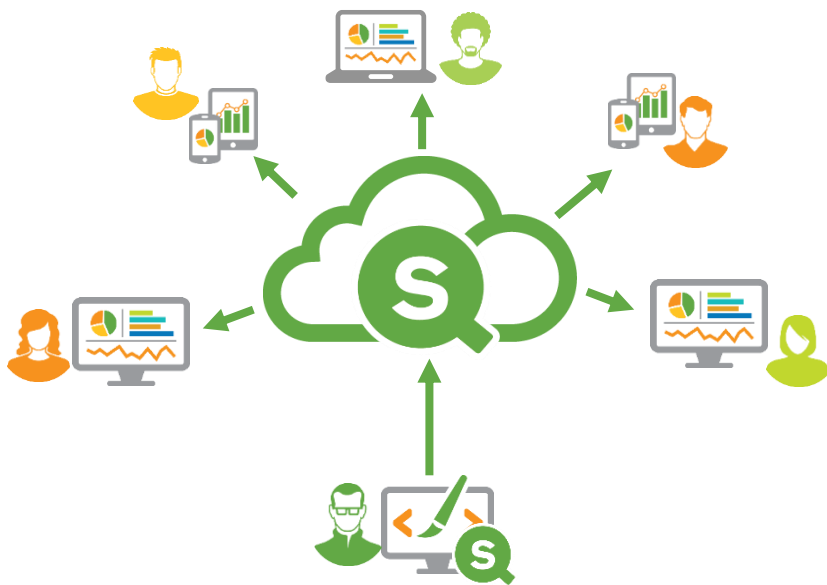




# Qlik Sense Desktop

## Data, Discovery, Collaboration in minutes

With Qlik Sense Desktop making business decisions becomes faster, easier, and more collaborative than ever. Qlik Sense Desktop puts rapid analytics and the world's first associative experience right on your desktop. Create attractive and interactive apps using a clean and modern interface that helps you answer that very important next question. Then, interact and collaborate without restriction by sharing your findings with any other Qlik Sense Desktop user or upload your findings to the Qlik Sense Cloud for secured sharing of your apps and insights with others anywhere, on any device.



Create, Upload & Share your Qlik Sense apps

### Qlik Sense Desktop

Part of the Qlik Sense family of products, Qlik Sense Desktop analytics software helps you quickly create dashboards and analyses to answer business questions.

### Qlik Associative Model

Qlik's Associative Model enables users to probe all the possible associations that exist in their data, across all of their data sources.

This means the user is not limited by predefined hierarchies or preconceived notions of how data should be related, but can finally understand and explore how it truly is related. The result: you see the whole story that lives within your data.

### Get Started for Free

Qlik Sense Desktop and Qlik Sense Cloud are available at no cost for personal and business use. Freely explore data using the world's first associative architecture. When you are ready, convert your investment to a dedicated Qlik Sense deployment. For more information, please visit [www.qlik.com](http://www.qlik.com).

## Visual Data Prep

Associate data from multiple tables through a visual drag and drop interface. The QIX engine automatically profiles the data and suggest the most relevant associations between tables. Users can accept the recommendations or change as needed.

## Data Load Editor

Advanced interface to connect to files, databases and multiple data sources, including native OLE DB or ODBC interfaces and custom connectors to other data sources. Use the robust and popular Qlik scripting syntax used to augment, manipulate and transform data.

## Qlik Connectors™

Enable holistic, data-driven decisions by easily accessing disparate data from wherever its located — on-premises or in the cloud.

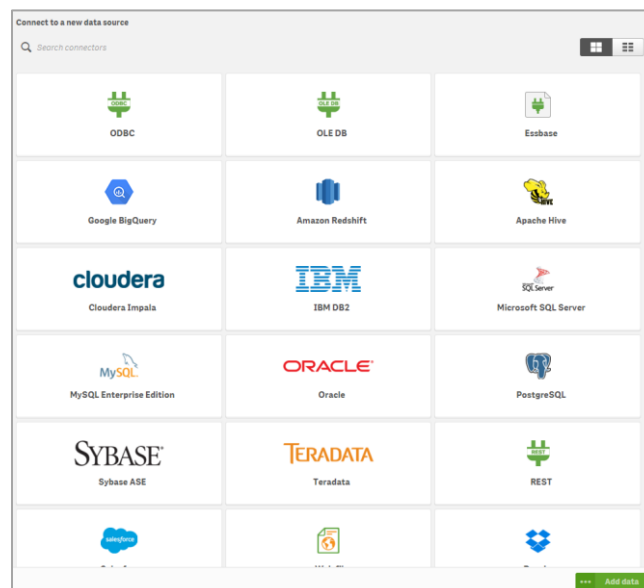
## Quick and Easy Data Loading

Organizational data exists in many sources and formats. Qlik Sense Desktop can connect to them all without any predefined setups or advanced requirements. Connect to files, databases, Big Data and much more using a set of both standard and custom data connectors. Quickly load and associate data using Visual Data Prep and if needed perform advance transformations using the Data Load Editor. Qlik Sense Desktop accommodates all types of data analyses from those that are simple to the more advanced.

