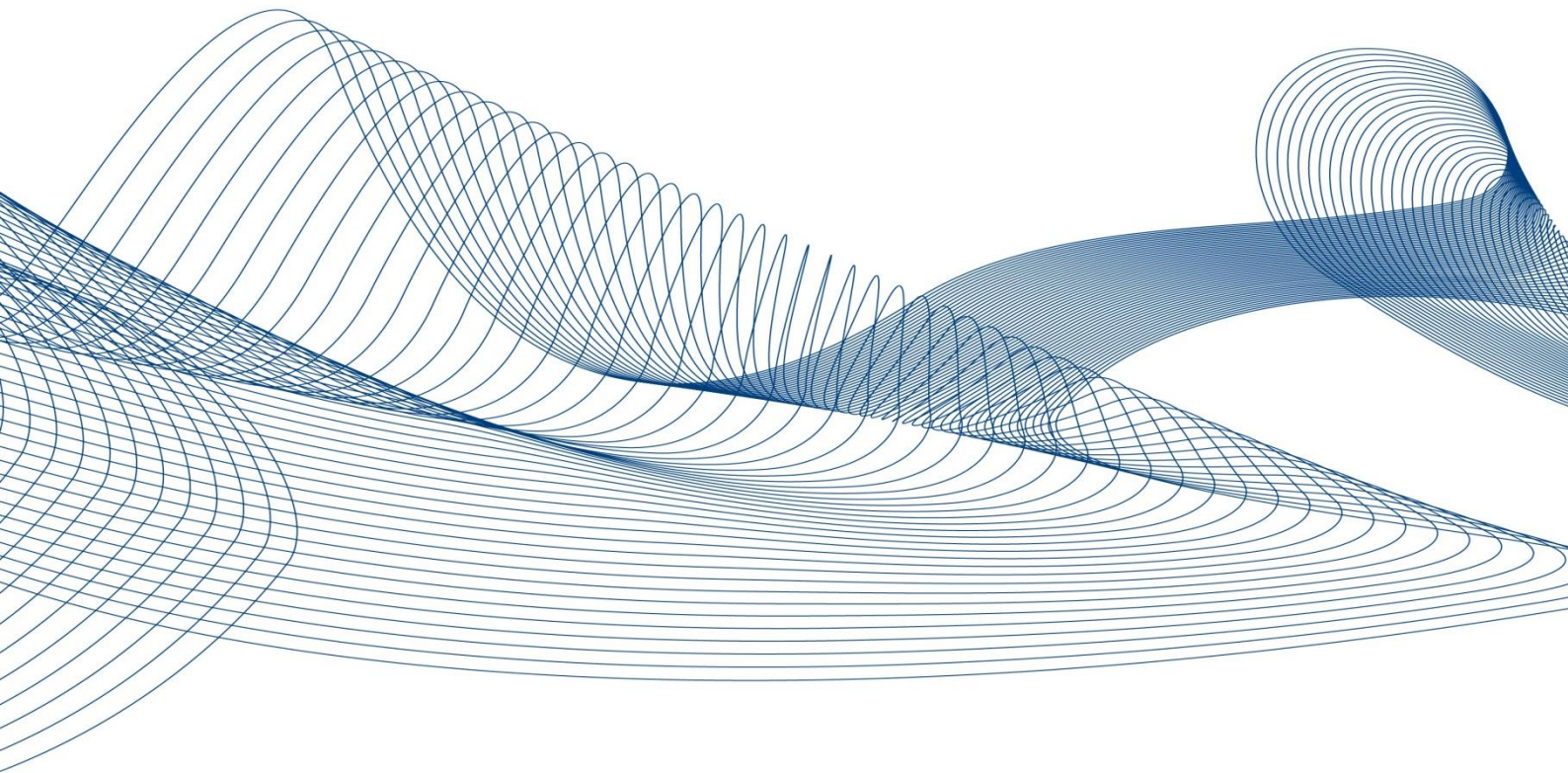


Table of contents

THE BI Survey 14 Qlik results overview	3
Qlik in THE BI Survey 14.....	5
Introduction	5
Qlik overview.....	5
Qlik customer responses	5
User and use case demographics.....	6
Peer Groups	8
The KPIs.....	8
Summary	56

THE BI Survey 14 Qlik results overview

Large international BI vendor	
Top ranked	Leading
Considered for purchase	Business benefits
Performance satisfaction	Project success
Product satisfaction	Big data analytics
Customer satisfaction	Competitiveness
	Recommendation
	Cloud BI
	Collaboration
	Data discovery/visualization
	Mobile BI
	Operational BI
	Visual design standards
	Innovation
	Query performance
	Performance
	Vendor support
	Implementer support
	Project length
	Flexibility for the user
	Agility
	Ease of use

Dashboard vendor	
Top ranked	Leading
Considered for purchase	Business benefits
Competitiveness	Investment per seat
	Investment
	Big data analytics
	Cloud BI
	Data discovery/visualization
	Operational BI
	Visual design standards
	Innovation
	Query performance
	Performance satisfaction
	Performance
	Product satisfaction
	Project length
	Flexibility for the user

Visual discovery vendor

Top ranked

Considered for purchase
 Competitiveness
 Flexibility for the user

Leading

Business benefits
 Seats per admin
 Concurrent users
 Cloud BI
 Data discovery/visualization
 Operational BI
 Visual design standards
 Innovation
 Query performance
 Performance satisfaction
 Performance
 Product satisfaction
 Agility

Qlik in THE BI Survey 14

Introduction

The BI Survey 14 is based on findings from the world's largest and most comprehensive survey of business intelligence end-users, conducted earlier this year. In total, 3,224 people responded to The Survey with 2,348 answering a series of detailed questions about their usage of a named product. Altogether, 34 products (or groups of products) are analyzed in detail.

The BI Survey 14 examines BI product selection and usage among users in areas including business benefits, costs, proportion of employees using the product, competitiveness, recommendation, innovation, performance, customer satisfaction and agility.

We asked several questions that helped us measure the business benefits derived from respondents' deployments. The combined results were then used as a calibration tool – The Business Benefits Index (BBI) - which is widely used throughout The Survey to assess the correlation between various factors and the achievement of benefits.

Qlik overview

Founded in 1993, Qlik Technology's flagship product is the QlikView Business Discovery platform (QlikView), a solution that delivers what the vendor calls "user-driven business intelligence"—making data associative, and creating easily-understandable visual relationships across multiple and complex data sources. The vendor, originally founded in Sweden and now based in the United States, has been expanding its reach beyond Europe to the rest of the world.

Qlik continues to grow very quickly. The company added 5,000 customers over the past year, and says it has more than 31,000 customers in 100 countries and \$470.5m in revenue in 2013, up 21 percent from the previous year's \$388m and \$320m in 2011. Qlik is commonly cited as a competitor by other vendors covered in The BI Survey.

QlikView is designed to help people bring data sources together to create dynamic visual applications that can be navigated and searched intuitively, without the need for complex SQL queries. The solution employs what Qlik refers to as "Natural Analytics" to reflect the way human curiosity searches and processes information, all within an enterprise context. In July 2014, Qlik, introduced Qlik Sense Desktop, a free version of its data visualization application, the first commercially available release from the QlikView.Next project, scheduled to ship in September 2014. Qlik Sense Desktop supports multiple data sources, including Excel spreadsheets.

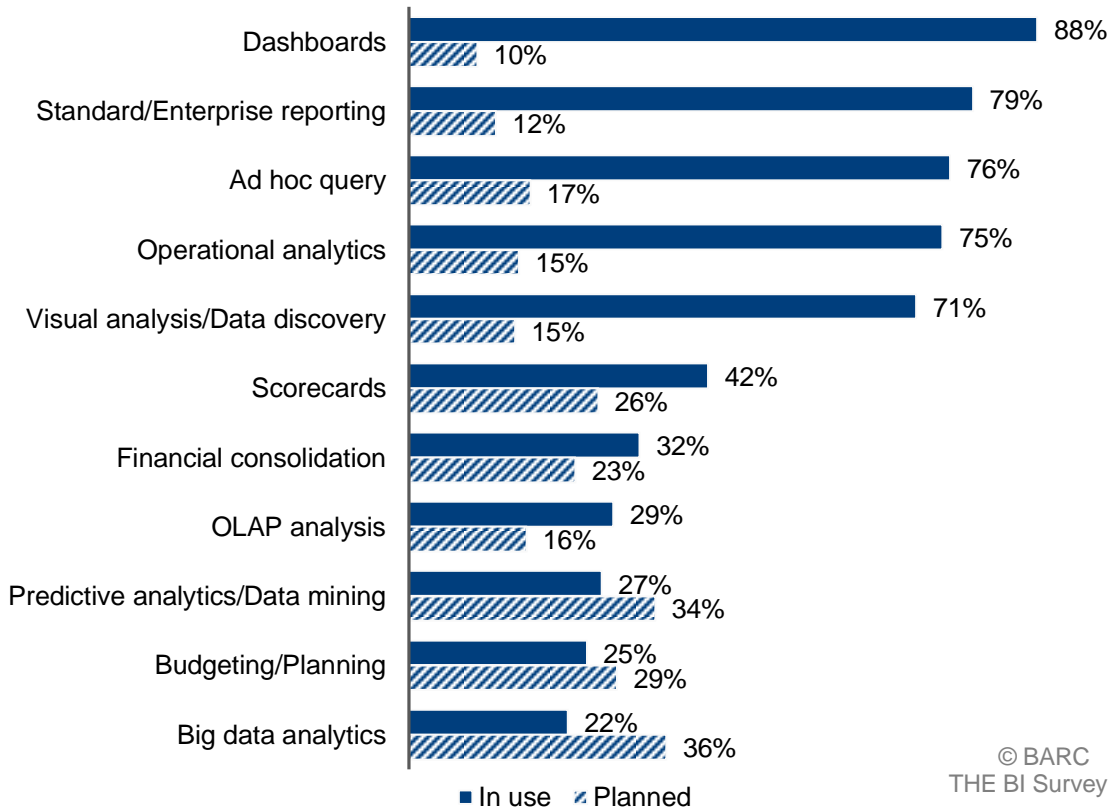
Throughout this year's BI Survey, customers consistently give QlikView high marks for its dashboarding and visual discovery capabilities. Qlik consistently leads the list, or is rated above average, in a range of KPIs, including investment value, purchasing considerations, cloud BI, operational BI, visualization and performance. The vendor also receives high ratings for aggregated KPIs such as innovation and agility.

Qlik customer responses

This is the sixth year that Qlik features in The BI Survey. It appeared this year with a substantial sample of 189 users.

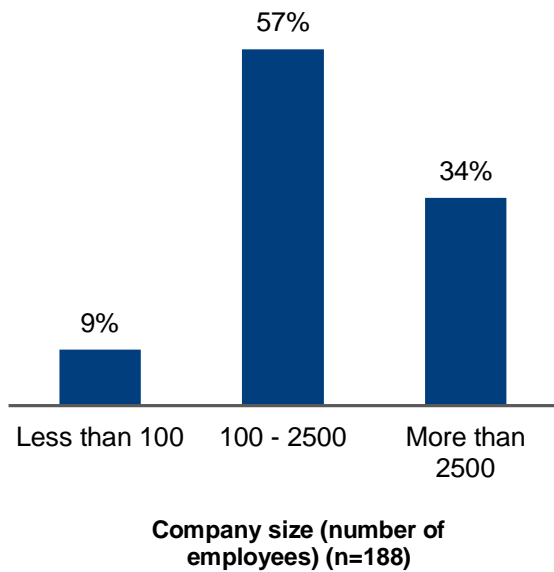
Around 88 percent of participants said they were using QlikView 11, with 9 percent on version 10.

User and use case demographics



© BARC
THE BI Survey 14

Product usage (n= 189)

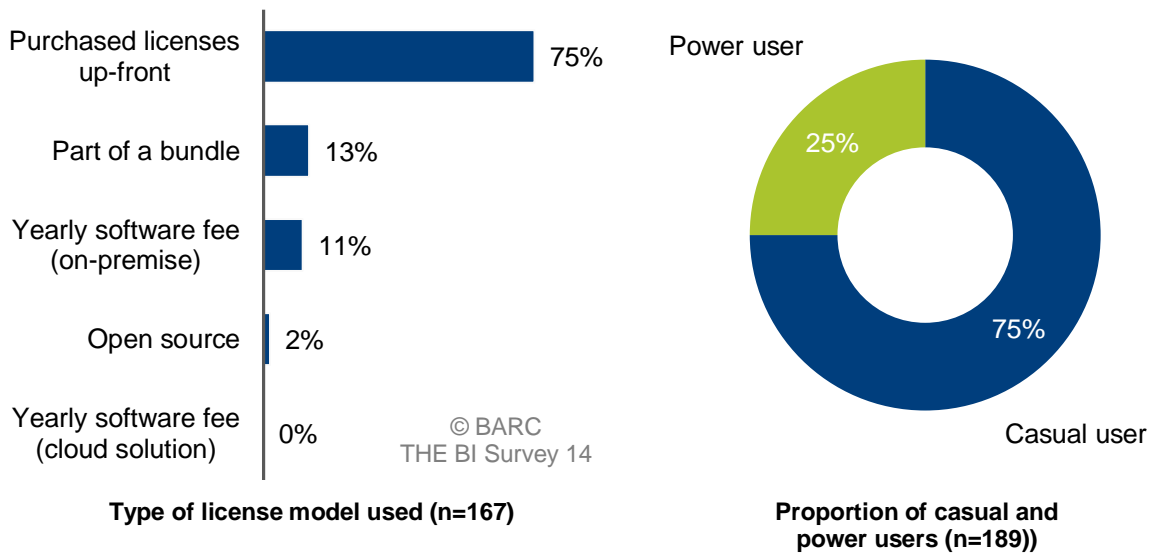


Percentage of employees using Qlik

Qlik	14%
Average of all products	15%

Number of users using Qlik

Median	82
Mean	357



QlikView is a dashboard and analysis platform based on in-memory technology which is particularly suitable for set analysis. The solution offers simplicity, performance and agility and is well positioned for the self-service BI market.

Customers seem to use the solution for a broad range of applications. The analysis results produced in QlikView are used in dashboard and reporting applications. More than one-third of BI managers and professionals also plan to employ QlikView for big data analytics, and about a third indicate they will likely use the product for predictive data analytics and data mining,

QlikView is most commonly seen in both mid-market and large enterprises, with a majority of users in companies with 100 to 2,500 employees. The average QlikView site has about 350 users, who are primarily casual or business users.

Peer Groups

The BI Survey features a range of different types of BI tools so we use peer groups to ensure similar products are compared against each other. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

Qlik features in the following peer groups:

- Large international BI vendors
- Dashboard
- Visual discovery

The KPIs

The BI Survey 14 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

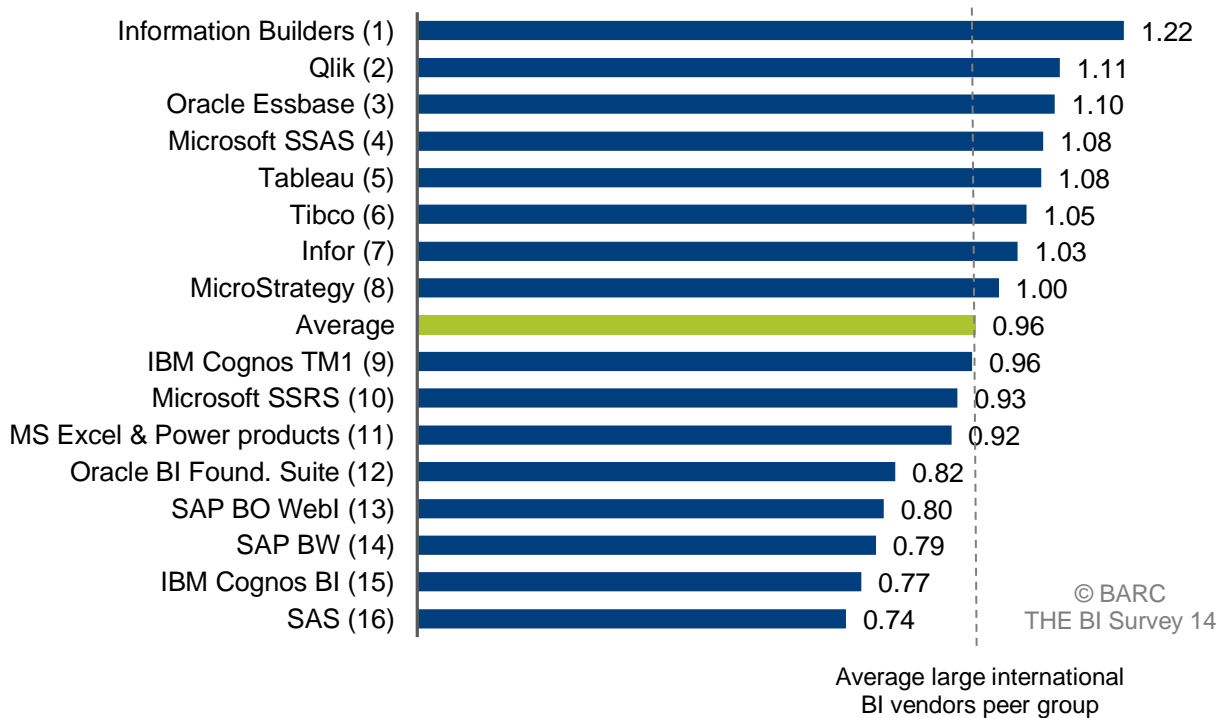
- Only measures that have a clear good/bad trend are used as the basis for KPIs
- KPIs may be based on one or more measures from The BI Survey
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feeds into the KPI are included
- Each KPI is normalized so that the overall sample always has a value of 1.0
- The KPIs are calculated so that better-than-average products always have scores of greater than 1.0, while less good products score less than 1.0. When viewing the peer group KPI charts, note that the average for each peer group will usually be either higher or lower than 1.0 because the peer groups are all subsets of the overall sample.

The products are sorted by value: the better the product the higher the value. The average is displayed as a green bar and separates the products into two groups, those that performed better than average and those that performed worse than average.

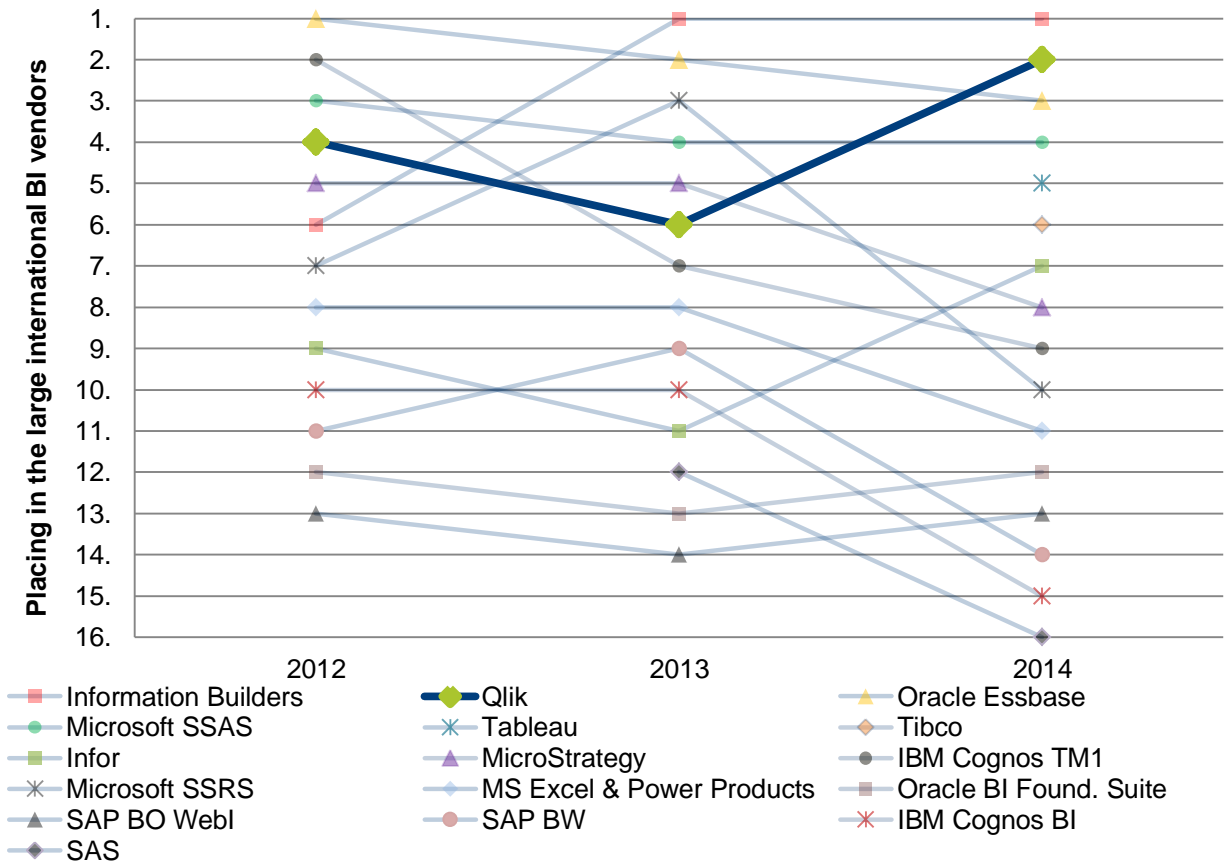
For more details on the KPIs, see our 'KPIs and Dashboards' document.

Leading large international BI vendor in business benefits

Based on the achievement level of a variety of business benefits

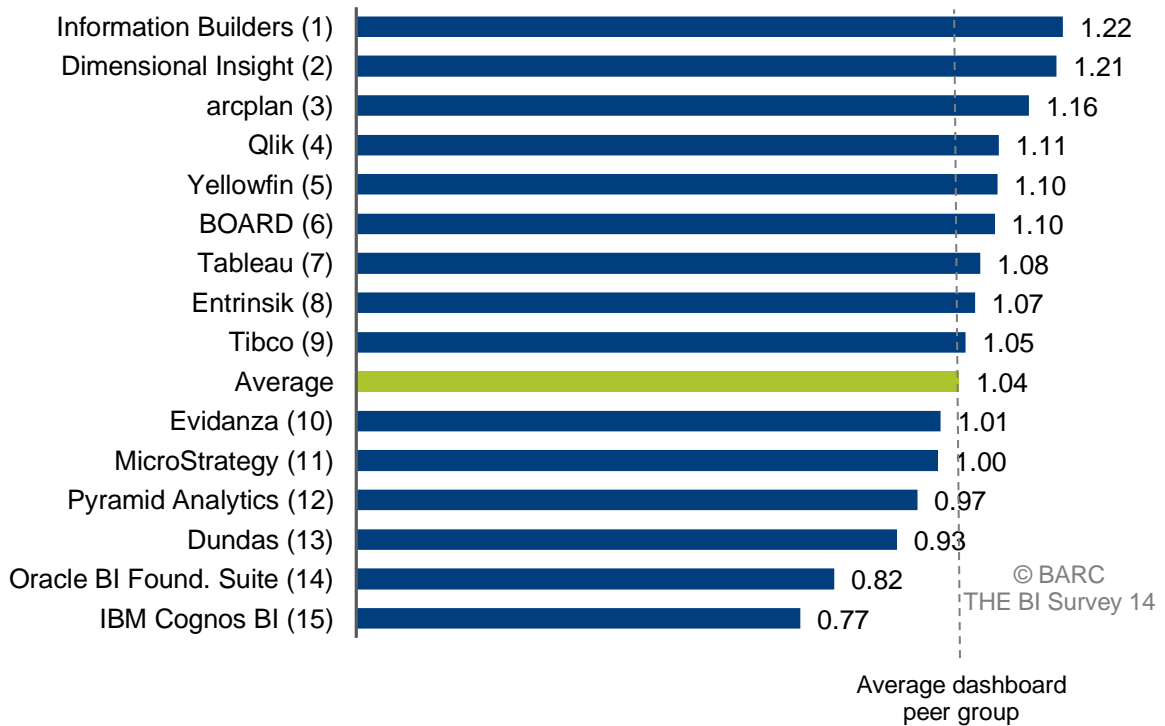


Improving large international BI vendor in business benefits in the past three years



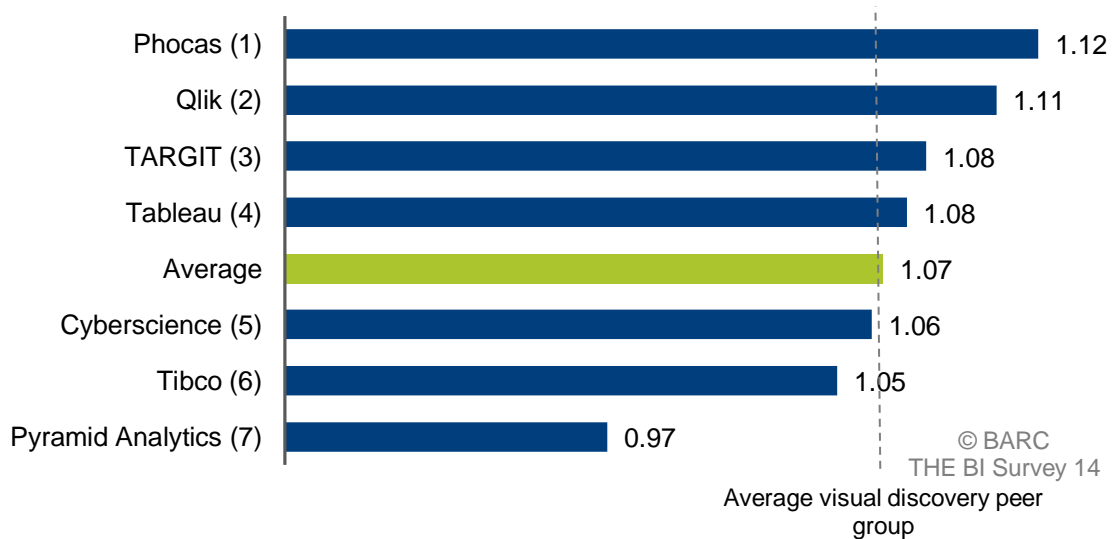
Leading dashboard vendor in business benefits

