Qlik

You're a Natural

The Future of Analytics

Contents

Unlimited
Possibilities

What If?

What if you could **explore** data by touching the screen, finding yourself increasingly drawn into the analysis as you navigate through charts and tables?

What if you could keep **asking questions** of your data, discovering new layers of information, without having to stop and wait for an expert to help you?

What if you could **share** your insights with others so that they could pick up where you left off, and then hand their exploration back to you in just the same way?

You can do all of this and more, through the power of Natural Analytics™

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Natural Analytics: The Future of BI

Natural Analytics is a new approach to business software design that captures the essence of how we think, deduce facts, and learn about our world.

Natural Analytics changes the nature of business intelligence (BI).

With BI, we learned to ask questions based on predefined data hierarchies. These were often designed for IT efficiency or to align with accounting rules rather than in a way that is natural for humans.

Natural Analytics taps into our innate curiosity.

It's intuitive, perceptive, aware. It's software that actually reflects the way we think.

It's not about being a technical expert. It's about being human.

Finding
Our Way

One Thing Hasn't Changed: The Way We Think

From the dawn of time, humans used cause and effect to make **associative assumptions** that kept us out of danger and led to prosperity and health.

We don't take in information all at once; **we move forward insight by insight**, setting aside what's not relevant and gathering — foraging for — the information that will help us ask the next set of questions. We move toward new questions even as we find new answers.

We often have to **change the questions we're asking**. Two paths diverge in the woods. We take one, but remember clues surrounding the path we didn't take. Sometimes we go back so that we can **explore the other path** with knowledge we didn't have before.
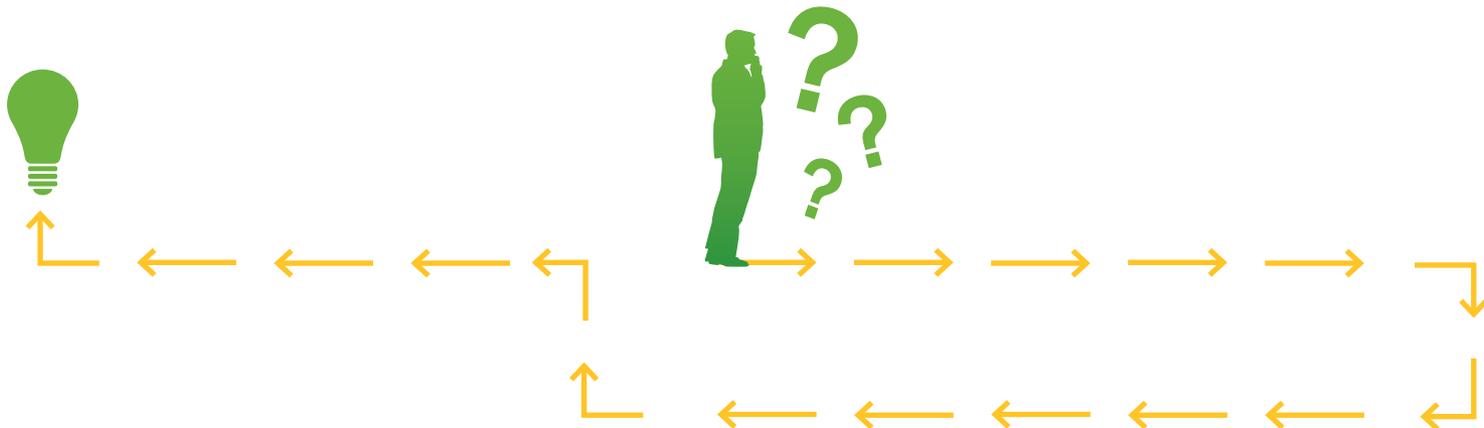
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With BI, the experience of interacting with information was far less intuitive. We tried to create a clear, easy-to-understand, "information sweet spot" by showing only what we thought was most relevant to the decision at hand. But in doing so, **we created a blind spot**—we lost the benefits of our peripheral vision where so many human intuitions are born.

