

Qlik Sense® and QlikView®

Background

Qlik® was founded in Lund, Sweden in 1993, and is currently headquartered in Radnor, PA USA. We currently have over 45,000 customers and 1700 partners in more than 100 countries. Today, Qlik is a leader in the data analytics market, having grown 30% (CAGR) over the last 10 years, outpacing the overall BI market which is growing at roughly 8-9% per year.

For the past several decades, through 2014, QlikView® has served as our flagship product. QlikView allows for the rapid creation of highly interactive guided analytics applications and dashboards, designed to solve specific business problems. QlikView was largely responsible for driving the significant shift in the BI marketplace, away from large IT driven stack based approaches to more agile data discovery solutions.

In 2014, we launched Qlik Sense®, our next-generation product for self-service oriented visual analytics. Qlik Sense runs on the Qlik Analytics Platform®, which includes the Qlik engine, developer APIs, and management tools. Qlik Sense Enterprise packages Qlik Sense and the Qlik Analytics Platform together to support the full spectrum of BI use cases across an organization, including self-service visualization and exploration, guided analytics apps and dashboards, embedded analytics, and reporting, all within a governed framework that offers enterprise scalability and trust for IT. Qlik Sense is also offered in the cloud, in basic and business editions.

At the core of both Qlik Sense and QlikView is the patented Qlik associative engine. Unlike query-based tools, which limit interactivity and create blind spots, the Qlik engine was designed specifically for interactive, free-form exploration and analysis. It fully combines large numbers of data sources without leaving any data behind, and allows users to explore analytics using simple selections and searches, without restrictions or boundaries. This enables users to spot unexpected insights and generate tremendous value that would be missed with query-based tools. We call this The Associative Difference™.

What's the difference?

Qlik Sense is not a new version of QlikView, nor is it suitable to replace QlikView in all use cases. While they share the same engine and many core capabilities, there are differences in design and product strategy that reflect both advances in technology and the evolution of customer needs in the market.

Qlik Sense provides a modern user experience for self-service oriented analytics, across a number of BI use cases in an organization. It features a cutting edge, responsive user interface and architecture, new innovations for self-service visualization, exploration, search, and data preparation, advanced collaboration and mobility, and open APIs and developer tools for building custom applications and embedding analytics using standard web development skills. In contrast, QlikView allows for rapid creation of interactive applications and dashboards using QlikView specific development skills.

		Qlik Sense Enterprise	Qlik Sense Cloud	QlikView	Query-Based Visualization Tools
Client	Unified HTML5 Client	●	●	◐	◐
	Touch User Interface	●	●	◐	◐
	Responsive Design	●	●	◐	◐
	Pixel-Perfect Design	◐	◐	●	◐
Analysis	Associative Exploration	●	●	●	◐
	Search Based Analysis	●	●	◐	◐
	Modern Visualizations	●	●	◐	●
	Self-Service Creation	●	●	◐	●
	Self-Service Data Preparation	◐	◐	◐	◐
	Guided Analytics Apps / Dashboards	◐	◐	●	◐
	Advanced Analytics Integration	●	◐	●	◐
Collaboration	Collaboration & Hub	●	●	◐	●
	Data Storytelling	●	●	◐	◐
	Managed Reporting	●	◐	●	◐
	Mobile Offline Apps	●	◐	◐	◐
Platform	App Development – Integrated Environment	◐	◐	●	◐
	App Development – Open and standard APIs	●	◐	◐	◐
	Broad Data Connectivity	●	◐	●	●
	Data Integration / ETL	●	◐	●	◐
	Big Data Capabilities	◐	◐	◐	◐
	Broad Ecosystem and Community	◐	◐	●	◐
Governance	Centralized Management	●	◐	◐	◐
	Governed Libraries	●	●	◐	◐
	Rules Based Security	●	◐	◐	◐
	Associative Indexing Engine	●	●	●	◐

How do I choose?

For new customers, we recommend Qlik Sense. Qlik Sense offers users a full range of capabilities for modern data analytics, all within a governed self-service framework. And organizations can build custom analytics apps and embed analytics using existing developer resources, without having to ramp up new skill sets.

For existing customers, you should feel confident in continued use of QlikView, especially where you have existing QlikView skills and investments. We are committed to ongoing investment in QlikView, and continue to offer at least one new feature release annually. We also continue to surround QlikView with value added products such as Qlik NPrinting®, Qlik GeoAnalytics®, Qlik Connectors®, and Qlik DataMarket®. Furthermore, QlikView customers should consider adding Qlik Sense to existing environments for new use cases. Because both products run on the same engine, customers can easily re-use existing assets such as data models and analytics expressions. We are making significant investments to improve coexistence, for more seamless integration, conversion, management and user access across the two products. And we offer flexible pricing that allows customers to extend their QlikView use with Qlik Sense, including new subscription options.

For more information on Qlik products and our future innovation strategy, please refer to the Qlik Statement of Direction, at <https://qlik.com/qlik-statement-of-direction>.