Based on the achievement level of a variety of business benefits

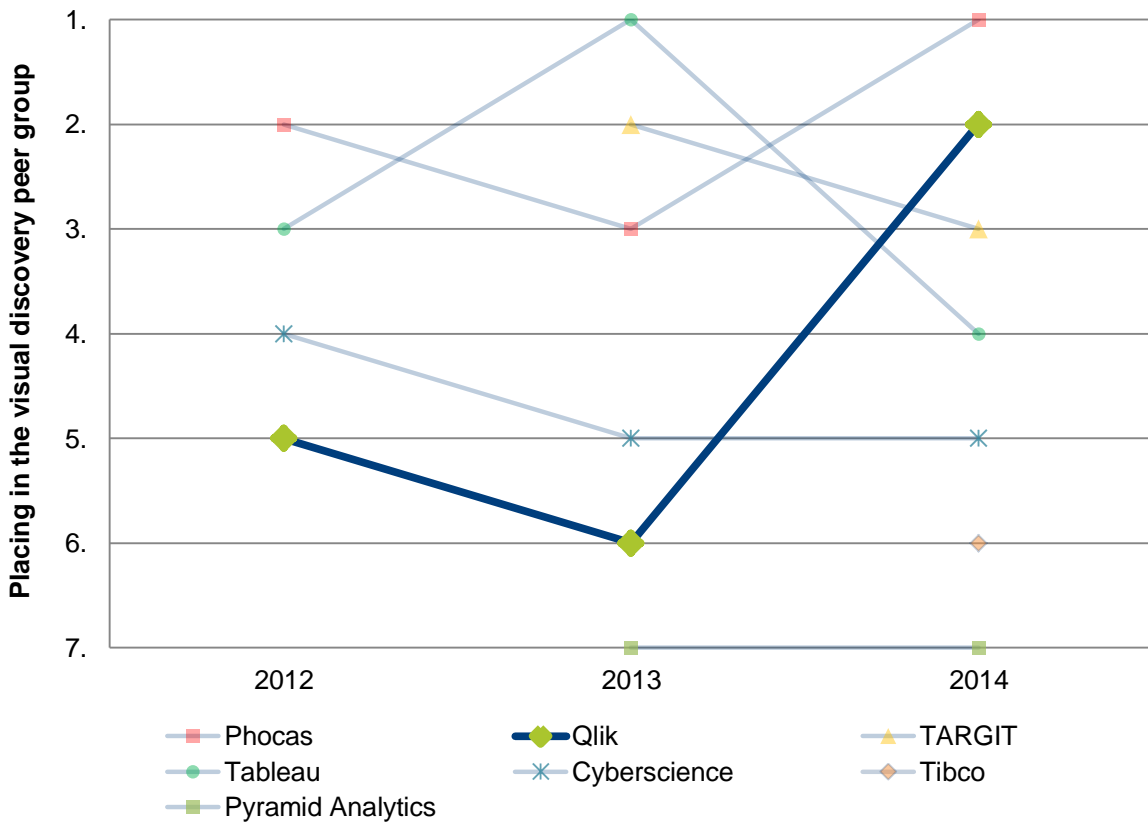


Leading visual discovery vendor in business benefits

Based on the achievement level of a variety of business benefits



Improving visual discovery vendor in business benefits in the past three years

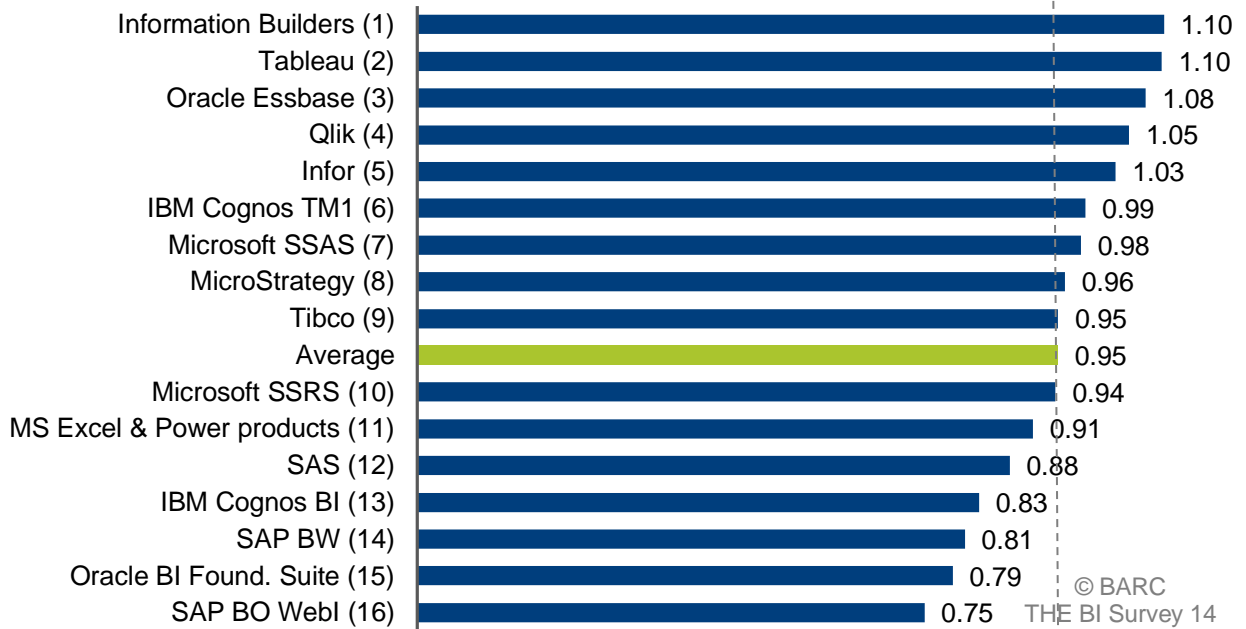


© BARC THE BI Survey 14

Qlik is ranked near to top in all of the peer groups in the business benefits KPI, making the vendor and its product set a leading driver of business value. The ability to employ the solution to enable fast and intuitive insights into data is clearly a strength that the product brings to decision-makers across customers' organizations. Qlik has made significant gains in this area since the last two surveys – overall, its rank as the international vendor delivering business benefits has jumped from sixth place a year ago to second place today. It has also vaulted from sixth place to second as a provider of data discovery tools in a business benefits context.

Leading large international BI vendor in project success

Based on the implementation satisfaction level and the frequency of projects completed on time and on budget

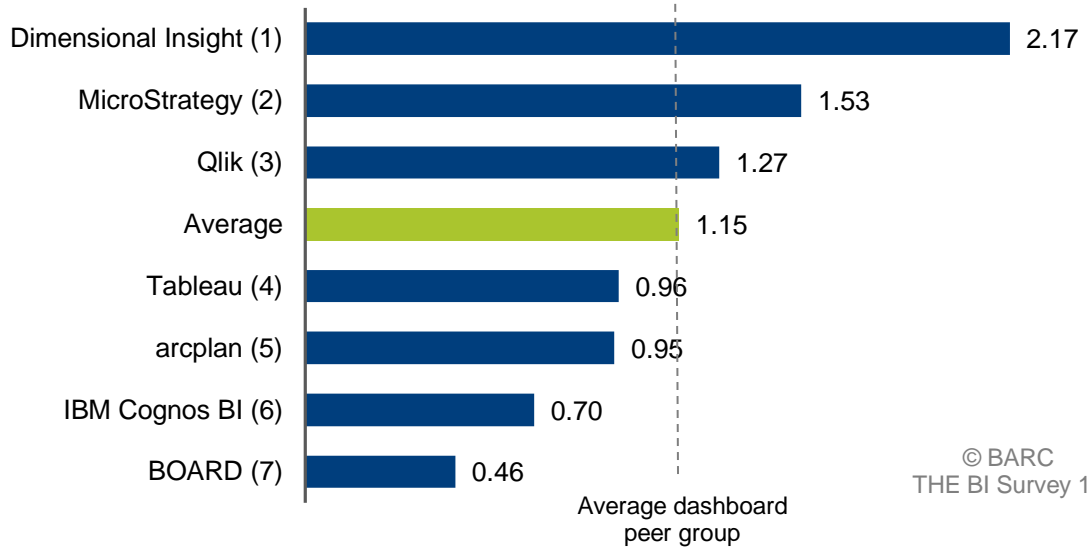


© BARC
THE BI Survey 14
Average large international BI vendors peer group

As customers rank Qlik highly in its ability to deliver business benefits, the vendor also ranks above average in terms of the rate of project success.

Leading dashboard vendor in investment per seat

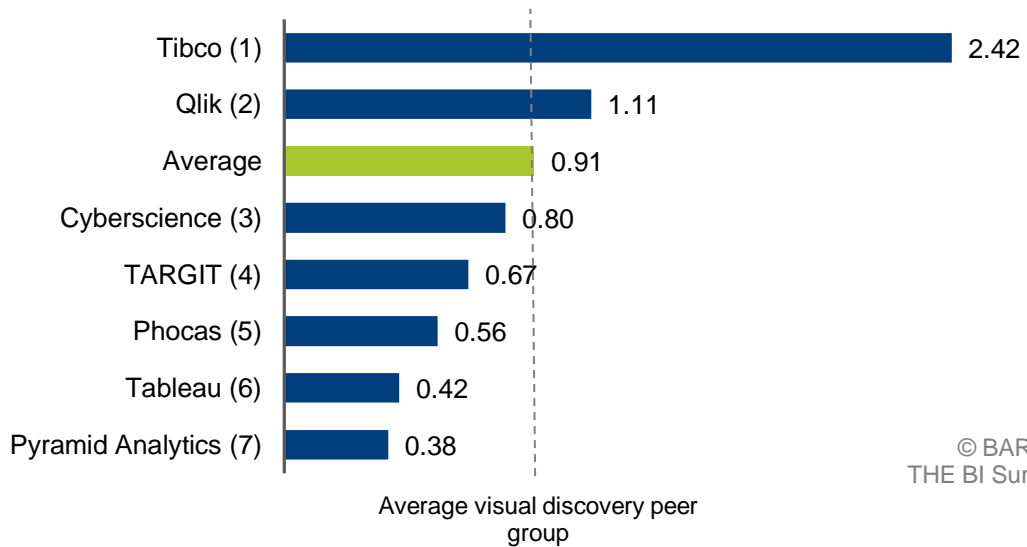
Based on median license fees, annual fees and external implementation fees, adjusted by the number of users



© BARC
THE BI Survey 14

Leading visual discovery vendor in seats per admin

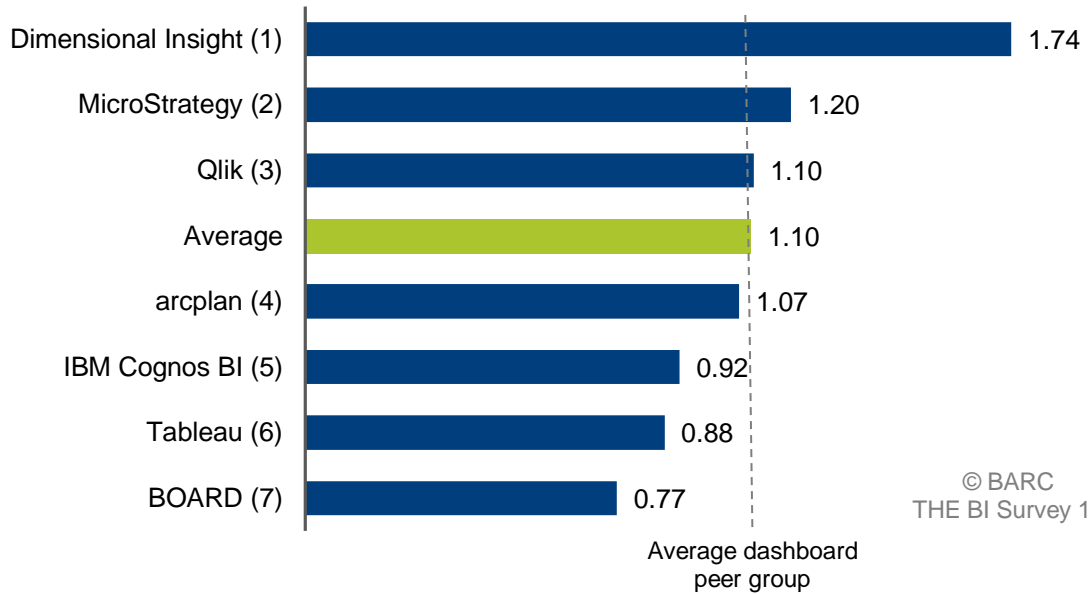
Based on the number of full-time administrators per user



© BARC
THE BI Survey 14

Leading dashboard vendor in investment

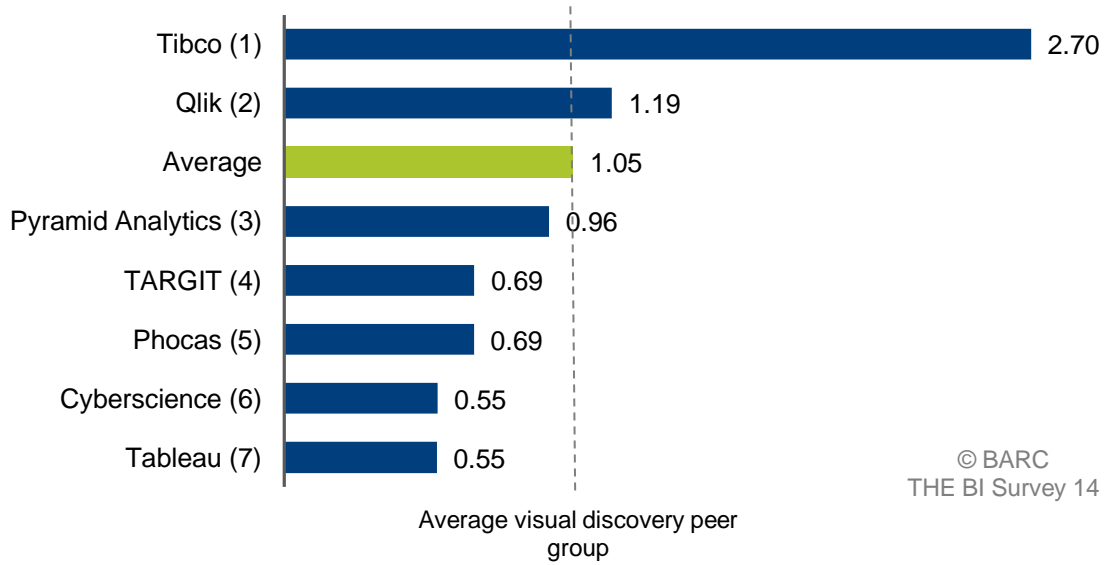
Based on a combination of the 'Investment per seat', 'Seats per administrator' and 'Price-performance perception' KPIs



Customers also see QlikView's ease of use and versatility delivering solid return on investment for their BI and analytics expenditures. The vendor's product is seen as an investment that delivers above-average value.

Leading visual discovery vendor in concurrent users

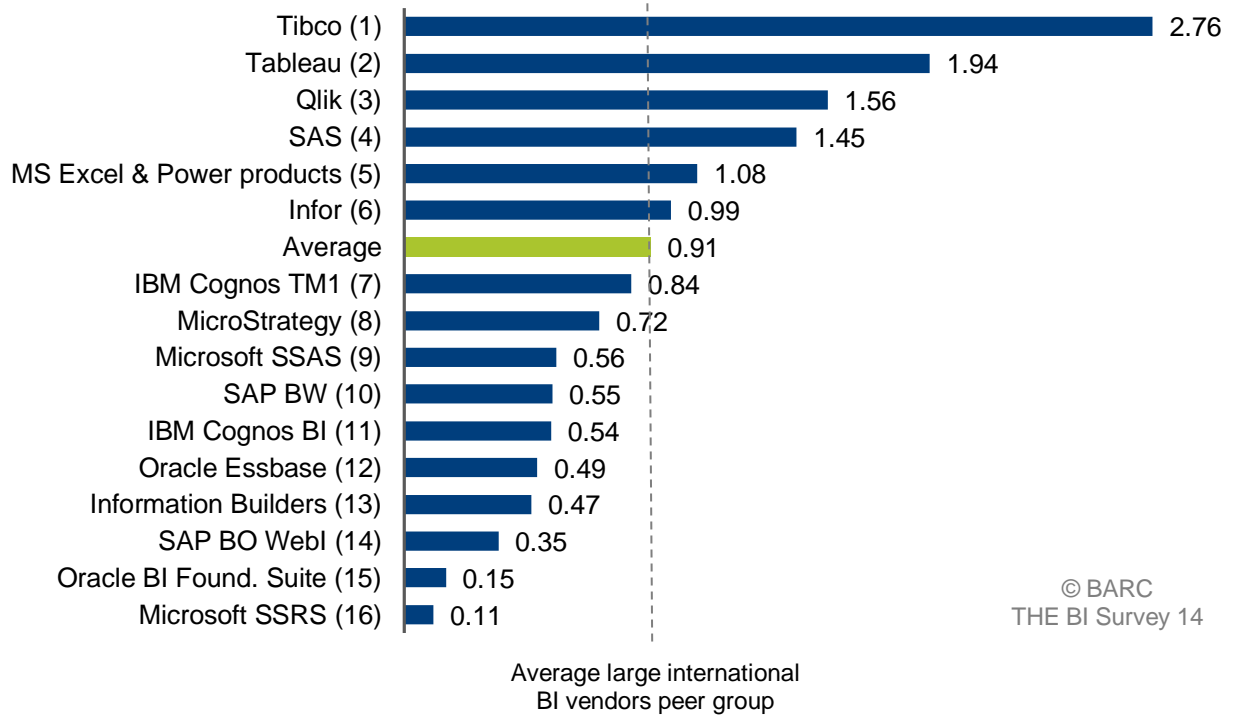
Based on the average number of concurrent users using the BI tool



While QlikView is usually employed within small to medium-size enterprises, and typically has a smaller user base (averaging 250 users), customers still give the product high marks in its ability to support larger numbers of concurrent users.

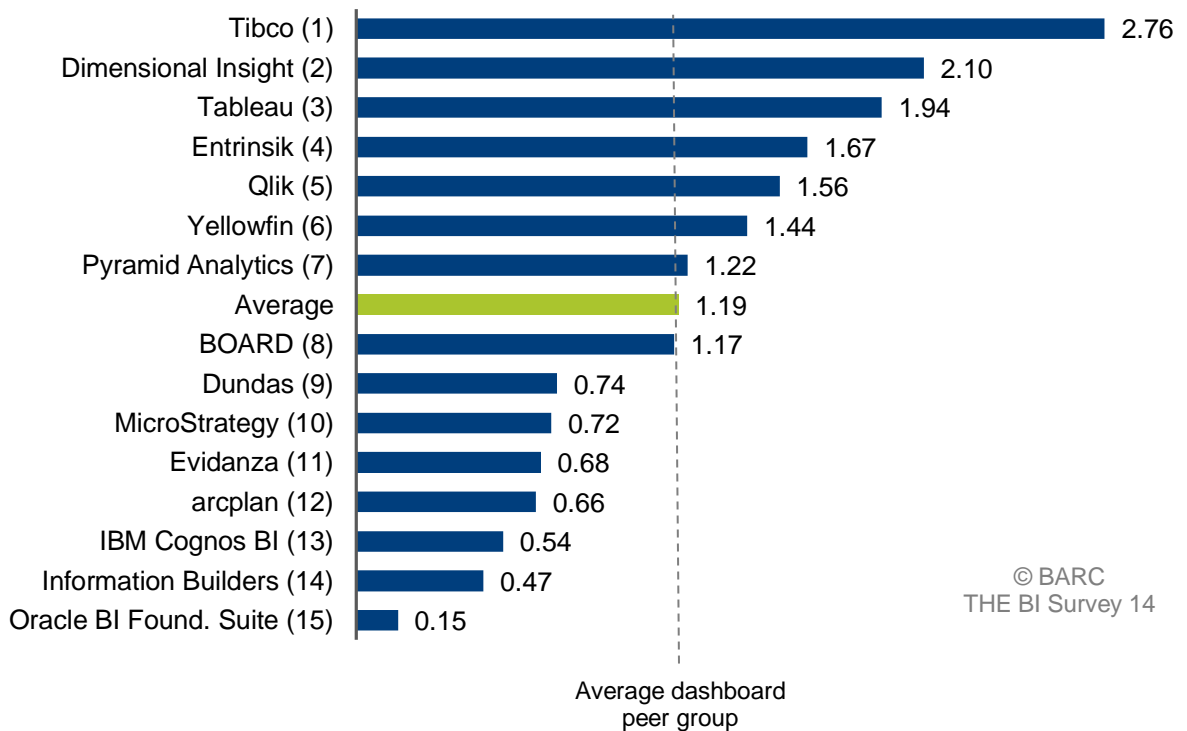
Leading large international BI vendor in big data analytics

Based on how many sites currently use big data analytics with their BI tool



Leading dashboard vendor in big data analytics

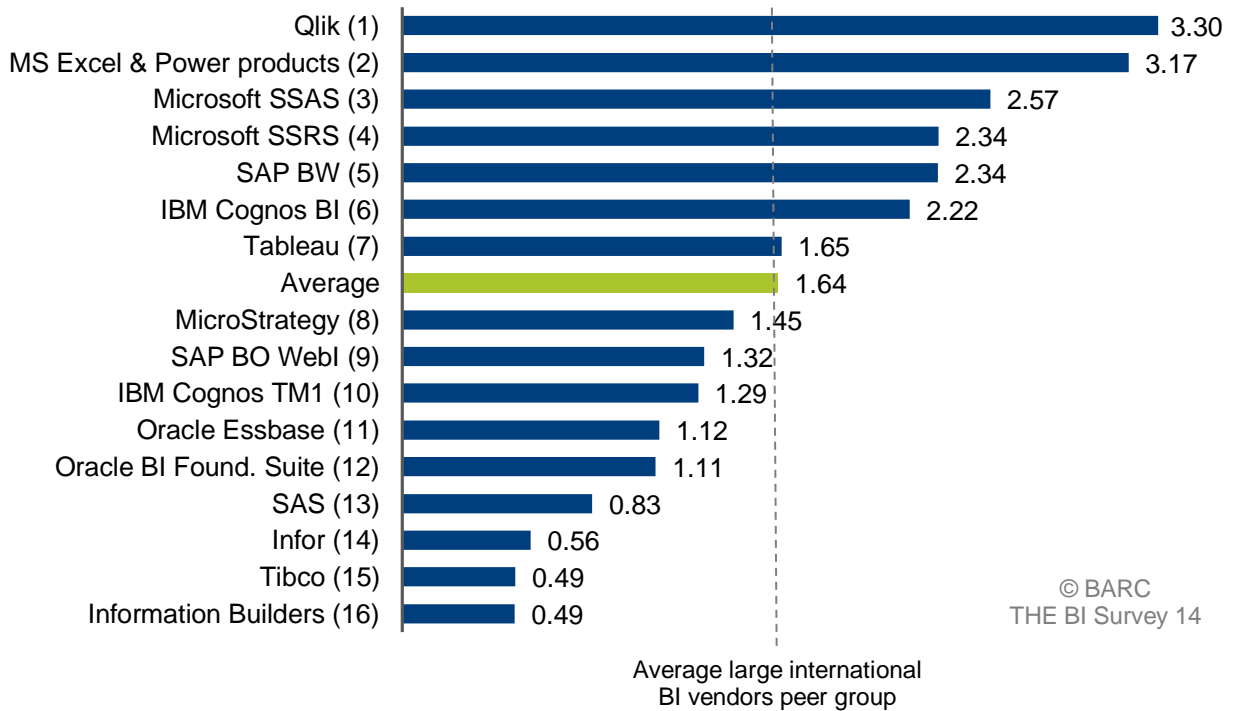
Based on how many sites currently use big data analytics with their BI tool



Big data analytics is an area that has drawn significant interest from enterprises within the past few years. There is widespread interest in capturing and drawing insights from data streaming in from the Internet of Things, as well as social media, mobile devices and enterprise applications. Qlik is well-positioned to capitalize on this emerging space, as its dashboard capability is rated above average.

