

# The BI & Analytics Survey 21

The voice of the BI and analytics community

This is a specially produced summary  
of the headline results for

**qlik**



## Qlik overview

Qlik was founded in 1993 in Sweden and moved its headquarters to the United States in 2005 after raising funds from several venture capital firms. In 2010 Qlik went public on NASDAQ and then went private again in 2016 after being acquired by the private equity company Thoma Bravo.

Qlik's lead product was QlikView until the general availability of Qlik Sense in 2014. Today, Qlik offers a portfolio of end-to-end platform-based solutions for analytics, data management and developers, as well as several value-added offerings that provide enhanced capabilities. With this product suite, Qlik focuses on helping customers to bridge the gaps between their data, insights and actions to better inform decisions and drive actions based on solid evidence.

Qlik Sense is the company's platform for business-user-driven analytics, supporting a broad spectrum of analytics use cases across organizations. It is powered by Qlik's associative engine and offers flexible and fast access to its in-memory data sets. Qlik focuses on business users as its target audience for all product features

## Qlik peer groups

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

starting from data preparation to the creation of interactive applications. Data preparation, traditionally scripting-oriented in Qlik solutions, can now mostly be conducted in a visual environment. These improvements enhance the productivity of data preparation for developers and they also make data preparation accessible for business users. In case customers require advanced transformations, the product supports scripting for data preparation.

QlikView is a dashboard and analysis product based on the same in-memory technology. It is powered by QIX (Qlik's associative engine) and gives flexible access to data sets stored in-memory. Qlik NPrinting is a report generation, distribution and scheduling application which can be used to create reports based on QlikView or Qlik Sense content.

Qlik's offering is supplemented by several value-added products. These include Qlik Insight Bot for Conversational Analytics; Qlik GeoAnalytics for advanced mapping and geospatial analysis; and Qlik Connectors, a package of connectivity options for on-premises and cloud-based data sources.

## Qlik customer responses

This year we had 121 responses from Qlik Sense users and 114 from QlikView users.



The BI & Analytics Survey 21 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2020. In total, 2,591 people responded to the survey with 2,136 answering a series of detailed questions about their use of a named product. Altogether, 33 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 21 examines user feedback on BI product selection and usage across 36 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](#).



## Peer Groups and KPIs

### The KPIs

The BI & Analytics Survey 21 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 & Analytics Survey 21 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 global 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.

#### [Ad hoc 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.

#### [Self-service analytics-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, especially planning and budgeting.

#### [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





## KPI results

**11** top-rankings  
and  
**44** leading positions

in 4 different peer groups.

BI & ANALYTICS SURVEY 21



## Recommendation

**93%** of surveyed users say they would **recommend\*** Qlik Sense.

*\* Based on the aggregate of "Definitely" and "Probably".*

BI & ANALYTICS SURVEY 21



## Performance

**47%** of surveyed users chose Qlik Sense because of its **fast query performance.\***

*\* Compared to 23% for the average BI tool.*

BI & ANALYTICS SURVEY 21



## Satisfaction

**94%** of surveyed users are **satisfied** with Qlik Sense.\*

*\* Based on the aggregate of "Very satisfied" and "Somewhat satisfied".*

BI & ANALYTICS SURVEY 21



## Analyses

**93%** of surveyed users rate Qlik Sense's **functionality for performing analyses** as **excellent or good.\***

*\* Compared to 78% for the average BI tool.*

BI & ANALYTICS SURVEY 21




## Dashboards

**93%** of surveyed users rate Qlik Sense's **functionality for creating dashboards** as **excellent or good.\***

*\* Compared to 80% for the average BI tool.*

BI & ANALYTICS SURVEY 21

Peer Group  
Large international BI  
vendors

 **1. Top-ranked in**

- Business benefits
- Business value
- Recommendation
- Product satisfaction
- Dashboards
- Analyses
- Customer experience
- Data preparation


 **Leader in**

- Project success
- Project length
- Customer satisfaction
- Ad hoc query
- Advanced analytics
- Functionality
- Ease of use
- Flexibility
- Query performance
- Sales experience
- Visual analysis
- Location intelligence
- Innovation
- Considered for purchase
- Competitiveness

# The BI & Analytics Survey 21: Qlik Sense Highlights



Peer Group  
Self-service analytics-  
focused products

 **1. Top-ranked in**

- Analyses
- Competitiveness

 **Leader in**

- Dashboards
- Advanced analytics
- Query performance
- Performance satisfaction
- Customer experience
- Visual analysis
- Location intelligence


 **BARC Summary**

Qlik Sense has significantly improved on its already impressive results from last year's BI Survey, earning 11 number one rankings and 44 leadership positions in its various peer groups.

Qlik Sense offers customers fast query performance and innovative features to implement leading edge use cases. The modern platform with its strong query engine shines in many areas. Qlik Sense's 'Analyses' functions are top-ranked in two peer groups while it is also top-ranked in other functional areas such as 'Dashboards' and 'Data Preparation'. This broad range of sophisticated capabilities is the foundation for exceptional results in categories such as 'Business benefits', 'Business value', 'Product satisfaction', 'Recommendation' and 'Competitiveness'.



Peer Group  
Embedded analytics-  
focused products

 **1. Top-ranked in**

Competitiveness

 **Leader in**

Dashboards

Analyses

Advanced analytics

Query performance

Performance satisfaction

Customer experience

Data preparation

Visual analysis

Visual design standards

Location intelligence

Considered for purchase

Peer Group  
Ad hoc reporting-  
focused products

 **Leader in**

Dashboards

Analyses

Advanced analytics

Query performance

Performance satisfaction

Customer experience

Data preparation

Visual analysis

Location intelligence

Considered for purchase

Competitiveness



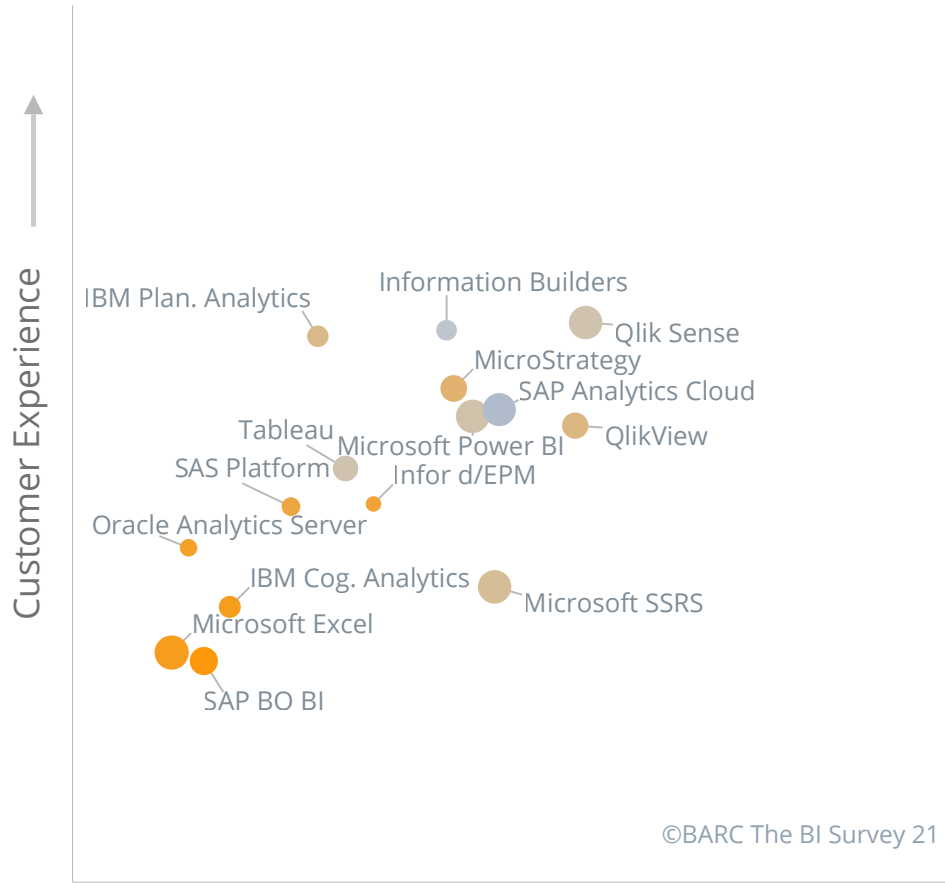
# The BI & Analytics Survey 21: Qlik Sense top ranks







# The BI & Analytics Survey 21 BI User Review Matrix - Peer group: Large international BI vendors



- Highest Competitiveness
- Highest Customer Satisfaction
- Lowest Competitiveness
- Lowest Customer Satisfaction

## Customer Quotes | “

“ The best visual analytics software right now. No other tool makes it so easy to find hidden insights and answer questions that you didn't even know you had.

BI-SURVEY.com

” Person responsible/Project manager for departmental BI/analytics, oil, gas and mining, >2,500 employees

“ Love it! I have been in business improvement and used multiple BI products to produce my business reporting - this is the most agile and cost effective product available.

BI-SURVEY.com

” Person responsible/Project manager for departmental BI/analytics, public sector, 100-2,500 employees

“ Fantastic software enabling users access to powerful and insightful analysis with minimal effort.

BI-SURVEY.com

” Employee of a cross-departmental BI/analytics team, retail/wholesale/trade, 100-2,500 employees

“ The best business intelligence solution I have used. You can learn to use the software and create dashboards very quickly. Adding your own data sources and the insights you can gain with the software are ingenious.\*

BI-SURVEY.com

” CEO, IT, 100-2,500 employees

“ It's an analyst/developer's best friend because you can use it for anything, analyzing data, transforming data, pushing data, mining and so forth. It is constantly being updated and improved. As a company they lead the way in data literacy.

BI-SURVEY.com

” Person responsible/Project manager for BI/analytics from IT department, retail/wholesale/trade, 100-2,500 employees

\*Translated by BARC



## What customers like most

I believe Qlik Sense has flipped traditional BI development on its head. Its ability to handle large, multiple and/or poor quality data sets, without cumbersome expensive warehousing and its agility to produce cost effective, timely, consistent and meaningful BI for the business.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, public sector, 100-2,500 employees

Very intuitive design makes it easy to get up and running with the basics, it's constantly being improved by the developers and there is a very active online community to help with anything.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, media/publishing, 100-2,500 employees

I like how intuitive it is. Both in terms of scripting and data modeling and creating dashboards on the front end. I do not come from a coding/BI background so I have been learning on the job and via an amazing Qlik community and it's amazing how quickly one can learn to develop advanced and scalable data models and user-friendly dashboards.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, non-profit, <100 employees

Even business users without skills in IT or programming can work in Qlik Sense and have accurate results. The ability to transform tables of tons of data into great visualizations is so powerful.

BI-SURVEY.com

Head of business department, manufacturing, 100-2,500 employees

Fast deployments possible because Qlik Sense covers the whole BI process and most of the work is decentralized in the project team and not with a central support unit. The Qlik Sense setup also allows the business users to pitch in/ become cocreators and help projects move forward..

BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, healthcare, >2,500 employees



## Advice from customers | “

“ It is a real enterprise solution, very flexible when having multiple systems.



” *Head of BI & Analytics Competence Center, coffee industry, 100-2,500 employees*

“ I believe that the important thing is knowing how to fully exploit the potential of the tool and not just stop at the static reporting function.



” *Head of business department, retail/wholesale/trade, >2,500 employees*

“ Challenge your traditional BI development and flip the development phase on its head - use the ability of Qlik Sense to get a product out to your customers early, then tidy up your back end.



” *Person responsible/Project manager for departmental BI/ analytics, public sector, 100-2,500 employees*

“ GO ahead and buy it. It is a life saver.

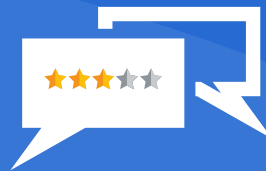


” *Person responsible/Project manager for BI/ analytics from IT department, education, 100-2,500 employees*

“ I suggest the adoption of QS because it is very easy to use and users are also satisfied about the Excel export of the visualizations.



” *Person responsible/Project manager for BI/ analytics from IT department, consulting, >2,500 employees*





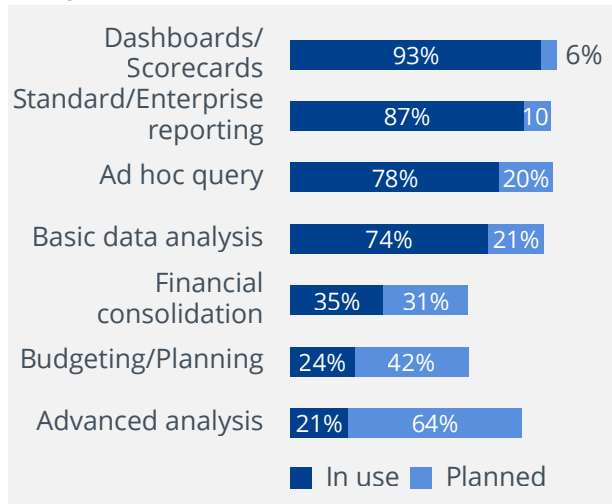
## User and Use Case Demographics

### BARC Comment

Qlik Sense is used quite broadly by customers. Most respondents (93 percent) use the software for its core strength: creating interactive dashboards. In addition, 87 percent of customers Qlik Sense is used quite broadly by customers. Most respondents (93 percent) use the software for its core strength: creating interactive dashboards. In addition, 87 percent of customers use it for enterprise reporting and 78 percent for ad hoc query. 74 percent use the solution for analysis. Most users navigate and explore content provided by other users because less than half of respondents claim to create reports with the software. 35 percent of users model and enrich data using Qlik Sense, which is slightly above the survey average of 32 percent. The solution's characterization as a visual analysis solution geared to business users is also highlighted by the two most frequently evaluated competitors: Tableau and Microsoft Power BI. Roughly half of the Qlik Sense users responding to this year's survey came from mid-sized companies (45 percent) while 46 percent came from large companies. With this focus on larger companies, the solution can clearly be used successfully in larger accounts. Qlik Sense has a mean of 1,161 users and a median of 101 users, both slightly above average.

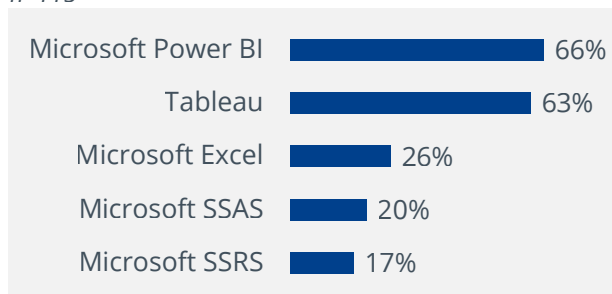
### Current vs. planned use

n=116



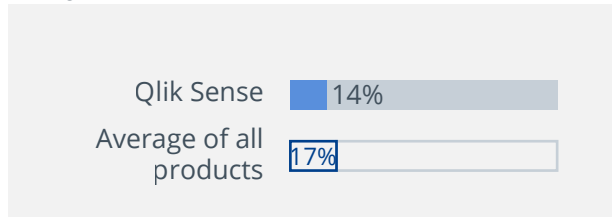
### 5 products most often evaluated in competition with Qlik Sense

n=115



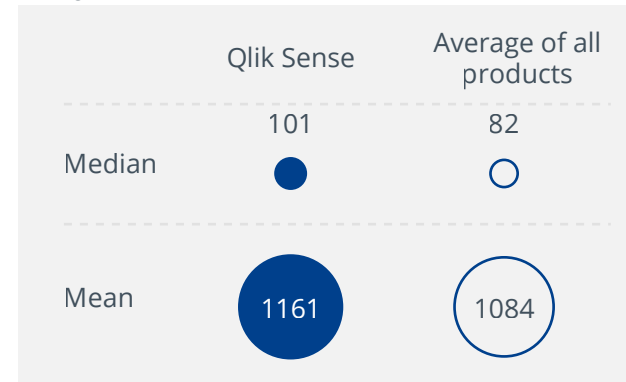
### Percentage of employees using Qlik Sense

n=118



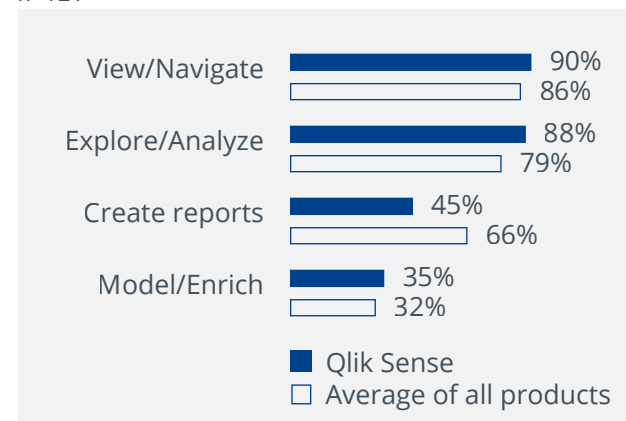
### Number of users using Qlik Sense

n=118



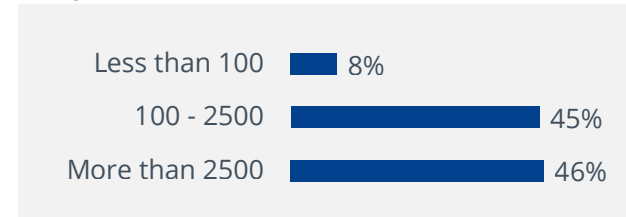
### Tasks carried out with Qlik Sense by business users

n=121



### Company size (employees)

n=119



# Business benefits & Project success



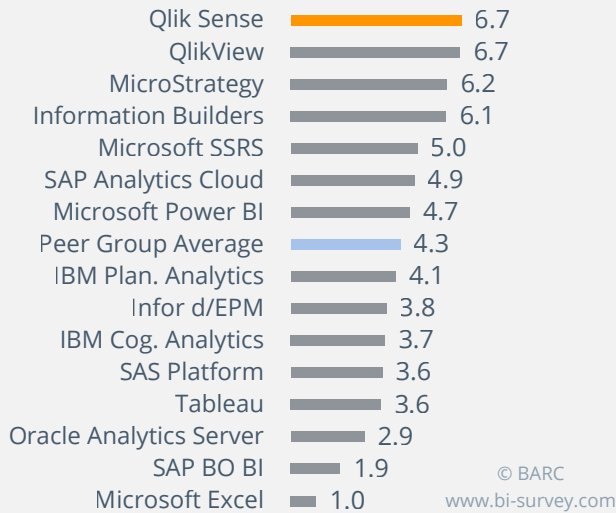
The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

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

## Business benefits – Top-ranked



Peer group: Large international BI vendors



BARC Viewpoint

## Business benefits



'Business benefits' is one of the most important KPIs in The BI & Analytics Survey. It demonstrates the improvements customers can achieve with a solution.

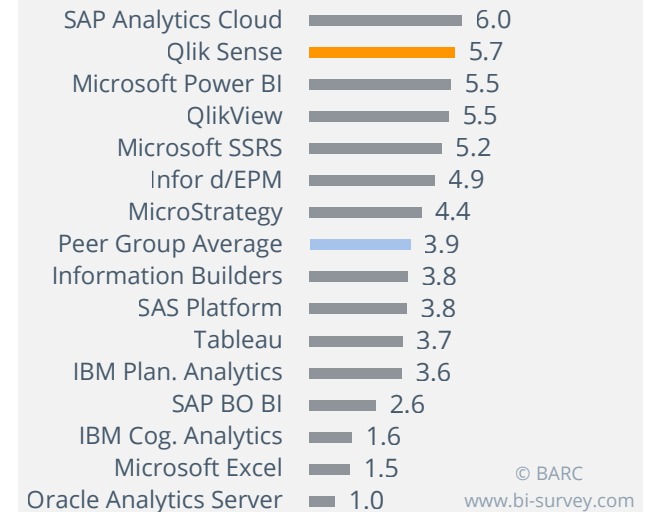
The results reveal that customers not only use Qlik Sense for standard reporting and simple dashboards but also for well thought out use cases that deliver measurable benefits.

Qlik Sense is top-ranked in the 'Large international BI vendors' peer group in this KPI. More customers report having saved headcount, increased revenues and improved business decision-making compared to competitors in this peer group.