The screenshot shows the Qlik Sense Desktop interface. At the top, there's a navigation bar with 'Sales Performance' and 'Load data'. Below that is a data model diagram with nodes for 'Products', 'Categories', 'Orders', 'Customers', and 'Status'. The 'Orders' node is the central hub, connected to 'Products', 'Categories', 'Customers', and 'Status'. Below the diagram is a table with columns for 'Customers' and 'Orders'. The 'Customers' table has columns: Country, CustomerName, CustomerNumber, Fax, Phone. The 'Orders' table has columns: OrderID, OrderDate, Orders.CustomerID, EmployeeID, ShipperID, Orders.ProductID. The table contains data for various countries like France, Venezuela, and Ireland.

Customers					CustomerID-CustomerNumber		Orders.CustomerID		Orders		
Country	CustomerName	CustomerNumber	Fax	Phone	OrderID	OrderDate	Orders.CustomerID	EmployeeID	ShipperID	Orders.ProductID	
France	Design	41	61.77.61.11	61.77.61.10	10248	10/1/2014	39	9	2	30	
France	Art et Fashion	84	78.32.54.87	78.32.54.86	10248	10/1/2014	39	9	2	43	
Venezuela	El Abrigo Mortal	33	(2) 283-3397	(2) 283-2951	10248	10/1/2014	89	6	2	2	
Ireland	Boleros	37	NULL	NULL	10249	10/1/2013	89	6	2	21	
Finland	Kivimies	16	(11) 855.0100	(11) 855.7391	10249	10/1/2013	89	9	2	13	

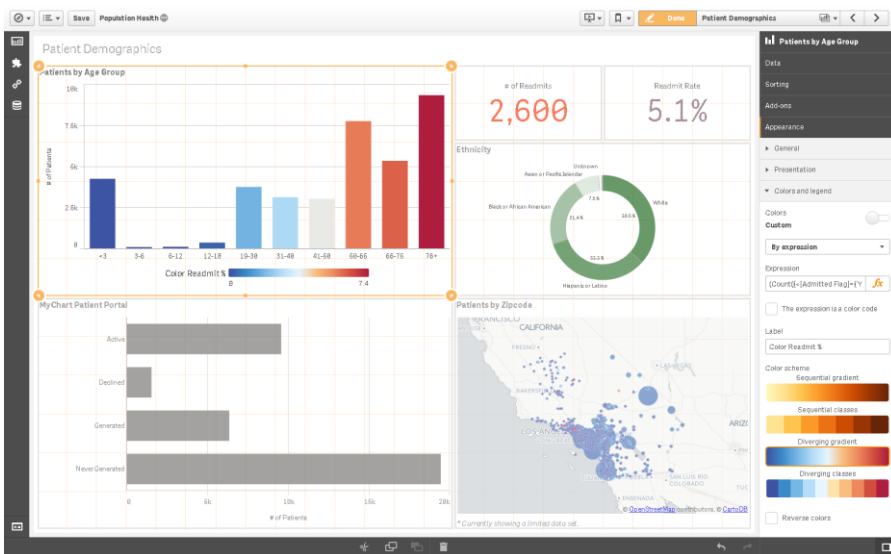
Visual Data Prep enables anyone to associate multiple data sources without advance querying or data modelling skills



Qlik Connectors™ - access you data wherever it is located.

# Self-Service Visualization and Discovery

Qlik Sense Desktop allows you to create apps and visualizations quickly by using an intuitive design and navigation paradigm that works well on both computers and mobile devices. In a few clicks, combine multiple data sets into a single responsive view. Drag and drop charts, tables and filters that are synced automatically to Qlik's in-memory data model; no manual data linking required. Qlik Sense Desktop eliminates the need for multiple data gathering and design tools; reducing IT bottlenecks and extensive data preparation.



Intuitive, responsive design with smart visualizations

## Smart Visualizations

Qlik Sense offers the right visualization for the task, in a way that enhances your ability to explore data, without the need of a visualization expert. Select from chart objects that automatically scale based on screen space; from thumbnails to full screen, whether on a computer or mobile device. Qlik Sense applies intelligent use of color based on human perception of difference using divergent or sequential gradients allowing the meaning in data to become readily apparent. Add text, images and filters to enhance your app, providing associative selections and additional context.

## 'Progressive' Creation

Complexity of development capabilities are only revealed as you need or want it. Business users can drag predefined visualizations onto a sheet from the library, or they can use pre-defined dimensions or measures to create new visualizations. As allowed, users can create measures and dimensions, or adjust properties and more capabilities are revealed as needed. Qlik Sense allows users to do what they are capable of, maximizing the value of their experience

## Qlik Sense Apps

A Qlik Sense app is a collection of reusable objects such as sheets, bookmarks, stories, measures, dimensions and predefined visualizations. A self-contained entity that includes the data to be analyzed, in a structured data model.

## Qlik Sense Sheets

Sheets contain charts, tables, images and filters creating an interactive data visualization experience. A Qlik Sense app can include one or several sheets. Selections made in one sheet effect visualizations in another.