Top ranked large international BI vendor in considered for purchase

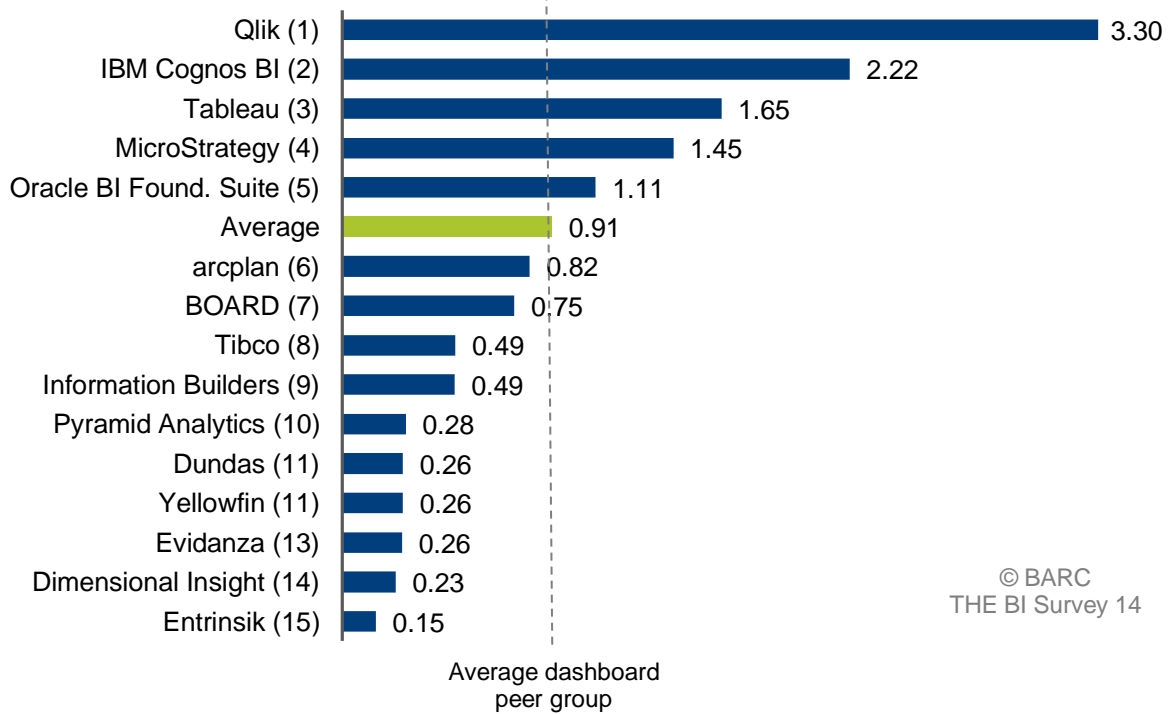
Based on whether respondents considered purchasing the product



© BARC
THE BI Survey 14

Top ranked dashboard vendor in considered for purchase

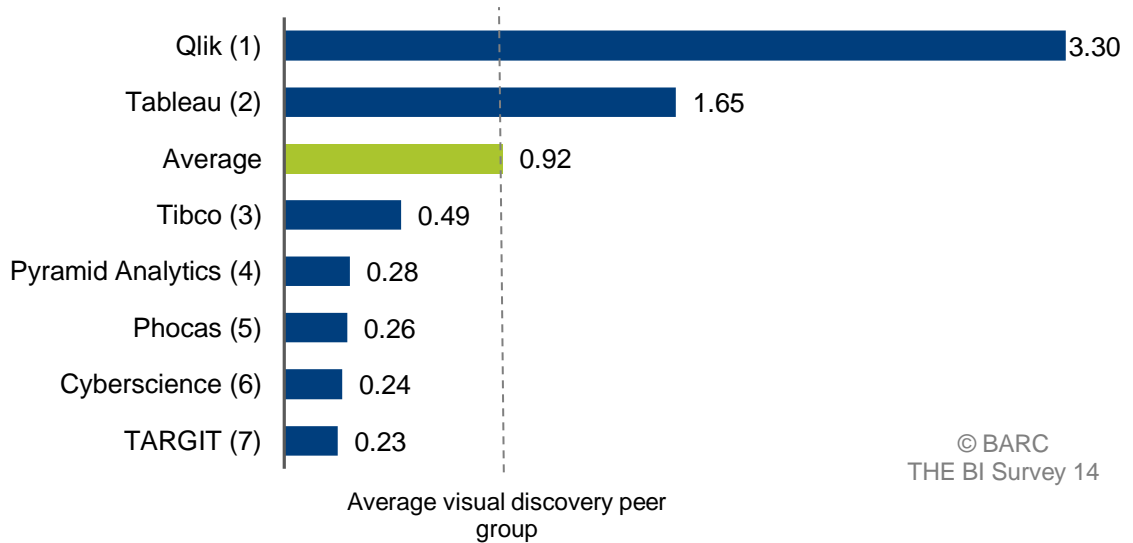
Based on whether respondents considered purchasing the product



© BARC
THE BI Survey 14

Top ranked visual discovery vendor in considered for purchase

Based on whether respondents considered purchasing the product

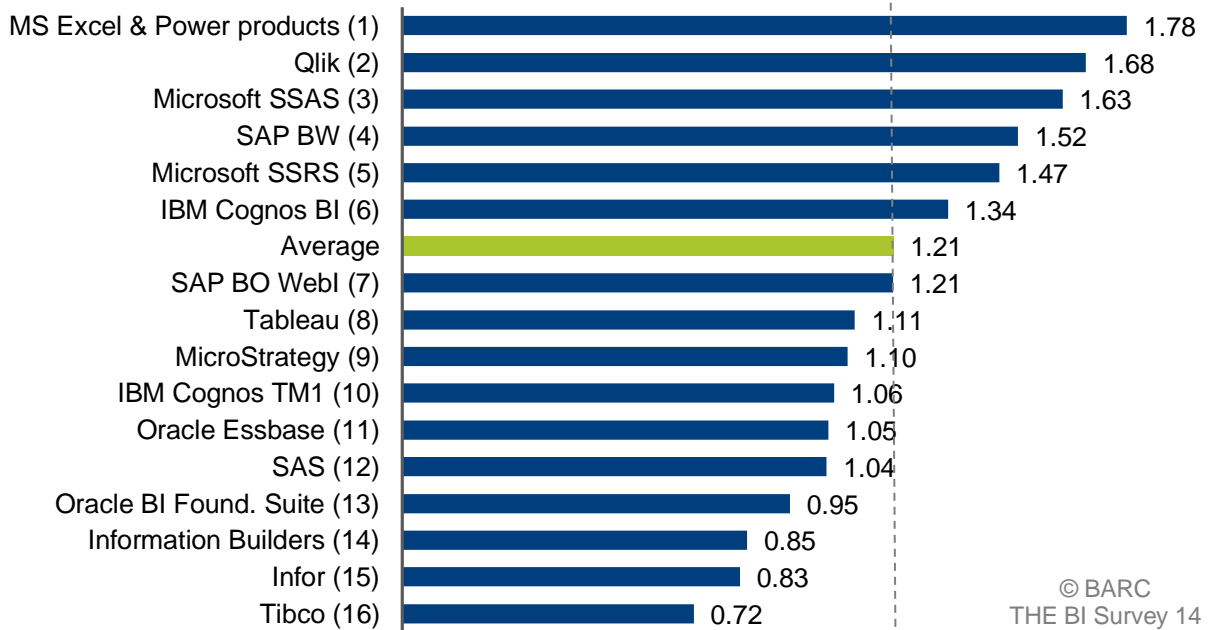


Qlik is ranked number one at the top of customers’ purchasing intentions. The company pursues a non-technical marketing and sales strategy that has worked very well and therefore made the vendor popular in the BI market. As a result, Qlik is the top ranked vendor in the Visual Analysis & Data Discovery Vendor and Dashboard Vendor peer groups. It is also the leading vendor in the Large International Vendor peer group for the ‘Considered for purchase’ KPI.

This is an achievement for a considerably smaller vendor operating at the same level as other, very large vendors and reflects the company’s huge investment in marketing and sales.

Leading large international BI vendor in competitiveness

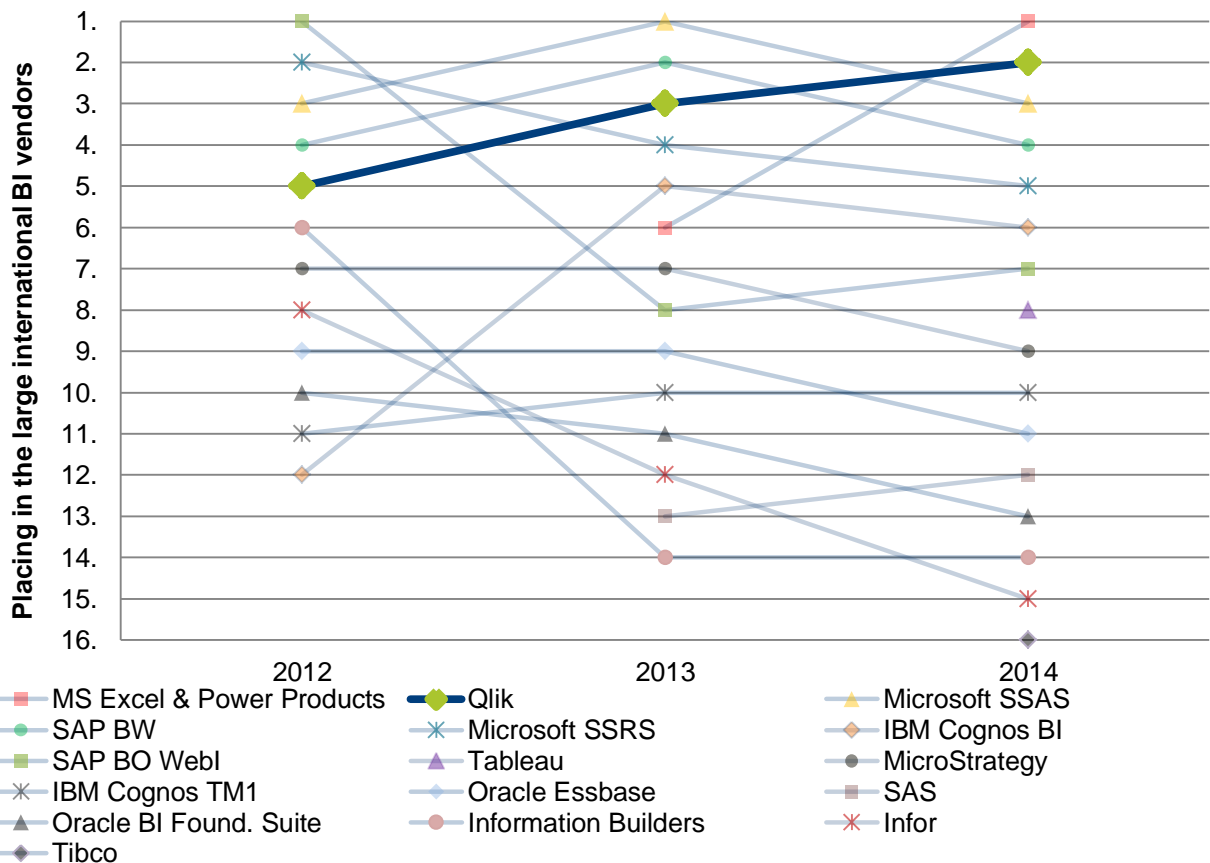
Combines the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs



© BARC THE BI Survey 14

Average large international BI vendors peer group

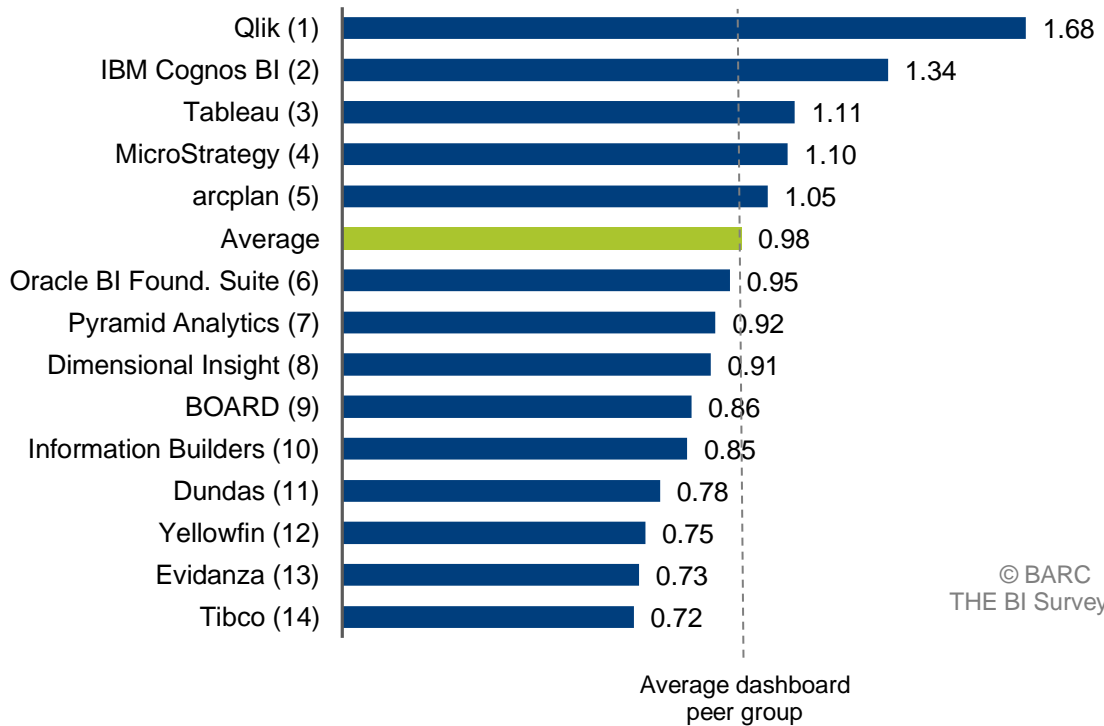
Improving large international BI vendor in competitiveness in the past three years



© BARC THE BI Survey 14

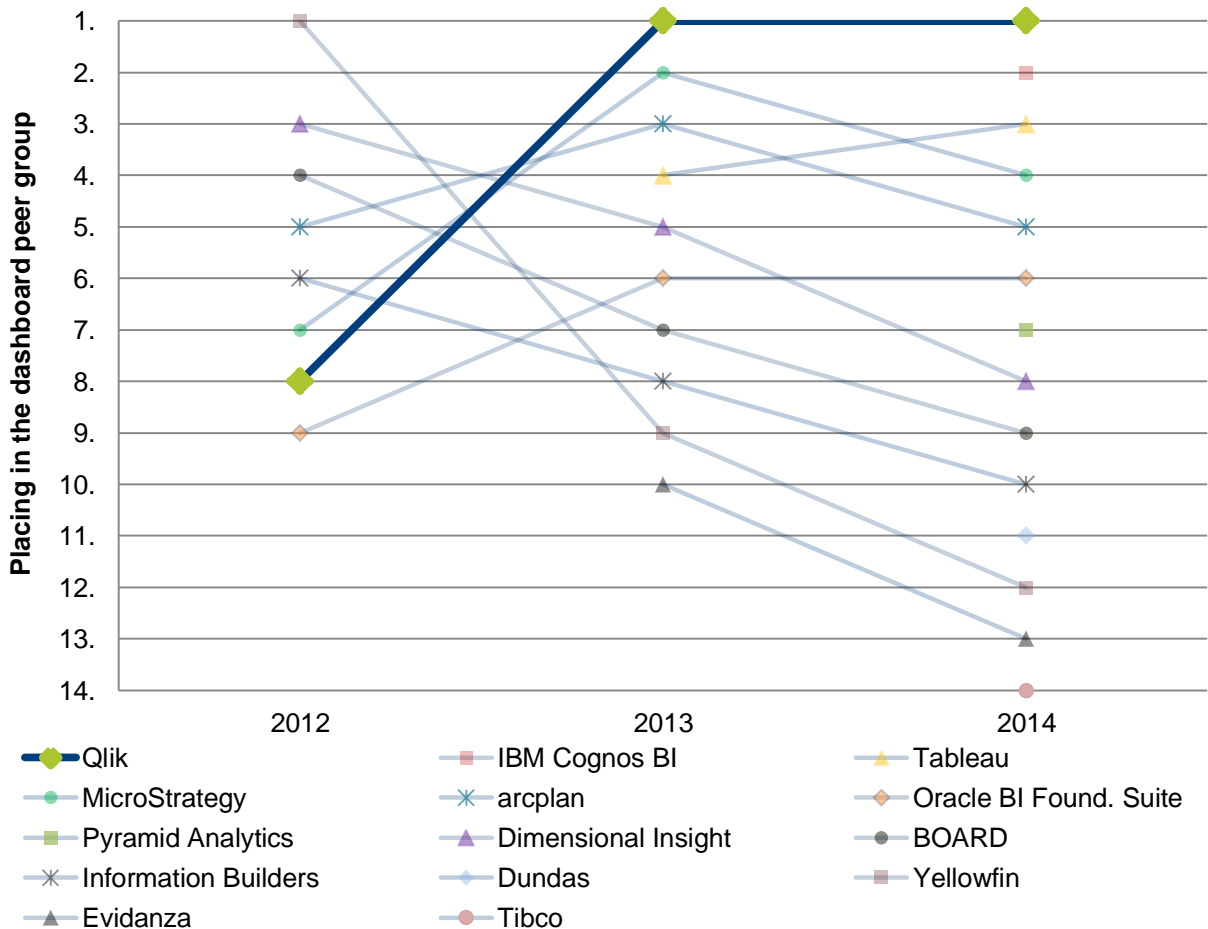
Top ranked dashboard vendor in competitiveness

Combines the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs



© BARC THE BI Survey 14

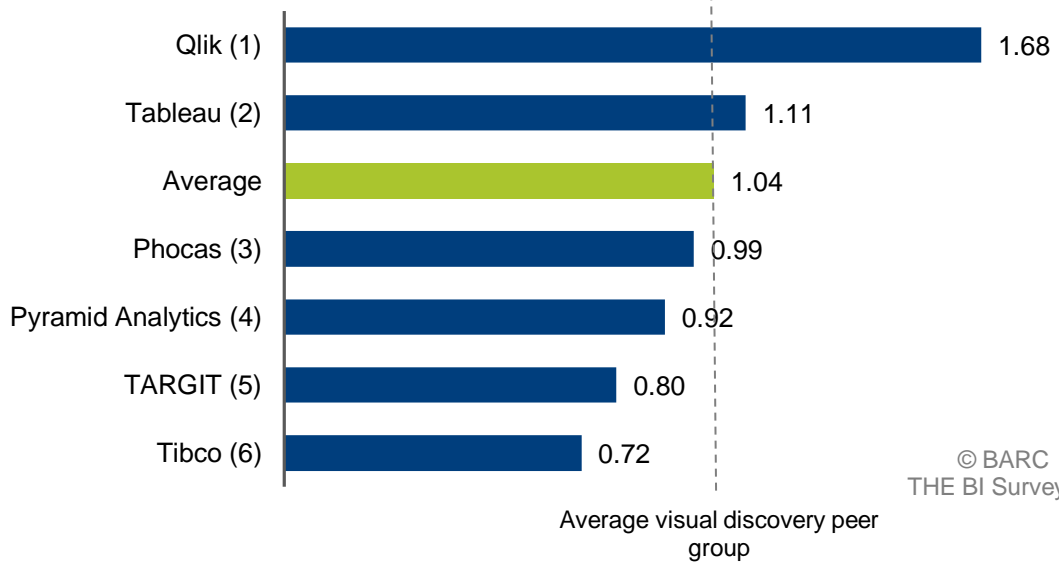
Improved dashboard vendor in competitiveness in the past three years



© BARC THE BI Survey 14

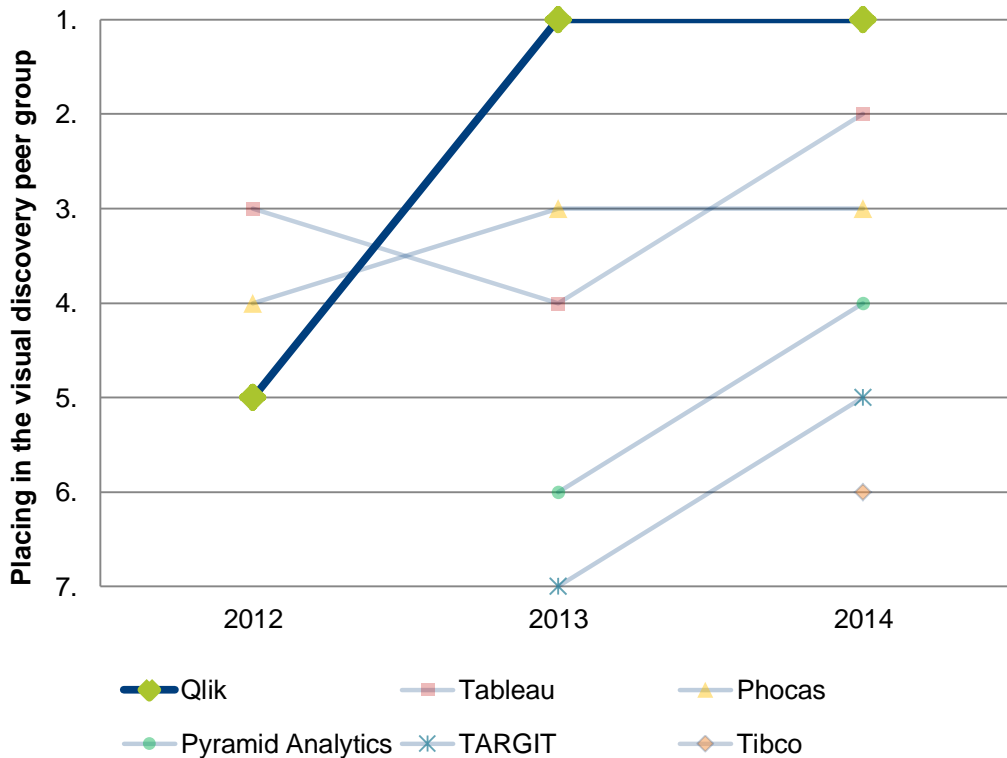
Top ranked visual discovery vendor in competitiveness

Combines the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs



© BARC THE BI Survey 14

Improving visual discovery vendor in competitiveness in the past three years



© BARC THE BI Survey 14

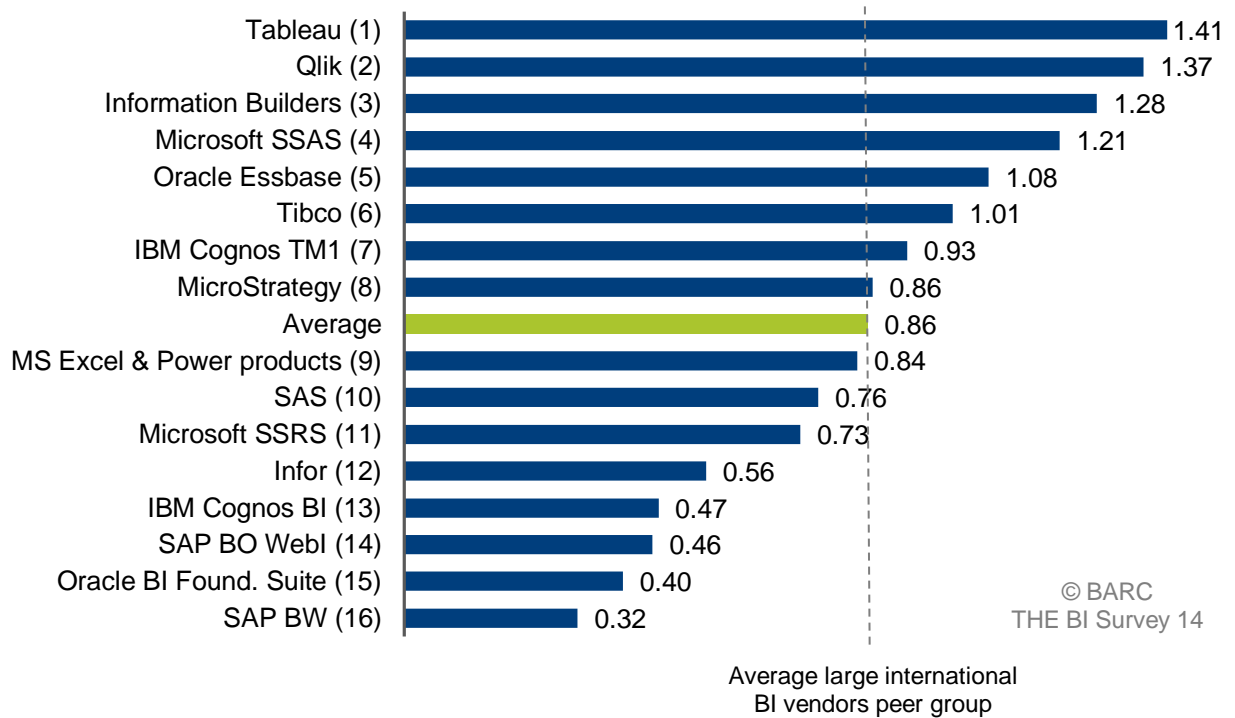
Qlik ranks as one of the most competitive vendors in the BI space this year.

For purposes of this survey, Competitiveness is an aggregate of the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs. Here, Qlik scores very highly, either in first or second place among vendors in this survey. Among dashboard products in particular it has risen significantly in its regard by customers, from eighth place in 2012 to first place today.

