

# The BI Survey 17

*The world's largest survey of BI software users*

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

**Qlik**



A CXP GROUP COMPANY

*Peer Group*  
**Large international BI vendors**



**1. Top-ranked in**

- Business benefits
- Project success
- Business value
- Recommendation
- Product satisfaction
- Customer satisfaction
- Performance satisfaction

Embedded BI

.....



**Leader in**

- Project length
- Price-to-value
- Vendor support
- Implementer support
- Self-service
- Flexibility for users
- Ease of use
- Sales experience
- Query performance
- Customer experience
- Cloud BI
- Mobile BI
- Visual design standards
- Location intelligence
- Visual analysis
- Innovation

*Peer Group*  
**Self-service reporting-focused products**



**Leader**

- Business benefits
- Business value
- Flexibility for users
- Query performance
- Performance satisfaction
- Customer experience
- Mobile BI
- Visual design standards
- Location intelligence
- Visual analysis
- Embedded BI
- Considered for purchase

*Peer Group*  
**Data discovery-focused products**



**1. Top-ranked in**


Query performance

.....



**Leader in**

- Business benefits
- Project success
- Business value
- Recommendation
- Performance satisfaction
- Customer experience
- Visual design standards
- Innovation
- Competitiveness

 **BARC Summary**

This is Qlik Sense’s second year in The BI Survey and once again it achieves an outstanding set of results. Its most notable achievement comes in the ‘Business value’ KPI, which takes into account a top ranking among large international BI vendors in the ‘Business benefits’ KPI and strong results in the ‘Project success’ and ‘Price-to-value’ KPIs. In offering high ‘Business benefits’, good ‘Project success’ and short ‘Project length’, Qlik Sense delivers real business value to its customers. Its score of 8.4/10 for ‘Business value’ is well above The BI Survey average of 6.2/10.

## Customer Quotes Qlik Sense

Easy to use, with a short learning curve. Straight forward deployment with excellent customer support.



Person responsible for BI from IT department, services, >2.500 employees

Very powerful tool, more then anything I've ever seen.



Member of a cross-departmental BI team, services, >2.500 employees

Most modern and best BI tool I have ever worked with (I used to work with ACL, BO, PROGNOZ platform in the last 17 years and Excel for 28 years). I prefer it much as compared to QlikView and Tableau (evaluated once looking for a replacement for PROGNOZ platform). While recognising the value of Tableau I appreciated the better capacity of the ETL of Qlik that suits quite well to my business area and the impressive capacity of a brand new product to breach in the market in such a way with such more convenient costs.



Person responsible for departmental BI, public sector, >2.500 employees

The software is easy to use, administer, and gives our users the ability to visualize the role that they play in our company's success.



Line of business employee, financial services, 100-2.500 employees

Excellent. Fast to develop, handles large volumes of data well, end-user feedback is very positive compared to prior toolset (Oracle BI EE).



Manufacturing, >2.500 employees



Peer Group  
Large international  
BI vendors

**1.** Top-ranked in

Considered for purchase

.....

**Leader in**

- Business benefits
- Project success
- Project length
- Business value
- Price-to-value
- Recommendation
- Vendor support
- Product satisfaction
- Customer satisfaction
- Flexibility for users
- Ease of use
- Query performance
- Performance satisfaction
- Customer experience
- Mobile BI
- Operational BI
- Visual design standards
- Visual analysis
- Innovation

Peer Group  
Dashboarding-focused  
products

**1.** Top-ranked in

Considered for purchase

.....

**Leader in**

- Business benefits
- Business value
- Flexibility for users
- Query performance
- Location intelligence
- Visual analysis
- Competitiveness

The BI Survey 17 QlikView Highlights



Peer Group  
Data discovery-  
focused products

**1.** Top-ranked in

Considered for purchase

.....

**Leader in**

- Business benefits
- Query performance
- Visual design standards
- Visual analysis
- Competitiveness

 **BARC Summary**

QlikView receives its most impressive feedback in the 'Considered for purchase' KPI with a top-ranking in all of its peer groups for the last five years in a row. This serves to underline Qlik's high brand awareness and users' interest in evaluating the software. Qlik is also viewed as an innovative company, especially when compared to other large international BI vendors.

Like its sister product Qlik Sense, QlikView is also rated as a leader in the 'Business benefits' KPI, one of the most important measures in The BI Survey.

## Customer Quotes QlikView

The ROI was reached within one year of implementation. It continues to pay off year after year of use. Highly recommended.

 BI-SURVEY.com

*Person responsible for BI from IT department, services, 100-2.500 employees*

We get a lot of value from QlikView. The users like the simple interface and IT likes the ease of deployment, development and maintenance.

 BI-SURVEY.com

*Person responsible for BI from IT department, manufacturing, 100-2.500 employees*

Very easy to use, user friendly. Great communication from their support, as well as their community. Overall just a great company with a great product.

 BI-SURVEY.com

*IT employee, media/publishing, 100-2.500 employees*

Great tool, that diminished the BI gap between IT and business departments. Also by lowering total cost of ownership allowed SME to have access to BI tools. Their underpinning technology of In Memory (RAM) analysis brought amazing speed and time of response to the Dashboards and the their analytical motor that connects all data also brought the ability to have better insights with way less development effort. A great tool to the BI ecosystem.

 BI-SURVEY.com

*Person responsible for BI from IT department, services, >2.500 employees*

We would struggle to do business without it at this point. Just as I wonder how we communicated (and survived) 25 years ago without cell phones, I can't seem to recall how we got any work done 5 years ago before we had Qlik.

 BI-SURVEY.com

*Person responsible for departmental BI, services, 100-2.500 employees*



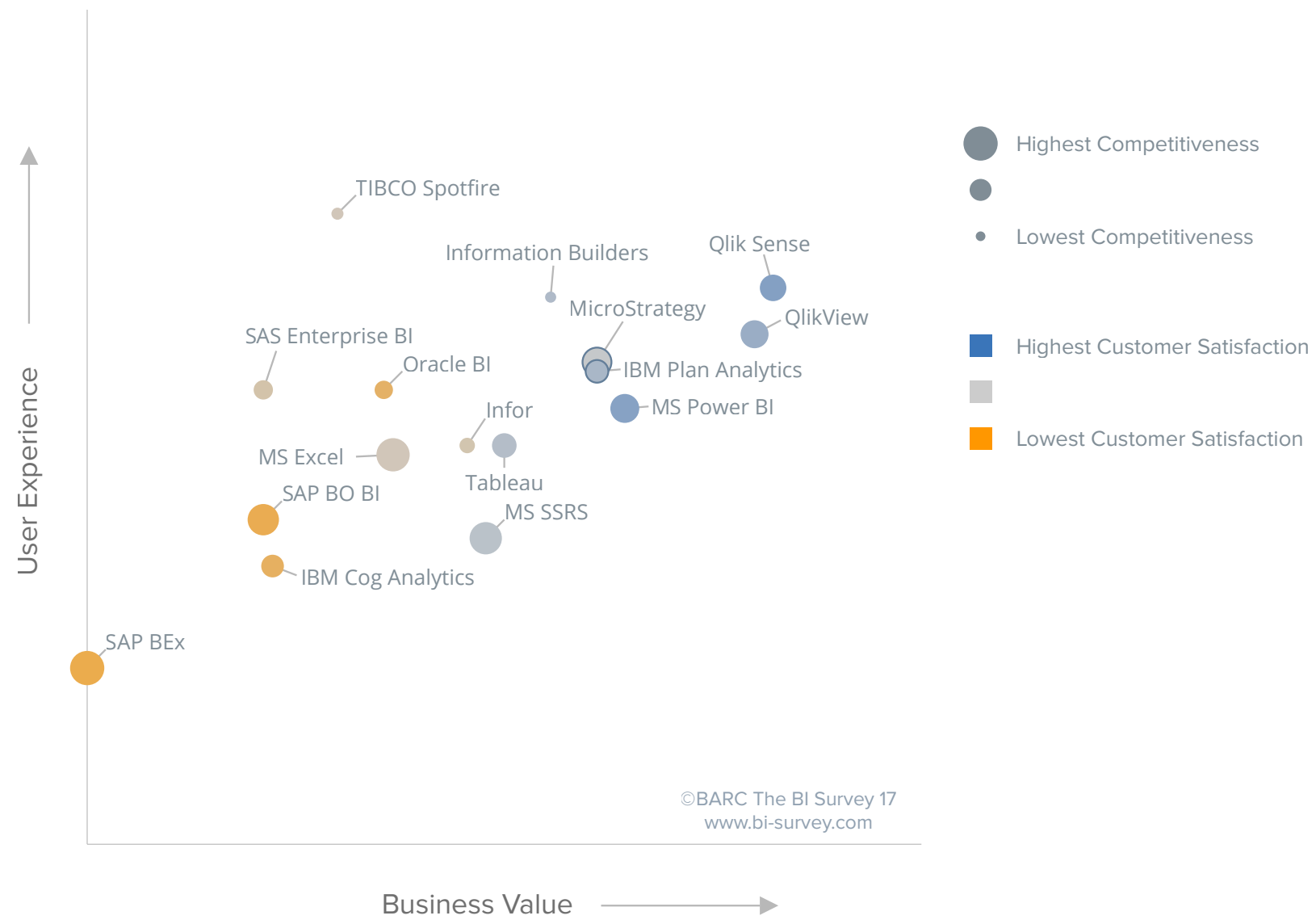


# The BI Survey 17 Qlik top ranks

Product	Category	Peer Group
Qlik Sense	Query performance	Data discovery-focused products
Qlik Sense	Business benefits	Large international BI vendors
Qlik Sense	Business value	Large international BI vendors
Qlik Sense	Customer satisfaction	Large international BI vendors
Qlik Sense	Embedded BI	Large international BI vendors
Qlik Sense	Performance satisfaction	Large international BI vendors
Qlik Sense	Product satisfaction	Large international BI vendors
Qlik Sense	Project success	Large international BI vendors
Qlik Sense	Recommendation	Large international BI vendors
QlikView	Considered for purchase	Dashboarding-focused products
QlikView	Considered for purchase	Large international BI vendors



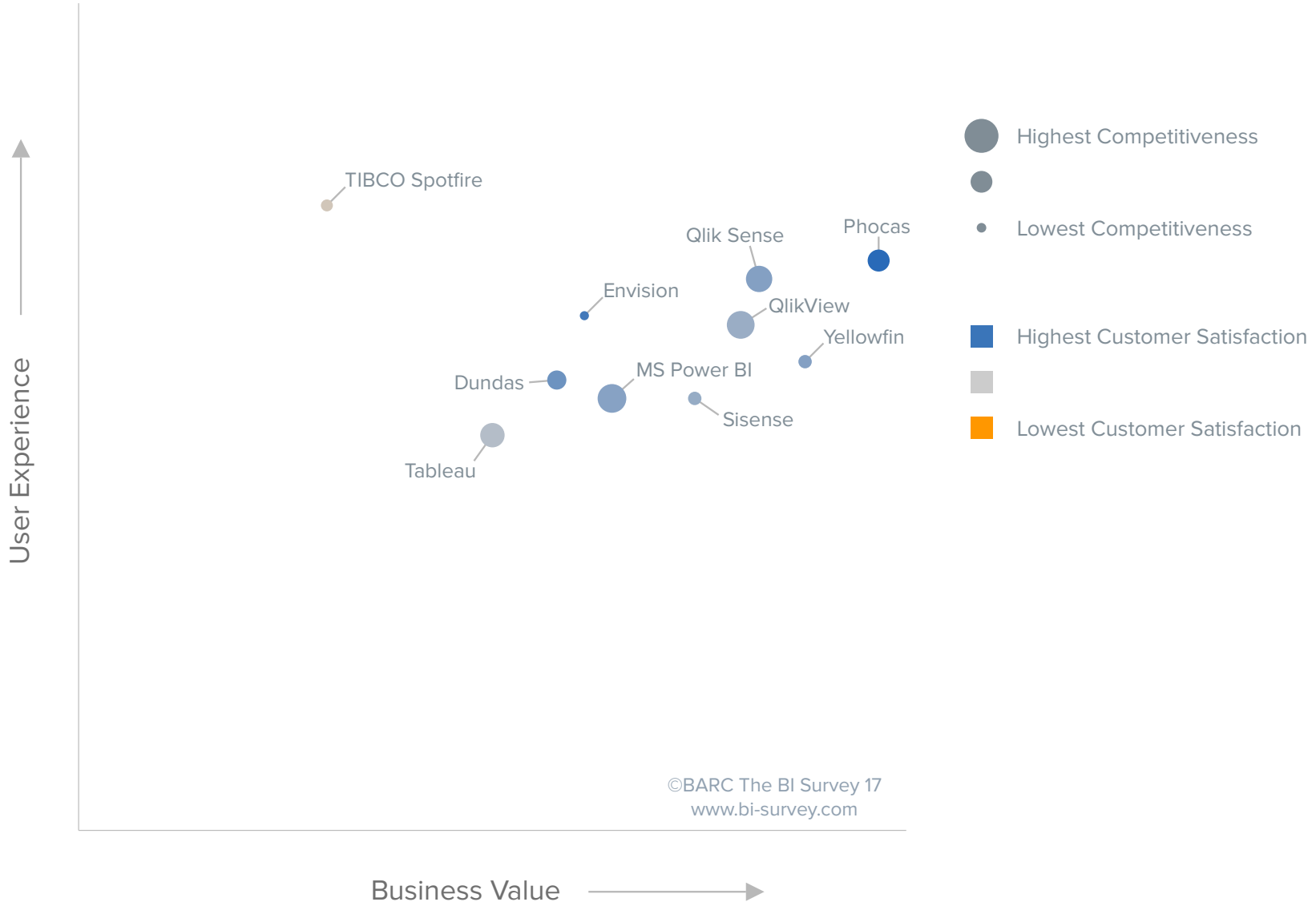
# The BI Survey 17 BI User Review Matrix - Peer group: Large international BI vendors



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# The BI Survey 17 BI User Review Matrix - Peer group: Data discovery-focused products

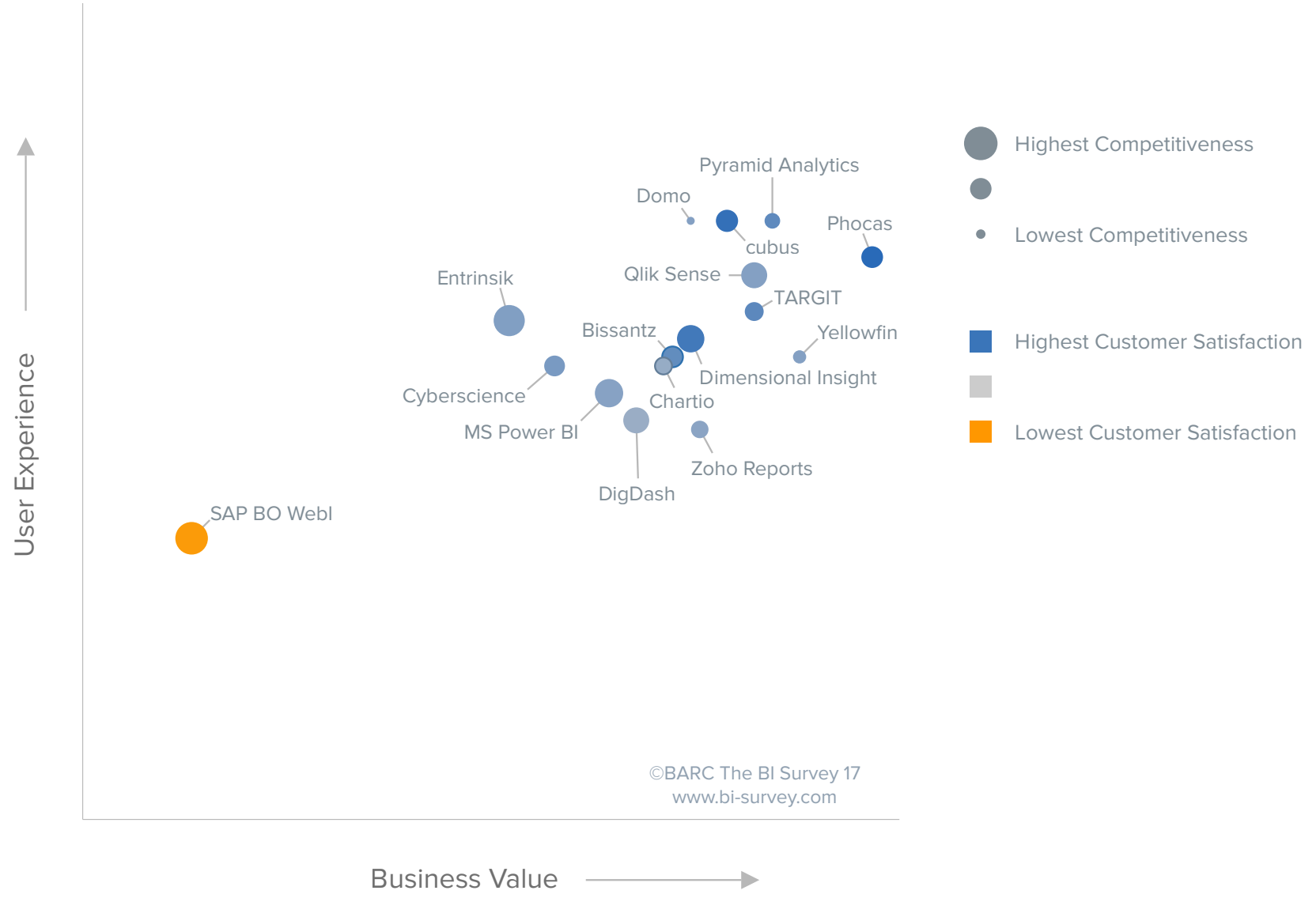


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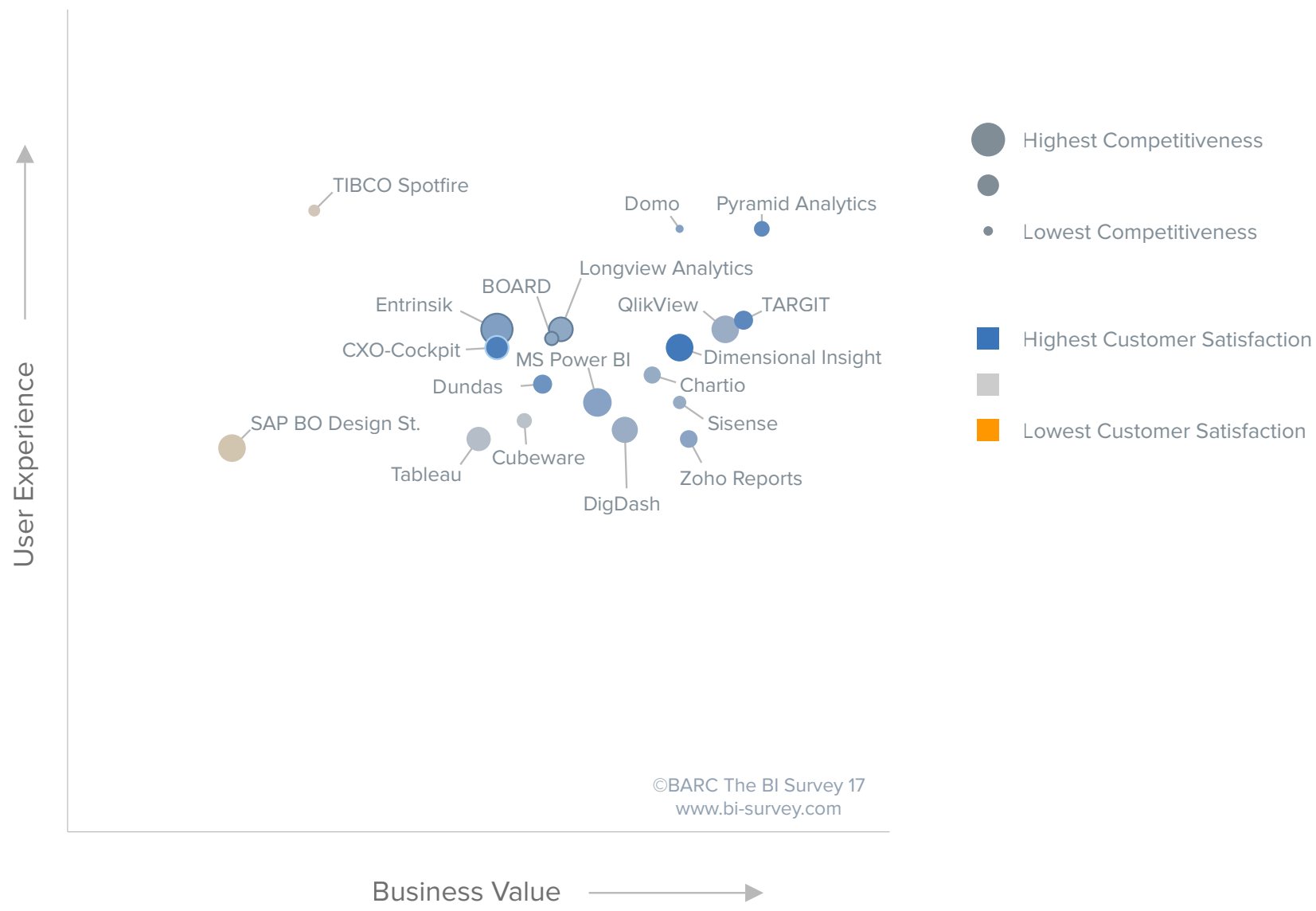
# The BI Survey 17 BI User Review Matrix - Peer group: Self-service reporting-focused products



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# The BI Survey 17 BI User Review Matrix - Peer group: Dashboarding-focused products



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## Qlik overview

Qlik, originally founded in 1993 in Lund, Sweden, moved its headquarters to the United States in 2005 after raising funds from several venture capital firms. Until the general availability of Qlik Sense in 2014, Qlik was a one-product company offering QlikView. Today, the vendor provides a portfolio of visual analytics offerings. With these, Qlik focuses on integrating different data sources and empowering data governance (data), supporting people with its platform (people) and supporting analysis using its associative model (ideas).

Qlik's platform consists of several components including Qlik Sense Enterprise, Qlik Sense Cloud, Qlik Analytics Platform for developers, QlikView and Qlik NPrinting. Qlik DataMarket provides external data for analyses such as weather and currency information. In 2017, Qlik acquired its Swedish partner Idevio to provide advanced features in the area of spatial analysis. This solution is now being marketed as Qlik GeoAnalytics.

Qlik Sense is positioned as a self-service data visualization solution providing immediate analysis

## Qlik customer responses

This year we had 236 responses from QlikView and 61 from Qlik Sense users.

results instead of building applications, and has been furnished with enterprise features such as a central library for common metadata. Qlik NPrinting is a report generation, distribution and scheduling application which can be used to create reports based on Qlik Sense or QlikView content. It enables organizations to create reports in a variety of popular formats including Office and pixel-perfect PDF files.

QlikView is Qlik's original offering: a dashboard and analysis product based on in-memory technology and the first product in the "data discovery tools" product category. The solution is positioned as a self-service platform targeted at business users, enabling them to analyze data without going to an expert for a new report or dashboard.



The BI Survey 17 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from February to June 2017. In total, 3,066 people responded to the survey with 2,564 answering a series of detailed questions about their usage of a named product. Altogether, 42 products (or groups of products) are analyzed in detail.

The BI Survey 17 examines user feedback on BI product selection and usage across 29 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness. There are 29 KPIs in total.

This document contains just a selection of the headline findings for Qlik. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).

# Qlik Sense





# User and Use Case Demographics

## BARC Comment

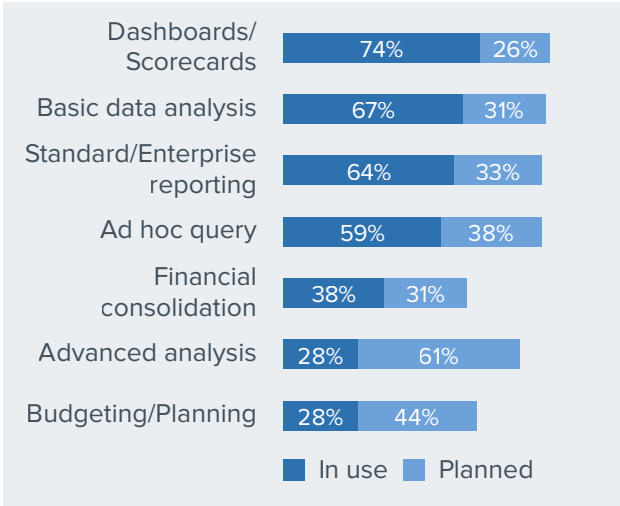
Qlik Sense was introduced in 2014 and attracted an impressive total of 61 responses in this year's BI Survey. Even more surprisingly, survey responses indicate that a median of 150 users (and a mean of over 2000 users) use the solution within customer organizations. These numbers are very high for such a young product and point to quick adoption of the software. Qlik has invested a lot of time in Qlik Sense's support for QlikView data stores and in providing a single QIX engine and data storage for both solutions. This has undoubtedly greased the wheels of Qlik Sense's rapid rise to prominence.

The product is mostly used for dashboard creation, basic data analysis and standard/enterprise reporting. The latter use case has risen from 58 percent last year to 64 percent this year. Recent versions of NPrinting, Qlik's reporting solution, now support Qlik Sense as well as QlikView. This development is likely to drive the percentage of users using Qlik Sense for enterprise reporting even higher in the future.

Only 59 percent of respondents use Qlik Sense for ad hoc query, the original focus of the solution. Customers now seem to be using the software for a broader set of use cases.

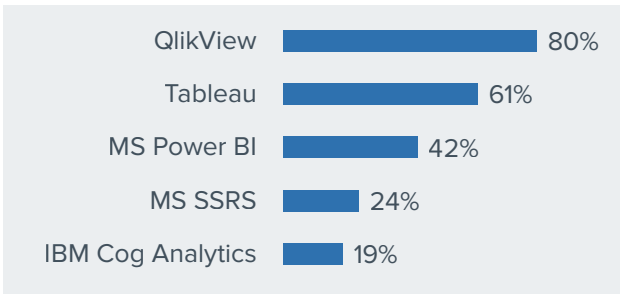
### Current vs. planned use

n=61



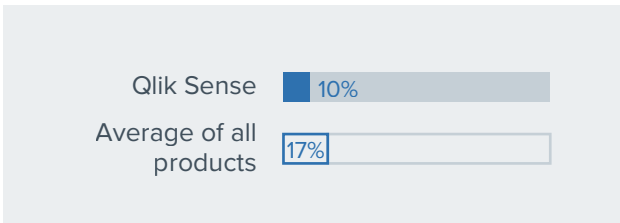
### 5 products most often evaluated in competition with Qlik Sense

n=59



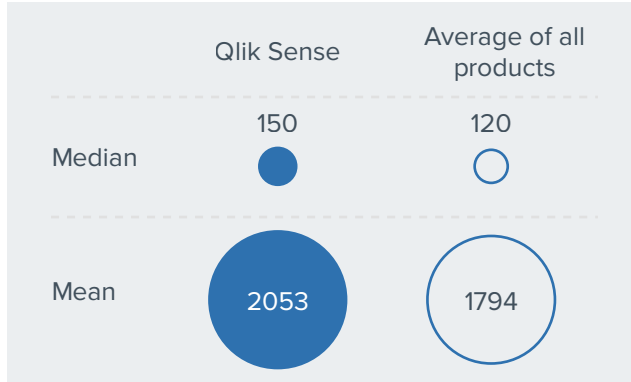
### Percentage of employees using Qlik Sense

n=59



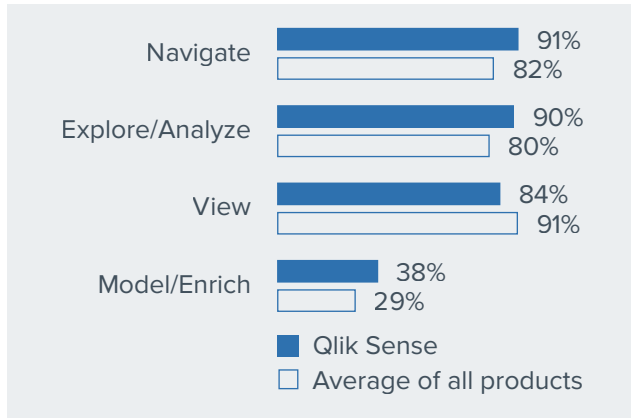
### Number of users using Qlik Sense

n=59



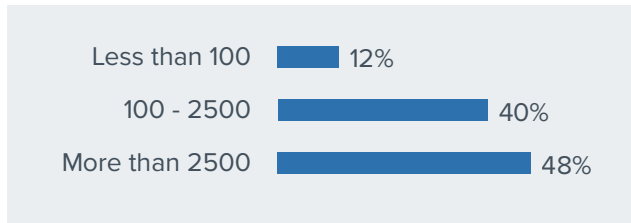
### Tasks carried out with Qlik Sense by business users

n=58



### Company size (employees)

n=60



## The KPIs

The BI Survey 17 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 feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

## Peer Group Classification

The BI Survey 17 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

Qlik Sense features in the following peer groups:

- Large international BI vendors
- Data discovery-focused products
- Self-service reporting-focused products

## Peer Groups Overview

### [Large enterprise BI platforms](#)

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

### [Dashboarding-focused products](#)

Includes products that focus on creating advanced and highly sophisticated dashboards.

### [Self-service reporting-focused products](#)

Includes products that focus on self-service reporting and ad hoc analysis.

### [OLAP analysis-focused products](#)

Includes products that focus on analysis in dimensional and hierarchical data models.

### [Data discovery-focused products](#)

Includes products that focus on visual data discovery and advanced data visualization.

### [Integrated performance management products](#)

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

### [Large international BI vendors](#)

Includes products from companies with annual revenues of \$200m+ and a truly international reach.

