



THE BI Survey 16

The world's largest survey of BI software users



This document is a specially produced summary
by BARC of the headline results for

Qlik



A CXP GROUP COMPANY



Peer group
Large international BI vendors

- 1. Top-ranked in**
- Project success
- Business value
- Product satisfaction
- Customer satisfaction
- Query performance
- Performance
- Customer experience

-
- Leader in**
- Business benefits
- Price-to-value perception
- Data discovery/visualization
- Mobile BI
- Location intelligence
- Vendor support
- Implementer support
- Performance satisfaction
- Recommendation
- Project length
- Self-service
- Agility
- Ease of use

Peer group
Self-service reporting-focused products

- Leader in**
- Data discovery/visualization
- Visual design standards
- Innovation
- Considered for purchase
- Query performance
- Performance
- Self-service
- Agility
- Customer experience

Peer group
Visual discovery-focused products

- 1. Top-ranked in**
- Query performance
- Performance
-
- Leader in**
- Project success
- Business value
- Data discovery/visualization
- Visual design standards
- Performance satisfaction
- Self-service
- Agility
- Customer experience

 | **Summary**

Launched in 2014 and appearing in The BI Survey for the first time, Qlik Sense receives excellent customer feedback. Although the technology is still relatively young, the product convinces customers by yielding business benefits and delivering fast project implementation cycles. Qlik Sense customers see the solution as innovative and give it very good marks in 'Innovation' categories such as cloud BI, mobile BI and location intelligence.

Customers use the product mainly for ad hoc querying and data analysis, including data modeling and visualization using dashboards. The median number of users in a Qlik Sense environment is 100 – similar to the QlikView median – while the mean figure of 551 shows it is also capable of performing in mid-sized deployments with 500 or more users.





Peer group
Large international BI vendors

1. Top-ranked in

Considered for purchase

.....

Leader in

- Business value
- Operational BI
- Product satisfaction
- Vendor support
- Query performance
- Performance
- Project length
- Flexibility for users
- Ease of use

Peer group
Dashboarding-focused products

1. Top-ranked in

Considered for purchase

.....

Leader in

- Competitiveness
- Query performance
- Performance

Peer group
Visual discovery-focused products


1. Top-ranked in

Considered for purchase

.....

Leader in

- Data volume
- Competitiveness
- Query performance
- Performance

 | **Summary**
A CXP GROUP COMPANY

BI Survey feedback shows that Qlik has done a first-rate marketing job with its solution. Customers see QlikView as one of the most competitive solutions on the market and the product receives top ranks in all of its peer groups. Results for query and overall performance are especially strong.

From its very beginnings QlikView has been equipped with integrated in-memory data storage. Over the years Qlik has invested heavily in tuning the system, finally introducing the next generation of its in-memory engine – the QIX engine – in 2015 with the launch of QlikView version 12. In this year’s BI Survey, 85 percent of QlikView customers say they are still using version 11 so any resulting change in performance will not show up in our results until next year.





THE BI Survey 16 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from February 2016 to May 2016. In total, 3,137 people responded to the survey with 2,611 answering a series of detailed questions about their usage of a named product. Altogether, 37 products (or groups of products) are analyzed in detail.

THE BI Survey 16 examines BI product selection and usage among users in categories (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and agility. There are 32 KPIs in total.

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 our new [BI Survey homepage](#).

Qlik overview

Qlik Technology (Qlik) was originally founded in 1993 in Lund, 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. In 2016 Qlik transitioned to become a private company.

Today, Qlik's products and innovation are divided into three main strategic areas: Analytics, Data and Cloud. Analytics includes all functionality and capabilities for self-service analytics, guided analytics, custom analytics, and reporting and collaboration. Products such as QlikView, Qlik Sense or Qlik NPrinting can be assigned to this category. Data focuses on the tools and capabilities for preparing, integrating and loading data from multiple sources, data connectivity capabilities for file based, on premise, cloud, and web sources, and Qlik's DataMarket product, which allows subscription to third party data sources from within Qlik products. The final area is cloud, which includes the recently released Qlik Sen-

Qlik customer responses

This year we had 239 responses from QlikView users. 85 percent of them use version 11 and the remaining 15 percent run version 12. We also received 43 responses from users of Qlik Sense, all of whom are on version 2.

se cloud offerings, as well as Qlik in the cloud (hosted, single tenant environments), and cloud based, value added services. Besides that, the vendor provides solutions and best practices apps to deliver blue prints and content for customer projects.

QlikView is a dashboard and set-based, 'associative' analysis product based on in-memory technology, and was the first product in the "data discovery" product 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.

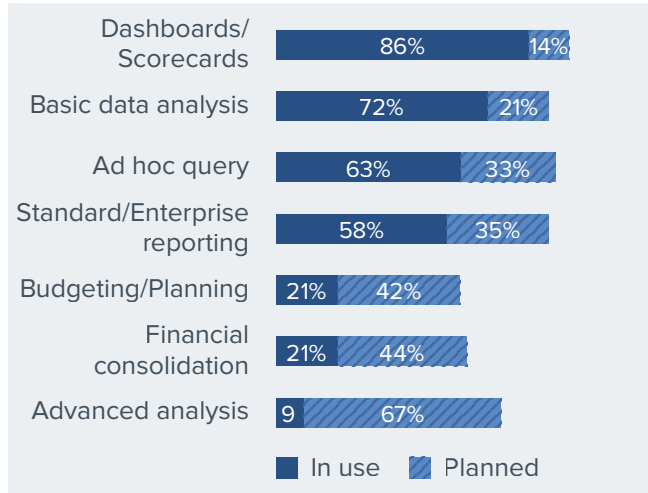
Qlik Sense is positioned as Qlik's next-generation visual analytics platform. It addresses a mixture of use cases from self-service data visualization to building guided apps to embedded analytics. It is supplied with enterprise features including a central library for common metadata, policy-based security, and open, modern APIs.



Qlik Sense

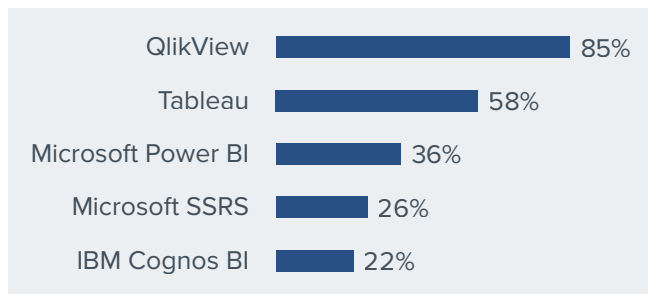
Current vs. planned use

n=43



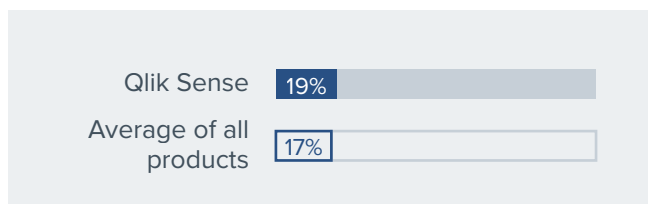
5 products most often evaluated in competition with Qlik Sense

n=323



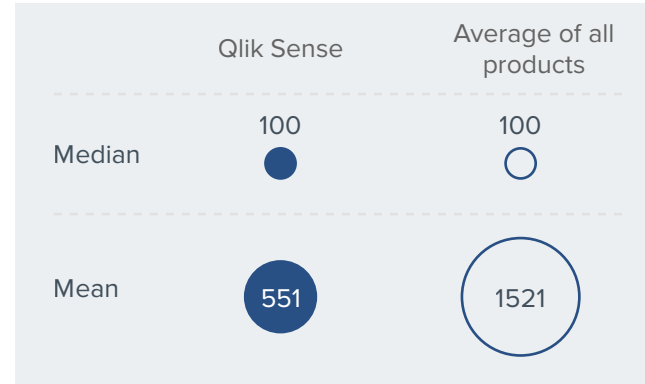
Percentage of employees using Qlik Sense

n=41



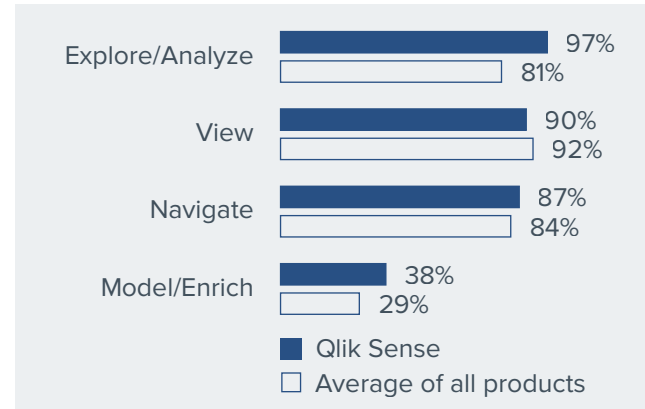
Number of users using Qlik Sense

n=38



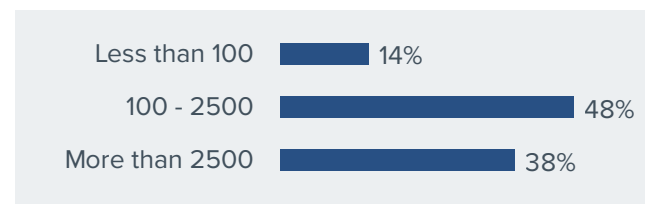
Tasks carried out with Qlik Sense by business users

n=39



Company size (employees)

n=42



User & use case demographics



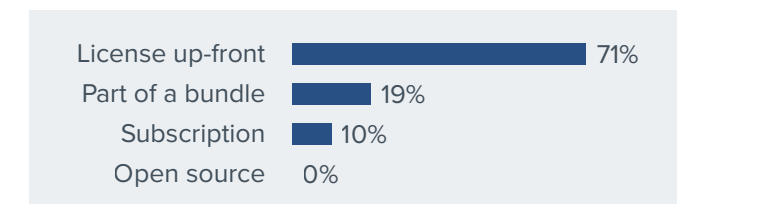
BARC Comment

Qlik Sense was introduced in 2014 and attracted an impressive total of 43 responses in this year's BI Survey. The product is mostly used for dashboard creation, basic data analysis and ad hoc query. 58 percent of users use Qlik Sense for standard/enterprise reporting. This may change with version 3, in which printing and layout capabilities have been extended with the NPrinting component, enabling users to create print-oriented reports.

Qlik Sense is used by a median of 100 users, the same as the combined average of all products in The BI Survey 16. A much higher mean figure shows that Qlik Sense is also used in larger mid-sized scenarios with over 500 users.

Licensing models

n=42



The KPIs

THE BI Survey 16 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 feeds 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 20-25% of products listed in the chart.

Peer Group Classification

THE BI Survey 16 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.

Qlik Sense features in the following peer groups:

- Large international BI vendors
- Self-service reporting-focused products
- Visual discovery-focused products

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.

[Visual 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, especially planning and budgeting.

[Large international BI vendors](#)

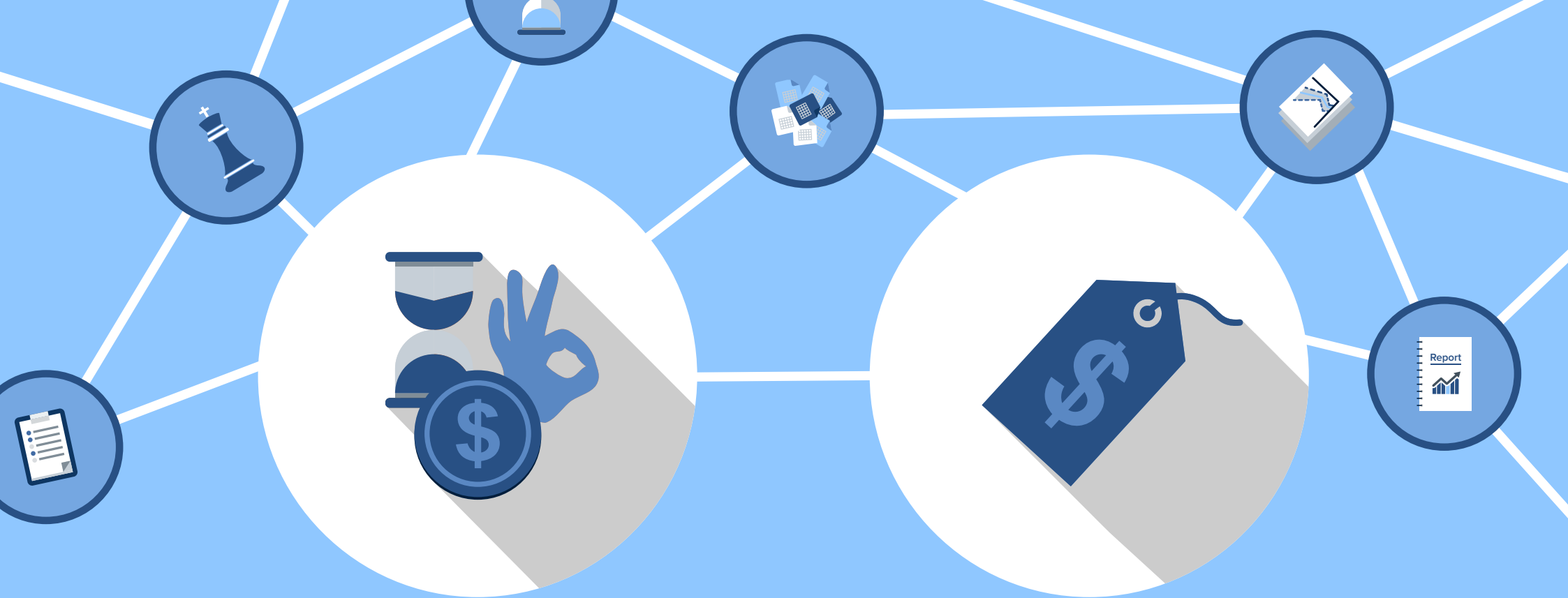
Includes products from companies with annual revenues of \$200m+ and a truly international reach.

[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.



Business benefits & price-to-value perception

The business benefits KPI is based on the achievement level of a variety of business benefits. The price-to-value KPI is based on how users rate their BI tool in terms of price-to-value.

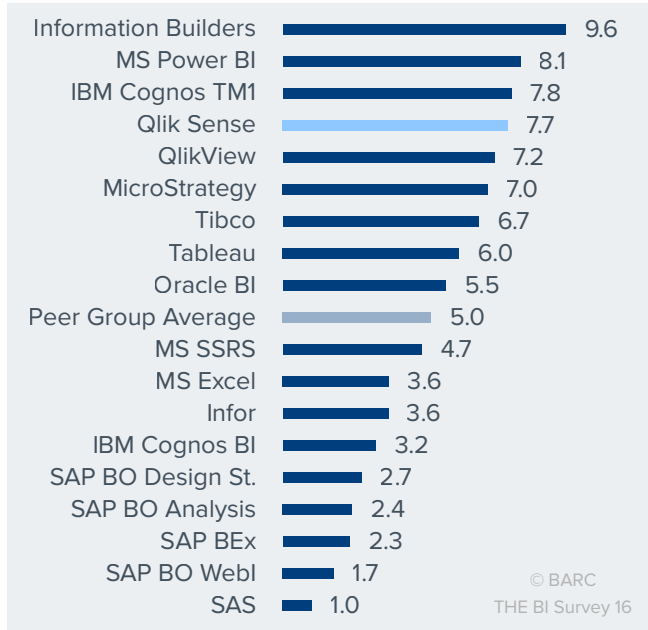


Business benefits

Business benefits – Leader



Peer group: large international BI vendors



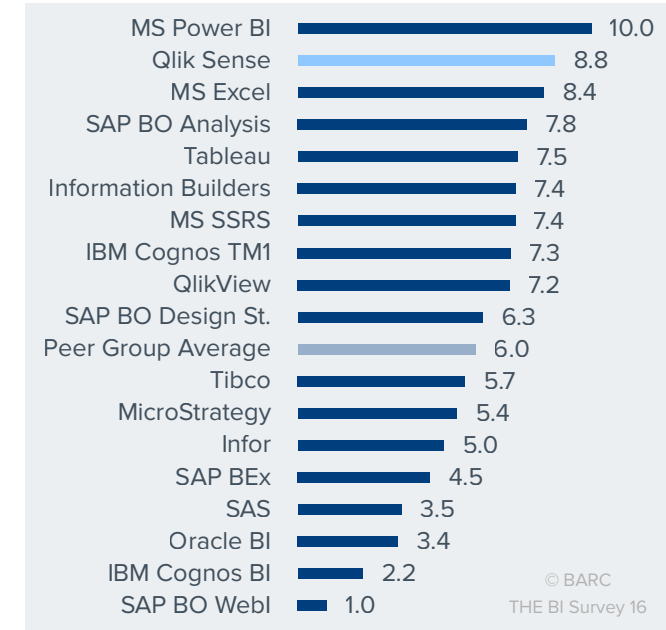
Price-to-value perception



Price-to-value perception – Leader



Peer group: large international BI vendors



Viewpoint

Qlik Sense is highly rated in terms of providing business benefits to customers compared to other large international BI vendors. Through its interactive drag-and-drop UI for content creation, Qlik Sense convinces casual business users they can use it for dashboard and analysis creation. For power users with some technical knowledge, the product offers a scripting environment for performing “light” ETL tasks to integrate and transform data. User-friendly products and UIs are crucial for acceptance in business departments, helping business users to analyze and understand their data.