## Project success – Leader



Peer group: Large international BI vendors



## Project success



BARC Viewpoint

To measure 'Project success', we ask customers to rate their level of satisfaction with various aspects of their implementation projects. Several factors contribute to the perception of a successful analytics and BI project, such as the completion of a project on time and on budget as well as satisfaction with the implementation itself. Qlik has thousands of partners who are trained to support enterprises of different types and sizes. Positive customer feedback indicates that this partner network functions well. Qlik Sense takes second place in the 'Large international BI vendors' peer group for this KPI.

# Business value



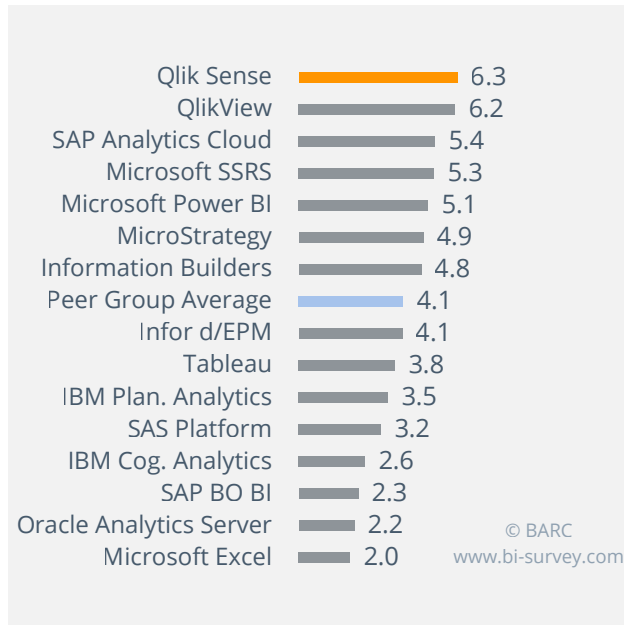
This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.



## Business value – Top-ranked

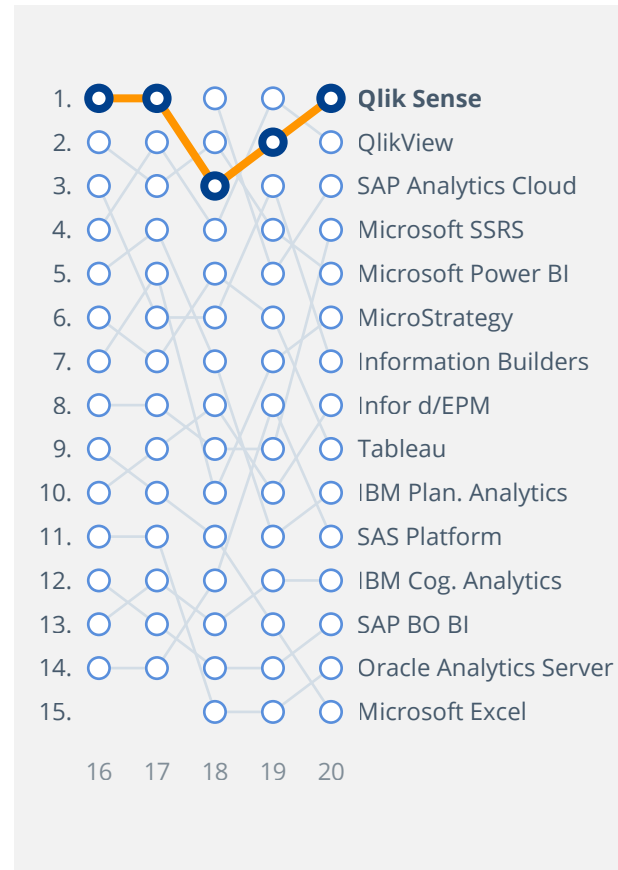


Peer group: Large international BI vendors



## Consistently outstanding in business value

Peer group: Large international BI vendors



## Business value

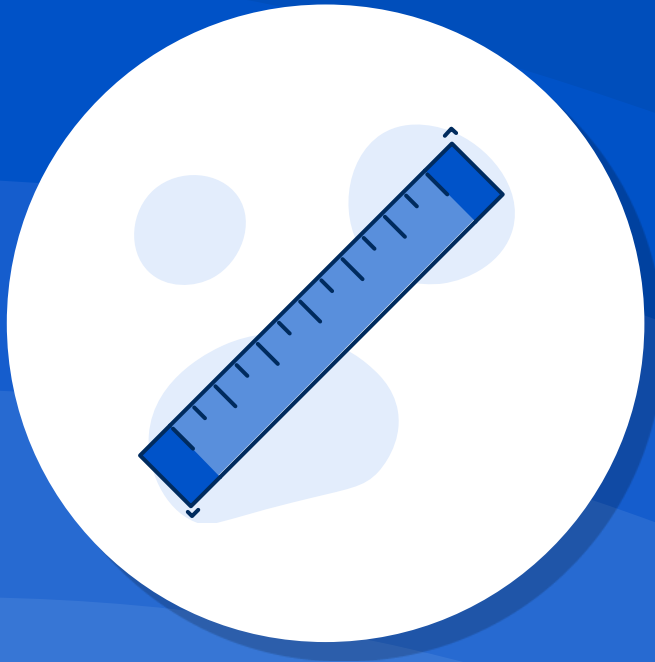


The 'Business value' KPI is an important combined KPI calculated by aggregating the 'Business benefits', 'Project length' and 'Project success' KPIs.

Outstanding feedback underlines the fact that Qlik is an established analytics and BI vendor with a comprehensive portfolio of professional services and products to satisfy customer needs.

Qlik Sense has climbed to first place in the 'Large international BI vendors' peer group this year having overtaken QlikView.

# Project length & Recommendation

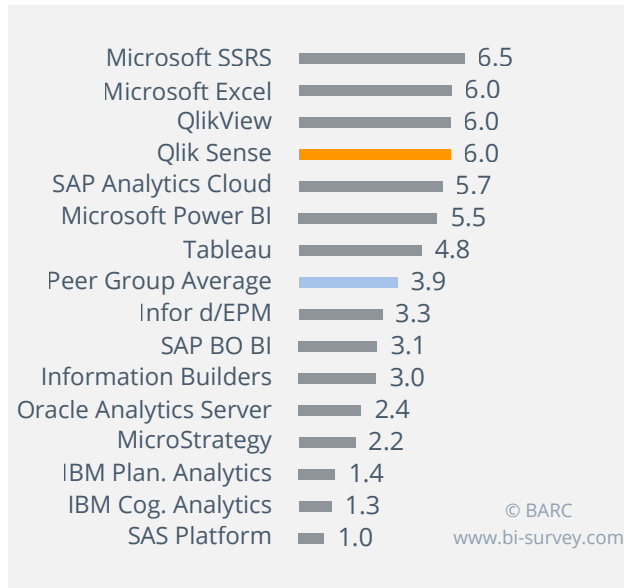


The 'Project length' KPI is based on how quickly the product is implemented.  
The 'Recommendation' KPI is based on the proportion of users that say they would recommend the product to others.

## Project length – Leader



Peer group: Large international BI vendors



The faster the implementation, the sooner quick wins can be achieved. What sounds like a no brainer is especially relevant in analytics and BI because long-running projects often fail to deliver the benefits aspired.

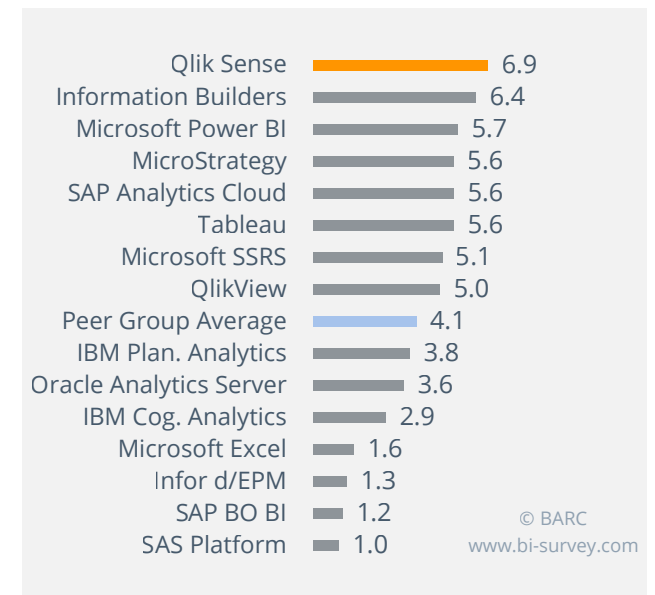
The typical implementation time of three months is clearly faster than the average reported by large companies (Qlik Sense's primary audience), demonstrating the flexibility and maturity of the software.

Qlik Sense is among the leaders in the 'Large international BI vendors' peer group for the 'Project length' KPI.

## Recommendation – Top-ranked



Peer group: Large international BI vendors



## Recommendation

A vendor that provides a high level of benefit to customers and delivers an innovative product is likely to be recommended by its users, which makes good ratings in this KPI vital.

93 percent of customers surveyed say they would recommend Qlik Sense to companies facing similar challenges with more than two-thirds even "definitely" recommending the software.

This year, Qlik Sense jumped two places to the top ranking for the 'Recommendation' KPI in the 'Large international BI vendors' peer group.

# Product satisfaction & Customer satisfaction



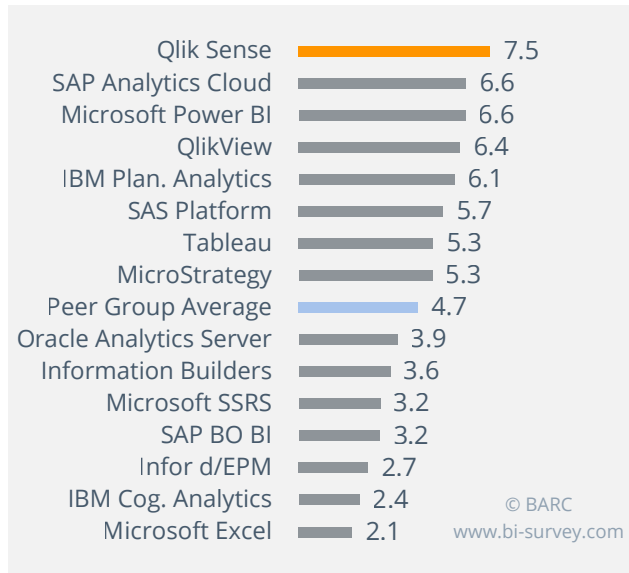
The 'Product satisfaction' KPI is based on the frequency of problems encountered with the product.

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

## Product satisfaction – Top-ranked



Peer group: Large international BI vendors



## Product satisfaction

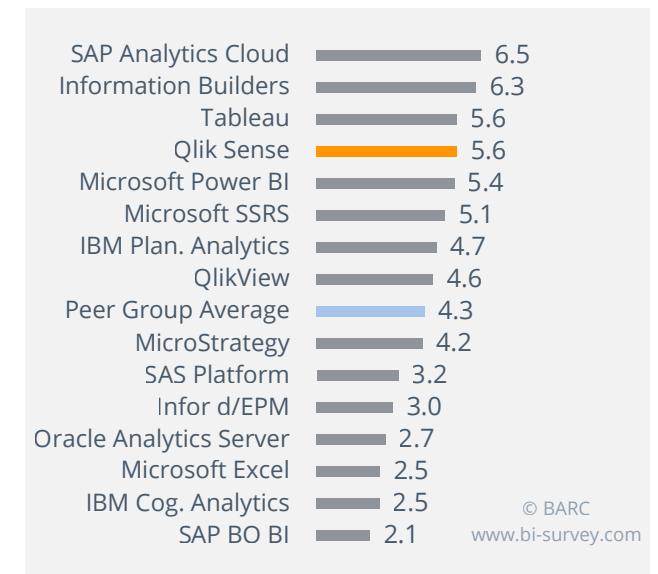


User satisfaction with a product has a huge impact on the perception and reputation of the whole business intelligence environment. In particular, end users who work intensively with the BI front end tend to blame the tools they use for most of the problems they encounter. Qlik Sense clearly deserves its first place in the 'Product satisfaction' KPI among the 'Large international BI vendors' as it satisfies most of its users in companies of all sizes. This represents a huge leap from last year's fifth place, proving that continuous development based on a solid foundation pays off.

## Customer satisfaction – Leader



Peer group: Large international BI vendors



## Customer satisfaction



'Customer satisfaction' is difficult to measure due to several influencing factors. We calculate this aggregated KPI by combining the 'Recommendation', 'Product satisfaction', 'Price-to-value', 'Vendor support' and 'Implementer support' KPIs.

High scores for 'Product satisfaction' and 'Recommendation' show that Qlik Sense powers analytics solutions that offer significant value add for customers.

Thanks to top ratings for 'Recommendation' and 'Product satisfaction' in the 'Large international BI vendors' peer group, Qlik Sense achieves a leadership position in the 'Customer satisfaction' KPI.

# Functionality & Ad hoc query



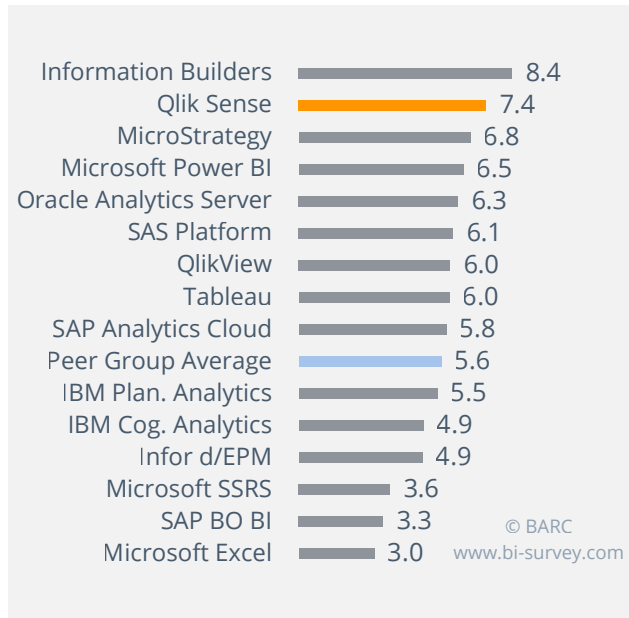
The 'Functionality' KPI combines the 'Dashboards', 'Distribution of reports', 'Ad hoc query', 'Analyses', 'Advanced analytics' and 'Planning and budgeting' KPIs.

The 'Ad hoc query' KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

## Functionality – Leader



Peer group: Large international BI vendors



BARC Viewpoint

## Functionality



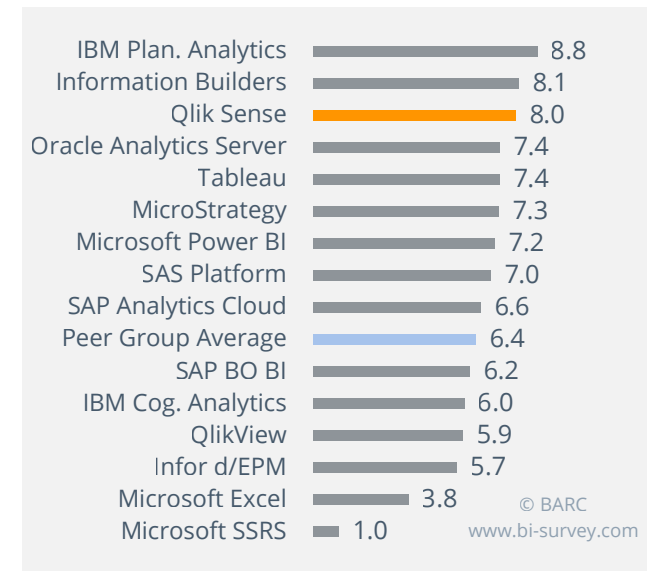
The 'Functionality' KPI reflects overall customer perception of the functionality provided. It is measured by aggregating the 'Dashboards', 'Ad hoc query', 'Analyses', 'Distribution of reports' and 'Planning and budgeting' KPIs. This produces an overall view on the breadth of the product's feature set. Qlik Sense customers reported being particularly happy with the product's capabilities for 'Dashboards', 'Ad hoc query' and 'Analyses'.

This year, Qlik Sense ranks among the leaders in the 'Large international BI vendors' peer group despite a lack of support for planning and budgeting.

## Ad hoc query – Leader



Peer group: Large international BI vendors



## Ad hoc query



BARC Viewpoint

We asked customers to give a qualitative rating of product capabilities and their usage patterns for 'Ad hoc query'. Factors considered ranged from data access to ease of use. Qlik's intention to deliver a distinctly ad hoc oriented solution has paid off. Qlik Sense is an interactive, easy-to-use solution for self-reliant data access.

Its 'Ad hoc query' capabilities are highly rated by survey respondents, who ranked Qlik Sense third in the 'Large international BI vendors' peer group.

# Ease of use & Flexibility



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.

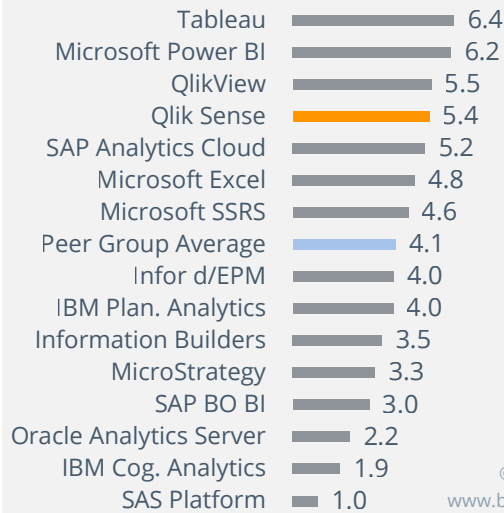
The 'Flexibility' KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.



## Ease of use – Leader



Peer group: Large international BI vendors



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'Ease of use' is often hard to assess when selecting software. With feedback from such a huge number of peers, this KPI in The BI & Analytics Survey is a great indicator. Additionally, the expectations of what easy-to-use analytics software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces.

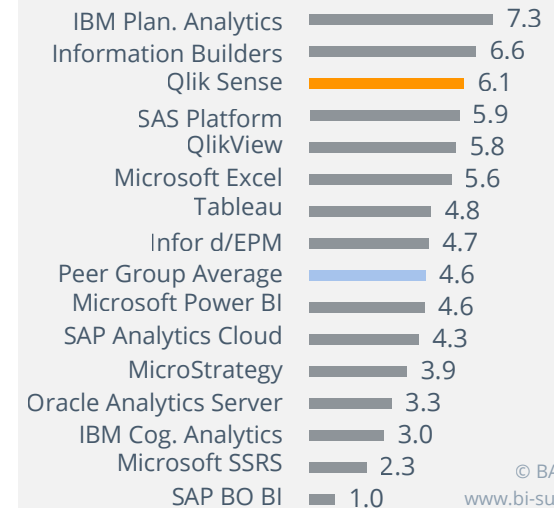
Customers appreciate Qlik Sense's focus on business users served by a uniform and visual interface that is modern and mature at the same time.

Qlik Sense offers good usability to its customers, who rate it as a leader in the 'Large international BI vendors' peer group.

## Flexibility – Leader



Peer group: Large international BI vendors



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## Flexibility

To measure the 'Flexibility' KPI, we combine the frequency with which it is cited as a reason to buy a software product with the rate of complaints about flexibility after implementation. 'Flexibility' is an increasingly decisive factor in buying decisions. Enterprises require solutions that can adapt quickly to changing business needs. In dynamic markets flexibility is critical to ensure data-driven decision-making by delivering relevant insights on time. The 'Flexibility' demonstrated is one of the top reasons why prospects decide to purchase and implement Qlik Sense. As a consequence, Qlik Sense is a leader in the 'Large international BI vendors' peer group for this KPI.