### [EMEA-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

### [Americas-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

# Business benefits

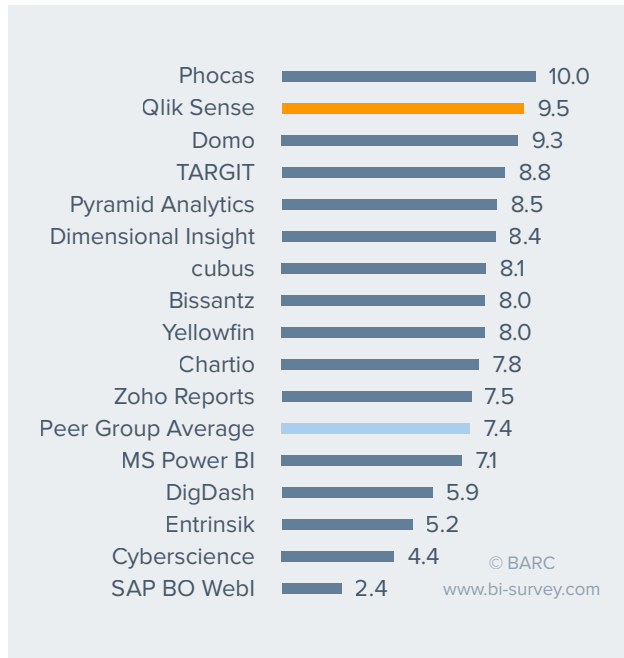


This KPI is based on the achievement level of a variety of business benefits.

## Business benefits – Leader



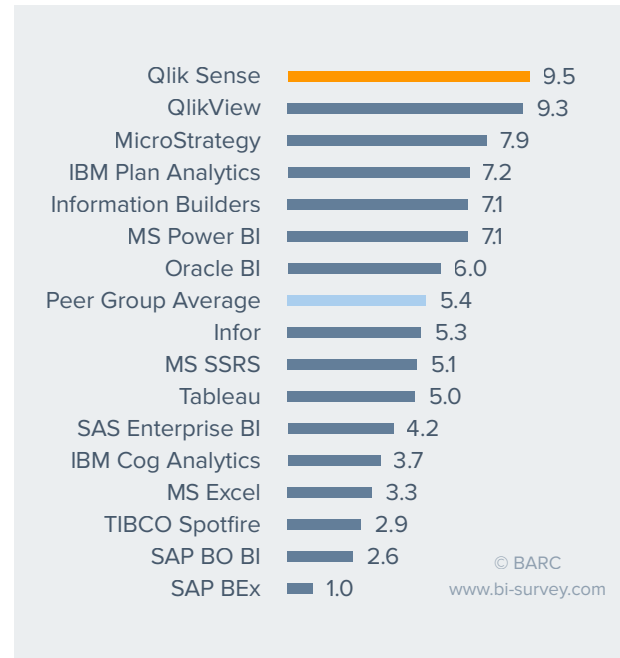
Peer group: Self-service reporting-focused products



## Business benefits – Top-ranked



Peer group: Large international BI vendors



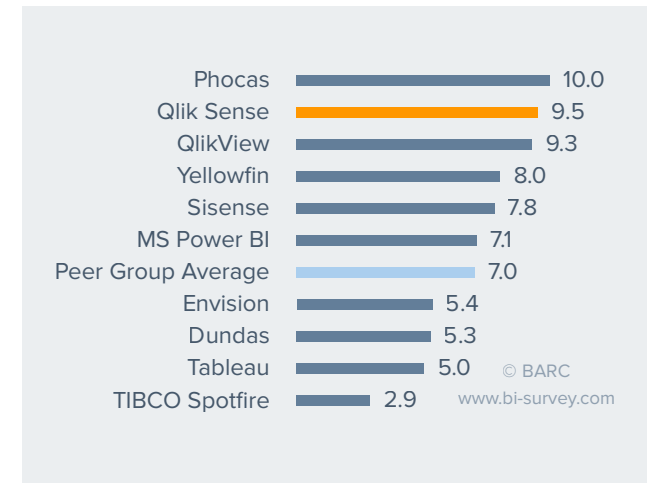
## Business benefits



### Business benefits – Leader



Peer group: Data discovery-focused products

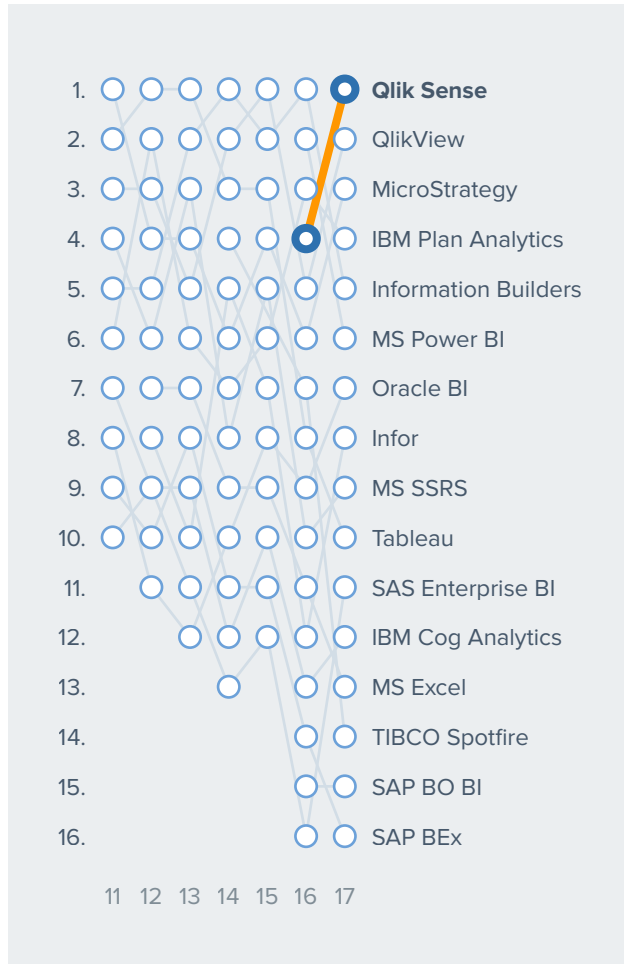


Qlik Sense receives excellent feedback from its customers for its abilities to provide business benefits. With Qlik Sense, Qlik ranks as the number one large international BI vendor and comes second in its other two peer groups. ‘Business benefits’ is a very important KPI which demonstrates that a BI solution is not only able to support decision-making by visualizing information but also to bring real value to customers as they use the analysis results to achieve business goals. With Qlik DataMarket, Qlik aims to provide data as well as tools for data analysis. External and internal data sources may give a more accurate picture in certain business areas and therefore offer better decision support.



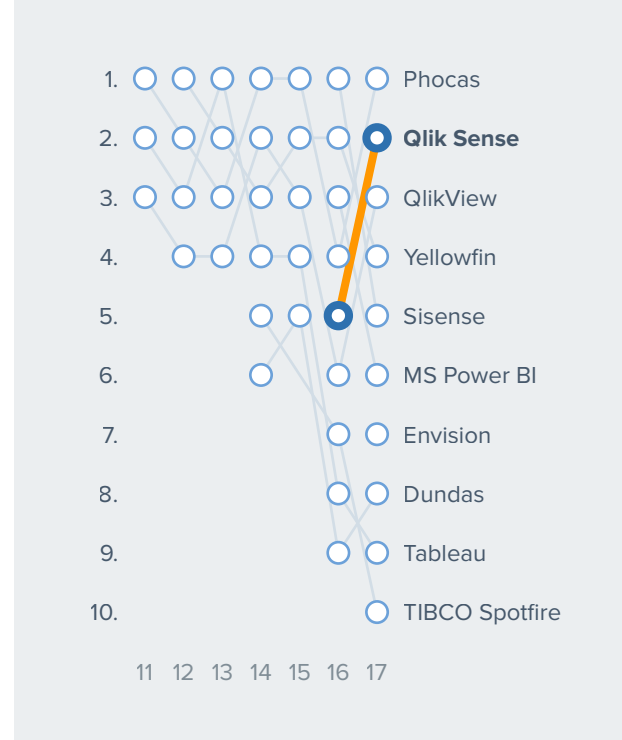
## Improved in business benefits

Peer group: Large international BI vendors



## Improved in business benefits

Peer group: Data discovery-focused products



# Project success

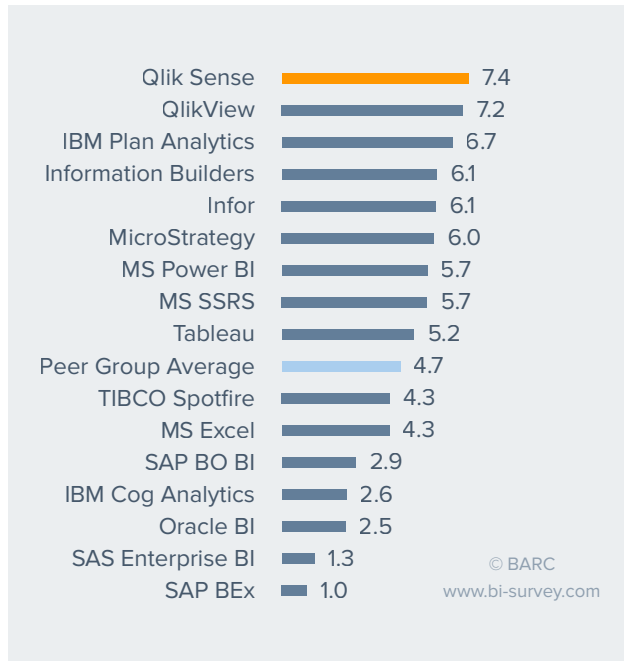


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

## Project success – Top-ranked



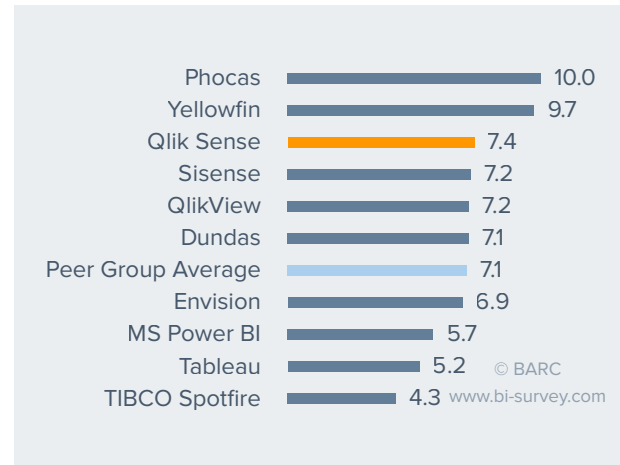
Peer group: Large international BI vendors



## Project success – Leader



Peer group: Data discovery-focused products

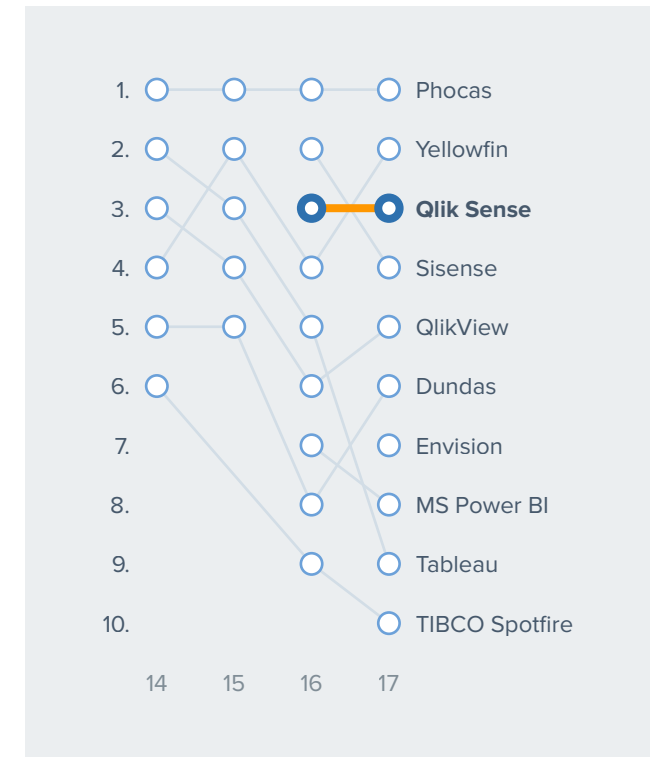


## Project success



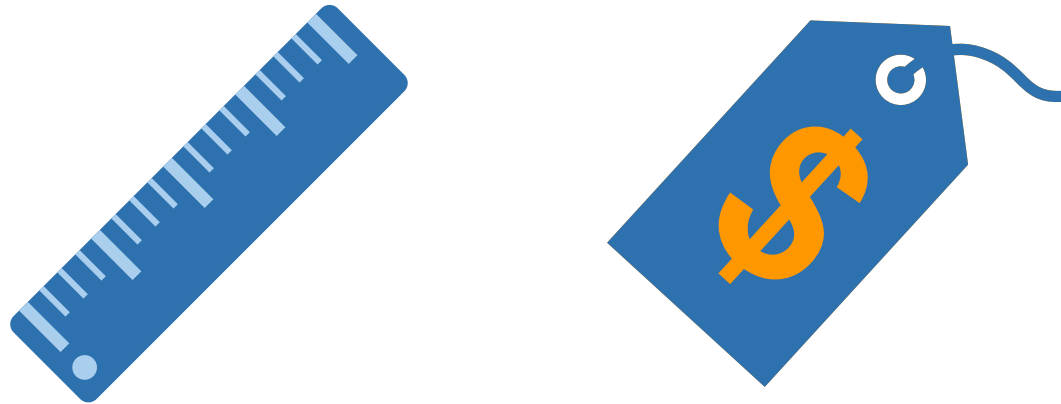
### Consistently high ratings in project success

Peer group: Data discovery-focused products



Qlik Sense is the top-ranked large international BI vendor for implementing successful projects on time and on budget. The solution has also been ranked as a leader for the last two years in the 'Data discovery-focused products' peer group for this KPI. Qlik Sense's rating of 7.4/10 is well above this year's BI Survey average of 6.3/10. These results underline that projects with Qlik and its partners often have successful outcomes. The similar architectures in Qlik Sense and QlikView seem to be an advantage for employees and partners in adopting the new solution quickly and executing successful customer-side projects.

# Project length & Price-to-value



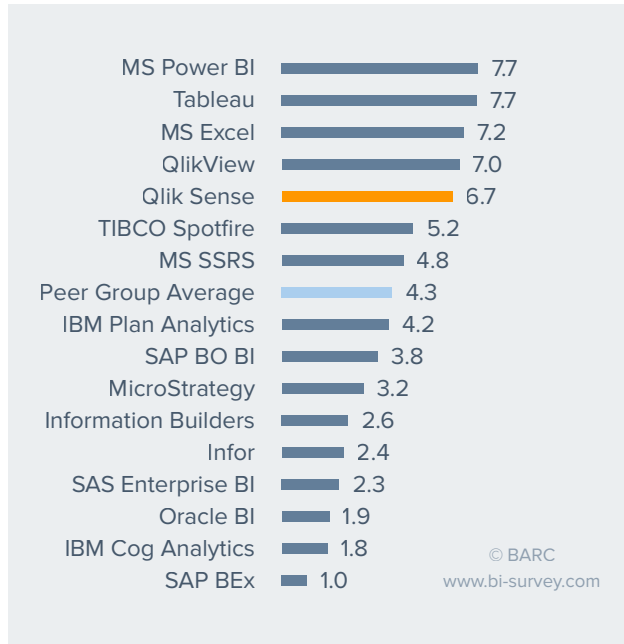
The 'Project length' KPI is based on how quickly the product is implemented.

The 'Price-to-value' KPI is based on how users rate their BI tool in terms of price-to-value ratio.

## Project length – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Project length

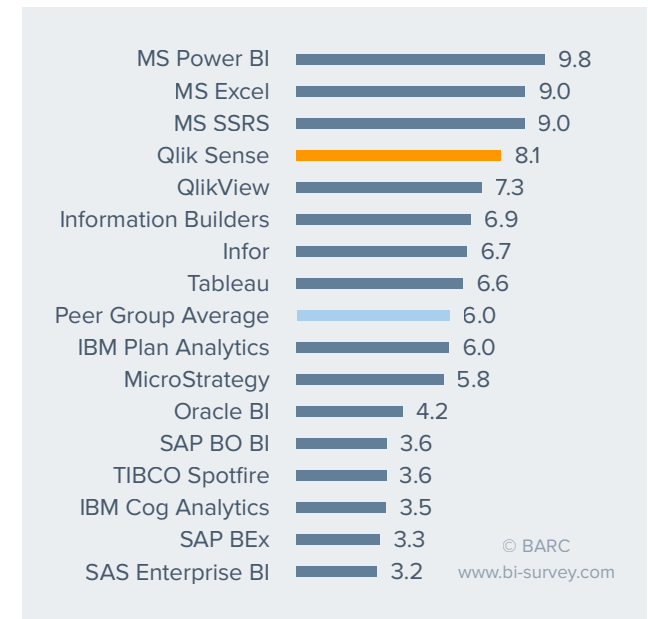


Qlik Sense is a leading large international BI vendor in terms of the short duration of its customer projects. Its above-average score of 6.7/10 is very good when one considers that the solution is usually deployed for classic use cases such as dashboarding, reporting and basic analysis. The other products in Qlik's 'Large international BI vendors' peer group are primarily used for ad hoc querying so one would normally expect them to be quicker to implement. The vendor has invested heavily in providing 'intelligent' ways to automate manual tasks and speed up the process of creating analyses and dashboards. For instance, Qlik has always created automated models based on loaded data.

## Price-to-value – Leader



Peer group: Large international BI vendors



## Price-to-value

## BARC Viewpoint

The 'Price-to-value' KPI demonstrates whether a deployed BI solution is considered to have delivered value for money in terms of its benefits. Qlik Sense is rated as a leading large international BI vendor based on this metric. With a score of 8.1/10, it is rated some way above The BI Survey average of 7.5/10. Good results in the 'Business benefits', 'Project success' and 'Project length' KPIs already show that customers are satisfied with the projects Qlik and its partners work on. With the high level of business benefits the product brings, customers see Qlik Sense as a solution worth paying for.

# Business value

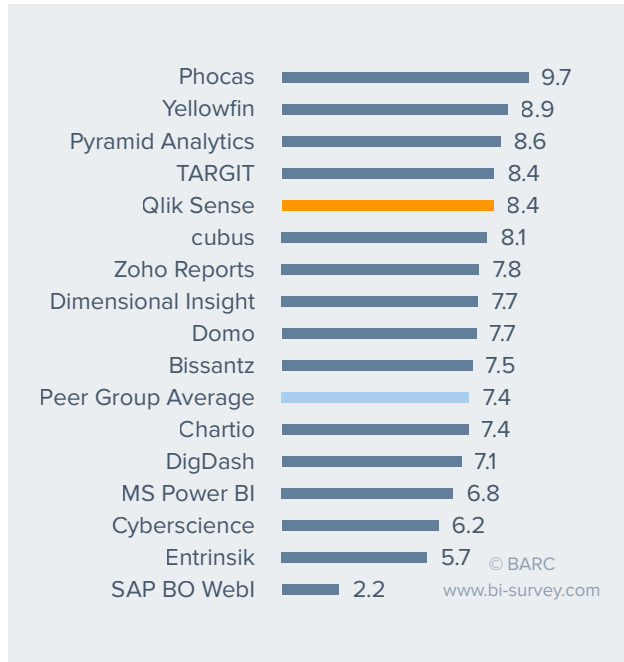


This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

## Business value – Leader



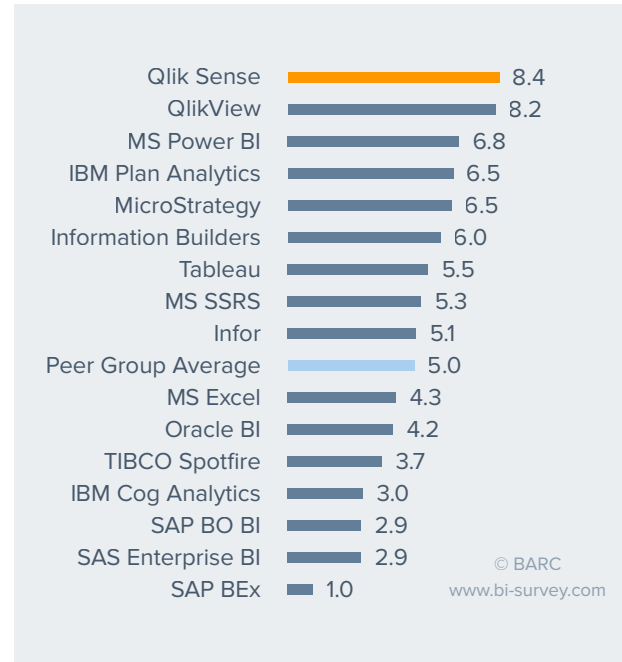
Peer group: Self-service reporting-focused products



## Business value – Top-ranked



Peer group: Large international BI vendors



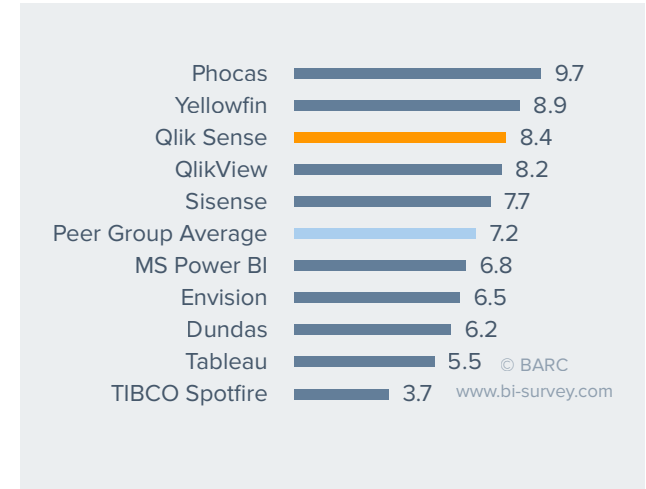
# Business value



## Business value – Leader



Peer group: Data discovery-focused products



When a product provides good ‘Business benefits’, ‘Project success’ and ‘Project length’, we consider it to deliver high business value to its customers. With 8.4/10 (compared to The BI Survey average of 6.2), Qlik Sense scores an excellent result here. We often see customers struggling to calculate or explain the value of BI. Vendors that achieve good results in this KPI seem to be able to serve their customers with valuable information and encourage them to actively use the software for decision-making. Qlik is ranked as the number one large international BI vendor for its Qlik Sense product in terms of business value.

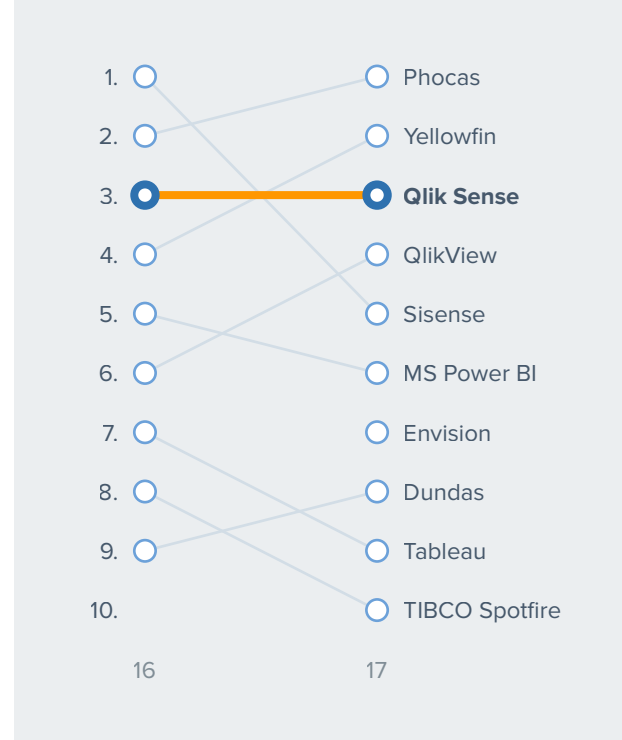
## Consistently top-ranked in business value

Peer group: Large international BI vendors



## Consistently outstanding in business value

Peer group: Data discovery-focused products





# Recommendation

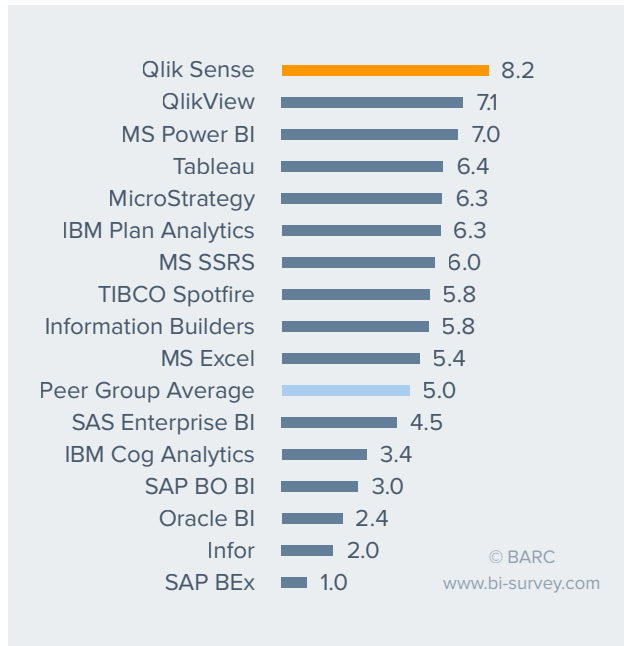


This KPI is based on the proportion of users that say they would recommend the product to others.

## Recommendation – Top-ranked



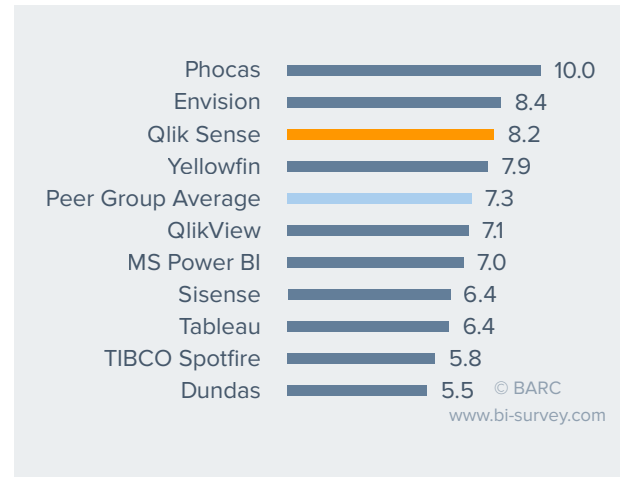
Peer group: Large international BI vendors



## Recommendation – Leader



Peer group: Data discovery-focused products



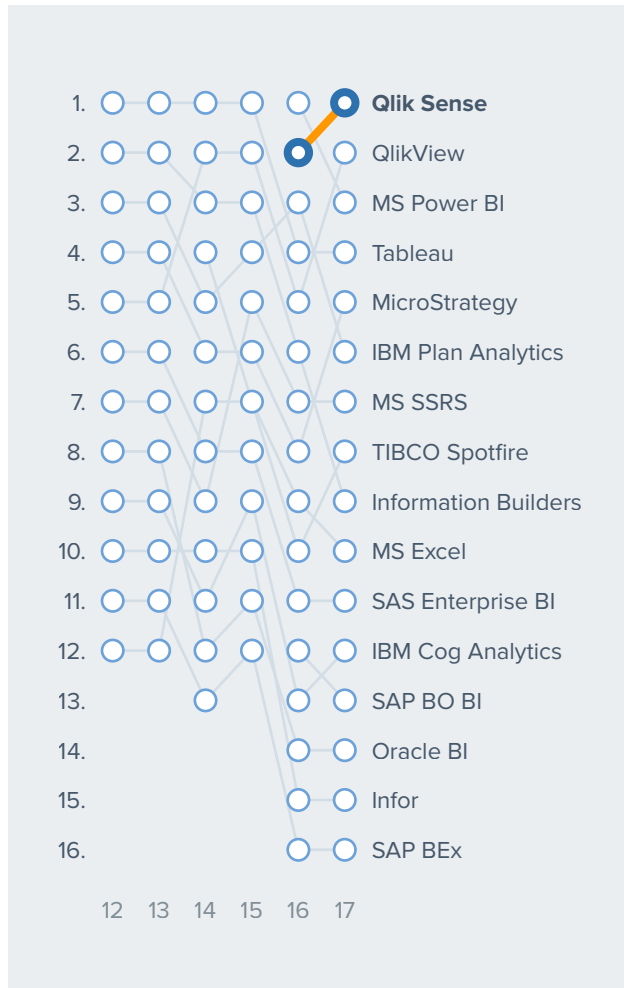
## Recommendation



Recommendation is more important than ever, not just for consumer products but also for business software. Peers always communicate at conferences or digitally about their experiences with software. Other people's opinions are very important as they can influence decision-makers and ultimately software selection projects. Qlik Sense users are happier to recommend their solution than customers of all the other large international BI vendors. Among data discovery-focused products, Qlik Sense's most competitive peer group, the product achieves a leading position.