Viewpoint

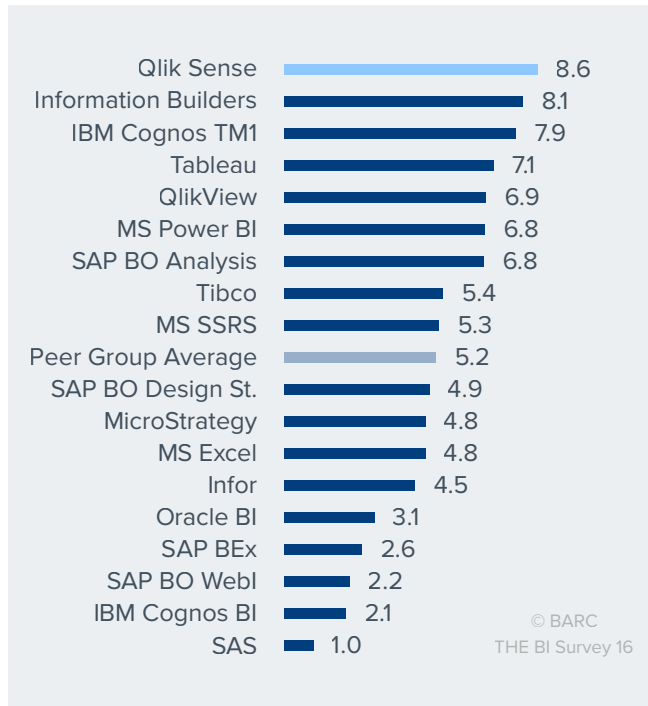
Qlik Sense is the second highest rated product in the large international BI vendors peer group for price-to-value perception. In contrast to QlikView, Qlik Sense is offered to customers with a simplified so-called token-based license concept. This is a flexible option, which makes it possible to buy both named user licenses or to use one token for several users where licensing is restricted by sessions or time. The product is also available as a cloud version with subscription-based pricing. Customer feedback indicates that Qlik Sense buyers are satisfied with the price they pay and the value they receive.



Project success – Top-ranked



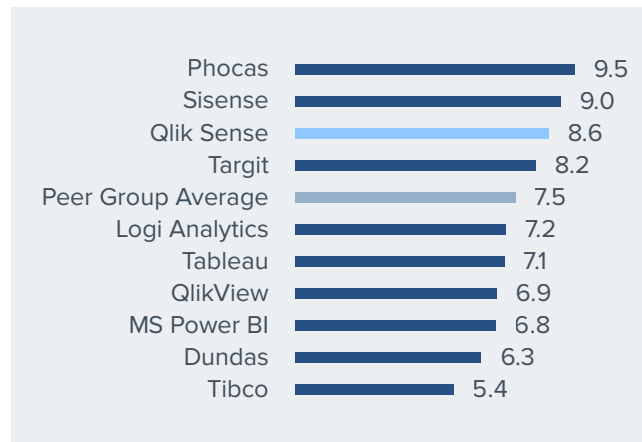
Peer group: large international BI vendors



Project success – Leader



Peer group: visual discovery-focused products



Viewpoint

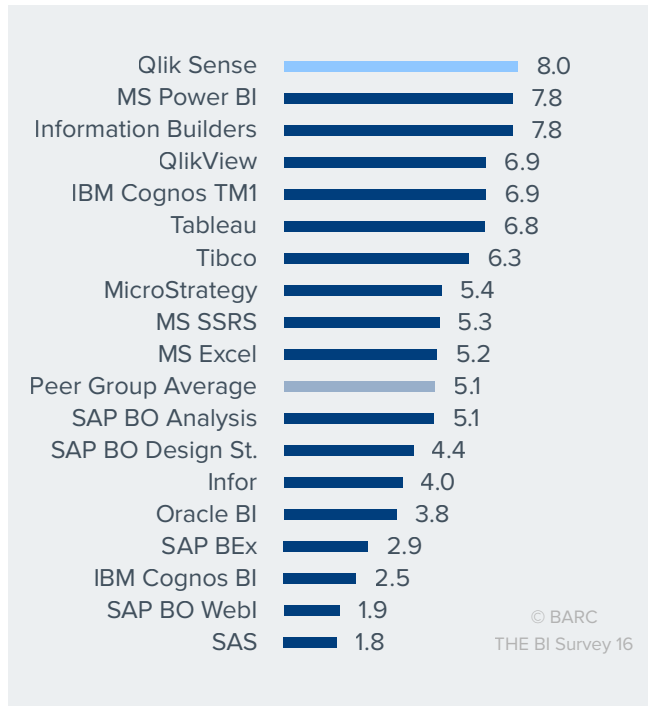
Qlik Sense is the top-ranked large international BI vendor and one of the leading visual discovery-focused products for project success. In general the software is very ad hoc oriented and supports the creation of dashboards and visualizations via drag-and-drop. Existing Qlik-View customers in particular may well decide that Qlik Sense offers better potential for attracting new users from business departments, who are seeking a more ad hoc oriented solution.



Business value – Top-ranked



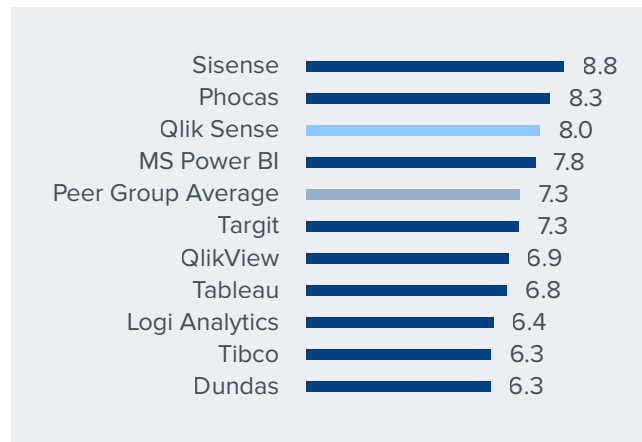
Peer group: large international BI vendors



Business value – Leader



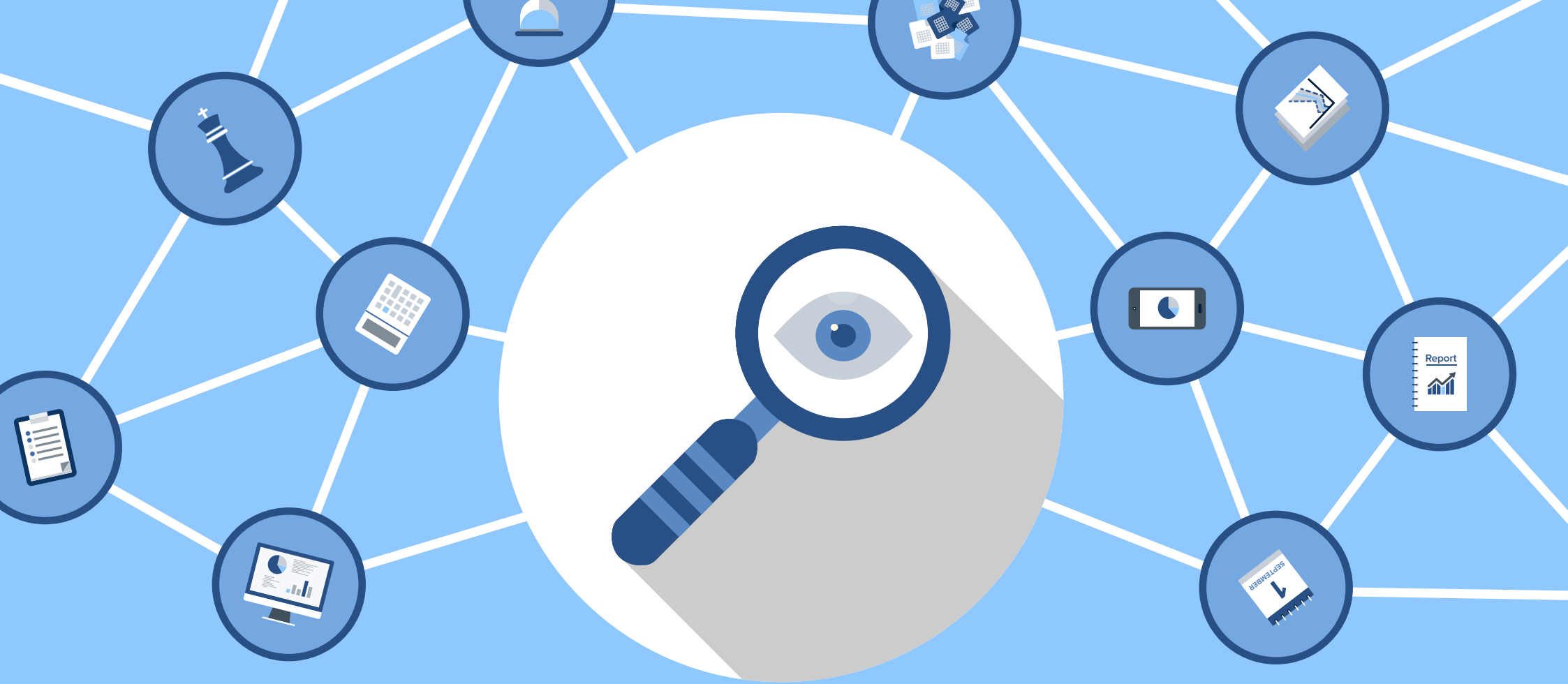
Peer group: visual discovery-focused products



Viewpoint

Qlik Sense is top-ranked among large international BI vendors and one of the leading visual discovery-focused products in providing business value to its customers. Qlik is strongly focused on offering intuitive solutions capable of supporting business users in gaining insights into data. Qlik Sense's good ad hoc capabilities support the analysis and discovery process with an interactive user interface.

Overall, with good results in the 'Business benefits', 'Project success', 'Price-to-value perception', 'Project length' and 'Innovation' KPIs, it is not surprising to see Qlik Sense rated above average for 'Business value'.



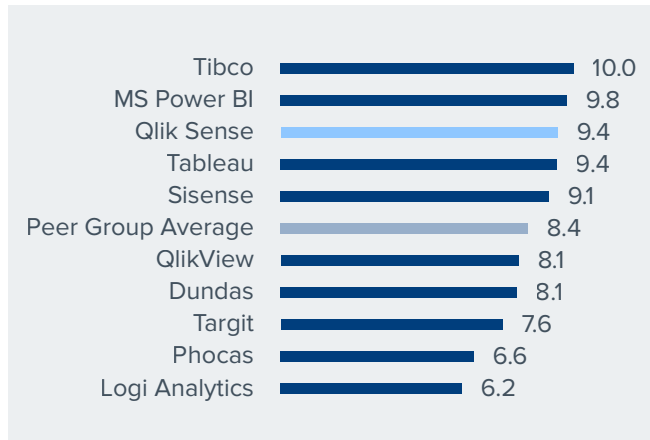
Data discovery/visualization

This KPI is based on how many sites currently use data discovery/visualization with their BI tool.

Data discovery/visualization – Leader



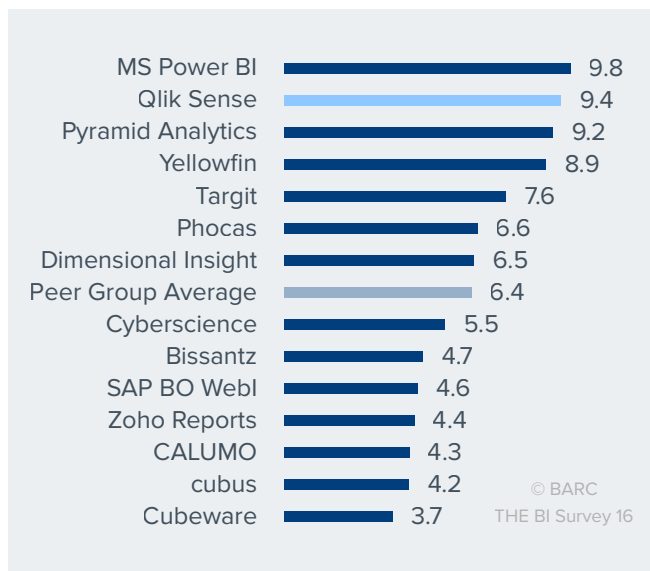
Peer group: visual discovery-focused products



Data discovery/visualization – Leader



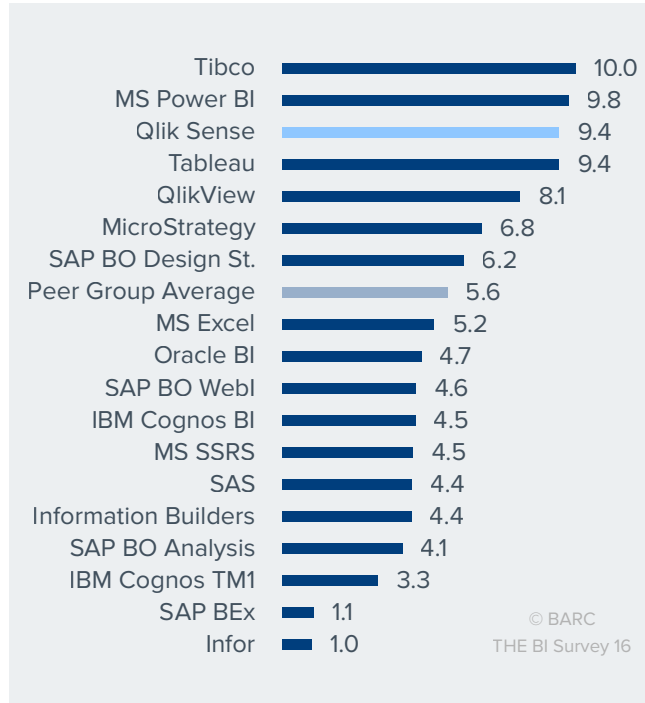
Peer group: self-service reporting-focused products



Data discovery/visualization – Leader



Peer group: large international BI vendors



© BARC
THE BI Survey 16

Data discovery/visualization



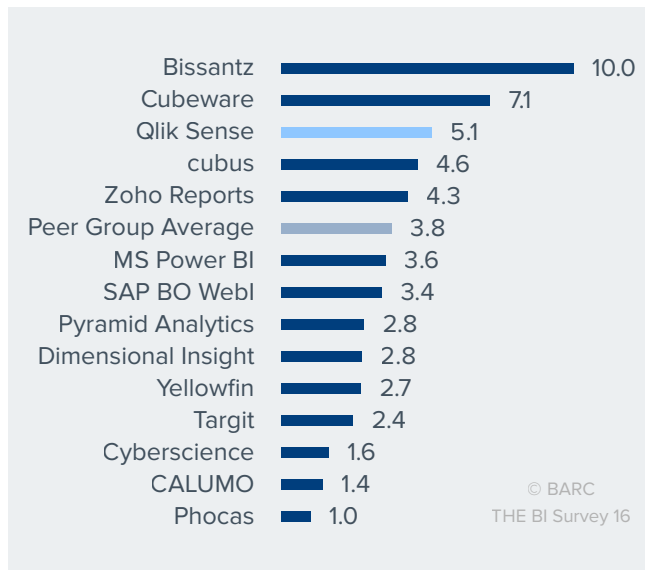
Viewpoint

Data discovery is Qlik's flagship functionality. With all its products, Qlik has focused from the start on providing interactive and intuitive solutions for navigating and analyzing data targeted at business users. Its customers rate Qlik Sense as a leader in the self-service reporting, visual discovery and large international BI vendors peer groups. These results show that although the product is young, it is already well established as a data discovery solution to support users in visualizing and navigating data to find new insights.

Visual design standards – Leader



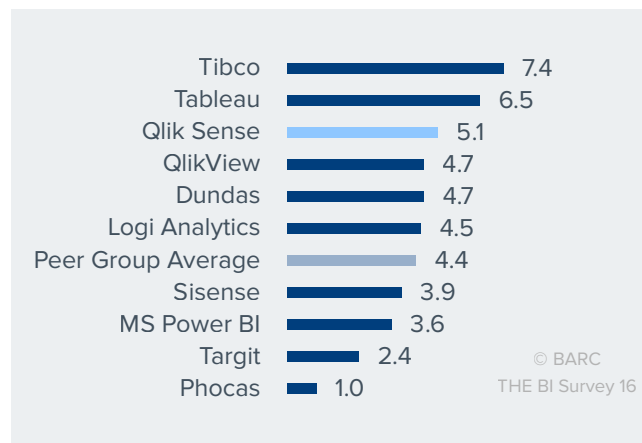
Peer group: self-service reporting-focused products



Visual design standards – Leader



Peer group: visual discovery-focused products



Viewpoint

Since its inception, Qlik has put a major emphasis on visualizations and the visual appearance of Qlik Sense. Qlik Sense is rated as a leader in the visual design standards category among visual discovery and self-service reporting-focused products. This shows that respondents seem to be satisfied with the solution's visualization capabilities and its features for reusing charts and visualizations in other applications to establish design standards.



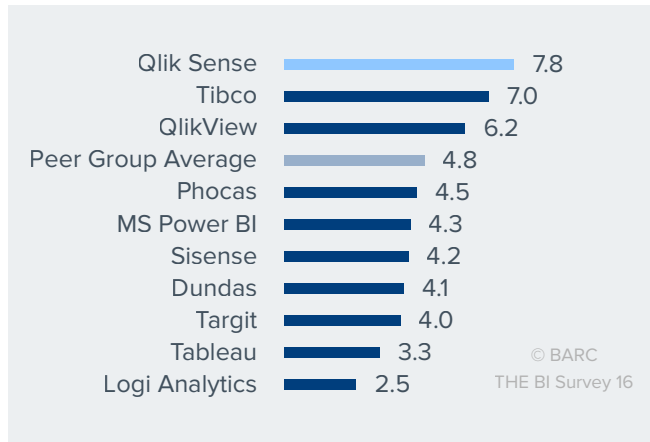
Query performance

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

Query performance – Top-ranked



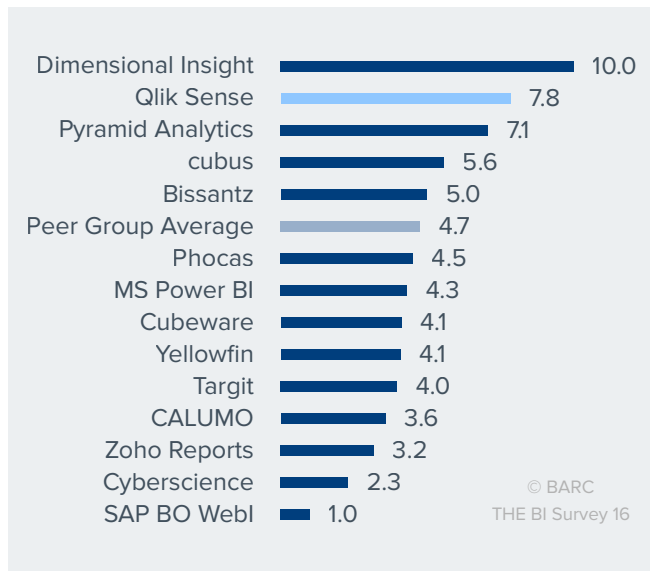
Peer group: visual discovery-focused products



Query performance – Leader



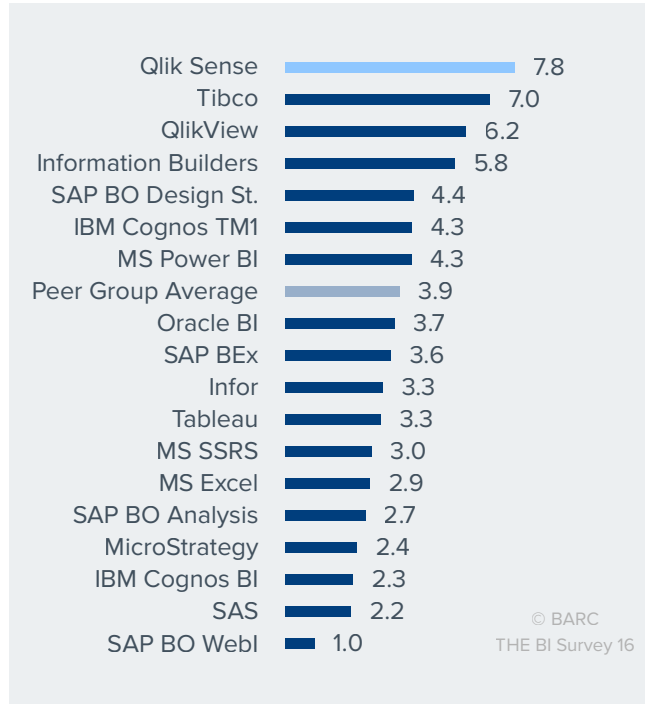
Peer group: self-service reporting-focused products



Query performance – Top-ranked



Peer group: large international BI vendors



Query performance



Viewpoint

Qlik Sense is the top-ranked visual discovery-focused product and international BI vendor in terms of query performance. These excellent results support Qlik's positive messaging around the QIX engine. With Qlik Sense, the vendor redesigned its associative engine to deliver better performance than the old QlikView engine. Now the QIX engine serves as the underlying engine for all Qlik's products – including QlikView. Respondents to this year's Survey seem to be very satisfied with performance.