# Dashboards

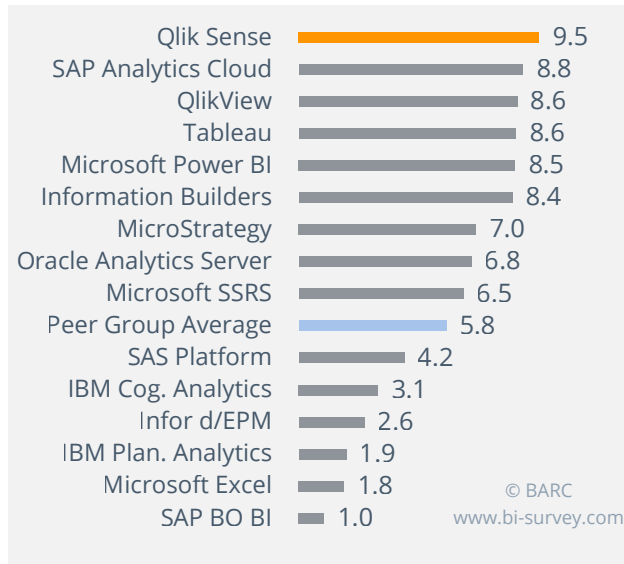


This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

## Dashboards – Top-ranked



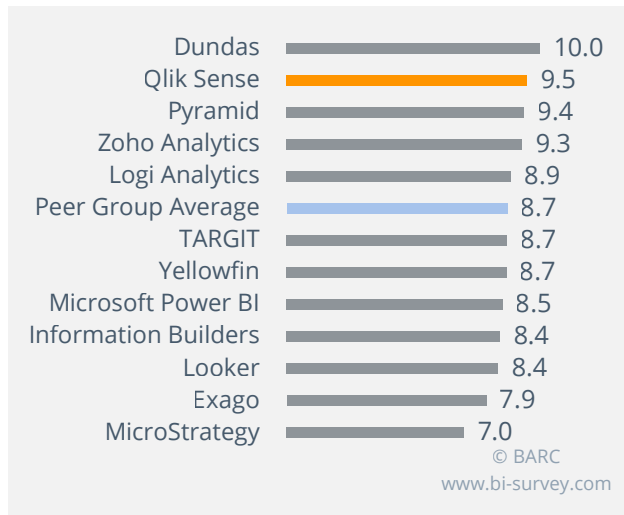
Peer group: Large international BI vendors



## Dashboards – Leader



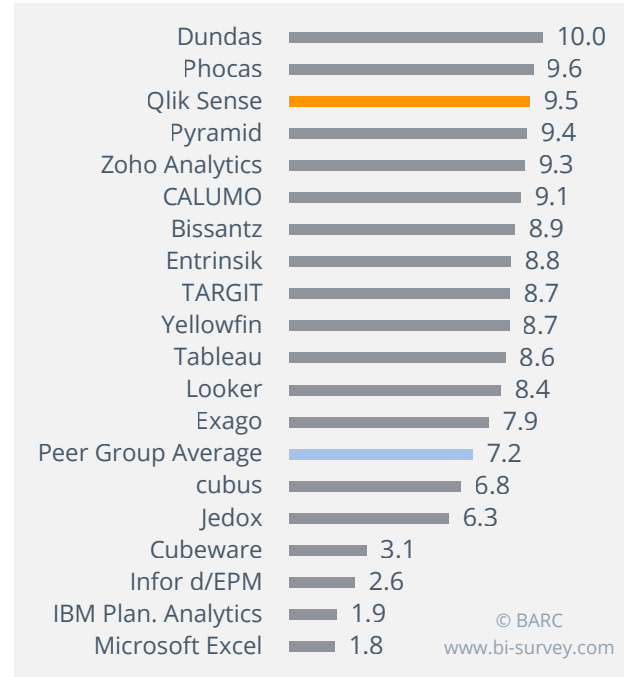
Peer group: Embedded analytics-focused products



## Dashboards – Leader



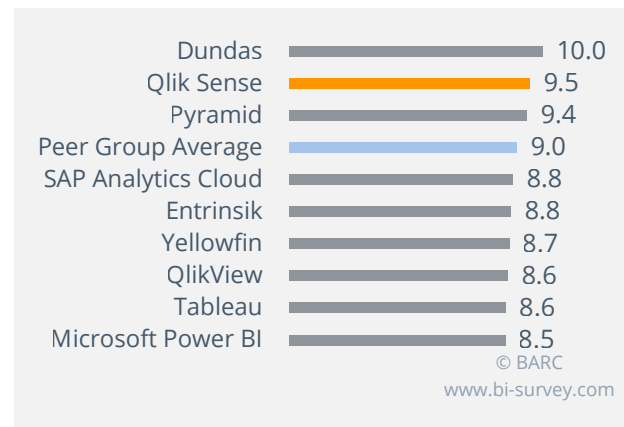
Peer group: Ad hoc reporting-focused products



## Dashboards – Leader



Peer group: Self-service analytics-focused products



## Dashboards



### BARC Viewpoint

Dashboards are one of the most mature usage scenarios in analytics and BI. It is a highly competitive space as almost every BI vendor provides its own flavor of dashboarding capabilities.

Qlik Sense was conceived from early on to support interactive dashboards and analytical applications together with visual analyses. This year, many of the customers answering our survey gave the software a favorable rating, placing it on the top of the podium in the 'Large international BI vendors' peer group and in the top three in its other peer groups.

# Analyses

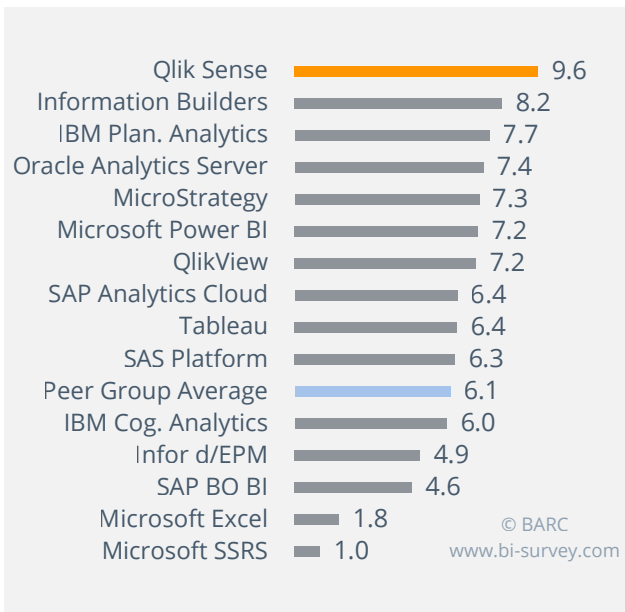


This KPI is based on how users rate their BI tool for performing analyses (KPI calculations, data navigation, predefined analyses).

## Analyses – Top-ranked



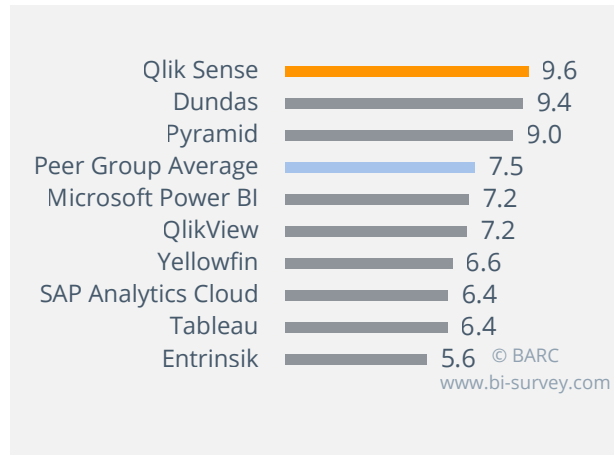
Peer group: Large international BI vendors



## Analyses – Top-ranked



Peer group: Self-service analytics-focused products

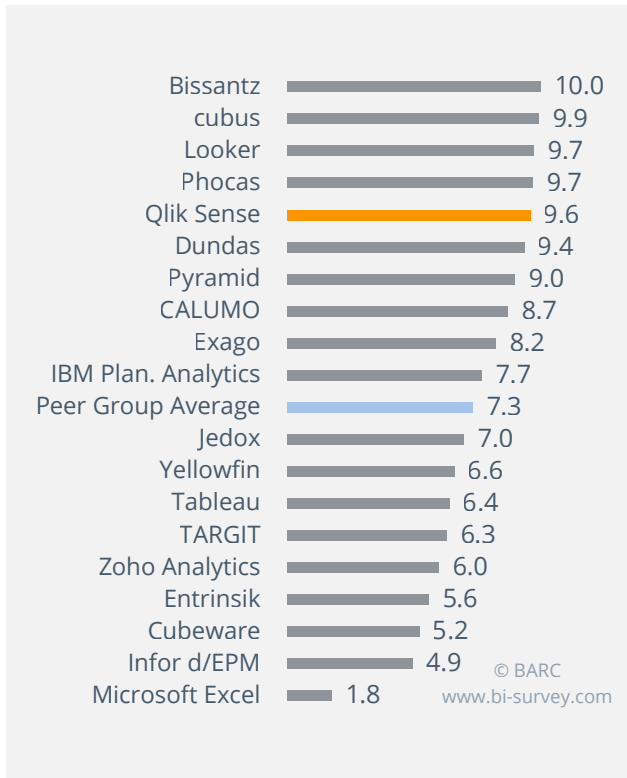


The 'Analyses' KPI considers support for various forms of data analysis, from dimensional analysis to visual analysis and beyond. Qlik Sense was designed to support intuitive and powerful visual analyses together with interactive dashboards and analytical applications. This clear vision and its thorough execution delivers customers with the flexibility and performance needed to analyze data in depth. This year Qlik Sense scored extraordinarily well, earning it the top rank in two peer groups: 'Self-service analytics-focused products' and 'Large international BI vendors'.

## Analyses – Leader



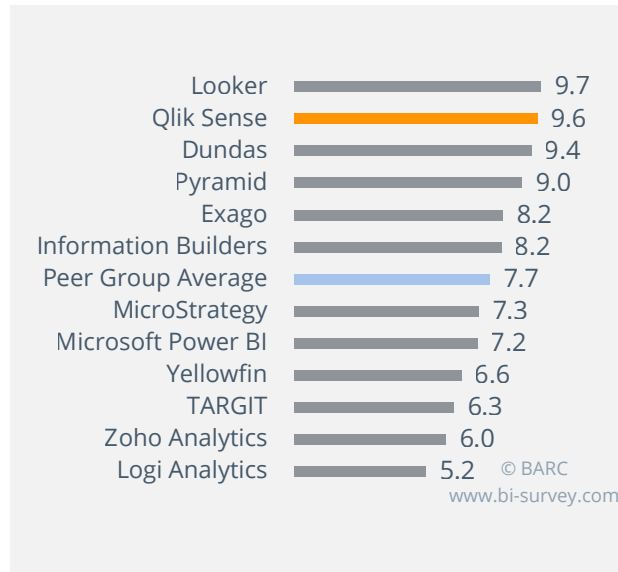
Peer group: Ad hoc reporting-focused products



## Analyses – Leader



Peer group: Embedded analytics-focused products



# Advanced analytics

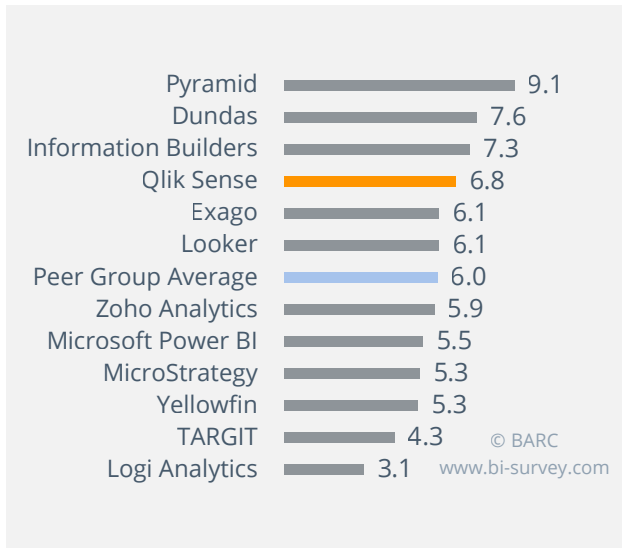


This KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning).

## Advanced analytics – Leader



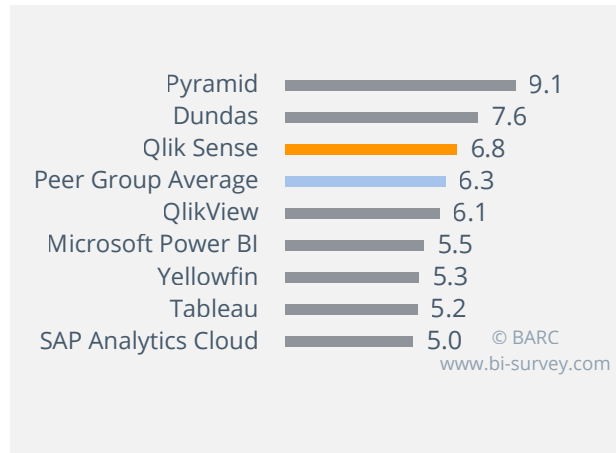
Peer group: Embedded analytics-focused products



## Advanced analytics – Leader



Peer group: Self-service analytics-focused products



## Advanced analytics



## BARC Viewpoint

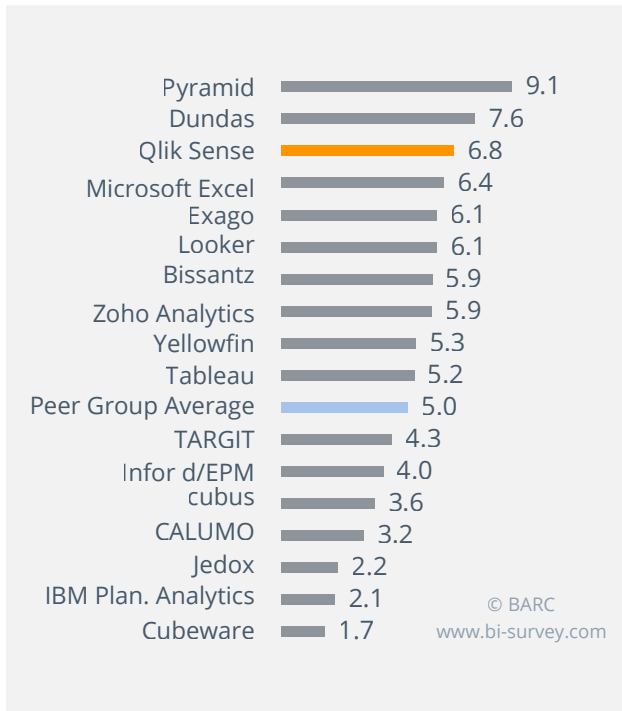
The 'Advanced analytics' KPI is based on how many survey respondents use their tool for advanced analysis (i.e., predictive analysis, data mining, machine learning). Employing advanced analytics to find clusters, patterns and trends in data helps to identify relevant signals. Especially in huge data sets, this can help companies to gain a competitive edge. Advanced analytics functions are increasingly included in business-user-oriented analytics and BI too. Qlik Sense is an extensible tool, which offers built-in capabilities and allows the integration of analytical models. Customers regularly use it for advanced analytics, resulting in a leading position in all its four peer groups.



## Advanced analytics – Leader



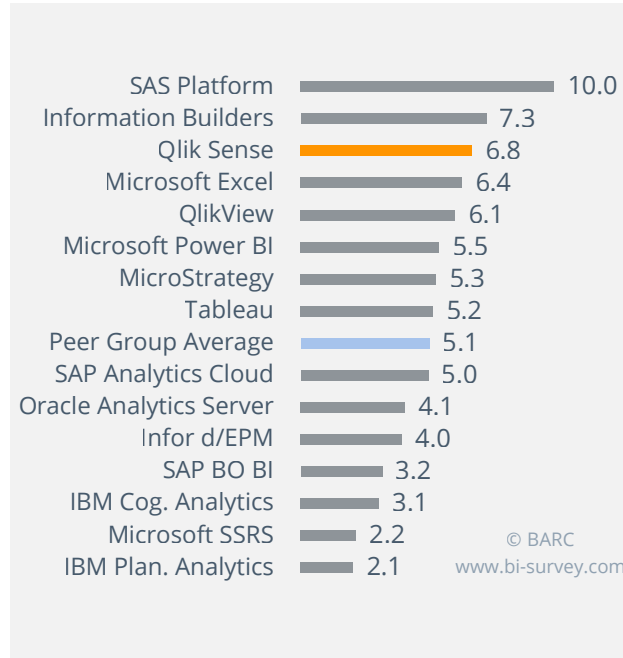
Peer group: Ad hoc reporting-focused products



## Advanced analytics – Leader



Peer group: Large international BI vendors



# Query performance

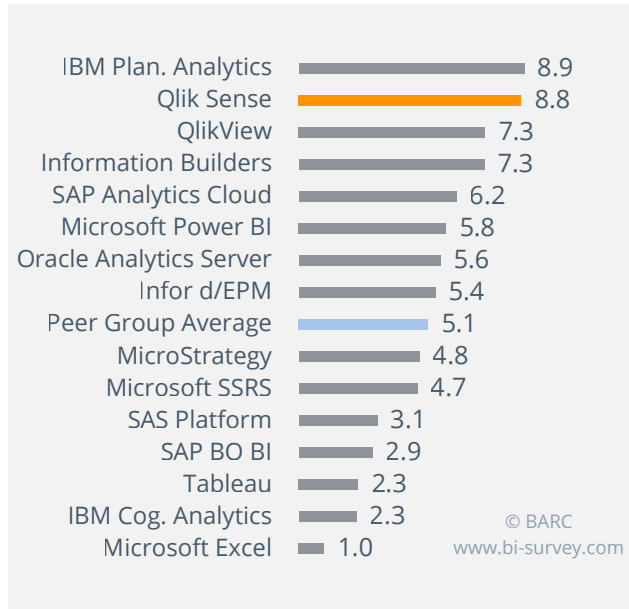


This KPI is based on how quickly queries respond  
(adjusted by data volume).

## Query performance – Leader



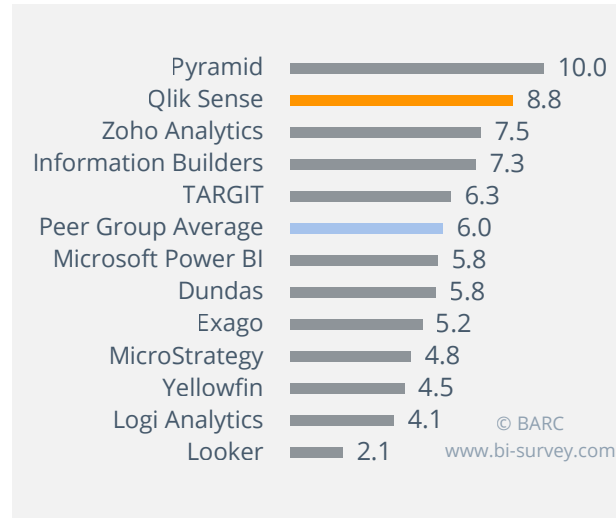
Peer group: Large international BI vendors



## Query performance – Leader



Peer group: Embedded analytics-focused products

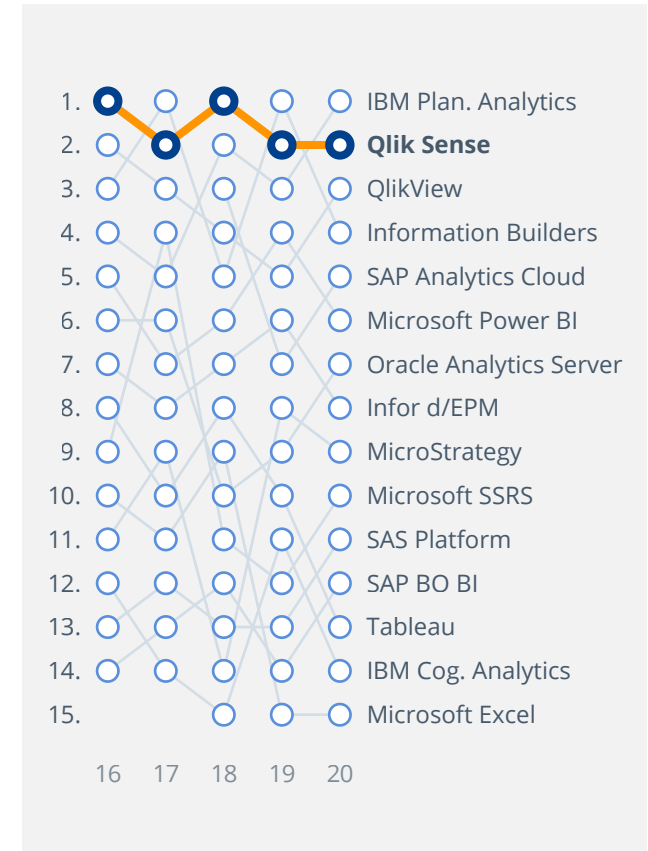


## Query performance



### Consistently outstanding in query performance

Peer group: Large international BI vendors



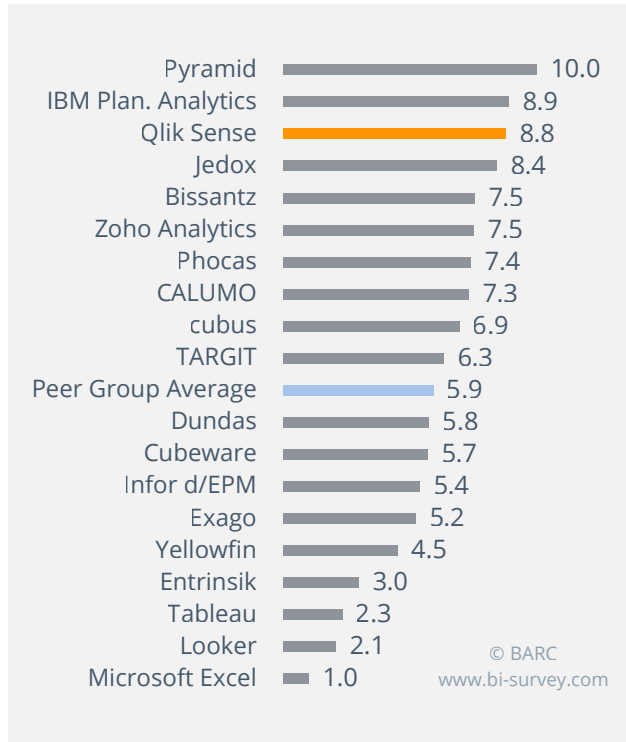
## BARC Viewpoint

The KPI for 'Query performance' is based on the median query response time stated by the customers surveyed. 'Query performance' is influenced by numerous aspects such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback even more relevant to inform buying decisions. Providing excellent query response through its in-memory engine is Qlik's number one sales promise. With median response times of 3 seconds, Qlik Sense is rated in the top three in four peer groups: 'Self-service analytics-focused products', 'Embedded analytics-focused products', 'Large international BI vendors' and 'Ad hoc reporting-focused products'.