Qlik is competitive in this area due to its agility in sales situations. The sales process is targeted towards a short proof of concept and can show rapid benefits to the customer. The vendor also uses a large partner network efficiently, which is an excellent asset for the vendor.

Leading large international BI vendor in recommendation

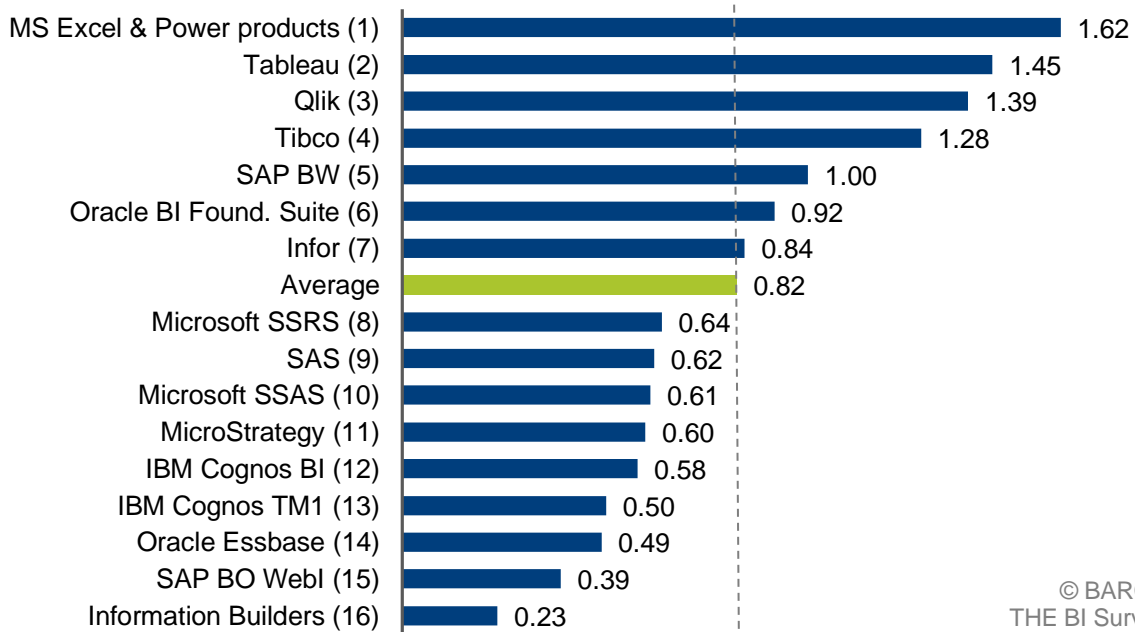
Based on how many users would recommend the product to others



QlikView benefits from word-of-mouth advertising. It follows closely behind Tableau as the second-leading BI product most likely to be recommended to others.

Leading large international BI vendor in cloud BI

Based on how many sites currently use the product in a cloud environment

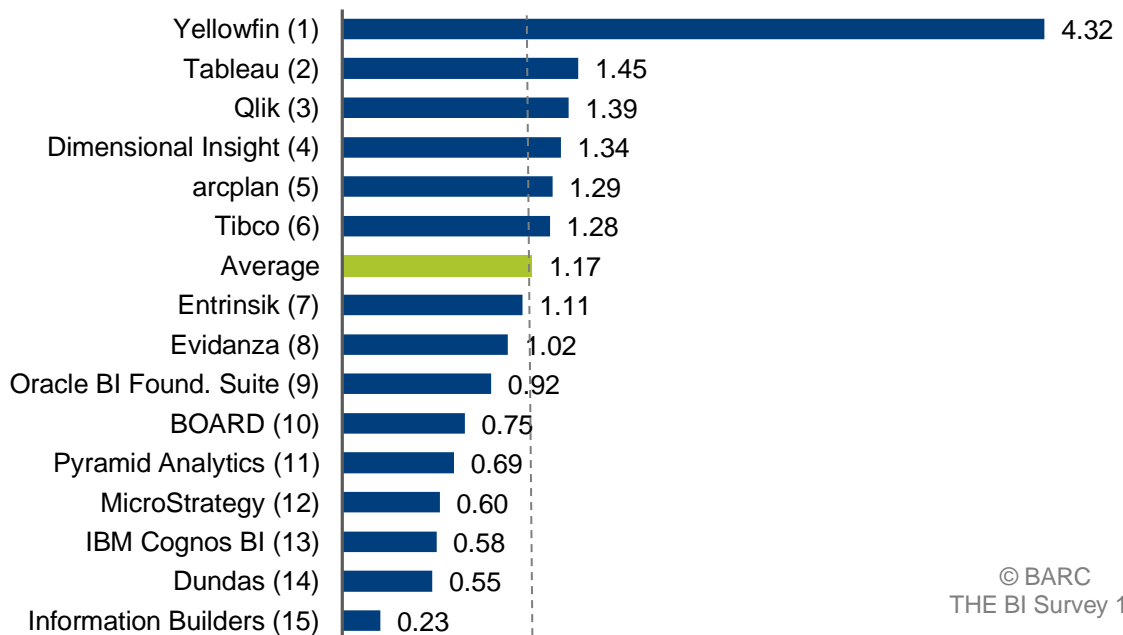


© BARC
THE BI Survey 14

Average large international BI vendors peer group

Leading dashboard vendor in cloud BI

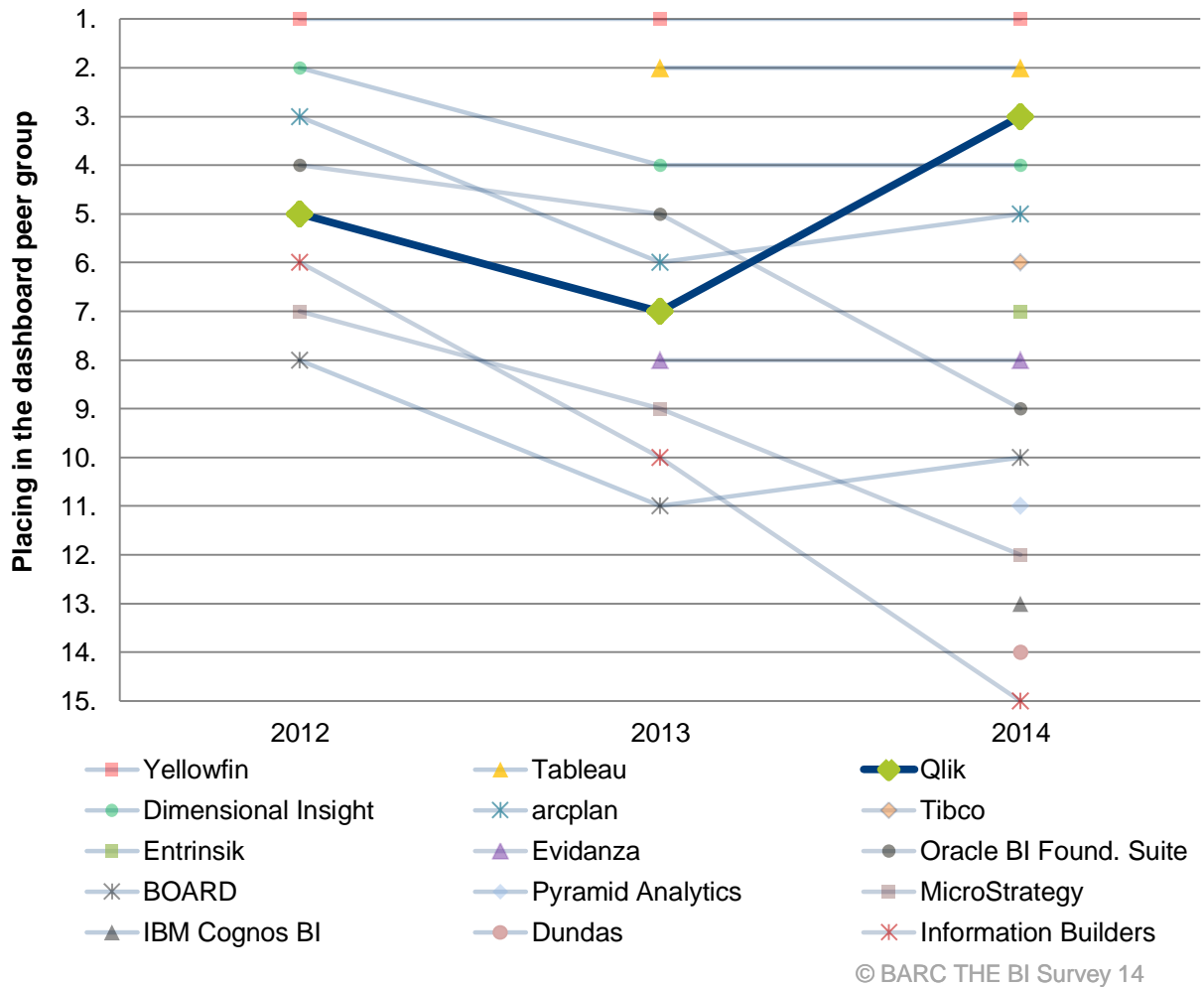
Based on how many sites currently use the product in a cloud environment



© BARC
THE BI Survey 14

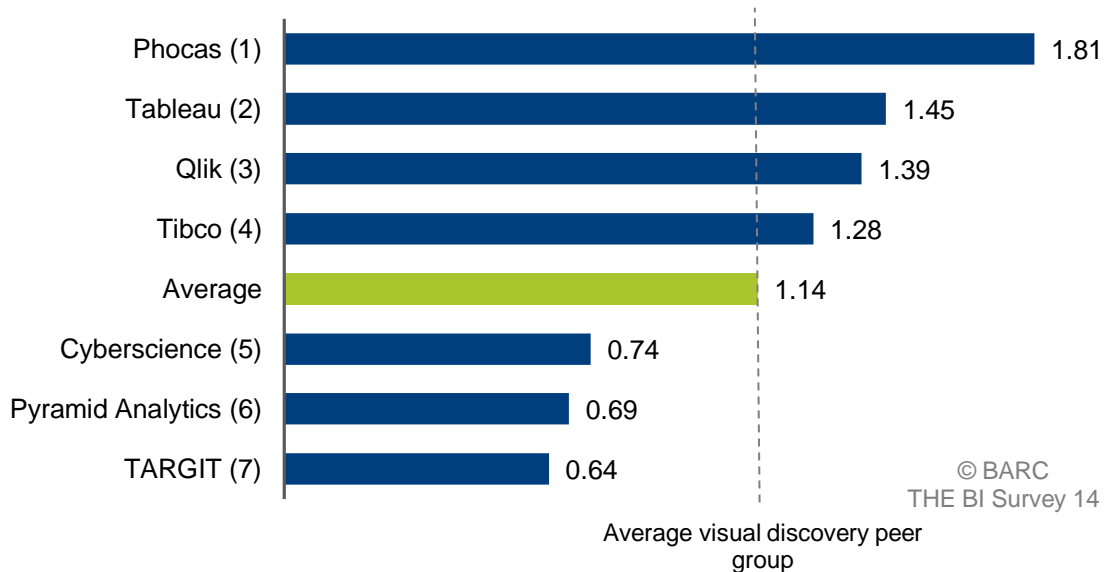
Average dashboard peer group

Improving dashboard vendor in cloud BI in the past three years

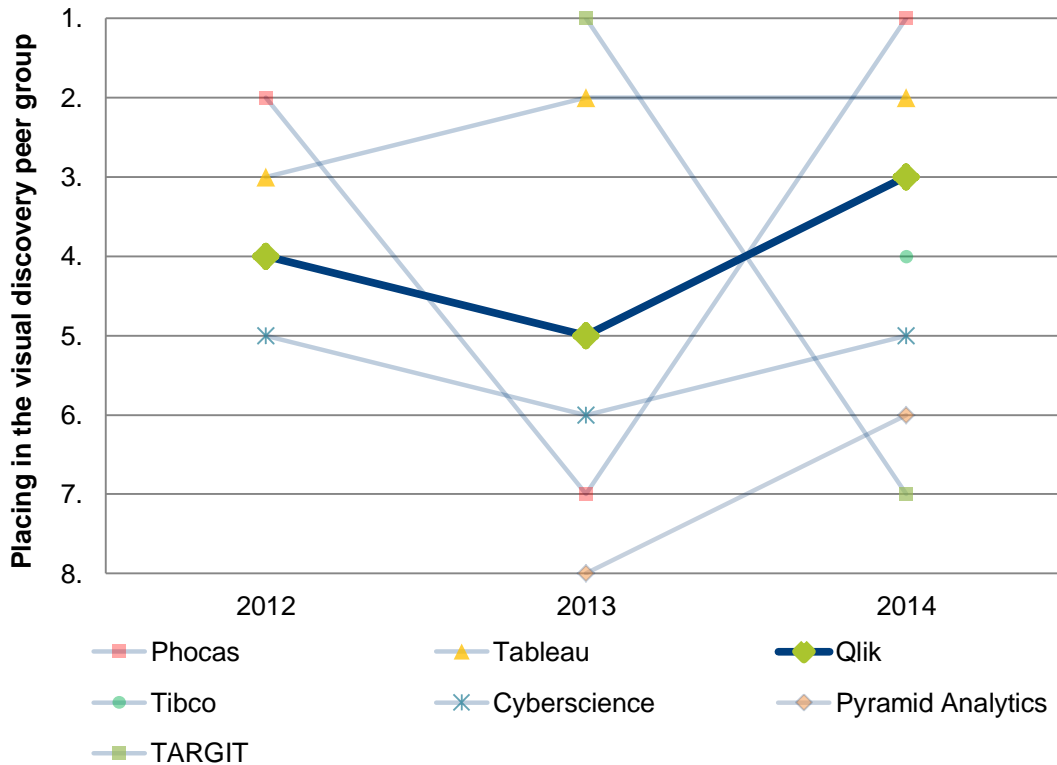


Leading visual discovery vendor in cloud BI

Based on how many sites currently use the product in a cloud environment



Improving visual discovery vendor in cloud BI in the past three years

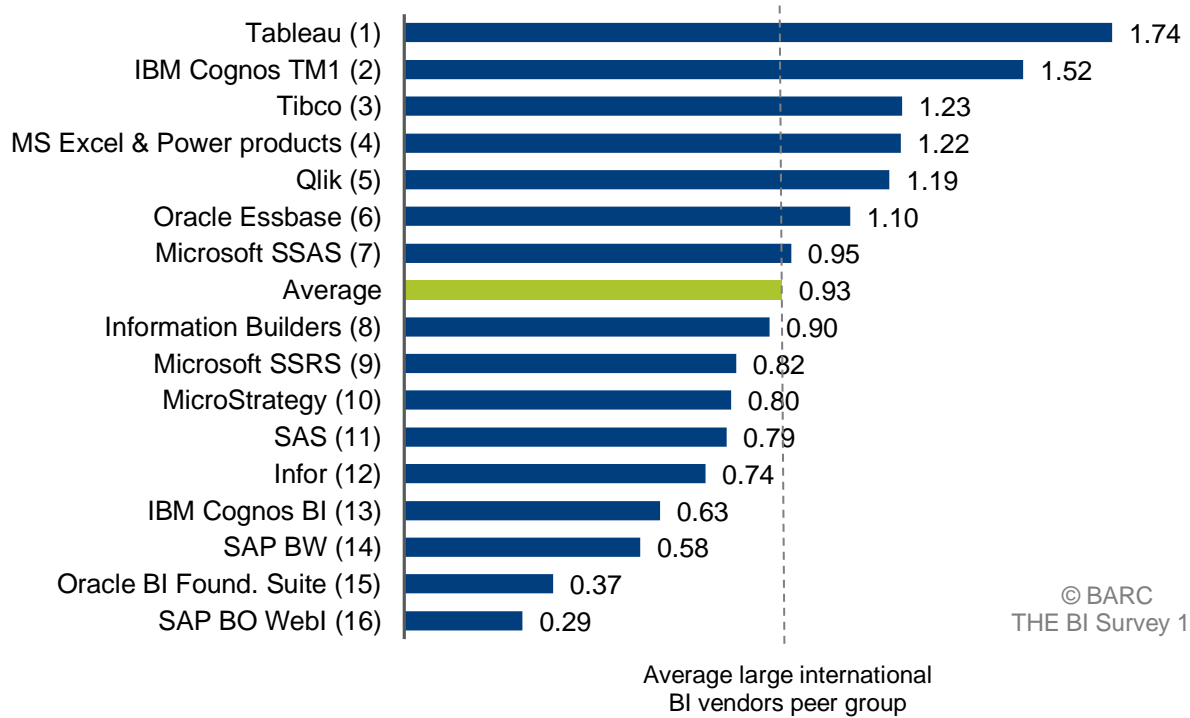


© BARC THE BI Survey 14

Cloud BI is a critical up-and-coming area within the market, and Qlik does well here. Many customers are either seeking to access various BI and analytics capabilities on a pay-as-you-go basis from cloud or Software as a Service providers, or to extend their infrastructures to customers, partners and employees through cloud services interfaces. When it comes to cloud computing, Qlik has taken a lead as a provider of cloud-based capabilities. The vendor offers a cloud-based QlikView solution with the same functionality as its on-premises offering.

Leading large international BI vendor in collaboration

Based on how many sites currently use collaboration features with their BI tool

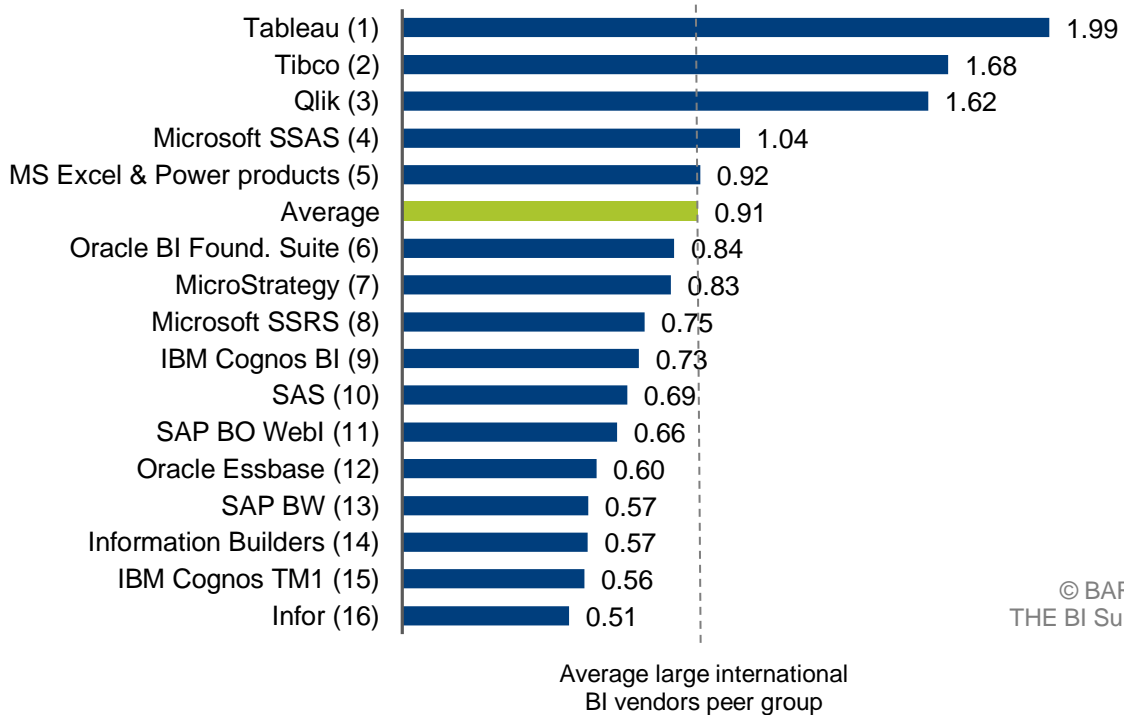


© BARC
THE BI Survey 14

When it comes to collaboration, QlikView offers good commenting features, now including workspaces and collaborative features. Users can use text field or bookmarks to annotate published content. Customers can also make threaded, chat-like comments

Leading large international BI vendor in data discovery/visualization

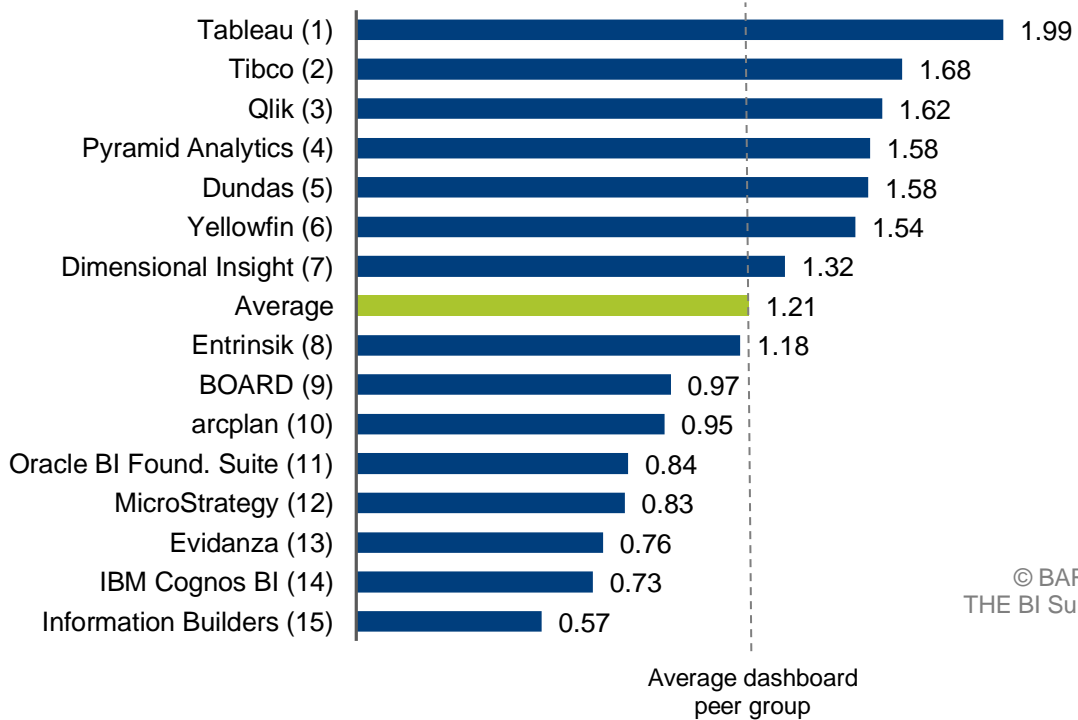
Based on how many sites currently use data discovery/visualization with their BI tool



© BARC
THE BI Survey 14

Leading dashboard vendor in data discovery/visualization

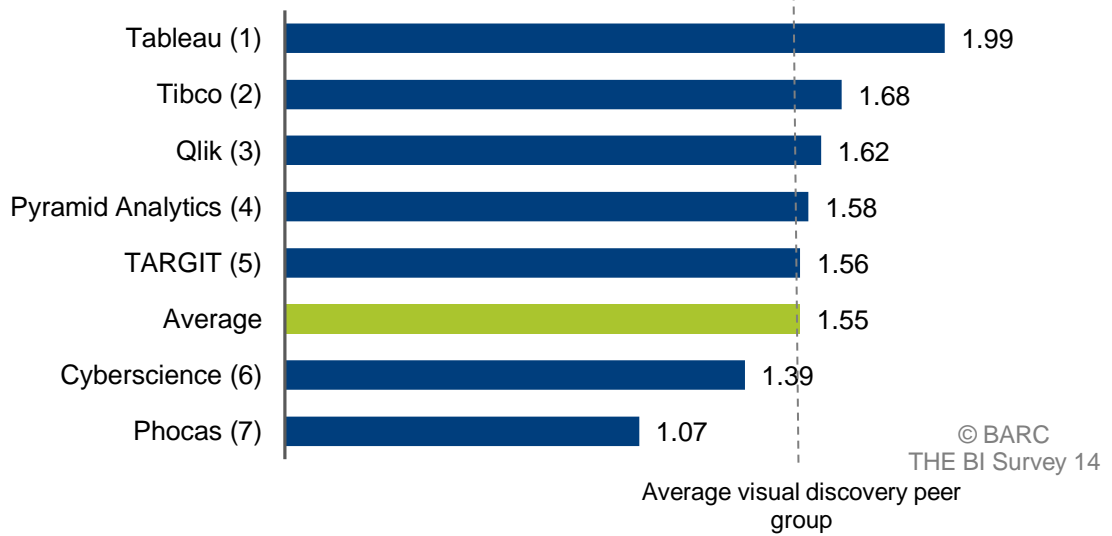
Based on how many sites currently use data discovery/visualization with their BI tool



© BARC
THE BI Survey 14

Leading visual discovery vendor in data discovery/visualization

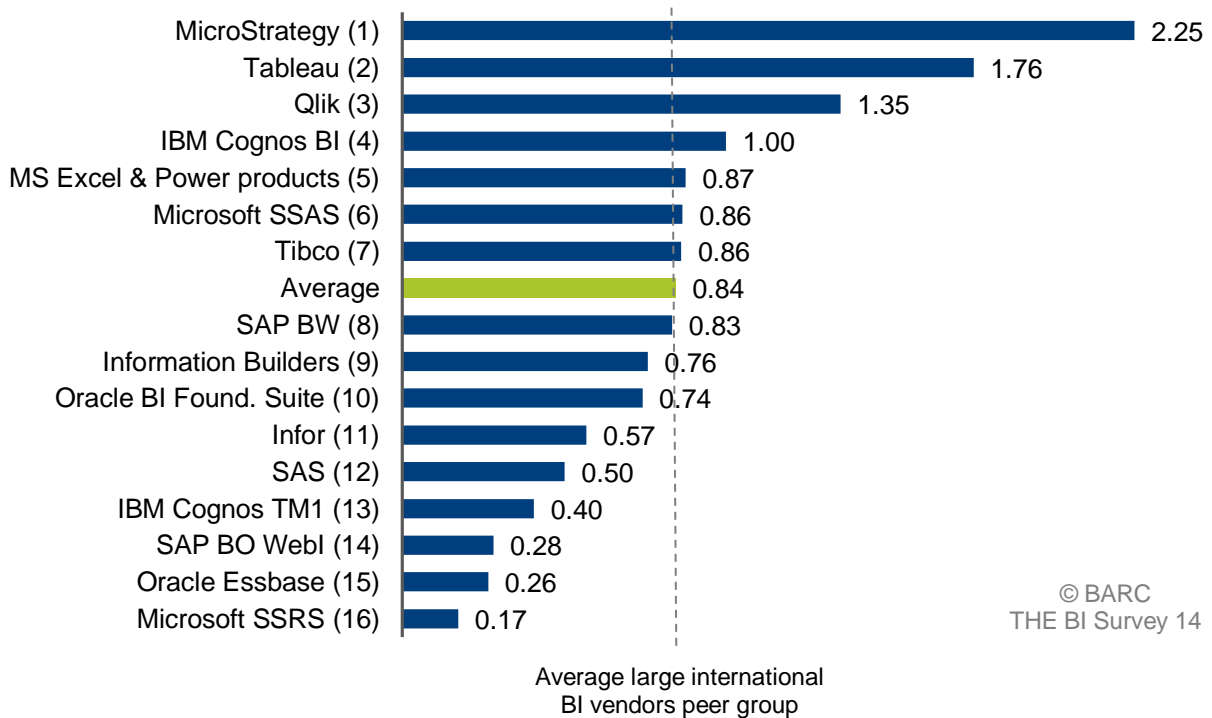
Based on how many sites currently use data discovery/visualization with their BI tool



Data discovery is one of the strongest aspects of QlikView, and this helps the vendor stand out in customer ratings. Qlik is highly rated overall as an international vendor in this space, and its dashboarding and visual discovery features make it one of the top three vendors in this survey.