Performance satisfaction

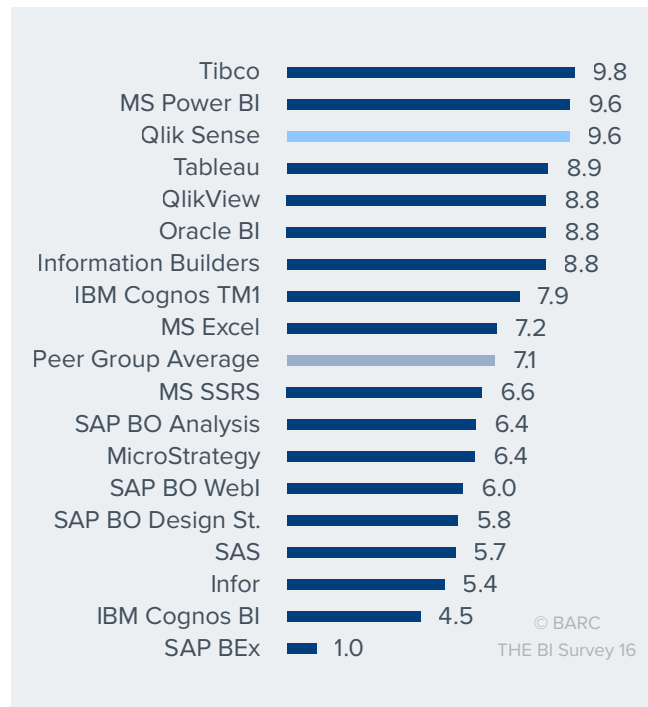
This KPI measures the frequency of complaints about the system's performance.



Performance satisfaction – Leader



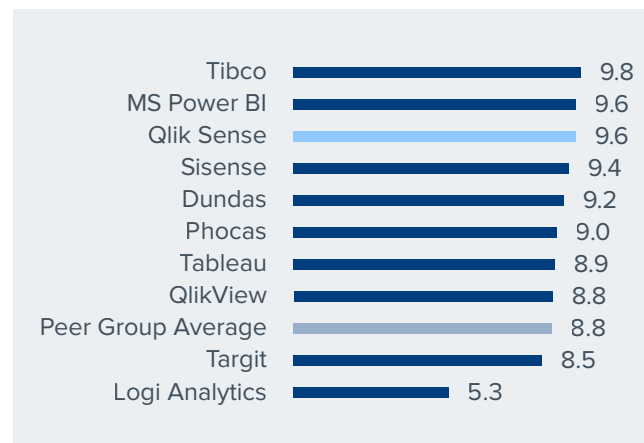
Peer group: large international BI vendors



Performance satisfaction – Leader



Peer group: visual discovery-focused products



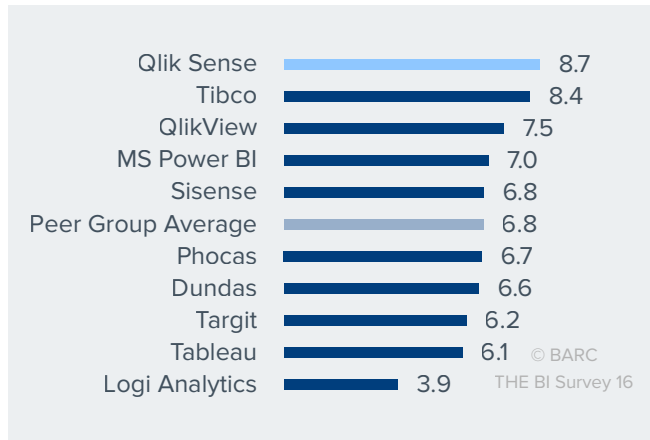
Viewpoint

Customers vote Qlik Sense as a leading product in the visual discovery and large international BI vendors peer groups in terms of performance satisfaction. A low number of complaints about performance indicate that both the QIX engine and the front end are performing well. These results prove the product is able to handle user interactions in an acceptable time frame.

Performance – Top-ranked



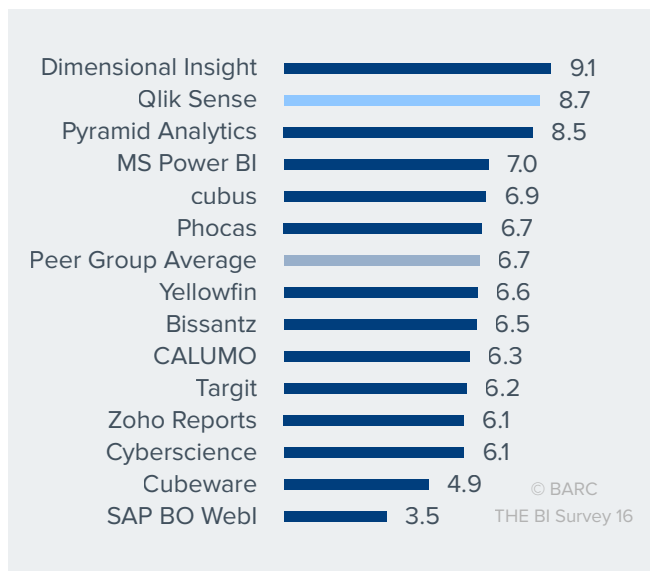
Peer group: visual discovery-focused products



Performance – Leader



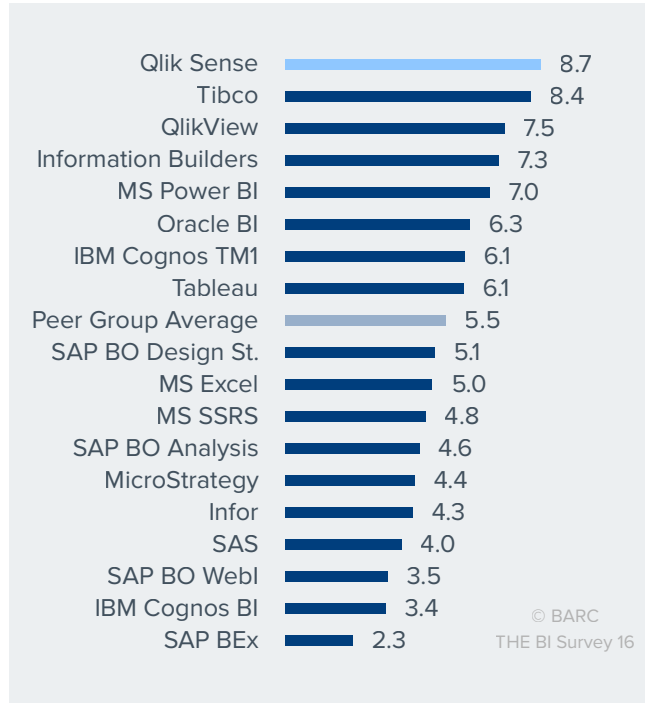
Peer group: self-service reporting-focused products



Performance – Top-ranked



Peer group: large international BI vendors



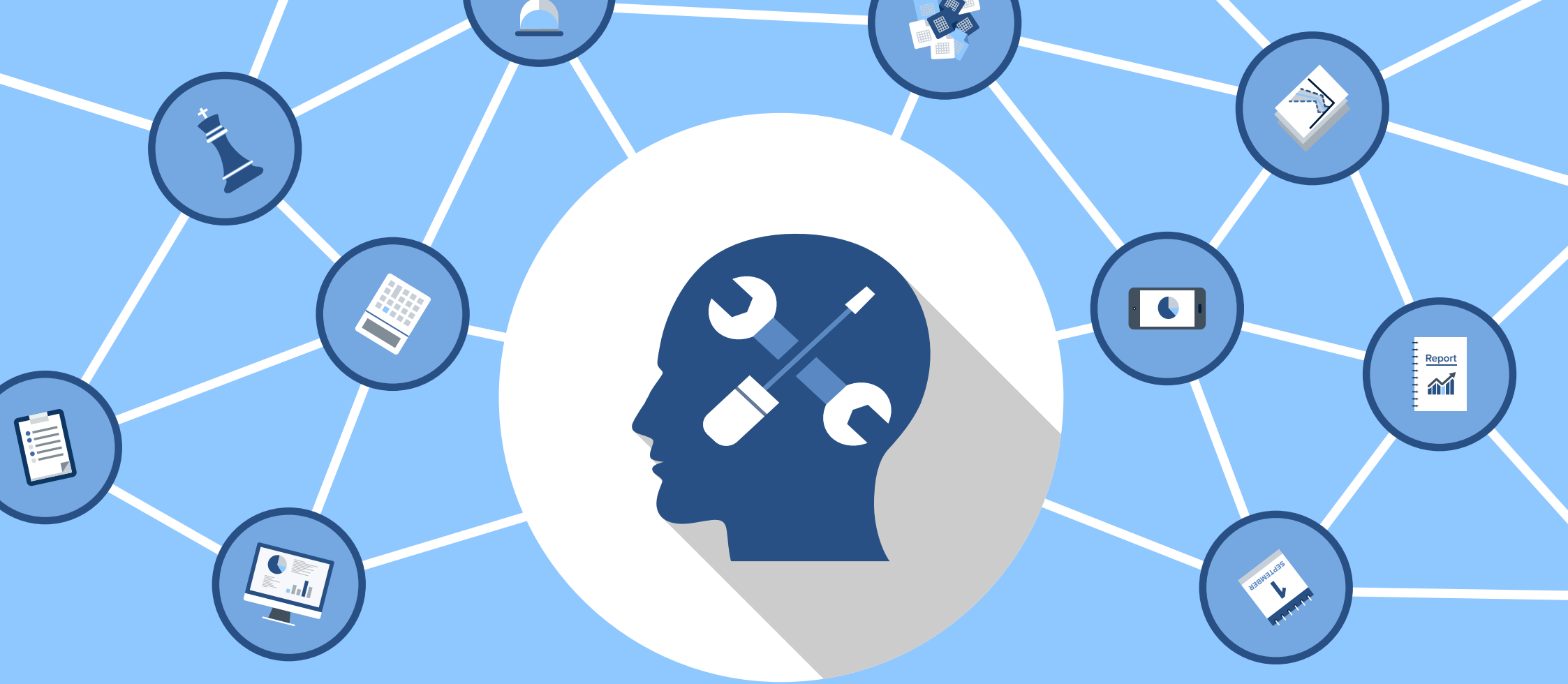
Performance



Viewpoint

Performance is a combination of the ‘Query performance’ and ‘Performance satisfaction’ KPIs. Due to good results in both categories, Qlik Sense is top-ranked among visual discovery-focused products and large international BI vendors in terms of performance.

Qlik Sense was built using up-to-date technology standards such as HTML5 to provide a solution that is not only visually appealing to business users but is also in line with today’s technology. The product consists of only one client and was developed to be cloud-ready from the outset. This slim architecture seems to have a positive impact on overall performance.



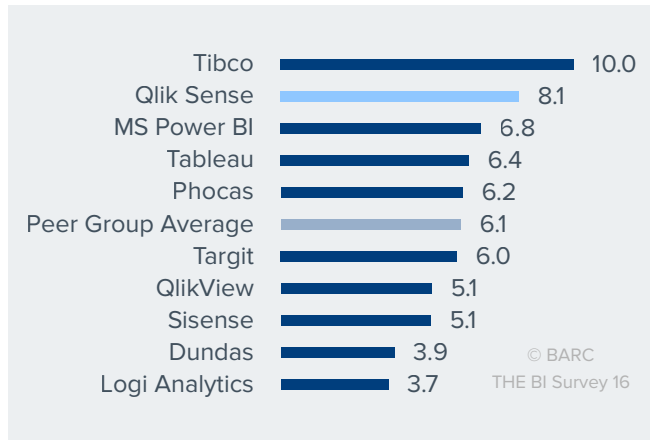
Self-service

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

Self-service – Leader



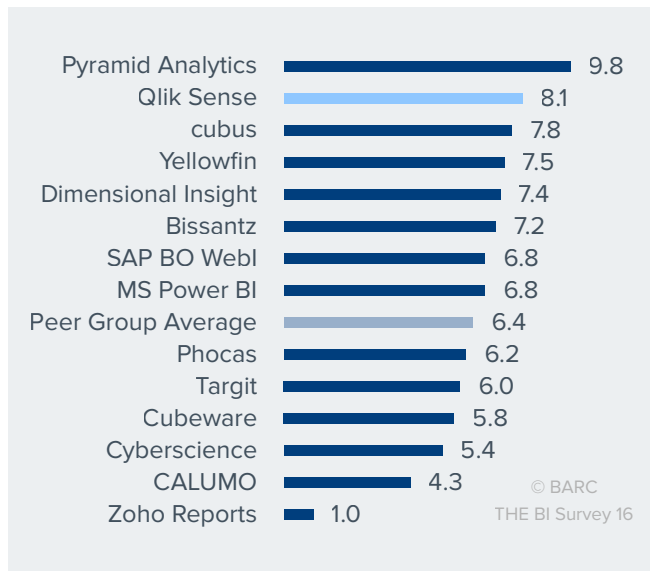
Peer group: visual discovery-focused products



Self-service – Leader



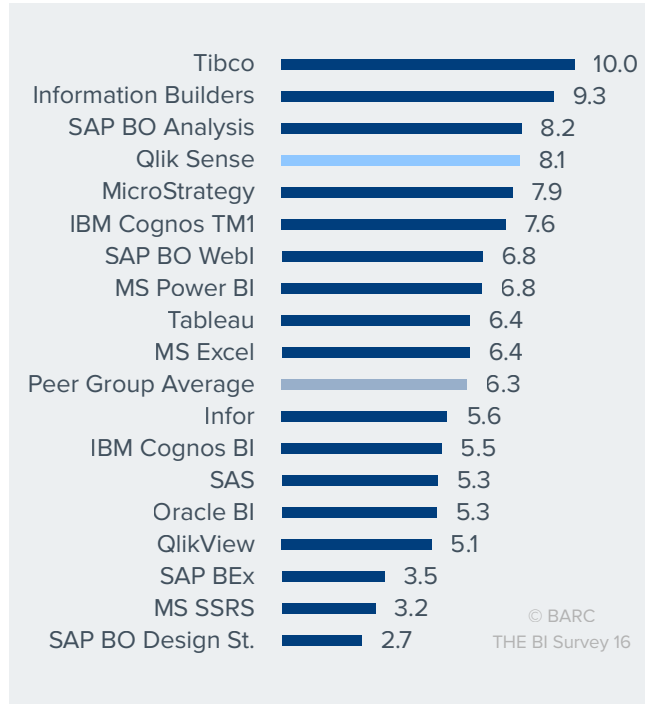
Peer group: self-service reporting-focused products



Self-service – Leader



Peer group: large international BI vendors



Self-service



Viewpoint

Qlik Sense ranks as one of the leaders in providing self-service to users across all its peer groups. The product was developed with a strong emphasis on self-service ad hoc visualization and ad hoc analysis. The vendor's flagship QlikView product already delivered a good set of self-service features to customers but it wasn't as ad hoc-oriented nor as visual in terms of data integration as Qlik Sense. This above average feedback from Qlik Sense customers confirms the solution has the intuitive and interactive UIs and ad hoc capabilities to provide business users with the flexibility and level of self-service they need.

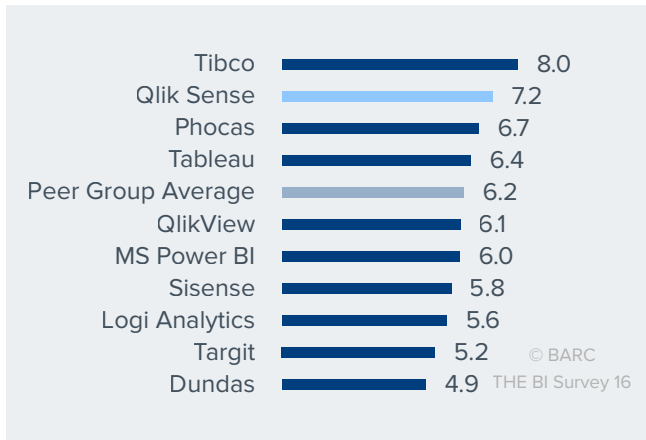


Agility

This KPI combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs.