## Visualizations

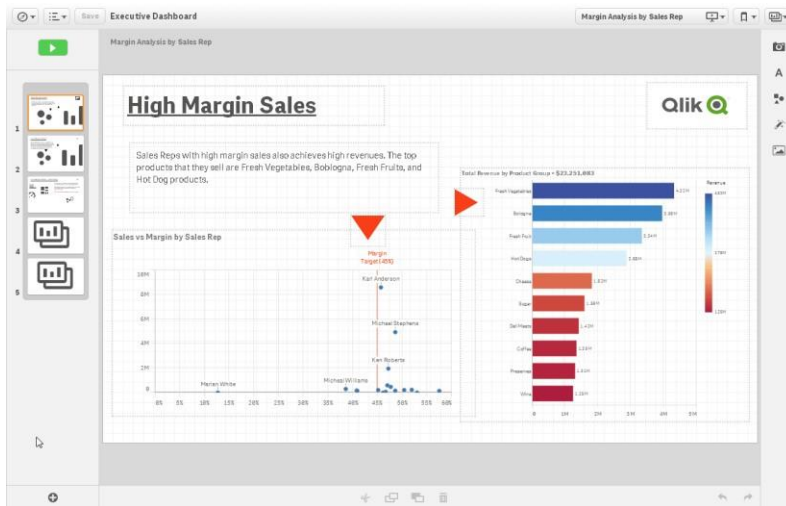
Created using the chart library and are used to present the data that is loaded into the app. The selections you make in the app are reflected in all associated visualizations on all sheets.

## Responsive Design

Ensures navigation and user interface elements are adapted to work and fit appropriately regardless of what device and browser size you are using.

## Communicate findings & Collaborate

Data Storytelling is a compelling capability that allows knowledge workers to capture and present their insights at a point in time. It is a new way to think about presenting business cases based on data. In data storytelling, the data always takes center stage.



Assemble snapshots of your visualizations along with graphics and text.

Data stories permit an analyst the ability to create a guided story (pathway) through a set of analysis – ensuring that decision makers get a clear picture of the business case in an environment where there is trust in the data and an ability to reproduce results. This allows the focus of the conversation to be around the data – not in its lineage. At any time the analyst is able to link back to the live analytical application in the context of the story and answer unforeseen questions.



Storytelling drives communication and facilitated group decisions

### Stories

Communicate your insights by assembling snapshots of visualizations on slides in a presentation that you can share.

### Snapshots

Graphical representation of the captured state of a visualization object at a certain point in time. It is used with other objects in the media library to create a story. Each snapshot contains a bookmark back to the original context so that you quickly get access to the live data.

### Effect Library

Capabilities such as the ability to add effects to graphs, makes it easy for analysts to highlight key points and keep the conversation focused where you want it.

## Qlik Sense Cloud

Unleash the power of Qlik Sense through our SaaS offering. You can create and share fully interactive Qlik Sense apps with your network through a range of free and subscription-based cloud services.

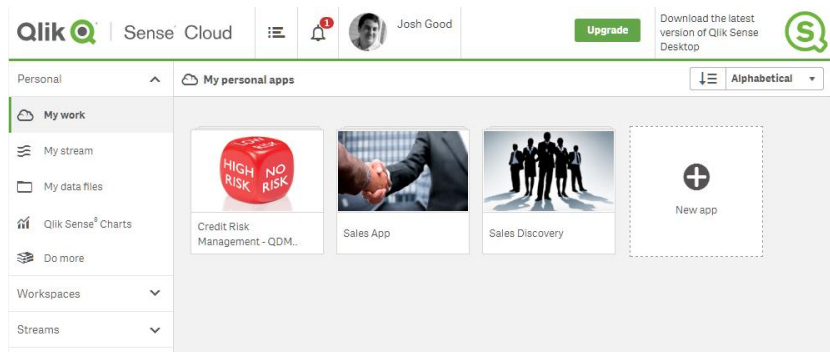
## Get Started for Free

Qlik Sense Desktop and Qlik Sense Cloud are available at no cost for personal and business use. Freely explore data using the world's first associative architecture. When you are ready, convert your investment to a dedicated Qlik Sense deployment. For more information please visit [www.qlik.com](http://www.qlik.com).

## Share it with others

Qlik Sense Cloud is a cloud based service allowing for the sharing of Qlik Sense analysis apps without the limitations of a desktop-based software environment. People can upload apps, created by Qlik Sense Desktop, to Qlik Sense Cloud for other users to explore. Experienced Qlik Sense Apps on any device, including mobile devices that support an HTML5-compliant browser. Simply register and upload to Qlik Sense Cloud to begin sharing with others.

[www.qlik.com/cloud](http://www.qlik.com/cloud)



### Qlik Sense Cloud Enables Others to Explore Your Apps

You can also share your apps directly with other Qlik Sense Desktop users. Qlik Sense apps ('QVFs') contain all the data and visualizations you created. Send the app to another Qlik Sense Desktop user to be used locally. Get started today by downloading Qlik Sense Desktop from [www.qlik.com/download](http://www.qlik.com/download).