



# Qlik® Analytics Platform

## Building Engaging Visual Analytics

Qlik has a simple philosophy: Visual Analytics should allow you to see the whole story within your data. Qlik's vision of analytics for everyone goes beyond just self-service, but also delivers for developers who are building custom analytic solutions for consumers. We don't limit the possibilities for what the greater visualization and data driven app building community can imagine.



Embed interactive visualizations into any application

### Qlik Analytics Platform

Part of the Qlik Sense family of products, the Qlik Analytics Platform puts the power of the Qlik Associative Engine and visualizations in the hands of application and web developers through powerful, open and modern API's, allowing you to see the whole story within your data.

### Try out for Free

Experience the power of the Qlik Analytics Platform for free. Start by downloading Qlik Sense Desktop to access the Qlik chart libraries and then integrate them into your own web applications using the mashup editor utility. For more information please visit [www.community.qlik.com](http://www.community.qlik.com) or [oem.qlik.com](http://oem.qlik.com).

## Delighting Developers

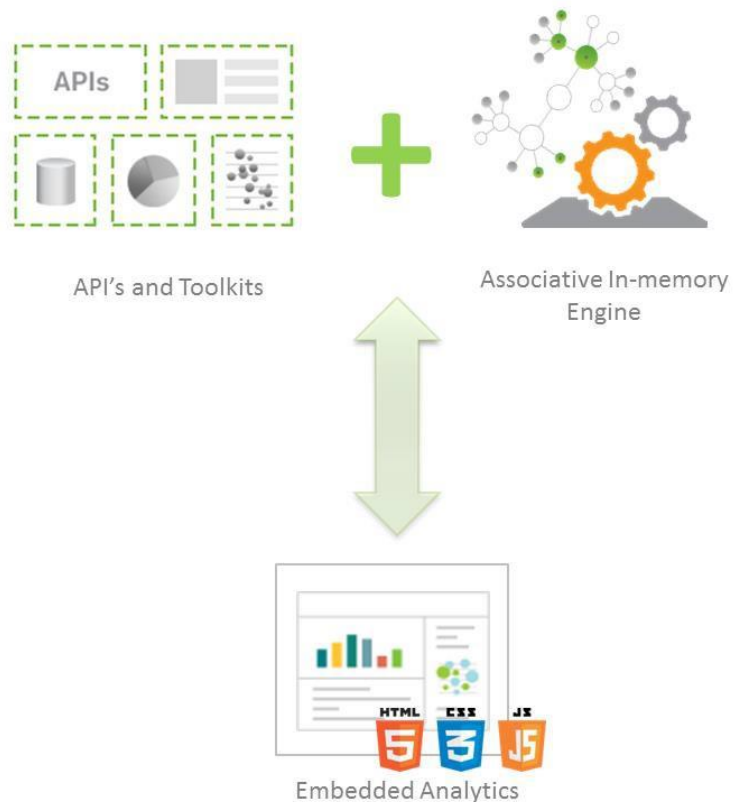
### Modern and Open APIs

The Qlik Analytics Platform APIs were built using modern standards, which are designed to work with the most up-to-date web technologies that exist today. You will have access to a set of industry standard, open, and modern programming interfaces like JavaScript, HTML5, css3 and Node, which allow you to easily create and integrate visual analytics into any application.

### Direct Access to the Qlik Associative Engine

The Qlik Associative Engine is the second generation of the proven and patented engine technology that has powered Qlik products for the last decade. It provides associative data indexing and dynamic calculations that empower people to naturally explore data, allowing them to see the whole story. Associative data indexing exposes relationships in complex, multi-source data sets that would otherwise be hidden in hierarchical or query-based approaches.

The Qlik Analytics Platform is designed for application and web developers to allow them to easily and with great flexibility embed Qlik's powerful visual analytics capabilities right into their own applications. These can be as simple as web mashups containing just a few charts or much more complex integrated web applications or on-device applications.