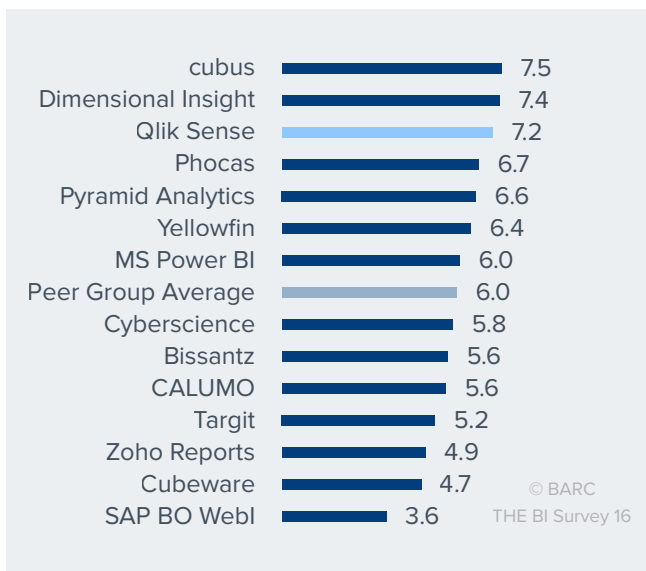
Agility – Leader

Peer group: visual discovery-focused products



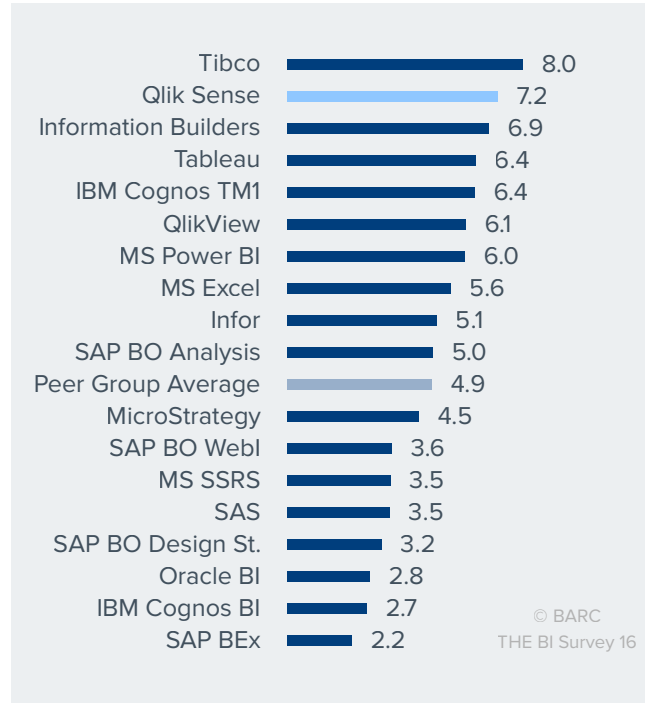
Agility – Leader

Peer group: self-service reporting-focused products



Agility – Leader

Peer group: large international BI vendors



Agility



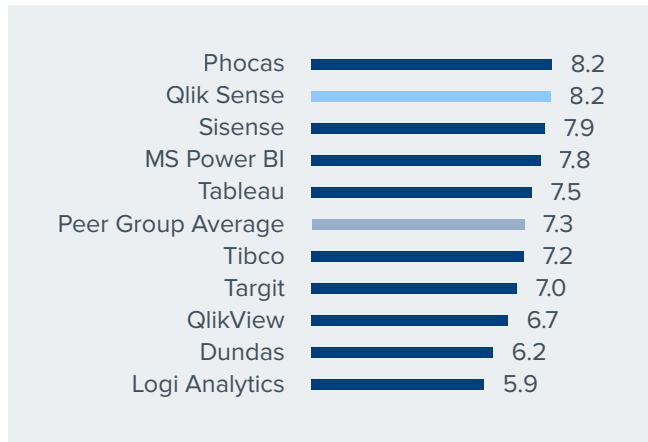
Viewpoint

Qlik Sense is rated as a leader in the 'Agility' KPI across all its peer groups. This measure combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs. Success in this category means customers rate the product as flexible, strong on self-service capabilities and capable of being implemented within an acceptable timeframe. Thanks to Qlik Sense's ad hoc orientation, the product is typically used in short projects by business users who want to quickly find and visualize new insights in their data.

Customer experience – Leader



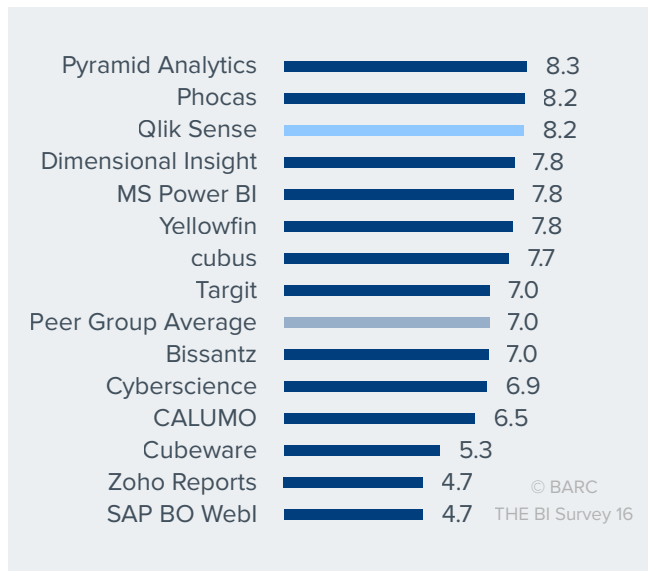
Peer group: visual discovery-focused products



Customer experience – Leader



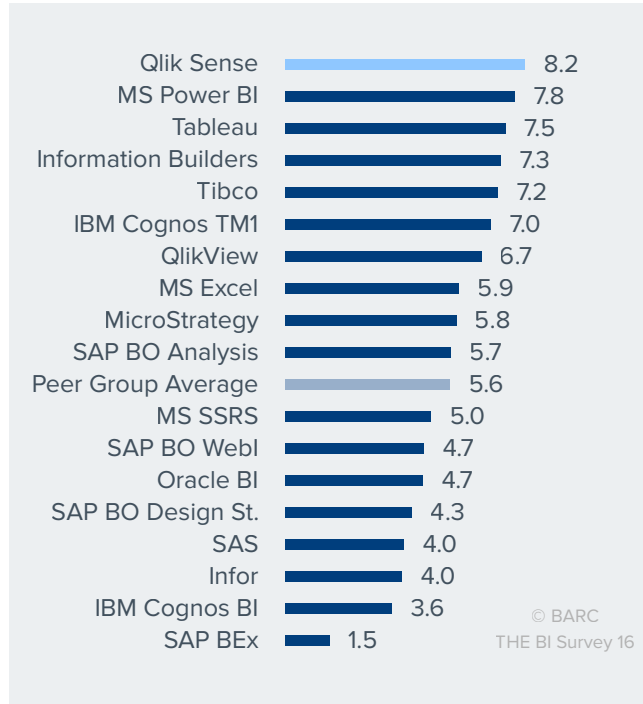
Peer group: self-service reporting-focused products



Customer experience – Top-ranked



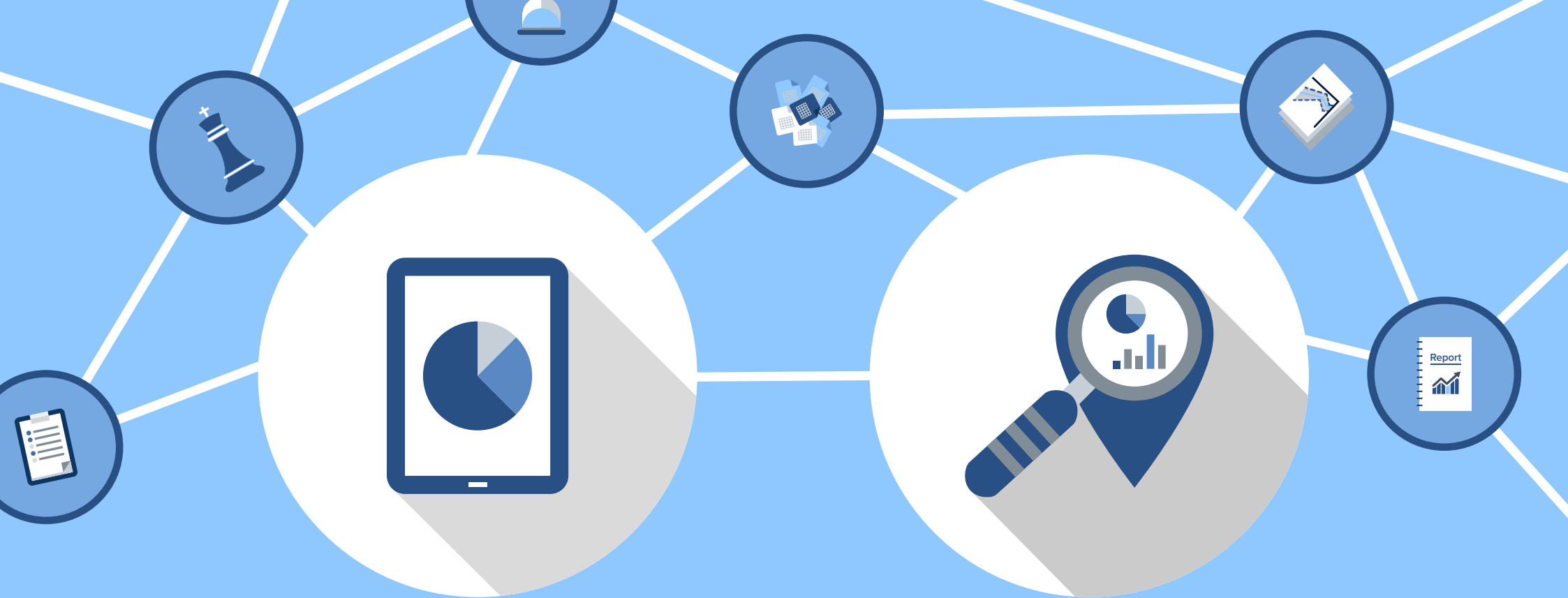
Peer group: large international BI vendors



Customer experience




Qlik is the top-ranked large international BI vendor in the 'Customer experience' category and a leader in the self-service reporting and visual discovery-focused products peer groups. Customer experience is one of the most important KPIs in The BI Survey, combining the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility for users' and 'Recommendation' KPIs. Customers value the effort Qlik has taken to build Qlik Sense using the latest technologies with ad hoc oriented drag-and-drop user interfaces for different tasks.



Mobile BI & location intelligence

The mobile BI KPI is based on how many sites currently use mobile BI with their BI tool.

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

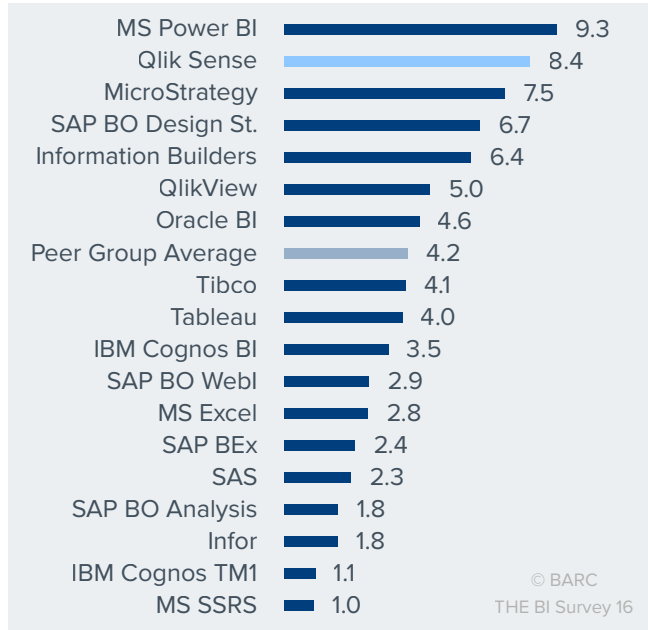


Mobile BI

Mobile BI – Leader



Peer group: large international BI vendors



Viewpoint

In the area of mobile usage, Qlik ranks in second place among the large international BI vendors. Qlik Sense was built with a strategy of providing one client and development environment for different output formats. Visualizations and dashboards developed with the Qlik Sense client are available on mobile devices, the Web and desktop PCs as soon as they have been created. This has been achieved using HTML5, which is now the standard industry technology for providing both a Web and mobile client at the same time.

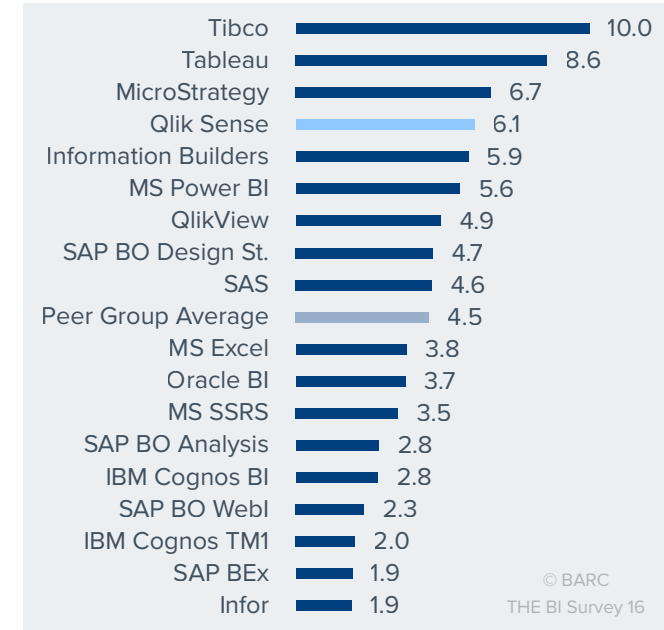
Location intelligence



Location intelligence – Leader

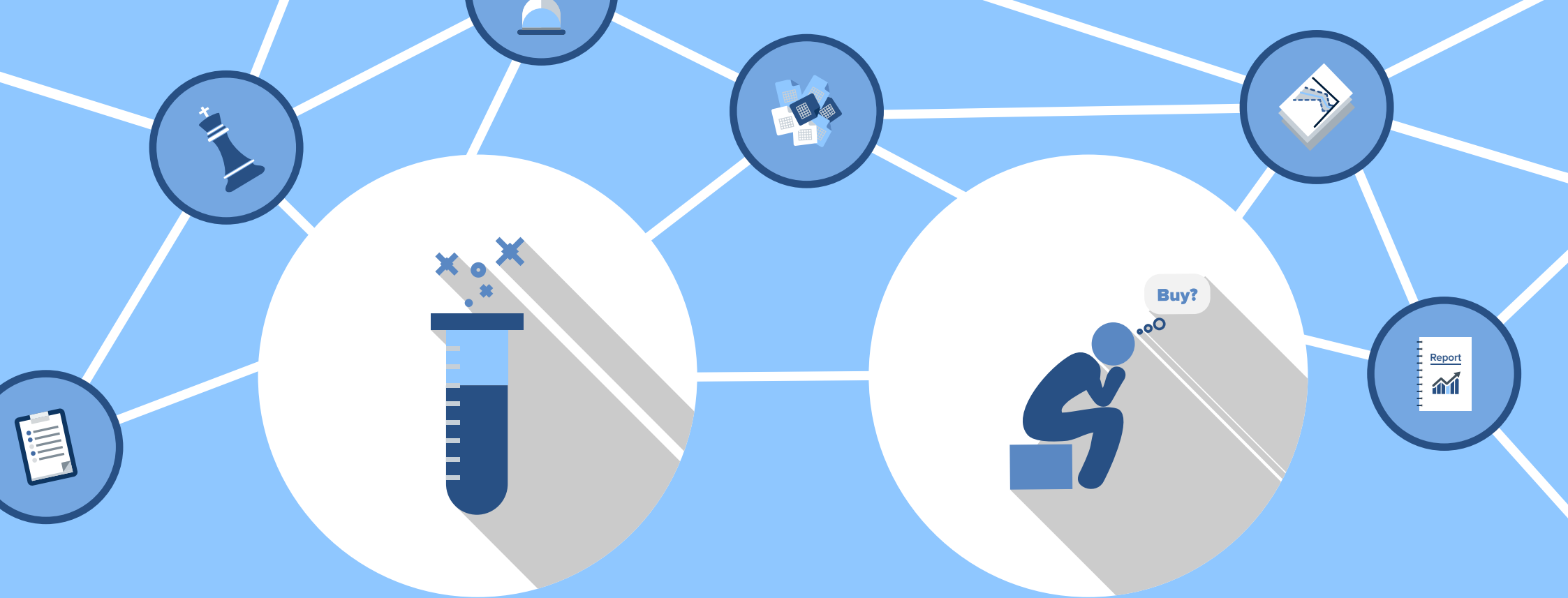


Peer group: large international BI vendors



Viewpoint

Location intelligence is one of the major trending topics in the BI area. More and more customers are asking us about capabilities for visualizing and analyzing geo data. Qlik Sense ranks among the leading tools for location intelligence in the large international BI vendors peer group. The product supports mapping with MapBox or by pasting a URL from a web map service such as OpenStreetMap. Point maps and choropleths can be used. Several Qlik partners also provide geo solutions with broader capabilities, and some support map layers to visualize more information on maps.



Innovation & considered for purchase

The innovation KPI combines the 'Big Data Analytics', 'Cloud BI', 'Collaboration', 'Data discovery/ visualization', 'Mobile BI', 'Operational BI', 'Location intelligence' and 'Visual design standards' KPIs to measure the product's level of innovation.

The considered for purchase KPI is based on whether respondents considered purchasing the product.