When we wanted an answer, we asked for a report. When we looked at the report, we'd ask questions about numbers. To get the answers, we had to ask for another report. This created frustration. By the time the answer came back, the question had changed.

If the "natural course" of data exploration is a designed artifact, made by someone else, that's a limitation.

Intuitive Exploration

A Changing World

BI has many positives, but it limits users' ability to explore.

QlikView provided users with business discovery and broke new barriers of simplicity and power for business users. Even so, the design of the original QlikView was limited by the extent of technology. Very few people had laptops, and there were no smartphones or tablets. Over time, the software has evolved through many versions to bring the classic QlikView experience to new devices.

But the world is changing radically, people can work on all kinds of devices, through all kinds of interfaces, and it's truly changing the way people want to work.

People no longer want to learn software; they want software to learn them

Disrupt...

At Qlik, we recognize that in order to fully embrace the potential of all those devices and all those interfaces, including some not yet available, QlikView needed more than a new version. It needed a new generation. That's Natural Analytics, embodied in a new product, **Qlik Sense**.

QlikView disrupted the world of BI through innovations such as **in-memory analytics** and the **associative experience**. QlikView first disrupted BI by moving beyond static reports, defined by a small group of people and broadcast to many. In so doing, QlikView made it possible for IT to quickly create apps so users could explore. It gave users freedom, within some limits of the day's technology.

...or Be Disrupted

With Qlik Sense, we are disrupting ourselves to throw off those limitations. Now everyone can use their natural skills to work directly with data, without the constant intervention of IT.

With Natural Analytics, the creative capacity shifts even more toward the user and the possibilities open up wider than ever before.

Instinct and
Imagination

Search Is Like Berry Picking

As humans, we're designed to connect and sift through information, modifying our questions as we gather new insights. To date, business software has not been able to replicate this.

That's what Natural Analytics is about. You sense a potential insight, explore in one direction, and soon find yourself with new insights, new directions. You may find you just can't stop looking for more:

You're foraging: asking better questions and questions you wouldn't have known to ask before, questions inspired through the very act of search.

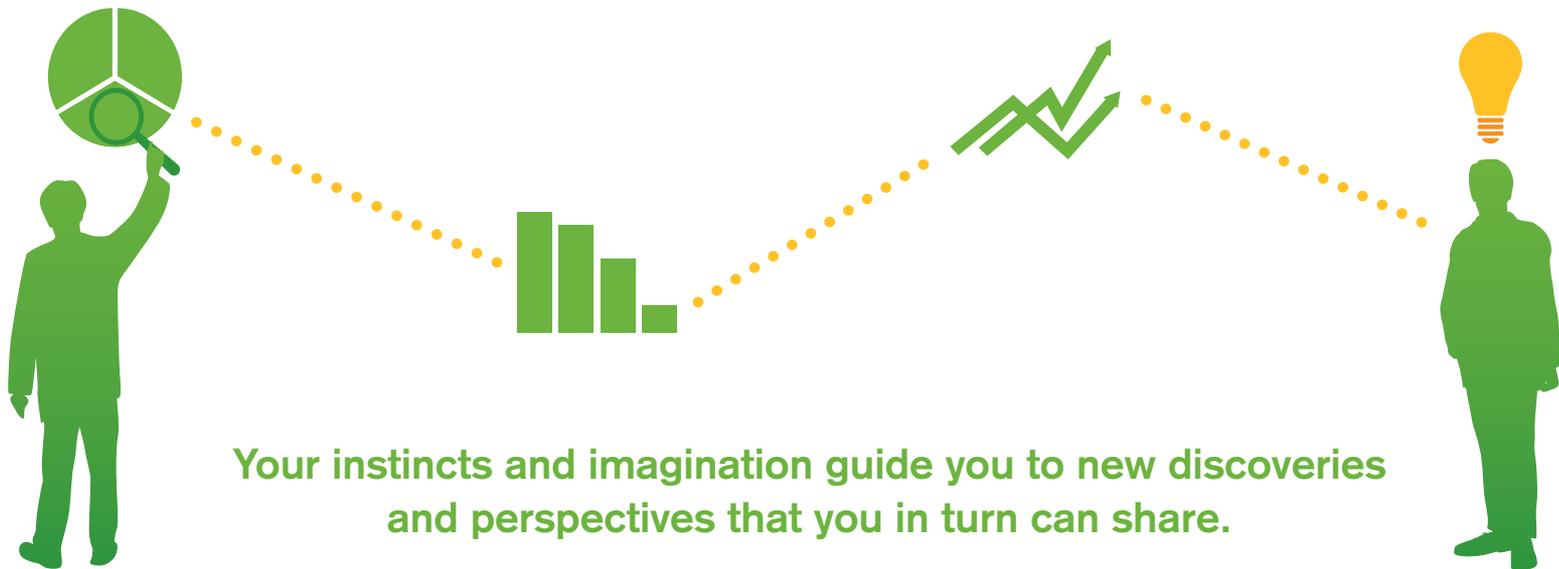You find one thing you want, and it leads to others.

