

The BI Survey 18

The world's largest survey of BI software users

This product is a specially produced
summary of the headline results for

Qlik

 **BARC**
A CXP GROUP COMPANY



KPI results

6 top-rankings
and
30 leading positions
in 4 different peer groups.

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Recommendation

98%
of surveyed users
would **recommend***
Qlik Sense.

* Based on the aggregate of
"Definitely", "Probably" and "Maybe".

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Query performance I

52%
of surveyed users
chose Qlik Sense because
of its **fast query
performance.***

* Compared to **29%** for the average
BI tool.

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Data volume

40%
of surveyed users
chose Qlik Sense
because of its
**large data handling
capacity.***

* Compared to **19%** for the average
BI tool.

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Query performance II

For the **3rd** year
in a row Qlik Sense ranks
number 1 for **query
performance** in the data
discovery-focused
products peer group.

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KPI results

18 leading positions

in 3 different peer groups.

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Recommendation

95%

of surveyed users would **recommend*** QlikView.

* Based on the aggregate of "Definitely", "Probably" and "Maybe".

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Query performance

57%

of surveyed users chose QlikView because of its **fast query performance.***

* Compared to **29%** for the average BI tool.

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Understanding

80%

of surveyed users rate the **ability** of Qlik **to understand their organization's needs as good or very good.**

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Support

69%

of surveyed users rate the **implementer support** from QlikView as **good or excellent.**

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Qlik overview

Qlik, originally founded in 1993 in Lund, Sweden, moved its headquarters to the United States in 2005 after raising funds from several venture capital firms. QlikView, the company's virtually unknown product at the time, was very aggressively marketed after the VC investment. This created enormous attention and traction, and in 2010 Qlik went public on NASDAQ. Qlik was acquired by the private equity company Thoma Bravo and was delisted from the stock exchange in 2016.

Until the general availability of Qlik Sense in 2014, Qlik was a one-product company. Today, the vendor provides a portfolio of visual analytics offerings. With these, Qlik focuses on integrating different data sources and providing people with its platform as well as supporting analysis using its associative model.

Qlik peer groups

Qlik Sense features in the 'Large international BI vendors', 'Embedded analytics-focused products', 'Data discovery-focused products' and 'Self-service reporting-focused products' peer groups. QlikView features in 'Large international BI vendors', 'Data discovery-focused products' and 'Dashboarding-focused products'.

QlikView is a dashboard and 'associative' analysis product based on in-memory technology, and was the first product in the 'data discovery' category. It is positioned as a solution for building guided analytic apps targeted at business users, enabling them to analyze data without going to an expert for a new report or dashboard.

Qlik Sense is a visual analysis and data discovery product based on Qlik's in-memory technology. It is particularly suitable for interactive, visual and set-oriented analysis, data discovery and dashboard design. In general, it addresses a mixture of use cases from self-service data visualization to building guided analytical apps to embedded analytics. It covers analysis, dashboard and reporting creation and is strongly focused on business analysts and more casual business users.

Qlik customer responses

This year we had 61 responses from Qlik Sense users and 200 responses from QlikView users.



The BI Survey 18 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2018. In total, 3,045 people responded to the survey with 2,569 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 18 examines user feedback on BI product selection and usage across 30 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for Qlik. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).

The KPIs

The BI Survey 18 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 18 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

Peer Groups Overview

[Large enterprise BI platforms:](#) Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

[Dashboarding-focused products:](#) Includes products that focus on creating advanced and highly sophisticated dashboards.

[Self-service reporting-focused products:](#) Includes products that focus on self-service reporting and ad hoc analysis.

[OLAP analysis-focused products:](#) Includes products that focus on analysis in dimensional and hierarchical data models.

[Data discovery-focused products:](#) Includes products that focus on visual data discovery and advanced data visualization.

[Integrated performance management products:](#) Includes products that provide integrated functionality for BI and performance management.

[Large international BI vendors:](#) Includes products from companies with annual revenues of \$200m+ and a truly international reach.

[EMEA-focused vendors:](#) Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

[Americas-focused vendors:](#) Includes products from vendors that have a significant presence in - and focus on - the Americas region.

[Embedded analytics-focused products:](#) Includes reporting and analytics products that can be embedded in other business applications.

Qlik Sense





Peer Group
Large international BI vendors

1. Top-ranked in
 Ease of use
 Query performance
 Performance satisfaction
 Visual analysis

Leader in
 Business benefits
 Project success
 Business value
 Recommendation
 Vendor support
 Implementer support
 Customer satisfaction
 Self-service
 Flexibility
 Customer experience
 Mobile BI
 Operational BI
 Location intelligence
 Data preparation
 Innovation

Peer Group
Data discovery-focused products

1. Top-ranked in
 Query performance

Leader in
 Performance satisfaction
 Customer experience
 Visual analysis
 Data Preparation


Peer Group
Self-service reporting-focused products

Leader in
 Query performance
 Performance satisfaction
 Visual analysis
 Data Preparation
 Considered for purchase

Peer Group
Embedded analytics-focused products

1. Top-ranked in
 Visual analysis

Leader in
 Query performance
 Performance satisfaction
 Customer experience
 Data Preparation
 Considered for purchase
 Competitiveness

 **BARC Summary**

Performance is the clear highlight for Qlik Sense customers this year. The product seems to be well-known for its good performance and appears to keep its promises in this regard. Thanks to its mature, sophisticated in-memory engine, Qlik Sense achieves top and leading ranks in the 'Query performance' KPI and the aggregated 'Performance satisfaction' KPI.

Qlik Sense is clearly a business user friendly solution which is equipped with ever more user guidance functions from release to release. A higher frequency of customers say they use it for self-service tasks than users of products from other large international BI vendors.



The BI Survey 18 BI User Review Matrix - Peer group: Large international BI vendors



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The BI Survey 18 Qlik Sense top ranks

Top-ranked in **4** categories
Peer Group: Large international BI vendors

Leader in **15** categories
Peer Group: Large international BI vendors

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Top-ranked in **Ease of use**
Peer Group: Large international BI vendors

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Top-ranked in **Performance satisfaction**
Peer Group: Large international BI vendors

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Top-ranked in **Query performance**
Peer Group: Large international BI vendors

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Top-ranked in **Visual analysis**
Peer Group: Large international BI vendors

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Top-ranked in **1** category
Peer Group: Data discovery-focused products

Leader in **4** categories
Peer Group: Data discovery-focused products

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Top-ranked in **Query performance**
Peer Group: Data discovery-focused products

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Top-ranked in **1** category
Peer Group: Embedded analytics-focused products

Leader in **6** categories
Peer Group: Embedded analytics-focused products

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Top-ranked in **Visual analysis**
Peer Group: Embedded analytics-focused products

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Leader in **5** categories
Peer Group: Self-service reporting-focused products

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Customer Quotes

Qlik Sense has provided great enterprise value and strongly enhanced the analytical leverage of our company. Outcomes, and therefore, now expectations, are improved.

 BI-SURVEY.com

Person responsible/Project manager for departmental BI, insurance, 101-2,500 employees

Probably the best all-around BI solution; excellent performance, ease of use, and affordable.

 BI-SURVEY.com

Person responsible/Project manager for BI from IT department, agriculture, 101-2,500 employees

Modern, clean tool that is fast to set up and use both from a developer and user perspective. Helps us get BI content out to wider areas of our organisation and improve data literacy with all users. Is very extendable with extensions and extra content to cover a wide range of use cases including external publication to the web or external users.

 BI-SURVEY.com

Member of a cross-departmental BI team, insurance, 101-2,500 employees

Incredible interface for business users, easy to load data in multiple formats via diverse channels, and excellent online support and community!

 BI-SURVEY.com

Member of a cross-departmental BI team, banking and finance, 101-2,500 employees

Qlik Sense is loved by everyone. Easy to use and extremely flexible for end users. Detailed and programmable by IT. We also love the capabilities that extensions bring to the product.

 BI-SURVEY.com

CIO/Head of IT, process industry, >2,500 employees





User and Use Case Demographics

BARC Comment

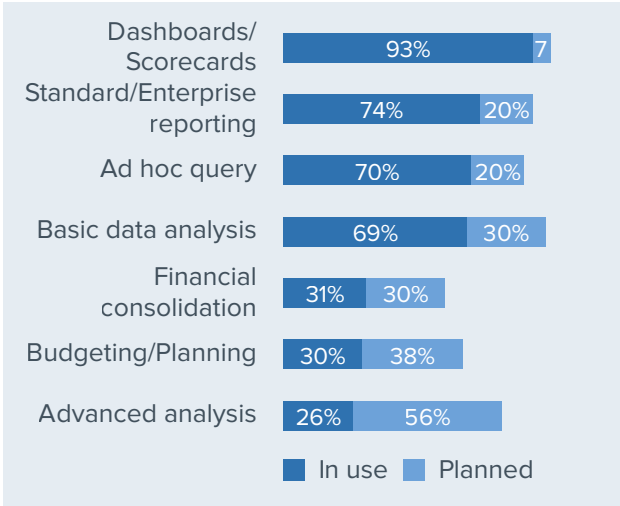
Dashboard creation is a particular focus of the solution with 93 percent of respondents (up from 74 percent last year) using it to create these interactive aggregated views on data. Besides implementing BI applications and providing them on web or mobile clients, Qlik Sense was also designed to support embedding scenarios, thus enabling these to be integrated in the software of the customer's choice.

Around 70 percent of users use Qlik Sense for standard reporting, ad hoc query and basic data analysis. Like last year, 26 percent use the product for advanced analysis and a further 56 percent plan to use it for this purpose in the future. This is definitely a trend customers are looking to adopt.

Qlik Sense is mostly deployed in mid-sized to large organizations in mid-sized usage scenarios, serving a slightly above average percentage of employees in customer companies.

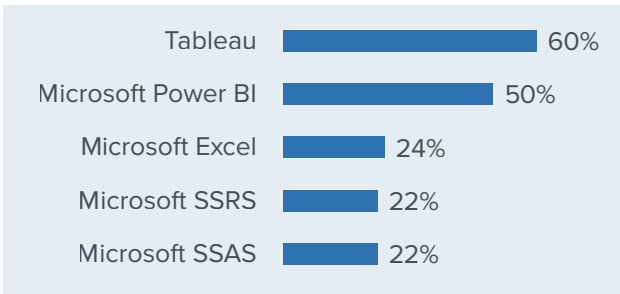
Current vs. planned use

n=58



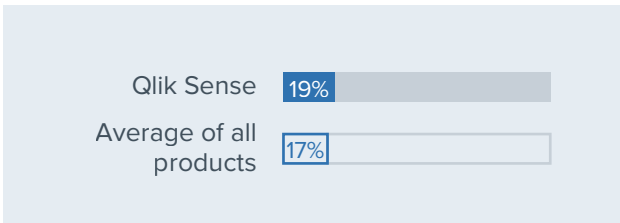
5 products most often evaluated in competition with Qlik Sense

n=58



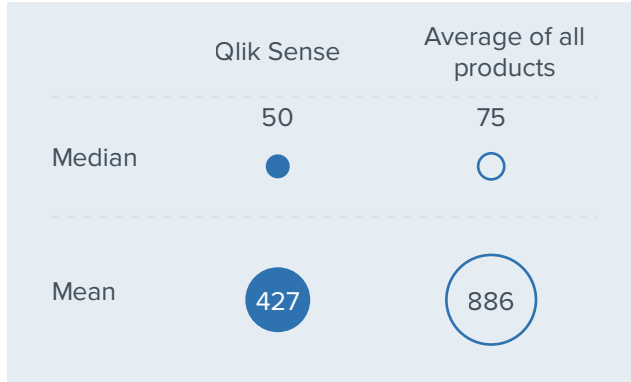
Percentage of employees using Qlik Sense

n=61



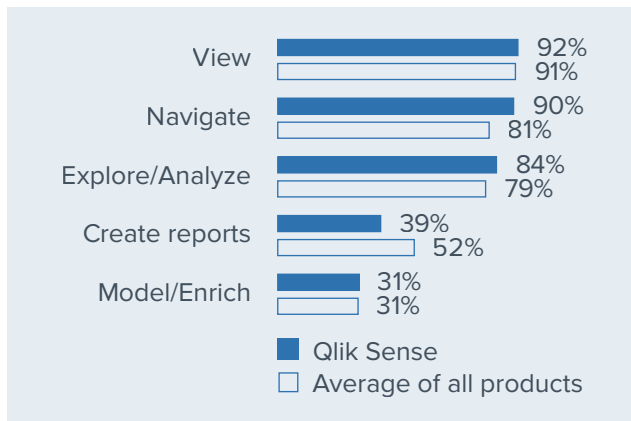
Number of users using Qlik Sense

n=61



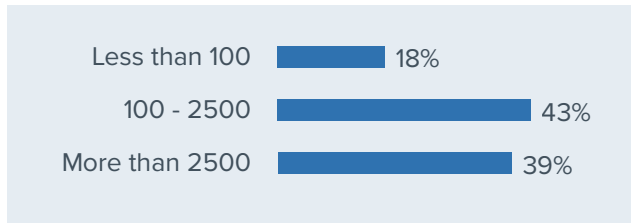
Tasks carried out with Qlik Sense by business users

n=61



Company size (employees)

n=61



Business benefits & Project success



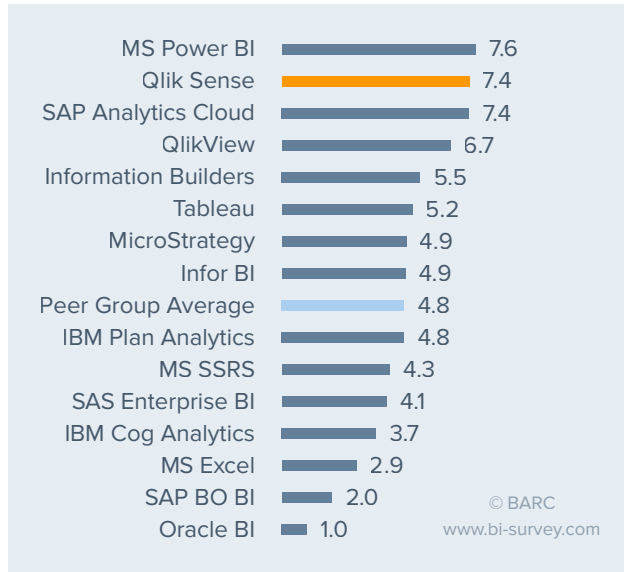
The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

The 'Project success' KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Business benefits – Leader



Peer group: Large international BI vendors



Business benefits

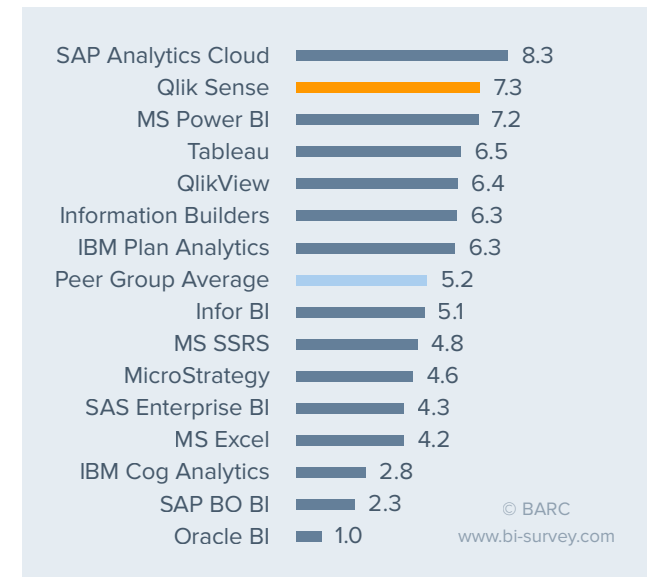


The 'Business benefits' KPI assesses a software's ability to serve the customer with additional value-adds. We measure it using a number of sub-criteria focused not only on typical improvements a BI solution can bring, such as improved reporting or analysis, but also benefits customers gain from implementations such as customer or employee satisfaction. Qlik Sense customers claim to make better business decisions and experience improved employee satisfaction when using the product. Compared to other vendors in The BI Survey, Qlik is also able to help increase its customers' competitive advantage and revenues. This positive user feedback leads to a second position in the 'Large international BI vendors' peer group.