## Query performance – Leader



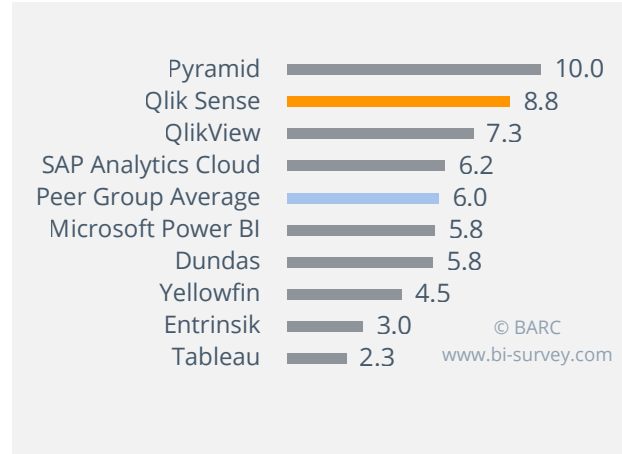
Peer group: Ad hoc reporting-focused products




## Query performance – Leader



Peer group: Self-service analytics-focused products

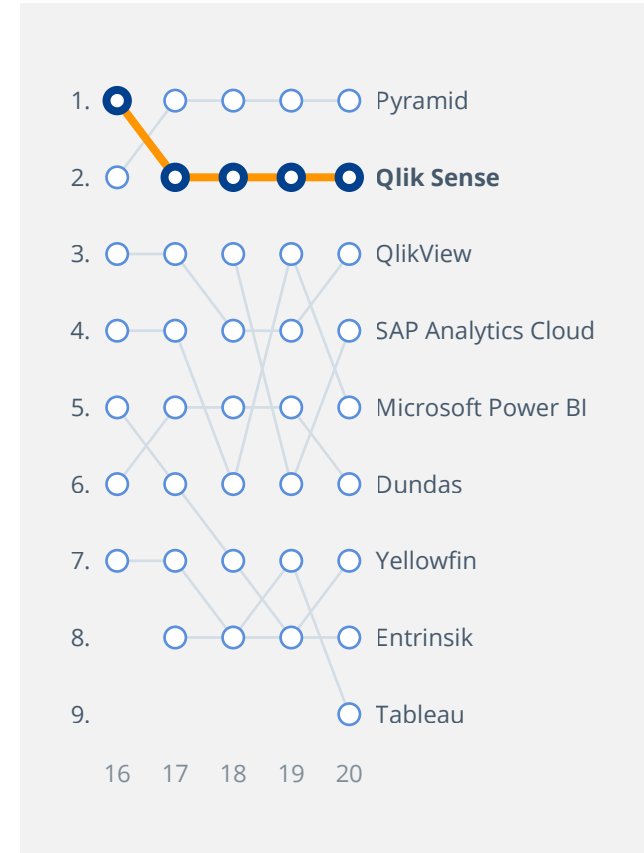


# Query performance



## Consistently outstanding in query performance

Peer group: Self-service analytics-focused products



# Performance satisfaction

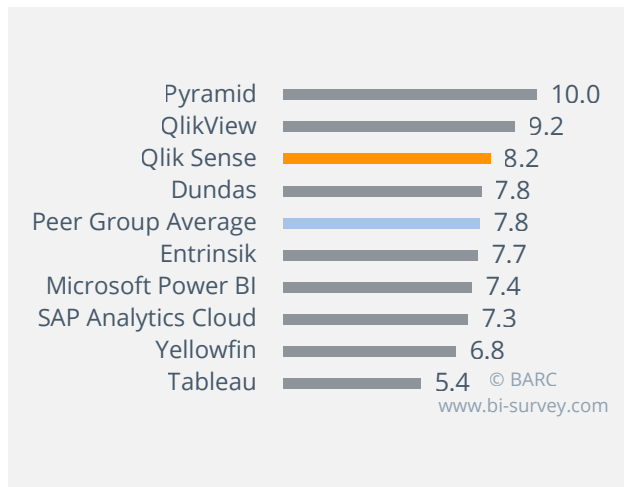


This KPI measures the frequency of complaints about the system's performance.

## Performance satisfaction – Leader

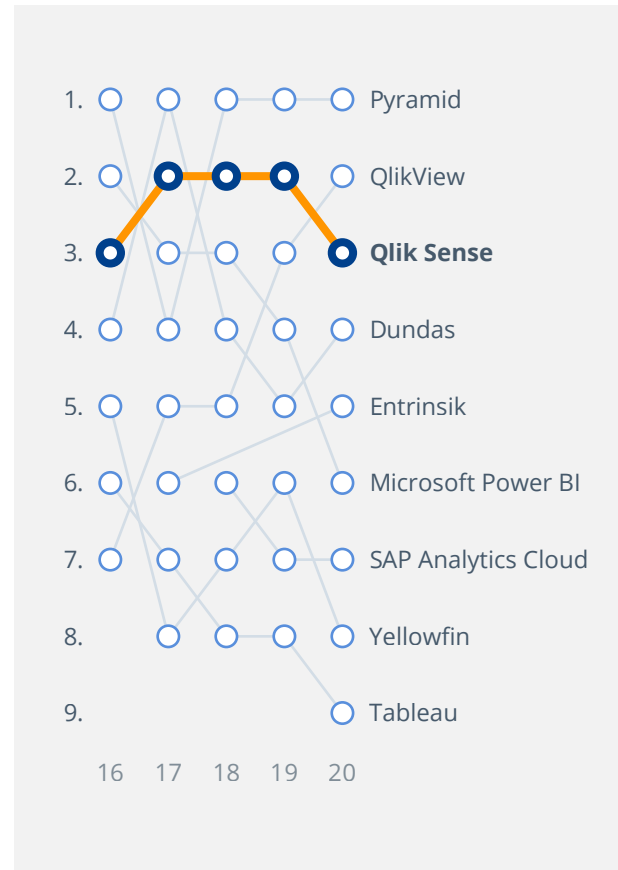


Peer group: Self-service analytics-focused products



## Consistently outstanding in performance satisfaction

Peer group: Self-service analytics-focused products



## Performance satisfaction



### BARC Viewpoint

'Performance satisfaction' is the result of query performance expected versus performance experienced in daily use taking into account complaints about inferior query performance.

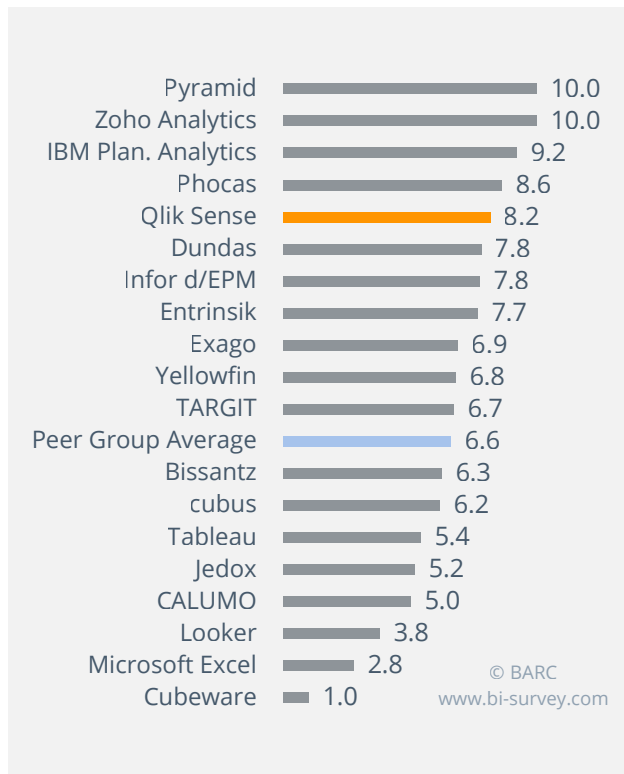
Fast query performance is one of the most important criteria when purchasing analytics and BI software. Customers selecting software that demonstrates remarkable query performance achieve more benefits through analytics.

For years, Qlik Sense has delivered outstanding query performance resulting in three leading ranks this year in the 'Self-service analytics-focused products', 'Embedded analytics-focused products' and 'Ad hoc reporting-focused products' peer groups.

## Performance satisfaction – Leader



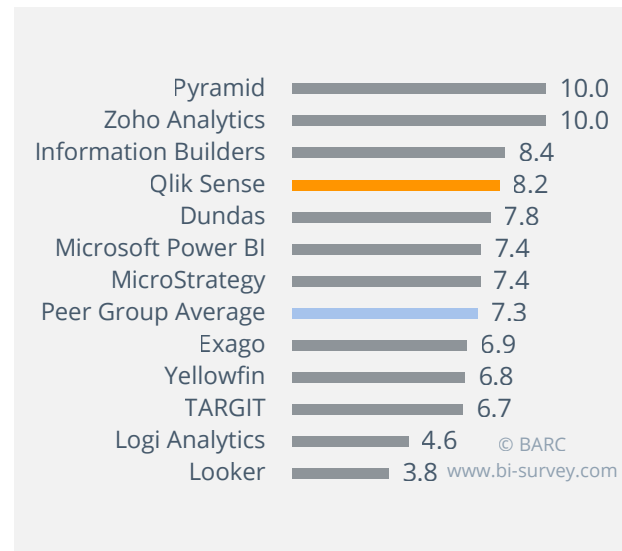
Peer group: Ad hoc reporting-focused products



## Performance satisfaction – Leader



Peer group: Embedded analytics-focused products



# Performance satisfaction



# Customer experience



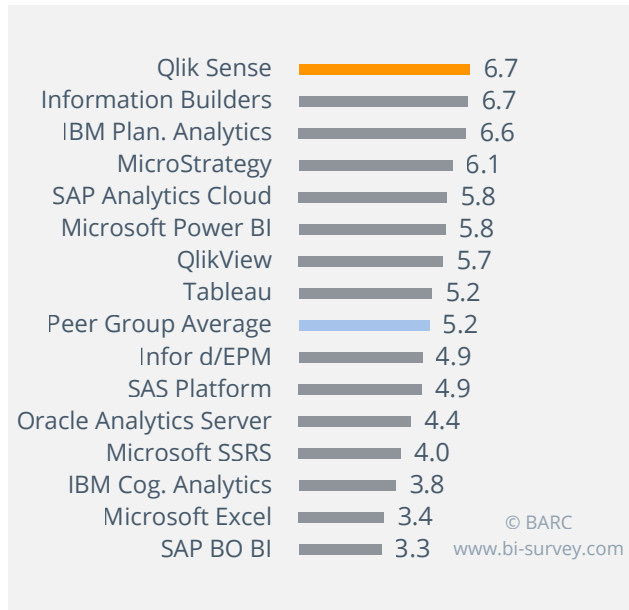
This KPI combines the 'Self-service', 'Ease of use', 'Flexibility', 'Query performance', 'Performance satisfaction' and 'Sales experience' KPIs.



## Customer experience – Top-ranked



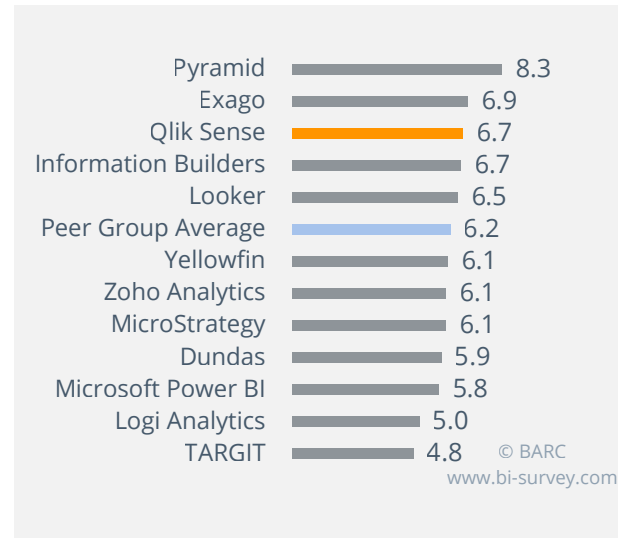
Peer group: Large international BI vendors



## Customer experience – Leader



Peer group: Embedded analytics-focused products

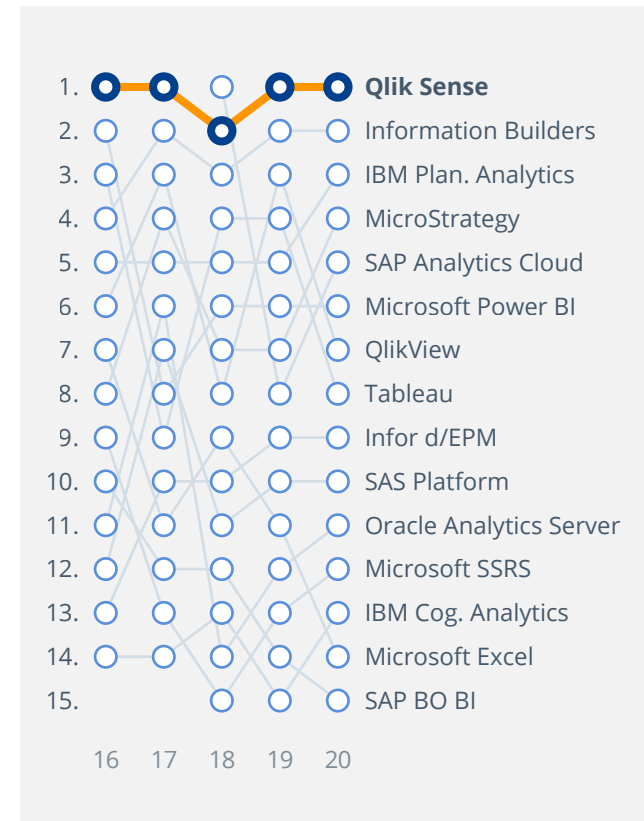


## Customer experience



### Consistently outstanding in customer experience

Peer group: Large international BI vendors

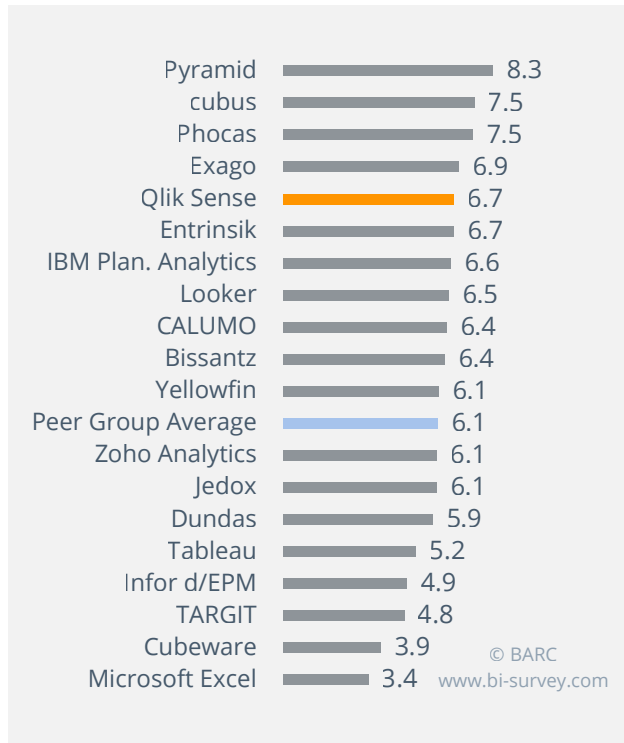


The 'Customer experience' KPI combines scores for 'Self-service', 'Ease of use', 'Flexibility', 'Query performance', 'Performance satisfaction' and 'Sales experience'. Achieving a high rank in this combined KPI requires good results in a diverse range of areas. Qlik Sense scored well above average in most of these KPIs, demonstrating its value to customers around the world. Earning a top rank in this KPI demonstrates a versatility to successfully support varied use cases. Qlik Sense climbed to the top of the tree in the 'Large international BI vendors' peer group last year and defended its position against challengers this year.

## Customer experience – Leader



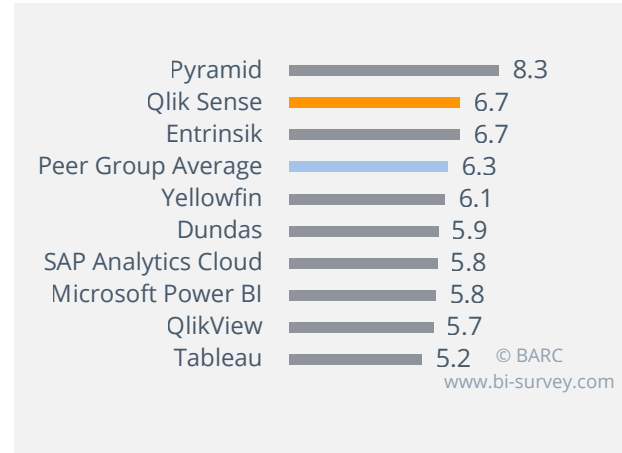
Peer group: Ad hoc reporting-focused products



## Customer experience – Leader



Peer group: Self-service analytics-focused products



# Sales experience & Visual design standards



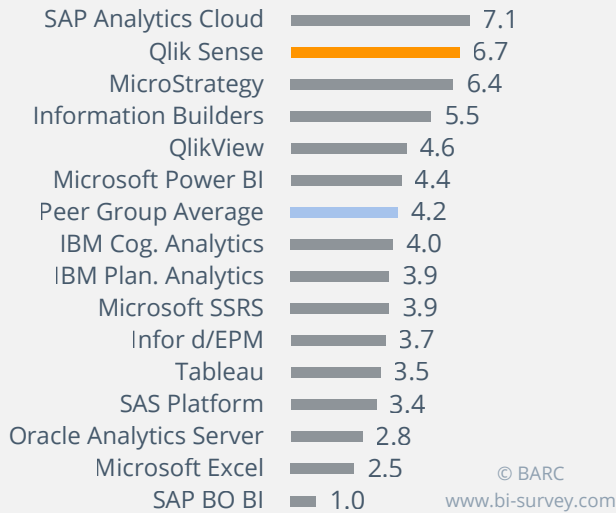
The 'Sales experience' KPI is based on how respondents rate the sales/purchasing experience with the vendor.

The 'Visual design standards' KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.