Use latest technology and utilize the power of the Qlik Associative Engine

The Qlik Analytics Platform has been designed to accommodate the need for embedded analytics, anywhere. By directly accessing the same market leading associative in-memory engine that is used by all Qlik analytics products, developers have greater flexibility to build the exact solutions they need. This is accomplished through a series of modern, open and standard APIs such as the Mashup API, Extensions API, Engine API and back-end management APIs.

## Delivering for OEMs

ISVs are able to achieve a strong competitive advantage in their marketplaces by being able to provide their customers compelling visual analytics integrated within their solutions, right at the point of decision.



Access the full Qlik Chart library

The Qlik Analytics Platform enables OEM partners to take full advantage of the Qlik Associative Engine, compelling visualizations and APIs to easily built visual analytics capabilities right into their solutions, providing maximum value to their customers.



Embed Visual Analytics anytime, anywhere

## Visualization Technology

Take advantage of Qlik's unique visualization technology including the following:

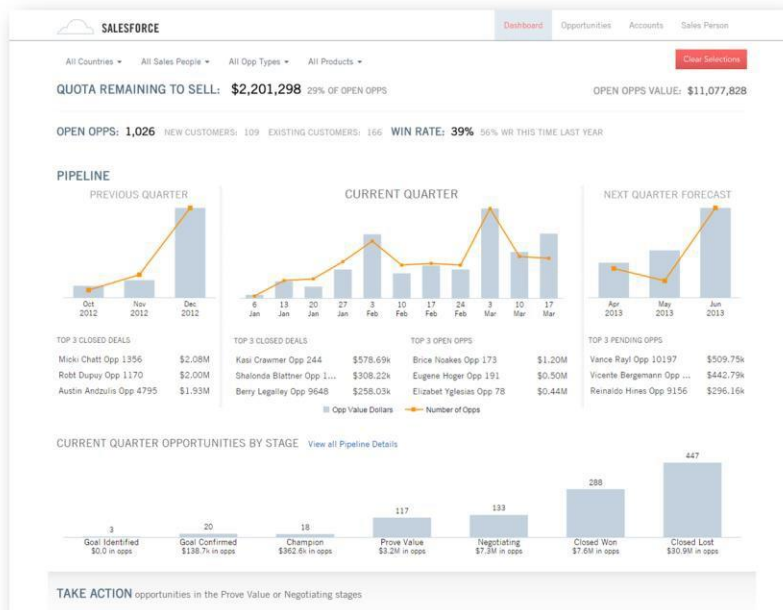
- Responsive design
- Progressive disclosure
- Big Data visualization
- Mobile-ready & Touch-ready
- Mapping
- Smart Coloring

## Flexible Licensing

The Qlik Analytics Platform offers both a perpetual and subscription licensing approach, allowing OEMs to choose the licensing that most suits their needs and allows them to scale in a predictable and understandable manner.

# A Modern Analytics Platform for the Enterprise

The Qlik Analytics Platform gives enterprises a single visual analytics platform to extend and enhance the use of Qlik across and beyond their organizations. It is optimized to incorporate open source technologies like D3 to create custom visualizations and extensions, but in a smart and governed way.



Embed analytics into your workflow apps

It easily allows analytics to be embedded into any workflow or business process application and permits the extension of visual analytics into partner portals and customer websites.

## About Qlik®

Qlik is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 37,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1700 partners covering more than 100 countries.

## Extend with Governance

The Qlik Analytics Platform offers a single governance framework to allow for common security, manageability, and reusability. Our approach covers a wide spectrum of analytics use cases, giving you the ability to extend the Qlik experience into any application, with any types of visualizations, all done within a common governance and security framework.

## Open Platform for Developers

Qlik Branch is a game-changing platform for developers to accelerate innovation to bring the best ideas to market. Rooted in open source philosophy, all projects are freely distributed and modified, allowing faster collaboration and innovation. For more information, please visit [branch.qlik.com](http://branch.qlik.com) and [playground.qlik.com](http://playground.qlik.com).