

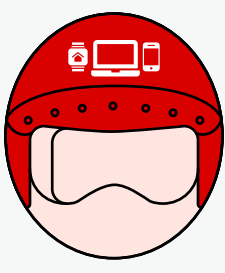
# Winning the Go-to-Market Race

Embedded analytics can fuel faster product adoption, accelerate time to market, and boost revenue.



## MEET THE DRIVERS OF EMBEDDED ANALYTICS

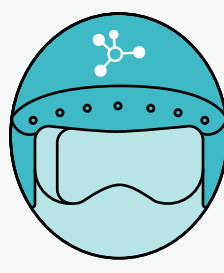
As these technologies and markets mature, they're driving demand for embedded analytics in consumer applications and business solutions:



INTERNET OF THINGS

**10%**

the amount of total world data predicted to come from the IoT by 2020<sup>1</sup>



BIG DATA

**+453%**

predicted big data market growth from 2017 to 2020<sup>2</sup>



MOBILE & CLOUD TECHNOLOGIES

**+306%**

projected growth of the mobile cloud market from 2015 to 2020<sup>3</sup>

## START YOUR ENGINES

### REV UP PRODUCT PERFORMANCE TO CASH IN ON MASSIVE GROWTH

Organizations are increasingly embedding reporting, dashboards, and interactive analysis to capture and retain market share. Here's why:

**\$48.6 BILLION**  
BIG DATA TECH & SERVICES MARKET FORECAST<sup>4</sup>

THE AMOUNT OF HIGH-VALUE DATA WILL DOUBLE<sup>5</sup>

**47% FORECASTED**  
GROWTH OF EMBEDDED ANALYTICS MARKET<sup>6</sup>



## ASSEMBLE YOUR PIT CREW

A seasoned support team is vital for speed and success.

Here's what to look for when assembling your embedded analytics support crew:

- A complete go-to-market strategy
- Dedicated OEM support
- A broad spectrum of use cases
- Comprehensive, open APIs
- A range of integration options
- Flexible licensing models
- A rapid development environment

## GAIN THE INSIDE TRACK

Here's how OEMs and enterprises believe embedded analytics will put them in the lead:<sup>7</sup>

Competitive advantage through differentiation

SOFTWARE PROVIDERS **61%**

OTHER ENTERPRISES **36%**

Attract a wider variety of customers with analytics

SOFTWARE PROVIDERS **48%**

OTHER ENTERPRISES **46%**

## FINISH AHEAD OF THE PACK

Aberdeen Group noted that the leaders in embedded analytics experienced:<sup>8</sup>

**19%**  
year-over-year increase in organic revenue

**15%**  
year-over-year growth in total customers

**12%**  
year-over-year boost in cross-sell/up-sell revenue



**FINISH**

## Ready to turbo-charge your product or service?

Qlik® is a leader in embedded analytics with more than 900 global OEM partners. Our powerful, scalable solutions can help you uncover opportunities for growth, differentiate your offerings, attract and retain customers, and accelerate your time to market.

LEARN MORE

**Qlik**  
oem.qlik.com

Qlik® is the leading visual analytics platform and the pioneer of user-driven business intelligence. Its portfolio of cloud-based and on-premise solutions meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics, regardless of where data is located. Customers using Qlik Sense®, QlikView® and Qlik® Cloud, gain meaning out of information from multiple sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik does business in more than 100 countries with over 40,000 customers globally.

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1 <http://www.computerweekly.com/news/2240217788/Data-set-to-grow-10-fold-by-2020-as-internet-of-things-takes-off>

2 <http://www.techrepublic.com/article/5-big-data-trends-that-will-shape-ai-in-2017/>

3 <http://www.businesswire.com/news/home/20161109005631/en/Global-Mobile-Cloud-Market-Worth-USD-38.4B>

4 <http://www.cio.com/article/3004512/big-data/its-predicts-big-data-spending-to-reach-48-6-billion-in-2019.html>

5 <https://www.idc.com/getdoc.jsp?containerId=269836>

6 [http://www.marketsandmarkets.com/Market-Reports/embedded-analytics-market-227756398.html?gclid=CJ\\_krWzNlCFUuSfgodRMYOgw](http://www.marketsandmarkets.com/Market-Reports/embedded-analytics-market-227756398.html?gclid=CJ_krWzNlCFUuSfgodRMYOgw)

7 Delivering Better BI: Three Reasons to Up Your Analytical Game, Aberdeen Group, January 2017, Michael Lock, Vice President & Principal Analyst, Analytics & Business Intelligence

8 Delivering Better BI: Three Reasons to Up Your Analytical Game, Aberdeen Group, January 2017, Michael Lock, Vice President & Principal Analyst, Analytics & Business Intelligence