Leading large international BI vendor in mobile BI

Based on how many sites currently use mobile BI with their BI tool

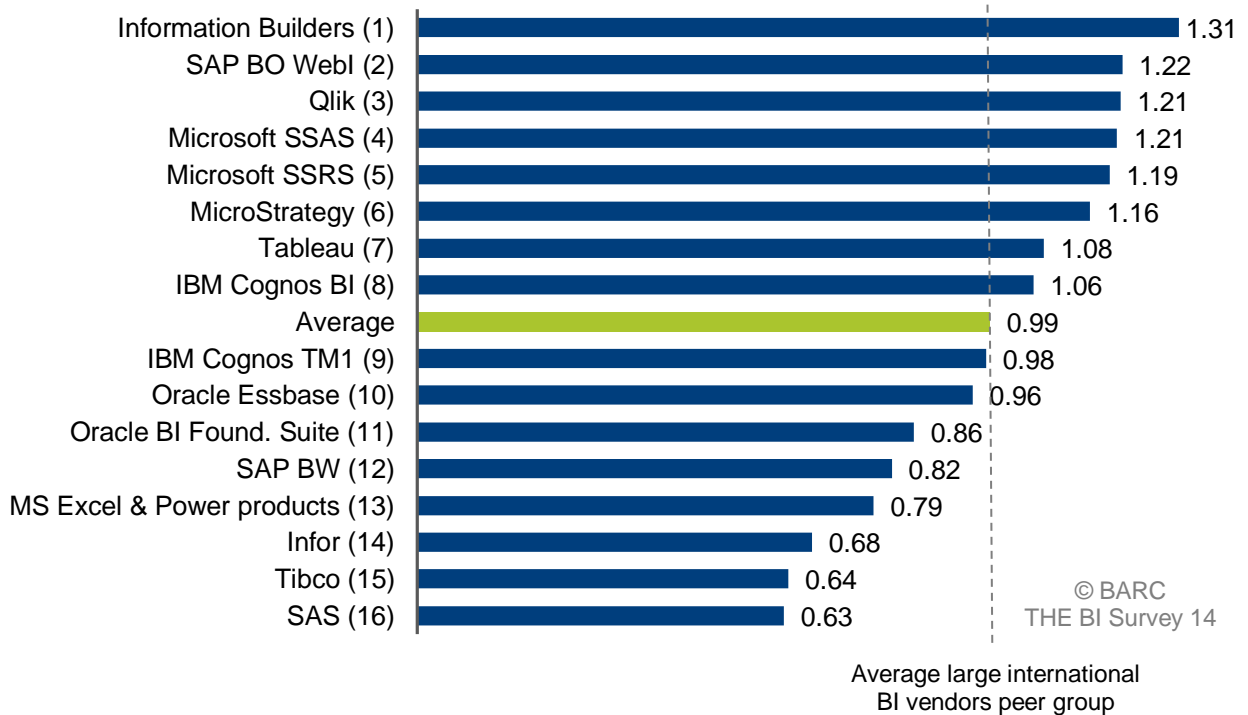


© BARC
THE BI Survey 14

When it comes to mobile, Qlik continues to invest in its mobile clients. The vendor has also invested in HTML5 technology for displaying interactive content to users. As a result the mobile device experience and user interfaces have dictated the way future GUI interfaces will be developed in Qlik. The vendor also released QlikView for iOS iPad and iPhone app, available in the Apple App Store, which provides a native user experience for the QlikView AccessPoint portal, while extending and enhancing QlikView's HTML5 capabilities for analytics applications.

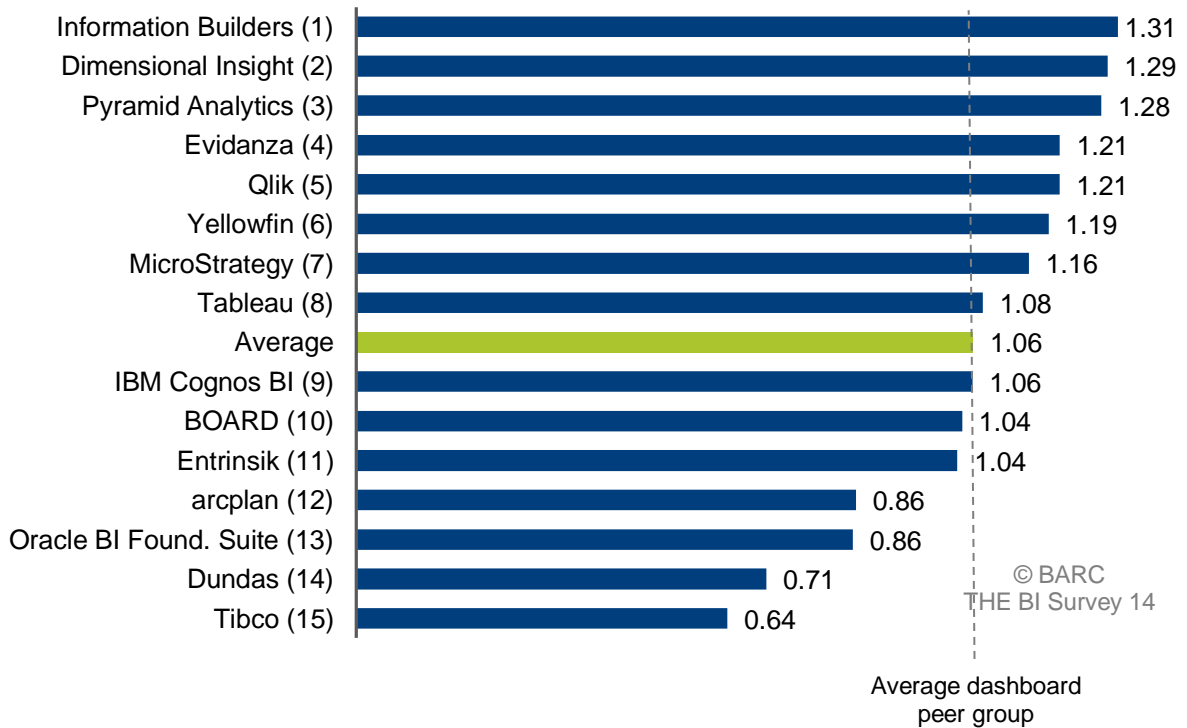
Leading large international BI vendor in operational BI

Based on how many sites currently use operational BI with their BI tool



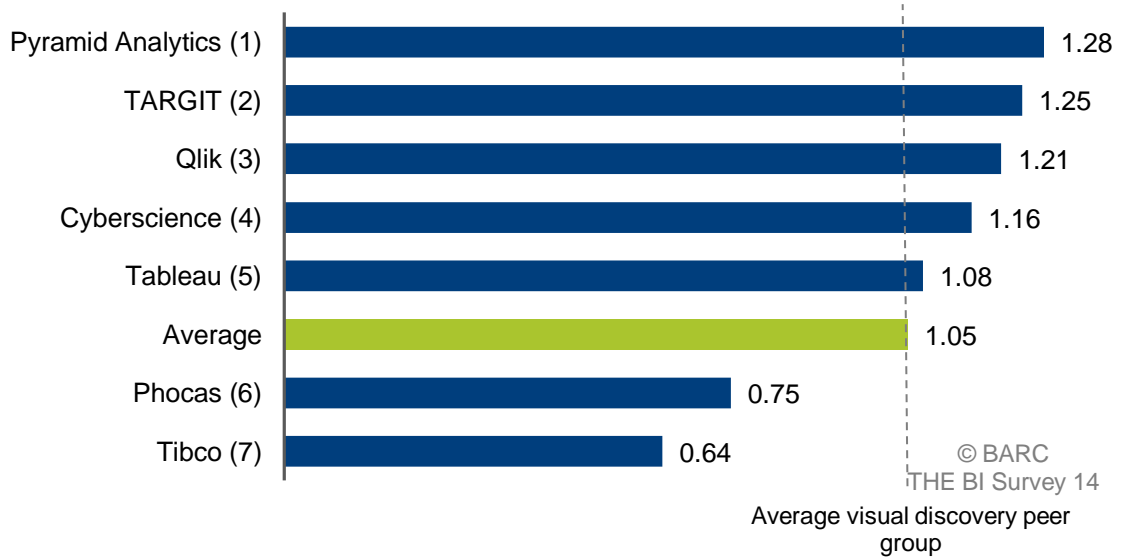
Leading dashboard vendor in operational BI

Based on how many sites currently use operational BI with their BI tool



Leading visual discovery vendor in operational BI

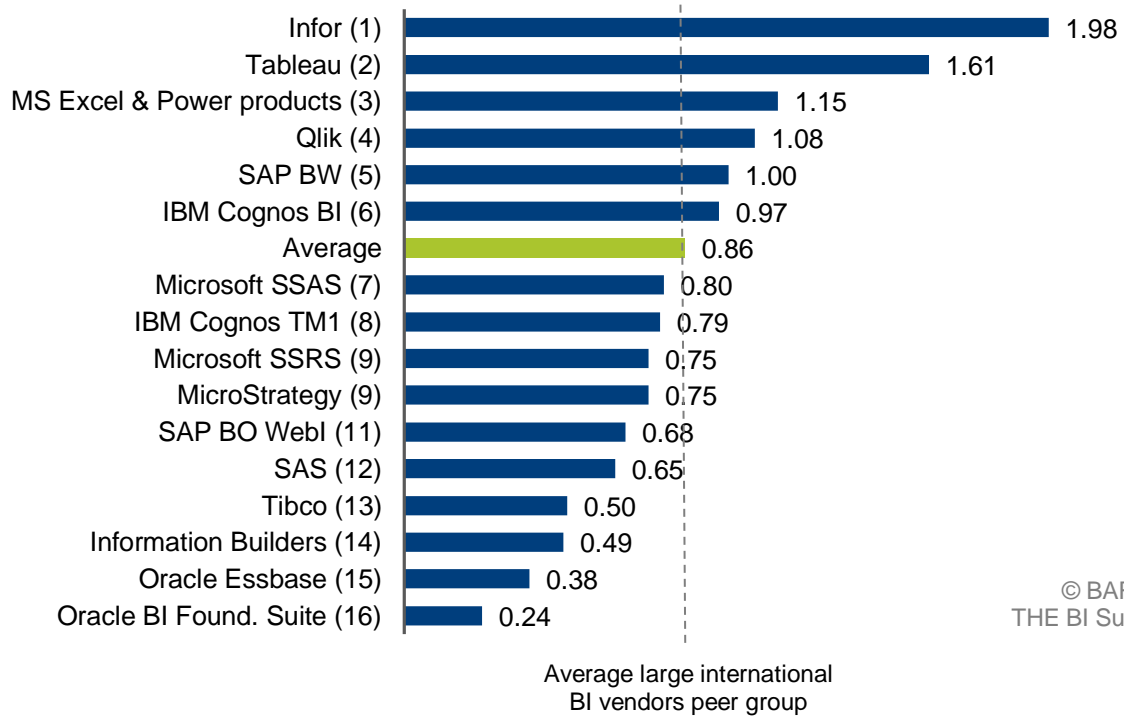
Based on how many sites currently use operational BI with their BI tool



Customers deploy Qlik’s dashboard and visual discovery tools in support of operational BI – in which insights are derived from data coming directly out of production systems. Many enterprises are looking for ways to blend archived analytical data within operational data to be able to gain situational awareness of opportunities or issues impacting their businesses.

Leading large international BI vendor in visual design standards

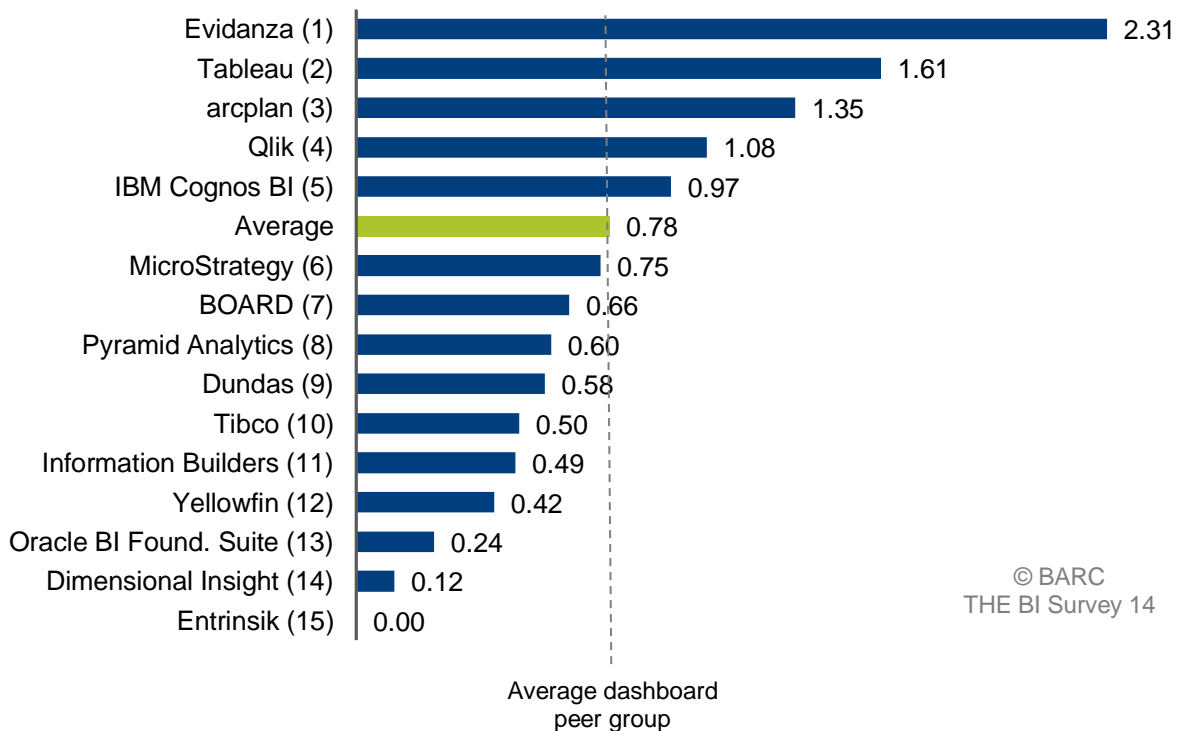
Based on how many sites currently use visual design standards with their BI tool



© BARC
THE BI Survey 14

Leading dashboard vendor in visual design standards

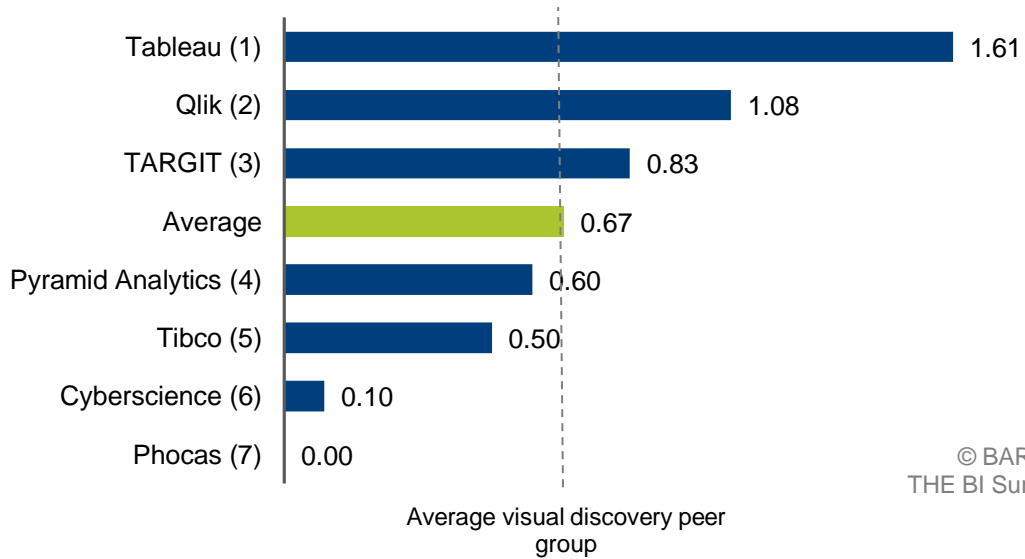
Based on how many sites currently use visual design standards with their BI tool



© BARC
THE BI Survey 14

Leading visual discovery vendor in visual design standards

Based on how many sites currently use visual design standards with their BI tool

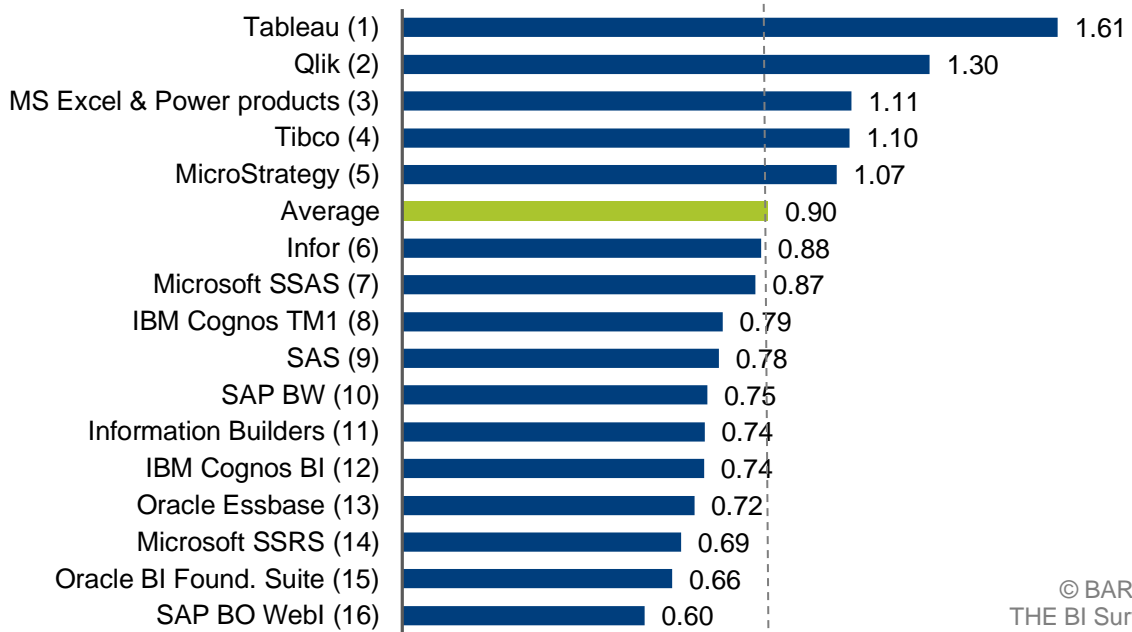


© BARC
THE BI Survey 14

Qlik is in a leadership position in terms of visual design standards, which are considered essential to the enhancing and enriching of the end-user experience. Visual design is key to the user-friendliness and ease-of-use required to drive successful BI and analytics adoption in enterprises.

Leading large international BI vendor in innovation

Combines the 'Cloud BI', 'Collaboration', 'Data discovery/visualization', 'Mobile BI', 'Operational BI' and 'Visual design standards' KPIs to measure the product's level of innovation

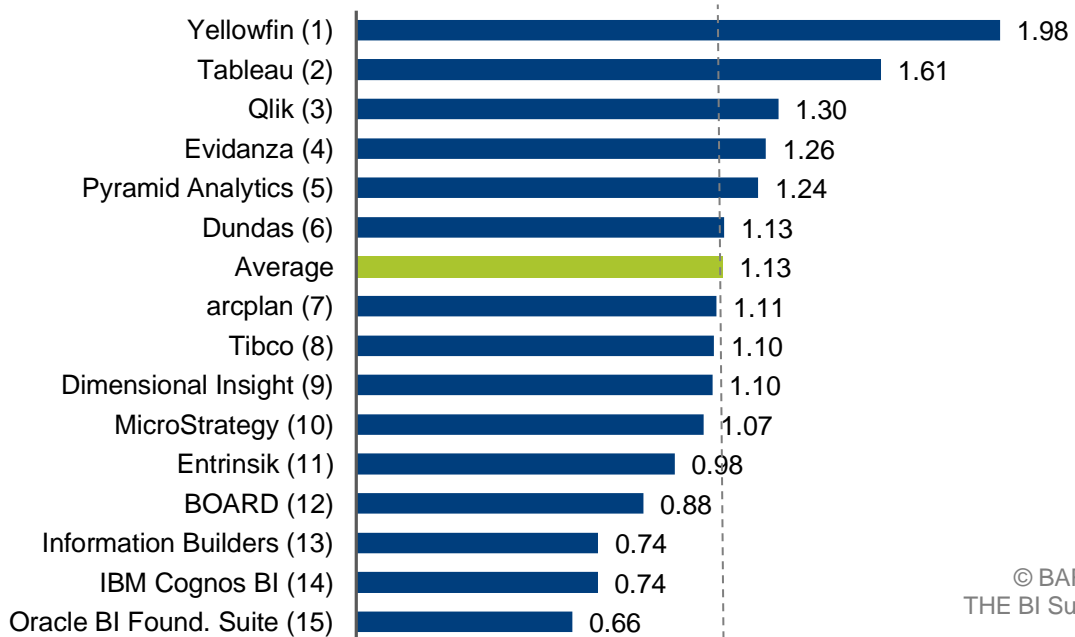


© BARC
THE BI Survey 14

Average large international BI vendors peer group

Leading dashboard vendor in innovation

Combines the 'Cloud BI', 'Collaboration', 'Data discovery/visualization', 'Mobile BI', 'Operational BI' and 'Visual design standards' KPIs to measure the product's level of innovation