Project success – Leader



Peer group: Large international BI vendors



Project success



Successful projects lay an important base for a solution's future adoption within a company as well as influencing the wider spread of a product via word of mouth. We measure 'Project success' by reviewing outcomes such as implementation satisfaction level as well as looking at the frequency of projects completed on time and on budget. The average Qlik Sense implementation takes 3.88 months, which fits well with the mostly dashboarding use cases it serves. Customers seem satisfied with their projects in terms of quality, time and budget. As a result, Qlik Sense receives very good feedback for 'Project success' compared to other large international BI vendors.

Business value & Recommendation



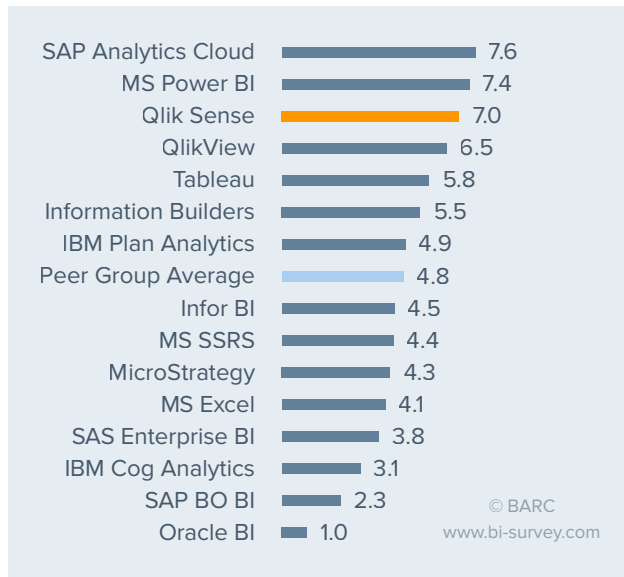
The 'Business value' KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

The 'Recommendation' KPI is based on the proportion of users that say they would recommend the product to others.

Business value – Leader



Peer group: Large international BI vendors



BARC Viewpoint

Business value

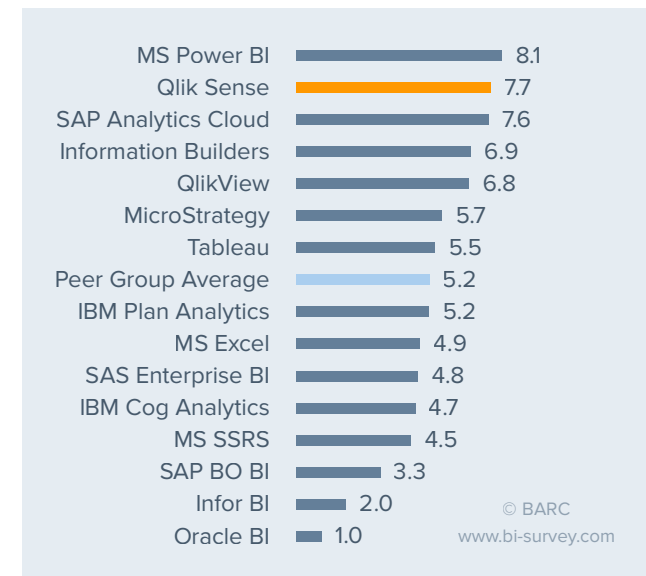


We measure the overall value of a product by aggregating the results of the ‘Business benefits’, ‘Project success’ and ‘Project length’ KPIs. Qlik Sense customers can create ad hoc visualizations, dashboards and perform analyses, as well as having functionality to create standard/enterprise reports with Qlik NPrinting. This breadth of use, especially the product’s dashboard capabilities, is popular with customers. Typically, the implementation of sophisticated dashboard applications and reports take time. Qlik Sense balances implementation time, budget and business benefits well enough to rank among the leading large international BI vendors in the aggregated ‘Business value’ KPI.

Recommendation – Leader



Peer group: Large international BI vendors



Recommendation

BARC Viewpoint

‘Recommendation’, which measures the proportion of customers who say they would recommend the product to others, is among the most important KPIs in The BI Survey. A recommendation can help tip the balance in a tight head-to-head software evaluation project. Qlik Sense is a business user oriented product that provides good self-service, flexibility and benefits to its customers. Survey respondents report successful projects, which are well supported by the vendor and implementers. As a result, most customers are willing to recommend the solution to others. Qlik Sense takes second spot in the ‘Large international BI vendors’ peer group for the ‘Recommendation’ KPI.

Implementer support & Vendor support



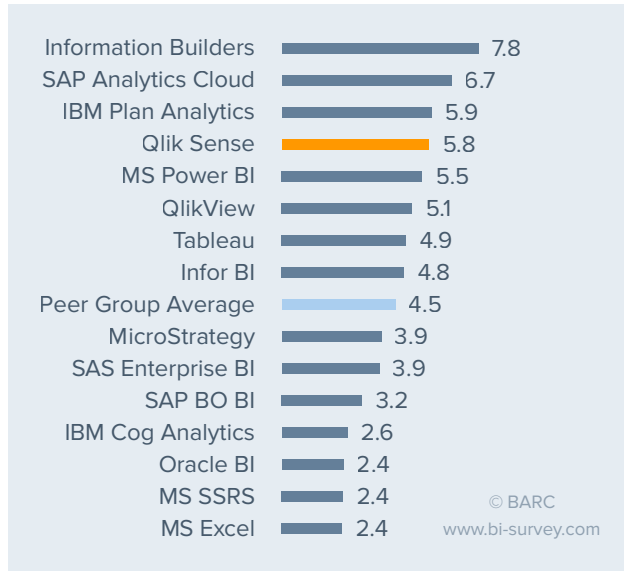
The 'Implementer support' KPI measures user satisfaction with the level of the implementer's support for the product.

The 'Vendor support' KPI measures user satisfaction with the level of vendor support provided for the product.

Implementer support – Leader



Peer group: Large international BI vendors



BARC Viewpoint

Implementer support

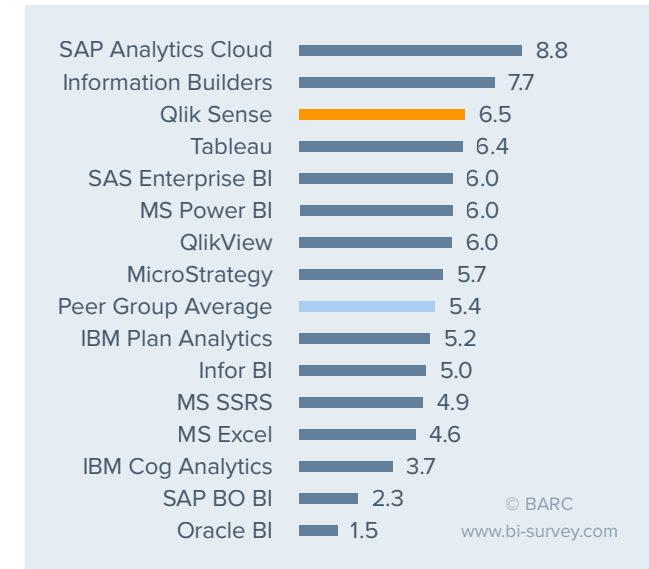


Qlik has a strong network of implementers and solution and technology partners all over the world. For a large international BI vendor, it can be a challenge to keep all partners trained and up-to-date and to ensure they complete their projects to a high standard. For younger products with short release cycles, this undertaking becomes even harder to achieve. Qlik now ships quarterly releases of Qlik Sense, which partners and customers have to keep track with. Customers indicate that this balancing act seems to work well compared to other large international BI vendors.

Vendor support – Leader



Peer group: Large international BI vendors



Vendor support

BARC Viewpoint

Qlik has grown from a specialized one-product vendor into a large international vendor with a BI platform consisting of several different products. Supporting all customers with equal quality can be challenging for a growing company, and is complicated further when an increasing number of products, projects and services have to be delivered. Qlik seems to do a good job in supporting its Qlik Sense customers. Compared to other large international BI vendors, Qlik achieves a leading position in the 'Vendor support' KPI.

Query performance

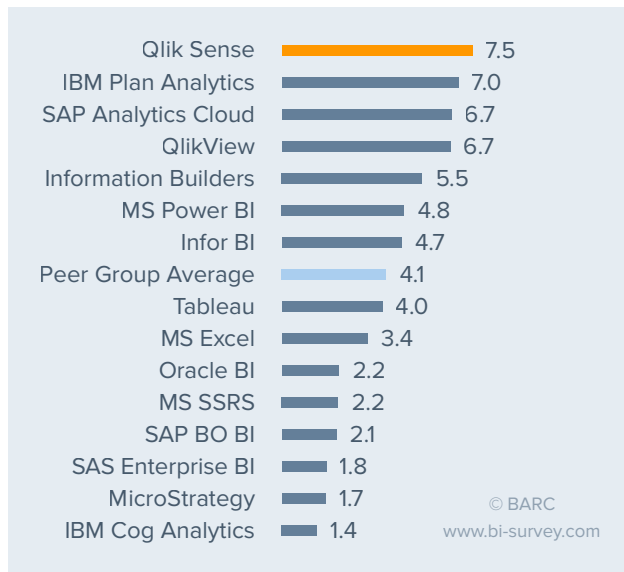


This KPI is based on how quickly queries respond
(adjusted by data volume).

Query performance – Top-ranked



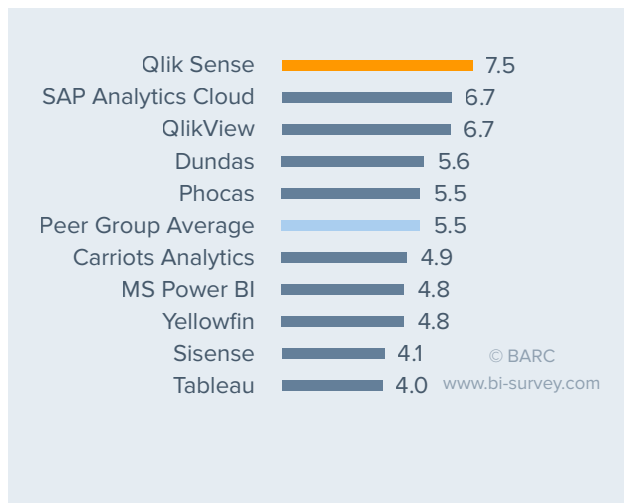
Peer group: Large international BI vendors



Query performance – Top-ranked



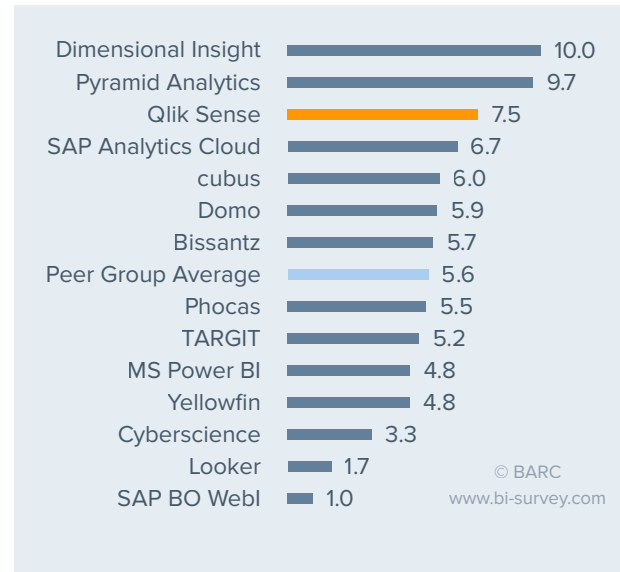
Peer group: Data discovery-focused products



Query performance – Leader



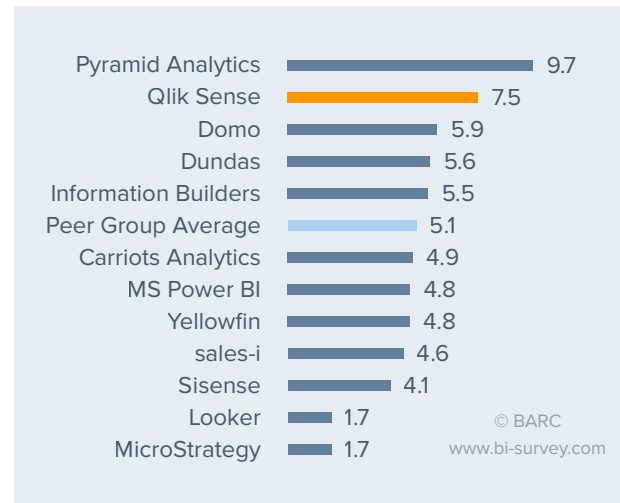
Peer group: Self-service reporting-focused products