## Sales experience – Leader



Peer group: Large international BI vendors



## BARC Viewpoint

## Sales experience

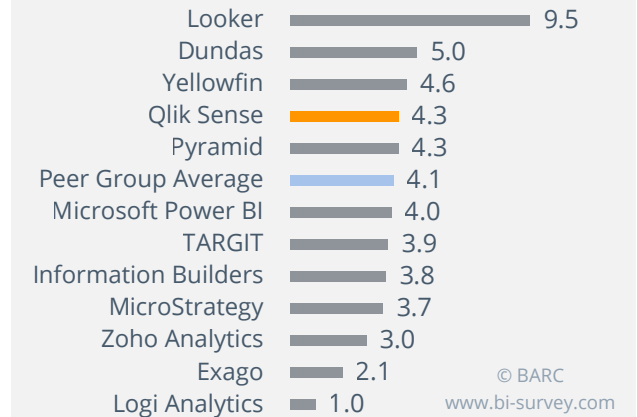


The 'Sales experience' KPI reflects the perception of the early stages of a relationship with a vendor, setting the basis for future cooperation and customer satisfaction. Successful analytics and BI environments grow and change over time. Good ties with vendor sales help to make transitions smooth and enable buyers to get the most out of their investment. Qlik achieves good overall feedback about its conduct during the product evaluation and contract negotiation stages for its Qlik Sense product. This positive 'Sales experience' for Qlik Sense ranks it in second place in the 'Large international BI vendors' peer group.

## Visual design standards – Leader



Peer group: Embedded analytics-focused products



## Visual design standards

## BARC Viewpoint

Visual design standards help decision-makers to grasp the essence of analyses and reports faster and more precisely. They are therefore important to inform decisions and foster action from insight in corporations. The KPI for 'Visual design standards' is based on the level of use of visual design standards with the BI tool.

Qlik Sense customers value the benefits of compelling visual design to produce clear results from analytics. They use these standards regularly in their applications, resulting in a leading position in the 'Embedded analytics-focused products' peer group.

# Data preparation

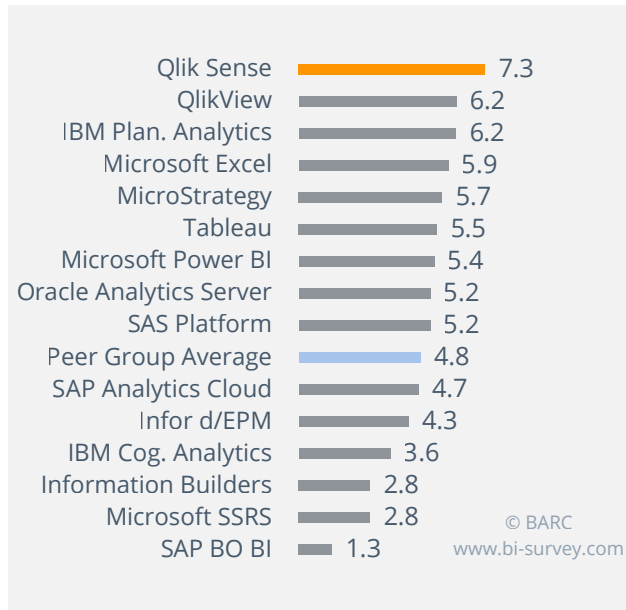


This KPI is based on the proportion of survey respondents that currently use the product for data preparation.

## Data preparation – Top-ranked



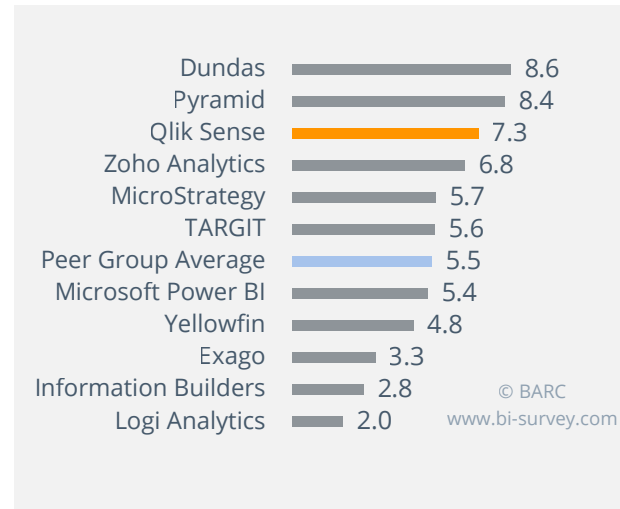
Peer group: Large international BI vendors



## Data preparation – Leader



Peer group: Embedded analytics-focused products



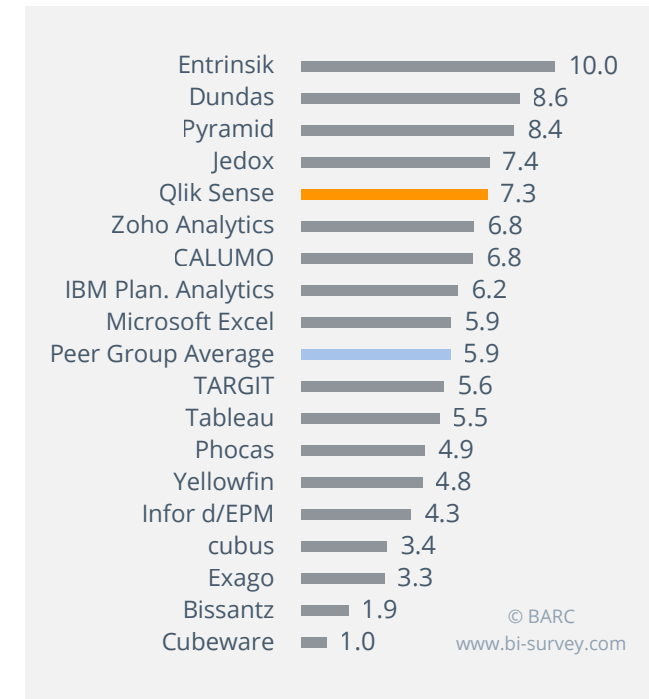
## Data preparation



### Data preparation – Leader



Peer group: Ad hoc reporting-focused products



Data preparation comprises connecting to data sources and ingesting, enhancing and enriching data to publish it for use in analytics. The 'Data preparation' KPI is based on the proportion of respondents that use the product to prepare data for analytics. Helping business users to integrate new data for analyses quickly drives positive outcomes from analytics and BI. Qlik Sense has data preparation deeply ingrained in its core, delivering users a modern and versatile end-to-end platform for analytics and BI. This propels it to the number one spot in the 'Large international BI vendors' peer group as well as leadership positions in two of its other peer groups.

# Visual analysis

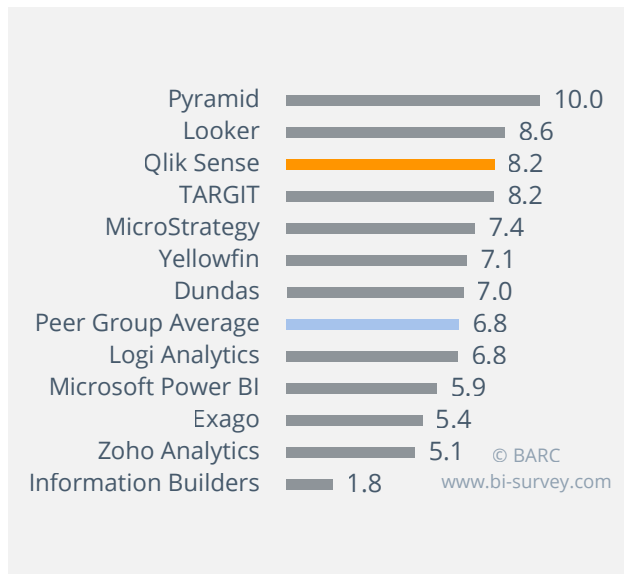


This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

## Visual analysis – Leader

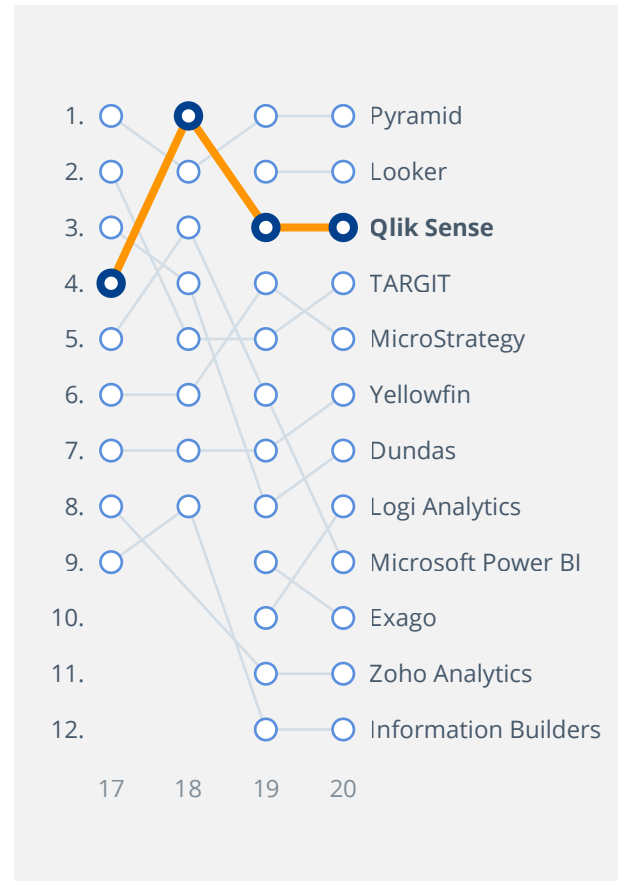


Das Peer group: Embedded analytics-focused products



## Consistently outstanding in visual analysis

Peer group: Embedded analytics-focused products



## Visual analysis



### BARC Viewpoint

The proportion of survey respondents that currently perform 'Visual analysis' with their BI tool is used to calculate this KPI.

Qlik Sense is a visually appealing product. It was developed with a strong focus on business users, who can work with data ad hoc by choosing different types of interactive visualizations and analysis capabilities.

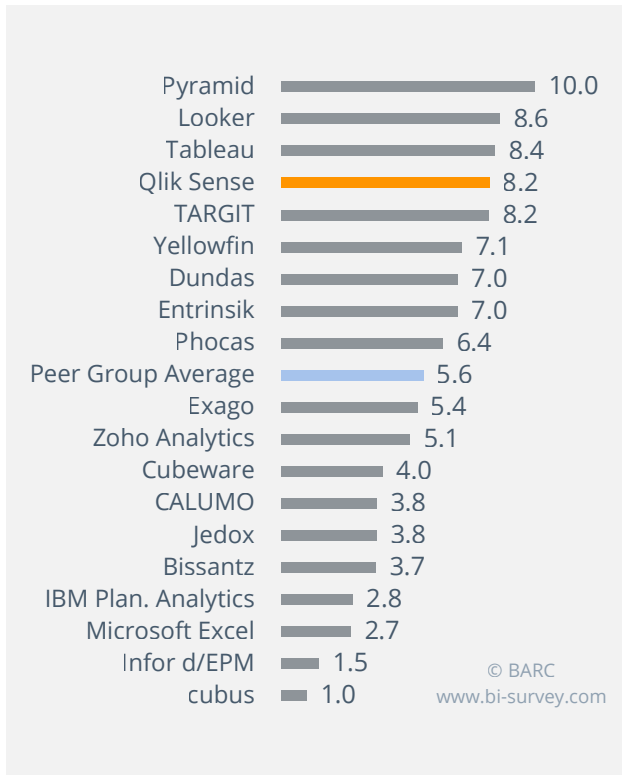
Qlik Sense's customers appreciate the functionality offered and rate it as a leader in the 'Large international BI vendors', 'Self-service analytics-focused products', 'Embedded analytics-focused products' and 'Ad hoc reporting-focused products' peer groups.



## Visual analysis – Leader



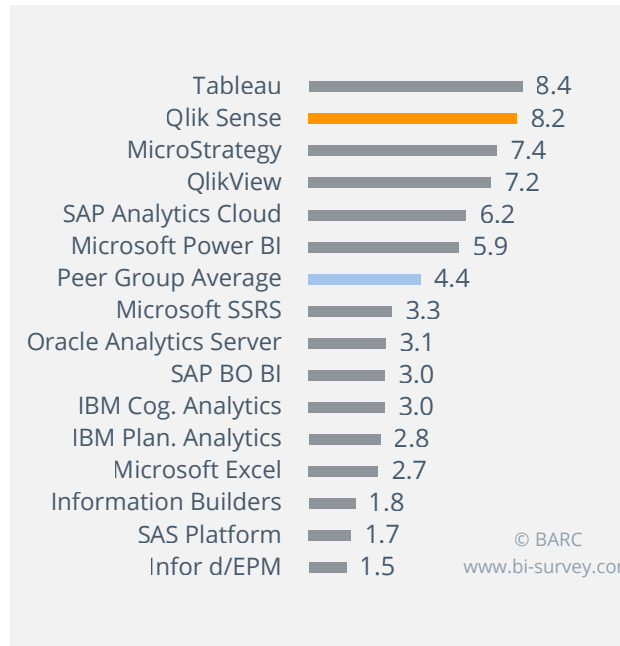
Peer group: Ad hoc reporting-focused products



## Visual analysis – Leader



Peer group: Large international BI vendors



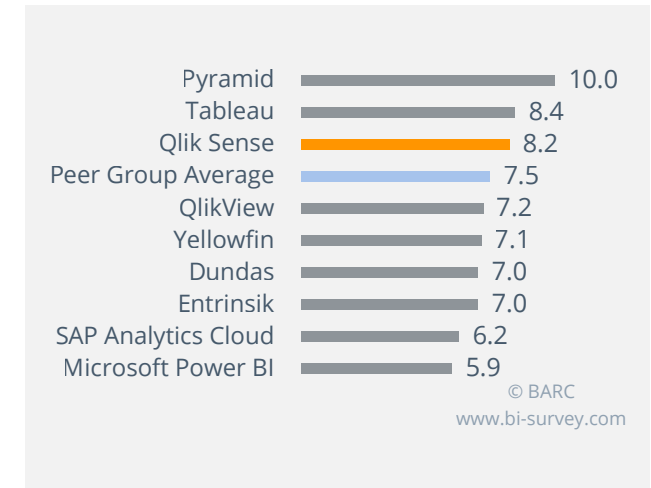
## Visual analysis



## Visual analysis – Leader



Peer group: Self-service analytics-focused products



# Location intelligence

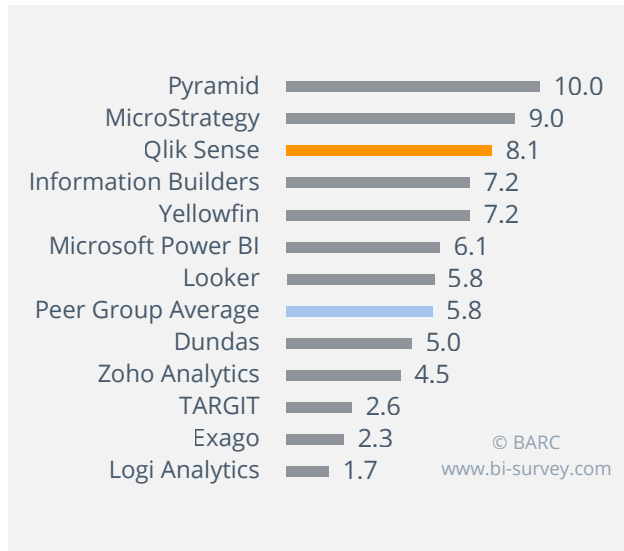


This KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.

## Location intelligence – Leader



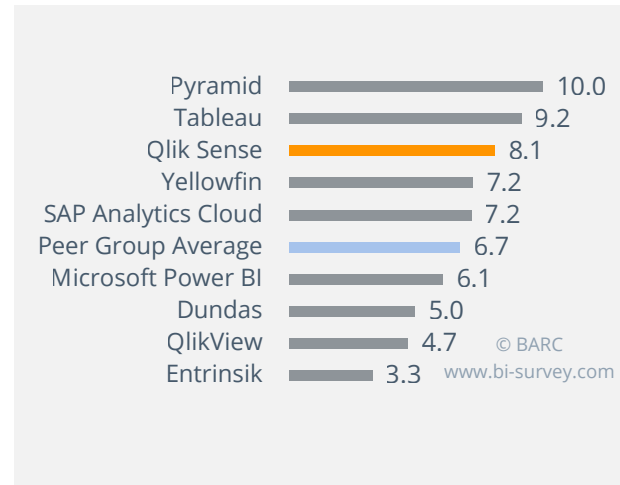
Peer group: Embedded analytics-focused products



## Location intelligence – Leader



Peer group: Self-service analytics-focused products

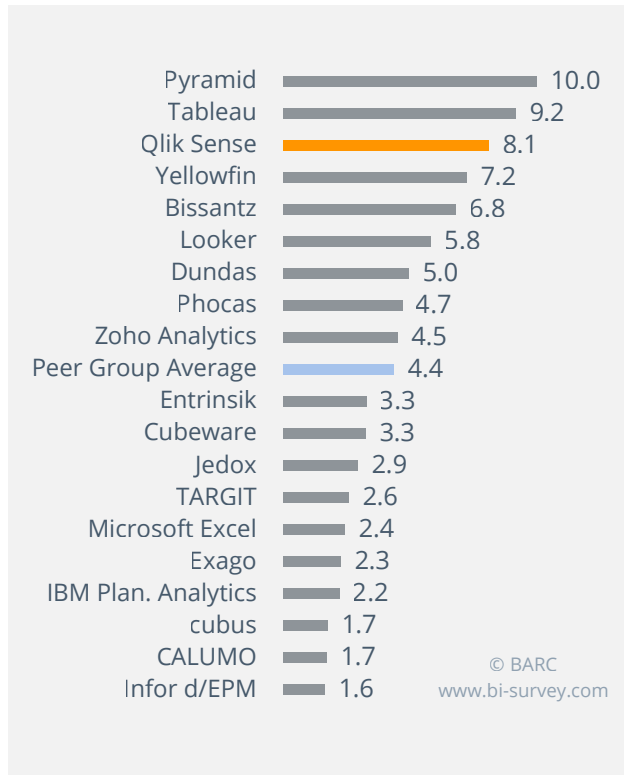


The 'Location intelligence' KPI is based on the proportion of survey respondents that perform spatial and location analyses with their BI tool. Analyzing location data does not only mean displaying information on a map. Companies wanting to extract more value from their data perform spatial calculations and combine geo information with enterprise data. Qlik has a long history of supporting spatial analysis in its tool portfolio. This leads to widespread use of the sophisticated features available in Qlik Sense. The tool is ranked among the leaders in four peer groups.

## Location intelligence – Leader



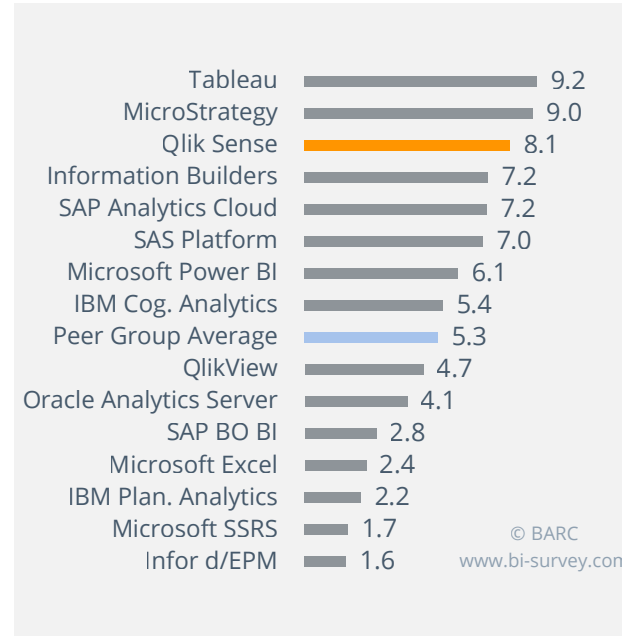
Peer group: Ad hoc reporting-focused products



## Location intelligence – Leader



Peer group: Large international BI vendors



# Innovation

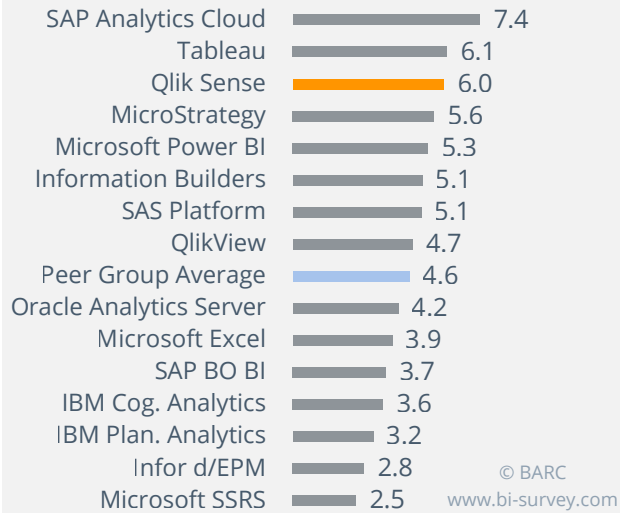


The 'Innovation' KPI combines the 'Cloud BI', 'Data preparation', 'Visual analysis', 'Visual design standards', 'Location intelligence', 'Mobile BI', 'Operational BI' and 'Embedded BI' KPIs to measure the product's level of innovation.