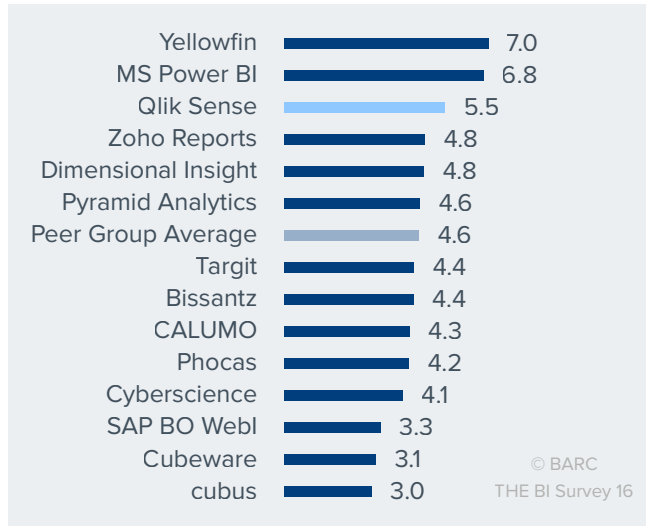


Innovation

Innovation – Leader



Peer group: self-service reporting-focused products



Viewpoint

Qlik Sense ranks as one of the leading innovative products in the self-service reporting-focused products peer group. It was built using up-to-date technology and created as a cloud-ready solution to be used on various devices with a focus on providing an intuitive UI so users would require a minimum of training. Qlik also opened its APIs, which can be used by partners and other developers, so the solution can be extended with additional features or modules, or used in modern BI usage scenarios such as embedded BI. Customers see these investments in a positive light and consider Qlik Sense as an innovative solution.

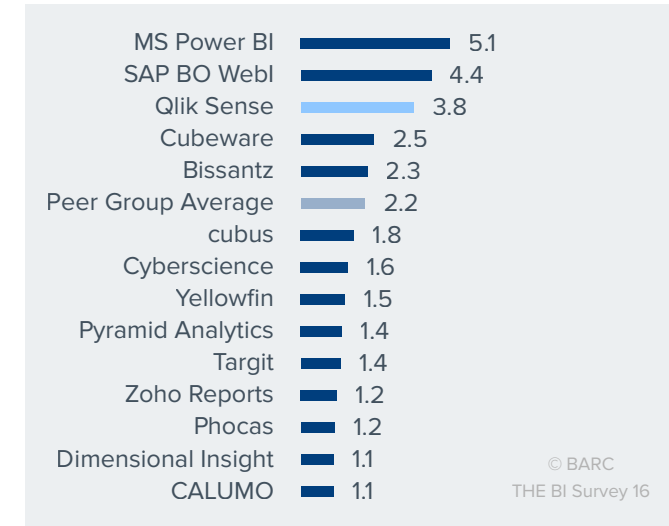
Considered for purchase



Considered for purchase – Leader

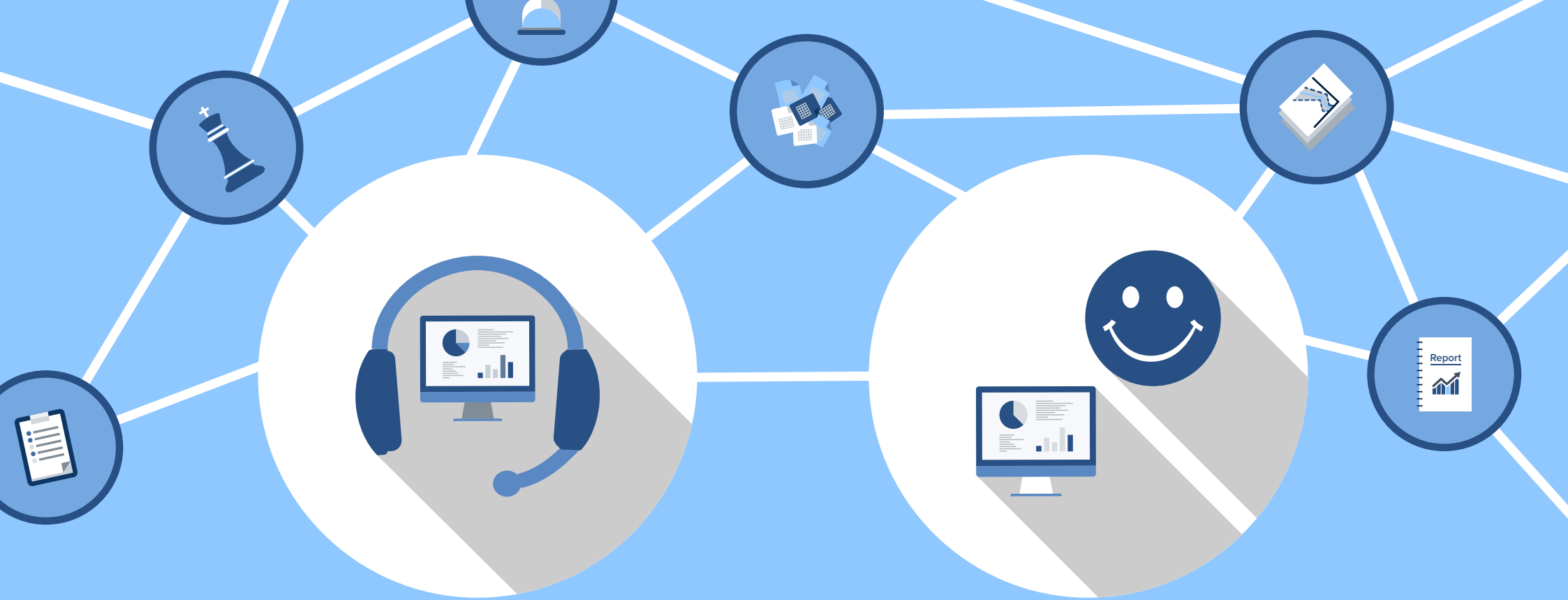


Peer group: self-service reporting-focused products



Viewpoint

Qlik Sense is considered for purchase more than most other self-service reporting-focused products. Existing Qlik customers - as well as other companies searching for a self-service data discovery and visualization solution - tend to evaluate Qlik Sense. This high ranking is very impressive considering the product is still so young. Qlik Sense's features and appearance seem to convince users to take a closer look. Data from The BI Survey 16 shows that - in most cases - the product competes well with its older sibling QlikView.



Vendor support & product satisfaction

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

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

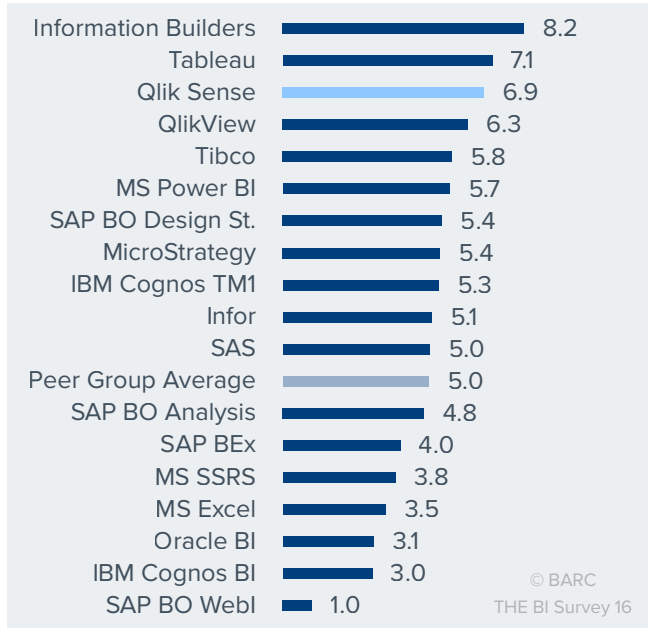


Vendor support

Vendor support – Leader



Peer group: large international BI vendors

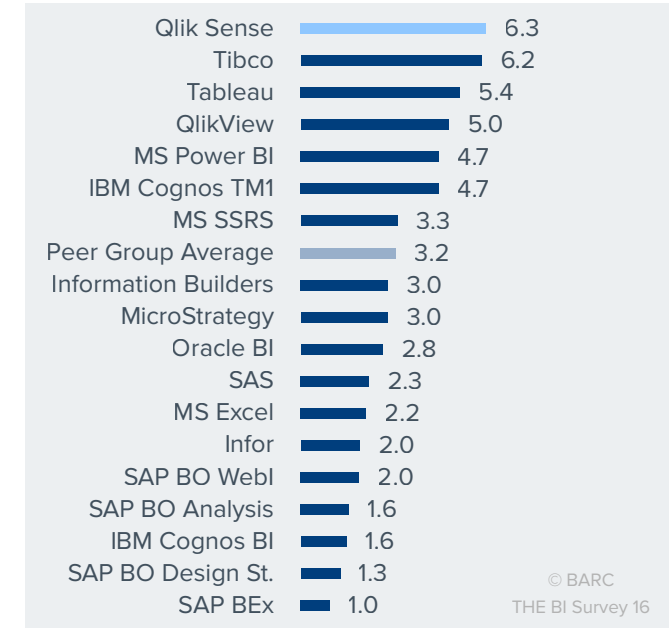


Product satisfaction

Product satisfaction – Top-ranked



Peer group: large international BI vendors



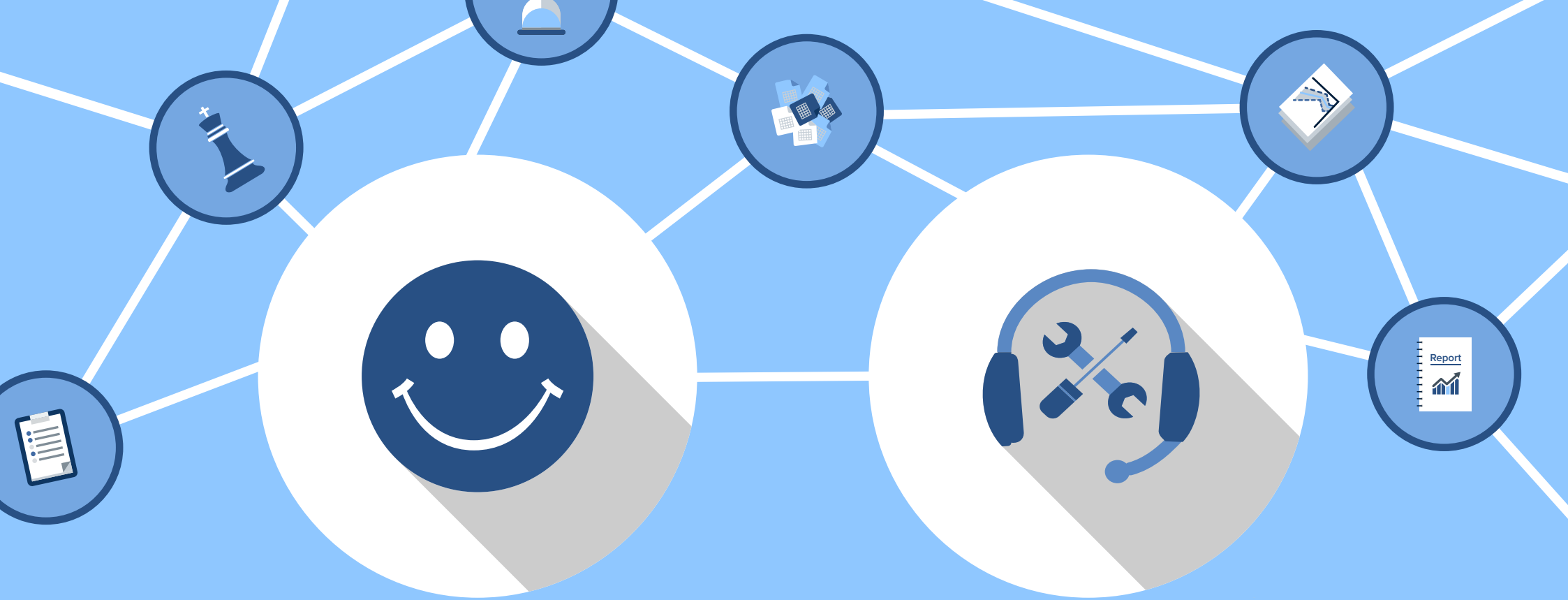
Viewpoint

Qlik has always been one of the leading vendors in providing good support. The company has grown from a small Swedish one-product company into a large international enterprise with a range of different products based on one central engine. However, according to customer feedback, Qlik has not lost its closeness to customers and remains able to provide a good level of support for its two major products: QlikView and Qlik Sense.



Viewpoint

Qlik Sense is top-ranked for 'Product satisfaction' in the large international BI vendors peer group, despite the fact that the solution is still young and features are still being added release by release. However, customers seem to be very satisfied with the software and report less problems than users of rival solutions. Qlik Sense may not be the most feature-rich product, but it seems to be well-conceived and less buggy than competing products from other large BI vendors.



Customer satisfaction & implementer support

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

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

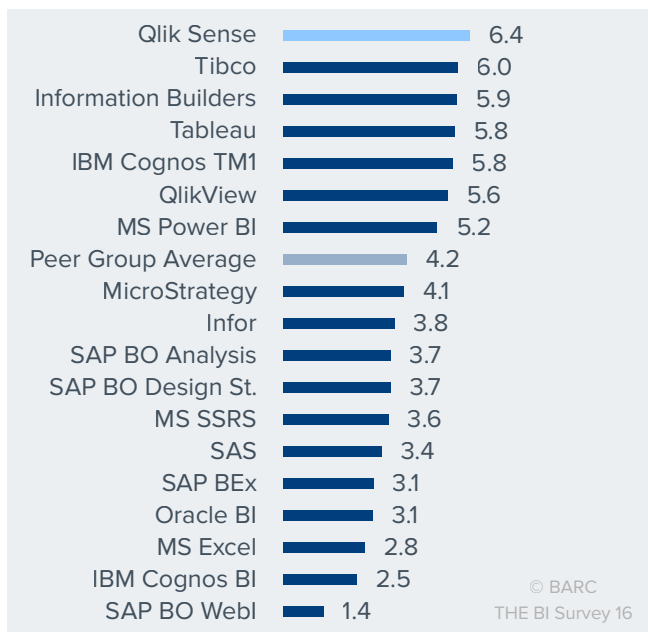


Customer satisfaction

Customer satisfaction – Top-ranked



Peer group: large international BI vendors



Viewpoint

Qlik Sense is the top-ranked product in the large international BI vendors peer group for its combined results in the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs. For a young product, this is an extremely impressive result. The solution causes fewer problems than rival products and the level of support provided by the vendor and its partners is good.

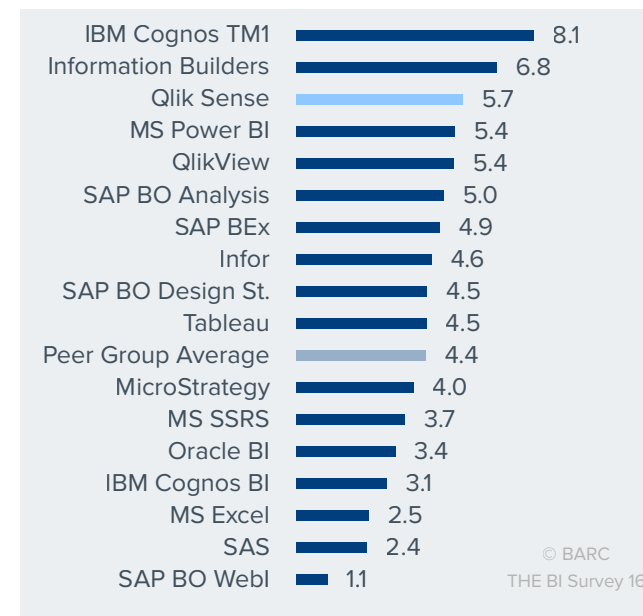
Implementer support



Implementer support – Leader

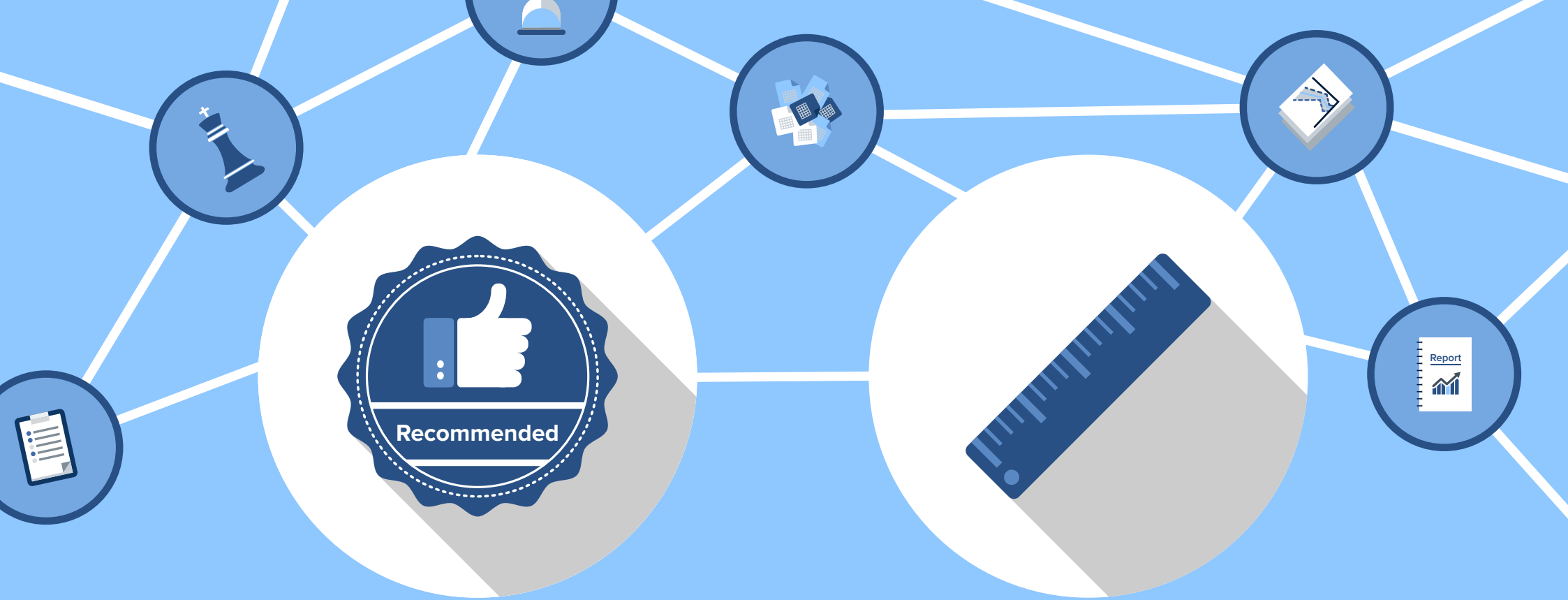


Peer group: large international BI vendors



Viewpoint

A large partner network such as Qlik's has to be trained, maintained and kept up-to-date on the vendor's strategic direction and product plans. Strong customer feedback here shows that Qlik is headed in the right direction with its investment in this area of the business. The vendor is effective in educating its customers and partners about Qlik Sense.