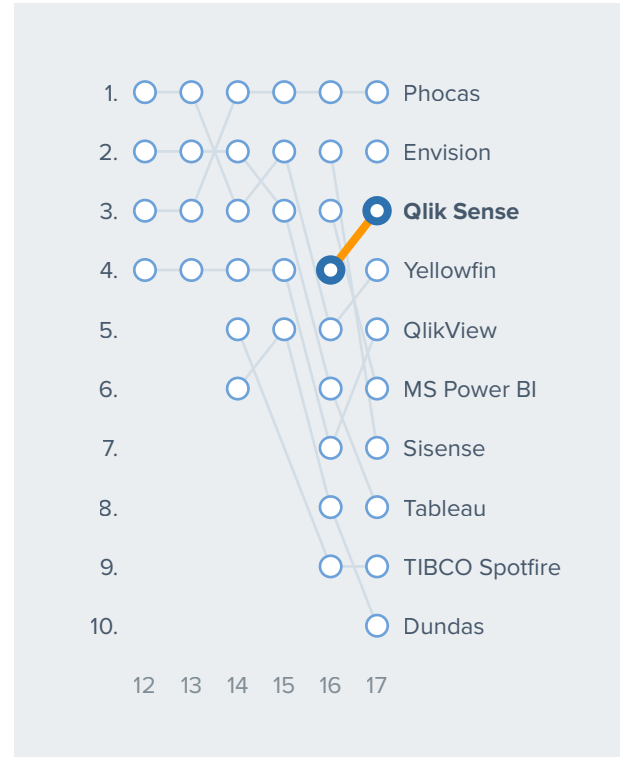
## Improved in recommendation

Peer group: Large international BI vendors



## Improved in recommendation

Peer group: Data discovery-focused products



# Implementer support & Vendor support



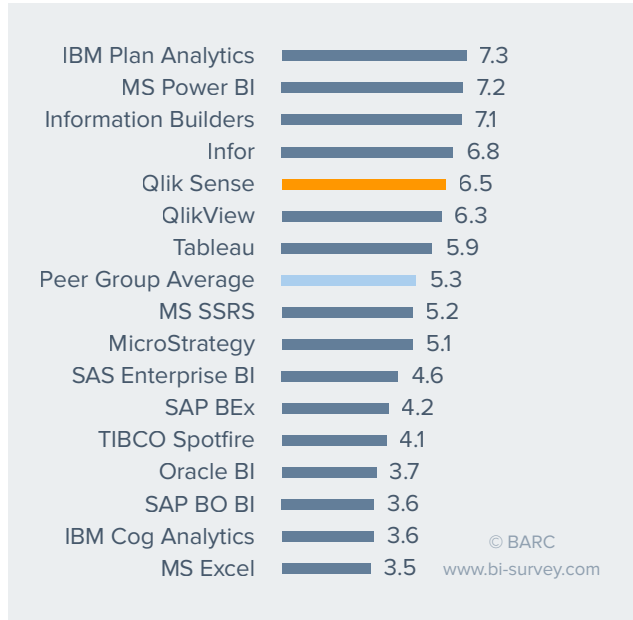
The 'Implementer support' KPI measures user satisfaction with the level of the implementer's support for the product.

The 'Vendor support' KPI measures user satisfaction with the level of vendor support provided for the product.

## Implementer support – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Implementer support

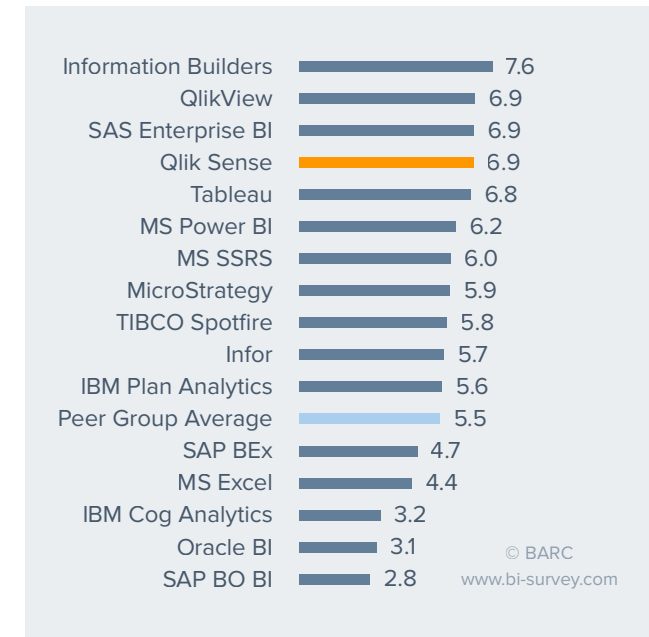


Large international BI vendors typically provide inferior implementer support to their customers due to their size and the level of additional effort required to educate all partners to the right level. Impressively for a relatively new solution from a large organization, Qlik Sense manages an above-average score in the 'Implementer support' KPI.

## Vendor support – Leader



Peer group: Large international BI vendors



## Vendor support

## BARC Viewpoint

Year after year, we see large international BI vendors being outscored by their smaller, locally-focused rivals in the 'Vendor support' KPI. As a young solution, and considering the size Qlik now is, an above-average 'Vendor support' rating from Qlik Sense customers is notable indeed.

# Product satisfaction



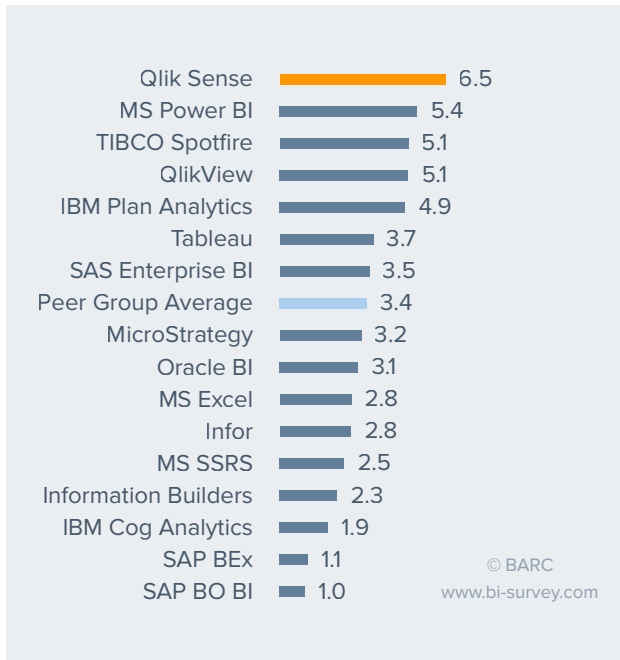
This KPI is based on the frequency of problems encountered with the product.



## Product satisfaction – Top-ranked

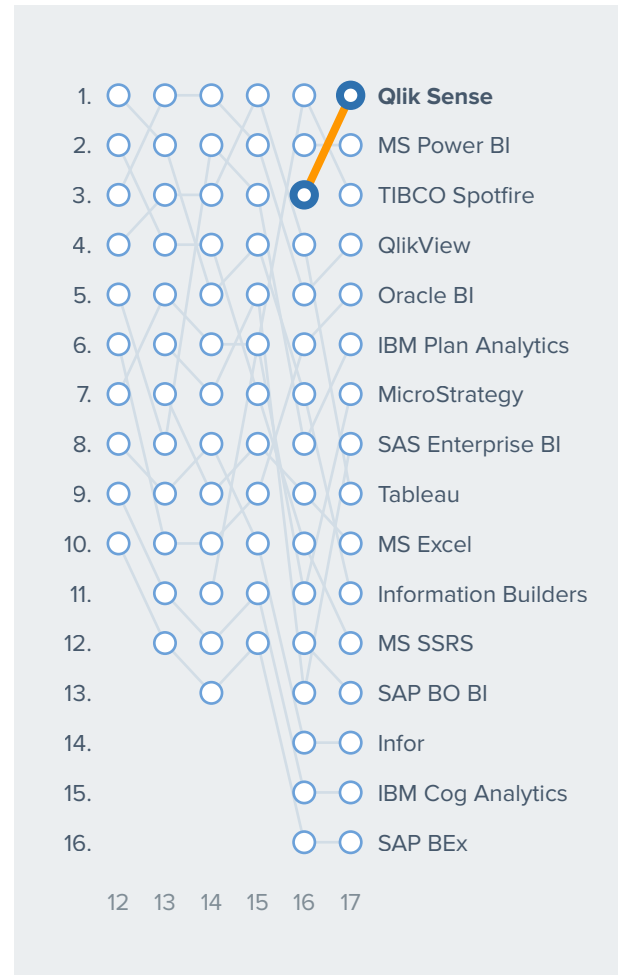


Peer group: Large international BI vendors



## Improved in product satisfaction

Peer group: Large international BI vendors



## BARC Viewpoint

Qlik Sense customers enjoy greater business value, are more likely to recommend the solution to similar companies and have a higher level of product satisfaction than customers of Qlik's rivals in the 'Large international BI vendors' peer group. Qlik Sense has improved on its rating from last year and is now the top-ranked large international BI vendor for product satisfaction.

# Customer satisfaction



This KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.

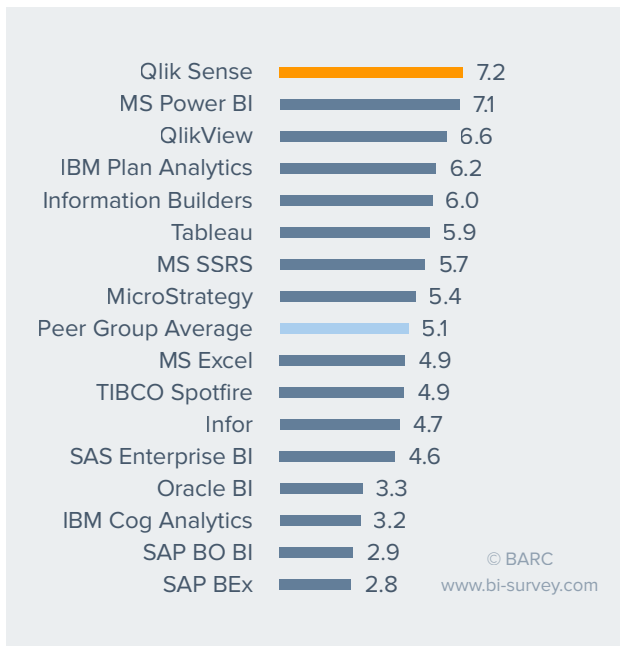




## Customer satisfaction – Top-ranked

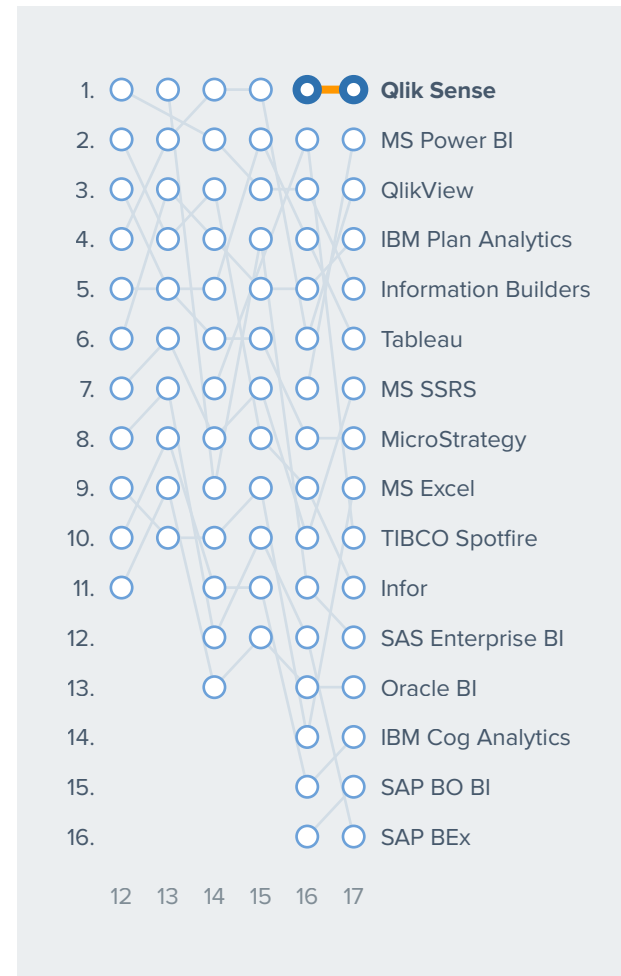


Peer group: Large international BI vendors



## Consistently top-ranked in customer satisfaction

Peer group: Large international BI vendors



The 'Customer satisfaction' metric combines results from the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs. Qlik Sense is the top-ranked large international BI vendor for customer satisfaction. The bigger a company becomes, the harder it is to satisfy all its customers. This result shows that Qlik is able to maintain customer satisfaction while continuing to achieve pretty good annual growth. Qlik Sense's score of 7.2/10 is above The BI Survey 17 average and also gives many of the smaller, local BI vendors a run for their money.

# Self-service



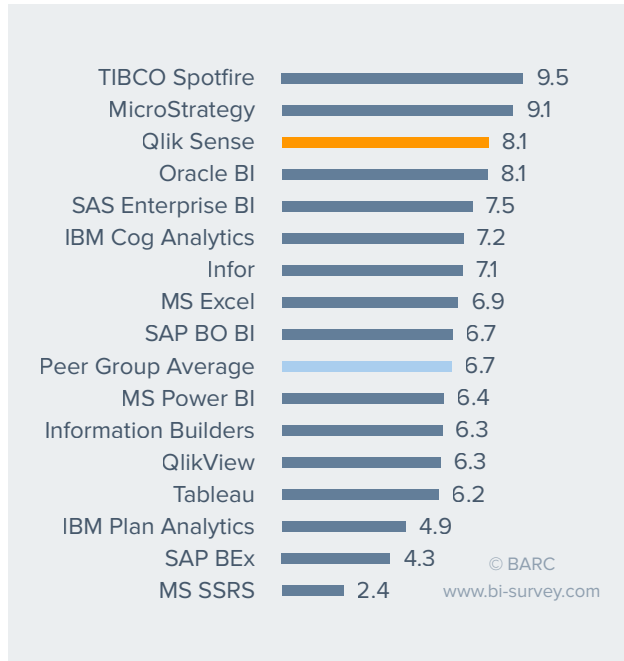
This KPI is based on how many sites currently use self-service features with their BI tool.



## Self-service – Leader



Peer group: Large international BI vendors



## Consistently outstanding in self-service

Peer group: Large international BI vendors



## BARC Viewpoint

Qlik is ranked as a leading large international BI vendor for self-service. With an excellent score of 8.1/10, clearly above the average of 6.5/10 for all products, Qlik Sense is often used to perform self-service tasks. The product was designed to support different usage scenarios. It started more as an ad hoc visualization product and has since evolved into a dashboarding and reporting solution still targeted at business users. Qlik Sense capabilities for analysis and data discovery have also improved from release to release. Therefore, we may even see further improvements in this KPI over time as the product is enhanced with new features on a regular basis.

# Flexibility for users

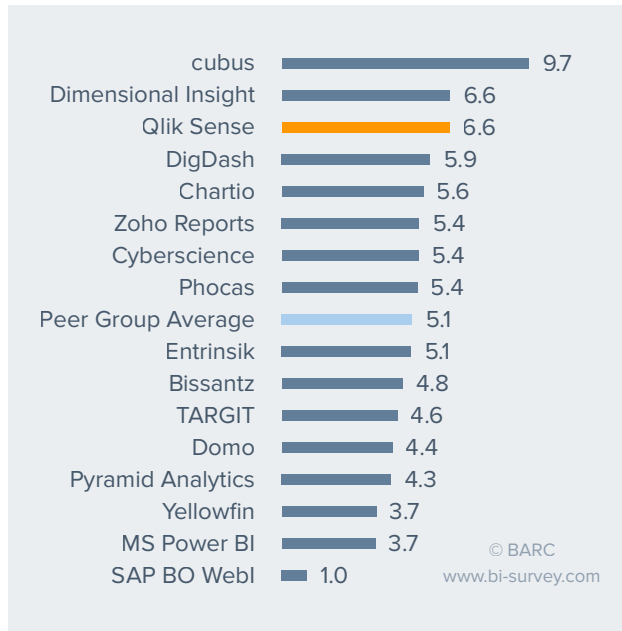


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

## Flexibility for users – Leader



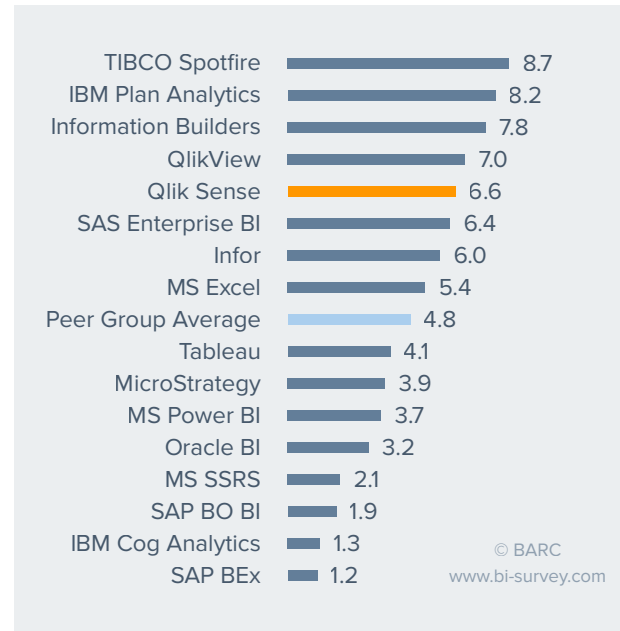
Peer group: Self-service reporting-focused products



## Flexibility for users – Leader



Peer group: Large international BI vendors



## Flexibility for users



### Consistently outstanding in flexibility for users

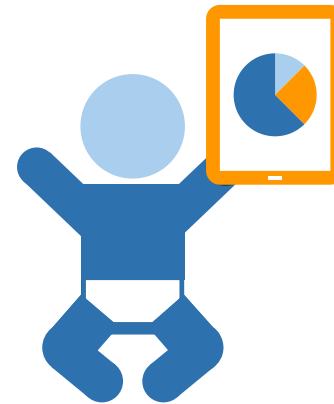
Peer group: Self-service reporting-focused products



## BARC Viewpoint

Qlik Sense provides good flexibility to its users, ranking as a leader in the 'Large international BI vendors' and 'Self-service reporting-focused products' peer groups for this KPI. The product is particularly used in dashboards, basic data analysis and reporting scenarios. For these types of use cases, Qlik Sense scores highly, confirming that the applications it can be used to create provide a good deal of flexibility through high interactivity. Qlik Sense was actually created as an ad hoc visualization product aimed at providing increased flexibility to end users and business analysts alike. Qlik Sense's data preparation capabilities have improved in recent releases.

# Sales experience & Ease of use



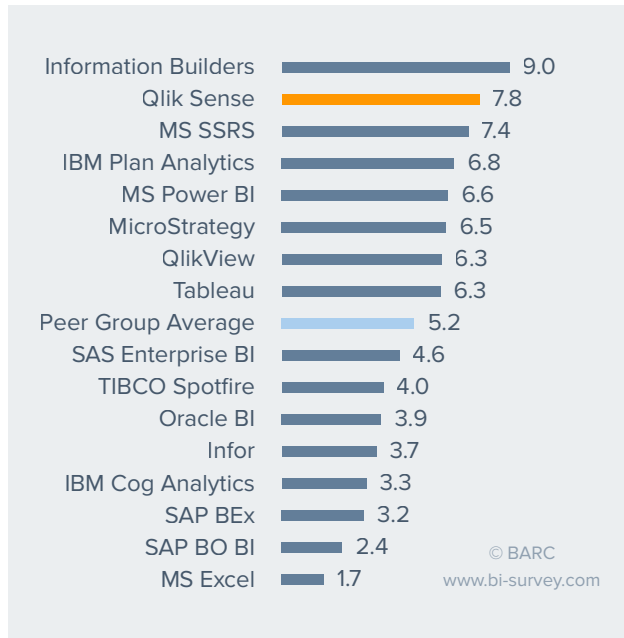
The 'Sales experience' KPI is based on how respondents rate the sales/purchasing experience with the vendor.

The 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

## Sales experience – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Sales experience

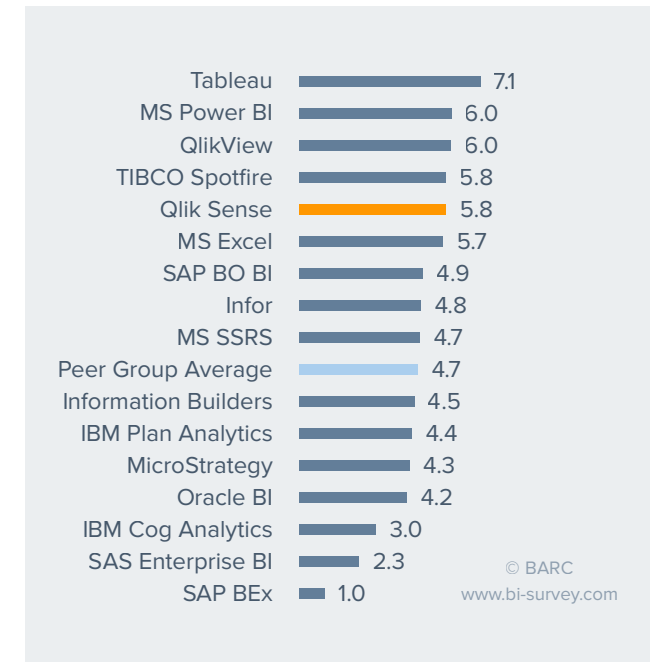


A customer's contact with the vendor typically starts with the sales process. These first experiences lay the foundation for future collaboration and interaction with the vendor, as well as being an important influencer of customer satisfaction and the likelihood of cross-selling and future business. Qlik Sense is rated as the second best large international BI vendor in the 'Sales experience' KPI with a score of 7.8/10, some way clear of The BI Survey average of 6.9/10.

## Ease of use – Leader



Peer group: Large international BI vendors

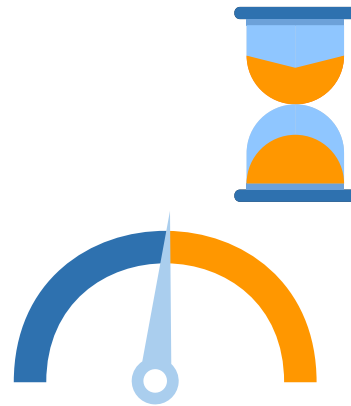


## Ease of use

## BARC Viewpoint

The 'Ease of use' KPI is based on how often a product is purchased for its ease of use, and on the level of complaints about ease of use post-implementation. Qlik Sense ranks as one of the leading large international BI vendors in terms of ease of use. However, customers are more attracted by other values the vendor offers. The number one reason, which is cited by 60 percent of customers, is fast query performance. Other major factors influencing Qlik Sense buyers are functionality, ease of use for report designers and flexibility.

# Query performance



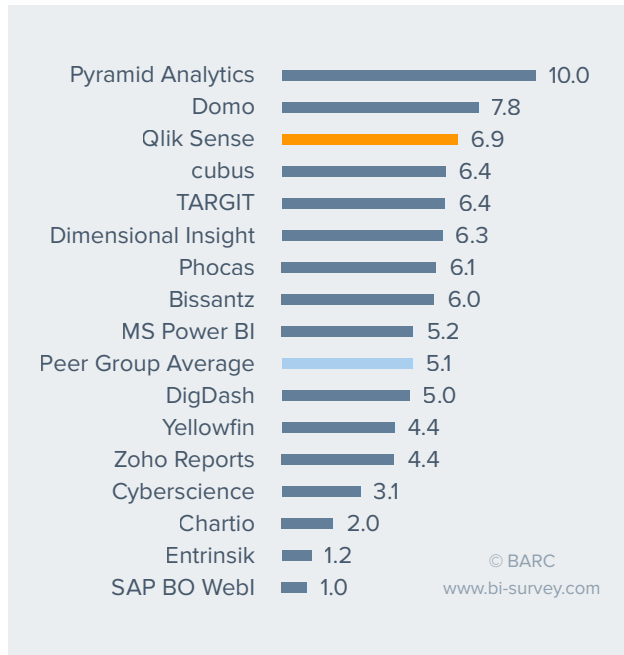
This KPI is based on how quickly queries respond (adjusted by data volume).



## Query performance – Leader



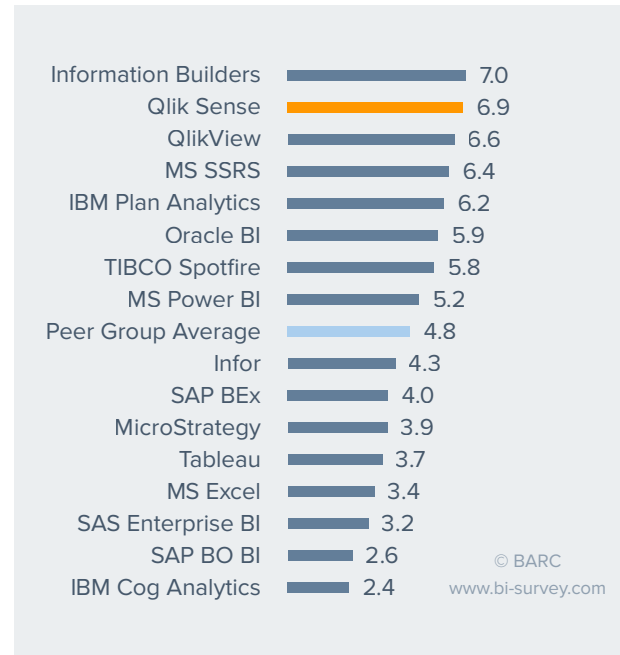
Peer group: Self-service reporting-focused products



## Query performance – Leader



Peer group: Large international BI vendors



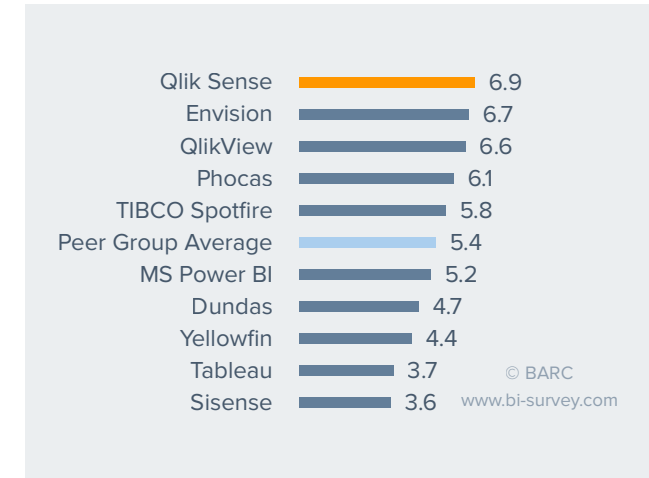
## Query performance



### Query performance – Top-ranked



Peer group: Data discovery-focused products

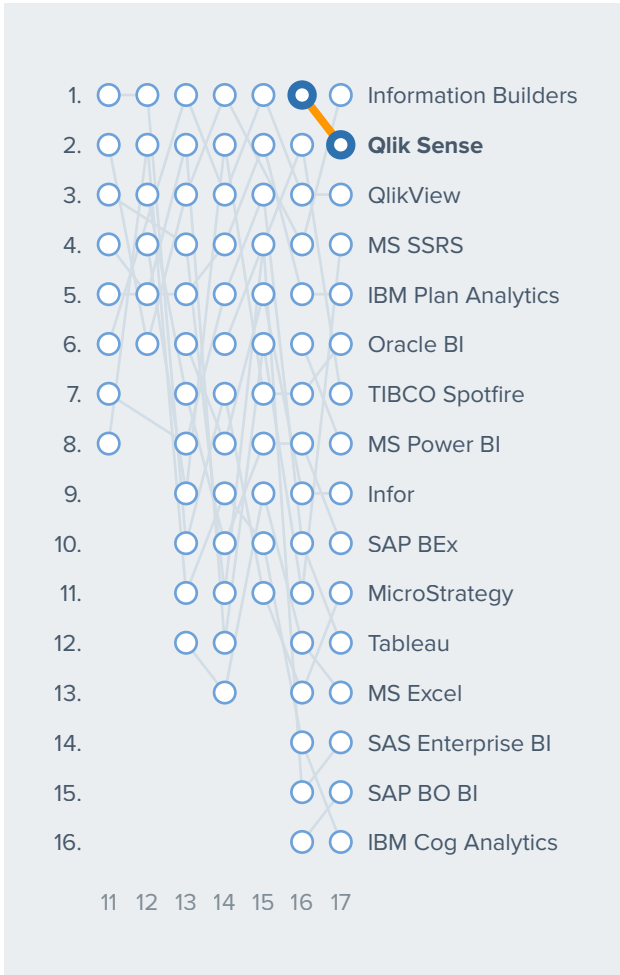


The 'Query performance' KPI is based on query response times adjusted by queried volumes of data. Qlik Sense is chosen for its fast query performance in 60 percent of closed deals, far more often than with other vendors (32 percent). Once in use, Qlik Sense also does a good job keeping its promise of good query performance. In the 'Data discovery-focused products' peer group, the product is ranked number one in the 'Query performance' KPI. In addition, Qlik Sense is rated as the second best large international BI vendor and the third placed self-service reporting-focused product in this important KPI.