## Innovation – Leader



Peer group: Large international BI vendors



The 'Innovation' KPI combines various KPIs related to the use of leading-edge features to measure the product's level of innovation as a predictor of future development and success. With a good set of results, especially in the 'Data preparation' and 'Visual analysis' root KPIs, Qlik Sense ranks number 3 in the 'Large international BI vendors' for this aggregated KPI. This result highlights the vendor's ability to think ahead of market trends and to listen to the changing requirements of customers and provide them with the solutions they require.

# Considered for purchase

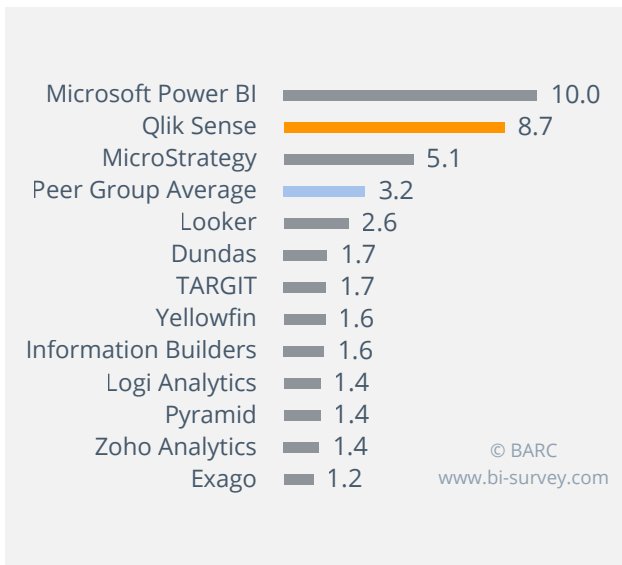


This KPI is based on whether respondents considered purchasing the product.

## Considered for purchase – Leader

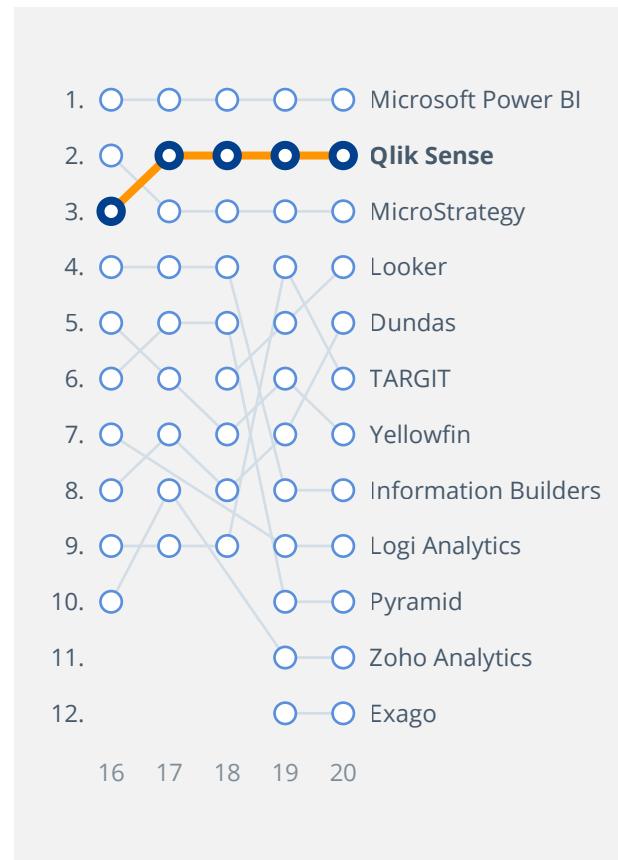


Peer group: Embedded analytics-focused products



## Consistently outstanding in considered for purchase

Peer group: Embedded analytics-focused products



## Considered for purchase



This KPI is based on how often respondents considered the product for purchase in software evaluations. Here, Qlik Sense is a leader in three peer groups, reaching rank 2 in the 'Embedded analytics-focused products' and 'Ad hoc reporting-focused products' peer groups.

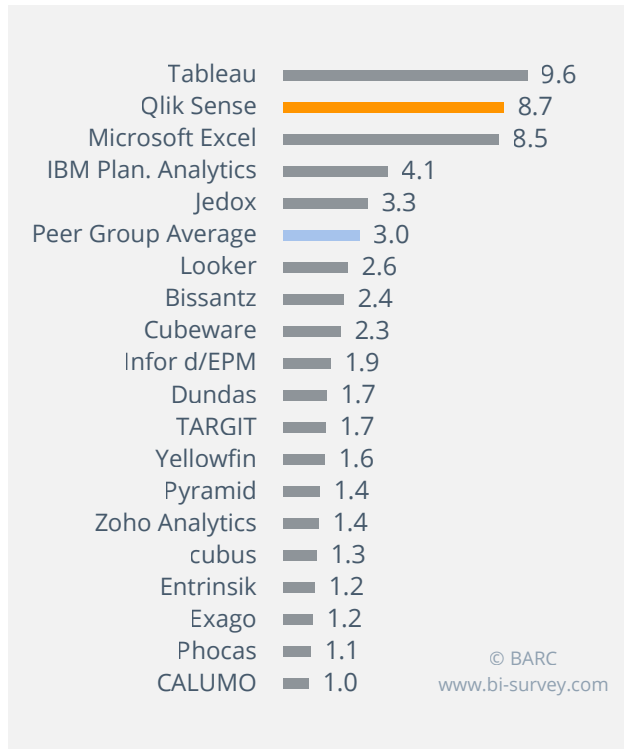
Qlik has a huge market presence and its products are often evaluated for purchase. Over the years, its portfolio has grown to address a broader spectrum of usage scenarios and customer needs. This growth has contributed to Qlik's popularity and image as a global analytics company in today's market.



## Considered for purchase – Leader



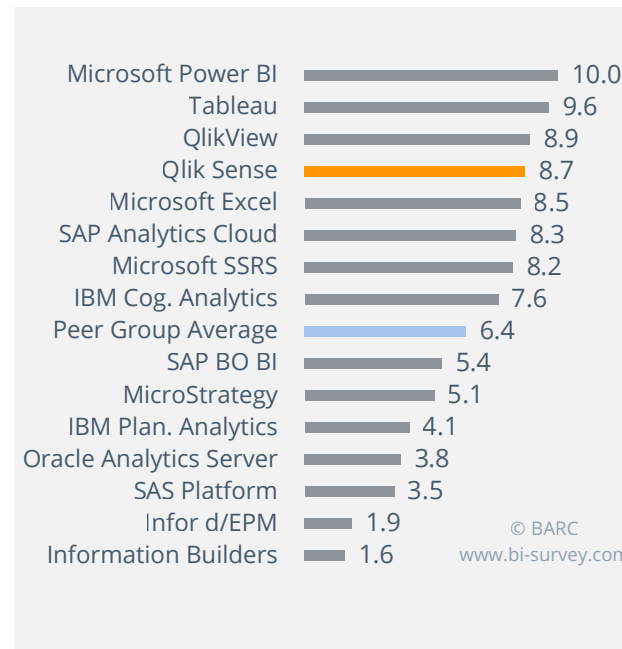
Peer group: Ad hoc reporting-focused products



## Considered for purchase – Leader



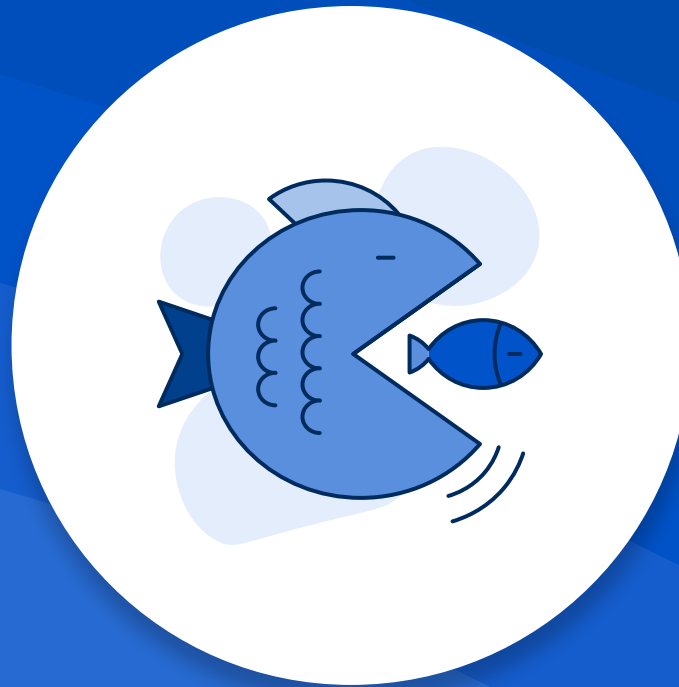
Peer group: Large international BI vendors



## Considered for purchase



# Competitiveness

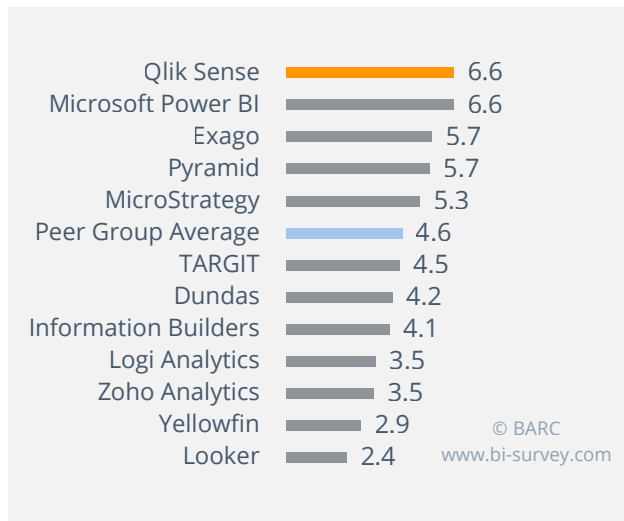


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

## Competitiveness – Top-ranked



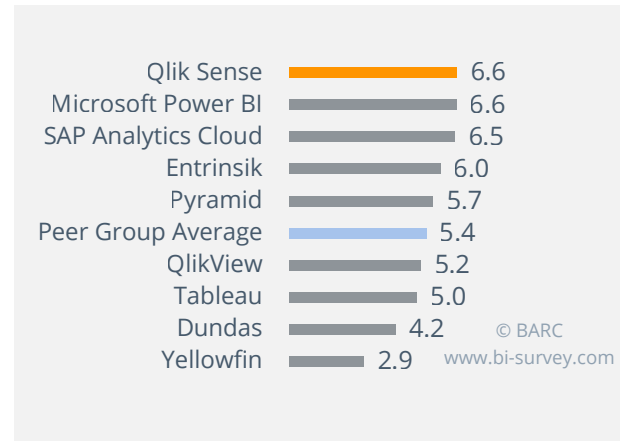
Peer group: Embedded analytics-focused products



## Competitiveness – Top-ranked



Peer group: Self-service analytics-focused products



## Competitiveness



### BARC Viewpoint

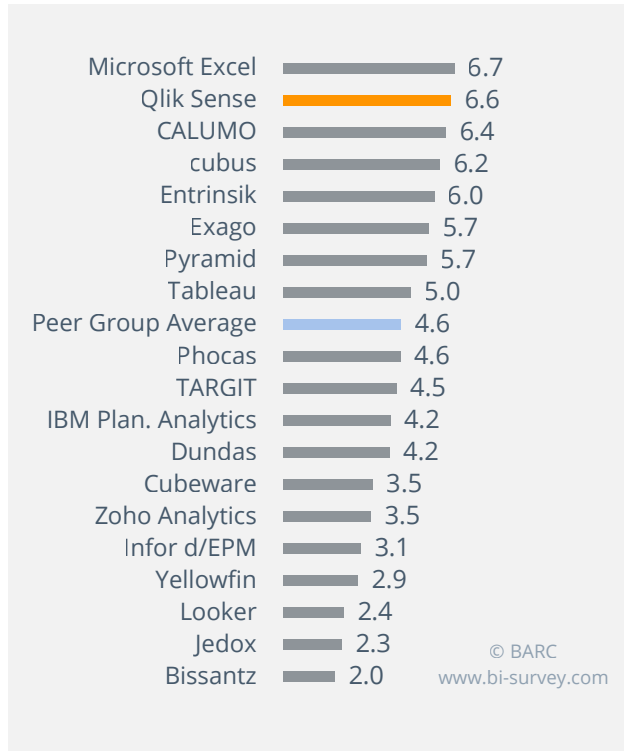
The 'Competitiveness' KPI aggregates results from the 'Considered for purchase' and 'Competitive win rate' root KPIs to get an overview of the current market position of a vendor. Customers rate Qlik Sense as the most competitive solution in 'Self-service analytics-focused products' and 'Embedded analytics-focused products' with very good results in its other peer groups too.

Qlik was an early contributor to the rise of business-oriented and interactive BI and analytics solutions. It is not easy to win new customers in a crowded market while continuing to keep existing customers satisfied and acting as evangelists for your solution. Qlik's success proves that the result is worth all the hard work.

## Competitiveness – Leader



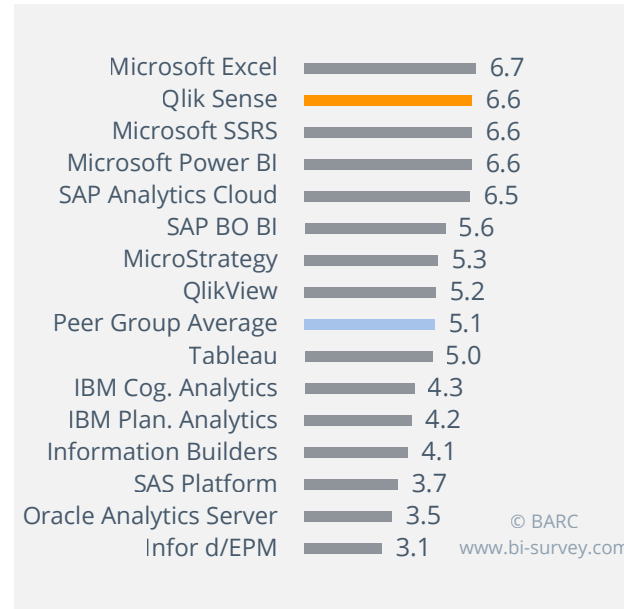
Peer group: Ad hoc reporting-focused products



## Competitiveness – Leader



Peer group: Large international BI vendors



# QlikView





## KPI results

**21** leading positions

*in 3 different peer groups.*

BI & ANALYTICS SURVEY 21



## Recommendation

**85%**

of surveyed users say they would **recommend\*** QlikView.

*\* Based on the aggregate of "Definitely" and "Probably".*

BI & ANALYTICS SURVEY 21



## Performance

**52%**

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

*\* Compared to 23% for the average BI tool.*

BI & ANALYTICS SURVEY 21



## Satisfaction

**91%**

of surveyed users are **satisfied** with QlikView.\*

*\* Based on the aggregate of "Very satisfied" and "Somewhat satisfied".*

BI & ANALYTICS SURVEY 21



## Data handling

**45%**

of surveyed users chose QlikView because of its **large data handling capacity.\***

*\* Compared to 18% for the average BI tool.*

BI & ANALYTICS SURVEY 21



## Dashboards

**91%**

of surveyed users rate QlikView's **functionality for creating dashboards** as **excellent** or **good.\***

*\* Compared to 80% for the average BI tool.*

BI & ANALYTICS SURVEY 21



## Peer Group Large international BI vendors



### Leader in

- Business benefits
- Project success
- Project length
- Business value
- Product satisfaction
- Dashboards
- Ease of use
- Query performance
- Performance satisfaction
- Data preparation
- Visual analysis
- Considered for purchase

## Peer Group Dashboarding-focused products



### Leader in

- Advanced analytics
- Performance satisfaction
- Visual analysis
- Visual design standards
- Considered for purchase

## Peer Group Self-service analytics-focused products



### Leader in

- Query performance
- Performance satisfaction
- Visual design standards
- Considered for purchase

## BARC Summary

QlikView managed 21 leading positions across its various peer groups in The BI & Analytics Survey 21. Most remarkably, it was ranked number 2 three times behind its rival in Qlik's own portfolio – Qlik Sense.

QlikView is perceived as a solid product that provides good dashboards and analysis functionality as well as the level of query performance its customers require. 'Fast query performance' has always been among the top reasons why customers choose to purchase QlikView, which is deeply linked to its leading in-memory engine. As a result, QlikView achieved a leading position for 'Performance satisfaction' in all of its peer groups.



“  
A very handy tool - Swiss Army knife of BI.  
BI-SURVEY.com

” CEO, manufacturing, >2,500 employees

“  
One of the best of class business discovery software products on the market.  
BI-SURVEY.com

” Employee of a cross-departmental BI/analytics team, manufacturing, 100-2,500 employees

“  
It is the most robust BI tool on the market.  
BI-SURVEY.com

” Head of BI & Analytics Competence Center, banking and finance, >2,500 employees

“  
An awesome product that can bring insight into even small enterprises. We have used it since 2013 and are happy to continue with it.  
BI-SURVEY.com

” Person responsible/Project manager for BI/analytics from IT department, insurance, 100-2,500 employees

“  
Powerful, intuitive programming, flexible interface, can access anywhere. Fast results.\*  
BI-SURVEY.com

” Person responsible/Project manager for departmental BI/analytics, manufacturing, 100-2,500 employees

\*Translated by BARC





## What customers like most



It is modern, chic, cool. Users enjoy it because it's easy to use.\*



” *Head of BI & Analytics Competence Center, retail/wholesale/trade, 100-2,500 employees*

Easy to use, great online community, lot of possibilities in making charts/tables, can read many sorts of databases. In the past two years solved almost every need of the company.



” *IT employee, transport and logistics, 100-2,500 employees*

Intuitive to use for the end users. Qlik's associative data model. Interactive analysis where almost anything can be searched from the depths of data through global search and selections which respond quickly. In-memory engine - The data is already loaded in RAM, so it's fast.



” *Employee of a cross-departmental BI/analytics team, manufacturing, 100-2,500 employees*

Query speed, natural insight discovery, ability to handle volumes of data, community support.



” *Employee of a cross-departmental BI/analytics team, healthcare, 100-2,500 employees*

Its ability to handle big data volumes, to combine multiple data sources and represent this in a standardized, understandable view.



” *Person responsible/Project manager for departmental BI/analytics, tourism, 100-2,500 employees*

\*Translated by BARC





Excellent tool to step into the world of analytics and a good stepping stone in getting your staff data literate.



Person responsible/Project manager for departmental BI/analytics, tourism, 100-2,500 employees

Leverage Qlik as both visualization tool as well as lakeshore mart.



Person responsible/Project manager for BI/analytics from IT department, IT, >2,500 employees

This is a good product to manage customized analysis where KPI source of truth issues are important but an appropriate data governance model for developers is essential to ensure consistency across reports and dashboards.



IT employee, healthcare, >2,500 employees

If you use QlikView in your organization, you will get a good results/dashboard visualization in a couple of days.