You uncover clues about where to take your investigation next.

Qlik Sense is in some ways like researching something on Wikipedia. One page (and its sources) naturally leads to many more, which in turn lead you to others.

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You might see an anomaly on a traditional BI report or in a static data visualization, but the research would have to stop there and wait while an "expert" constructed a new report or visualization. With Qlik Sense, you can immediately explore that outlier and find out what's behind it.

Instead of navigating your way through a predesigned environment, you can explore things the designer did not anticipate.

Your instincts and imagination guide you to new discoveries and perspectives that you in turn can share.

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Use Your
Senses

Feel Free to Touch

A child walks up to a flat screen TV and tries to change the channel by touching the screen. It's broken, she thinks. We think she's right. Touching is natural and immediate.

Natural Analytics makes your data "touchable." You can explore intuitively with pinches, swipes and taps. If you see something interesting, you can touch it and start exploring.

It's one thing to see a chart. It's another thing to dive into a chart.

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If a picture is worth a thousand words, what is a picture that you can **touch and change** worth?

We asked, "How can we **give people tools** they can use in any environment on any device?"

We reimagined an interface that could work on **any browser**, on **any type of device**.

We can see users "leaning back" to browse and surf through their business information on a tablet, just as often as they "lean forward" to investigate a specific data point on their desktop.

Of course, many of us will continue to use a mouse to explore, and that's fine. But if it's on a touchscreen, reach out and touch your data and try exploring from new angles.

Following the Information Scent

With the freedom offered by Qlik Sense, you might expect that it would be easy to get lost and start floundering in a sea of data. But it's not.

The uncluttered interface perceives your natural course of investigation and, with color and shading and smart visualizations, hints about where to find more. We call this "following the information scent."

Qlik Sense gives you a much wider range of information scent than was possible in other platforms or previous generations of QlikView, providing clues and hints about where you might want to take your investigation.