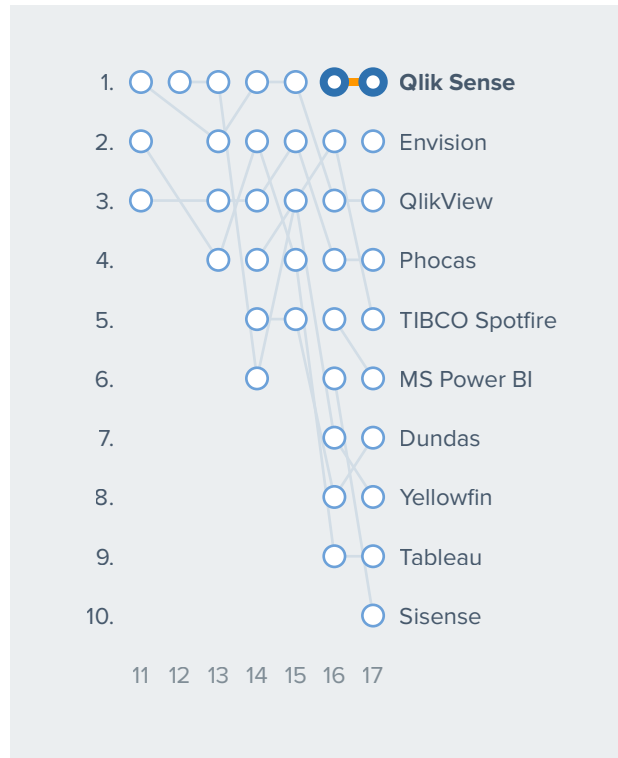
### Consistently outstanding in query performance

Peer group: Large international BI vendors



### Consistently top-ranked in query performance

Peer group: Data discovery-focused products



# Performance satisfaction

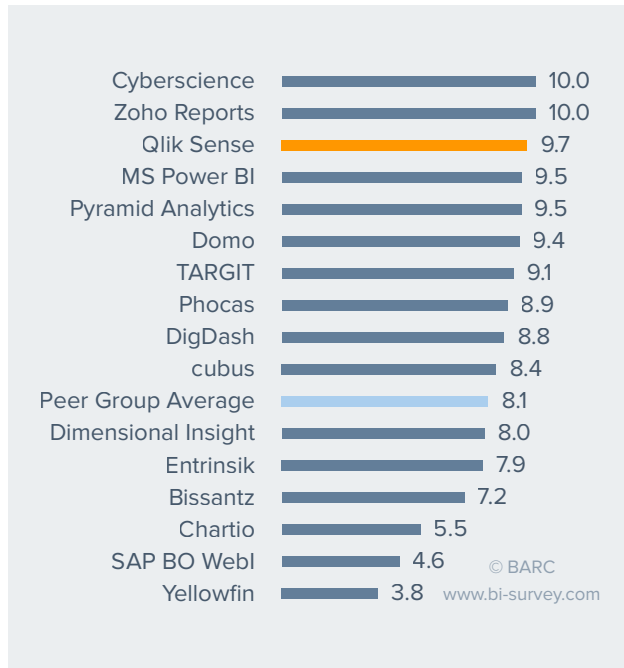


This KPI measures the frequency of complaints about the system's performance.

## Performance satisfaction – Leader



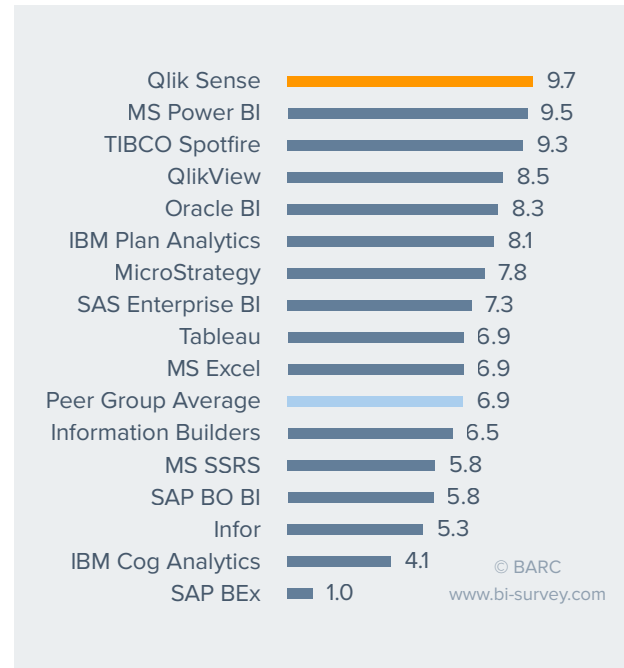
Peer group: Self-service reporting-focused products



## Performance satisfaction – Top-ranked



Peer group: Large international BI vendors



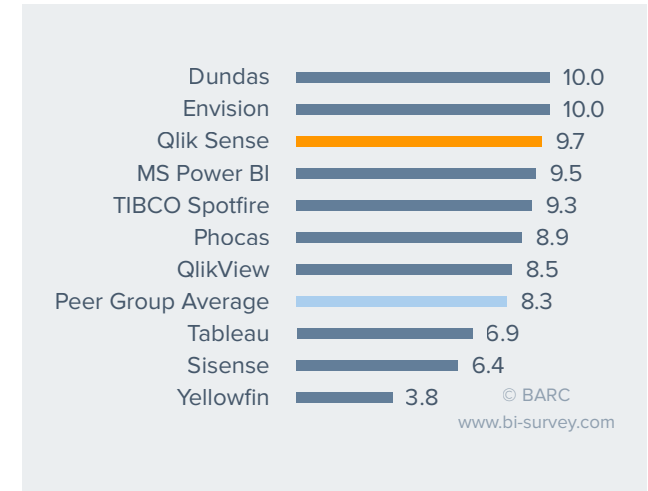
## Performance satisfaction



### Performance satisfaction – Leader



Peer group: Data discovery-focused products

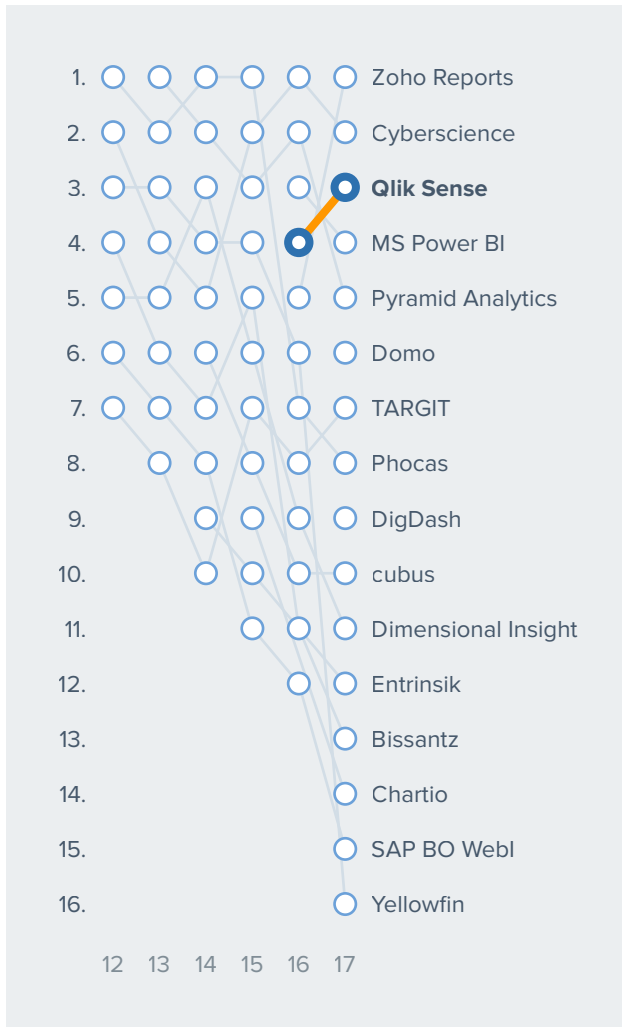


Qlik Sense seems to satisfy customers with its performance in general. Alongside its good rating in the 'Query performance' KPI, Qlik Sense also ranks highly for 'Performance satisfaction', which takes into account the level of complaints about the system's performance. It is the number one ranked product for this KPI in the 'Large international BI vendors' peer group and a leader in its other two peer groups. The vendor has always provided an integrated in-memory engine with its products. Qlik also took the opportunity to redesign its in-memory engine, now called QIX, when developing Qlik Sense. This engine seems to work well and causes fewer problems than rival solutions.



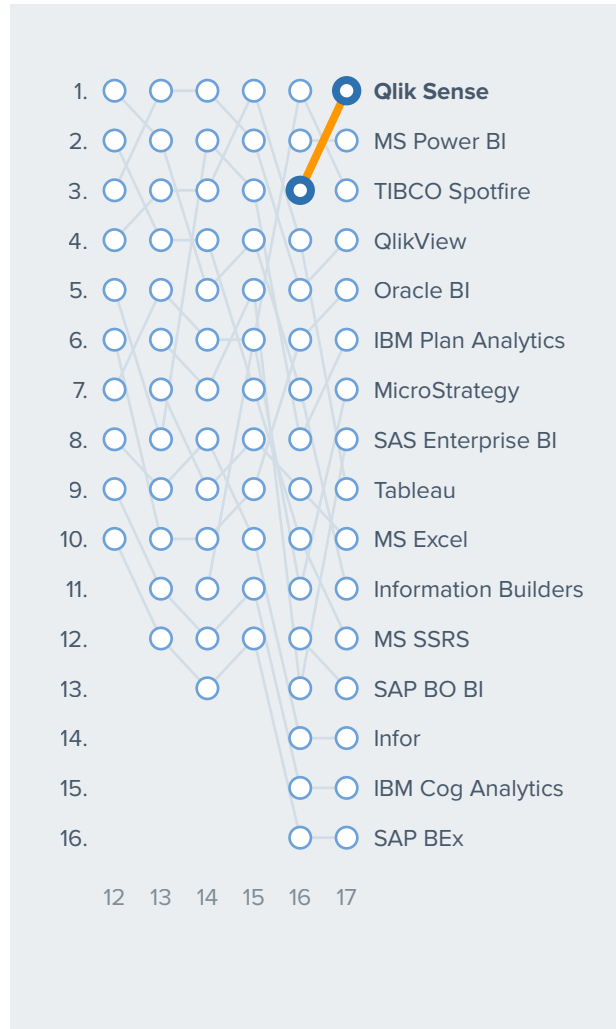
### Improved in performance satisfaction

Peer group: Self-service reporting-focused products



### Improved in performance satisfaction

Peer group: Large international BI vendors



# Customer experience

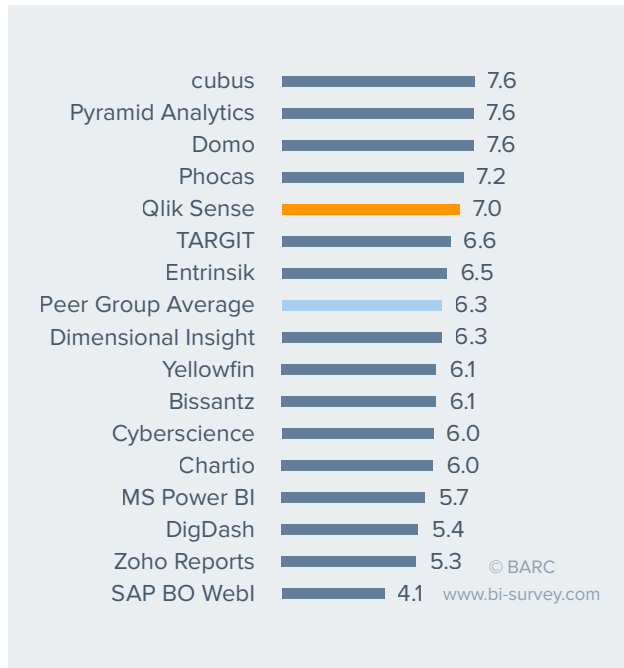


The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility for users', 'Data volume', 'Query performance' and 'Sales experience' KPIs.

## Customer experience – Leader



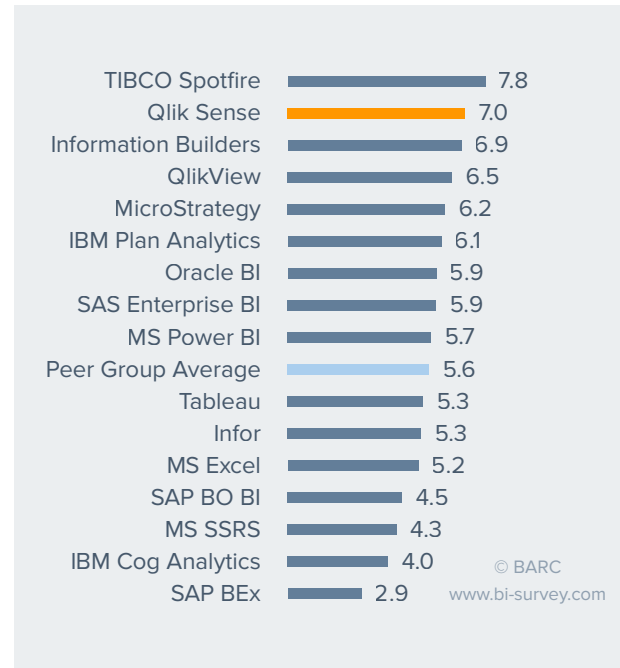
Peer group: Self-service reporting-focused products



## Customer experience – Leader



Peer group: Large international BI vendors



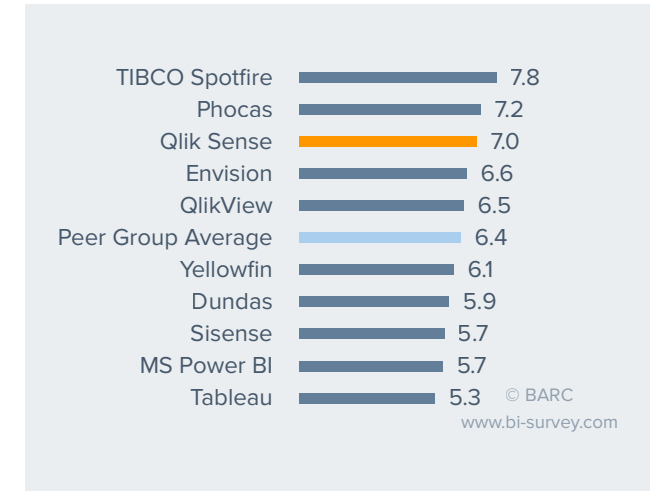
## Customer experience



## Customer experience – Leader



Peer group: Data discovery-focused products



As a direct result of good ratings for ‘Ease of use’, ‘Self-service’, ‘Performance satisfaction’, ‘Flexibility for users’, ‘Query performance’ and ‘Sales experience’, Qlik Sense is a leader in all its peer groups in the ‘Customer experience’ KPI. With an above-average score of 7.0/10, customer feedback underlines the positive overall impression Qlik Sense customers have of the solution.

# Cloud BI



This KPI is based on how many sites currently use the product in a cloud environment.

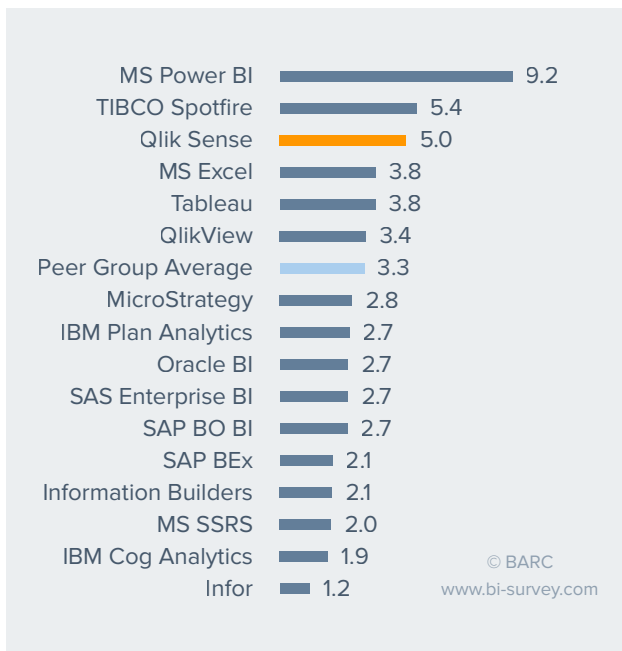




## Cloud BI – Leader

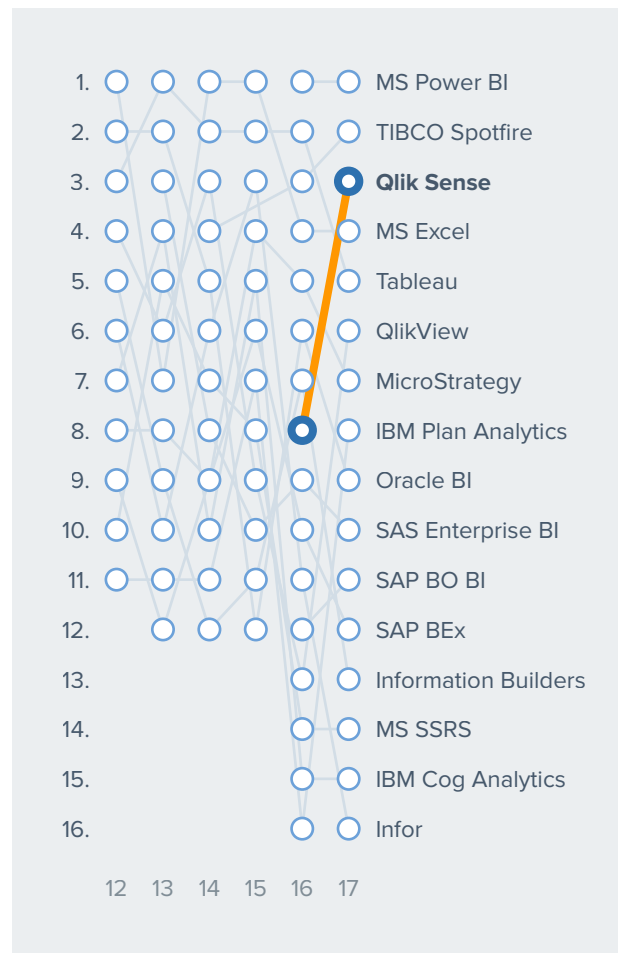


Peer group: Large international BI vendors



## Improved in Cloud BI

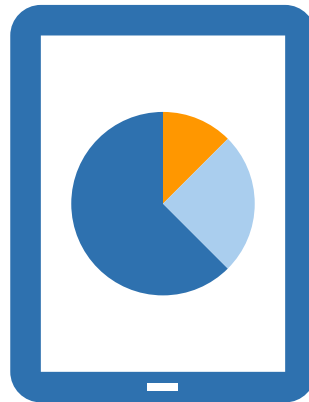
Peer group: Large international BI vendors



## BARC Viewpoint

Qlik chose to bide its time before launching its cloud BI business. After a few years of tests and initial cloud offerings, the vendor began promoting its business cloud towards the end of 2016. Its smooth launch is reflected in an improved 'Cloud BI' ranking in the 'Large international BI vendors' peer group this year. We see more and more operational data stored in the cloud and fully expect adoption of cloud analytics to continue rising in the near term.

# Mobile BI

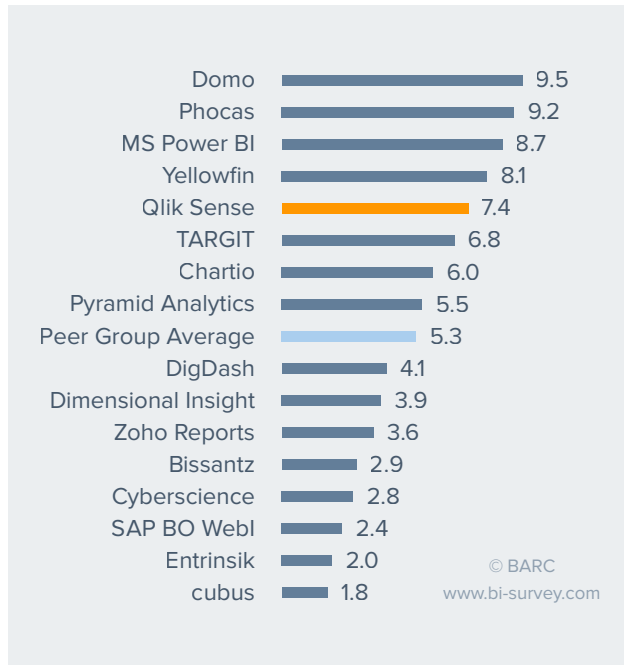


This KPI is based on how many survey respondents currently use their BI tool on a mobile device.

## Mobile BI – Leader



Peer group: Self-service reporting-focused products



## Mobile BI – Leader



Peer group: Large international BI vendors

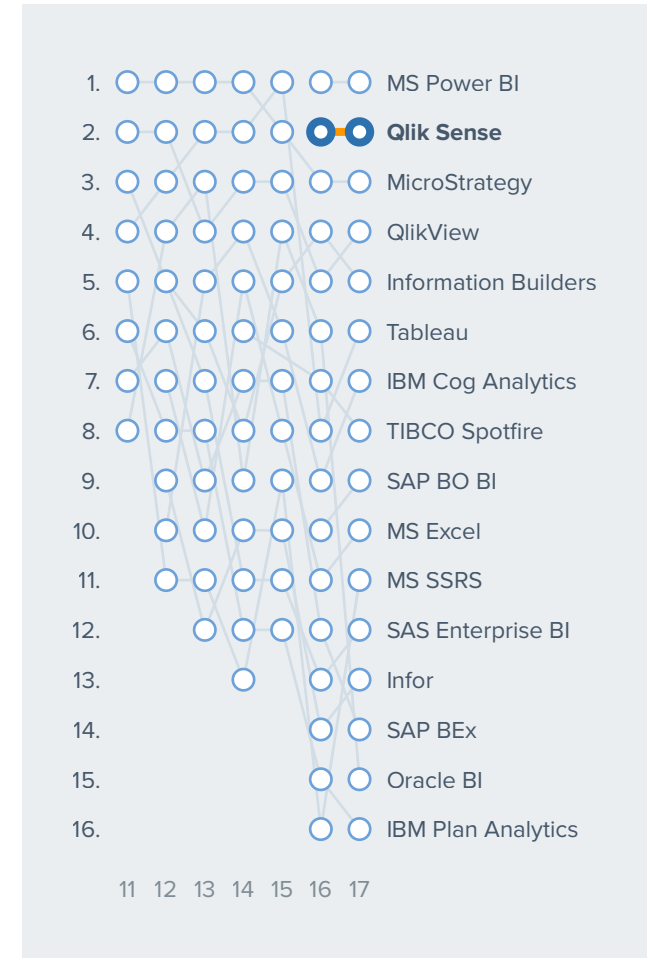


## Mobile BI



### Consistently outstanding in mobile BI

Peer group: Large international BI vendors



7.4/10 of Qlik Sense respondents report using the product on their mobile devices, way above The BI Survey average of 4.4/10. Qlik Sense ranks second in the 'Large international BI vendors' peer group in terms of use in mobile BI scenarios. Furthermore, it is a leader among self-service reporting-focused products in this category. Qlik recently improved its mobile application and now provides offline analysis capabilities in existing applications. This may inspire even more customers to run Qlik Sense on their phones and tablets in the future.

# Visual design standards

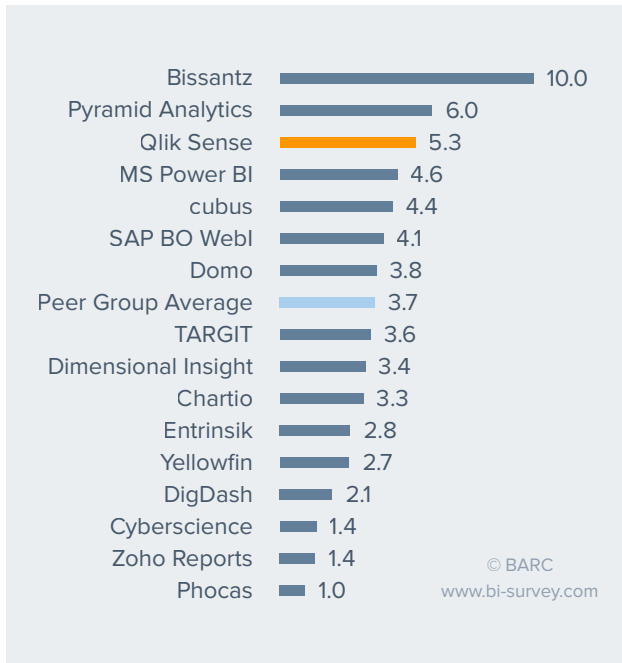


This KPI is based on how many sites currently use visual design standards with their BI tool.

## Visual design standards – Leader



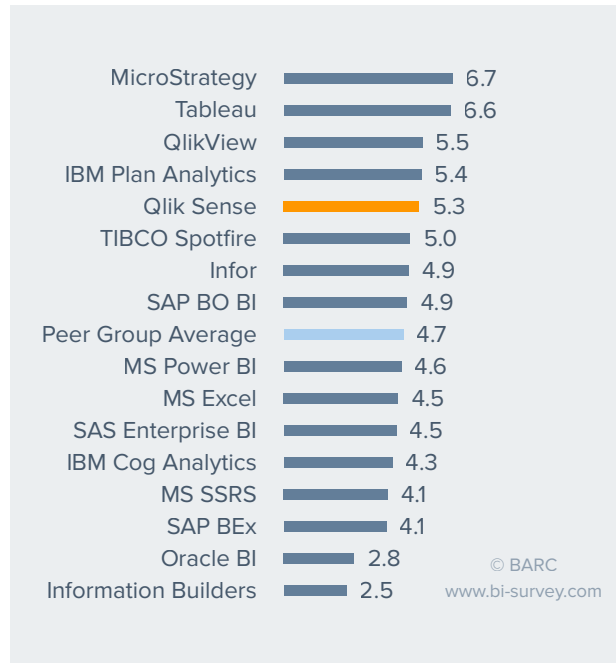
Peer group: Self-service reporting-focused products



## Visual design standards – Leader



Peer group: Large international BI vendors



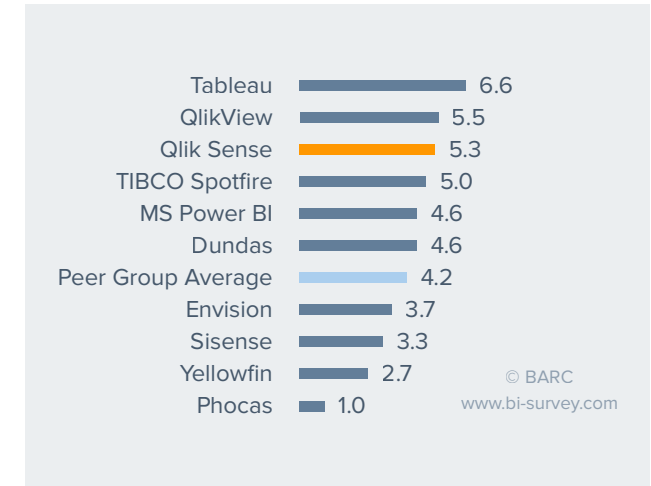
## Visual design standards



## Visual design standards – Leader



Peer group: Data discovery-focused products

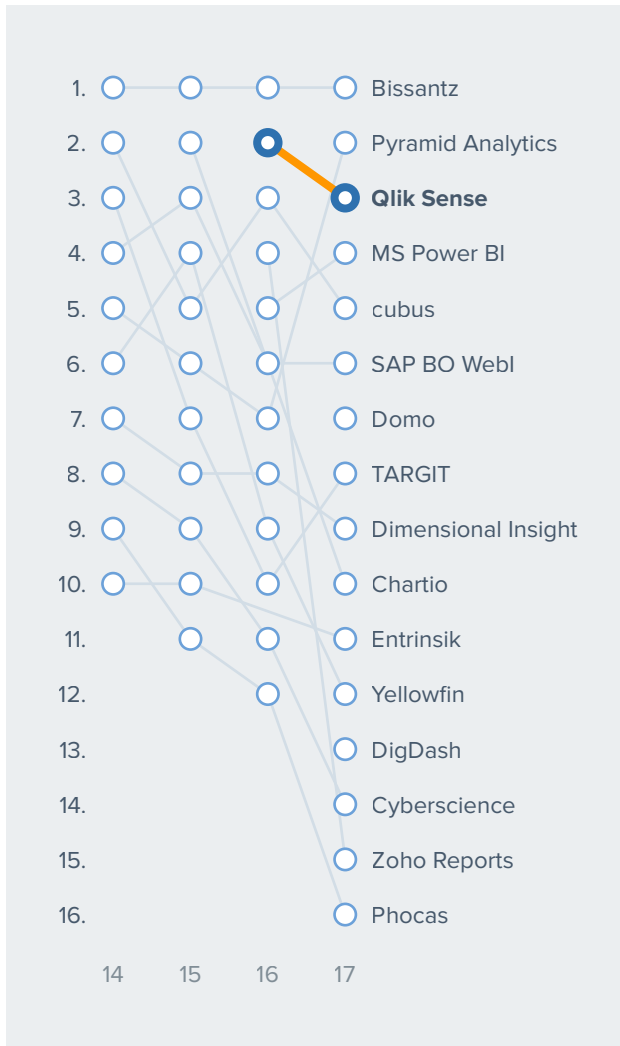


## BARC Viewpoint

Visual design standards guide users through BI content using standard representations for information such as measures. Qlik Sense has open APIs for system functionality. Customers and partners can use those to extend or modify the software. Qlik's partners in particular have built specific extensions to Qlik Sense to provide HICHERT and other visual design features to customers. As a result, Qlik Sense occupies a leading position in all of its peer groups for this KPI.