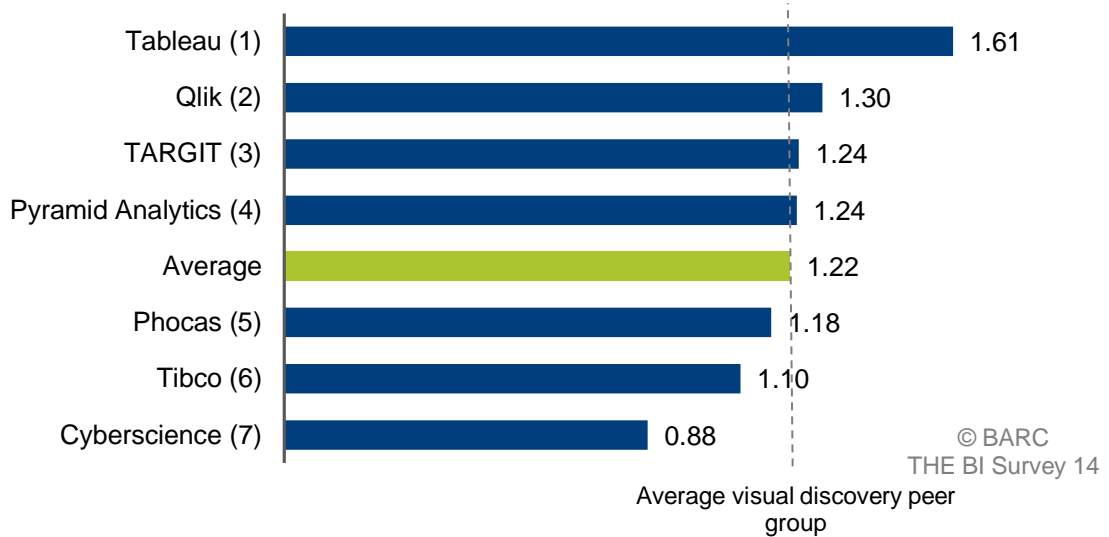


© BARC
THE BI Survey 14

Average dashboard peer group

Leading visual discovery vendor in innovation

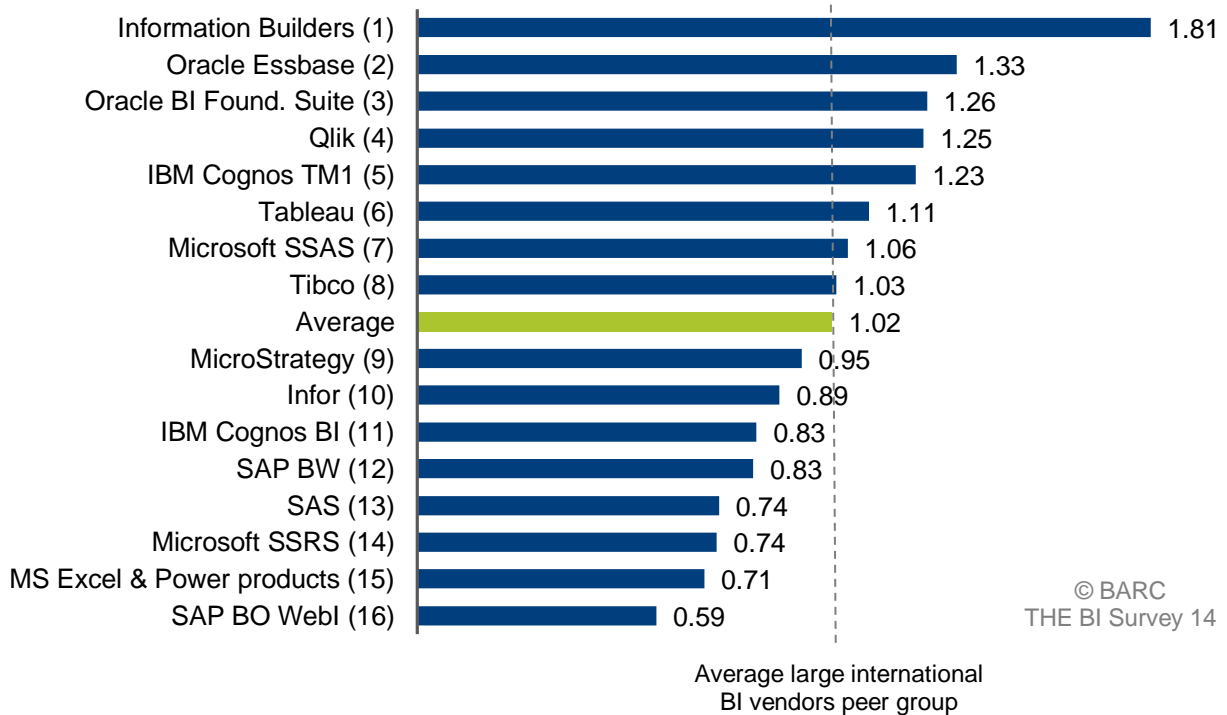
Combines the 'Cloud BI', 'Collaboration', 'Data discovery/visualization', 'Mobile BI', 'Operational BI' and 'Visual design standards' KPIs to measure the product's level of innovation



For purposes of this survey report, innovation is an aggregate KPI comprised of the following root KPIs: Cloud BI, Collaboration, Data discovery/visualization, Mobile BI, Operational BI and Visual design standards. Customers are watching vendors such as Qlik to assess how well its products evolve and adapt to enterprise requirements and today's changing business environment. Qlik keeps moving forward in product redesign, and with the imminent release of Qlik Sense, may make impressive strides in enabling server-side development from any device, flexible mobile use, collaboration and sharing, custom development and data integration.

Leading large international BI vendor in query performance

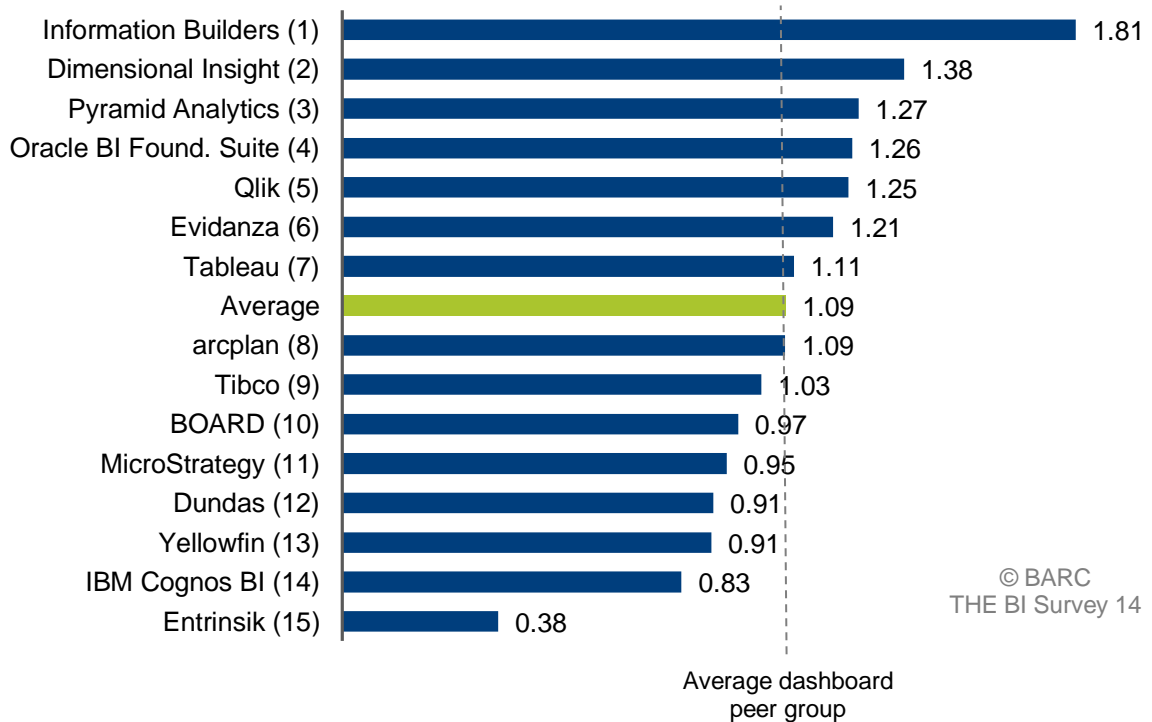
How quickly queries respond, adjusted by data volume



© BARC
THE BI Survey 14

Leading dashboard vendor in query performance

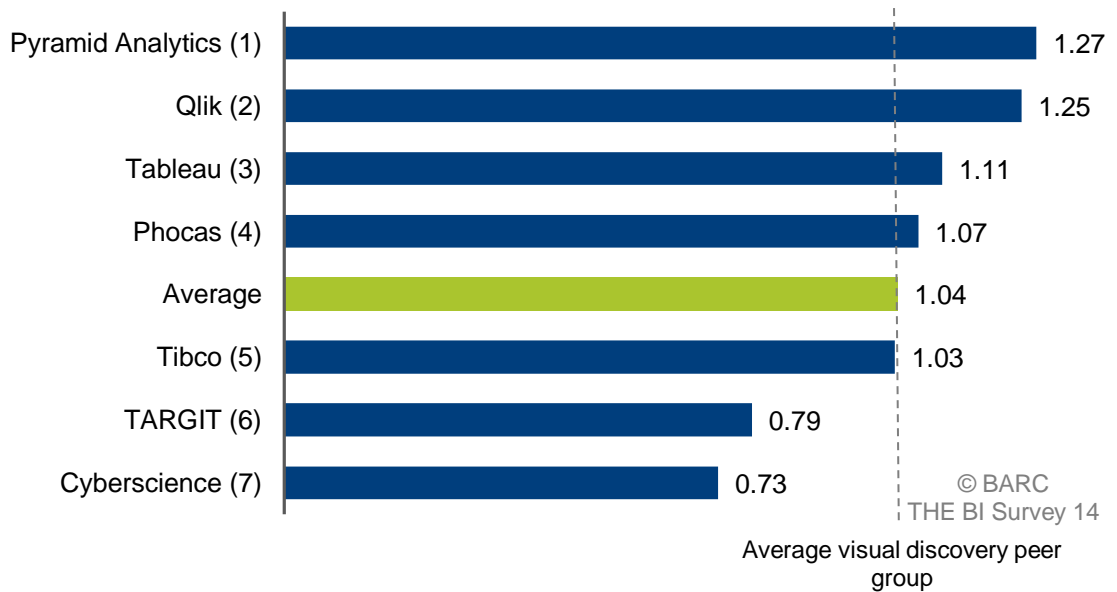
How quickly queries respond, adjusted by data volume



© BARC
THE BI Survey 14

Leading visual discovery vendor in query performance

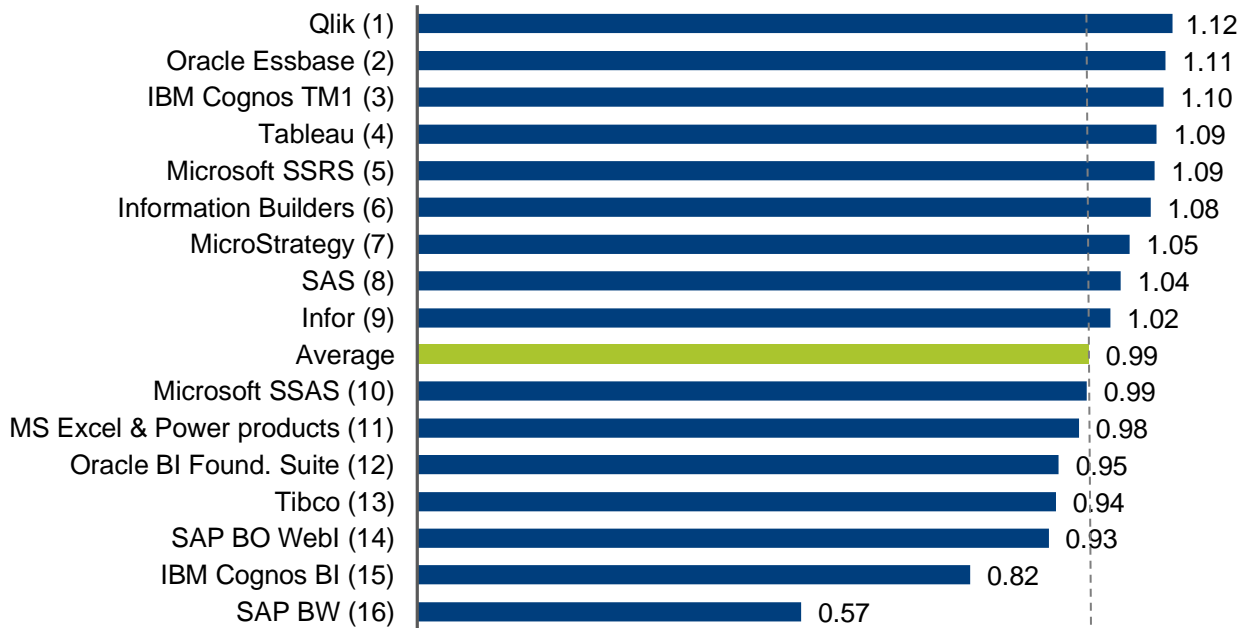
How quickly queries respond, adjusted by data volume



When it comes to query performance, QlikView gets high marks due to its own in-memory database that supports very well the tool's associative query/analysis logic.

Top ranked large international BI vendor in performance satisfaction

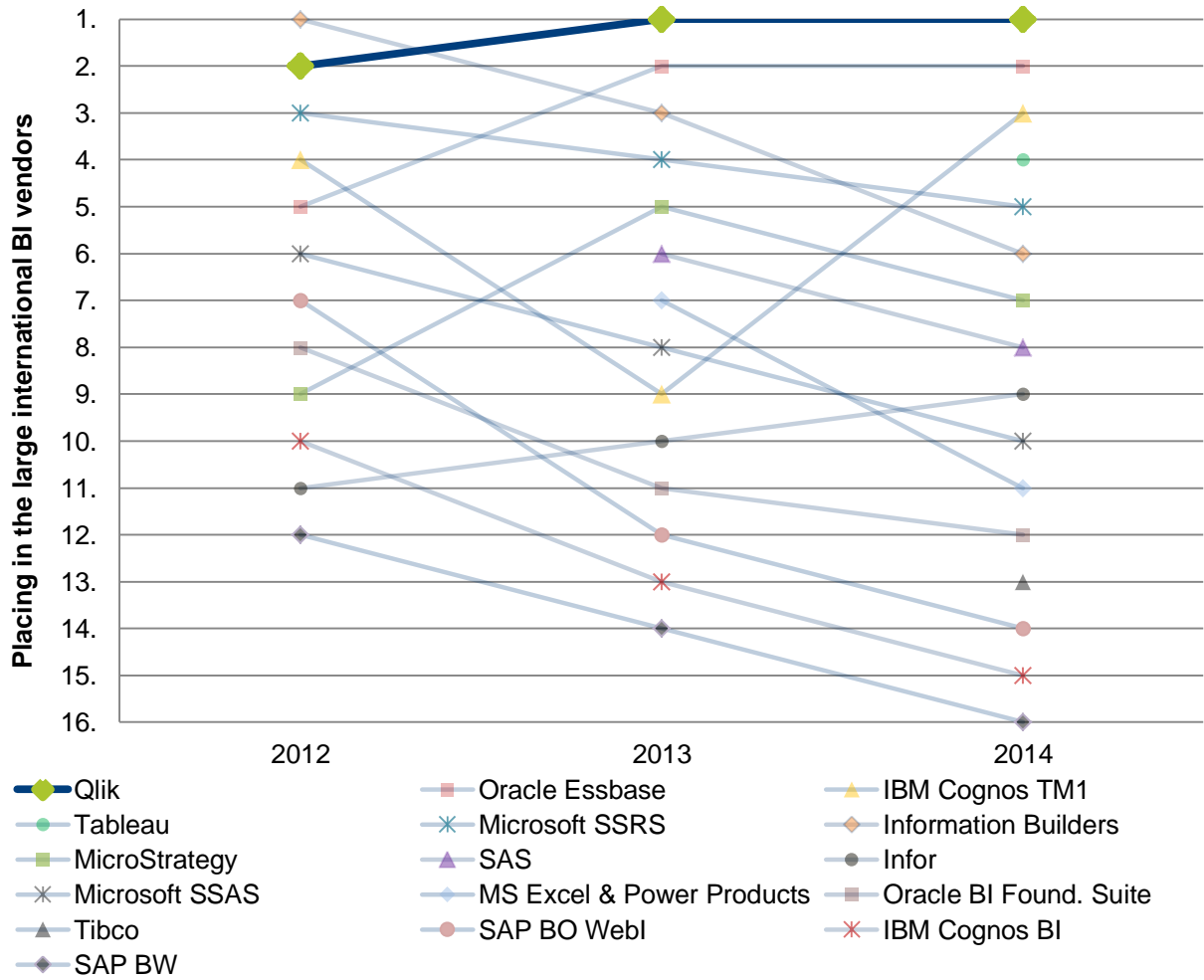
Measures the frequency of complaints about the system's performance



© BARC
THE BI Survey 14

Average large international
BI vendors peer group

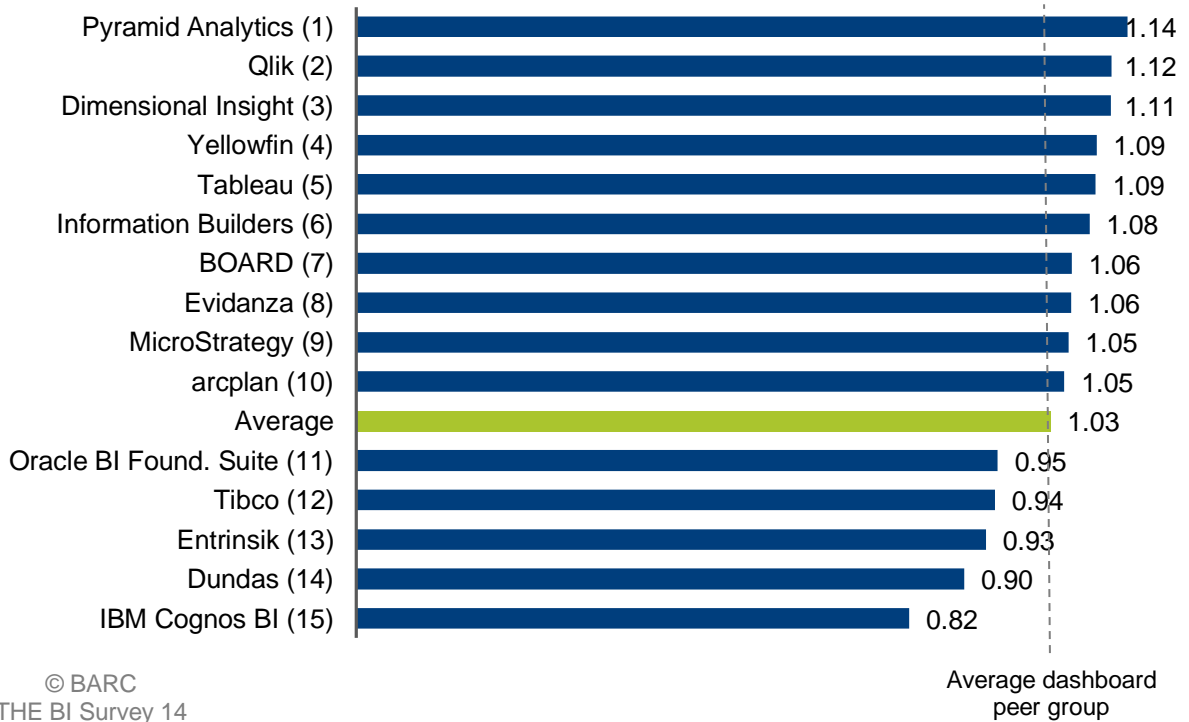
Consistently outstanding large international BI vendor in performance satisfaction in the past three years



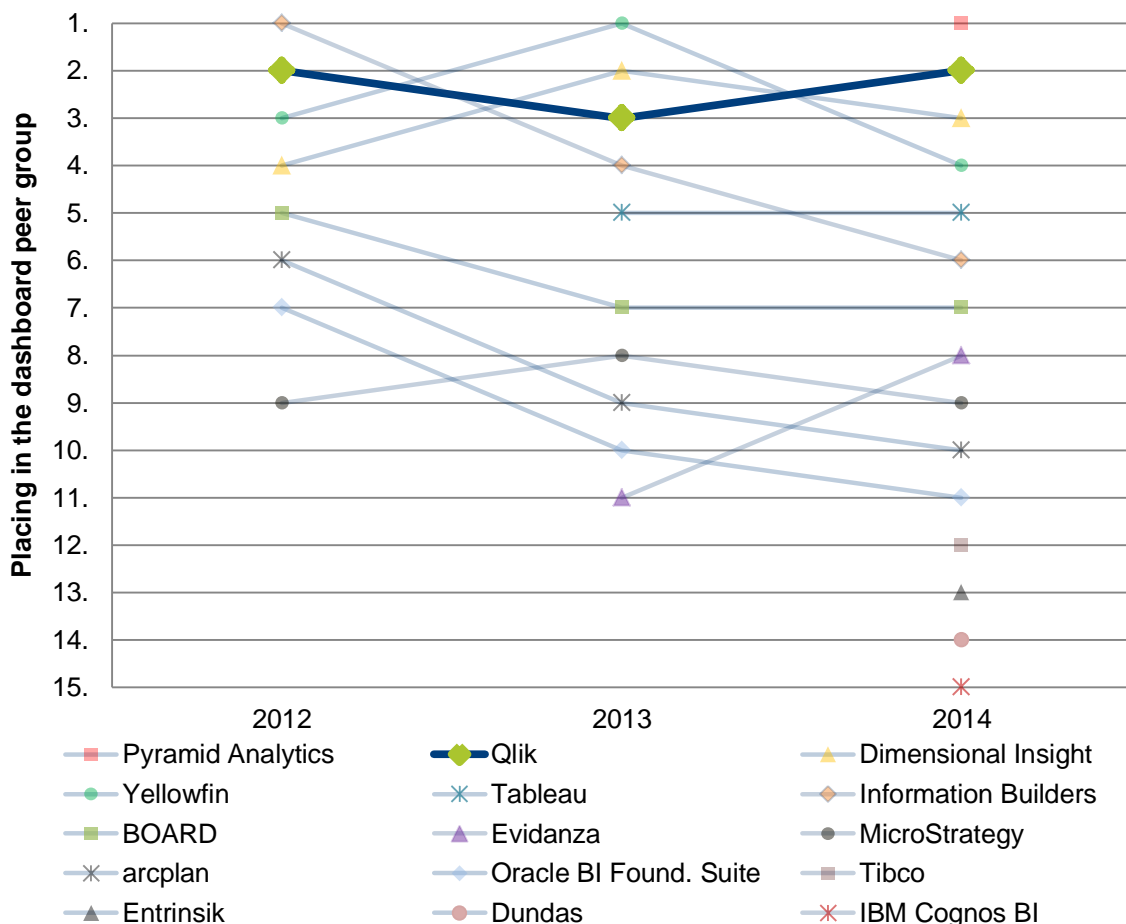
© BARC THE BI Survey 14

Leading dashboard vendor in performance satisfaction

Measures the frequency of complaints about the system's performance



Consistently outstanding dashboard vendor in performance satisfaction



Leading visual discovery vendor in performance satisfaction

Measures the frequency of complaints about the system’s performance



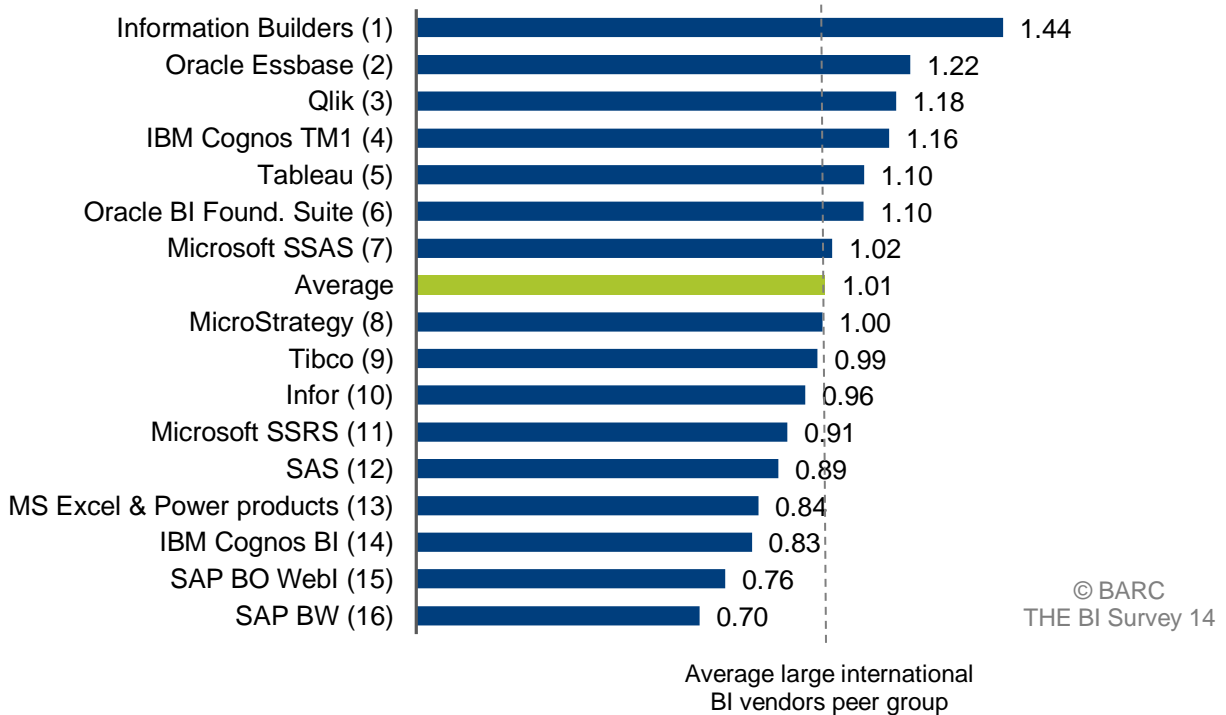
© BARC
THE BI Survey 14

Average visual
discovery peer group

When it comes to performance satisfaction – as demonstrated by end users, who rarely lodge complaints about the tool - Qlik consistently comes out on top. For two years in a row now, it has been rated as the top international BI vendor in performance satisfaction.