Query performance – Leader



Peer group: Embedded analytics-focused products



Query performance

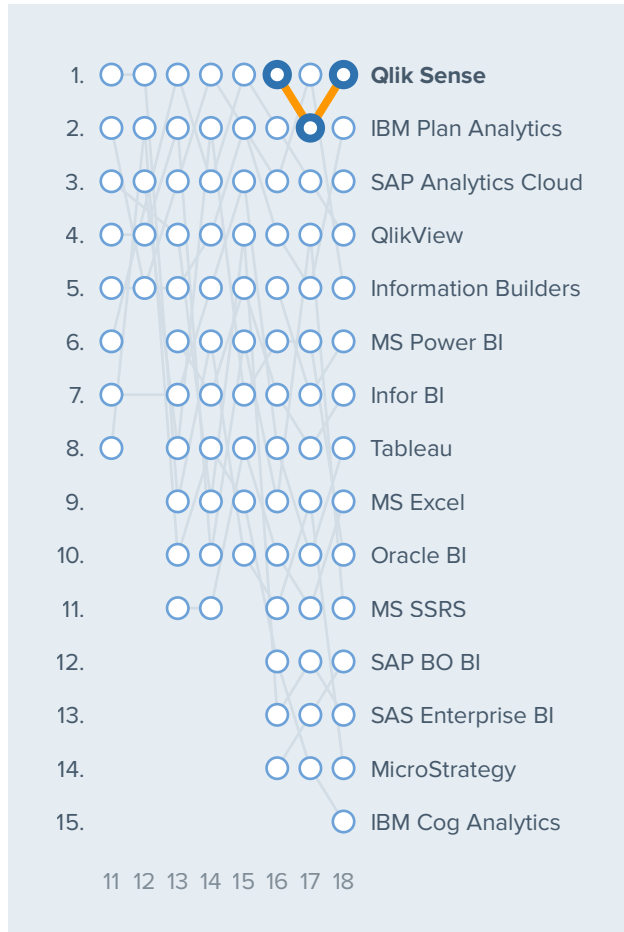


BARC Viewpoint

In the software selection projects we have worked on, business users regularly name performance as one of the most important criteria when choosing a product. Consequently, it is one of the most important drivers for project success and user acceptance. Qlik Sense seems to be well known for good performance as it is the most frequently cited reason for purchasing the software. It uses a mature and proven in-memory engine to process data, giving the product the ability to speed up queries. Qlik Sense ranks number one in two of its peer groups and is among the leaders in two more in this KPI.

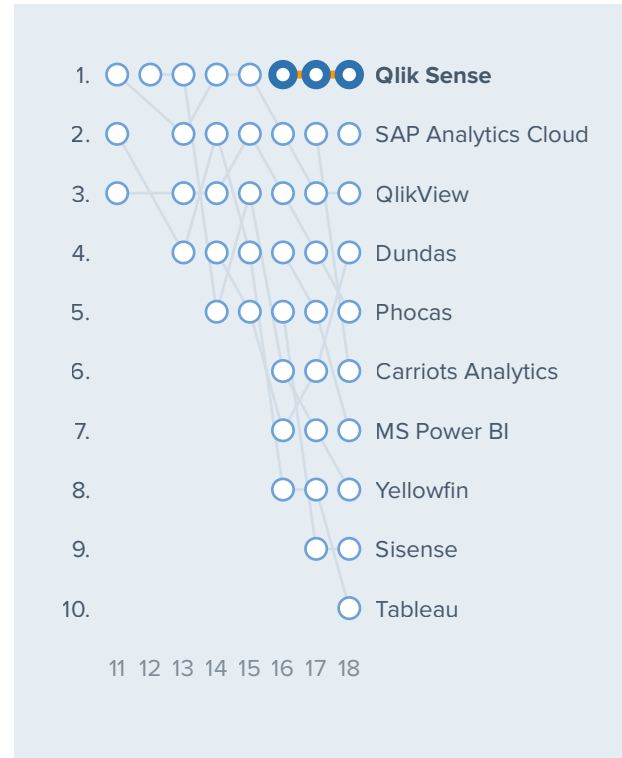
Consistently outstanding in query performance

Peer group: Large international BI vendors



Consistently top-ranked in query performance

Peer group: Data discovery-focused products



Customer satisfaction & Self-service



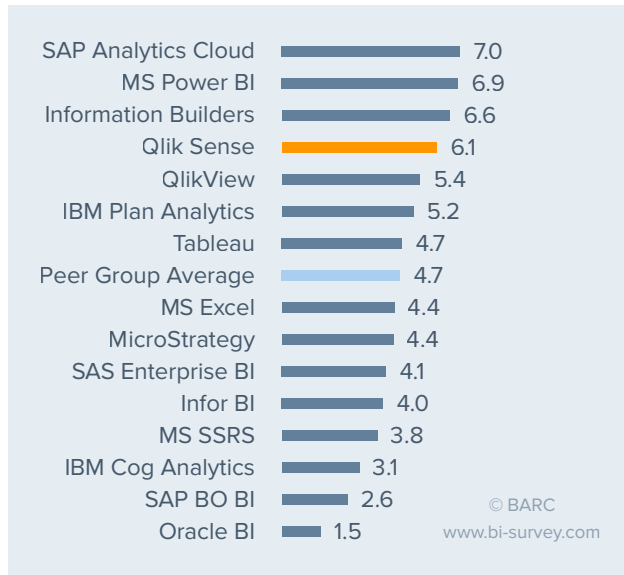
The 'Customer satisfaction' KPI combines the 'Price-to-value', 'Recommendation', 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs.

The 'Self-service' KPI is based on how many sites currently use self-service features with their BI tool.

Customer satisfaction – Leader



Peer group: Large international BI vendors



Customer satisfaction

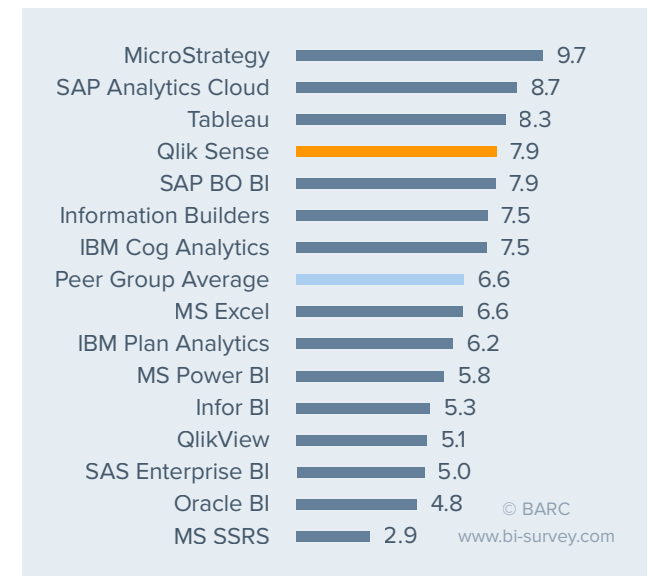


Measuring customer satisfaction, a very difficult and often subjective impression, is quite challenging. To calculate this KPI we combine the 'Price-to-value', 'Recommendation', 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs. The goal is to reflect product-related satisfaction together with vendor/implementer-related customer opinion. Qlik Sense receives high recommendation rates and good vendor and implementer support feedback compared to its peers in the 'Large international BI vendors' peer group, which propel it into a leading position.

Self-service – Leader



Peer group: Large international BI vendors



Self-service



Qlik Sense was designed as an ad hoc visualization product to accompany QlikView for additional self-service tasks. Over the years, Qlik Sense has evolved into a platform with a broader scope without losing its business user focus. The product supports data preparation tasks using wizards. In recent releases, Qlik has invested in a stronger "ad hoc nature" by suggesting visualizations based on users' previous choices. These improvements give customers a greater deal of self-service. Compared to customers of other large international BI vendors, Qlik Sense users are among the most likely to perform self-service BI tasks.

Flexibility & Ease of use



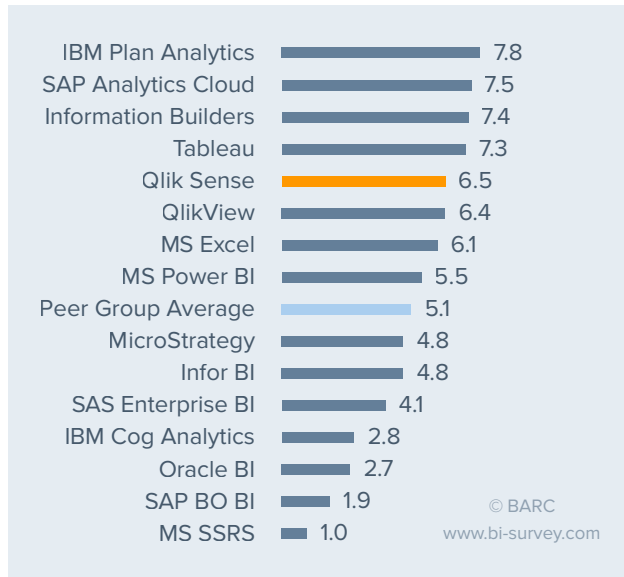
The 'Flexibility' KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

The 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Flexibility – Leader



Peer group: Large international BI vendors



BARC Viewpoint

Flexibility

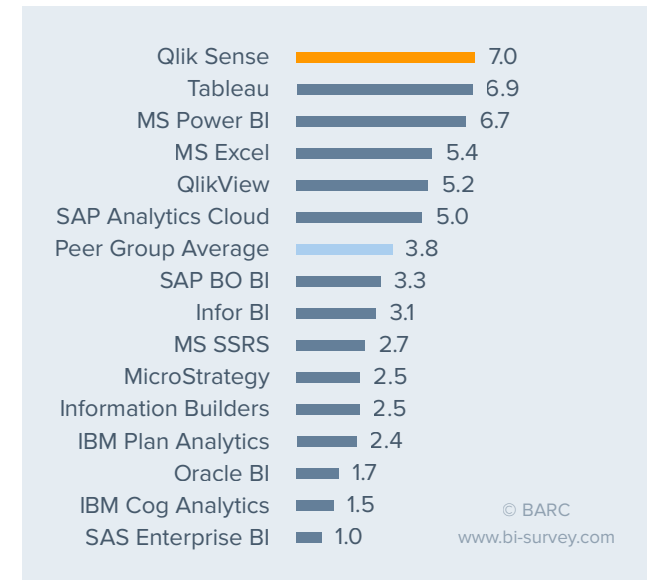


Qlik Sense is among the leading products from large international BI vendors for flexibility. To calculate this KPI we take into account buying reasons as well as problems encountered post implementation. Customers choose Qlik Sense for its flexibility as often as the average of other products. And a slightly below average 8 percent of users claim to have issues with flexibility once Qlik Sense has been deployed. This suggests that Qlik does not make a great play of Qlik Sense's flexibility in pitches, and customers are reasonably happy with the flexibility the product delivers. In fact, Qlik Sense was designed as a flexible and extensible solution. The vendor exposes a vast number of APIs, which can be used to extend or embed the product.

Ease of use – Top-ranked



Peer group: Large international BI vendors



Ease of use

BARC Viewpoint

Qlik Sense's rating for 'Ease of use' is above average in all its peer groups and is the highest in the 'Large international BI vendors' peer group. 'Ease of use for recipients' and 'ease of use for designers' are vital to wide deployments of BI and analytics software, and to actively engage users. Both are reported as among the top reasons for choosing Qlik Sense. 'Ease of use' saw significant improvements this year and rose from below to above average as a result of the overall improvement of the product. The addition of more data preparation and analysis guidance is reflected in better customer feedback.

Performance satisfaction

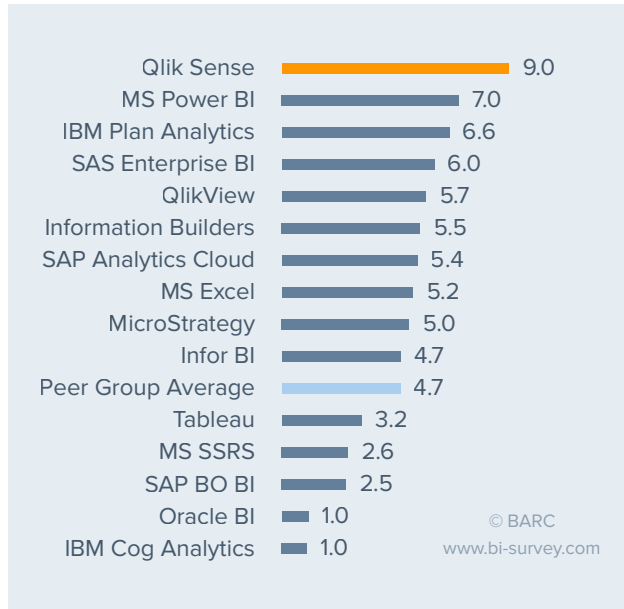


This KPI measures the frequency of complaints about the system's performance.