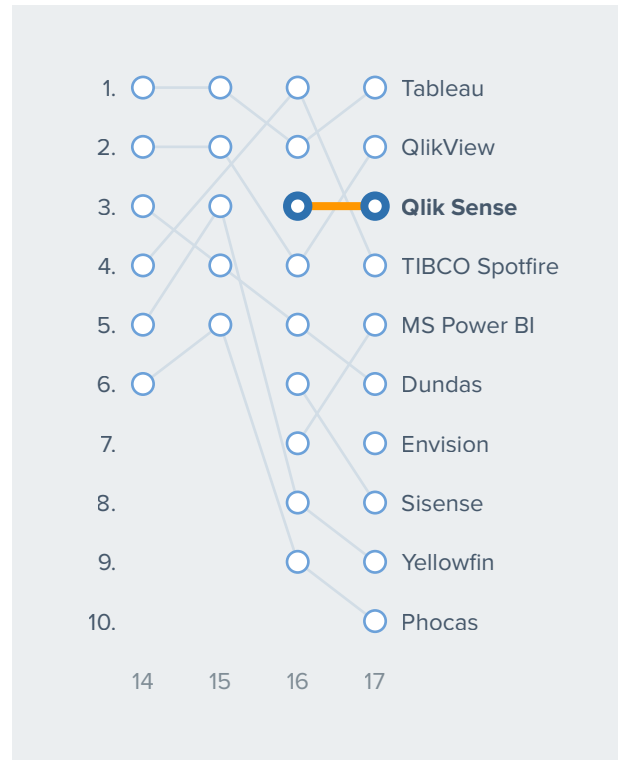
### Consistently outstanding in visual design standards

Peer group: Self-service reporting-focused products



### Consistently outstanding in visual design standards

Peer group: Data discovery-focused products



# Location intelligence

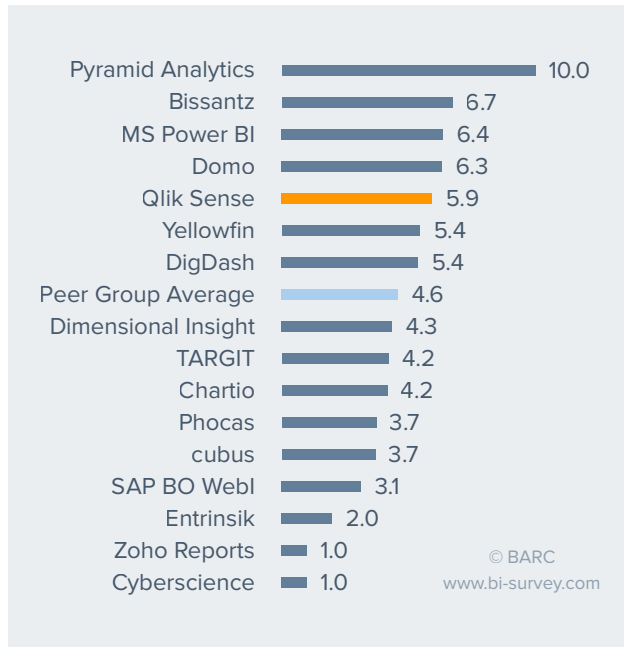


This KPI is based on how many sites currently perform spatial/location analysis with their BI tool.

## Location intelligence – Leader



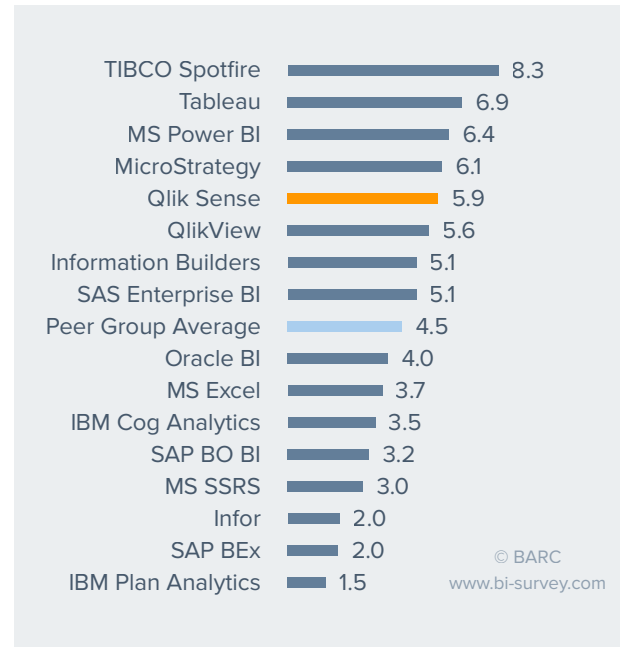
Peer group: Self-service reporting-focused products



## Location intelligence – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

In the past, Qlik Sense offered geo mapping with point and shape mapping, data profiling features based on integrated KML information and visualizations based on CartoDB background maps. Partners were able to extend these features using APIs, and customers report extensive use of these geo possibilities in this year's BI Survey. In 2017, Qlik acquired its partner Idevio in order to provide more sophisticated support for geo analysis. In the latest version of Qlik Sense, Qlik GeoAnalytics (previously known as IdevioMaps) is now available as an add-on module. This major investment will further improve Qlik Sense's rating for location intelligence in the future.



# Visual analysis

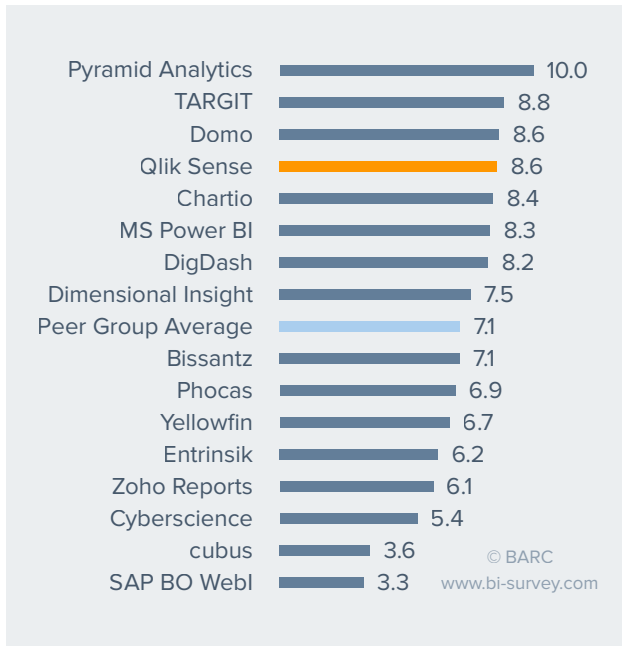


This KPI is based on how many sites currently perform visual analysis with their BI tool.

## Visual analysis – Leader



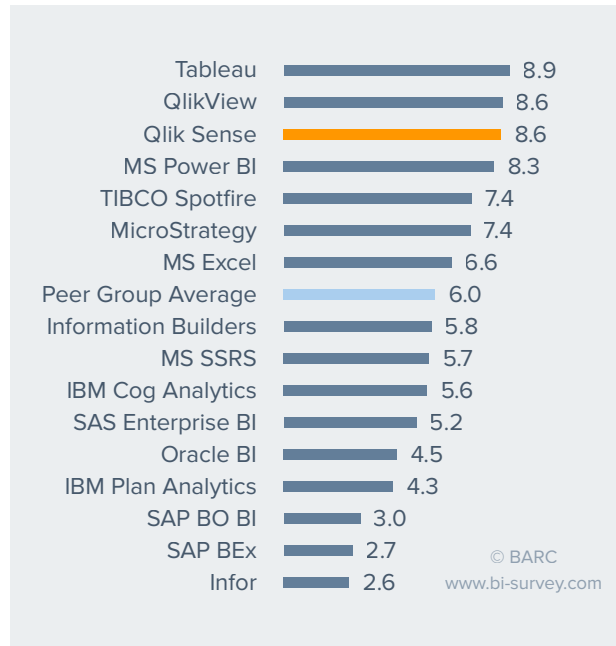
Peer group: Self-service reporting-focused products



## Visual analysis – Leader



Peer group: Large international BI vendors



## Visual analysis



Qlik Sense is a visually appealing product and its score of 8.6/10 in the 'Visual analysis' KPI is some distance above The BI Survey average of 6.1/10. Users are offered interactive visuals that they can navigate to gain new information. Besides using predefined dashboards and analysis applications, business users can query data using visual elements as well. Qlik has also invested in providing a visual design environment for data preparation which is being enhanced with new features from release to release. This continuing investment in product improvement is reflected in leading ranks in the 'Self-service reporting-focused products' and 'Large international BI vendors' peer groups.

# Embedded BI

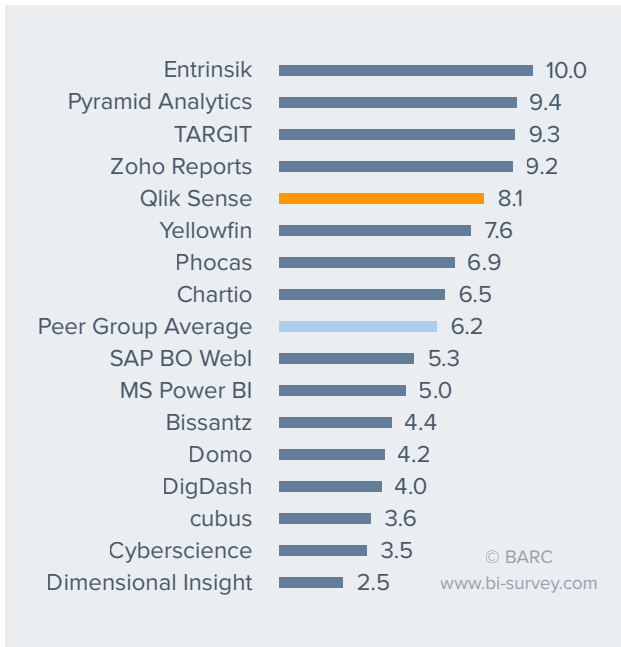


This KPI is based on how many survey respondents use embedded BI.

## Embedded BI – Leader



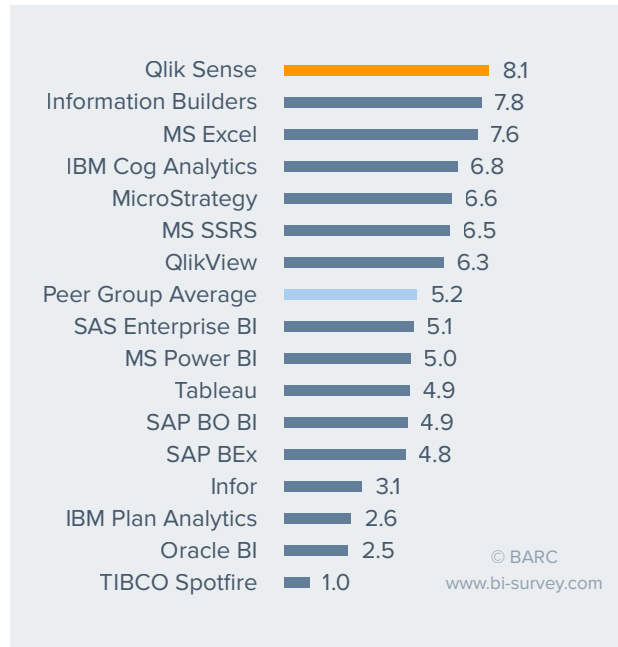
Peer group: Self-service reporting-focused products



## Embedded BI – Top-ranked



Peer group: Large international BI vendors



Qlik Sense was designed to be an open and embeddable solution from the very beginning. The vendor exposes all functions as APIs, which can be used to extend, embed or modify the solution. Many partners have taken this cue and work on providing extensions and embedding the software in their applications. Therefore it is not surprising to see Qlik Sense ranked as the number one large international BI vendor in terms of its use in embedded scenarios. It is also ranked as a leader in the ‘Embedded BI’ KPI in the ‘Self-service reporting-focused products’ peer group.

# Innovation

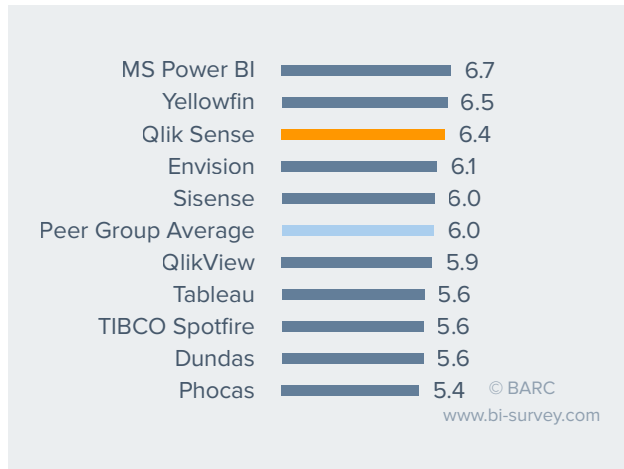


This KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence' and 'Visual design standards' KPIs to measure the product's level of innovation.

## Innovation – Leader



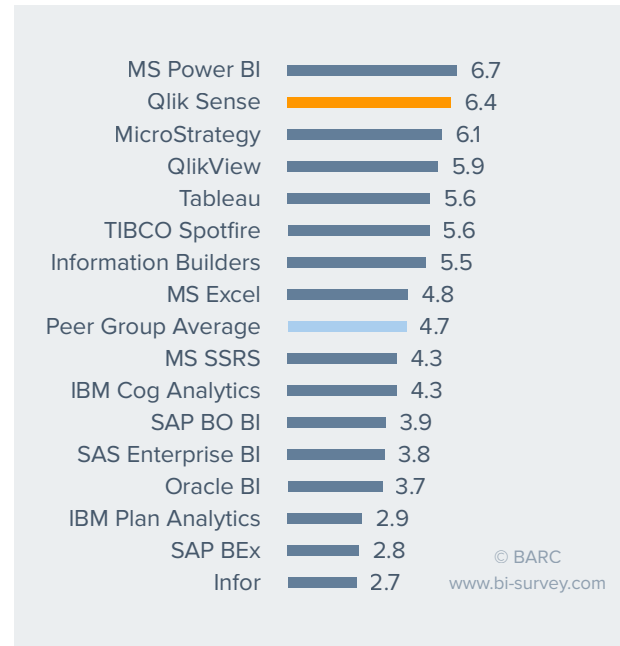
Peer group: Data discovery-focused products



## Innovation – Leader



Peer group: Large international BI vendors

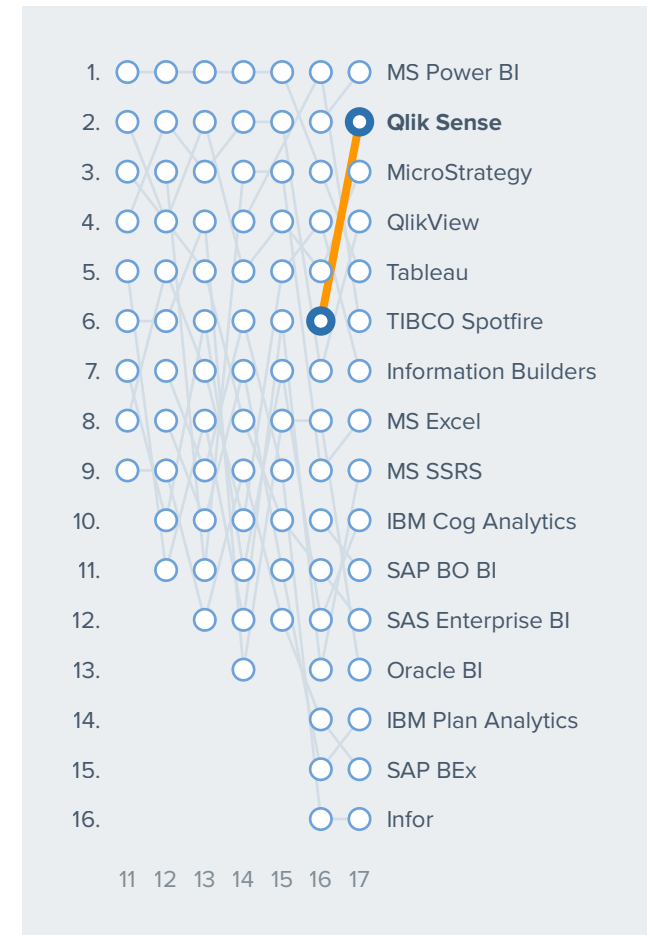


## Innovation



### Improved in innovation

Peer group: Large international BI vendors



Qlik is strong on innovation in general and ranks as a leader in the 'Innovation' KPI this year. The BI Survey determines a vendor's innovation rating by aggregating its scores in KPIs such as 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Location intelligence' and 'Visual design standards'. Qlik Sense performs well in most of these categories, resulting in leading ranks in the 'Large international BI vendors' peer group as well as the hotly competitive 'Data discovery-focused products' peer group.

# Considered for purchase

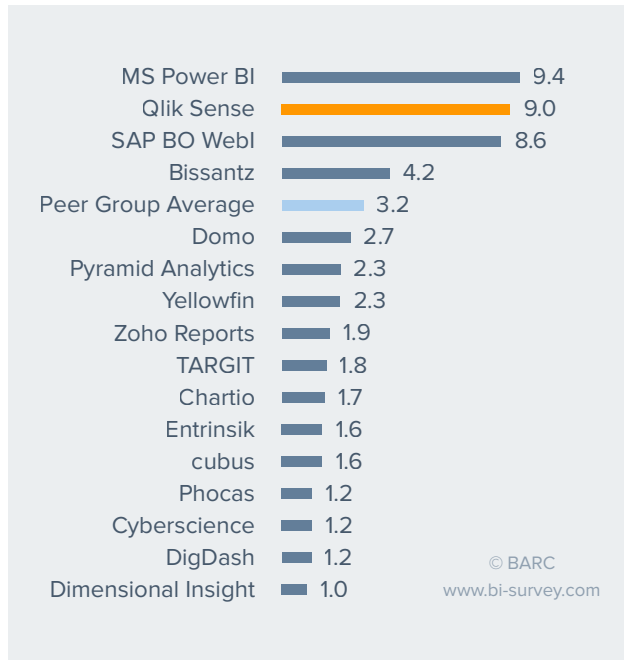


This KPI is based on whether respondents considered purchasing the product.

## Considered for purchase – Leader



Peer group: Self-service reporting-focused products



## Consistently outstanding in considered for purchase

Peer group: Self-service reporting-focused products



## Considered for purchase



## BARC Viewpoint

With an excellent rating of 9.0/10, Qlik Sense is the second most likely self-service reporting-focused product to be considered for purchase in this year's BI Survey, maintaining its position from 2016. This score compares very favorably to The BI Survey 17 average of 4.5/10 and confirms Qlik's high brand awareness.



# Competitiveness

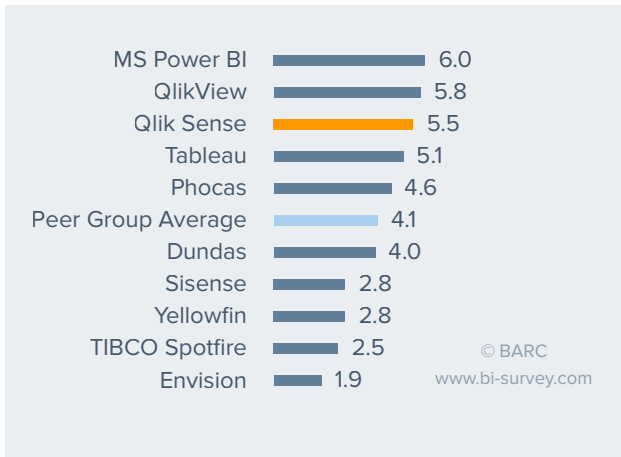


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

## Competitiveness – Leader

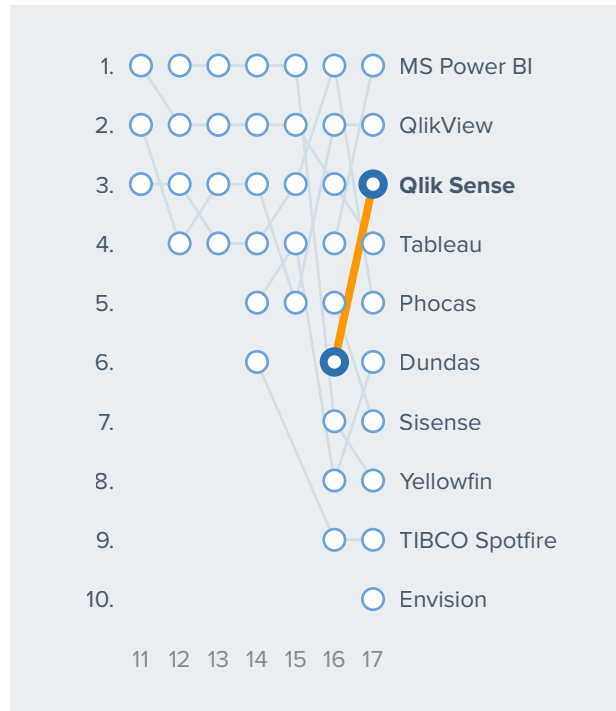


Peer group: Data discovery-focused products



## Improved in competitiveness

Peer group: Data discovery-focused products



Being frequently considered for purchase leads to Qlik Sense’s above-average rating for competitiveness. Qlik is a very well-known vendor throughout the world and its strong brand awareness is underlined by this result. Despite its relative youth, the Qlik Sense product is considered for purchase in many BI projects.

# QlikView





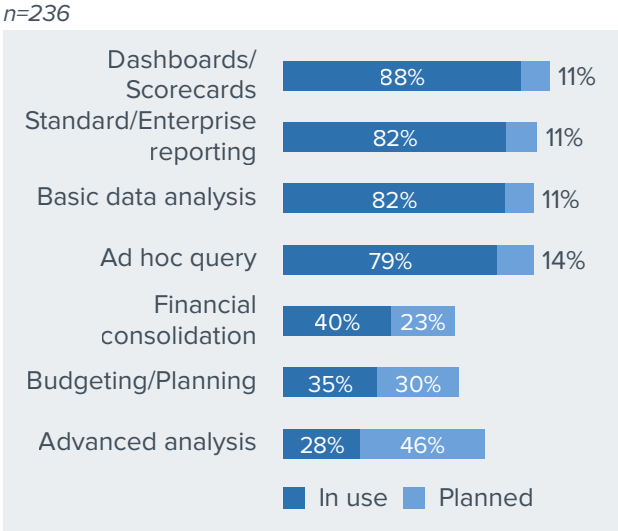
# User and Use Case Demographics

## BARC Comment

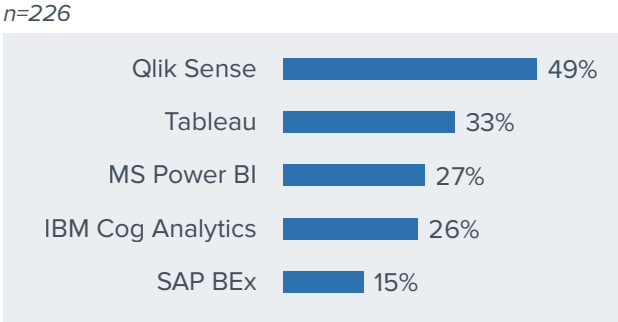
QlikView – Qlik’s original product – has been on the market for many years and offers very good support for the creation of individual guided applications. Customers use the solution for dashboarding, standard reporting and basic data analysis. 79 percent of respondents to this year’s survey also say they use the solution for ad hoc queries. However, responses indicate that most users explore/analyze, view and navigate data with the product.

QlikView’s main competitor is actually its sister product Qlik Sense. Customers seem to see overlaps between the solutions and want to make sure they pick the right one to match their needs. The BI Survey uncovers some interesting differences between the two products: QlikView’s penetration rate in customer organizations is far broader than Qlik Sense with 15 percent of employees using QlikView compared to 10 percent for Qlik Sense. QlikView was also the first solution supported by Qlik NPrinting to provide enterprise reporting capabilities, which may be a factor in its broader usage. NPrinting now supports Qlik Sense too so this gap may close in the future. Finally, Qlik Sense seems to be more popular with larger companies, while QlikView is mostly used in mid-sized companies.

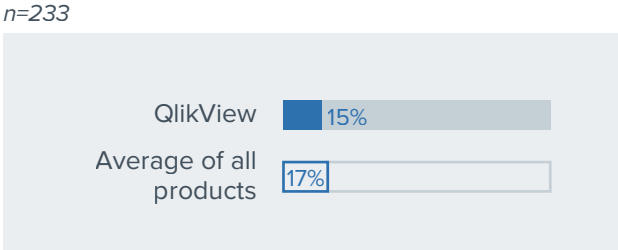
### Current vs. planned use



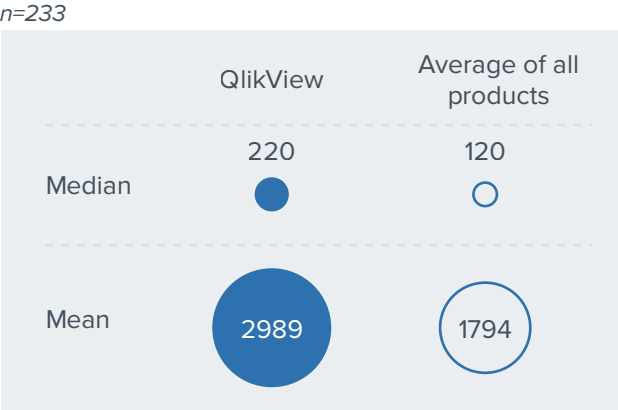
### 5 products most often evaluated in competition with QlikView



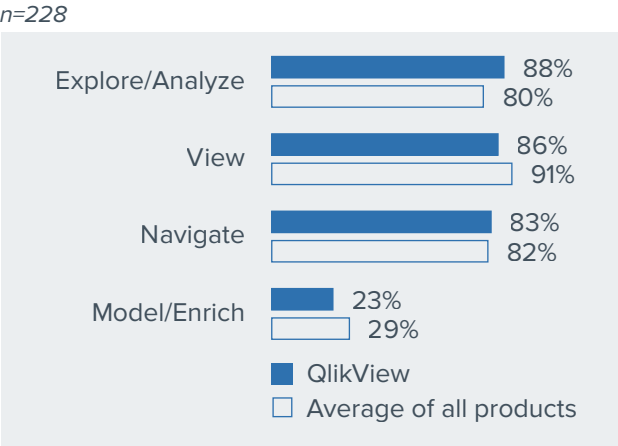
### Percentage of employees using QlikView



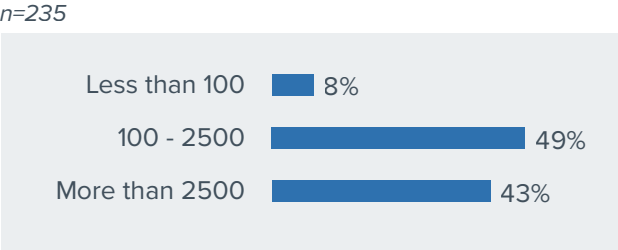
### Number of users using QlikView



### Tasks carried out with QlikView by business users



### Company size (employees)



## The KPIs

The BI Survey 17 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 feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

## Peer Group Classification

The BI Survey 17 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

QlikView features in the following peer groups:

- Large international BI vendors
- Data discovery-focused products
- Dashboarding-focused products

## Peer Groups Overview

### [Large enterprise BI platforms](#)

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

### [Dashboarding-focused products](#)

Includes products that focus on creating advanced and highly sophisticated dashboards.

### [Self-service reporting-focused products](#)

Includes products that focus on self-service reporting and ad hoc analysis.

### [OLAP analysis-focused products](#)

Includes products that focus on analysis in dimensional and hierarchical data models.

### [Data discovery-focused products](#)

Includes products that focus on visual data discovery and advanced data visualization.

### [Integrated performance management products](#)

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

### [Large international BI vendors](#)

Includes products from companies with annual revenues of \$200m+ and a truly international reach.

### [EMEA-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

### [Americas-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

# Business benefits

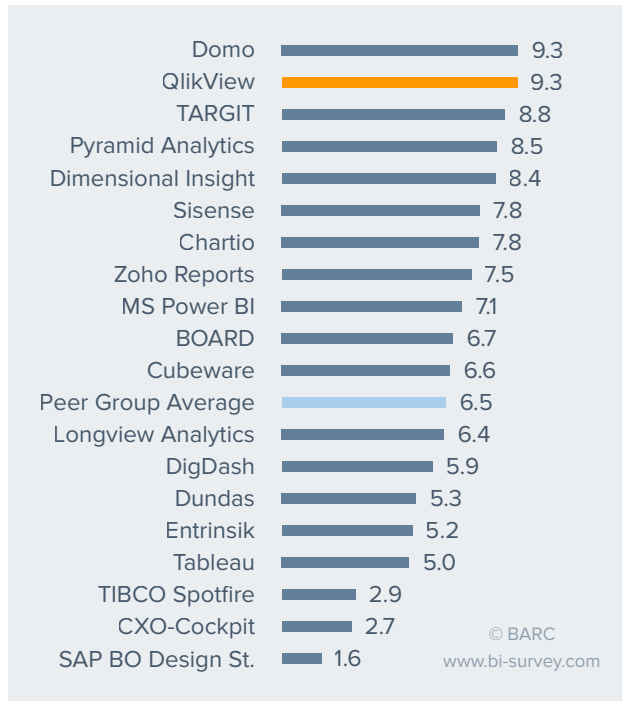


This KPI is based on the achievement level of a variety of business benefits.

