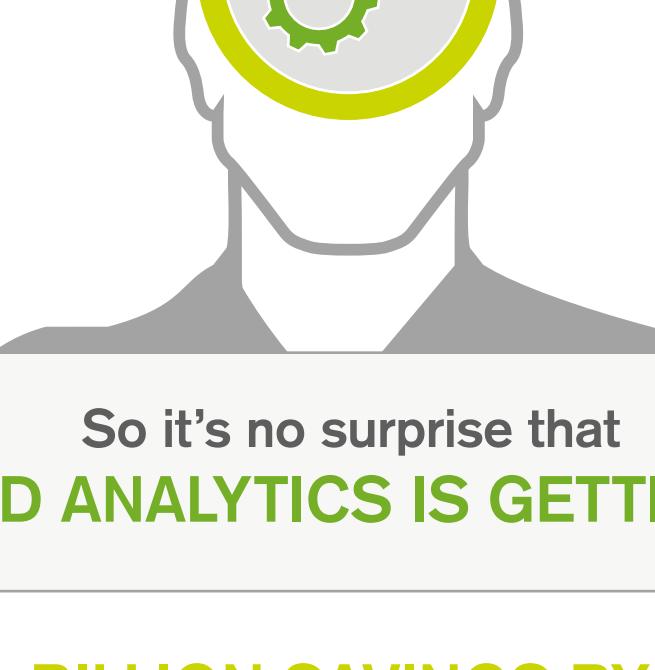


SUCCEED AND BUILD BRILLIANT PRODUCTS

How embedded analytics is driving competitive advantage

Your users LOVE visual data.

WHY?



The brain processes images

60,000x

FASTER than text¹

So it's no surprise that **EMBEDDED ANALYTICS IS GETTING BIGGER**

▲ **\$60+ BILLION SAVINGS BY 2020²** ▲

Total savings for US firms as a result of embedded data analytics

What can embedded analytics do for YOU?³

53%

of service providers use it to differentiate their solutions

29%

use it to create new revenue streams

37%

use it to improve their product's user experience

What are cloud providers doing with embedded analytics?⁴



84%

Dashboards & scorecards

53%

Interactive visualizations & discovery

79%

Enhanced reporting

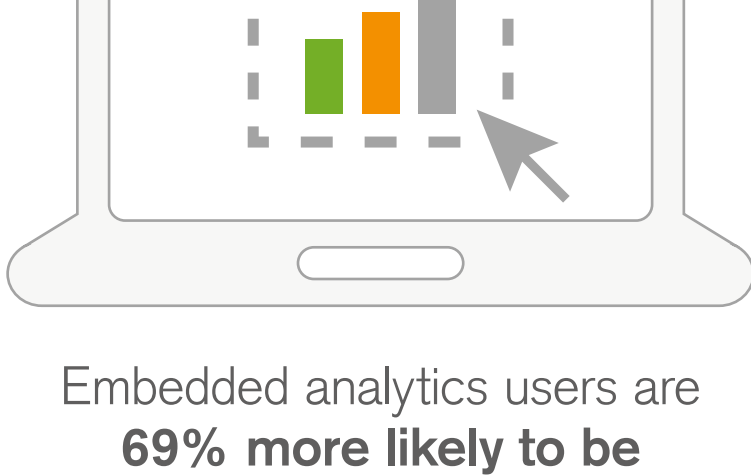
54%

Integration & data preparation

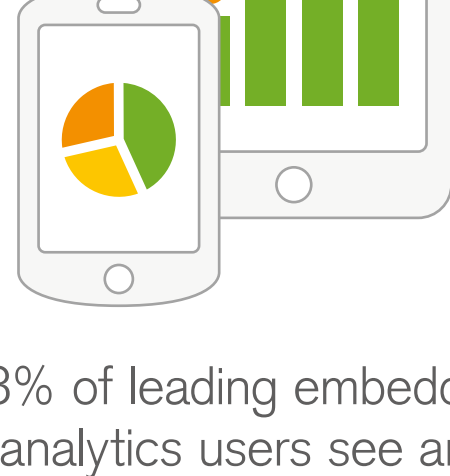
71%

Data capture & analytics

Users of embedded analytics see real results⁵



Embedded analytics users are **69% more likely to be satisfied with the accessibility of data**



63% of leading embedded analytics users see an **improvement in process cycle times**

Why is everyone talking about embedded analytics?

The four factors that make embedded analytics more important than ever

THE INTERNET OF THINGS

'By 2020, Gartner forecasts the number of IoT endpoints to reach an installed base of some 21 billion units'⁶



Embedded analytics is key to monetizing data from the IoT

CLOUD

The growth of cloud-based apps is fuelling the adoption of embedded analytics

Analytics helps users drive innovation, provide insights and improve decision-making



MOBILE

Analytics and the mobile revolution: analytics anywhere, on every device

Professionals want their applications available on-the-go, on all their devices



BIG DATA

73% of organizations have already invested or plan to invest in big data by 2016⁷

Big data's promises won't be realized unless the data can be easily analyzed

Why use the Qlik Analytics Platform?