Performance satisfaction – Top-ranked



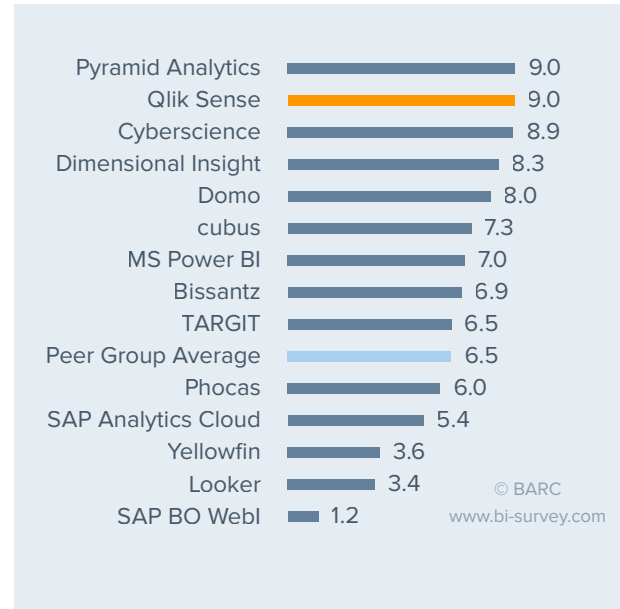
Peer group: Large international BI vendors



Performance satisfaction – Leader



Peer group: Self-service reporting-focused products



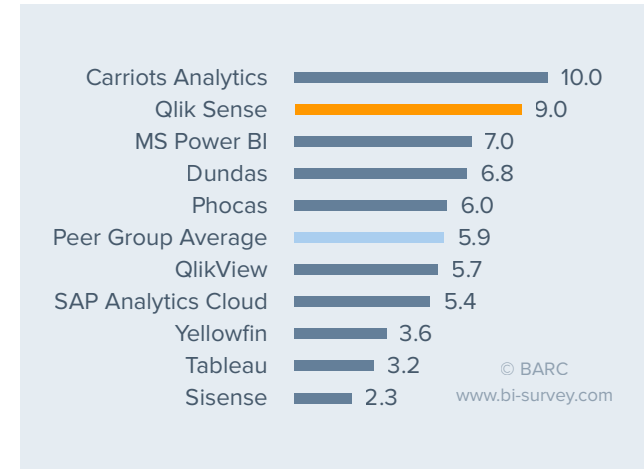
Performance satisfaction



Performance satisfaction – Leader



Peer group: Data discovery-focused products



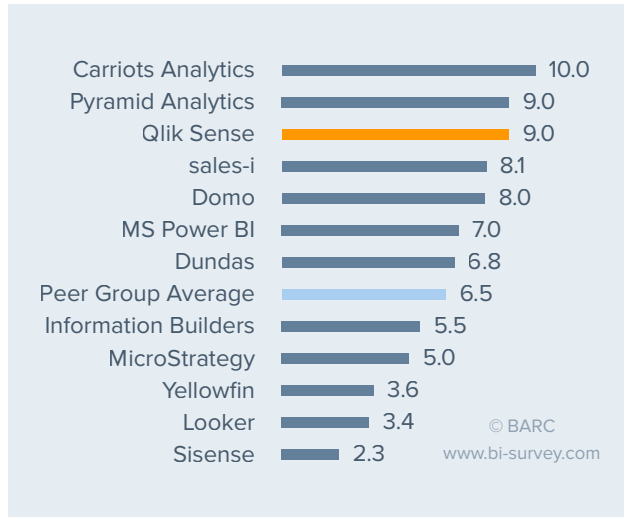
BARC Viewpoint

Qlik Sense is ranked highly for 'Query performance', which is the most frequently reported reason why customers chose to buy the product. Survey respondents also have very few complaints about the system's overall performance, as shown by very good results for 'Performance satisfaction'. Besides boosting up queries towards data, a number of factors are involved in delivering good general performance. In particular, we often see products struggling to load visualizations or tables with lots of data when a user tries to navigate them. Also, clients often take too long to open, which can cause dissatisfaction. Qlik seems to have turned the right screws to deliver performance satisfaction with its product.

Performance satisfaction – Leader

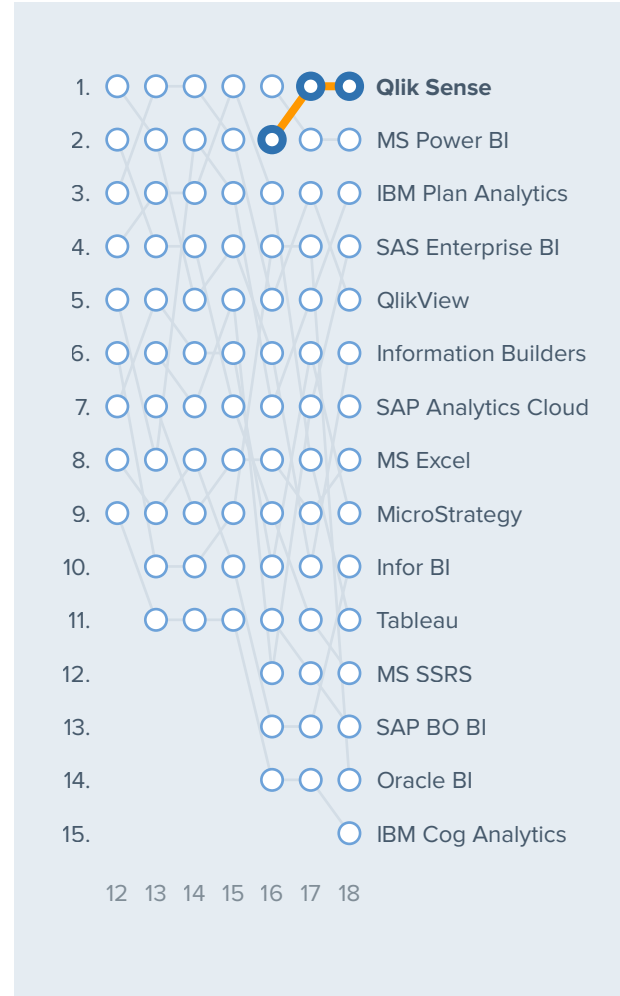


Peer group: Embedded analytics-focused products



Consistently outstanding in performance satisfaction

Peer group: Large international BI vendors



Customer experience

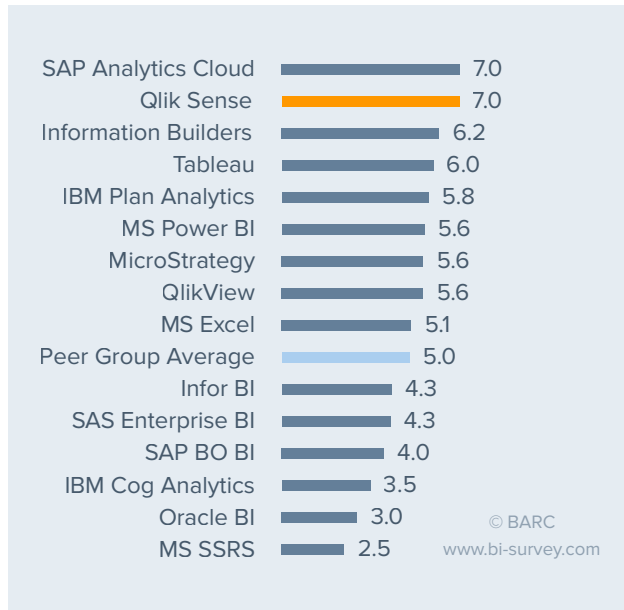


The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Data volume', 'Query performance' and 'Sales experience' KPIs.

Customer experience – Leader



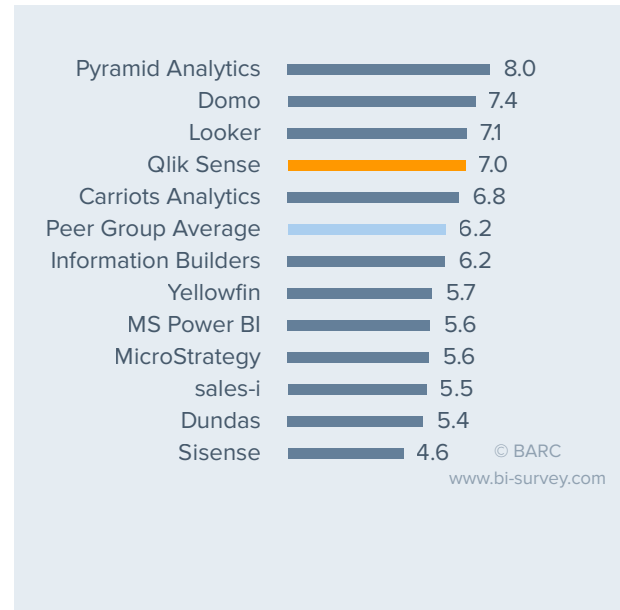
Peer group: Large international BI vendors



Customer experience – Leader



Peer group: Embedded analytics-focused products



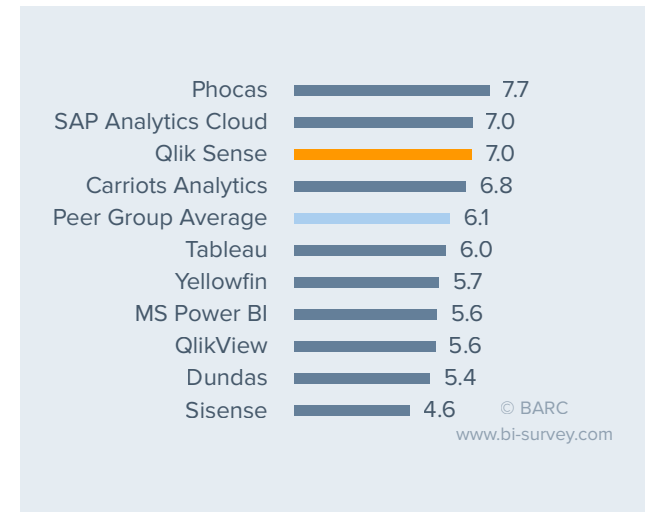
Customer experience



Customer experience – Leader



Peer group: Data discovery-focused products



BARC Viewpoint

Like 'Customer satisfaction', where we measure various product and vendor-related aspects of satisfaction, we have identified a group of KPIs to calculate the overall 'Customer experience' with a product and a vendor. Here we combine the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Data volume', 'Query performance' and 'Sales experience' KPIs. Qlik Sense scores well in a number of these KPIs, which is reflected in leading ranks for 'Customer experience' in three of its peer groups: 'Large international BI vendors', 'Embedded analytics-focused products' and 'Data discovery-focused products'. Strong results for 'Ease of use' and 'Performance satisfaction' were the main contributors to this result.

Visual analysis

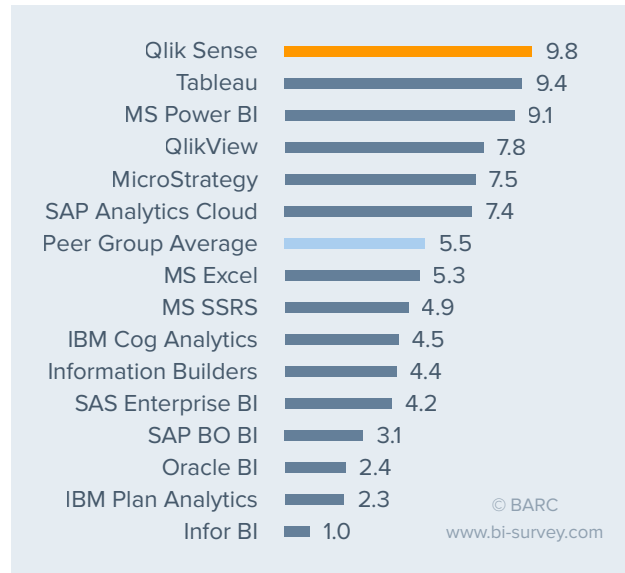


This KPI is based on how many sites currently perform visual analysis with their BI tool.

Visual analysis – Top-ranked



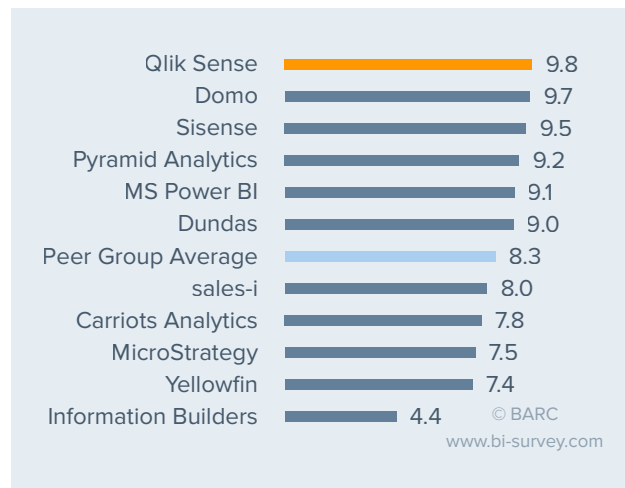
Peer group: Large international BI vendors



Visual analysis – Top-ranked



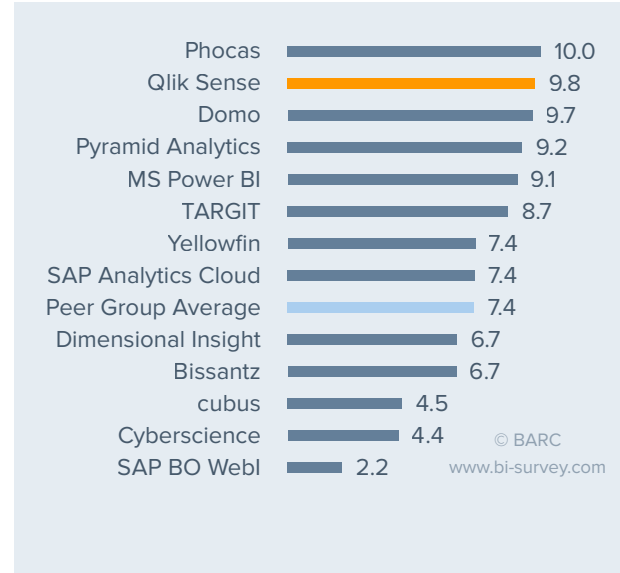
Peer group: Embedded analytics-focused products



Visual analysis – Leader



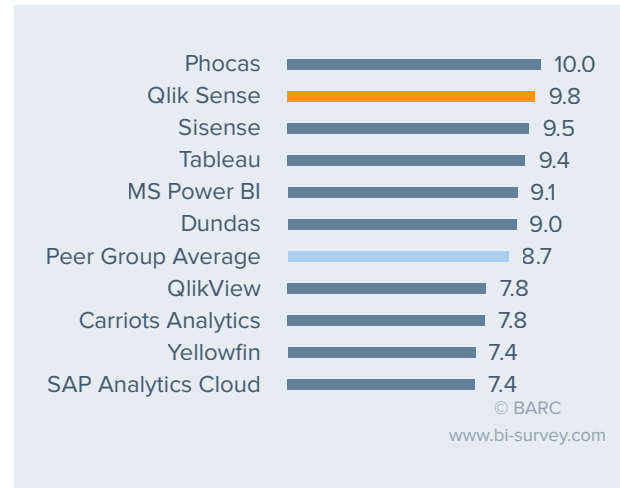
Peer group: Self-service reporting-focused products