IT employee, banking and finance, >2,500 employees





## User and Use Case Demographics

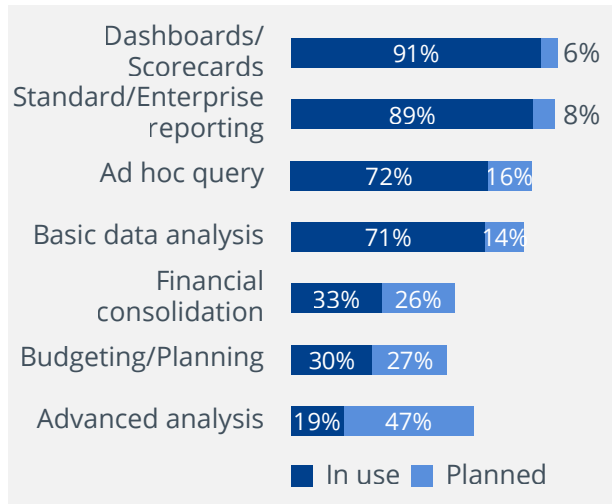
### BARC Comment

QlikView is put to a broad range of uses by its customers. Most (91 percent) use the software for creating interactive dashboards and BI applications. In addition, 89 percent use it for standardized enterprise reporting and 72 percent for ad hoc query. 71 percent of customers use the solution for analysis.

Most users navigate and explore content provided by other users because less than half of claim to create reports with the software (45 percent). Only 24 percent of users model and enrich data using QlikView, which is below the survey average of 32 percent. The solution's characterization as a visual analysis solution geared to business users is also highlighted by the two most frequently evaluated competitors: Microsoft Power BI and Tableau. QlikView is mostly used in mid-sized (53 percent) and large companies (39 percent) by a relatively high proportion of users. It has a median of 110 users. However, the mean value of 905 users shows that much larger customer scenarios are supported too.

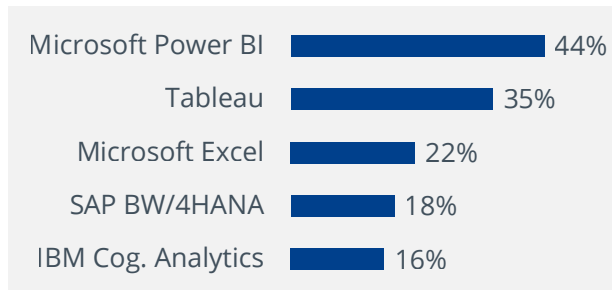
### Current vs. planned use

n=111



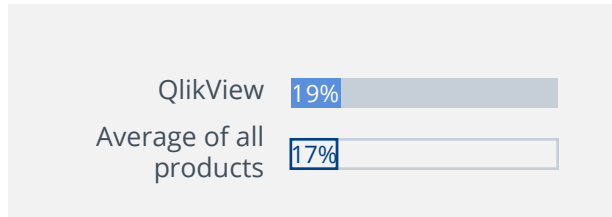
### 5 products most often evaluated in competition with QlikView

n=111



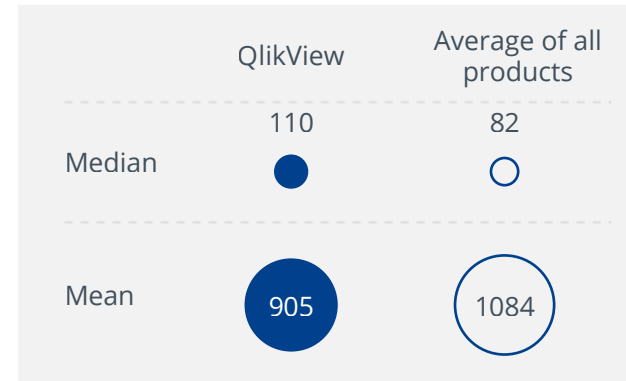
### Percentage of employees using QlikView

n=111



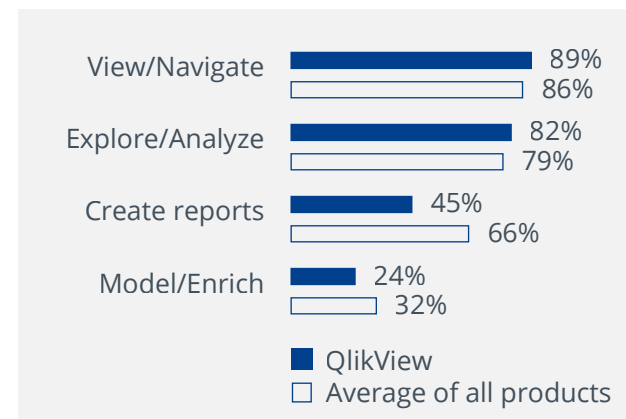
### Number of users using QlikView

n=111



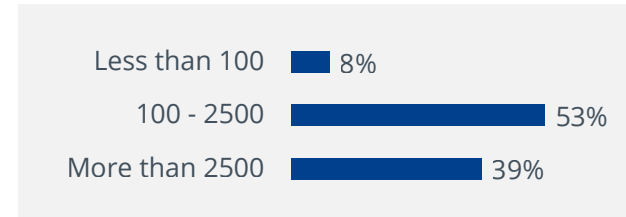
### Tasks carried out with QlikView by business users

n=114



### Company size (employees)

n=114



# Business benefits & Project success



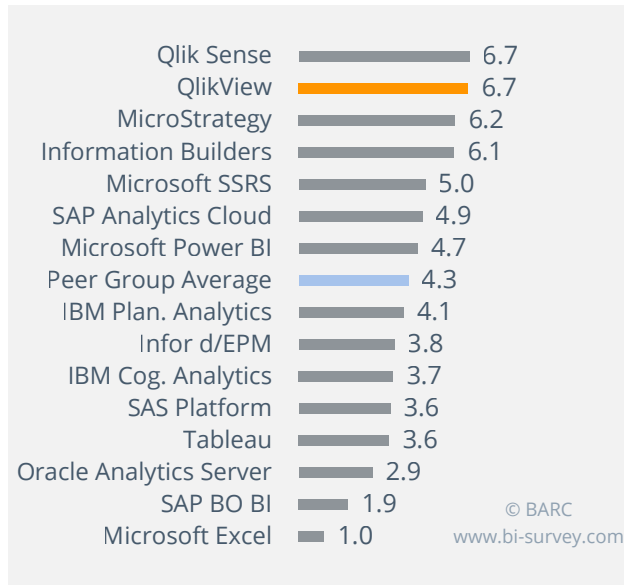
The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

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



BARC Viewpoint

## Business benefits

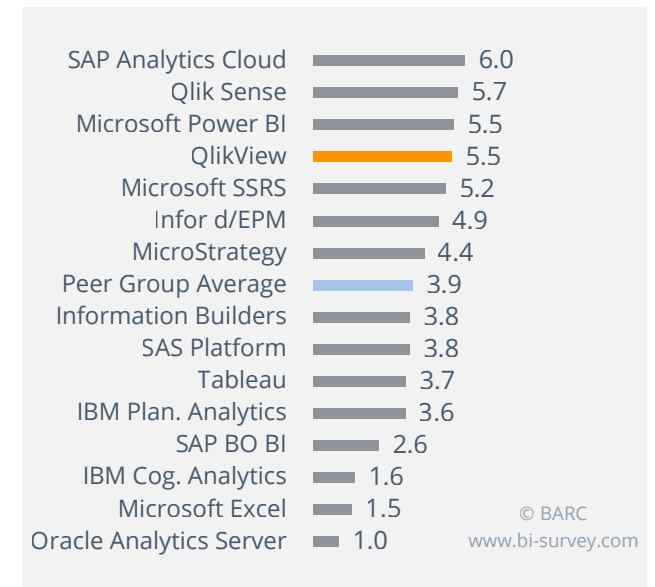


Business benefits' is one of the most important KPIs in The BI & Analytics Survey. It demonstrates the improvements customers can achieve with a solution. Among its 'Large international BI vendors' peers only Qlik's own Qlik Sense manages to beat QlikView in terms of 'Business benefits' achieved. QlikView has helped many customers to perform faster analysis and reporting to make better business decisions based on data. Its fast and versatile in-memory engine powers its flexibility to react to changing needs. Adapting quickly is one of the factors that often sets the most successful analytics projects apart.

## Project success – Leader



Peer group: Large international BI vendors



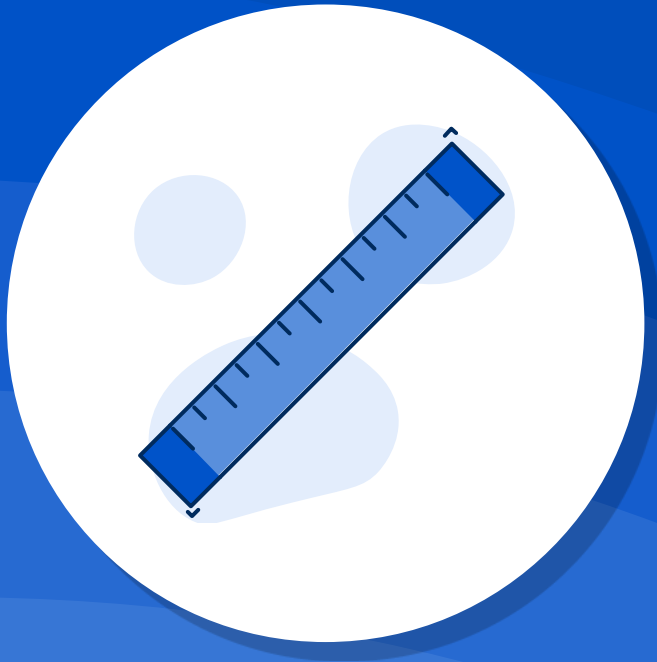
## Project success



BARC Viewpoint

To measure 'Project success', we asked customers to rate their level of satisfaction with various aspects of their implementation projects. Several factors contribute to the perception of a successful analytics and BI project, such as the completion of a project on time and on budget as well as satisfaction with the implementation itself. QlikView retained its position as a leader in the 'Large international BI vendors' peer group, highlighting the continued excellence and value add provided to its customers in all industry sectors.

# Project length & Business value

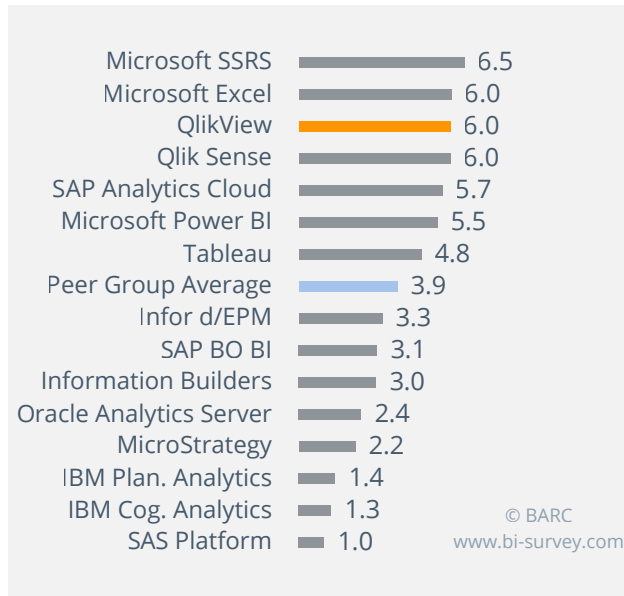


The 'Project length' KPI is based on how quickly the product is implemented.  
The 'Business value' KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

## Project length – Leader



Peer group: Large international BI vendors



## Project length

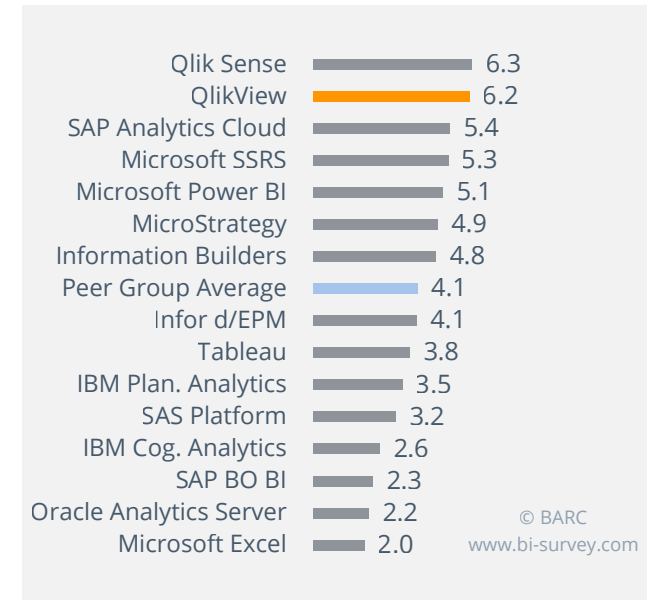


The faster the implementation, the sooner quick wins can be achieved. What sounds like a no brainer is especially relevant in analytics and BI as long running projects often fail to deliver the benefits aspired. QlikView achieved a typical implementation time of three months which is clearly faster than the average reported by medium and large companies (Qlik's primary audience), demonstrating the flexibility and maturity of the software. QlikView is ranked among the leaders in the 'Large international BI vendors' peer group for the 'Project length' KPI.

## Business value – Leader



Peer group: Large international BI vendors



## Business value



The 'Business value' KPI is an important KPI, which is calculated by aggregating the 'Business benefits', 'Project length' and 'Project success' KPIs. Excellent feedback here reinforces Qlik's position as an established analytics and BI vendor with a comprehensive portfolio of professional services and products to satisfy customer needs. QlikView is a leader in the 'Large international BI vendors' peer group, second only to another Qlik product, Qlik Sense.

# Product satisfaction



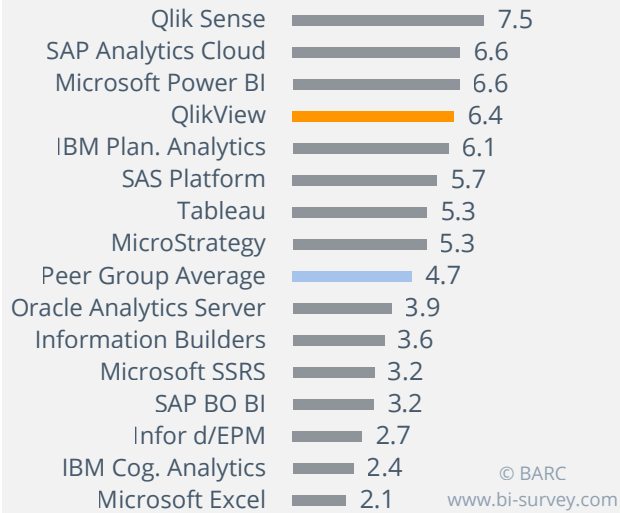
The 'Product satisfaction' KPI is based on the frequency of problems encountered with the product.



## Product satisfaction – Leader



Peer group: Large international BI vendors



User satisfaction with a product has a huge impact on the perception and reputation of the whole business intelligence environment. In particular, end users who work intensively with the BI front end tend to blame the tools they use for most of the problems they encounter.

The share of users experiencing significant query performance problems with QlikView is traditionally low. Qlik has a good record of acknowledging its customers' challenges and addressing them.

Good user experience earns QlikView a place among the leaders for 'Product satisfaction' in the 'Large international BI vendors' peer group.

# Dashboards & Advanced analytics



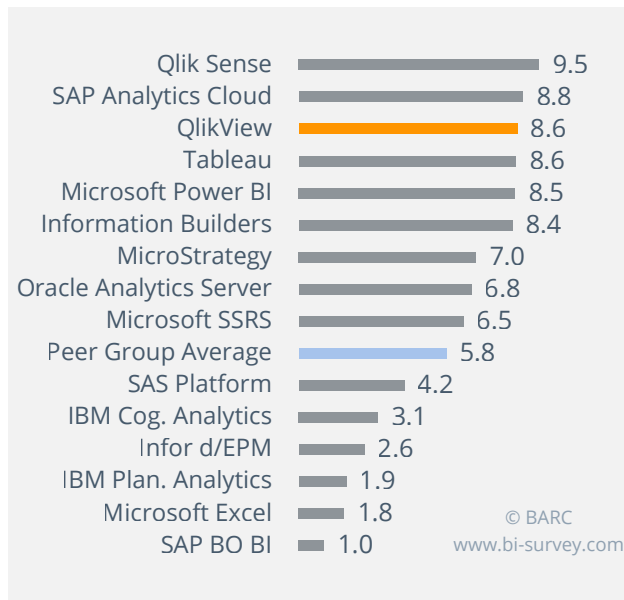
The 'Dashboards' KPI is based on how users rate their BI tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

The 'Advanced analytics' KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning).

## Dashboards – Leader



Peer group: Large international BI vendors



BARC Viewpoint

## Dashboards



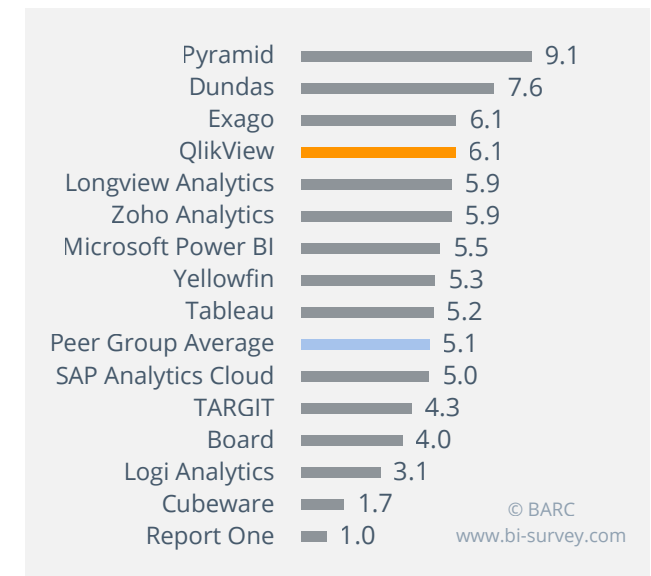
'Dashboards' are one of the most mature usage scenarios in analytics and BI. It is a highly competitive space as almost every BI vendor provides its own flavor of dashboarding capabilities.

QlikView was conceived from early on to support interactive dashboards and analytical applications. The product offers various capabilities to create tailor-made applications, which guide users through the analysis process. Some QlikView users claim to analyze data by viewing dashboards. This speaks for the strength of its dashboarding capabilities. This year, QlikView earns third spot in the 'Large international BI vendors' peer group.

## Advanced analytics – Leader



Peer group: Dashboarding-focused products



## Advanced analytics



BARC Viewpoint

The 'Advanced analytics' KPI measures the proportion of survey respondents who use their tool for advanced analysis (i.e., predictive analysis, data mining, machine learning).

Employing advanced analytics to find clusters, patterns and trends in data helps to identify relevant signals. Especially in huge data sets, this can help companies to gain a competitive edge. Advanced analytics functions are increasingly included in business-user-oriented analytics and BI too. QlikView enables the integration of analytical models at runtime as well as during data preparation. This flexibility results in a leading position in the 'Dashboarding-focused products' peer group.

# Ease of use & Data preparation



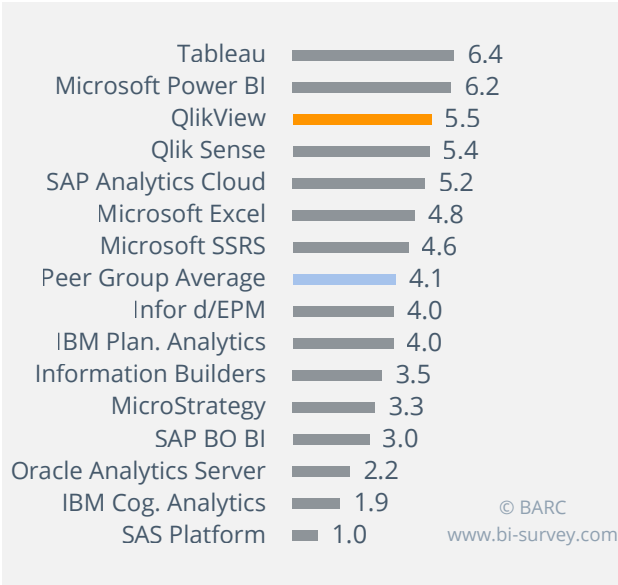
The 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

The 'Data preparation' KPI is based on the proportion of survey respondents that currently use the product for data preparation.