MODERN, FLEXIBLE AND OPEN APIs & TOOLKITS

Embed visual analytics into your products using open, flexible and modern APIs

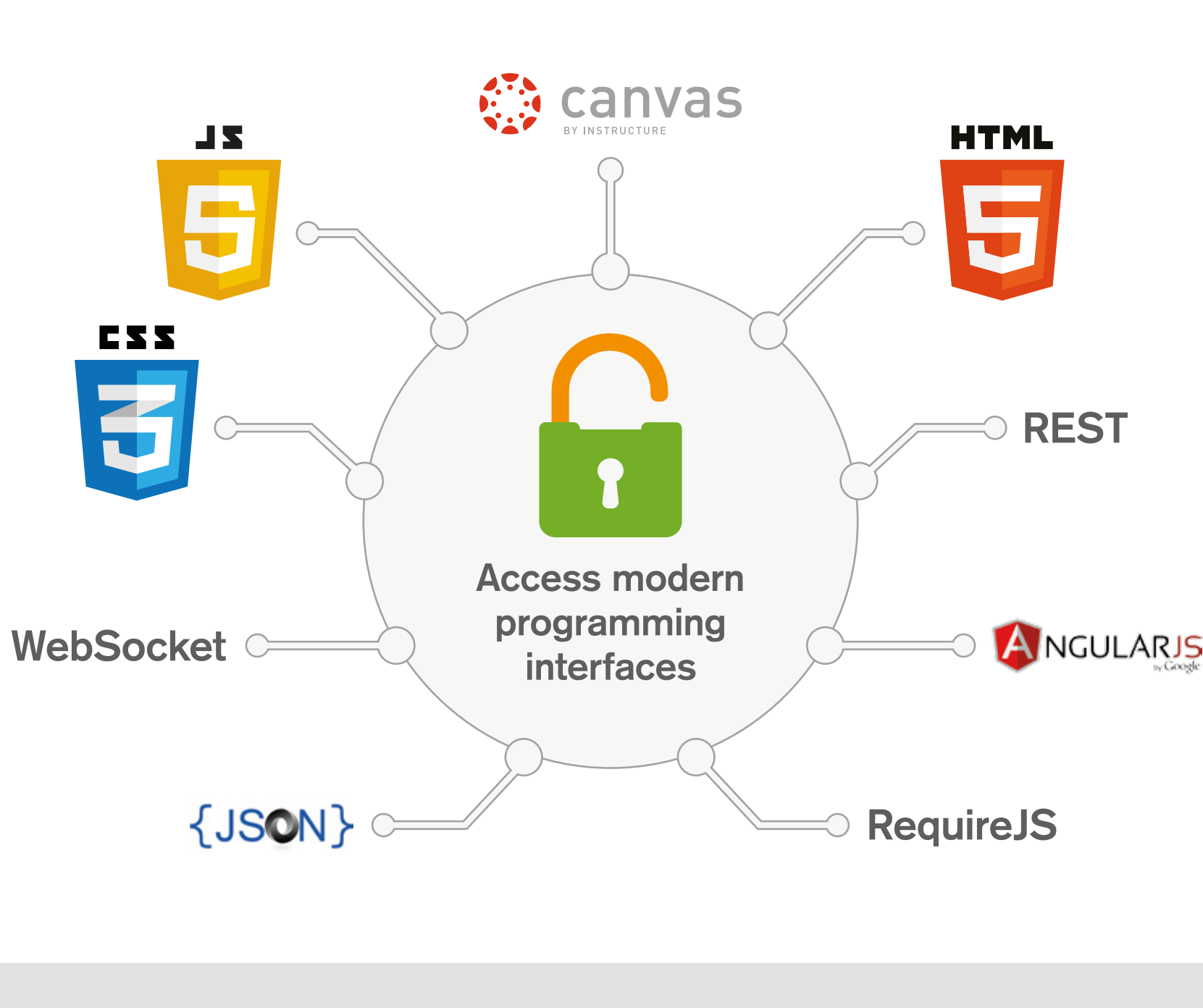
ASSOCIATIVE IN-MEMORY INDEXING ENGINE

Users of all skill levels can explore their data, asking questions without restriction



Embedded Analytics

Build beautiful data visualizations that delight users on any device



Why join the Qlik OEM Partner program?

GAIN COMPETITIVE ADVANTAGE

Differentiate products or services with a proven, best-in-class visual analytics platform

CREATE NEW REVENUE STREAMS

Increase sales of existing products and services and deliver new solutions to customers and prospects

INSPIRE CUSTOMERS

Analytics so powerful and intuitive it will delight users and increase customer value, loyalty and retention

ACCELERATE TIME-TO-MARKET

A rapid application development-environment, for building solutions in a fraction of the time it would take with alternatives

UNLEASH THE POWER OF YOUR APPS AND WEB SERVICES

with embedded analytics from Qlik.

Speak to us today to become an OEM Partner