Visual analysis – Leader



Peer group: Data discovery-focused products



Visual analysis

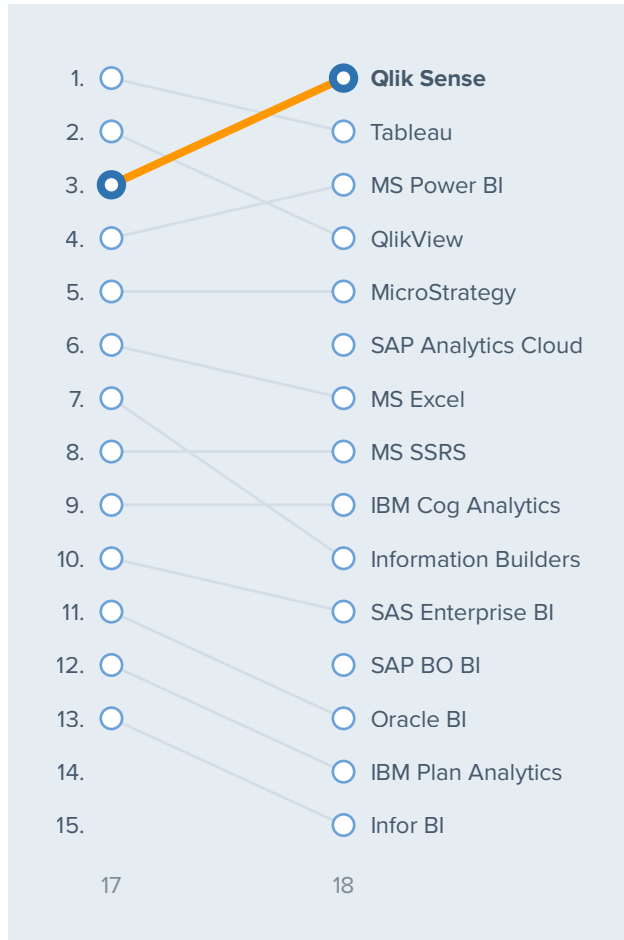


BARC Viewpoint

With two number one ranks and two number two ranks in its peer groups, Qlik Sense is one of the best rated tools in this year's BI Survey for 'Visual analysis'. From the very beginning, Qlik has placed a great emphasis on creating a modern and interactive product in Qlik Sense. Its navigation in charts is well suited to business users. Dashboard applications built with the product typically give end users a good set of capabilities to navigate and analyze predefined dashboards and reports without actually building new content. Recently Qlik has improved its flexibility and guidance for visual analysis and data discovery, both of which have helped to boost the vendor's position in this KPI in 2018.

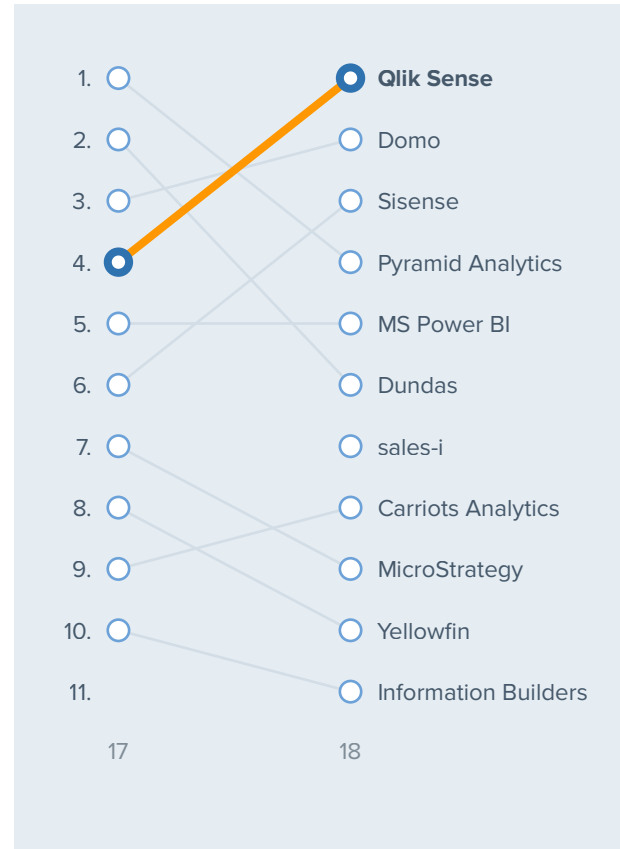
Improved in visual analysis

Peer group: Large international BI vendors



Improved in visual analysis

Peer group: Embedded analytics-focused products



Data preparation

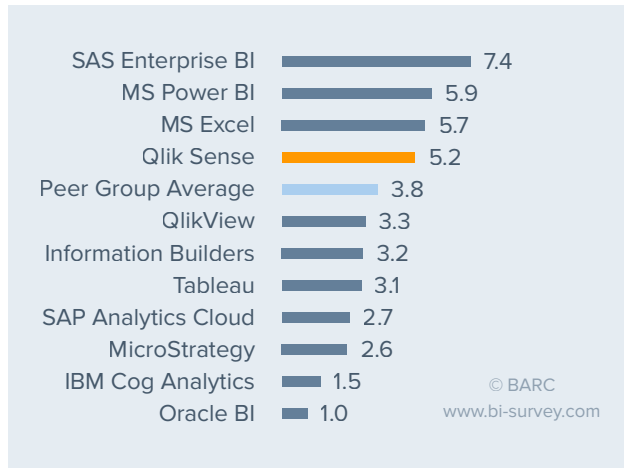


This KPI is based on how many sites currently use the product for data preparation.

Data preparation – Leader



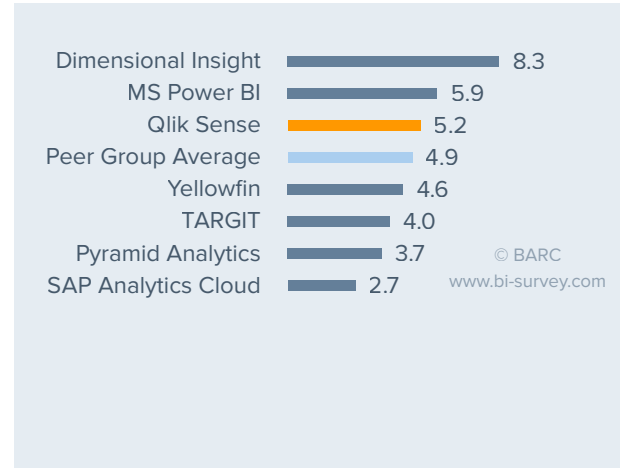
Peer group: Large international BI vendors



Data preparation – Leader



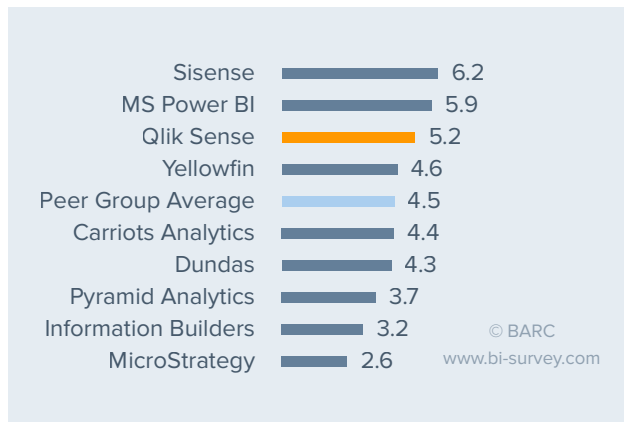
Peer group: Self-service reporting-focused products



Data preparation – Leader



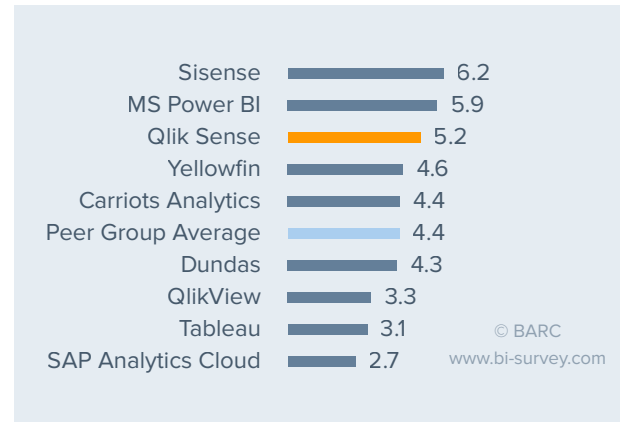
Peer group: Embedded analytics-focused products



Data preparation – Leader



Peer group: Data discovery-focused products



Data Preparation



BARC Viewpoint

Customers frequently use Qlik Sense for data preparation, as evidenced by leading ranks in all of its peer groups in this KPI. An average of 31 percent (close to The BI Survey overall average) use the product to model/enrich data. This is in line with the 39 percent of respondents who say they create reports with Qlik Sense. The high level of dashboard creation and slightly above average percentage of employees using Qlik Sense show that few analysts shape data and create content to be published to a number of viewers. Qlik has always provided broad and flexible data preparation capabilities, especially via script. With its latest releases, scripting is only needed for complex tasks. Wizards are used instead.

Considered for purchase

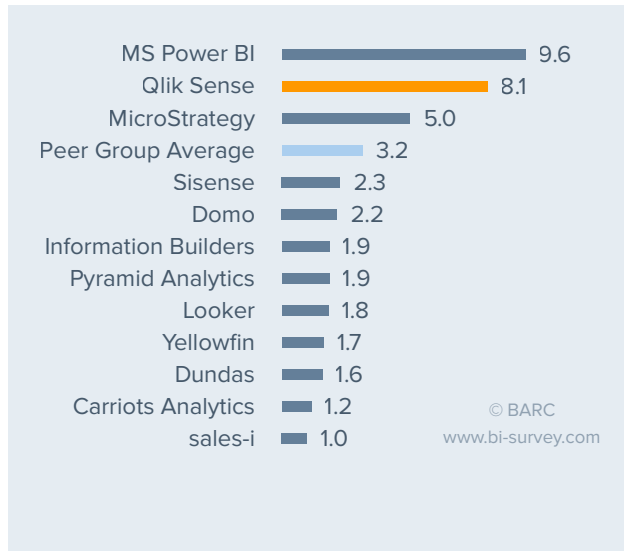


This KPI is based on whether respondents considered purchasing the product.

Considered for purchase – Leader



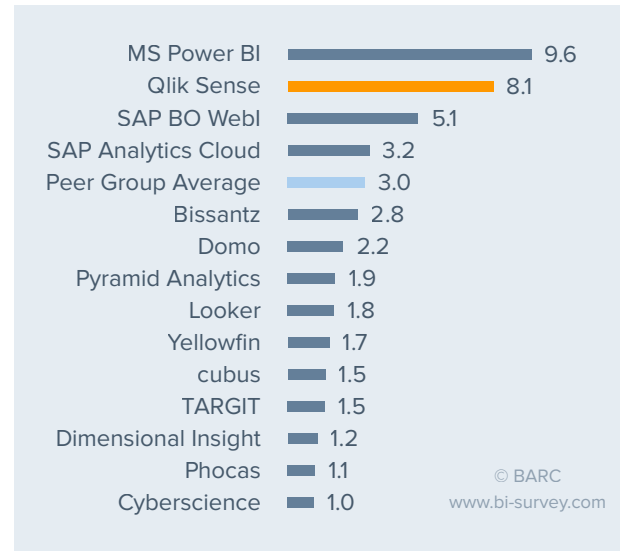
Peer group: Embedded analytics-focused products



Considered for purchase – Leader



Peer group: Self-service reporting-focused products



Considered for purchase




Qlik Sense takes second spot in the ‘Considered for purchase’ KPI in the ‘Embedded analytics-focused products’ and ‘Self-service reporting-focused products’ peer groups. Qlik Sense is evaluated with regularity, and many customers of other vendors take a good look at it in their product evaluation processes. Qlik is no longer a new vendor in the BI and analytics space. Its brand and products are well known. In addition, a huge number of partners contribute to its diffusion in various worldwide markets. Qlik has always worked hard to keep its portfolio on track with rising customer requirements. These efforts explain the product’s regular consideration for purchase for BI projects.

Mobile BI & Operational BI



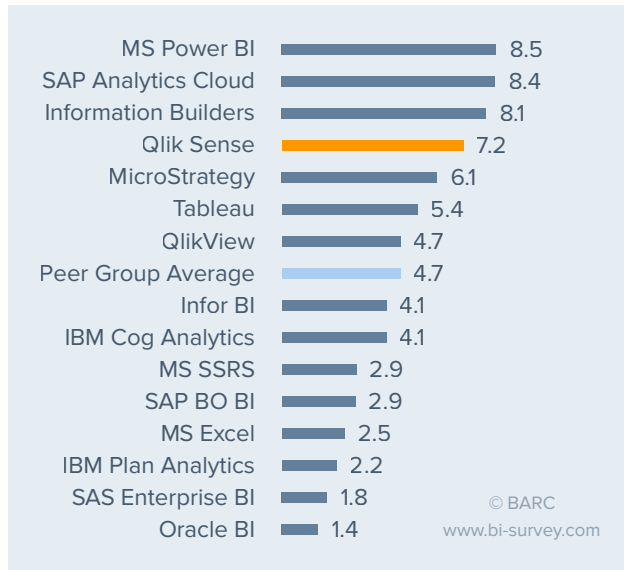
The 'Mobile BI' KPI is based on how many survey respondents currently use their BI tool on a mobile device.

The 'Operational BI' KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.