## Business benefits – Leader



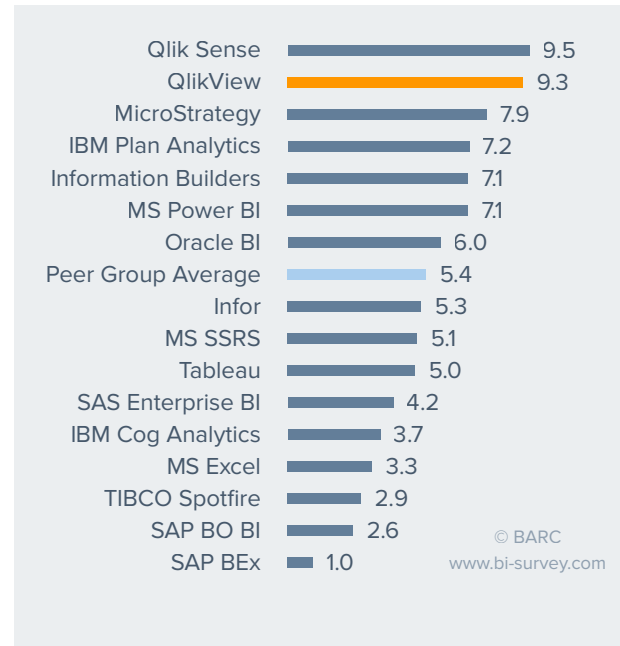
Peer group: Dashboarding-focused products



## Business benefits – Leader



Peer group: Large international BI vendors



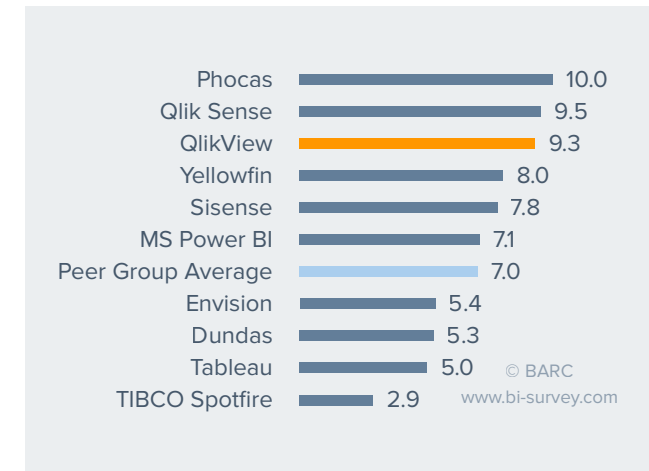
## Business benefits



## Business benefits – Leader



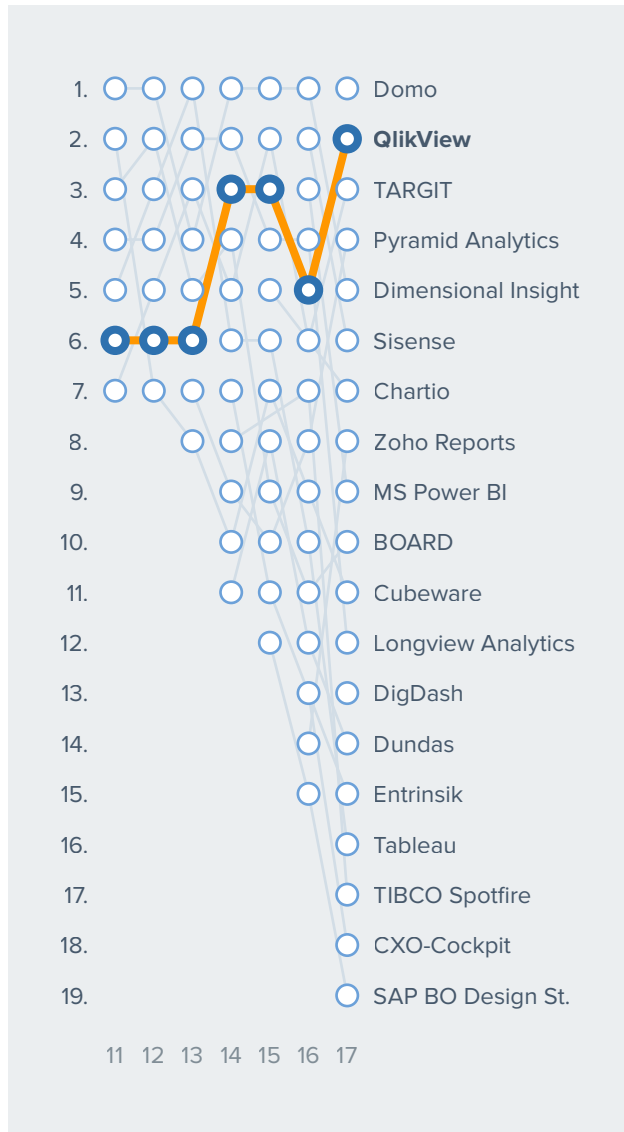
Peer group: Data discovery-focused products



Qlik products provide several business benefits to customers. Like Qlik Sense, QlikView is a leader in all its peer groups in the ‘Business benefits’ KPI. QlikView has been shipped for years as pre-defined applications especially built for different operational systems. With ready-to-use analysis and data modules, customers can push ahead with analyzing their data faster and see this as a key advantage. Moreover, the solution has always offered particularly good support for the flexible creation of tailored applications so Qlik, its partners and customers are able to create BI applications specifically focused on users’ requirements.

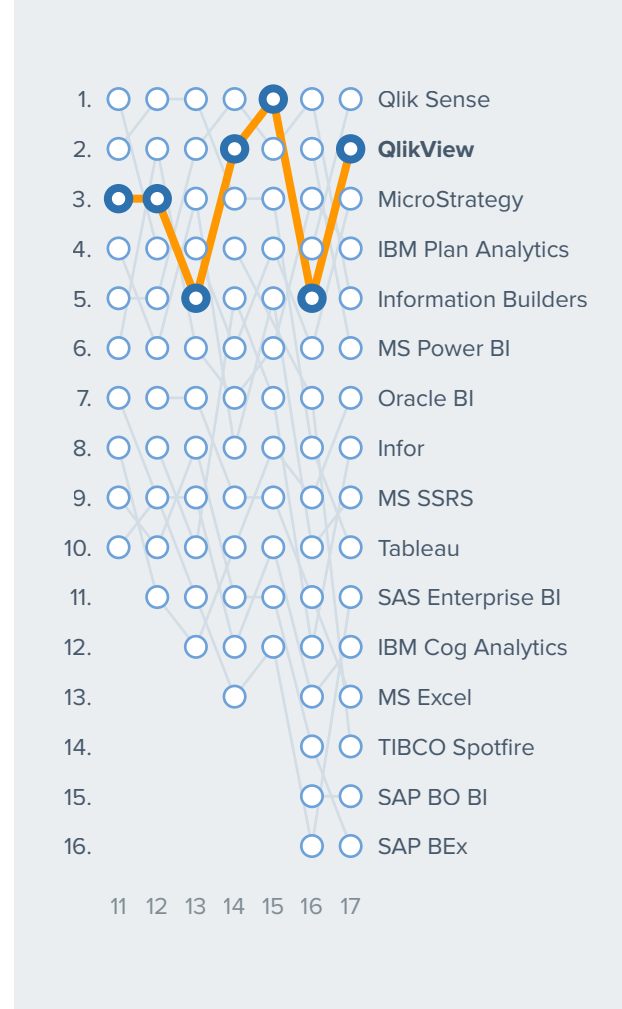
## Improved in business benefits

Peer group: Dashboarding-focused products



## Improved in business benefits

Peer group: Large international BI vendors

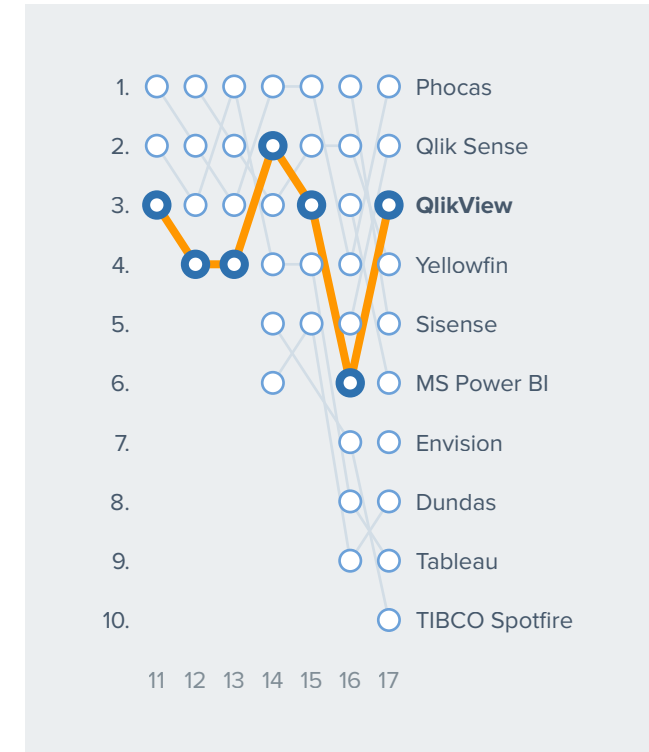


## Business benefits



## Improved in business benefits

Peer group: Data discovery-focused products





# Project success



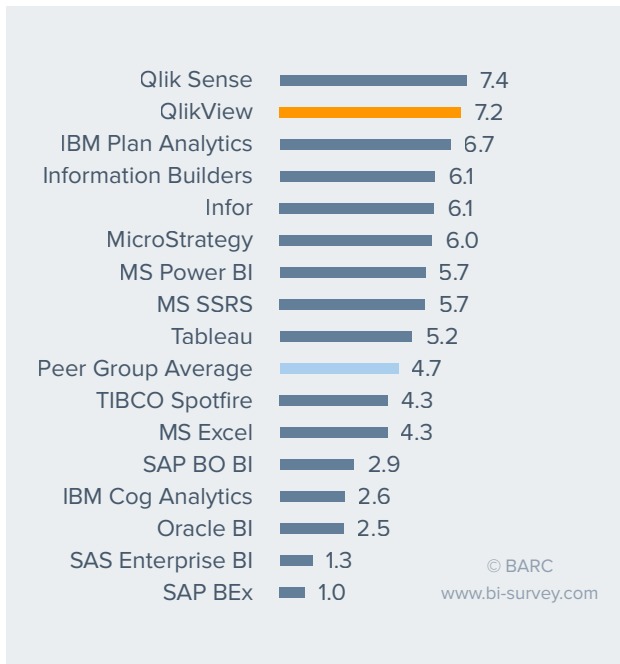
This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.



## Project success – Leader

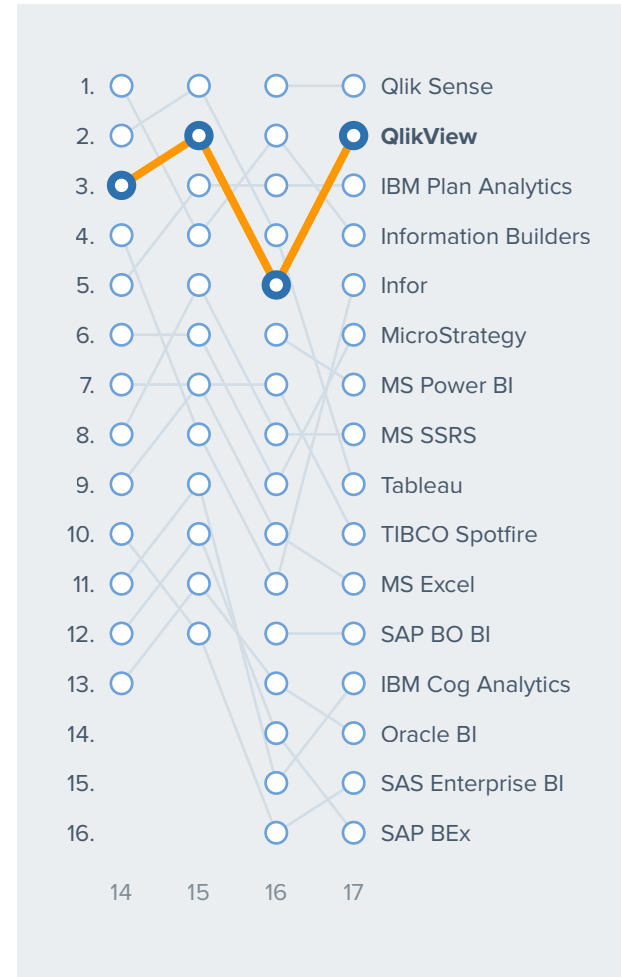


Peer group: Large international BI vendors



## Consistently outstanding in project success

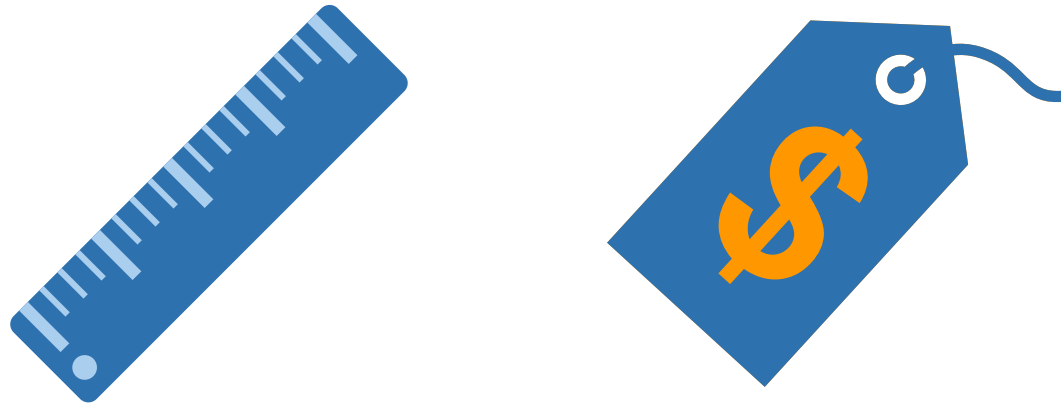
Peer group: Large international BI vendors



## BARC Viewpoint

Qlik is rated as a leading large international BI vendor for 'Project success' with its QlikView solution. The product ranks consistently highly, indicating customers' general satisfaction with the success of QlikView projects. This result reflects a high level of satisfaction with the product and shows that a good proportion of QlikView projects are completed on time and budget. As a relatively mature product, plenty of partners and customers know their way around QlikView by now, which also contributes to the success of projects.

# Project length & Price-to-value



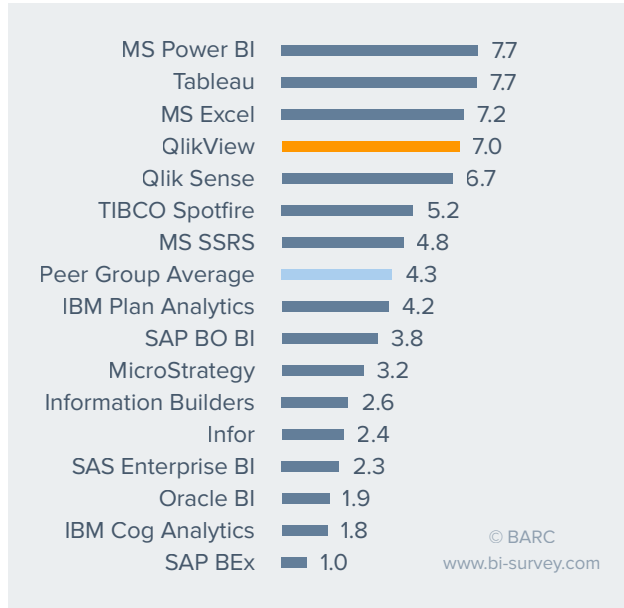
The 'Project length' KPI is based on how quickly the product is implemented.

The 'Price-to-value' KPI is based on how users rate their BI tool in terms of price-to-value ratio.

## Project length – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Project length

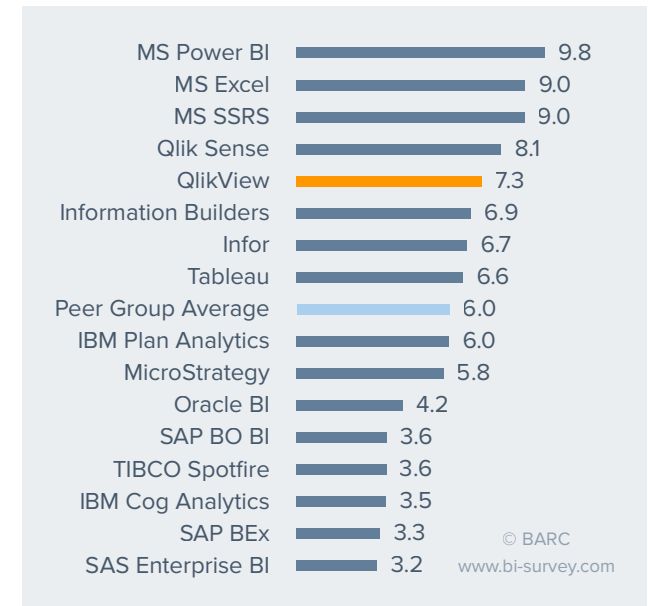


With QlikView, Qlik is ranked as a leading large international BI vendor for 'Project length'. Considering QlikView's focus is on creating individual applications for customers, this is a very good result indeed. It shows that even when custom requirements have to be gathered to implement and deploy a tailored solution, QlikView seems to be able to support partners and customers in creating their applications in a reasonable timeframe.

## Price-to-value – Leader



Peer group: Large international BI vendors



## Price-to-value

## BARC Viewpoint

QlikView is ranked as a leader in the 'Large international BI vendors' peer group when it comes to customers' price-to-value perception. The vendor is able to provide a tool that offers benefits to its customers and makes them feel they have spent their money wisely. Applications built with QlikView are tailored to users needs and are therefore predefined. However they have always been interactive so end users can navigate data. This interactivity encourages data analysis so we often see consumers of QlikView applications claiming to analyze data and not feeling restricted by predefined content. This is one of the reasons customers find QlikView so valuable.

# Business value

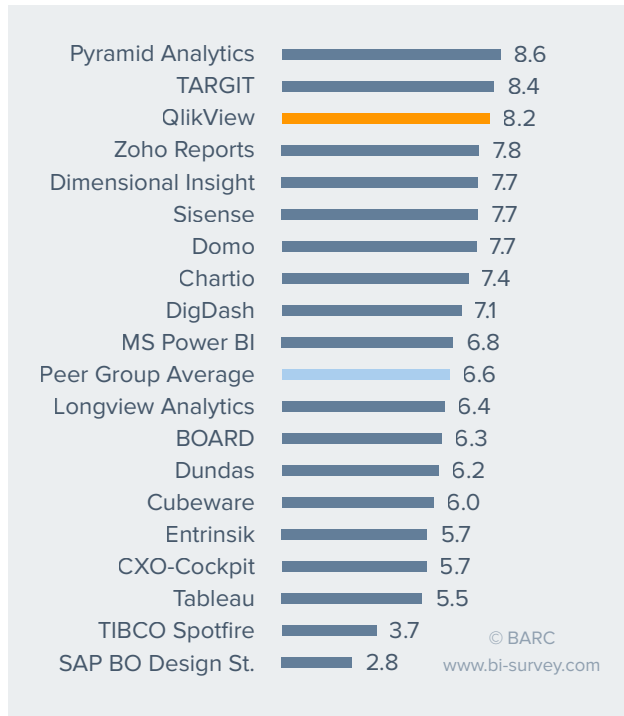


This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

## Business value – Leader



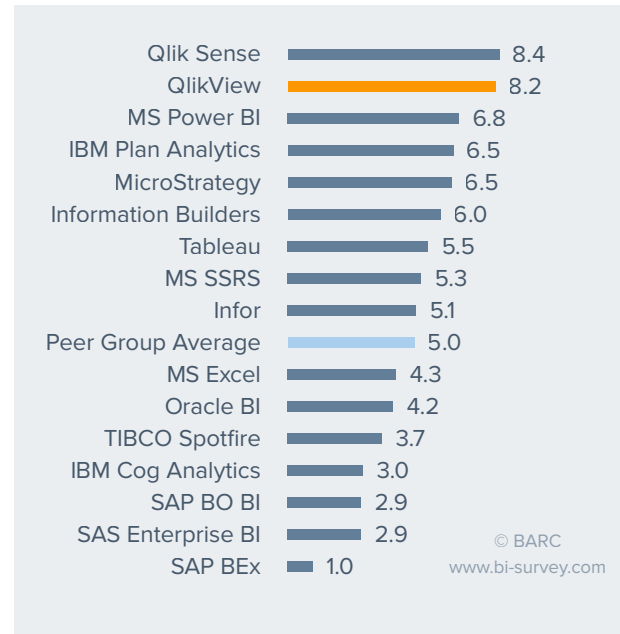
Peer group: Dashboarding-focused products



## Business value – Leader



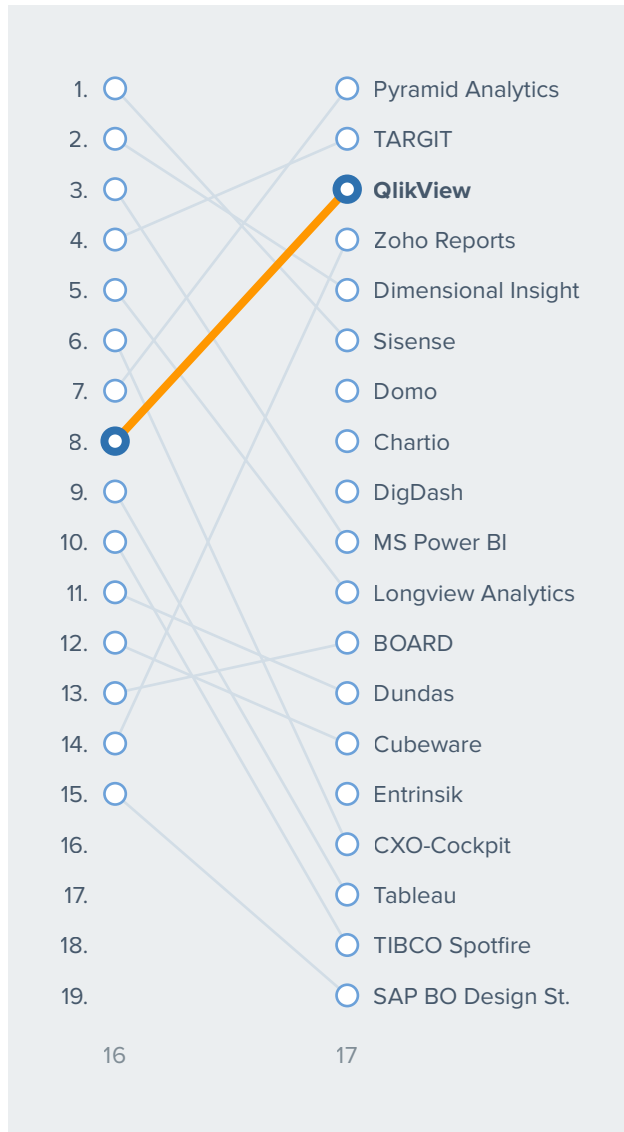
Peer group: Large international BI vendors



With above average results in the ‘Business benefits’, ‘Project success’ and ‘Project length’ KPIs, QlikView ranks as a leader in the ‘Large international BI vendors’ and ‘Dashboarding-focused products’ peer groups for the aggregated ‘Business value’ KPI. We see QlikView applications used in a variety of different BI contexts, such as operational and traditional BI, as well as in various business departments such as sales or finance. Survey responses show that QlikView projects are invariably successful and also underline how critical its applications seem to be.

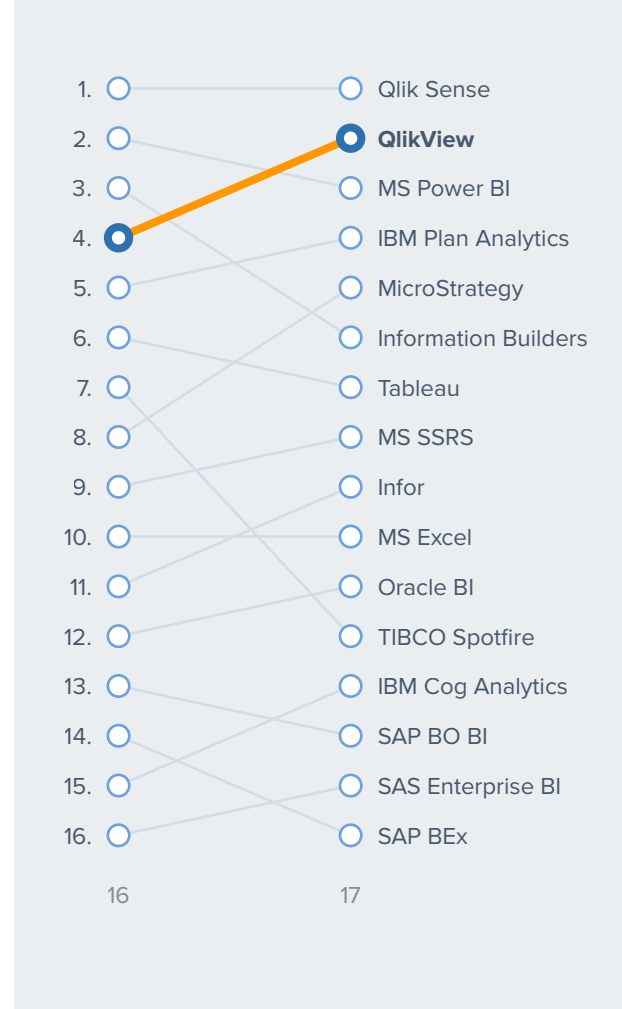
## Improved in business value

Peer group: Dashboarding-focused products



## Improved in business value

Peer group: Large international BI vendors



# Recommendation



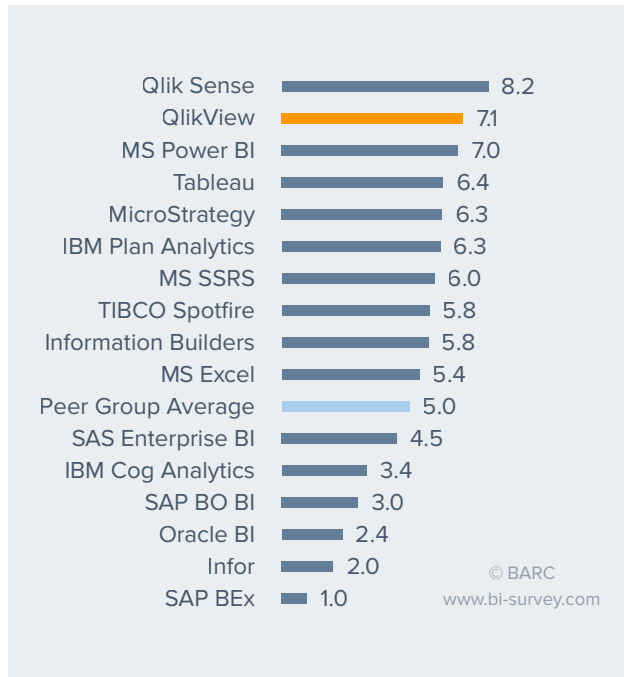
This KPI is based on the proportion of users that say they would recommend the product to others.



## Recommendation – Leader

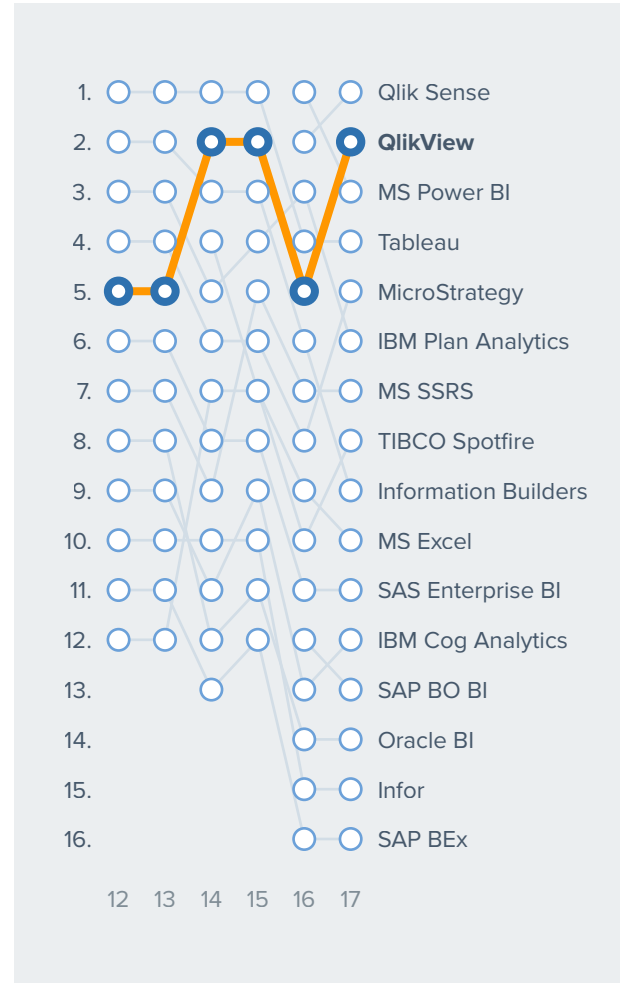


Peer group: Large international BI vendors



## Consistently outstanding in recommendation

Peer group: Large international BI vendors



## Recommendation



### BARC Viewpoint

Compared to other large international BI vendors, QlikView customers are more likely than most to recommend their BI product to others. QlikView has performed consistently well in this KPI for the last six years. Given that customers report high benefits and business value from using the solution, this strong 'Recommendation' rating comes as no surprise. A good result in the 'Price-to-value' KPI also increases the tendency of customers to feel they can recommend the solution.

# Vendor support

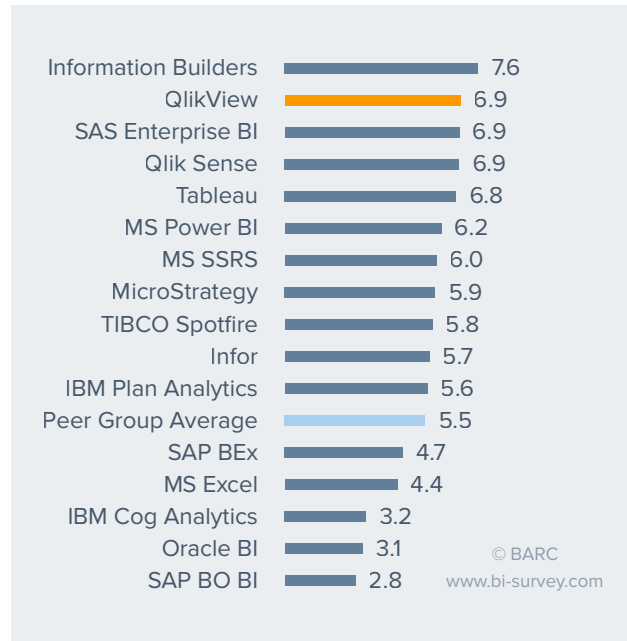


This KPI measures user satisfaction with the level of vendor support provided for the product.