Recommendation & project length

The recommendation KPI is based on how many users would recommend the product to others.
The project length KPI is based on how quickly the product is implemented.

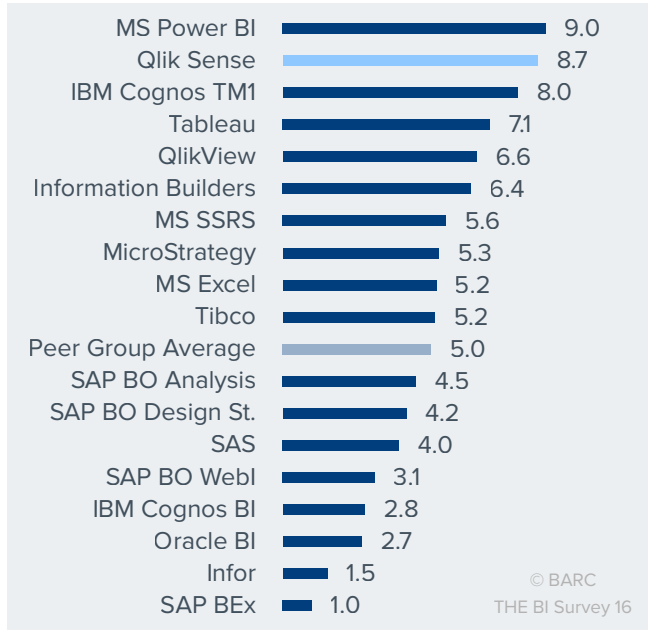


Recommendation

Recommendation – Leader



Peer group: large international BI vendors



Viewpoint

Qlik Sense achieves a good rating for 'Recommendation' compared to other large international BI vendors, an impressive feat considering it is so much less mature than many of the products it beats here, including QlikView. Positive customer feedback in areas such as project success, project length and the general level of satisfaction with Qlik Sense, as well as strong ratings for innovation, lead customers to the conclusion that they are likely to recommend the solution to others.

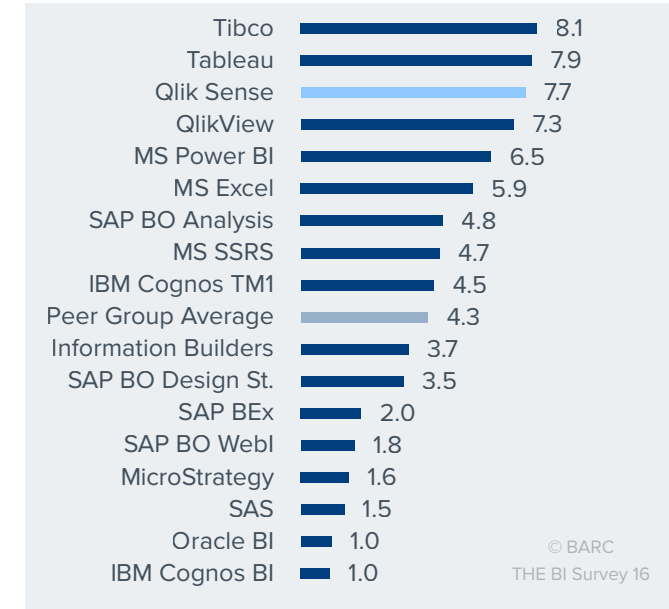
Project length



Project length – Leader



Peer group: large international BI vendors



Viewpoint

In general Qlik Sense is very ad hoc oriented and supports the creation of dashboards and visualizations by drag-and-drop, which shortens the implementation time compared to other less drag-and-drop oriented products. Customers give Qlik Sense a leading ranking among the large international BI vendors for quick product implementation. Besides its ad hoc focus, another factor here is that existing QlikView customers have a head start when implementing Qlik Sense because they can reuse the data models created in QlikView. The data management phase of a BI project - including data integration, data transformation and modeling - typically represents 70 to 80 percent of the total project effort, so it is logical that Qlik Sense might appeal to existing QlikView accounts.

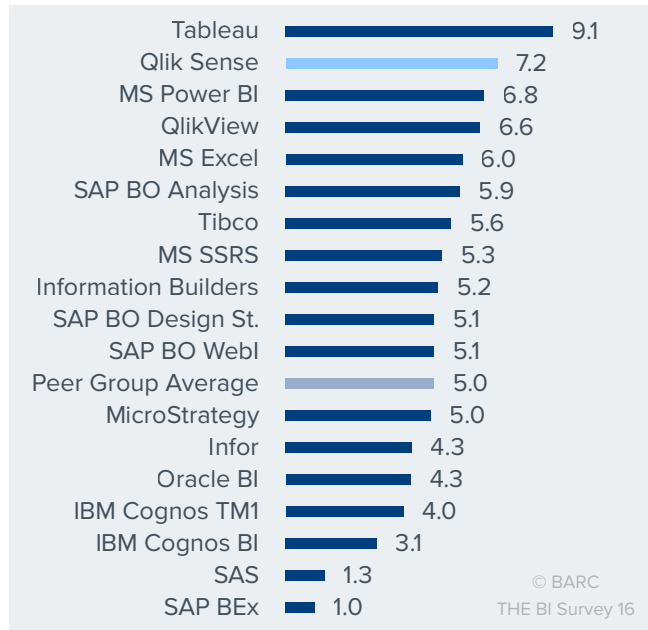


Ease of use

Ease of use – Leader



Peer group: large international BI vendors



Viewpoint

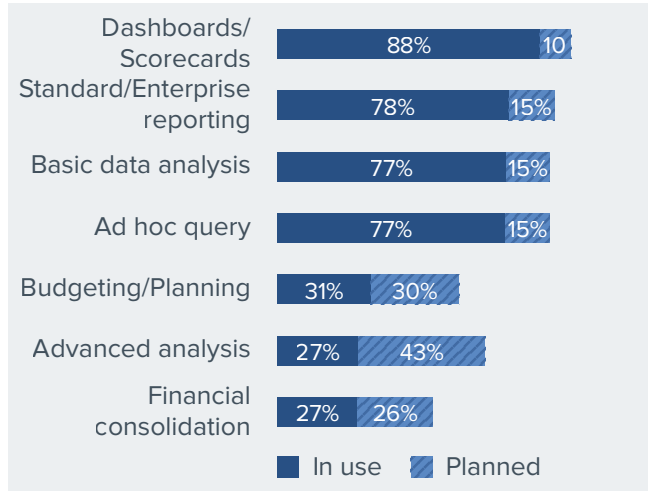
Qlik Sense ranks as the second best product in the large international BI vendors peer group when it comes to ease of use. Qlik not only put huge emphasis on creating an intuitive and interactive UI when building Qlik Sense, it also restructured its development team. The vendor employs a team of people specifically to look after product innovation and UI creation. We see many BI products get overwhelmed with too many features and excessive complexity as they mature, so it's refreshing to see a dedicated team of people tasked with keeping the solution up-to-date and easy to use.



QlikView

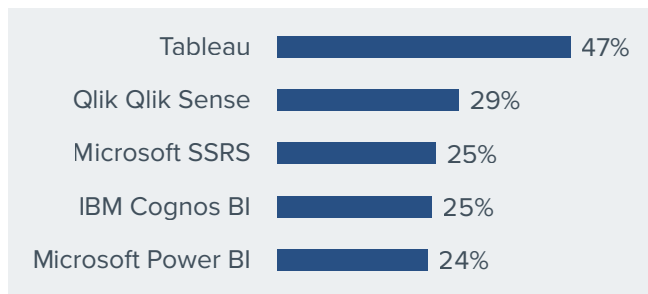
Current vs. planned use

n=239



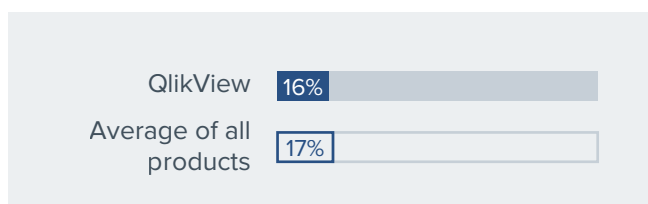
5 products most often evaluated in competition with QlikView

n=949



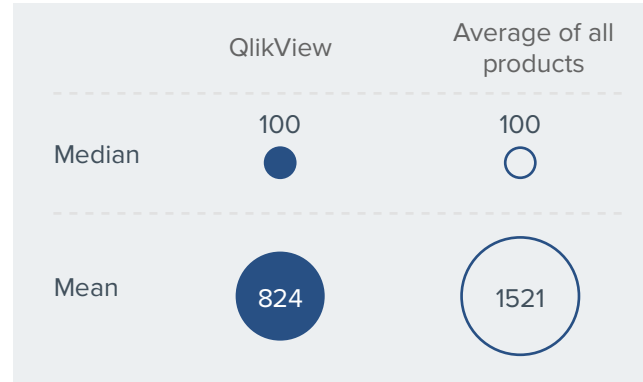
Percentage of employees using QlikView

n=236



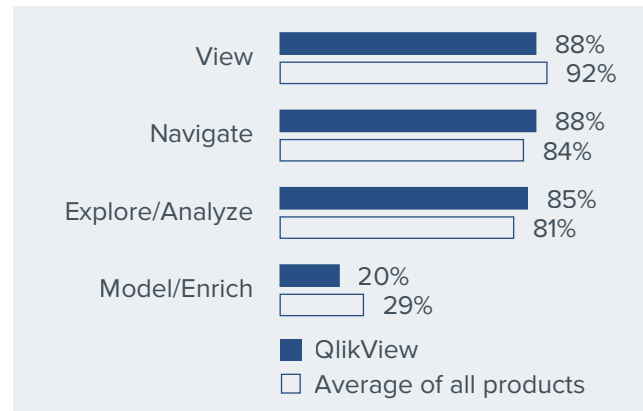
Number of users using QlikView

n=216



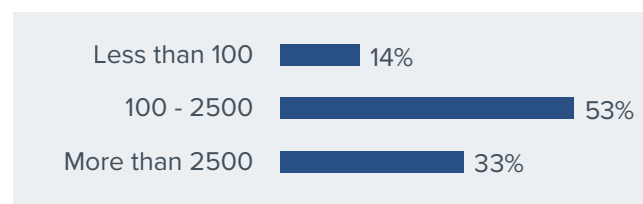
Tasks carried out with QlikView by business users

n=206



Company size (employees)

n=239



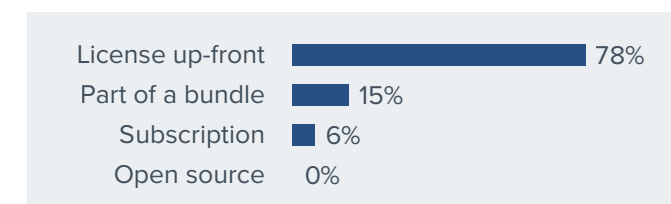
User & use case demographics



QlikView – Qlik’s flagship product – has been on the market for several years now. It offers very good support for the creation of individual guided applications. These apps can be used for a broad number of scenarios and serve different purposes. Customers use QlikView for dashboard and enterprise report creation as well as for basic data analysis and ad hoc querying of data. Qlik acquired NPrinting in 2015, which extends QlikView’s printing capabilities for enterprise reporting. Most users view, navigate and perform data analysis using QlikView applications. This ties in with Qlik’s strategy for QlikView and Qlik Sense - its main front ends.

Licensing models

n=212



The KPIs

THE BI Survey 16 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 feeds 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 20-25% of products listed in the chart.

Peer Group Classification

THE BI Survey 16 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.

QlikView features in the following peer groups:

- Large international BI vendors
- Dashboarding-focused products
- Visual discovery-focused products

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.

Visual 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, especially planning and budgeting.

Large international BI vendors

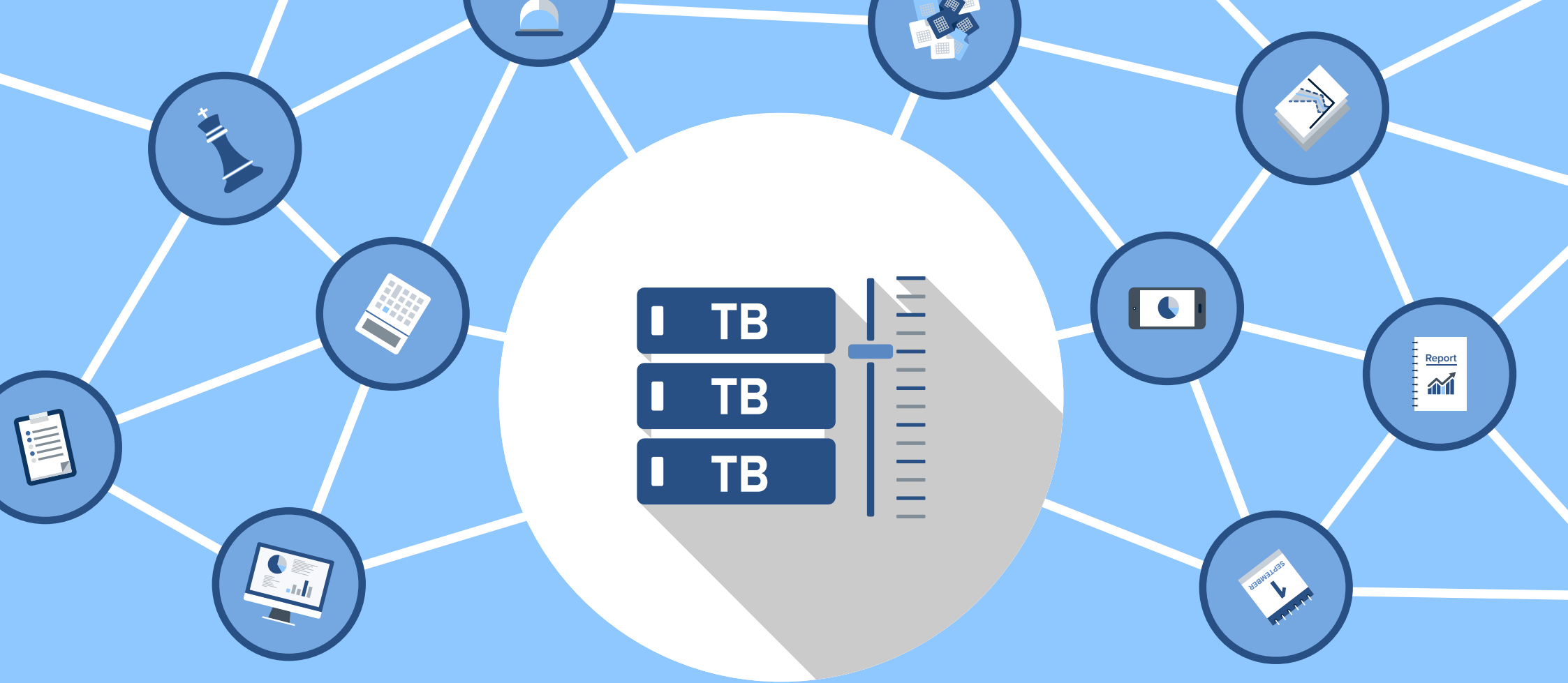
Includes products from companies with annual revenues of \$200m+ and a truly international reach.

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.

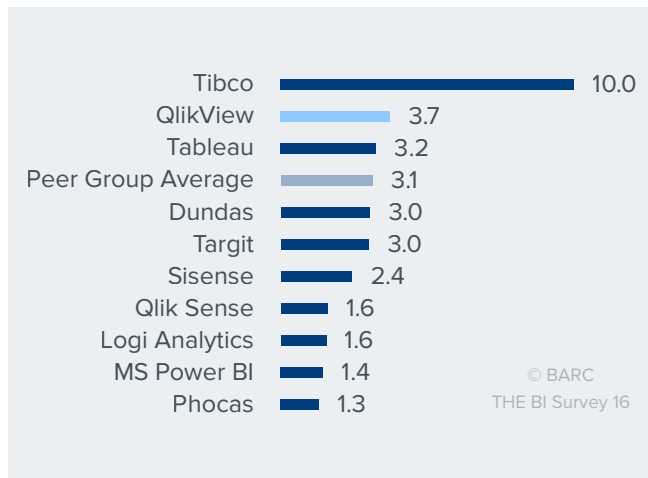


Data volume

This KPI is based on the median volume of data in databases used with the BI tool.

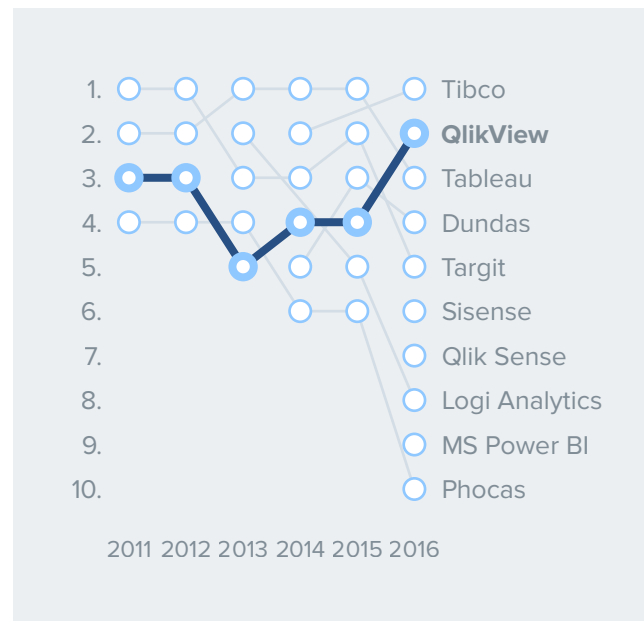
Data volume – Leader

Peer group: visual discovery-focused products



Improved in data volume

Peer group: visual discovery-focused products



Viewpoint

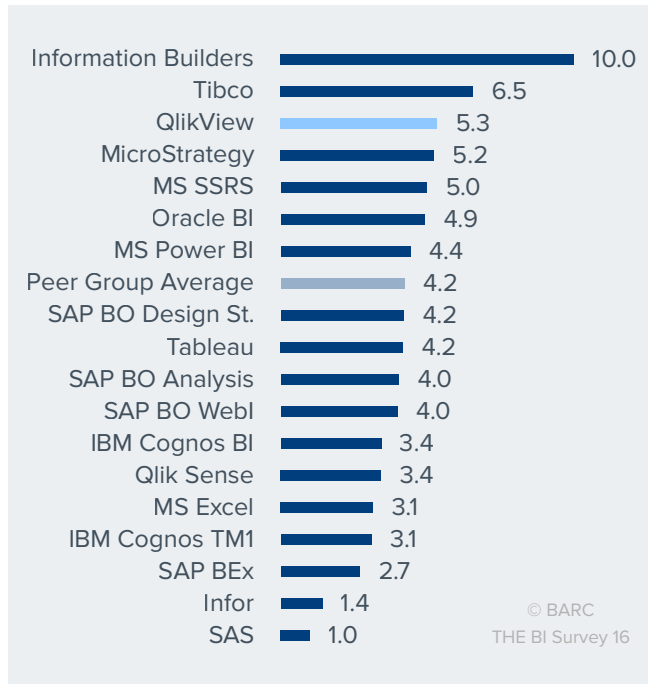
Customers claim to process high data volumes compared to other visual discovery-focused products, rating QlikView in second place in this peer group. QlikView's ranking has improved in this KPI over recent years. The product has always used a proprietary associative engine, which processes data in-memory. With its redesigned in-memory engine - now known as QIX – Qlik's capacity for handling large data volumes could improve further in the coming years. Since QlikView 12, both Qlik Sense and QlikView have used the QIX engine. As only 15 percent of respondents to this survey have upgraded to version 12 so far, its impact on QlikView's results in The BI Survey 16 is minimal.