Mobile BI – Leader



Peer group: Large international BI vendors

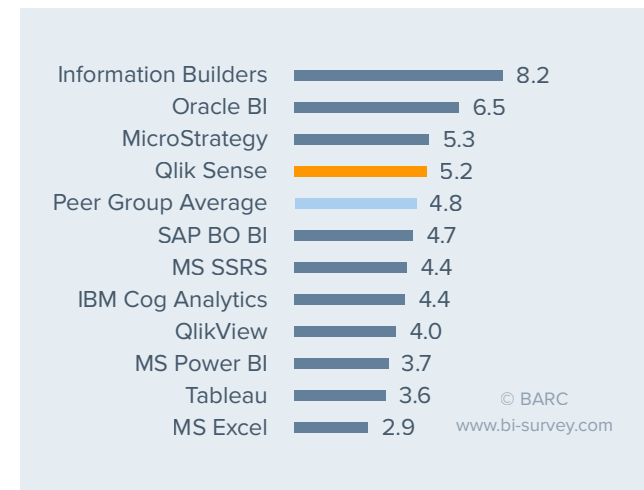


Qlik Sense was designed with a modern architecture consisting of only one client and server. The client can be run in desktop and web environments. HTML5, the de facto current market standard for visualization, was chosen as the web technology. Dashboards built with Qlik Sense can therefore be used on mobile devices. However, the vendor wanted to support mobile devices with native features so shipped a dedicated mobile app too. A few releases ago, Qlik began to provide offline analysis capabilities in this app. This seems to have inspired customers to run Qlik Sense on their phones and tablets as the vendor ranks among the leaders in the ‘Large international BI vendors’ peer group.

Operational BI – Leader



Peer group: Large international BI vendors



Operational BI

Compared to products from other large international BI vendors, Qlik Sense is used quite frequently by customers for operational BI. Operationalization is one of the strongest trends on the BI market. In the past few years, we have received more and more customer inquiries discussing how they can analyze and visualize data directly within transactional systems or analyze near-time information to do day-to-day reporting. Many of Qlik’s partners have built applications to provide their customers with the information they need. In addition, Qlik has invested heavily in delivering an embeddable solution with a number of APIs which can be used by customers and partners to integrate it into different applications and solutions.

Innovation & Location intelligence



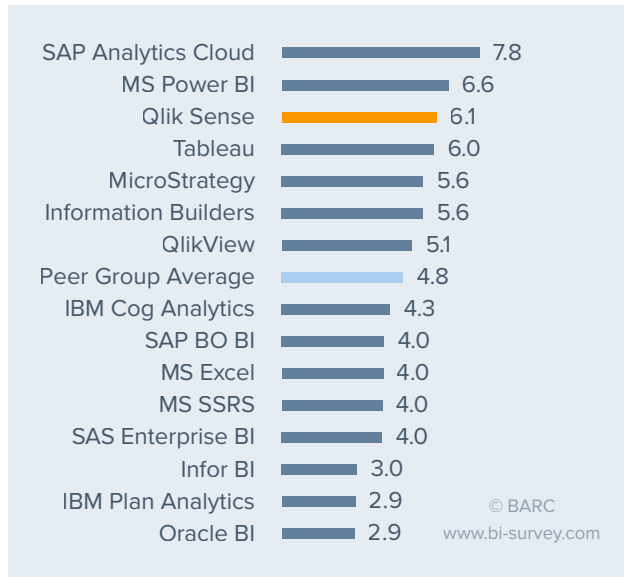
The 'Innovation' KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence', 'Data preparation' and 'Visual design standards' KPIs to measure the product's level of innovation.

The 'Location intelligence' KPI is based on how many sites currently perform spatial/ location analysis with their BI tool.

Innovation – Leader



Peer group: Large international BI vendors



BARC Viewpoint

Innovation

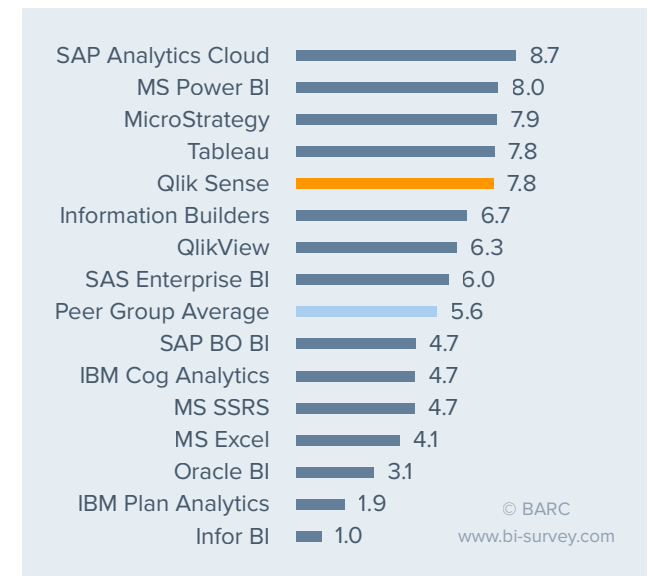


A product's level of innovation and the likelihood of its customers to adopt trending usage scenarios is measured by combining the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence', 'Data preparation' and 'Visual design standards' KPIs. Qlik Sense customers often use the product for innovative topics as leading ranks in KPIs such as 'Visual analysis', 'Mobile BI', 'Location intelligence' and 'Data preparation' show. Qlik continues to innovate and listen to market trends and needs. It recently acquired Podium Data, a specialist in data management and cataloging.

Location intelligence – Leader



Peer group: Large international BI vendors



Location intelligence

BARC Viewpoint

Qlik Sense is one of the leading products from large international BI vendors to be used for location intelligence. Mapping capabilities come as out-of-the box functionality. In 2017 Qlik acquired its partner Idevio to provide stronger support for location intelligence scenarios. Idevio's product IdevioMaps was rebranded as Qlik GeoAnalytics and its integration into Qlik Sense was strengthened. These capabilities seem to convince BI Survey respondents to use the solution for geo analysis purposes.

Competitiveness



The 'Competitiveness' KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.



Competitiveness

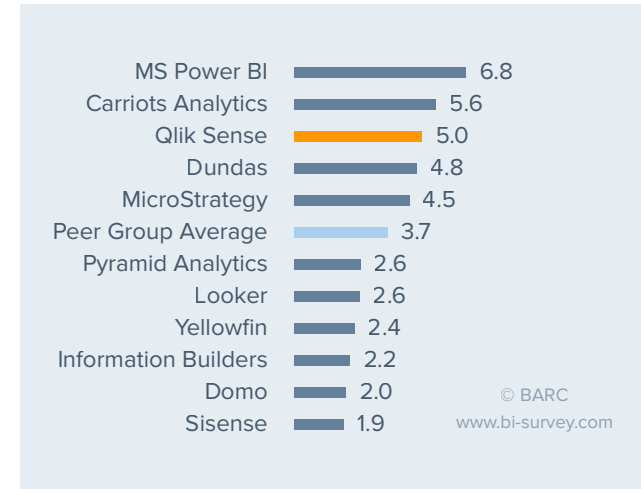


Qlik offers a competitive product set. Its first product, QlikView, has always had a flexible dashboard and application creation environment, which has achieved good market traction over the years. By adding self-developed and acquired technologies, Qlik has continually worked to keep its portfolio in line with market trends and customer needs. Its stack is now marketed as a platform offering features for formatted reporting, ad hoc visualization, data discovery, associative analysis, location intelligence and embedded BI. With such a range of functionality, Qlik is often considered for purchase. Qlik Sense is ranked among the leaders for 'Competitiveness' in the 'Embedded analytics-focused products' peer group.

Competitiveness – Leader



Peer group: Embedded analytics-focused products



QlikView






Peer Group
Large international BI vendors

 **Leader in**


- Business benefits
- Project success
- Project length
- Business value
- Recommendation
- Customer satisfaction
- Ease of use
- Sales experience
- Query performance
- Performance satisfaction
- Visual design standards
- Visual analysis
- Considered for purchase

Peer Group
Data discovery-focused products


 **Leader in**

- Query performance
- Visual design standards
- Considered for purchase

Peer Group
Dashboarding-focused products

 **Leader in**

- Query performance
- Considered for purchase

 **BARC Summary**

QlikView is an established product which is especially strong for creating tailor-made guided dashboard/web applications. These applications are interactive and offer good ease of use and visual navigation in data, especially when compared to other large international BI vendors. Customers also use partner products to create sophisticated visual design standards. Similar to Qlik Sense, QlikView's best results reflect the level of performance it gives its users. With all these value-adds, QlikView provides its customers with benefits and value that outshine most products from other large international BI vendors.



Customer Quotes

This is an excellent tool that can yield massive business benefits. The tool provides great flexibility to respond to business needs in a speedy manner.

 BI-SURVEY.com

Solutions Architect, media/publishing, 101-2,500 employees

An outstanding product with an excellent user community, enthusiastic support organisation, and generally very good value.

 BI-SURVEY.com

Member of a cross-departmental BI team, transportation and logistics, 101-2,500 employees

It is a flexible, high quality product, which allows us to create and distribute a wide range of data-driven products of varying complexity. We've been able to modify everything about how we design and build these products, and QlikView has supported us throughout this journey.

 BI-SURVEY.com

Head of department, telecommunications, >2,500 employees

We get a lot of value from Qlikview. The users like the simple interface and IT likes the ease of deployment, development and maintenance.

 BI-SURVEY.com

Person responsible/Project manager for BI from IT department, manufacturing, 101-2,500 employees

QlikView is an excellent tool for visualization and for slicing and dicing data through filtering and other on-screen tools. The vendor, Qlik, is excellent in regards to support the existing platform and new implementations.

 BI-SURVEY.com

Person responsible/Project manager for BI from IT department banking and finance, >2,500 employees





User and Use Case Demographics

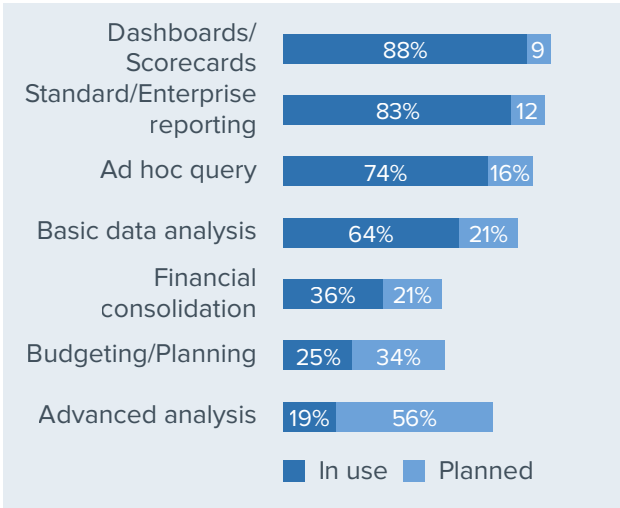
BARC Comment

QlikView is mostly used for dashboards/scorecards and for enterprise/formatted reporting. 74 percent of respondents use it to query data, and 64 percent use it for basic data analysis. These results show the breadth of scenarios that can be implemented. The solution supports the creation of interactive web applications, which can be deployed to a number of end users. With NPrinting, customers can reuse visualizations built in QlikView to create print-oriented and (if needed) pixel-perfect reports and distribute them regularly (scheduled) to recipients in formats such as PDF or Excel.

Customers are evenly split between mid-sized and large companies. The scenario sizes are also mid-sized to large, with a median of 100 users and a mean number of about 800 users. The percentage of employees using QlikView is at a level fairly typical of BI product usage.

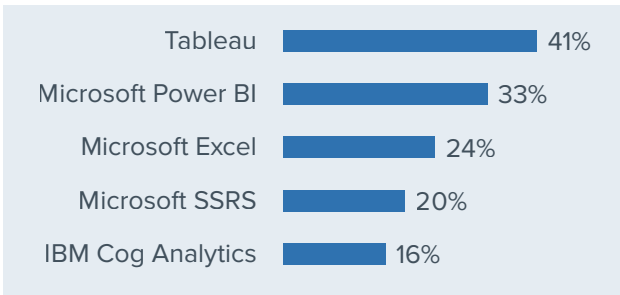
Current vs. planned use

n=194



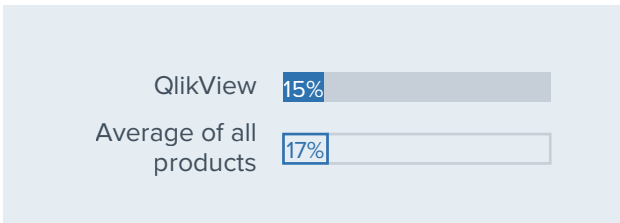
5 products most often evaluated in competition with QlikView

n=188



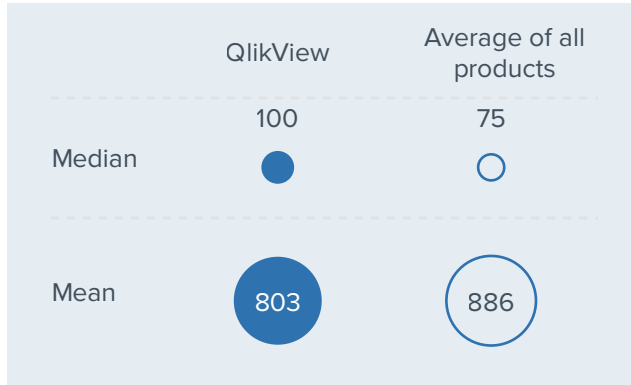
Percentage of employees using QlikView

n=196



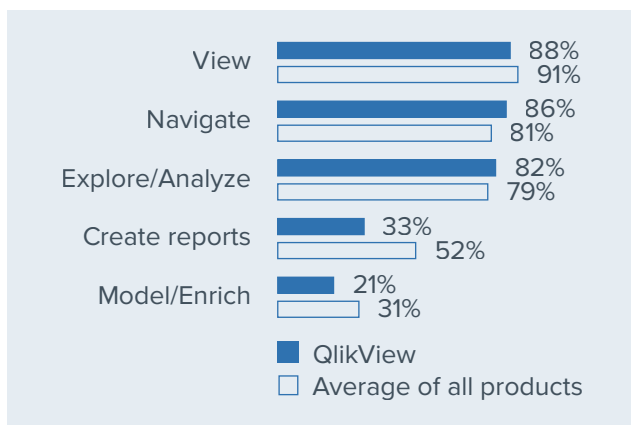
Number of users using QlikView

n=198



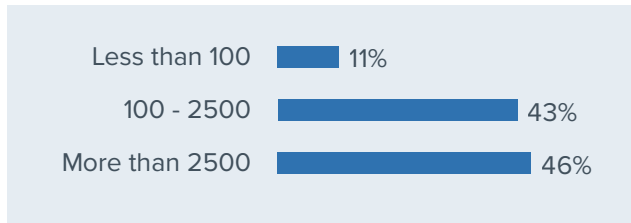
Tasks carried out with QlikView by business users

n=199



Company size (employees)

n=199



Business benefits & Project success



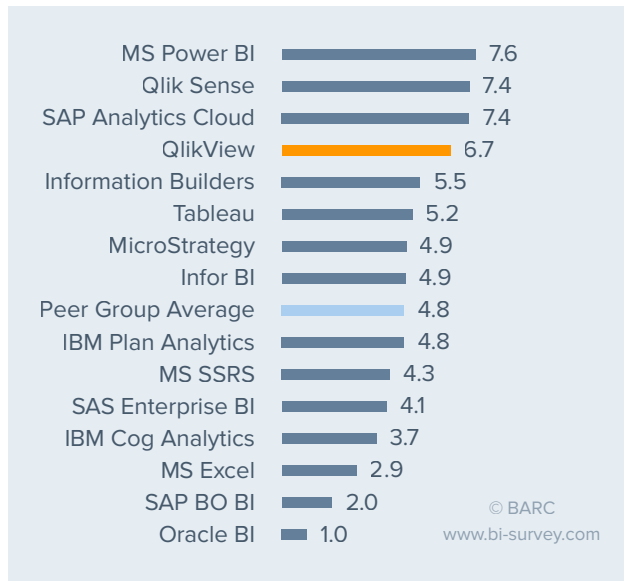
The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