## Vendor support – Leader

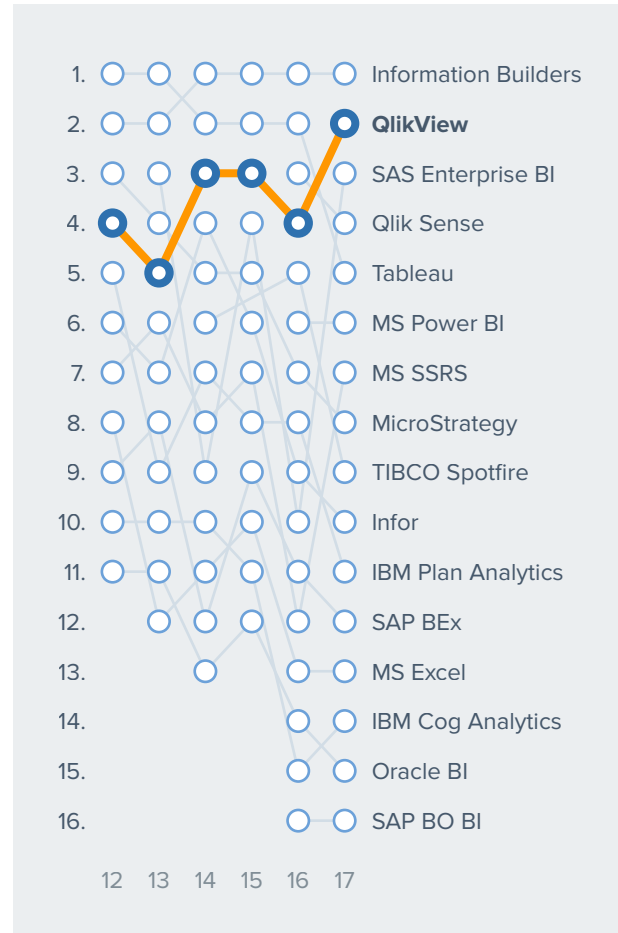


Peer group: Large international BI vendors



## Improved in vendor support

Peer group: Large international BI vendors

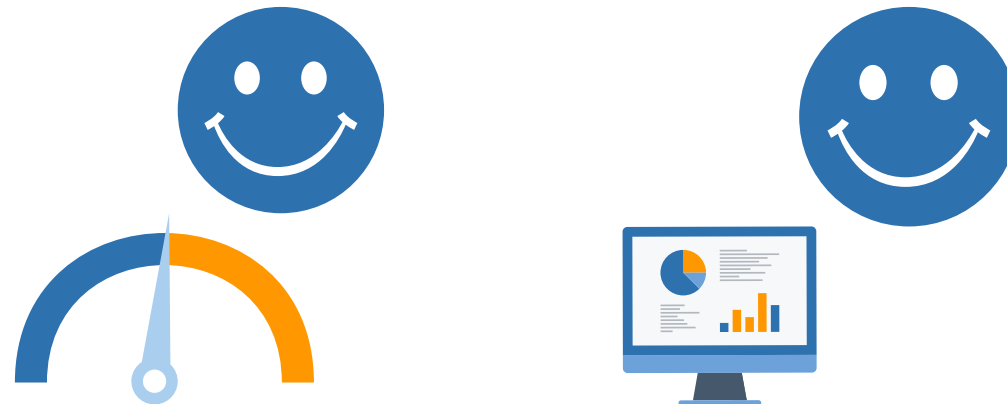


## Vendor support

### 

Large international BI vendors are rarely able to match the level of support that smaller local vendors provide. These software manufacturers have much higher organizational and global complexity to manage. As a large international BI vendor, Qlik’s improving vendor support rating is a good sign which shows that the vendor is working on its customer focus. For both QlikView and Qlik Sense, Qlik provides good support compared to other large international vendors. Its score of 6.9/10 in this KPI places QlikView in second position in the ‘Large international BI vendors’ peer group.

# Performance satisfaction & Product satisfaction



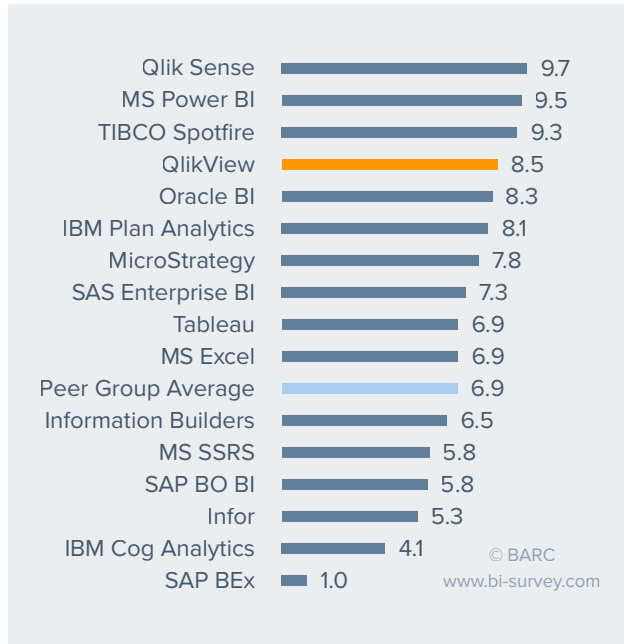
The 'Performance satisfaction' KPI measures the frequency of complaints about the system's performance.

The 'Product satisfaction' KPI is based on the frequency of problems encountered with the product.

## Performance satisfaction – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Performance satisfaction

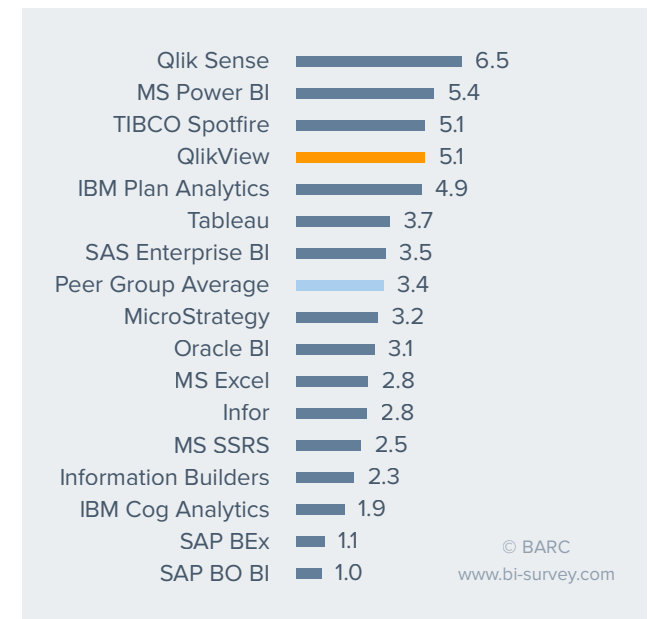


With QlikView, Qlik ranks as one of the leading large international BI vendors in the ‘Performance satisfaction’ KPI. Its score of 8.5/10 is above The BI Survey average of 7.4/10. This result clearly supports Qlik’s strategy from the very beginning to appeal to business users by providing a flexible and fast solution. QlikView has always been equipped with integrated in-memory storage, which was redesigned with the launch of Qlik Sense. Soon afterwards, QlikView was further developed to support the new QIX engine. Both QlikView and Qlik Sense score well in this KPI, confirming Qlik’s ability to develop software that performs well.

## Product satisfaction – Leader



Peer group: Large international BI vendors



## Product satisfaction

## BARC Viewpoint

QlikView customers rate the product as a leader in the ‘Large international BI vendors’ peer group. In general, Qlik seems to satisfy its customers more than other large international BI vendors can as both its products receive good feedback compared to their competitors.

# Customer satisfaction

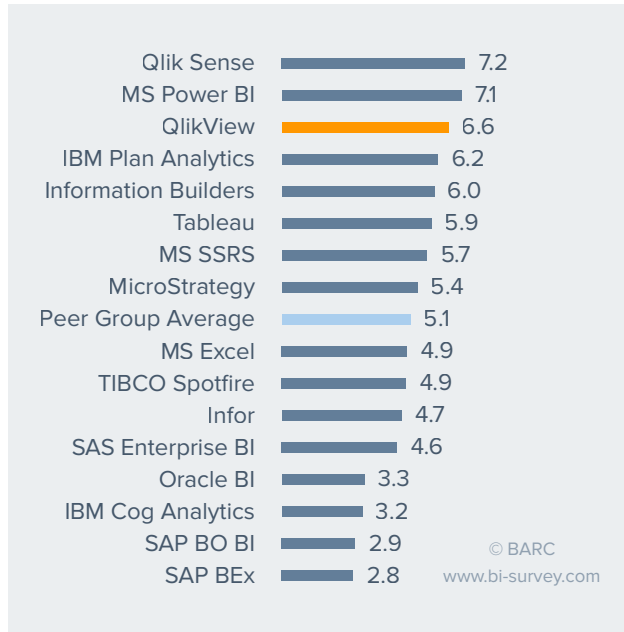


This KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.

## Customer satisfaction – Leader

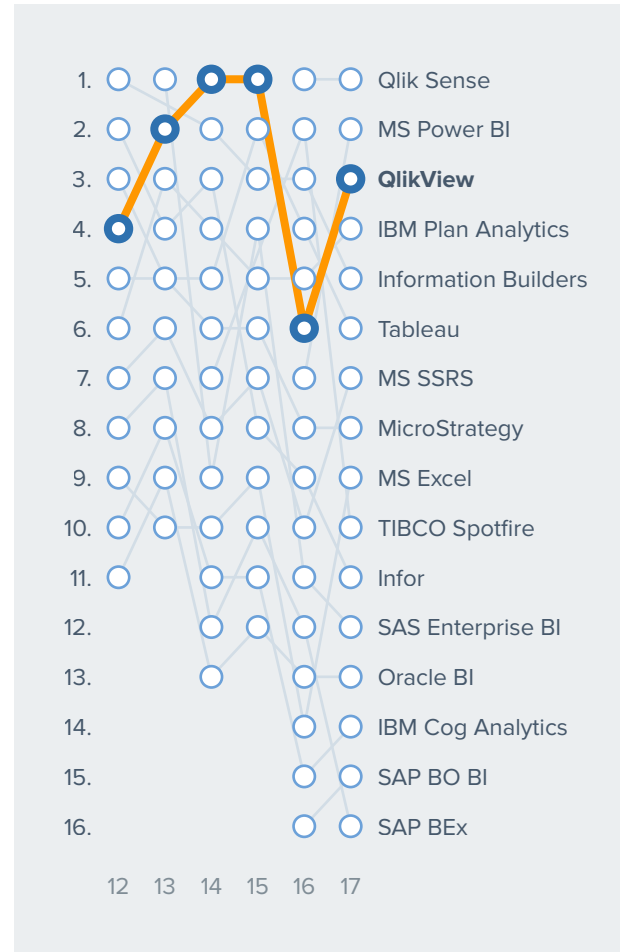


Peer group: Large international BI vendors



## Consistently outstanding in customer satisfaction

Peer group: Large international BI vendors



## Customer satisfaction



### BARC Viewpoint

The 'Customer satisfaction' KPI aggregates customer feedback from the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs. QlikView receives very good feedback in most of these categories resulting in a leading rank for 'Customer satisfaction' compared to competitors in the 'Large international BI vendors' peer group. With a score of 6.6/10, QlikView lies just above the overall BI Survey average of 6.5/10.

# Flexibility for users



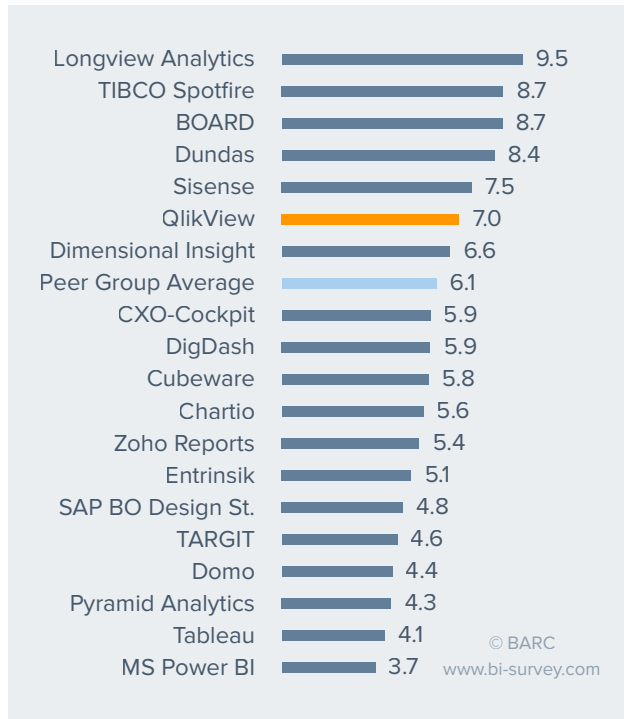
This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.



## Flexibility for users – Leader



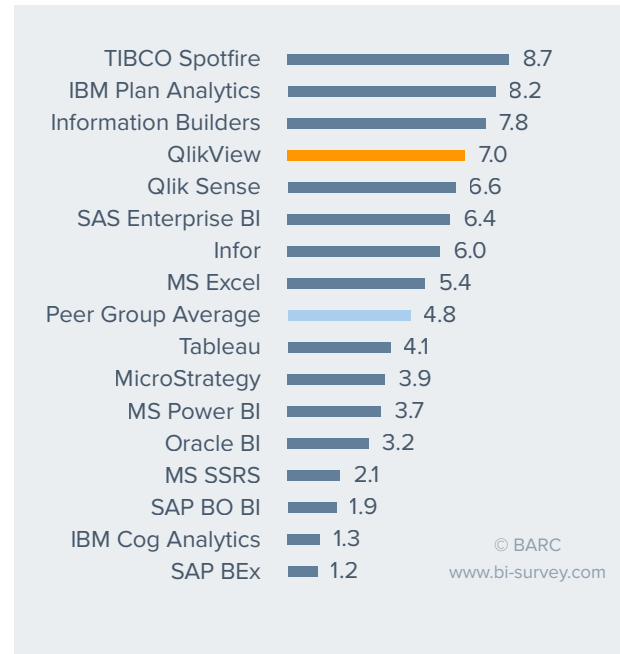
Peer group: Dashboarding-focused products



## Flexibility for users – Leader



Peer group: Large international BI vendors

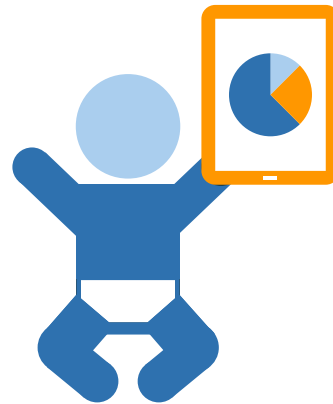


# Flexibility for users




Flexibility is the third most popular reason for buying QlikView, cited by 44 percent of survey respondents. Once QlikView projects go live, users seem to have few complaints about flexibility so the product ranks as a leader in the ‘Large international BI vendors’ and ‘Dashboarding-focused products’ peer groups. Its score of 7.0/10 comfortably exceeds The BI Survey average of 5.7/10.

# Ease of use

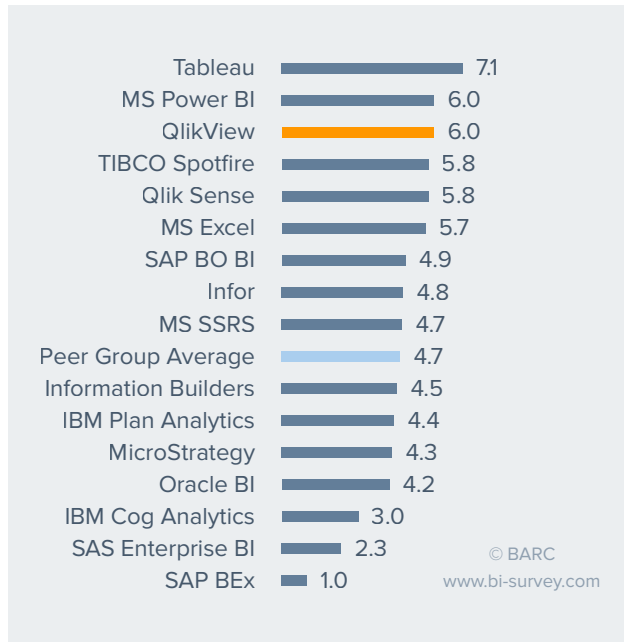


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

## Ease of use – Leader

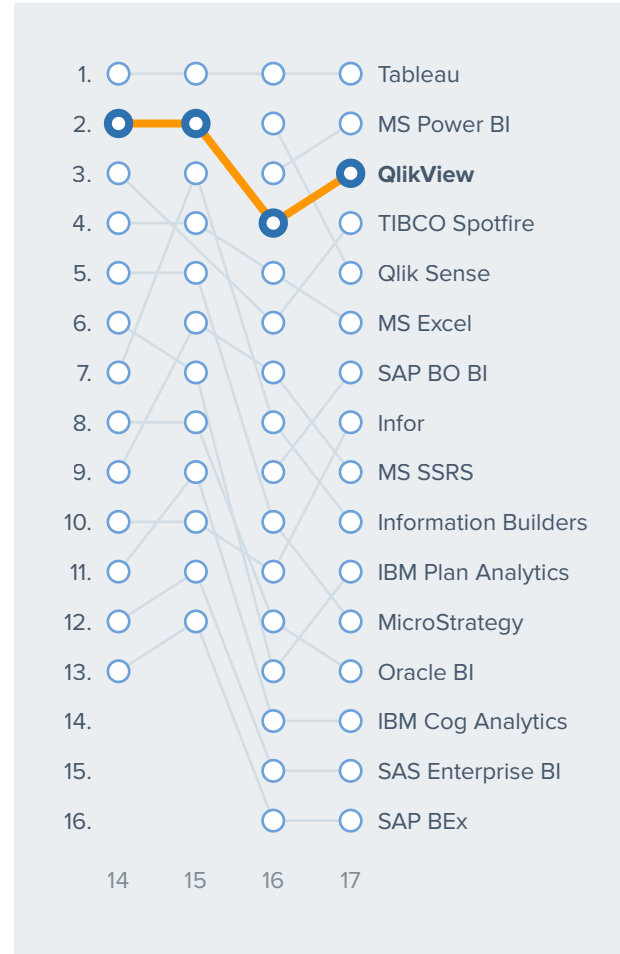


Peer group: Large international BI vendors



## Consistently outstanding in ease of use

Peer group: Large international BI vendors



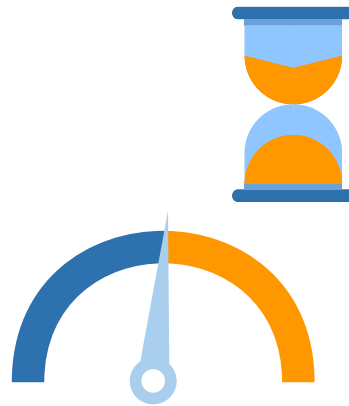
## Ease of use



## BARC Viewpoint

Ease of use for report recipients and report designers are the number four and five most common reasons why QlikView is purchased. The product has been ranked as a leader in the 'Large international BI vendors' peer group for the last four years. This result shows that QlikView customers have fewer complaints about the software's ease of use than users of other products from large international BI vendors. It also endorses Qlik's hard work on improving this facet of its product and its appeal to business users. Qlik continues to invest in this area, especially with the Qlik Sense product.

# Query performance

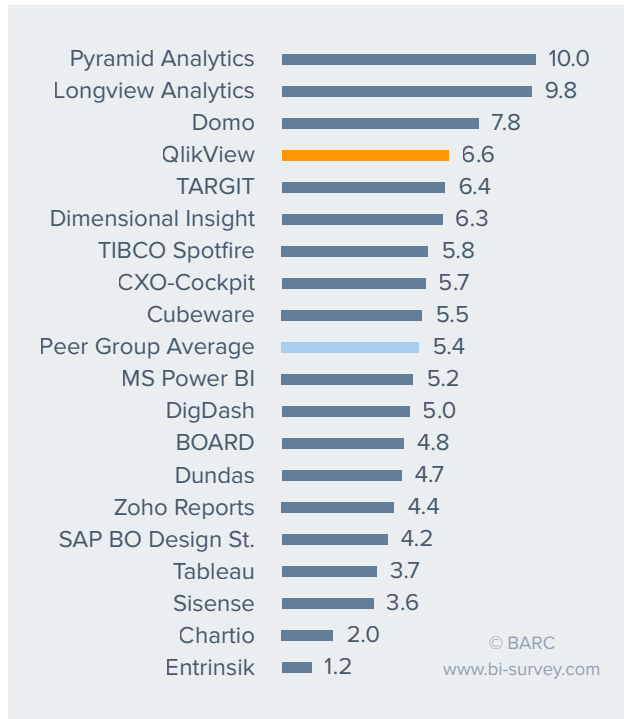


This KPI is based on how quickly queries respond (adjusted by data volume).

## Query performance – Leader



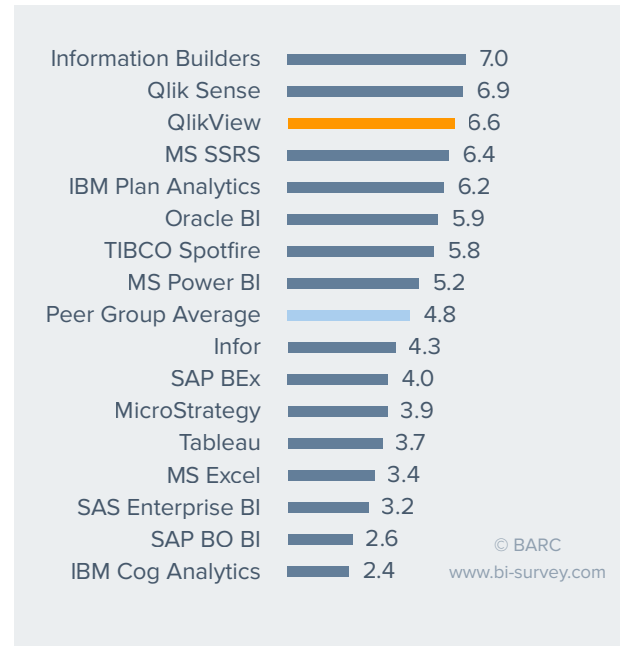
Peer group: Dashboarding-focused products



## Query performance – Leader



Peer group: Large international BI vendors



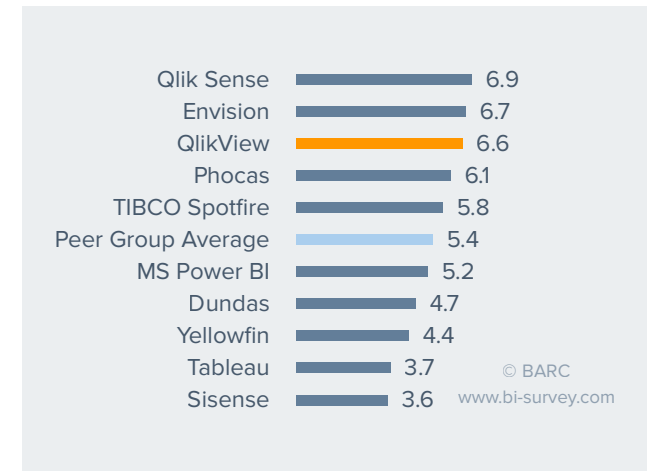
## Query performance



## Query performance – Leader



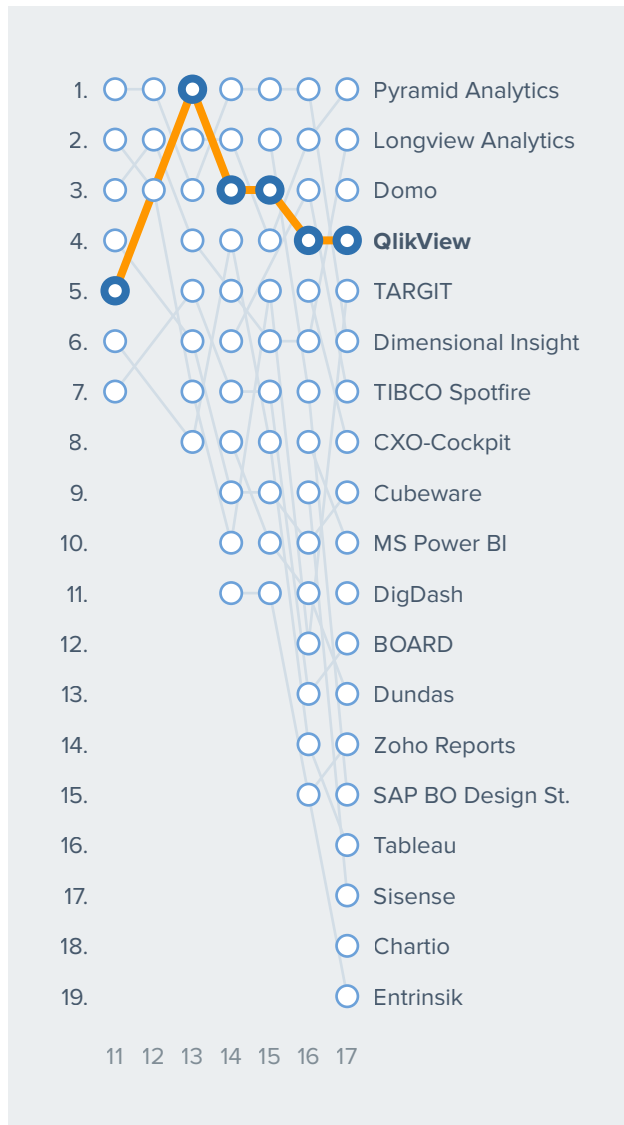
Peer group: Data discovery-focused products



QlikView is among the leaders in all of its peer groups for query performance. This KPI is based on how quickly queries respond, and is adjusted by data volume. A score of 6.6/10 compares impressively with The BI Survey average of 5.2/10. This result and QlikView's strong showing in the 'Performance satisfaction' both reflect the fact that the vendor views strong performance as a crucial element of its offering and one that requires ongoing investment. Business users tend to be impatient about software performance and it is often a tough task to satisfy them. Above-average feedback in this KPI is a good indication that Qlik is staying on the right side of its customers with its performance.

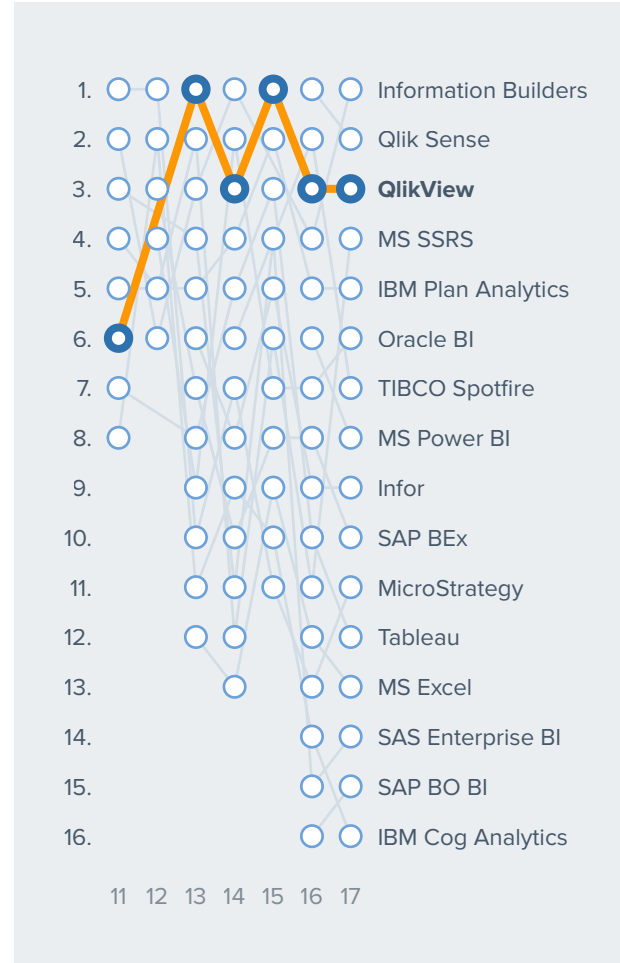
## Consistently high ratings in query performance

Peer group: Dashboarding-focused products



## Consistently high ratings in query performance

Peer group: Large international BI vendors



## Query performance



# Customer experience & Innovation



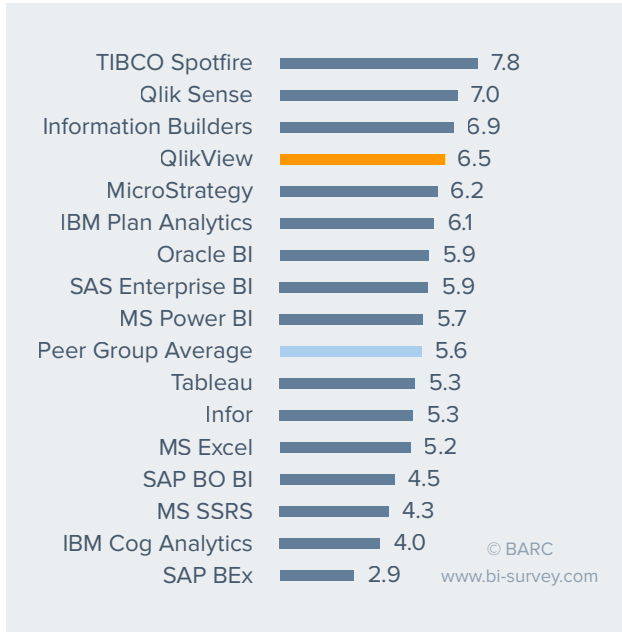
The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility for users', 'Data volume', 'Query performance' and 'Sales experience' KPIs.