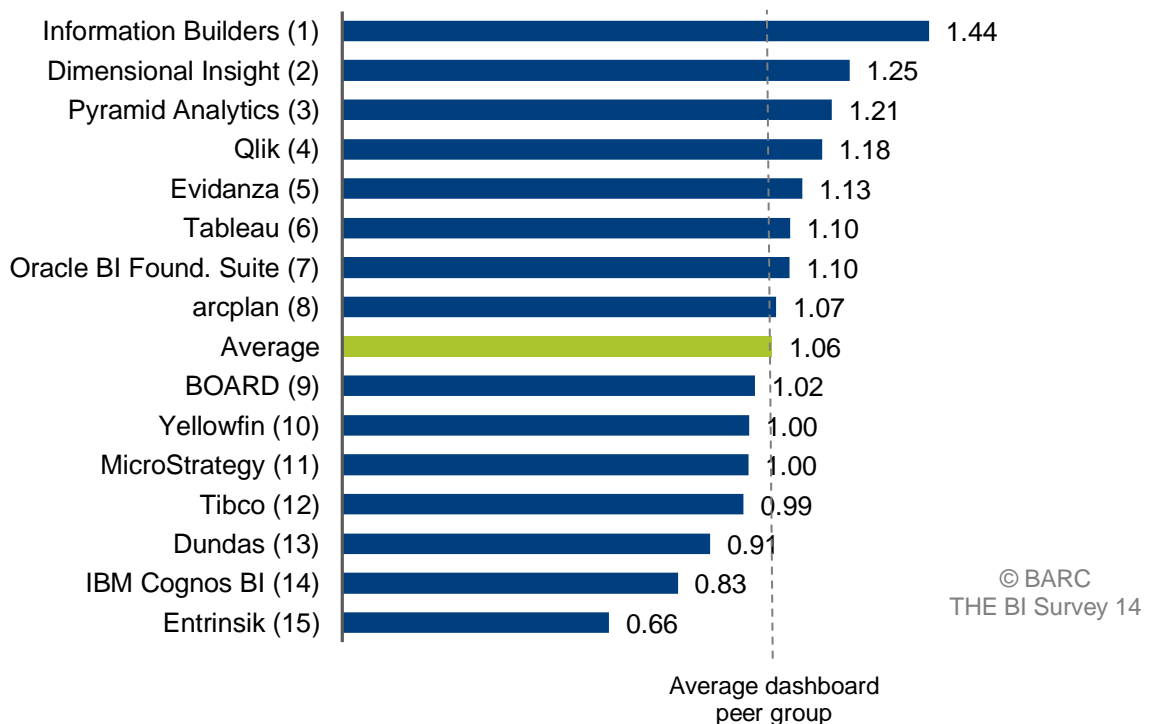
Leading large international BI vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



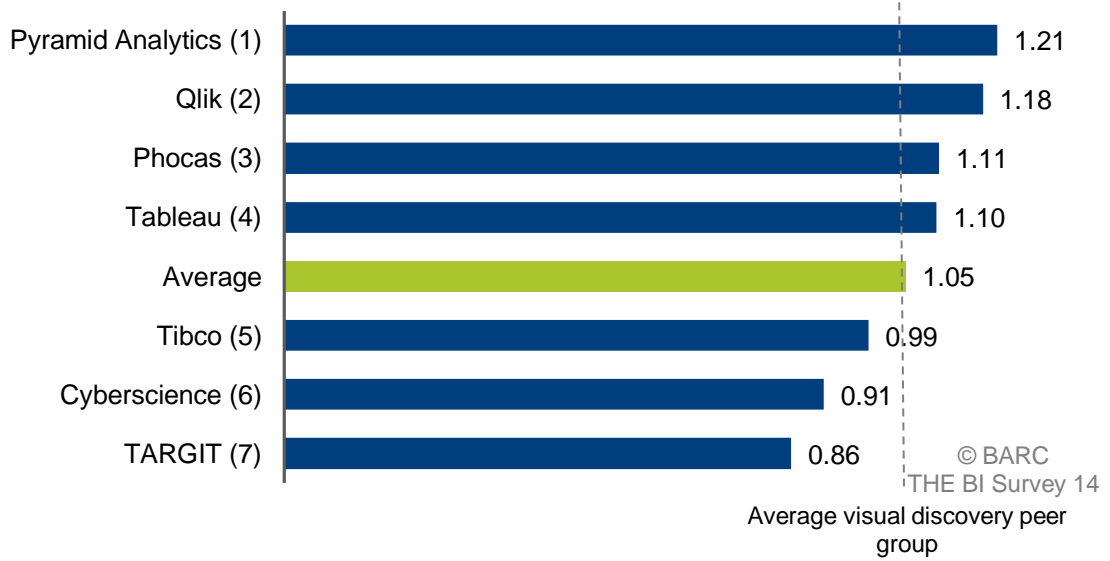
Leading dashboard vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



Leading visual discovery vendor in performance

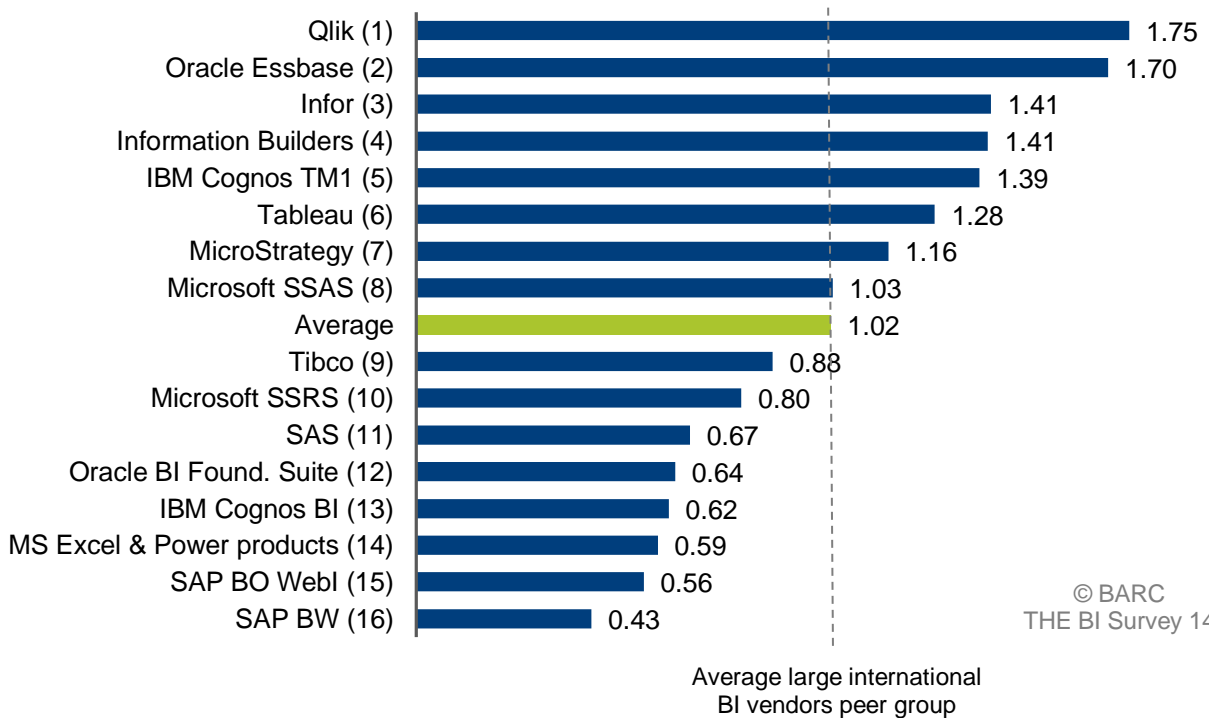
A combination of the 'Query performance' and 'Performance satisfaction' KPIs



As in last year's BI Survey, QlikView continues to get high ratings from customers for its performance. The good results for query performance and system performance are due to Qlik's inbuilt, in-memory database which offers very fast response times and good overall performance.

Top ranked large international BI vendor in product satisfaction

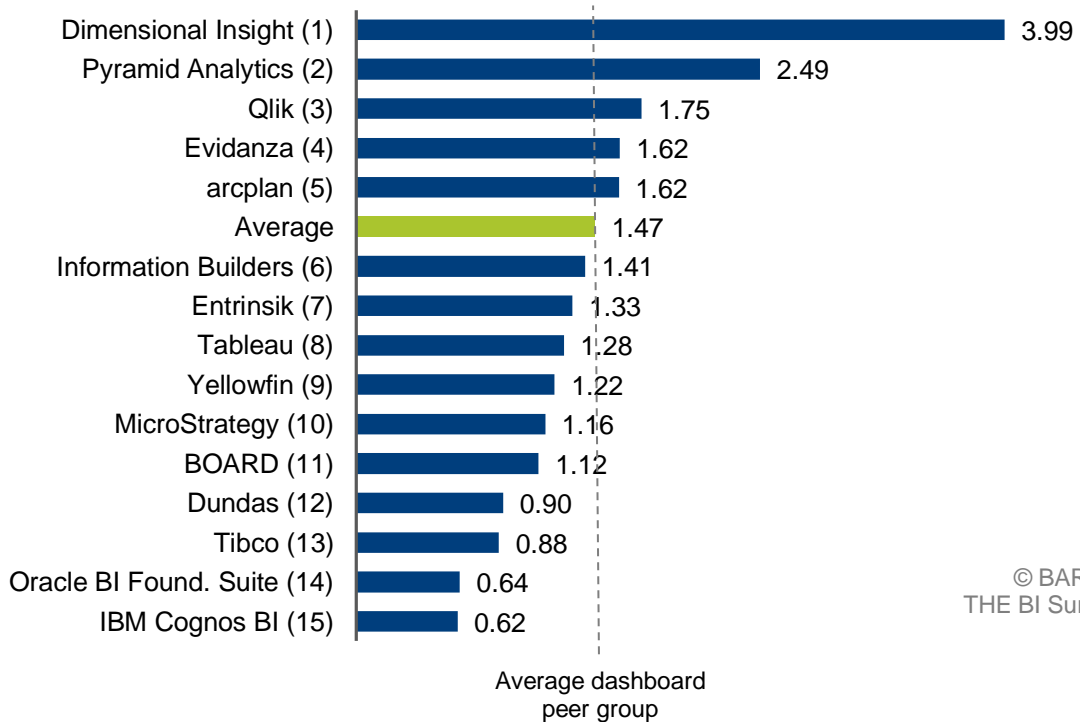
Based on the frequency of problems encountered with the product



© BARC
THE BI Survey 14

Leading dashboard vendor in product satisfaction

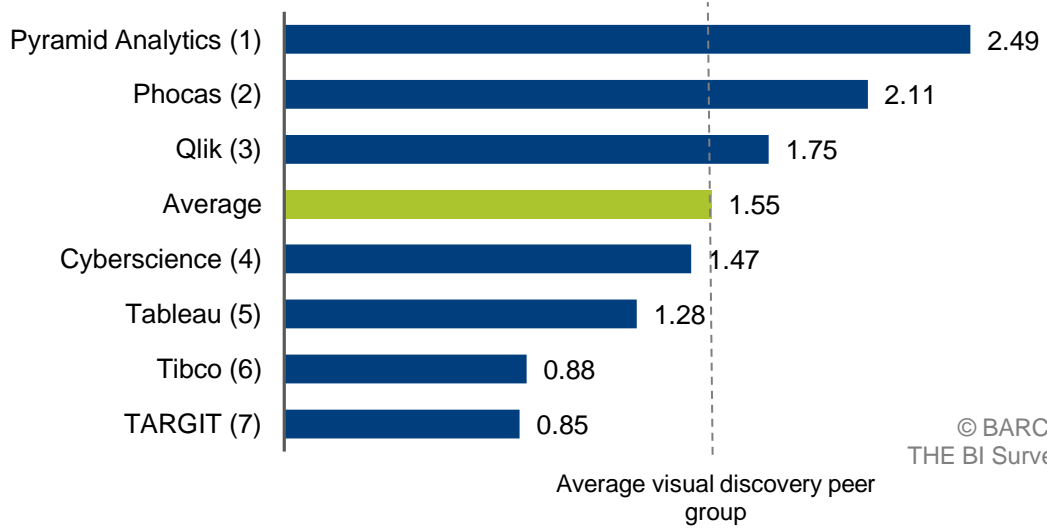
Based on the frequency of problems encountered with the product



© BARC
THE BI Survey 14

Leading visual discovery vendor in product satisfaction

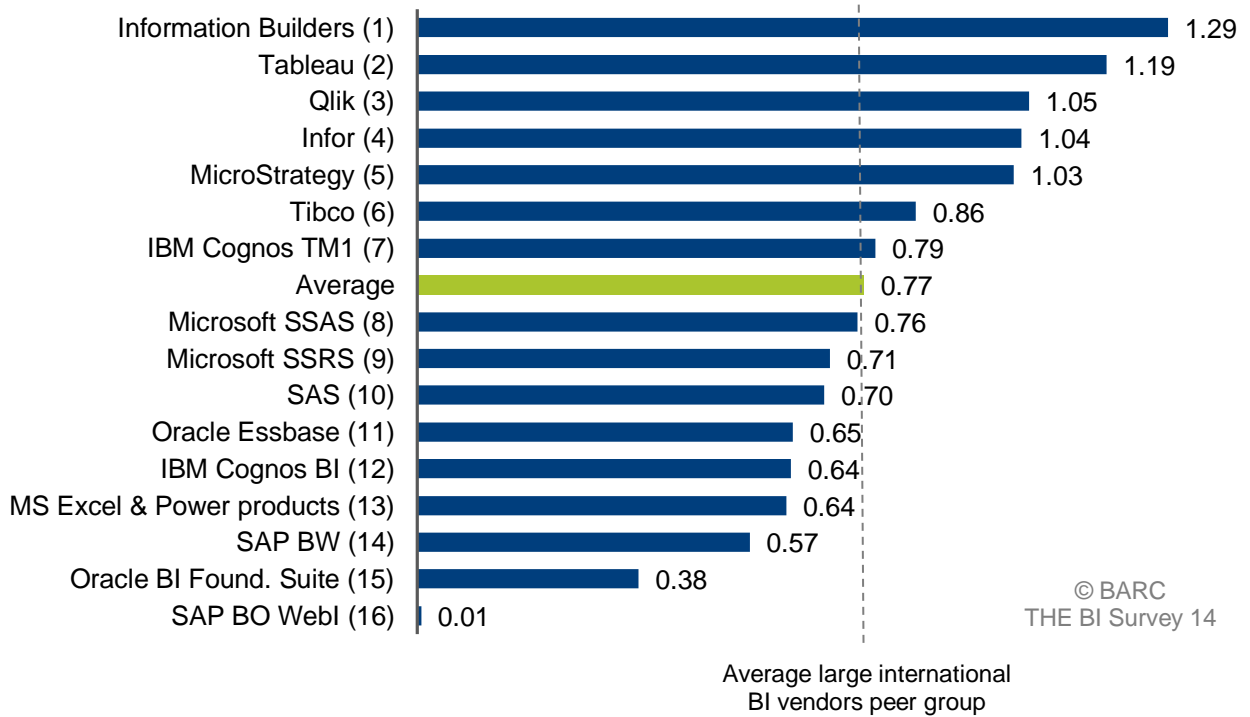
Based on the frequency of problems encountered with the product



Product satisfaction is an important KPI, as it relates to the number of problems typically incurred with the use of a BI or analytics product. Here, customers had relatively few issues with QlikView, placing the product well above average. In terms of international BI vendors overall, QlikView customers have the fewest reported problems.

Leading large international BI vendor in vendor support

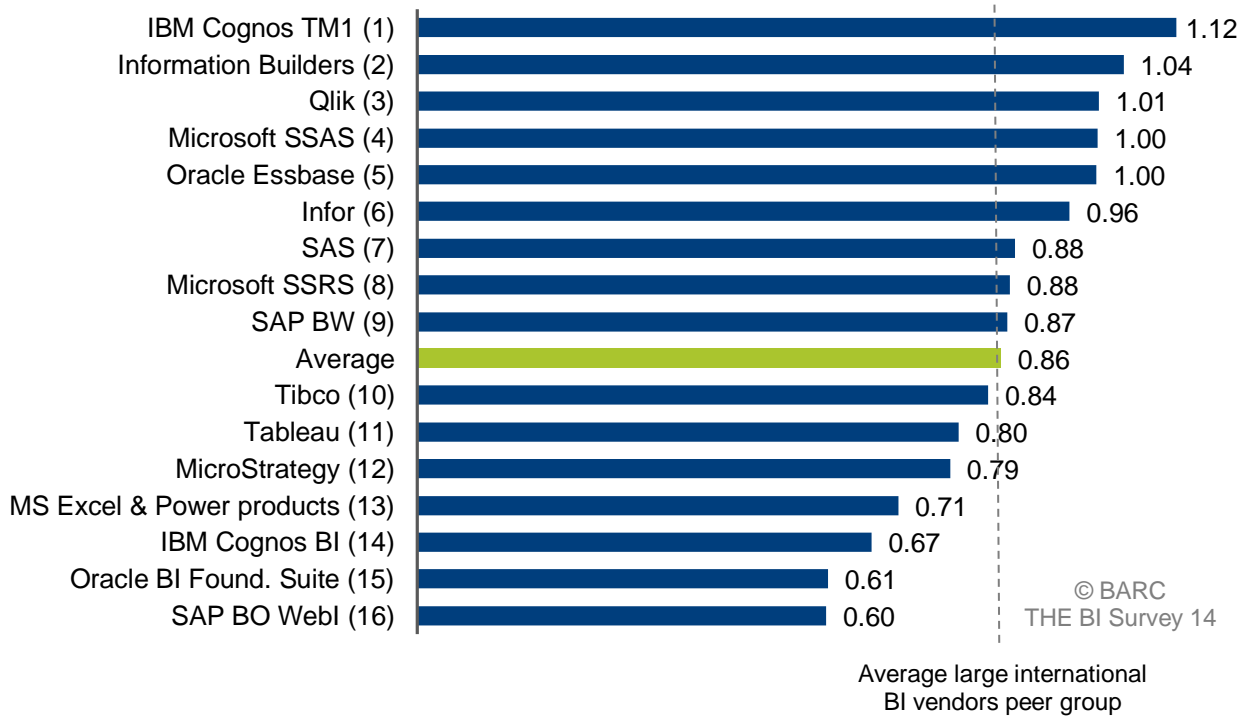
Measures user satisfaction with the level of vendor support provided for the product



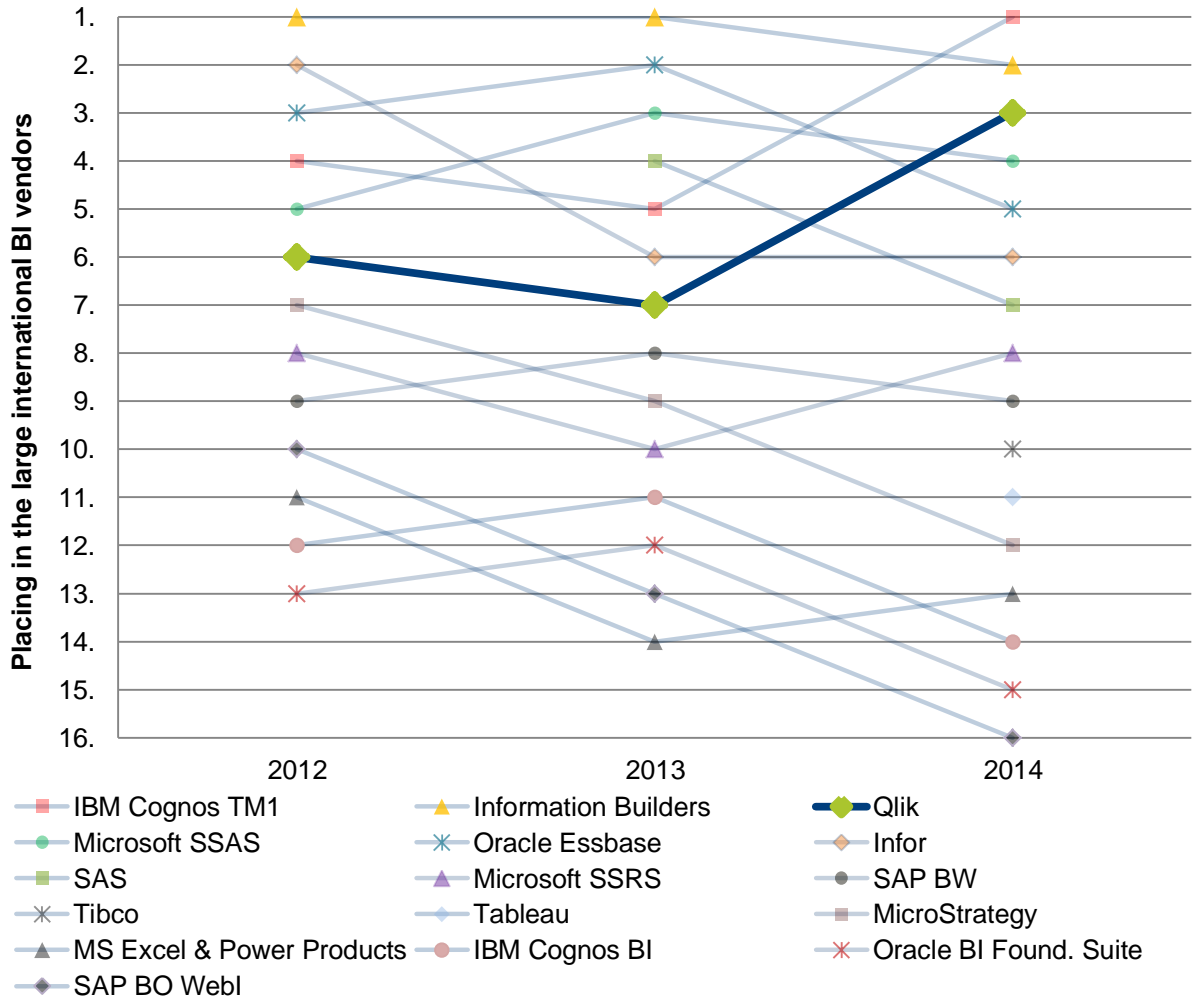
While Qlik has been undergoing rapid growth in recent years, it still maintains a strong standing in terms of vendor support.

Leading large international BI vendor in implementer support

Measures user satisfaction with the level of the implementer's support for the product



Improving large international BI vendor in implementer support in the past three years

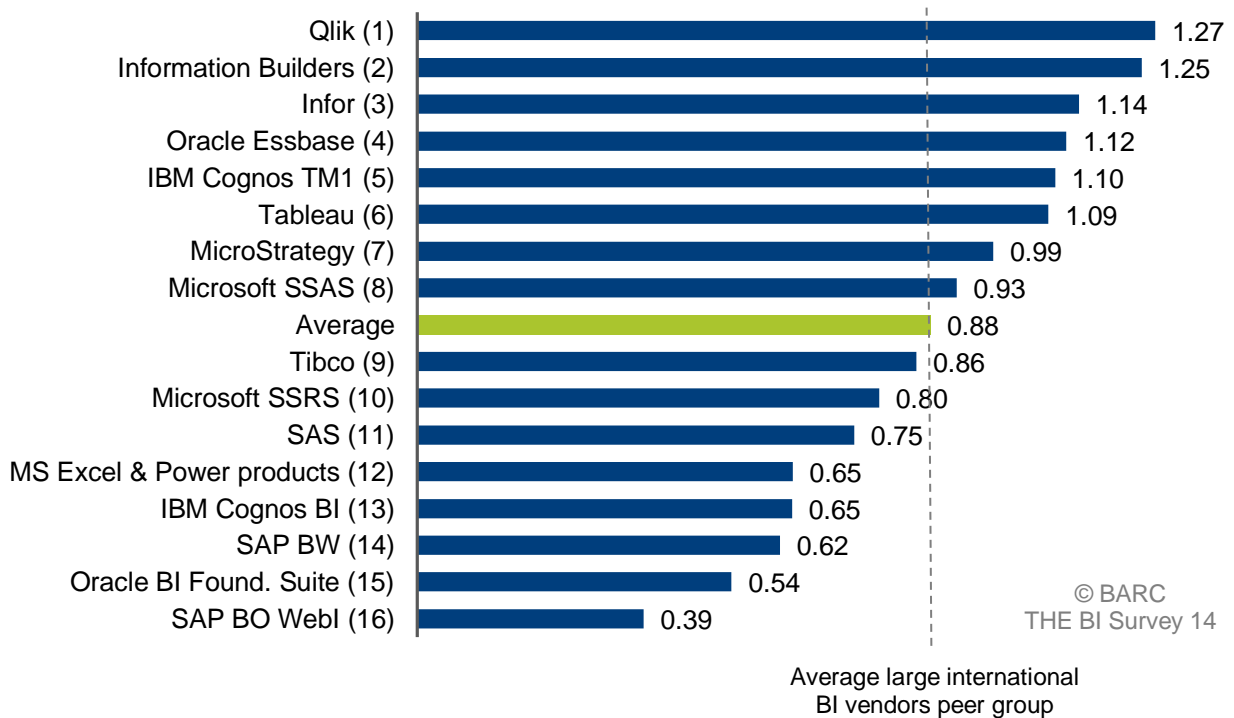


© BARC THE BI Survey 14

When it comes to implementer support, Qlik’s positioning among vendors has risen significantly over the past two years. The vendor’s partner network provides top-level support for projects.