The 'Project success' KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Business benefits – Leader



Peer group: Large international BI vendors



Business benefits

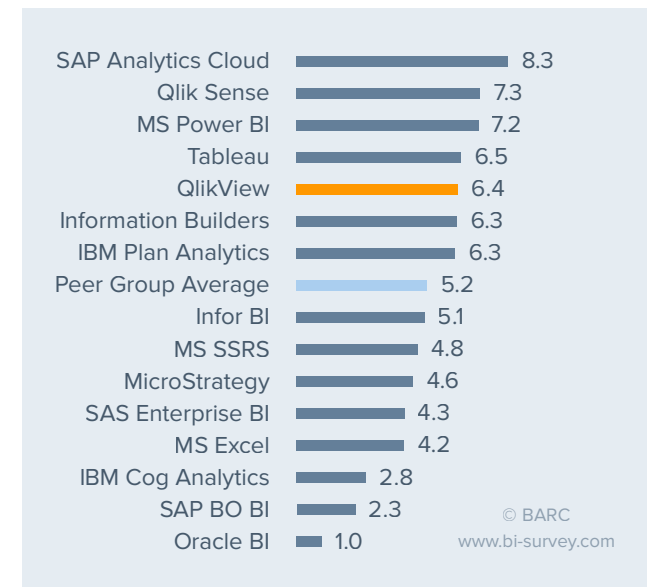


'Business benefits' is one of the most important KPIs in The BI Survey. It shows whether a product is able to lead to improvements for customers. These can be optimized reporting and analysis processes but also indirect benefits such as improved customer satisfaction or better business decision-making. QlikView is highly rated in the 'Large international BI vendors' peer group for 'Business benefits'. In particular, customers report improved employee satisfaction and increased revenues from using QlikView. With Qlik Sense also scoring well in this KPI, Qlik seems to know how to build beneficial solutions for its customers.

Project success – Leader



Peer group: Large international BI vendors



Project success



First and foremost, a successful project is one that meets the requirements of the customer. Time and budget are also commonly used measures to qualify successful projects. Even a project that delivers benefits cannot be considered wholly successful if it is completed late and over budget. QlikView implementations seem to be achieved on time and budget as well as satisfying customers, resulting in a leading position for 'Project success' in the 'Large international BI vendors' peer group. This lays a good base for the future adoption of Qlik's solutions as successful projects strongly contribute to the public perception of a software provider and its products.

Business value & Project length



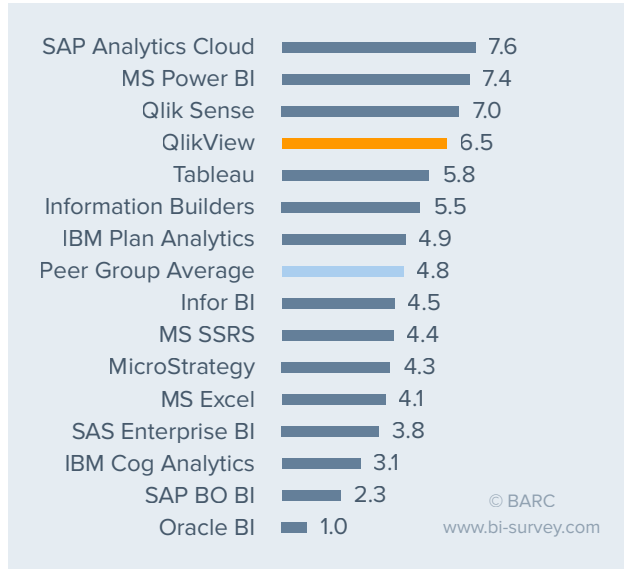
The 'Business value' KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

The 'Project length' KPI is based on how quickly the product is implemented.

Business value – Leader



Peer group: Large international BI vendors



BARC Viewpoint

Business value

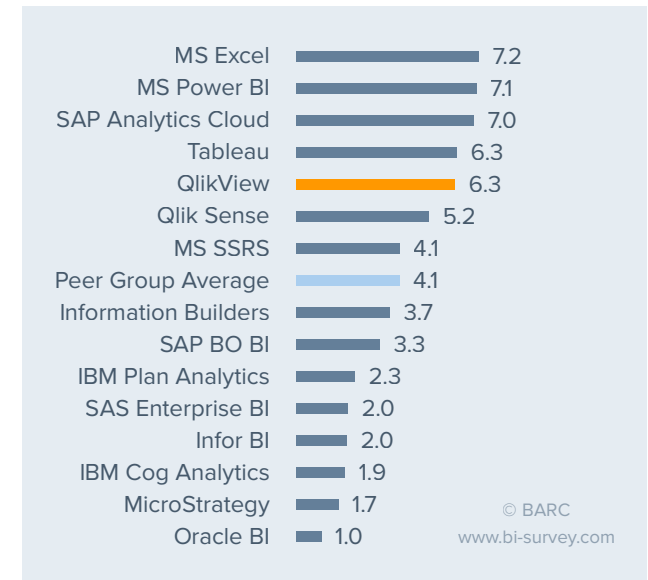


We measure the overall business value a product provides by combining the 'Business benefits', 'Project success' and 'Project length' KPIs. QlikView does well in all these KPIs compared to its large international competitors. This result demonstrates Qlik's ability to deliver projects on time and budget and to a high standard. A good rating in the 'Business value' KPIs also shows that the solution brings business benefits for customers.

Project length – Leader



Peer group: Large international BI vendors



Project length

BARC Viewpoint

QlikView projects are implemented in an average of 3.75 months. For a product mainly used to create sophisticated web/dashboard applications and standard reports, this is a good time frame. Gathering the detailed requirements and expectations of customers is the first step of an implementation, and is often the most time consuming and difficult task. However it is also the most important undertaking as it lays the base for the entire project. Requirements analysis demands knowledgeable people who are able to understand customer needs and transfer them into proper solution concepts. The BI Survey results indicate that QlikView implementers have these abilities.

Recommendation & Customer satisfaction



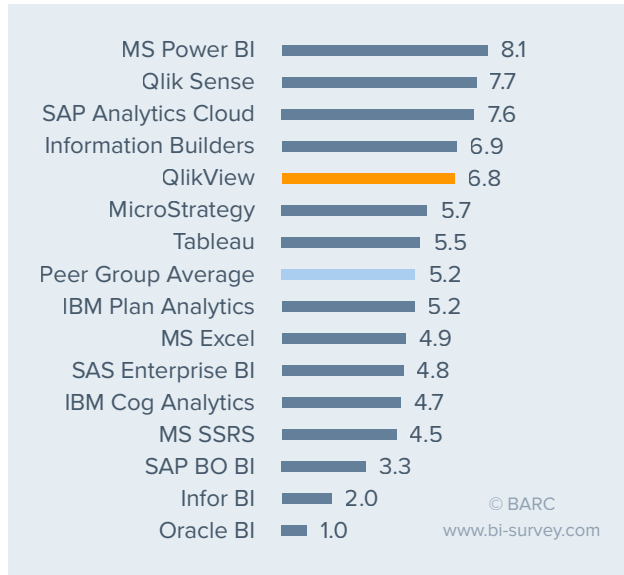
The 'Recommendation' KPI is based on the proportion of users that say they would recommend the product to others.

The 'Customer satisfaction' KPI combines the 'Price-to-value', 'Recommendation', 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs.

Recommendation – Leader



Peer group: Large international BI vendors



Recommendation

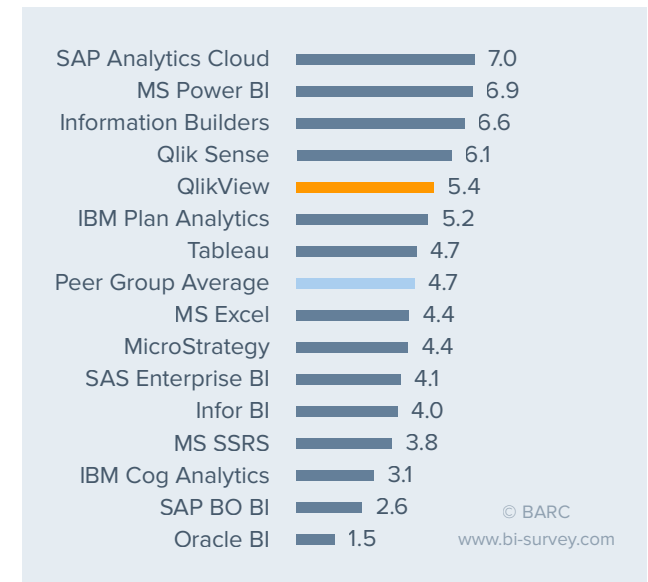


About 95 percent of users say they would recommend QlikView to their peers. This very positive customer feedback is reflected in the product's leading position in the 'Recommendation' KPI in the 'Large international BI vendors' peer group. This again shows Qlik's ability to provide solid, beneficial software. Recommendation is a vital means of reaching out to new prospects because most people and companies will listen to the experiences of their peers. With this good result, Qlik is well placed to win new customers based on word of mouth.

Customer satisfaction – Leader



Peer group: Large international BI vendors



Customer satisfaction



We measure the overall satisfaction of customers by aggregating the 'Price-to-value', 'Recommendation', 'Project satisfaction', 'Vendor support' and 'Implementer support' KPIs. QlikView does well by its customers here, occupying a high position in the 'Large international BI vendors' peer group. A good score in this KPI is an important measure of a vendor and a sound base from which to win new projects and customers.

Sales experience & Ease of use



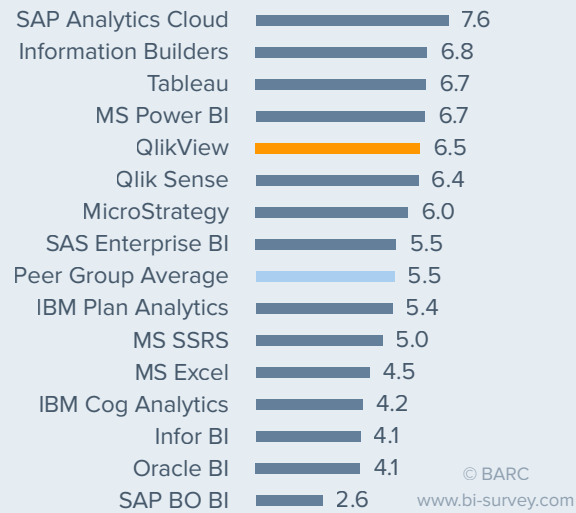
The 'Sales experience' KPI is based on how respondents rate the sales/purchasing experience with the vendor.

The 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Sales experience – Leader



Peer group: Large international BI vendors



Sales experience

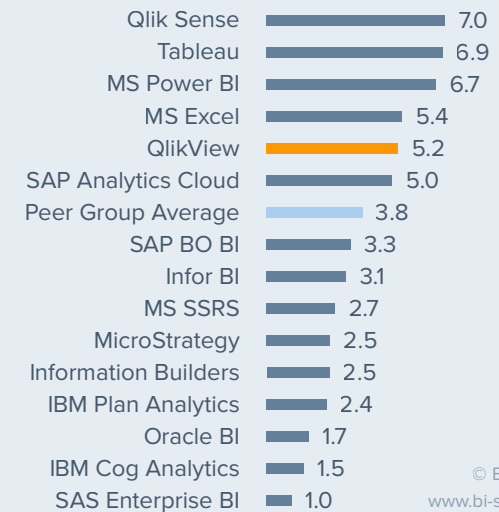


Qlik provides QlikView customers with a positive sales experience. Sales situations are often the first face-to-face meetings between customers and vendors, and they lay the foundation for the future relationship. A customer who has had a good experience in the sales process will enter vendor projects with a positive attitude, which then influences both parties' behavior and satisfaction. A satisfied customer will always be more open to additional projects and using the vendor's other products, which increases cross-selling potential.

Ease of use – Leader



Peer group: Large international BI vendors



Ease of use



QlikView is among the best products for ease of use in the 'Large international BI vendors' peer group. It was designed to provide flexible data ingestion and preparation capabilities to serve various scenarios. Once a data model is prepared, customers typically create dashboard or web applications based on the ingested data. Application creators have a broad set of predefined objects and additional features to create sophisticated applications tailored to users needs. Together with good interactivity, the product offers users a good ease of use experience, as confirmed by QlikView's above-average result in this KPI.

Query performance

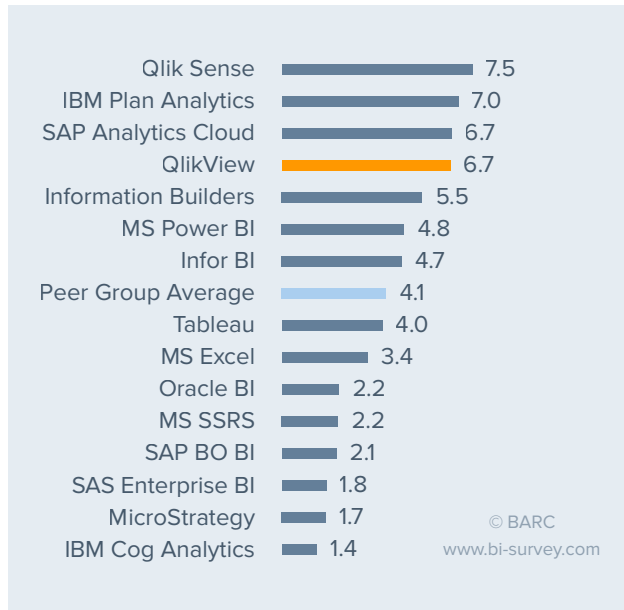


This KPI is based on how quickly queries respond
(adjusted by data volume).