The 'Innovation' KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence' and 'Visual design standards' KPIs to measure the product's level of innovation.

## Customer experience – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Customer experience

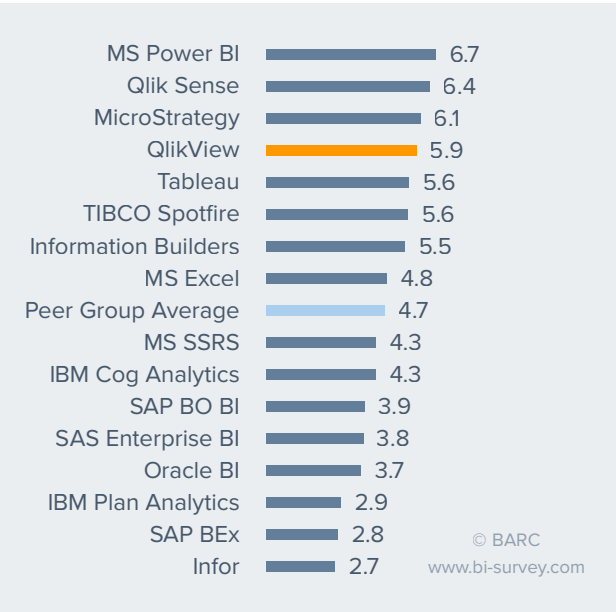


Compared to other large international BI vendors, Qlik achieves good results in several KPIs such as 'Ease of use', 'Flexibility for users' and 'Query performance' with its QlikView product. All these results have a positive bearing on QlikView's above-average score of 6.5/10 in the aggregated 'Customer experience' KPI. Indeed, QlikView achieves a leading rank in the 'Large international BI vendors' peer group in this KPI.

## Innovation – Leader



Peer group: Large international BI vendors



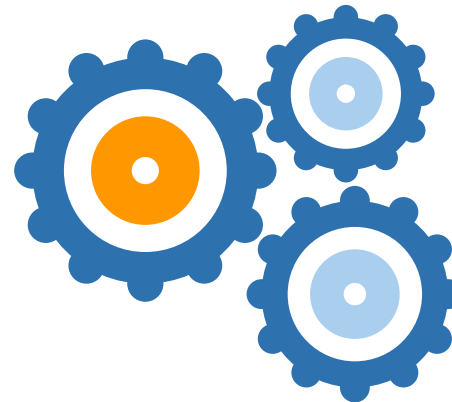
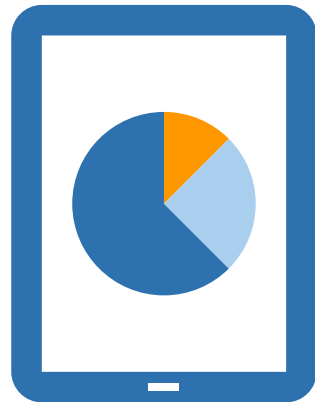
## Innovation

## BARC Viewpoint

Qlik is seen as an innovator in the BI market, especially now with its Qlik Sense product, which achieves an excellent ranking in the 'Large international BI vendors' peer group. Most of the recent enhancements to QlikView have been in its technical development. Nevertheless, a leading rank for QlikView among its large international competitors confirms Qlik's strong focus on remaining an innovative vendor. Customers seem not to have lost this perception.



# Mobile BI & Operational BI



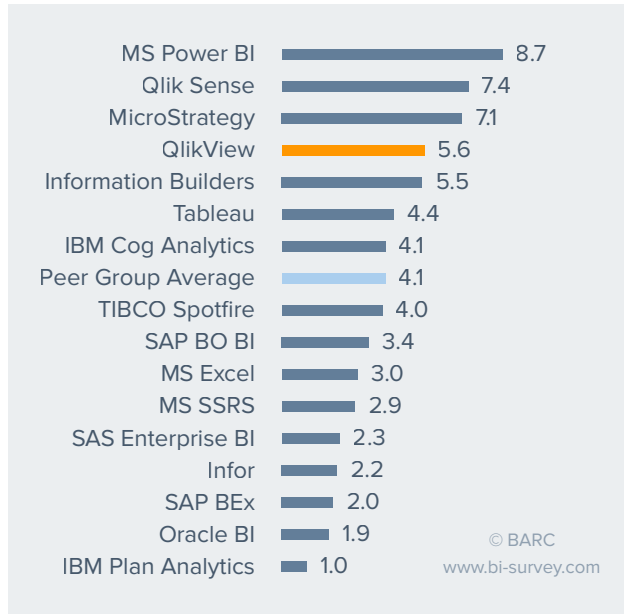
The 'Mobile BI' KPI is based on how many survey respondents currently use their BI tool on a mobile device.

The 'Operational BI' KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.

## Mobile BI – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Mobile BI

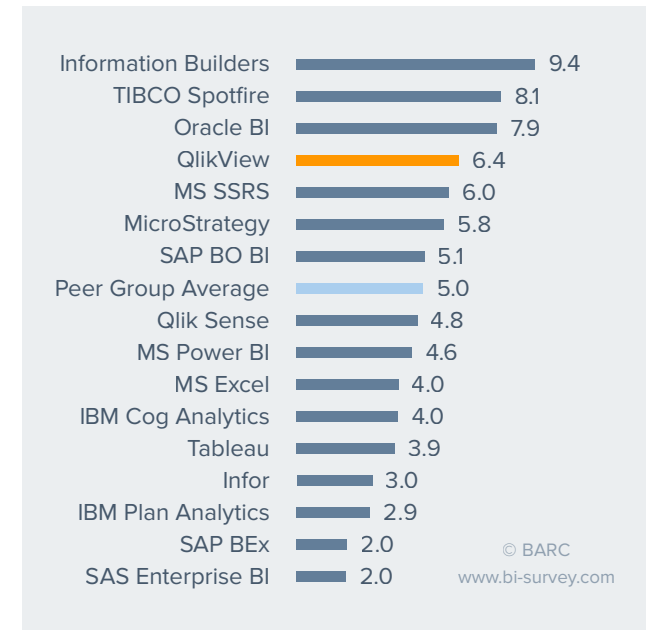


QlikView is among the leaders for 'Mobile BI' in the 'Large international BI vendors' peer group. Scoring 5.6/10, QlikView is rated above average (4.4/10) in this category. QlikView is equipped with an HTML5 mobile client for accessing applications from Apple iOS and Android devices, and a native iOS app for iPad that wraps the HTML5 mobile client (a so-called hybrid app). This app enables users to create views of data to take offline. Qlik Sense also scores well in this KPI, underlining the vendor's strong commitment to innovation in areas such as mobile BI.

## Operational BI – Leader



Peer group: Large international BI vendors



## Operational BI

## BARC Viewpoint

QlikView ranks as one of the leading products in the 'Large international BI vendors' peer group for its level of use in operational BI scenarios. Operational use cases have always been a particular strength of QlikView. A huge number of Qlik partners provide predefined QlikView applications for different operational data sources such as Microsoft Dynamics. As our general product usage data shows, QlikView is particularly suitable for creating interactive applications tailored to users' needs. Qlik, together with its partners and customers, have used this strength to create individualized operational applications to support users' day-to-day work.

# Visual design standards

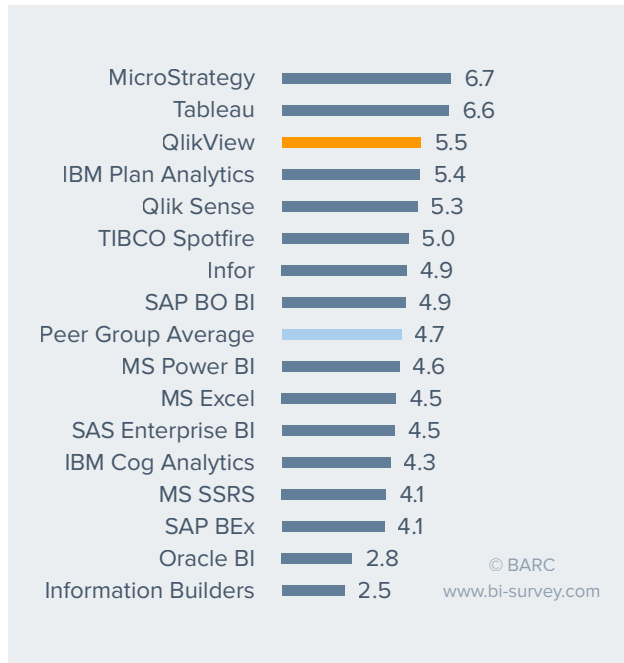


This KPI is based on how many sites currently use visual design standards with their BI tool.

## Visual design standards – Leader



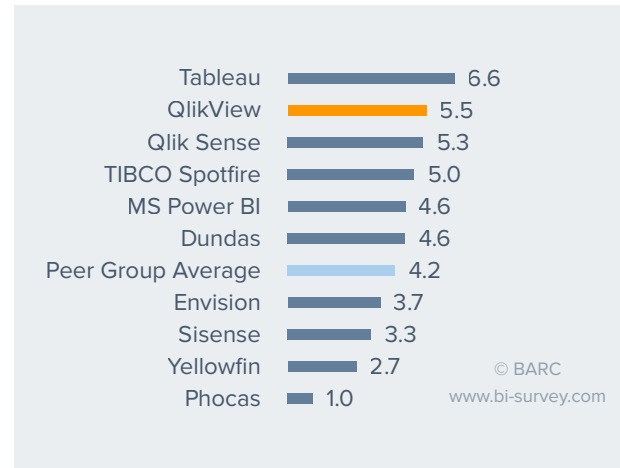
Peer group: Large international BI vendors



## Visual design standards – Leader



Peer group: Data discovery-focused products

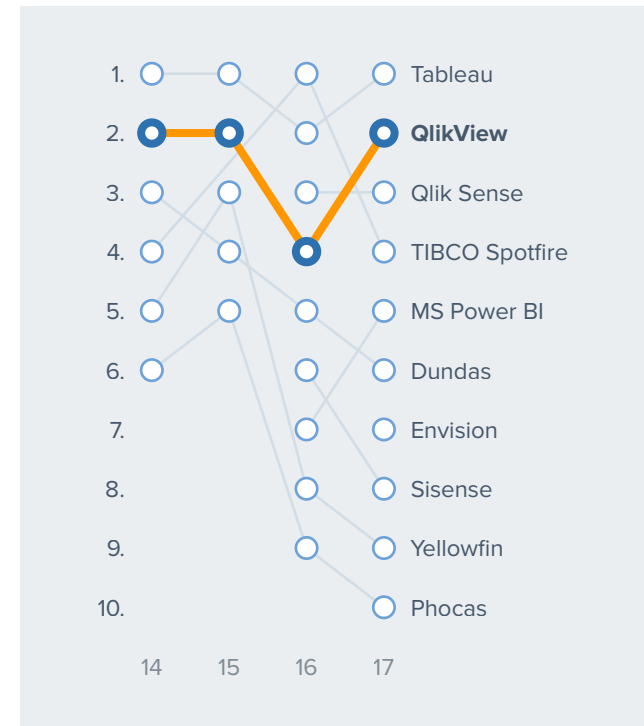


# Visual design standards



## Consistently outstanding in visual design standards

Peer group: Data discovery-focused products



QlikView ranks second in the 'Data discovery-focused products' peer group and third in the 'Large international BI vendors' peer group for supporting visual design standards. Compared to other data discovery-focused products, QlikView has received consistently strong results for visual design standards over the last four years. Qlik's partners in particular have invested heavily in providing QlikView applications which standardize layout and format to support an enterprise-wide notation concept for information consumption.

# Visual analysis

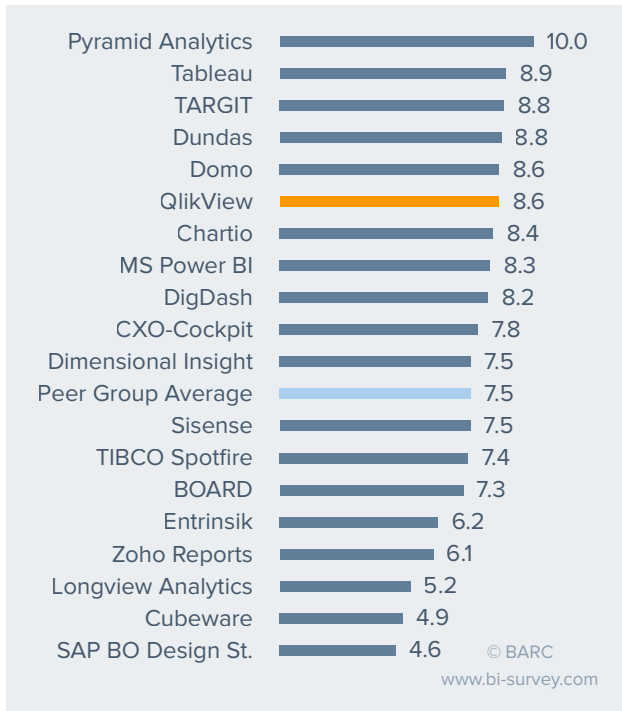


This KPI is based on how many sites currently perform visual analysis with their BI tool.

## Visual analysis – Leader



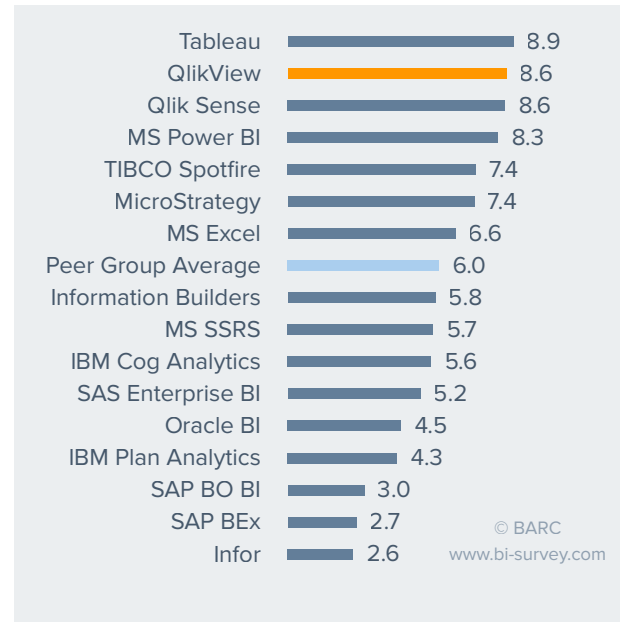
Peer group: Dashboarding-focused products



## Visual analysis – Leader



Peer group: Large international BI vendors



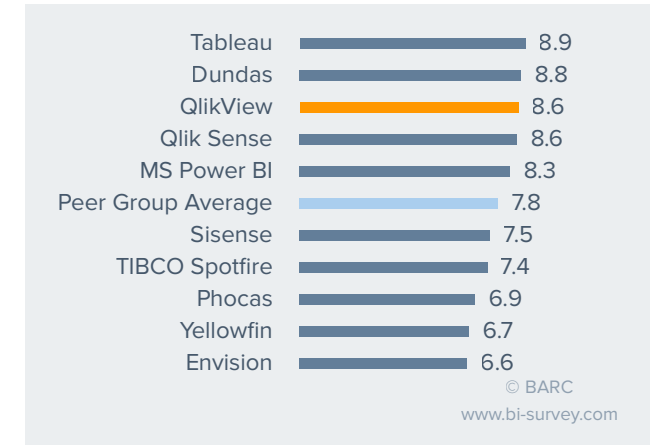
## Visual analysis



## Visual analysis – Leader



Peer group: Data discovery-focused products



QlikView is among the leaders in all of its peer groups in the ‘Visual analysis’ KPI. Qlik has always focused on the creation of visually appealing and interactive solutions for business users. QlikView applications offer good, interactive support for navigation in data. We know of many consumers of such applications who claim to analyze and ‘only navigate’ the data, and do not feel restricted by the predefined environment. This project knowledge is backed up with outstanding results for ‘Visual analysis’ in The BI Survey this year.

# Location intelligence



This KPI is based on how many sites currently perform spatial/location analysis with their BI tool.



## Location intelligence

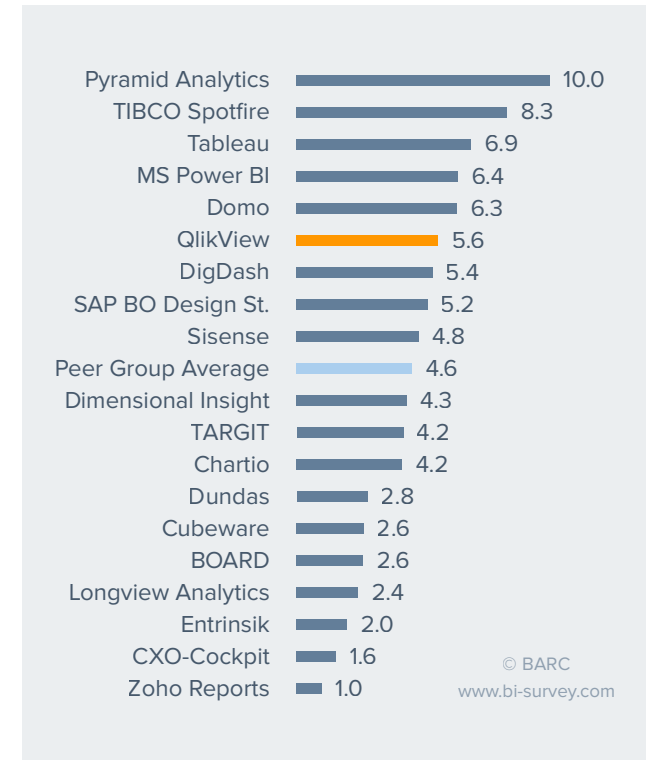


QlikView is used for location intelligence more often than most other dashboarding-focused products. The solution provides support for geo-analysis mainly via integration with numerous third party add-ons and custom integrations using QlikView APIs. Several Qlik partners have developed popular solutions to address various aspects of location intelligence. However, Qlik decided it wanted to offer more sophisticated geo-analysis support itself and so acquired its Swedish partner Idevio in 2017. The IdevioMaps product is now called Qlik GeoAnalytics and is available as an add-on module to QlikView. We expect this to improve QlikView's rating for this KPI in the future.

## Location intelligence – Leader



Peer group: Dashboarding-focused products





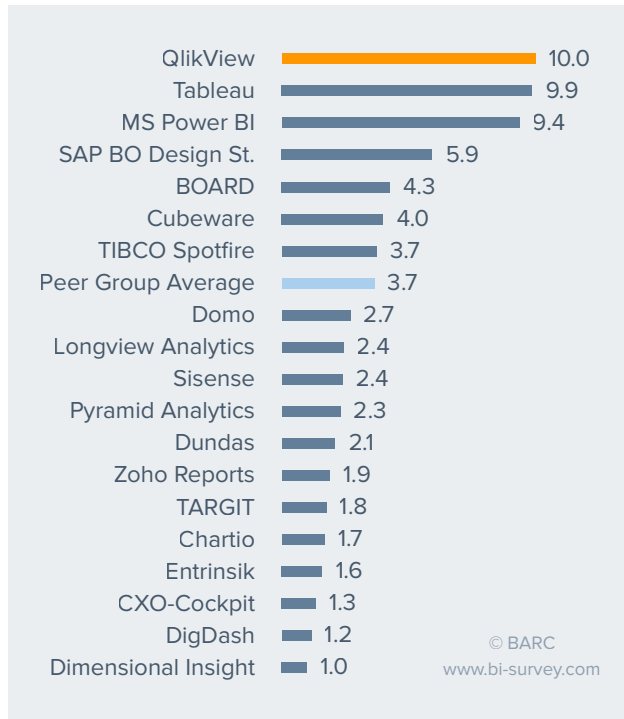
# Considered for purchase



This KPI is based on whether respondents considered purchasing the product.

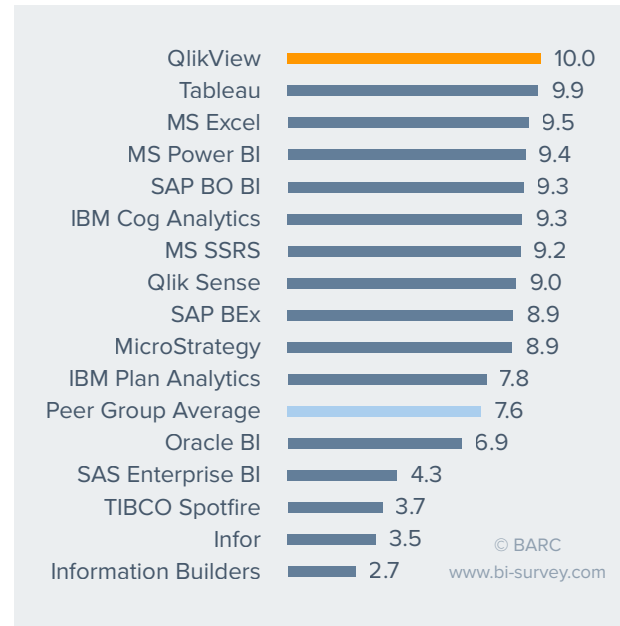
## Considered for purchase – Top-ranked

Peer group: Dashboarding-focused products



## Considered for purchase – Top-ranked

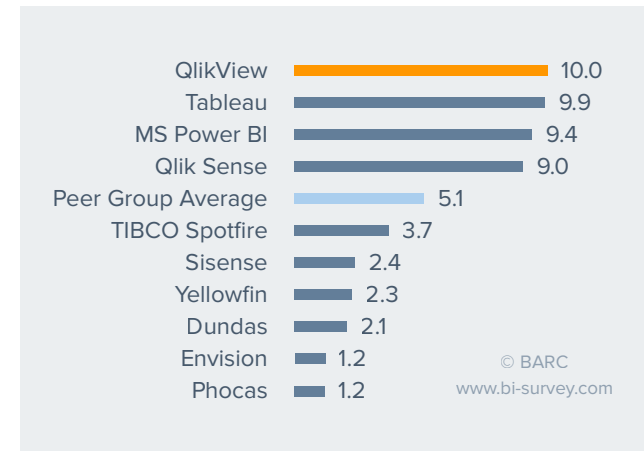
Peer group: Large international BI vendors



## Considered for purchase

## Considered for purchase – Top-ranked

Peer group: Data discovery-focused products



QlikView scores a perfect 10/10 in the ‘Considered for purchase’ KPI, continuing a five-year run of topping all its peer groups in this category. Even Qlik Sense, which was only launched in 2014, is catching up with a score of 9.0/10 this year. These results underline the strength of Qlik’s brand and its continuing ability to appeal to customers. In general, Qlik is an innovative vendor and it seems to have struck a good balance between being a large international BI and analytics vendor and retaining its customer focus in the manner of a younger, smaller software company.

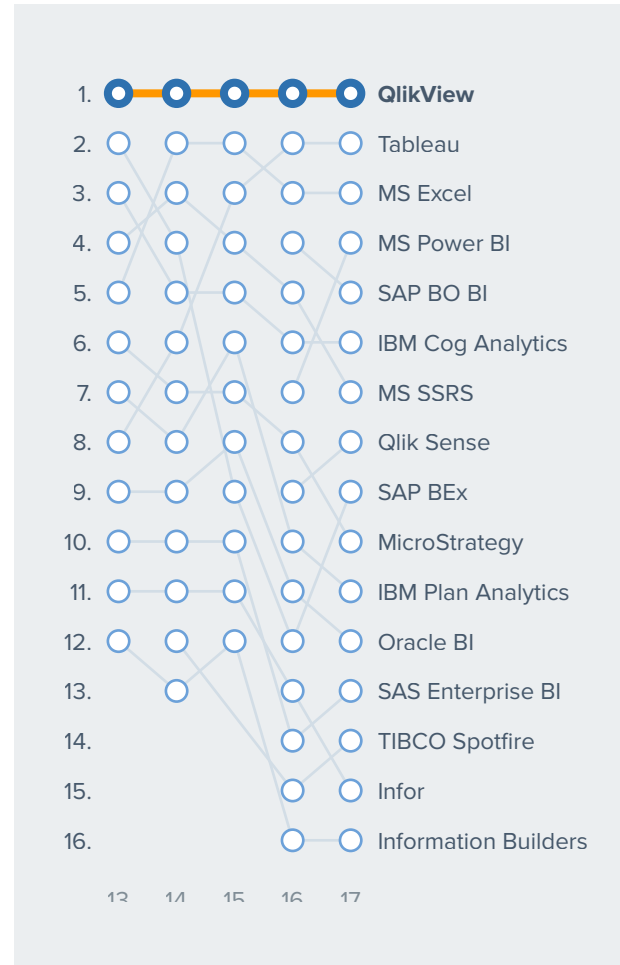
## Consistently top-ranked in considered for purchase

Peer group: Dashboarding-focused products



## Consistently top-ranked in considered for purchase

Peer group: Large international BI vendors

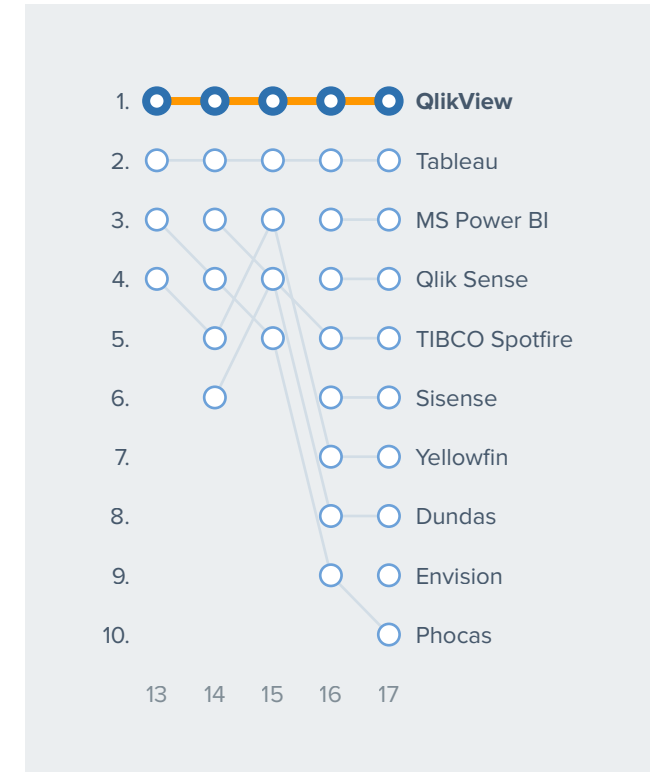


## Consistently top-ranked in considered for purchase



## Consistently top-ranked in considered for purchase

Peer group: Data discovery-focused products



# Competitiveness

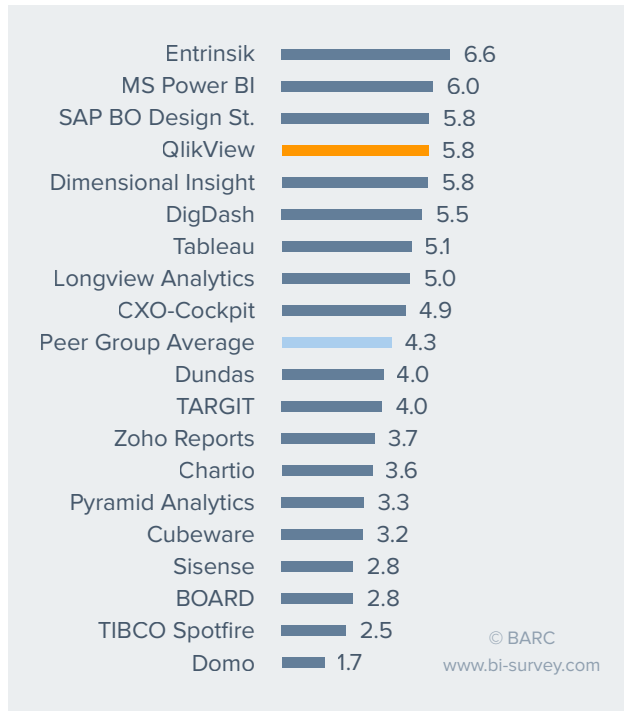


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

## Competitiveness – Leader



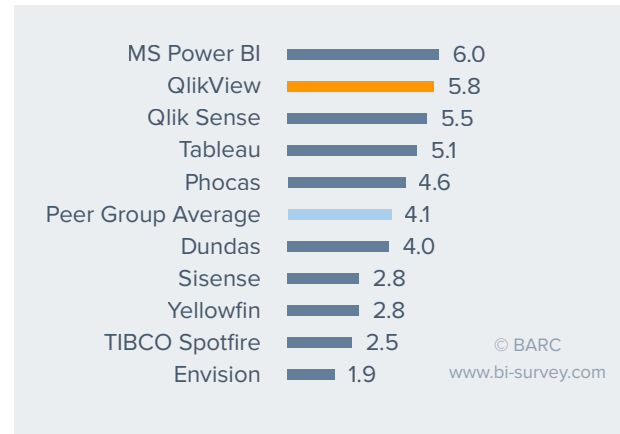
Peer group: Dashboarding-focused products



## Competitiveness – Leader



Peer group: Data discovery-focused products



## Competitiveness



QlikView's excellent result in the 'Considered for purchase' KPI contributes largely to its leading position in the 'Dashboarding-focused products' and 'Data discovery-focused products' peer groups for the 'Competitiveness' KPI. Its score is above this year's BI Survey average and underlines the strength of the Qlik brand as well as the high level of interest in evaluating the software to find out whether it fulfils customers' requirements.

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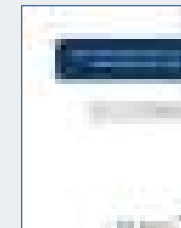
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## Other Surveys



The BARC **BI Trend Monitor 2017** reflects on the trends currently driving the BI and data management market from a users' perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



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