Qlik Sense generates subtle signs that guide but don't overwhelm exploration.
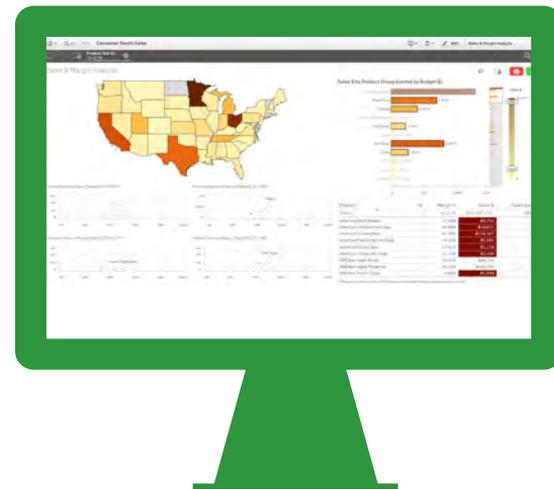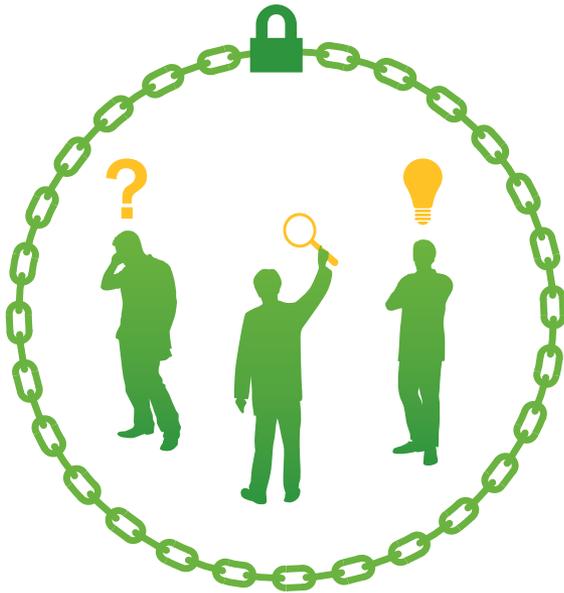
It's
All About
Access

It's All About Access

Here's another way to think about it.

With traditional BI, data exploration was limited to a small group of people who designed the methods for accessing it. The artifact of this framework was a static physical report, a unidirectional communication from one small group to many.

When QlikView introduced business discovery, the BI hegemony was disrupted. IT departments could now participate more directly, building applications to help users answer their own questions.

With Qlik Sense, users have even more freedom to explore, yet they stay safely within acceptable limits.

Qlik Sense is more effective, easier to manage, and delivers more analytical power than ever before.

From Collaboration to Storytelling

When you're exploring, you need the **input of others.** Their insights are valuable and provide **new angles.**

That's collaboration, and it's pervasive in Natural Analytics.

When you make a discovery, you yell "Eureka!" That discovery isn't a report; it's a story you can't wait to tell.

Natural Analytics almost compels you to tell data stories. Those who are listening can then jump in and explore some more, offering their perspectives.

You can share a discovery or investigation in progress or one that is "frozen" at a point in time so the next user knows where you left off. Teams don't have to interact in "real time" to share their stories, explain their methodology, or encourage new directions. It's all right there in the interface.

Tell the
Story

A Leap for You, Too

We know this is a big change. Users have gotten used to the functionality and format of QlikView 11. But it was also a big leap from BI to QlikView…would you ever go back?

If QlikView was a sandbox, Qlik Sense is a beach.

If QlikView was a pool, Qlik Sense is an ocean.

Here's a summary of what is new and how it will change the way you work

Touch the data. QlikView is based on a simple selection model: you select data—clicking with a mouse—and watch the charts change. Qlik Sense is more exploratory. As a native touch interface (with full mouse support for the desktop), you are encouraged to select and delve into any data object, previewing the impact of complex selections before committing them, moving between full screen and grid layouts to view details or to see patterns, and searching and selecting data with natural gestures.

Think problem, not software or technique. Rather than saying, "I'm going to open up Excel for this function," or "I am going to do a Pareto analysis," you work on the business problem, such as "why red pants sell better than blue pants." Qlik Sense focuses on the data and the story you want to tell, not the specific analytic techniques you need to know.

Information scent. QlikView shows an overview of what is and is not selected. In Qlik Sense, information scent is more complete, with intelligent coloring and grouping of data in charts to reveal patterns and shades of color in lists. Selections highlight associations between data and subtle relationships such as alternative options.