Operational BI – Leader

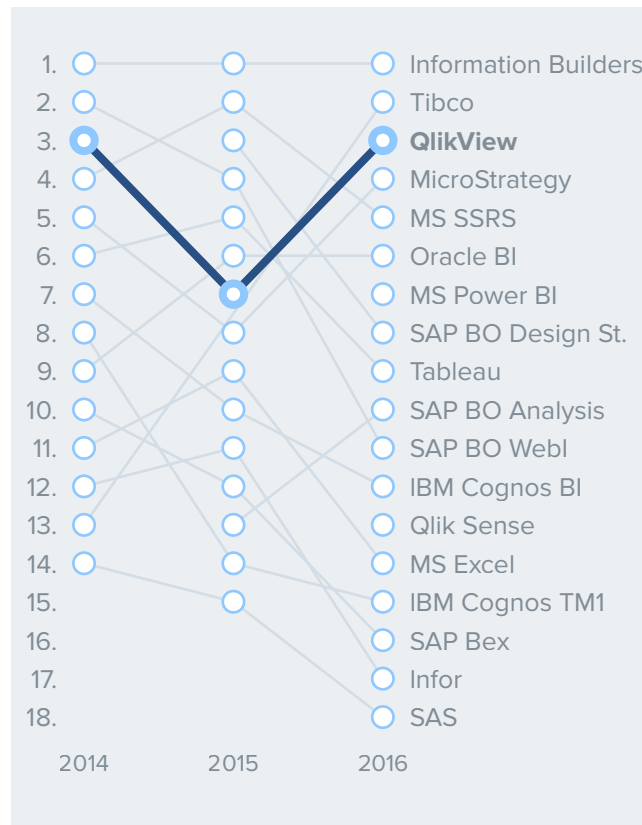


Peer group: large international BI vendors



Improved in operational BI

Peer group: large international BI vendors



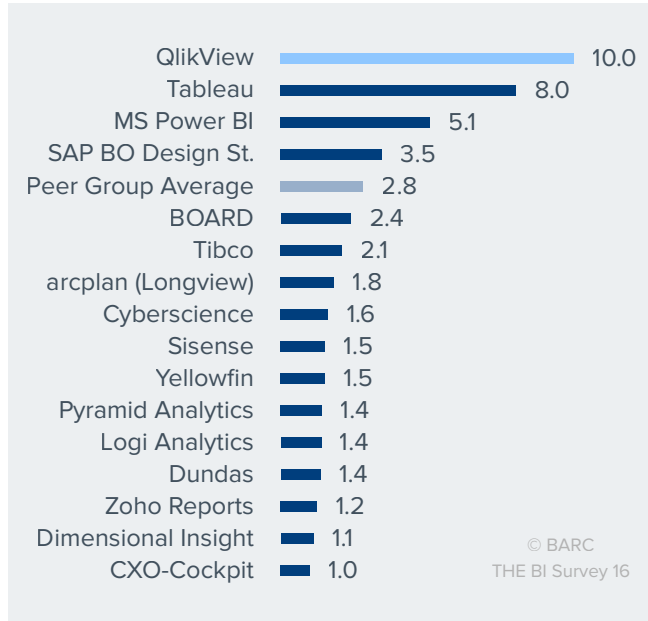
Viewpoint

Demographic data from The BI Survey 16 shows that QlikView’s applications service different BI usage scenarios. The vendor is one of the leading large international BI vendors for operational BI, confirming the solution’s focus on building individual applications. In most cases in this area, data comes directly out of production systems. Many enterprises are looking for ways to blend archived analytical data within operational data to be able to gain situational awareness of opportunities or issues impacting their businesses. QlikView supports these usage scenarios by providing script-oriented and flexible capabilities to integrate and mash up data as well as visualize it for business users using dashboard applications.

Considered for purchase – Top-ranked



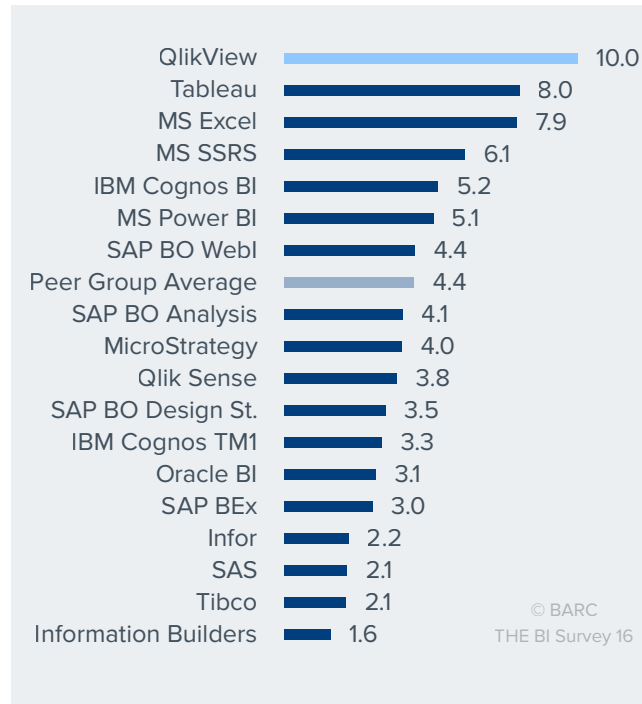
Peer group: dashboarding-focused products



Considered for purchase – Top-ranked



Peer group: large international BI vendors



Considered for purchase



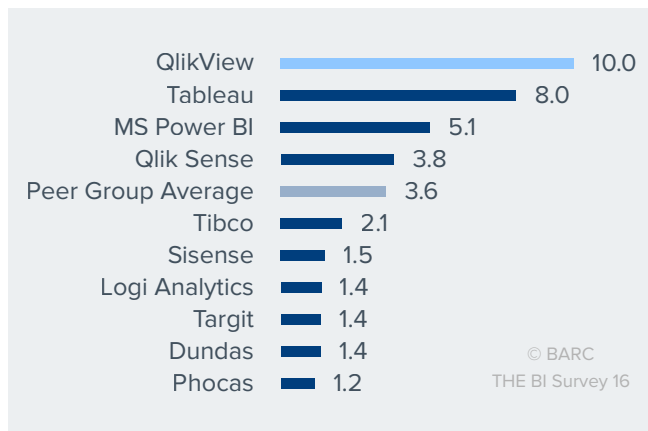
Viewpoint

QlikView is the top-ranked product in all of its peer groups in this KPI, showing that organizations often consider purchasing the solution. The company pursues a non-technical marketing and sales strategy that has worked very well and made the vendor popular across the global BI market. Customers acknowledge Qlik's investment in marketing and regularly consider the solution in their BI evaluations. Qlik has maintained this top ranking for the last four years.

Considered for purchase – Top-ranked



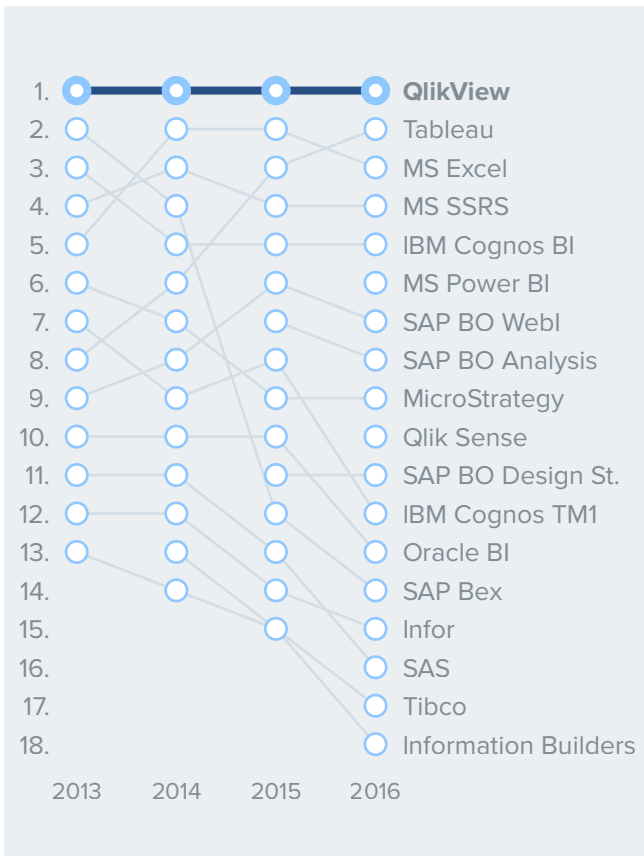
Peer group: visual discovery-focused products





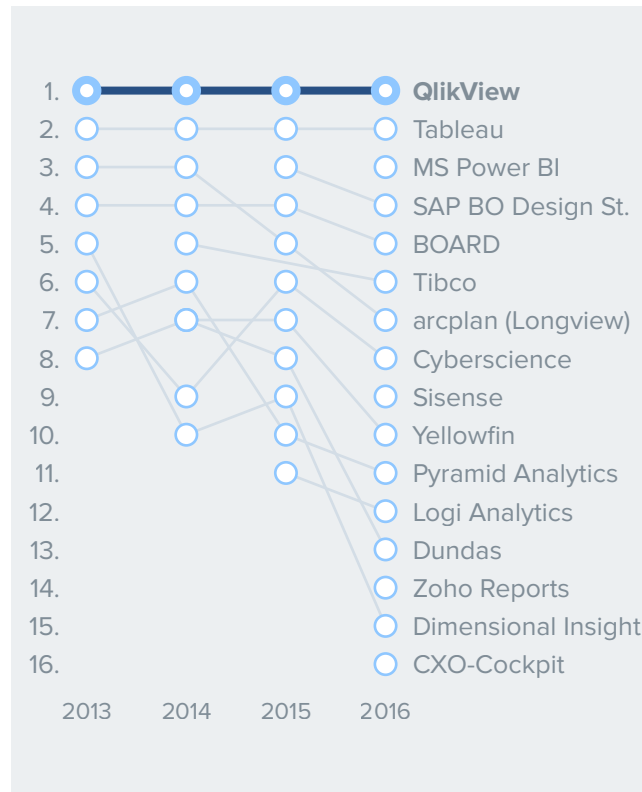
Consistently top-ranked in considered for purchase

Peer group: large international BI vendors



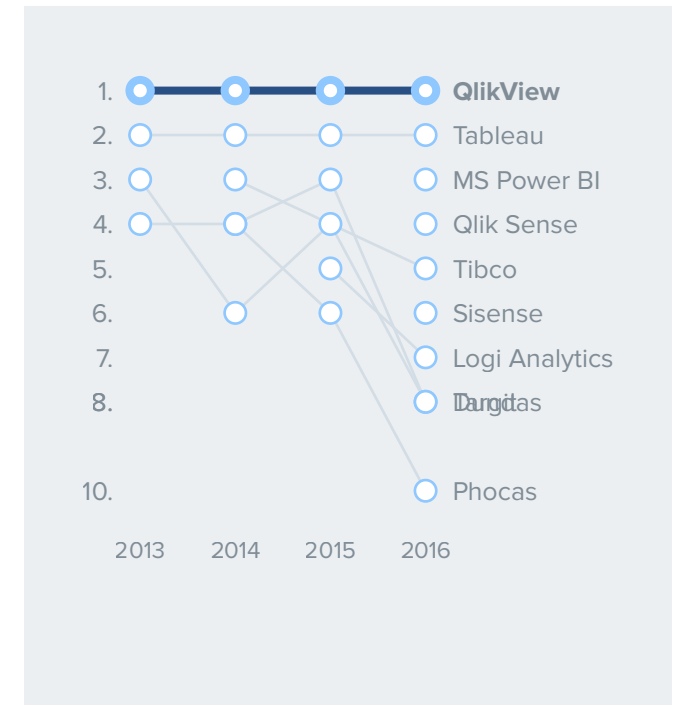
Consistently top-ranked in considered for purchase

Peer group: dashboarding-focused products



Consistently top-ranked in considered for purchase

Peer group: visual discovery-focused products





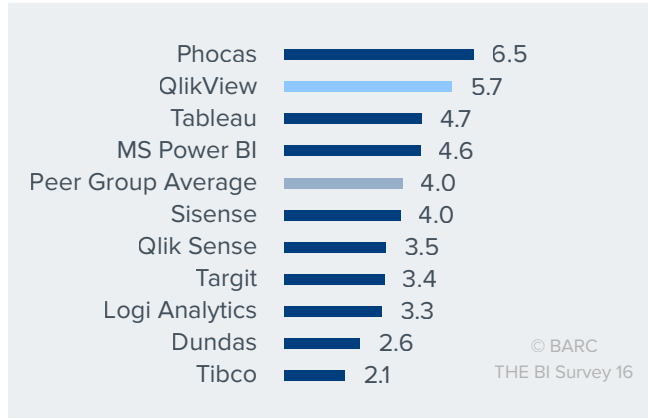
Competitiveness

This KPI combines the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs.

Competitiveness – Leader

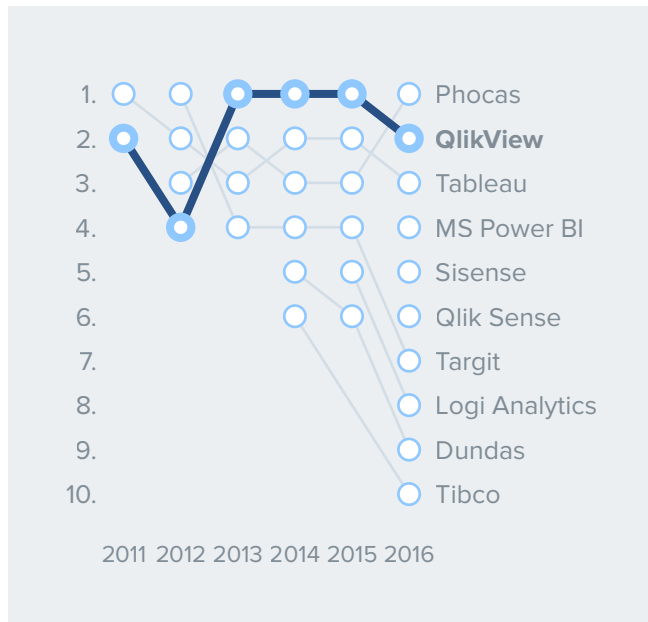


Peer group: visual discovery-focused products



Consistently high ratings in competitiveness

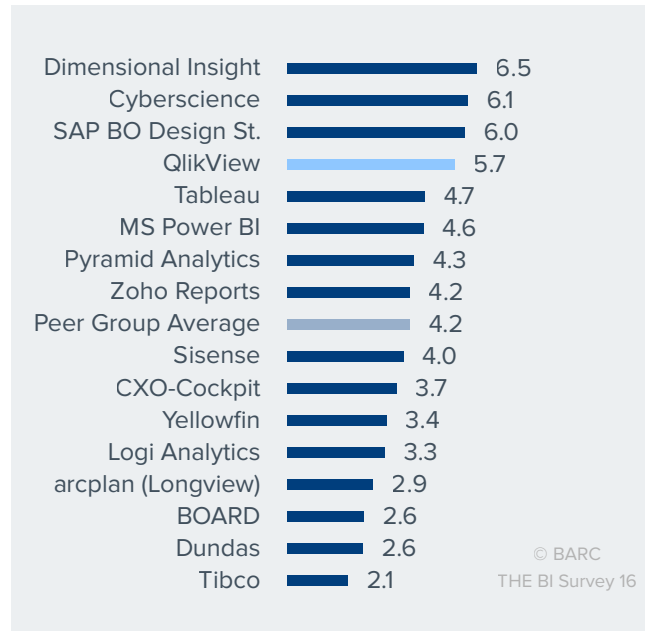
Peer group: visual discovery-focused products



Competitiveness – Leader



Peer group: large international BI vendors



Competitiveness



Viewpoint

QlikView is a leader in 'Competitiveness' in the large international BI vendors and visual discovery-focused products peer groups. Customers see Qlik as one of the most competitive vendors in the BI space, and give it good ratings in the 'Considered for purchase', 'Competitive win rate' and 'Chosen as standard' KPIs. Qlik's competitiveness is rooted in its business-oriented software and agility in sales situations. The sales process is targeted towards a short proof of concept and can produce rapid benefits for customers. Qlik also uses a large partner network efficiently, which is an excellent asset for the vendor.