Top ranked large international BI vendor in customer satisfaction

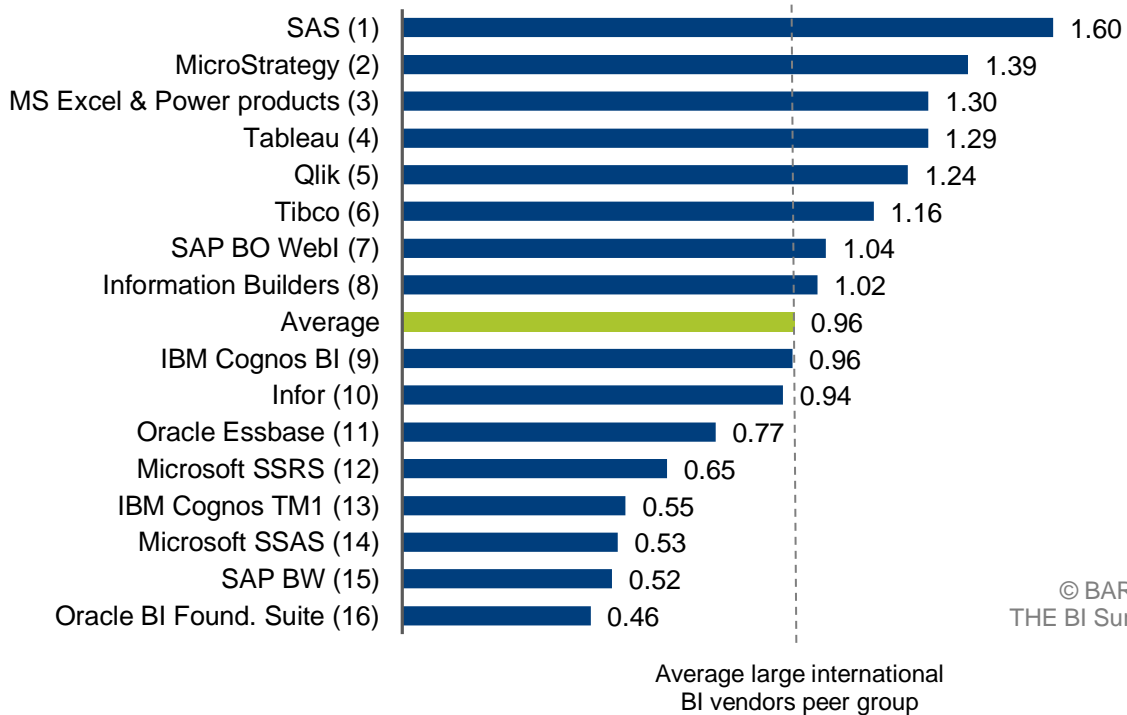
Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs



Satisfaction is an aggregate of several KPIs, including the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs. Customers report Qlik provides the highest levels of product and performance satisfaction of all the international BI vendors covered in this survey.

Leading large international BI vendor in project length

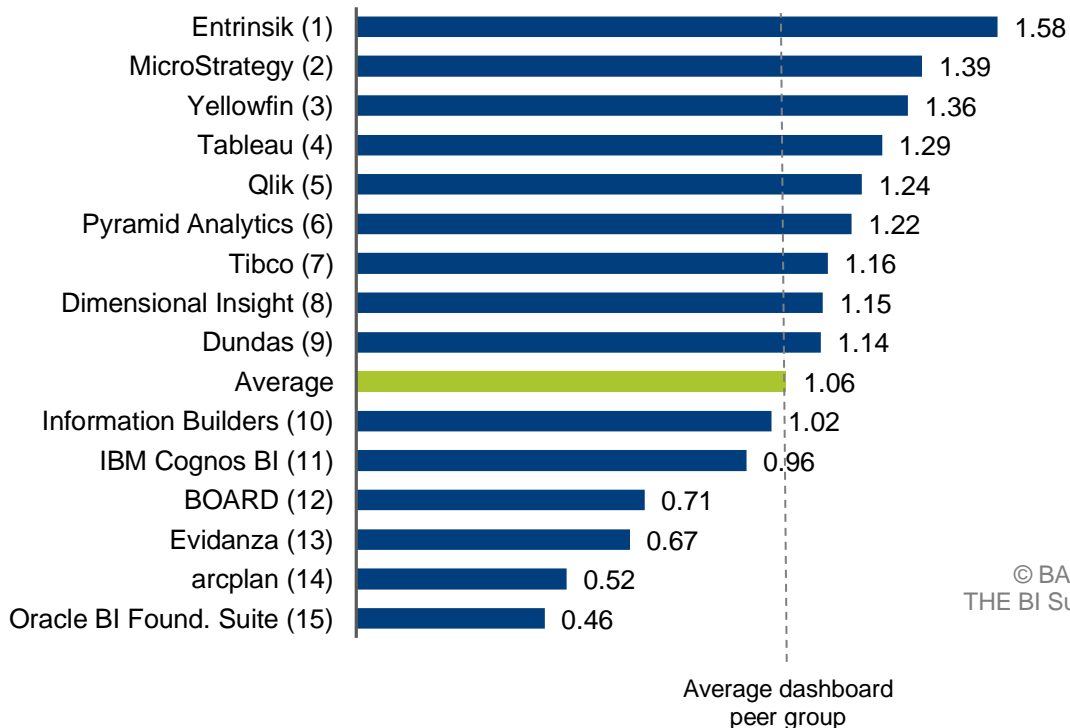
Based on how quickly the product is implemented



© BARC
THE BI Survey 14

Leading dashboard vendor in project length

Based on how quickly the product is implemented

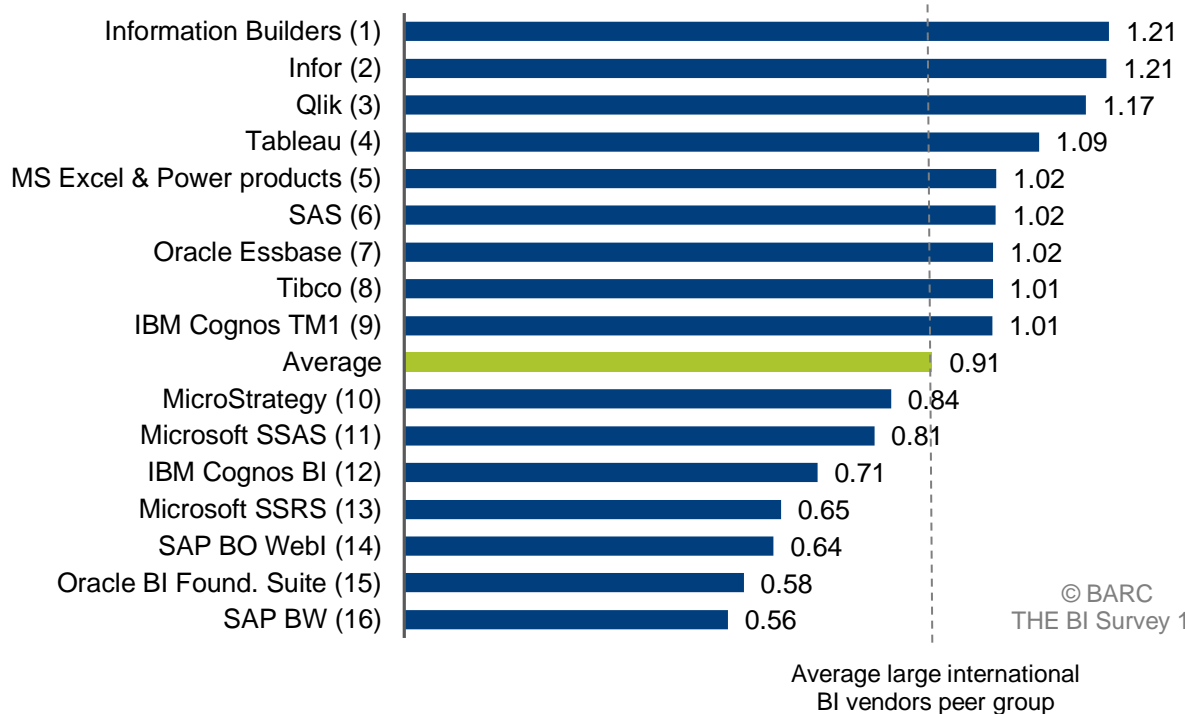


© BARC
THE BI Survey 14

Qlik’s approach of offering a flexible development environment enables skilled consultants and users to build up applications quickly. Projects often use local data integration and analysis of data directly so that time-consuming tasks such as data integration or data modelling are bypassed. This leads to an above-average ranking for Qlik.

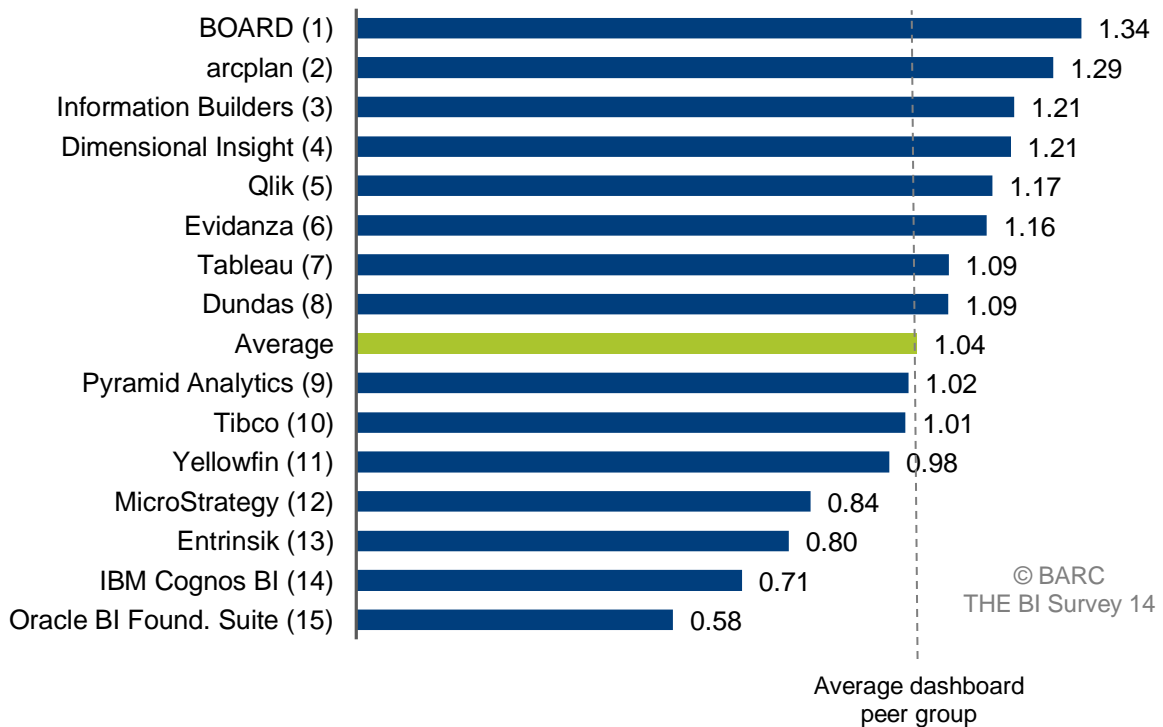
Leading large international BI vendor in flexibility for the user

Based on how often the product was chosen for its flexibility and the frequency of complaints about user flexibility post-implementation



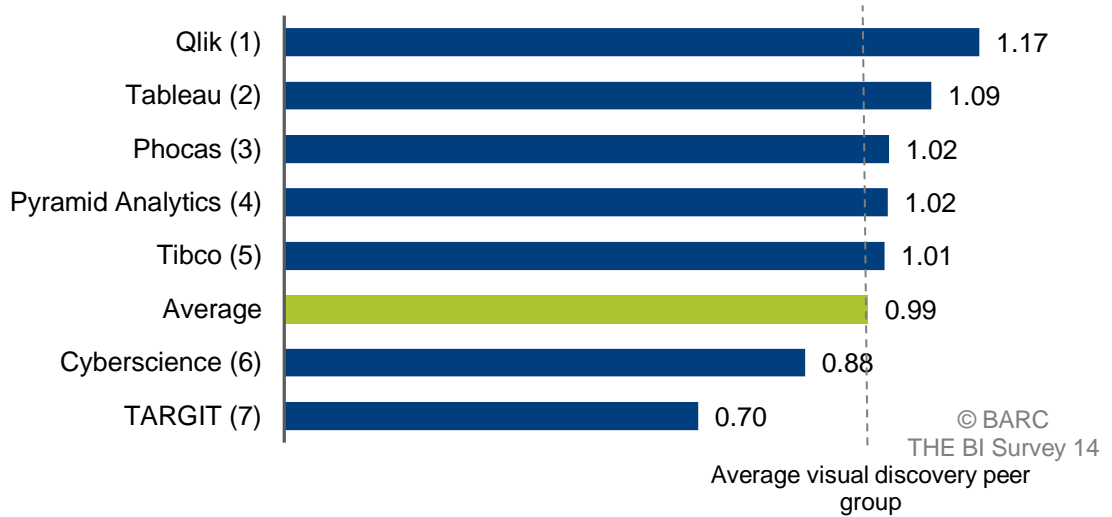
Leading dashboard vendor in flexibility for the user

Based on how often the product was chosen for its flexibility and the frequency of complaints about user flexibility post-implementation



Top ranked visual discovery vendor in flexibility for the user

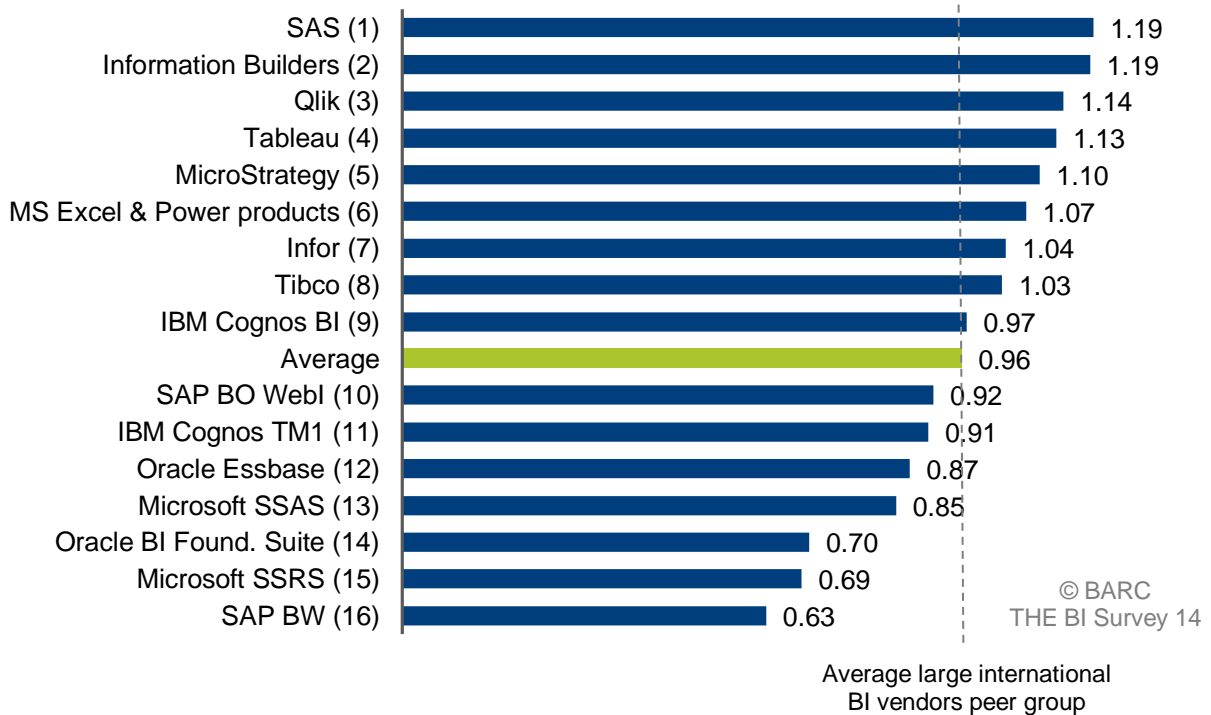
Based on how often the product was chosen for its flexibility and the frequency of complaints about user flexibility post-implementation



In terms of flexibility for the user, Qlik receives high marks. The vendor’s visual discovery capabilities rate as the most flexible of all vendors in this space covered in The BI Survey.

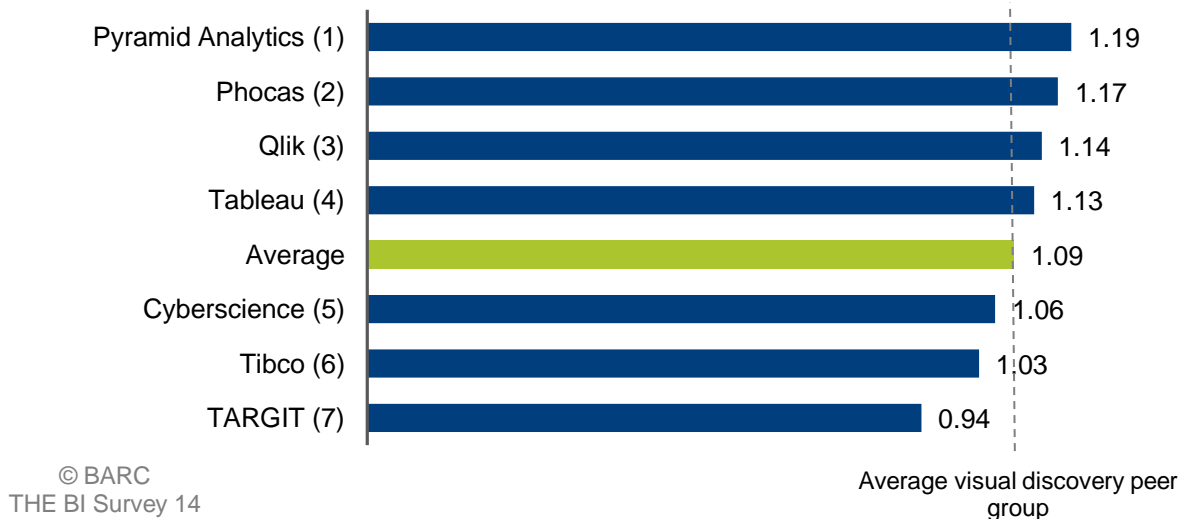
Leading large international BI vendor in agility

Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs

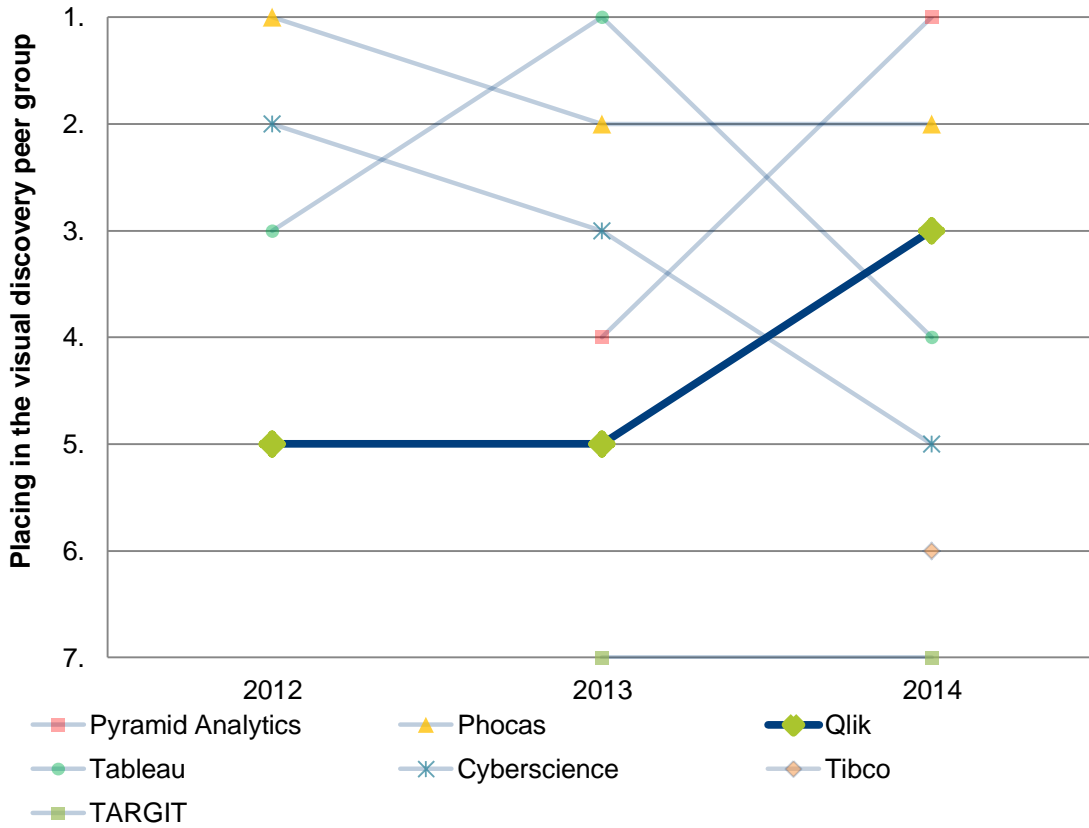


Leading visual discovery vendor in agility

Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs



Improving visual discovery vendor in agility in the past three years

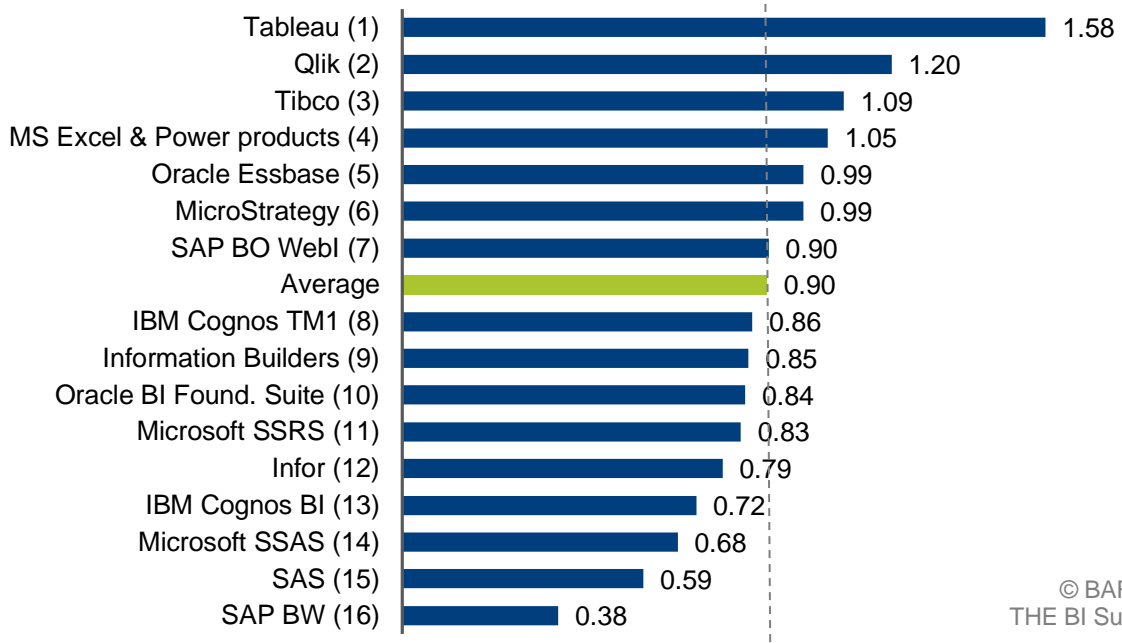


© BARC THE BI Survey 14

Short project length and QlikView’s flexibility in building and changing applications leads to good results in the ‘Agility’ KPI. This aggregated KPI combines the ‘Project length’, ‘Self-service’ and ‘Flexibility for users’ KPIs. Business users find the tool usable and the technology satisfies the demands of self-service BI, so changes can be implemented quite quickly either by the business user or the consultant.

Leading large international BI vendor in ease of use

Based on how often the product was chosen for ease of use and the level of complaints about ease of use post-implementation



© BARC
THE BI Survey 14

Average large international BI vendors peer group

QlikView receives high marks in terms of ease of use, with a second-place ranking among the large international BI vendors.

Summary

Qlik's strength is that it has successfully fulfilled business end-users' needs for an intuitive, easy-to-use discovery tool. Qlik, which was an early entrant in the data discovery space, is a company that has grown very quickly, and the results shown here illustrate that a well-thought-out and executed go-to-market strategy can deliver real value to customers.

The vendor's offering, QlikView, is highly rated by its customers across a number of important KPIs, including cloud BI, performance, collaboration and innovation. The solution offers simplicity, performance and agility and is well positioned for the self-service BI market.

Qlik Sense, scheduled for release in September 2014, will offer more enterprise features and a redesigned interface, which will enhance the product's appeal to line-of-business decision makers. Its sales process is targeted towards a short proof of concept and can show rapid benefits to the customer.

Qlik also continues to use a large partner network efficiently. As a result of this strong combination of assets, the vendor is at the very top of customers' purchasing plans.



Copyright © BARC GmbH 2014. All rights reserved.

Business Application Research Center –

Central Europe

Berliner Platz 7
97080 Würzburg
Germany

+49 931 880651-0

www.barc.de

Rest of the World

+44 1536 772 451

www.barc-research.com