Tell the story. In QlikView, apps are published and shared or static reports created and distributed. With Qlik Sense, you can share apps for exploration and discovery—and users can create their own private sheets and interpretations in those apps. But real human communication is based on stories. In Qlik Sense, you can tell data-driven stories and create presentations that walk users through your thought process and highlight your discoveries and key points. Yet whenever they desire, those hearing the story can go "off road" to examine the data behind your narrative to find their own insights.

Deployment for real people. Qlik Sense's server infrastructure is simple to administer with a rules engine, powerful security, and highly able yet usable tools. The hub and streams for sharing data, objects, apps, and stories support a flexible, social experience for power users and business users alike.

What Isn't Changing:

The power of the QlikView core platform. Qlik Sense has the same powerful in-memory technology for performance and flexibility and the same Direct Discovery for mashing up the biggest of big data with desktop sources.
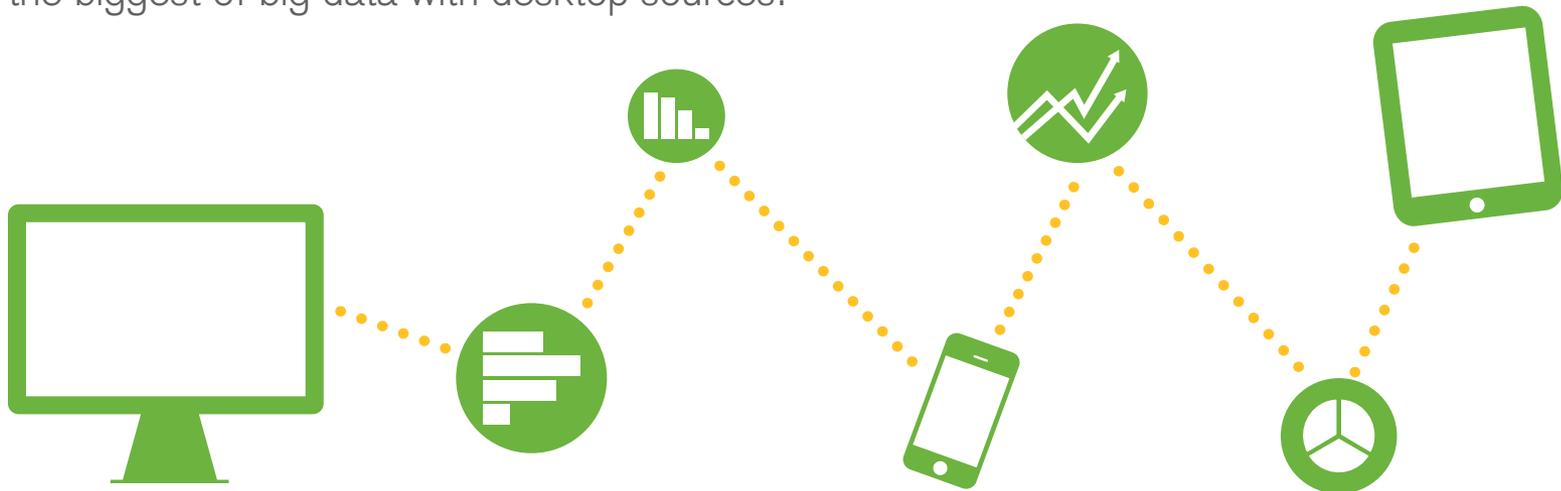
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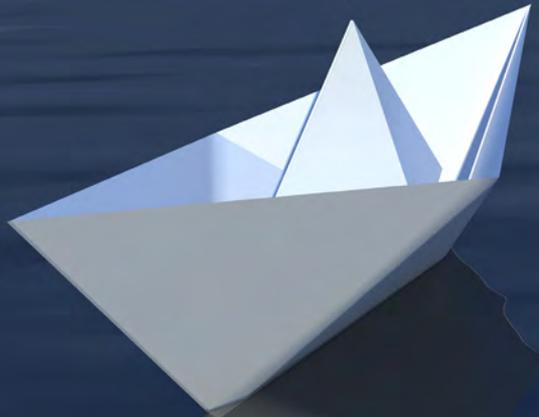
Qlik Sense: Your Guide in the Wilderness

Although you are more empowered than ever before to explore on your own, the fundamentals of QlikView have not changed.