## Ease of use – Leader



Peer group: Large international BI vendors



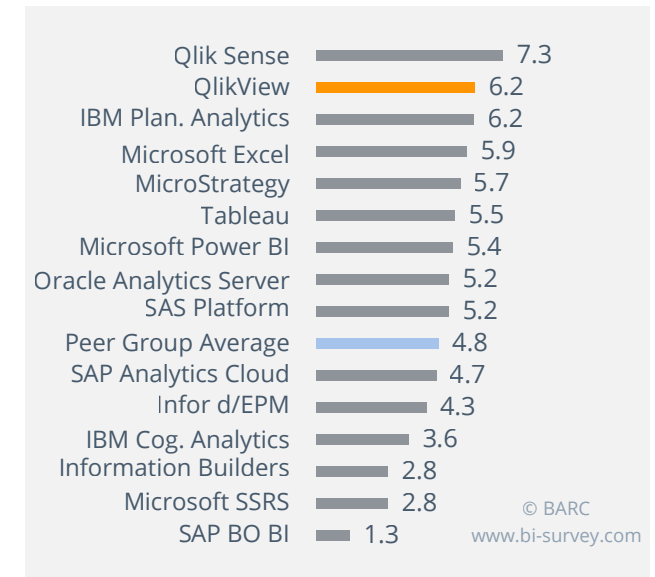
'Ease of use' is often hard to assess when selecting software. With feedback from such a huge number of peers, this KPI in The BI & Analytics Survey is a great indicator. Additionally, the expectations of what easy-to-use analytics software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces.

QlikView provides an interactive experience, especially for end users from business departments. The software supports the creation of visually appealing dashboard applications that can be viewed in browsers or in the full client. Customers appreciate its good usability, rating it as a leader in the 'Large international BI vendors' peer group.

## Data preparation – Leader



Peer group: Large international BI vendors



## Data preparation

Data preparation comprises connecting to data sources and ingesting, enhancing and enriching data to publish it for use in analytics. The 'Data preparation' KPI is based on the proportion of respondents that use the product to prepare data for analytics. Helping business users to integrate new data for analyses quickly drives positive outcomes from analytics and BI.

Data preparation is deeply integrated in QlikView through its in-memory engine, delivering a versatile end-to-end platform for analytics and BI. This is a clear strength according to users, who rank it in second place in the 'Large international BI vendors' peer group.

# Query performance

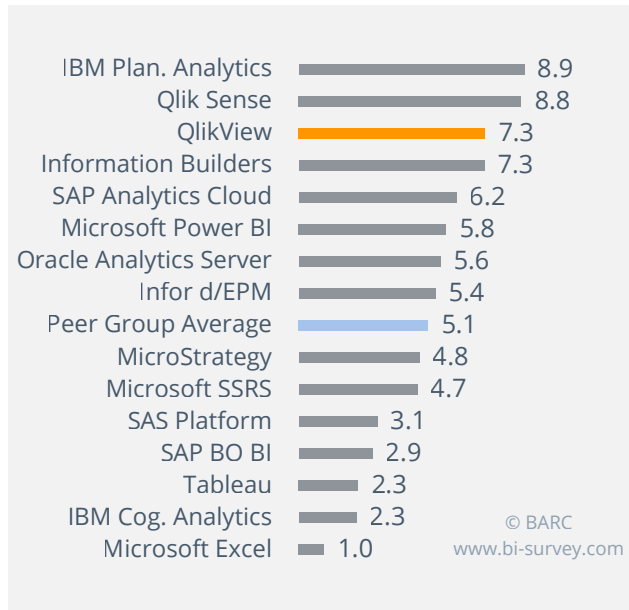


This KPI is based on how quickly queries respond (adjusted by data volume).

## Query performance – Leader



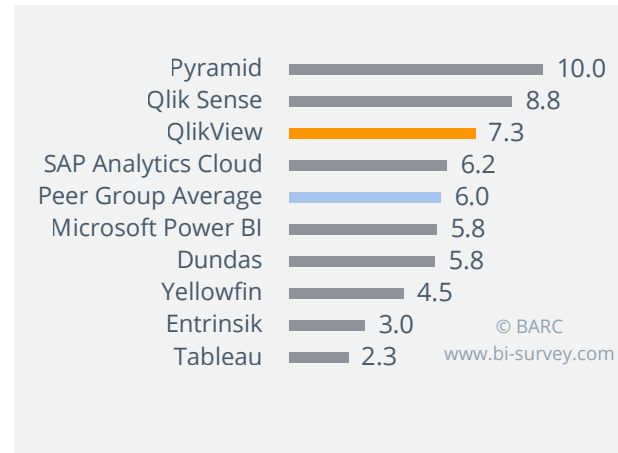
Peer group: Large international BI vendors



## Query performance – Leader



Peer group: Self-service analytics-focused products



# Query performance

## 

The KPI for 'Query performance' is based on the median query response time stated by the customers surveyed. 'Query performance' is influenced by numerous aspects such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback even more relevant to inform buying decisions. Providing excellent query response through its in-memory engine is Qlik's number one sales promise, making fast query performance the top reason why customers choose to buy. QlikView delivers median response times of 4 seconds, which places it as a leader in the 'Self-service analytics-focused products' and 'Large international BI vendors' peer groups.

# Performance satisfaction



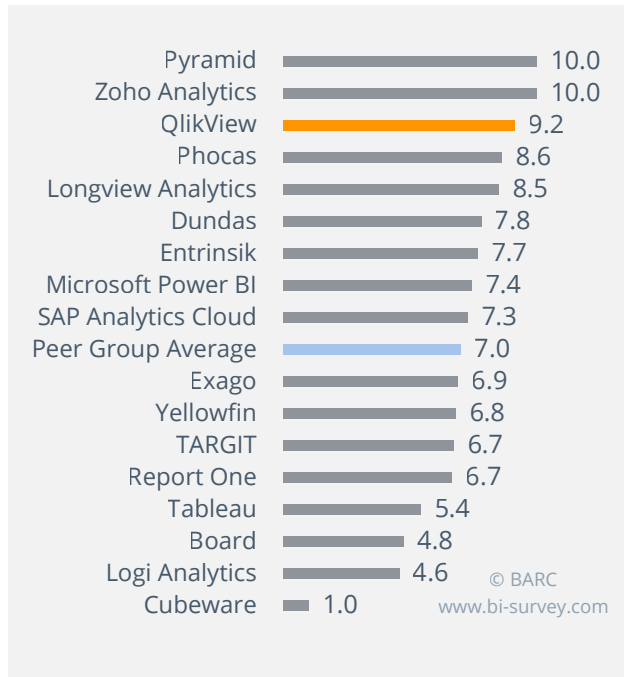
This KPI measures the frequency of complaints about the system's performance.



## Performance satisfaction – Leader



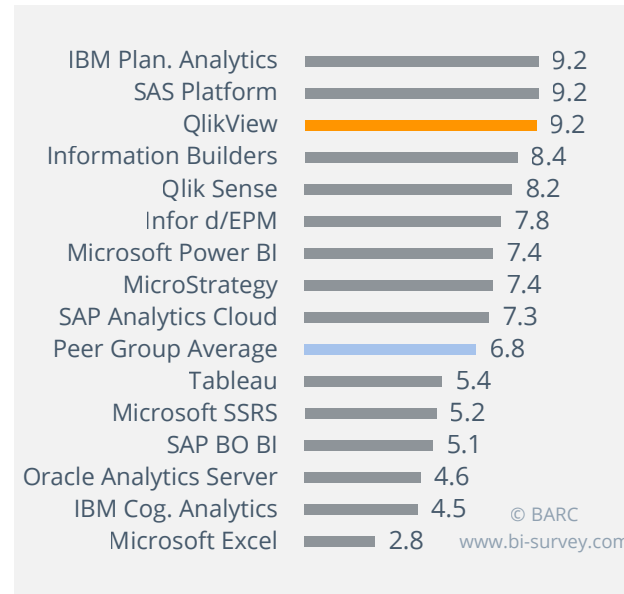
Peer group: Dashboarding-focused products



## Performance satisfaction – Leader



Peer group: Large international BI vendors



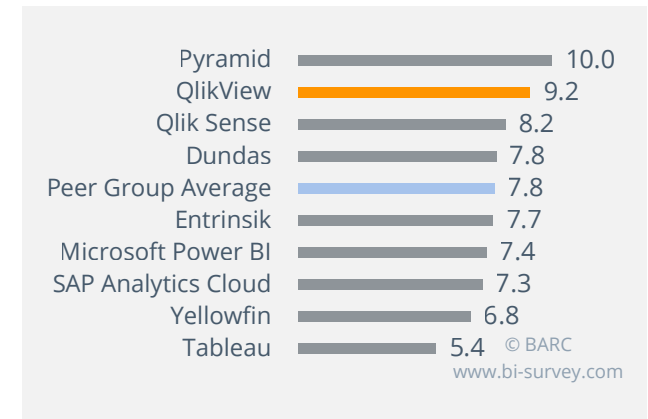
## Performance satisfaction



### Performance satisfaction – Leader



Peer group: Self-service analytics-focused products



'Performance satisfaction' is a combination of query performance expected versus performance experienced in daily use, taking into account complaints about inferior query performance. Fast query performance is one of the most important criteria when purchasing analytics and BI software and slow performance is one of the most common problems. Customers selecting software with remarkable query performance achieve more benefits through analytics. QlikView customers have fewer complaints about performance than users of competing products, resulting in leading positions in all of its peer groups.

# Visual analysis

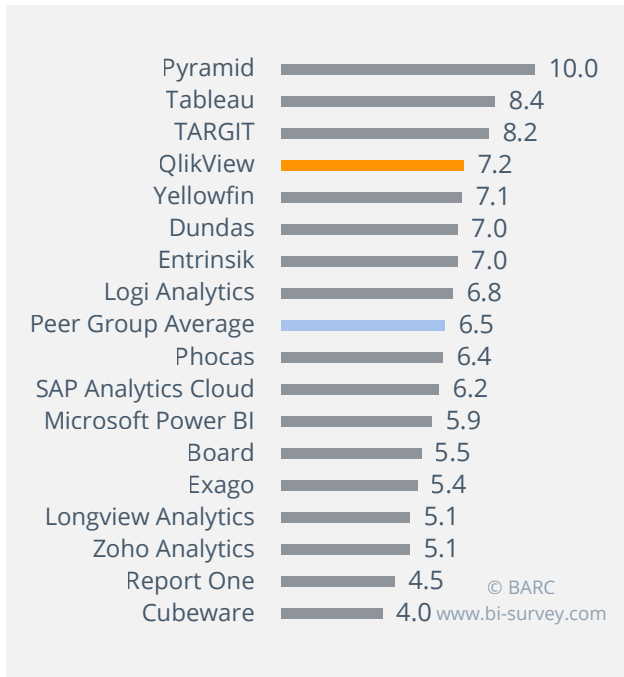


This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

## Visual analysis – Leader



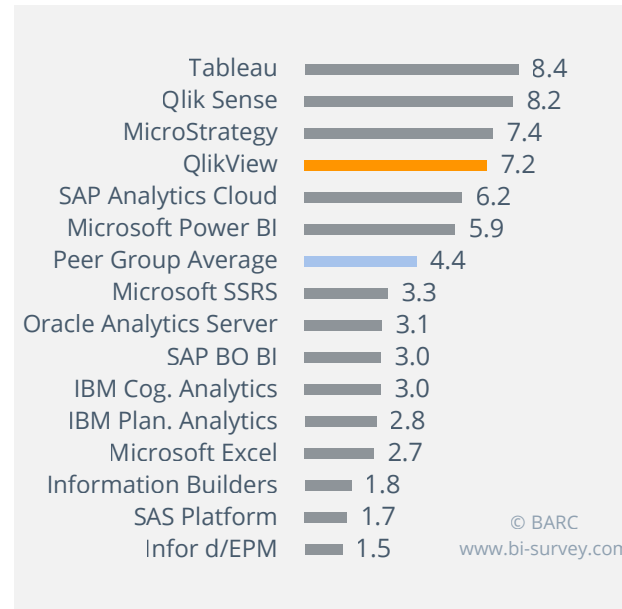
Peer group: Dashboarding-focused products



## Visual analysis – Leader



Peer group: Large international BI vendors



The proportion of survey respondents currently performing 'Visual analysis' with their BI tool is used to calculate this KPI. Besides offering interactive associative (set-based) analysis, QlikView supports the creation of tailor-made interactive analytics applications that allow business users to leverage the power of visual analysis in a guided application which can incorporate drill paths to detailed data for analyzing root causes. QlikView achieves excellent results for 'Visual analysis', attaining leadership positions in the 'Dashboarding-focused products' and 'Large international BI vendors' peer groups.

# Visual design standards

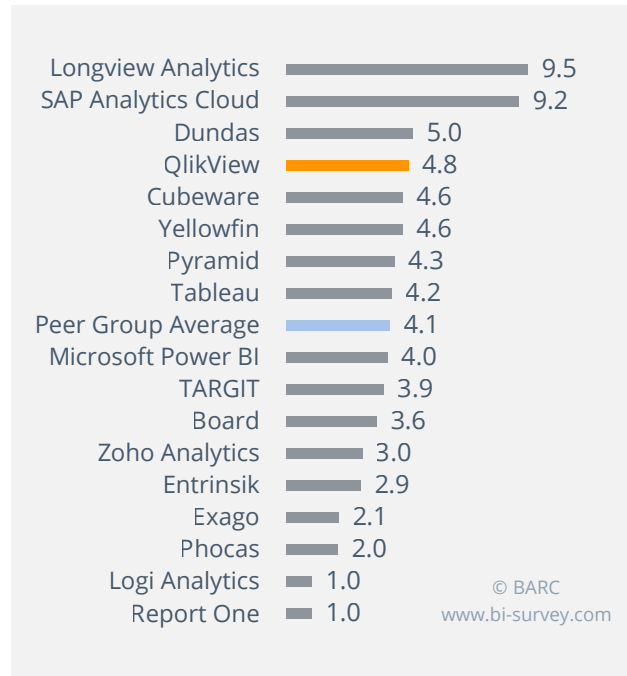


This KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.

## Visual design standards – Leader



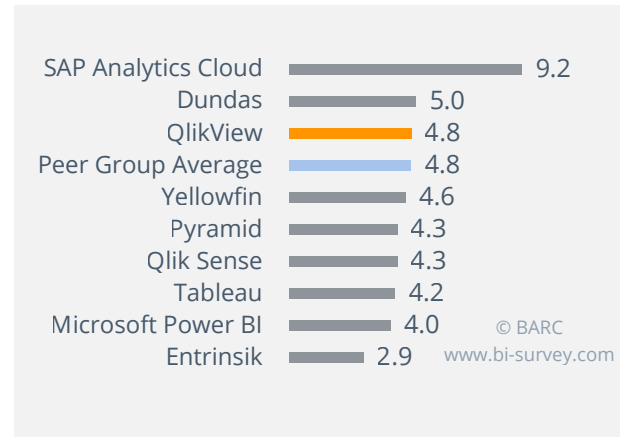
Peer group: Dashboarding-focused products



## Visual design standards – Leader



Peer group: Self-service analytics-focused products



# Visual design standards



Visual design standards help decision-makers grasp the essence of analyses and reports faster and more precisely. They are therefore important to inform decisions and foster action from insight in corporations. The KPI for 'Visual design standards' is based on the level of use of visual design standards with the BI tool. QlikView users are aware of the benefits of employing compelling visual design to produce clear results from analytics. They use these standards regularly in their applications, resulting in leading positions in the 'Dashboarding-focused products' and 'Self-service analytics-focused products' peer groups.

# Considered for purchase

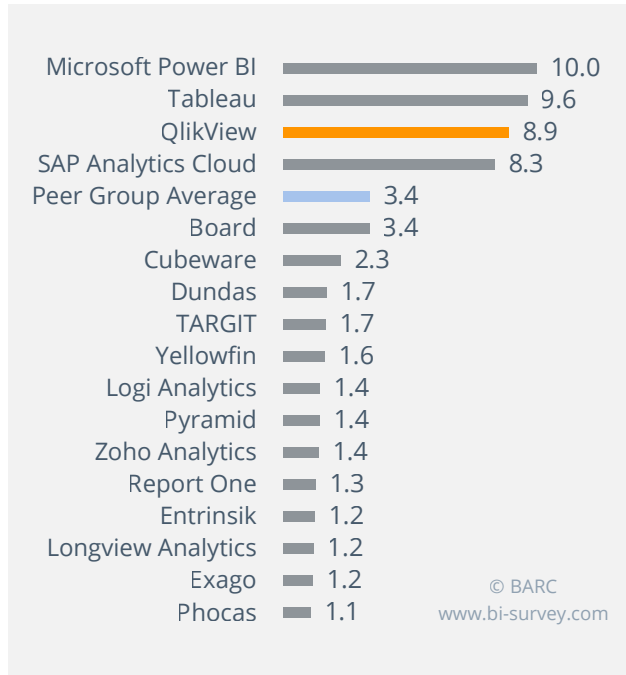


This KPI is based on whether respondents considered purchasing the product.

## Considered for purchase – Leader



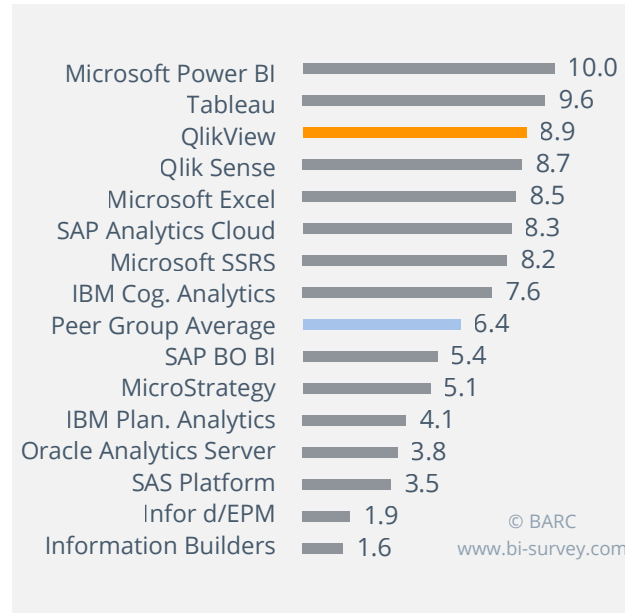
Peer group: Dashboarding-focused products



## Considered for purchase – Leader



Peer group: Large international BI vendors



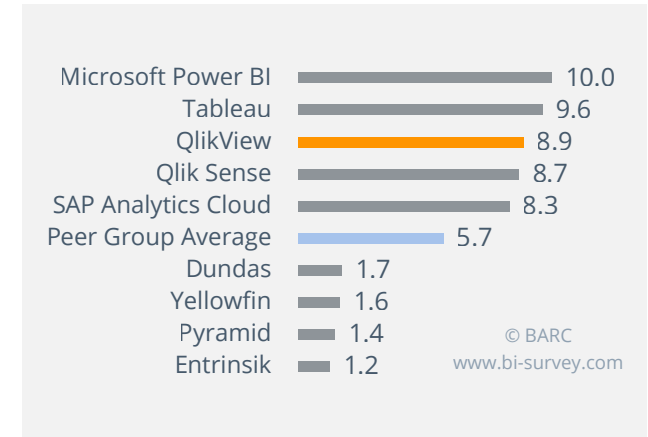
## Considered for purchase



### Considered for purchase – Leader



Peer group: Self-service analytics-focused products



This KPI is based on how often respondents considered the product for purchase in software evaluations. It largely reflects brand awareness and market presence. QlikView is a solid, mature software and is well known in the analytics and BI space. It helped Qlik to grow into a large global company, which went on to broaden its portfolio across the BI and analytics spectrum. QlikView is rated as a leader in all three of its peer groups in the 'Considered for purchase' KPI.

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become a digital company of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

### Research

Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

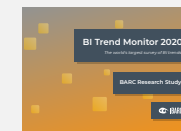
### Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

### Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software

## Other Surveys



The BARC [BI Trend Monitor 2020](#) reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.



The BARC survey '[The Future of Reporting](#)' investigates how and why companies should modernize their reporting and is based on a survey of 600 participants from 58 countries across a range of industries. [Download here.](#)



[The Planning Survey 20](#) is the world's largest survey of planning software users. Based on a sample of over 1,406 responses, it offers an unsurpassed level of user feedback on 23 leading planning products. Find out more at [www.bi-survey.com](http://www.bi-survey.com)



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