Query performance – Leader



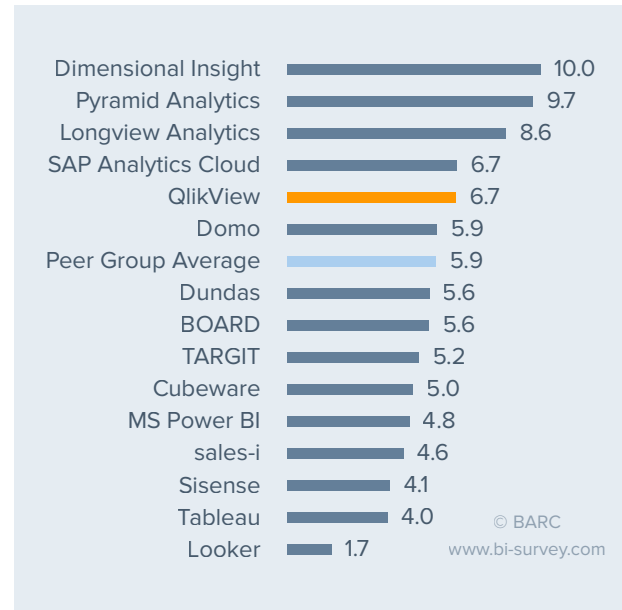
Peer group: Large international BI vendors



Query performance – Leader



Peer group: Dashboarding-focused products



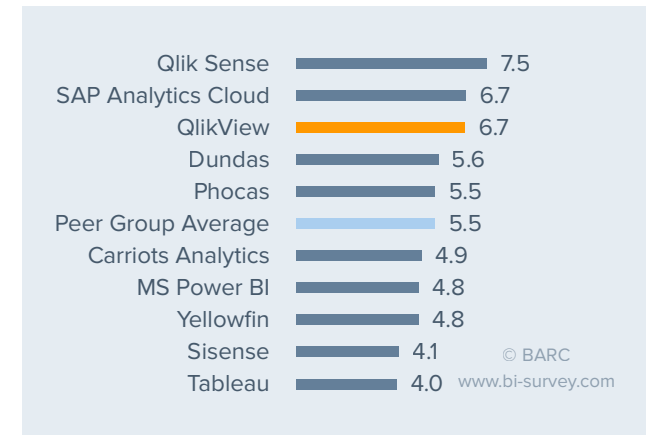
Query performance



Query performance – Leader



Peer group: Data discovery-focused products



BARC Viewpoint

Query performance seems to be a particular strength of Qlik. Qlik Sense and QlikView customers report good query response times in this year's survey, with QlikView earning leading ranks in all of its peer groups. A couple of releases ago, QlikView was set on the same in-memory engine as Qlik Sense. At customer sites, we often see QlikView and Qlik Sense being used as data marts which prepare and speed up data for analysis and visualization. As with Qlik Sense, QlikView customers cite fast query performance as the most common reason for choosing the solution.

Visual design standards

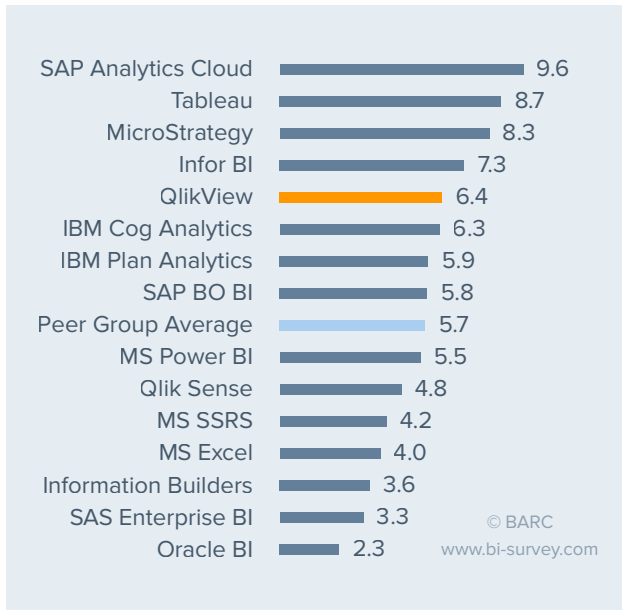


This KPI is based on how many sites currently use visual design standards with their BI tool.

Visual design standards – Leader



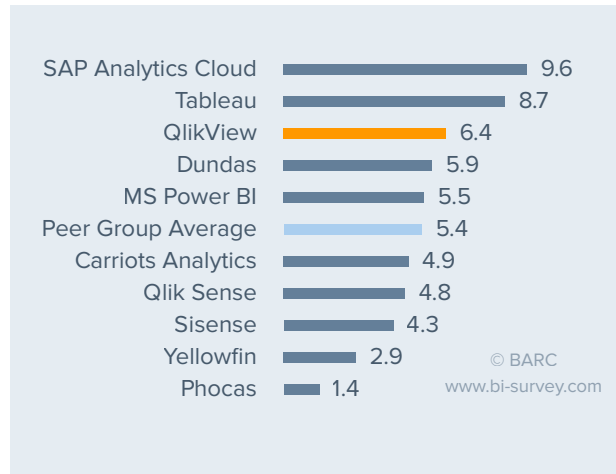
Peer group: Large international BI vendors



Visual design standards – Leader



Peer group: Data discovery-focused products



Visualization is a particular strength of QlikView and is often used when implementing the solution for dashboards and reporting purposes. Broad information use within a company can be simplified by using common standards. We see customers typically defining their color palettes and standard visuals as well as assigning colors to measures. A number of Qlik's partners provide solutions for implementing visualization standards such as IBCS (HICHERT) rules. Customers seem to use this functionality as the product leads two of its three peer groups in visual design standards.

Considered for purchase

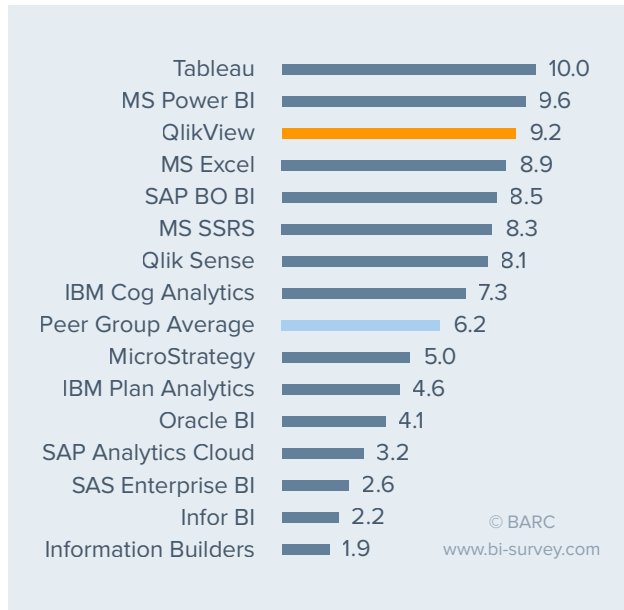


This KPI is based on whether respondents considered purchasing the product.

Considered for purchase – Leader



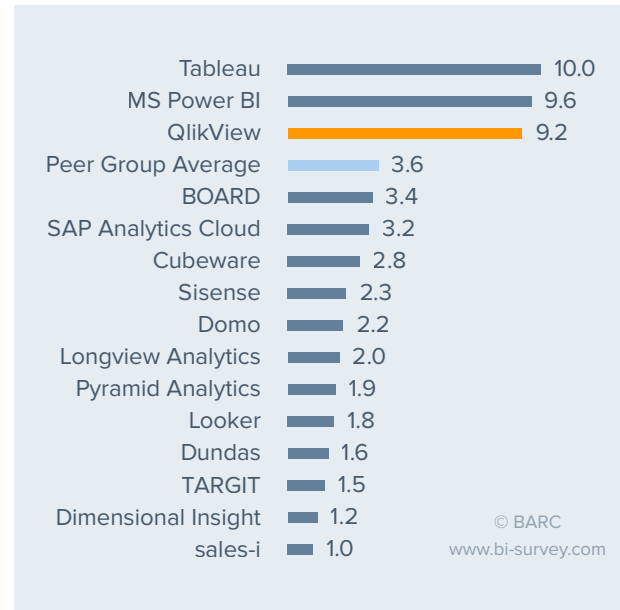
Peer group: Large international BI vendors



Considered for purchase – Leader



Peer group: Dashboarding-focused products



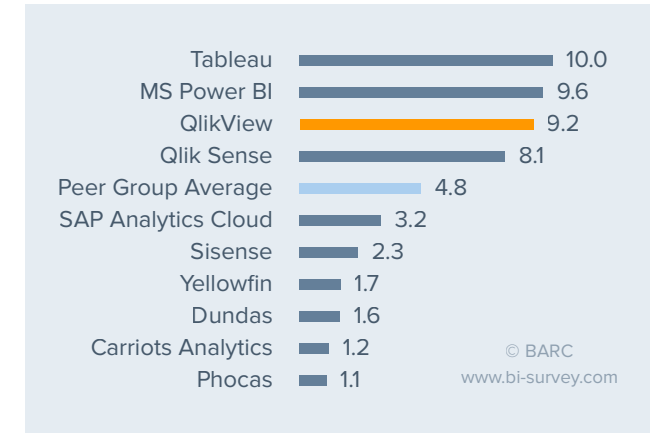
Considered for purchase



Considered for purchase – Leader



Peer group: Data discovery-focused products



QlikView is often considered for purchase, as shown by its leading positions in all of its peer groups. With similar results for the popular Qlik Sense product, this clearly confirms Qlik's high profile in the BI market. The vendor is well established and now serves its customers with different products based on its proprietary QIX engine. Qlik has worked on growing its value proposition through steady product improvements and well thought out acquisitions. Accordingly organizations seem to see the vendor as one of the leading players on the market and they often evaluate its solutions.

Visual analysis & Performance satisfaction



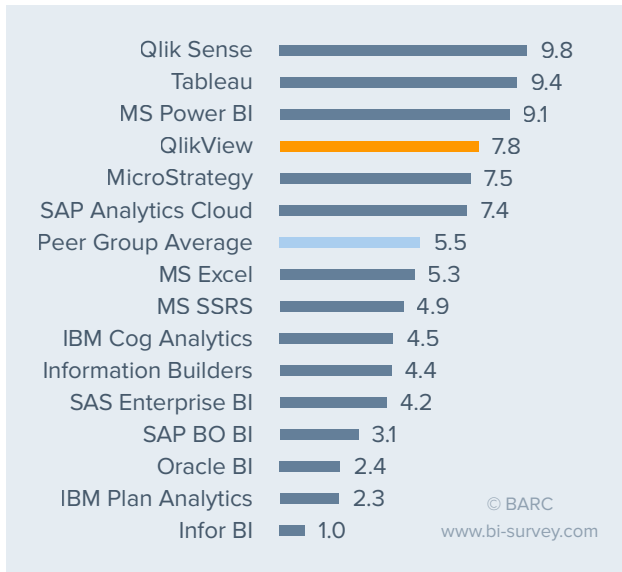
The 'Visual analysis' KPI is based on how many sites currently perform visual analysis with their BI tool.

The 'Performance satisfaction' KPI measures the frequency of complaints about the system's performance.

Visual analysis – Leader



Peer group: Large international BI vendors



Visual analysis

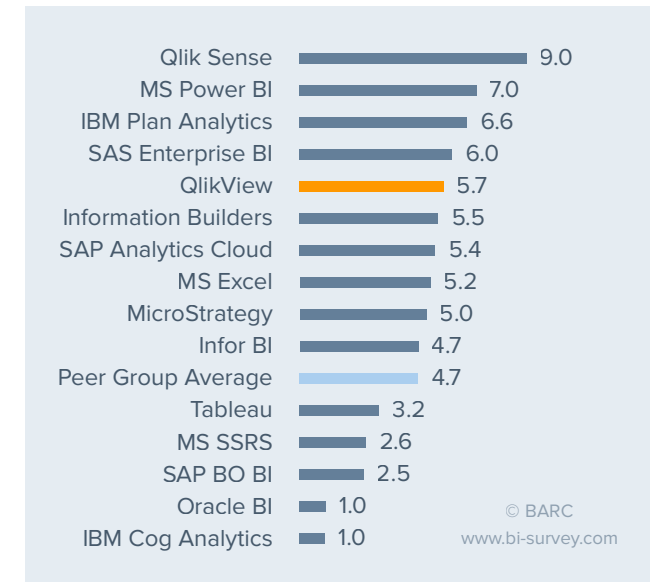


QlikView is a good solution for creating tailor-made and interactive applications for business users. The product has a broad set of features and visualizations to serve individual needs. Applications built using QlikView allow navigation on graphics, which contributes to these good results in the ‘Visual analysis’ KPI. QlikView is near the top of the ‘Large international BI vendors’ peer group for ‘Visual analysis’. This is yet another measure in which both Qlik products perform well, confirming its status as an innovative vendor.

Performance satisfaction – Leader



Peer group: Large international BI vendors



Performance satisfaction



Both Qlik Sense and QlikView achieve good results in the ‘Performance satisfaction’ KPI. Besides providing good query performance, customers are also satisfied with the overall performance of the product. This clearly shows that Qlik has taken great care to build a product that offers impressive response times to satisfy customers. As business users become increasingly demanding in terms of their performance requirements, Qlik seems to be able to meet their needs at every turn.

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

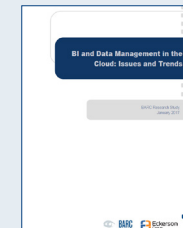
Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 155 staff in eight countries including the UK, US, France Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

For further information see: www.cxpgroup.com

Other Surveys



The BARC **BI Trend Monitor 2018** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



The Planning Survey 18 is the world's largest survey of planning software users. Based on a sample of over 1,400 responses, it offers an unsurpassed level of user feedback on 17 leading planning products. Find out more at www.bi-survey.com

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