The data experts in your organizations—are still able to guide.

Most users will start in a traditional way as viewers and "qlikkers" but soon will be creating their own charts and forging their own paths through the data.

It's not a self-service free-for-all;
**it's free access within safe limits set by your organization.**

With great power comes great responsibility—so Qlik Sense supports corporate governance while enabling better user-driven research than ever before.

A Qlik Sense deployment is still an ecosystem. There are still experts and novices. The applications built by experts can easily be extended by users, and the governance and anchor points built into those applications extend into the new capabilities added by users.

Conclusion

Qlik Sense can do everything QlikView did, but in an enhanced, more natural way that allows for a much wider range of possibilities and discovery.

This is a great leap forward, but also a return to fundamentals. We can now search, discover, and share in a more instinctive way, in greater alignment with the natural progression of human inquiry than software has been able to achieve so far.
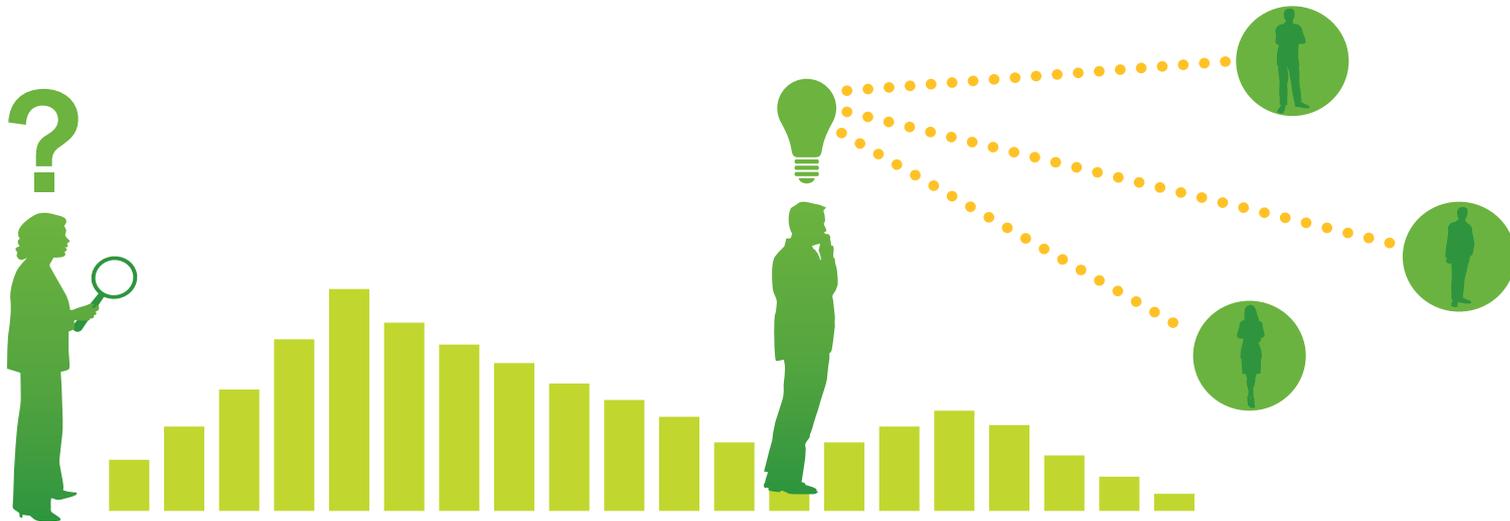
Stay on the scent. Check out the Qlik Sense demo ▶

qlik.com