Product satisfaction

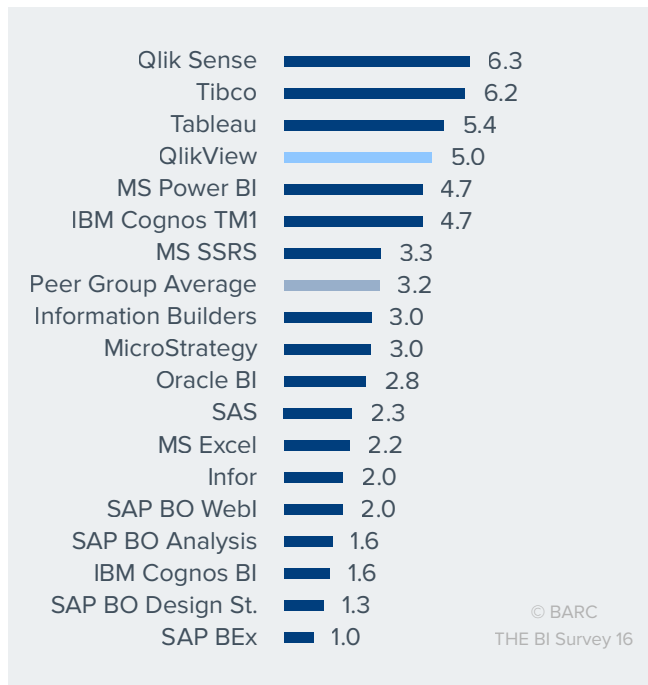
This KPI is based on the frequency of problems encountered with the product.



Product satisfaction – Leader

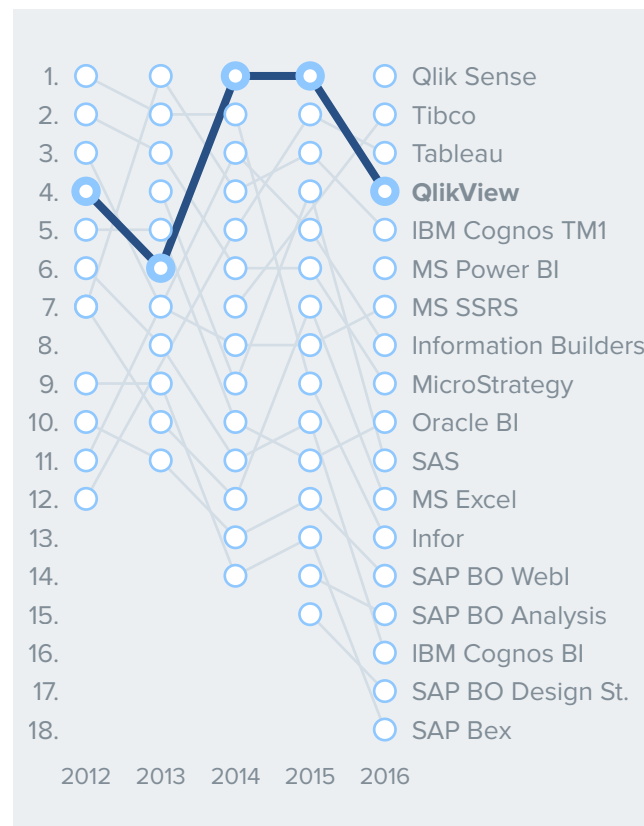


Peer group: large international BI vendors



Two top placings in product satisfaction in the last five years

Peer group: large international BI vendors



Viewpoint

Product satisfaction is an important KPI, as it relates to the number of problems typically encountered in the use of the product. Customers report relatively few issues with QlikView, rating it above average in the large international BI vendors peer group. QlikView is a mature product that has excelled in this category in each of the last five years.



Vendor support

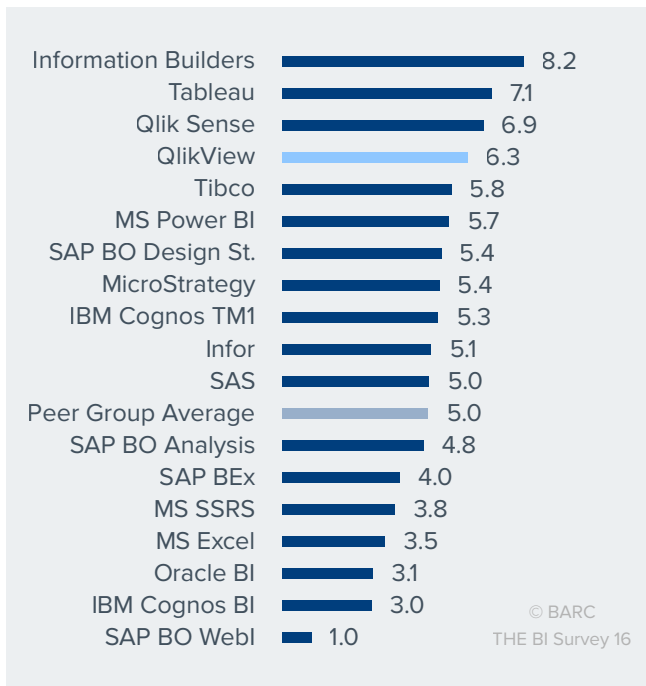
This KPI measures user satisfaction with the level of vendor support provided for the product.



Vendor support – Leader

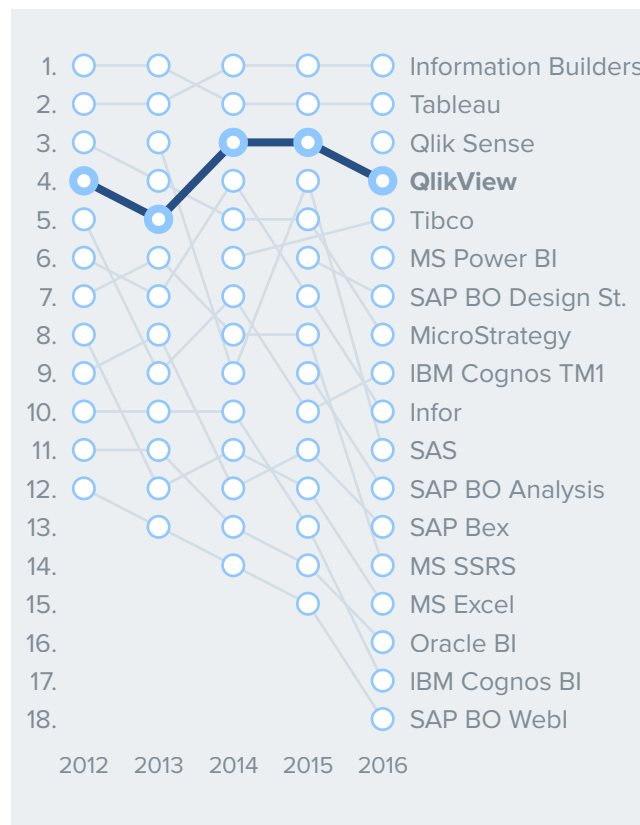


Peer group: large international BI vendors



Consistently outstanding in vendor support

Peer group: large international BI vendors



Viewpoint

QlikView receives above average feedback for vendor support compared to other large international BI vendors. The vendor has been able to maintain its leading position in this KPI while undergoing rapid growth and changes to its product strategy in recent years. This user feedback shows that Qlik has been able to grow as a vendor while keeping a close eye on its customers' needs.



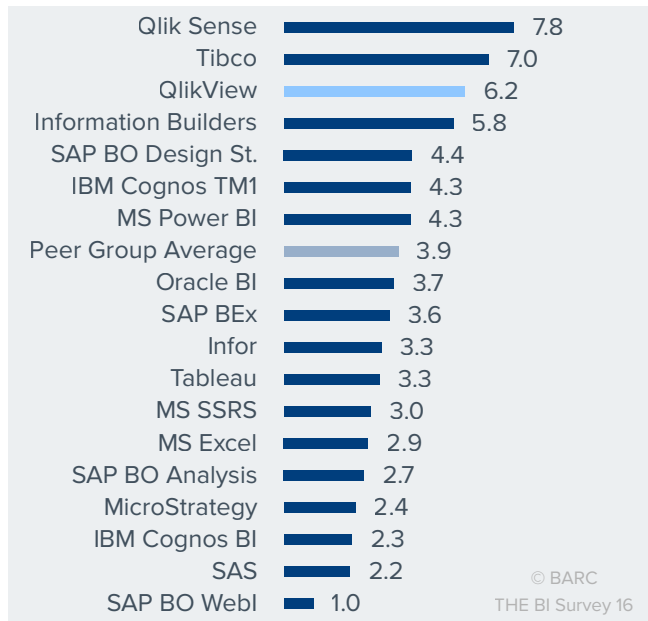
Query performance

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

Query performance – Leader



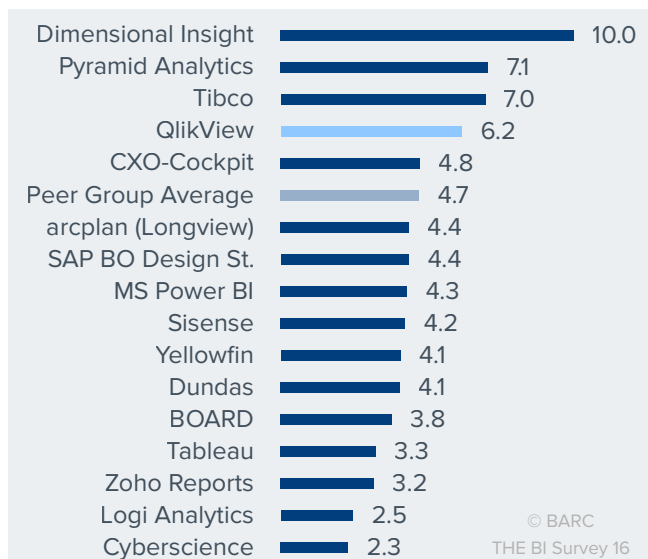
Peer group: large international BI vendors



Query performance – Leader

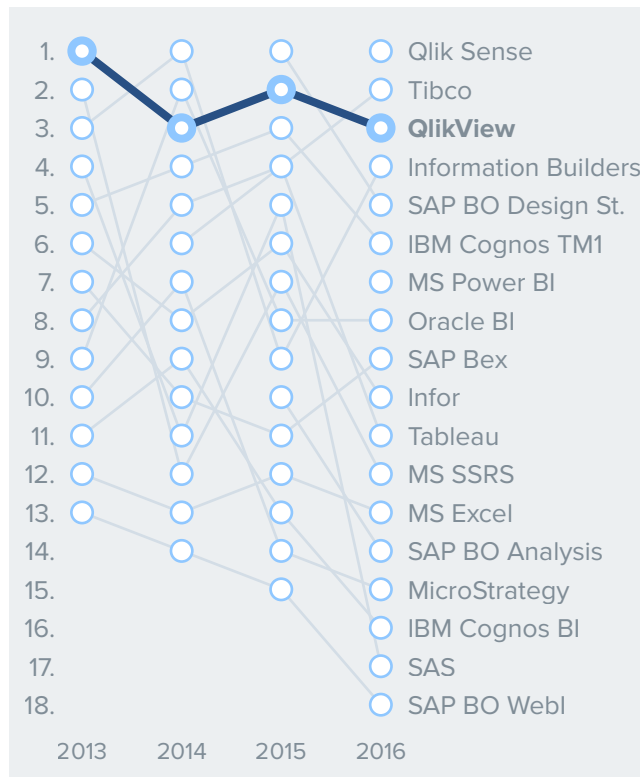


Peer group: dashboarding-focused products



Consistently outstanding in query performance

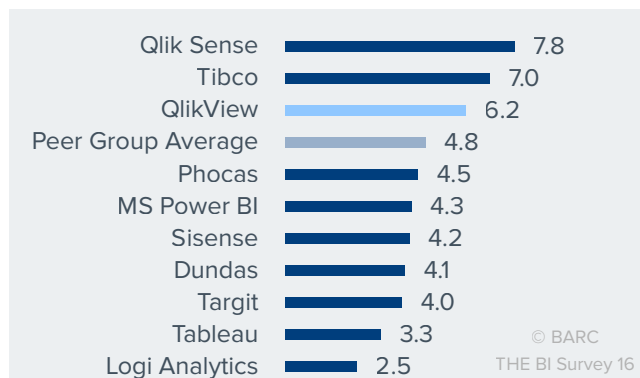
Peer group: large international BI vendors



Query performance – Leader



Peer group: visual discovery-focused products



Query performance



Viewpoint

QlikView receives good customer feedback across all peer groups for its ability to process queries. The solution typically loads data into its in-memory database, which supports associative query/analysis logic particularly well. With regularly outstanding results for query performance in the last four years, customers underline QlikView's ability to query data quickly compared to rival products from other large international BI vendors.

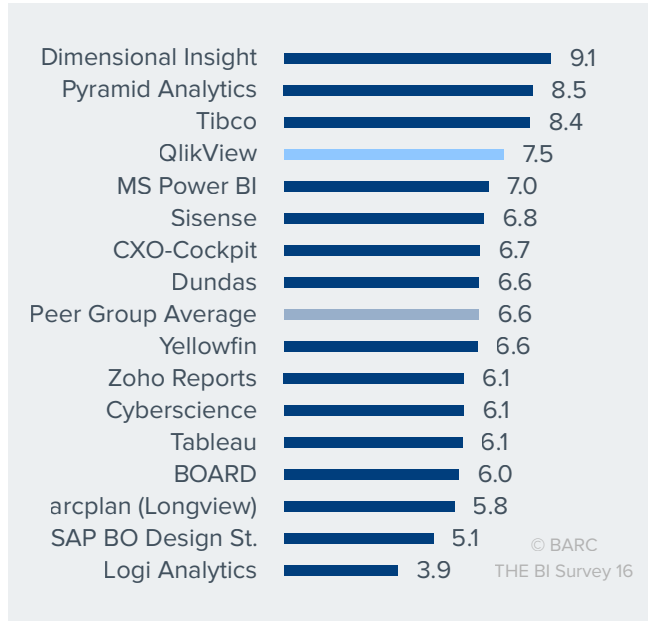


Performance

This KPI is a combination of the 'Query performance' and 'Performance satisfaction' KPIs.

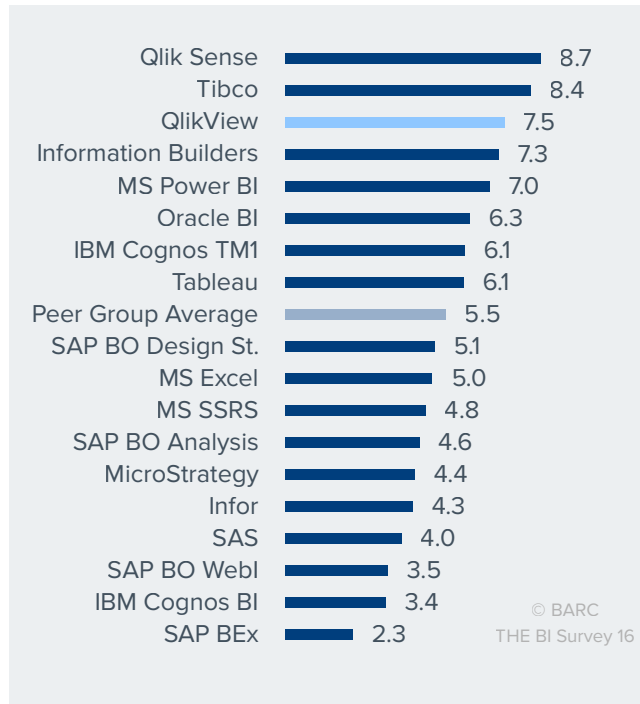
Performance – Leader

Peer group: dashboarding-focused products



Performance – Leader

Peer group: large international BI vendors



Performance

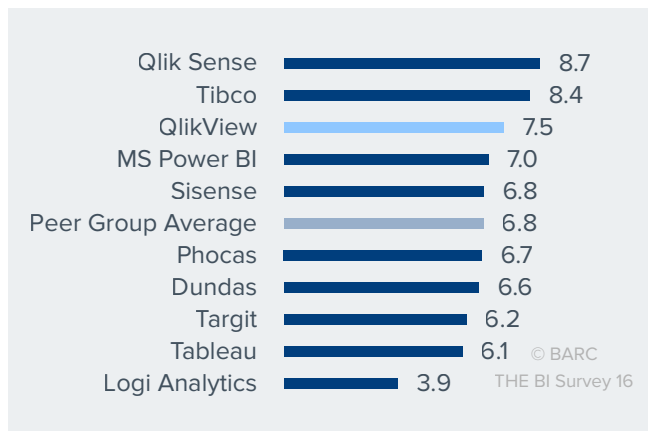


Viewpoint

QlikView ranks highly in all of its peer groups in the combined 'Performance' KPI, following up on consistently good rankings over the last four years. Performance is crucial to the acceptance of a solution, especially for business users. Qlik's in-memory engine is clearly capable of providing a good level of performance to users.

Performance – Leader

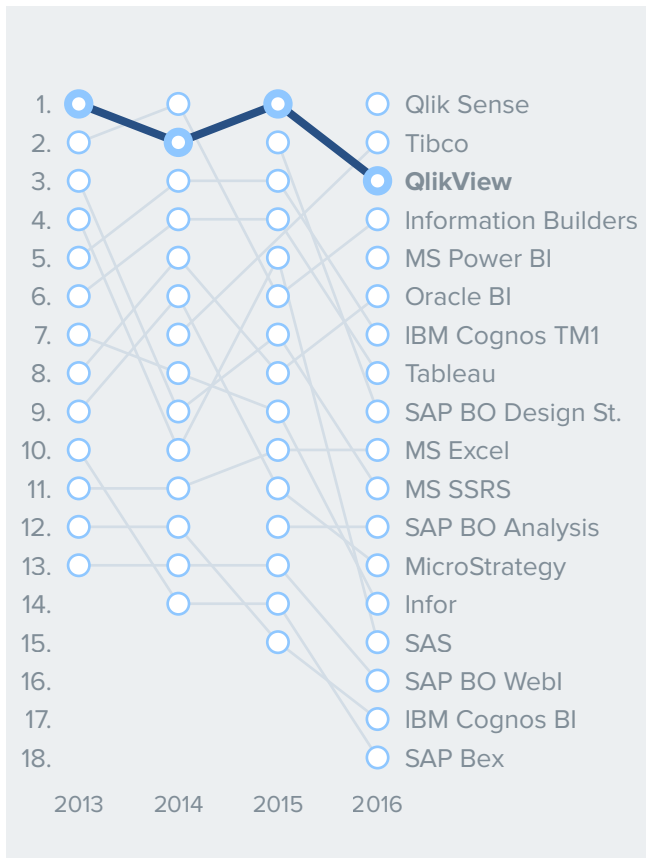
Peer group: visual discovery-focused products





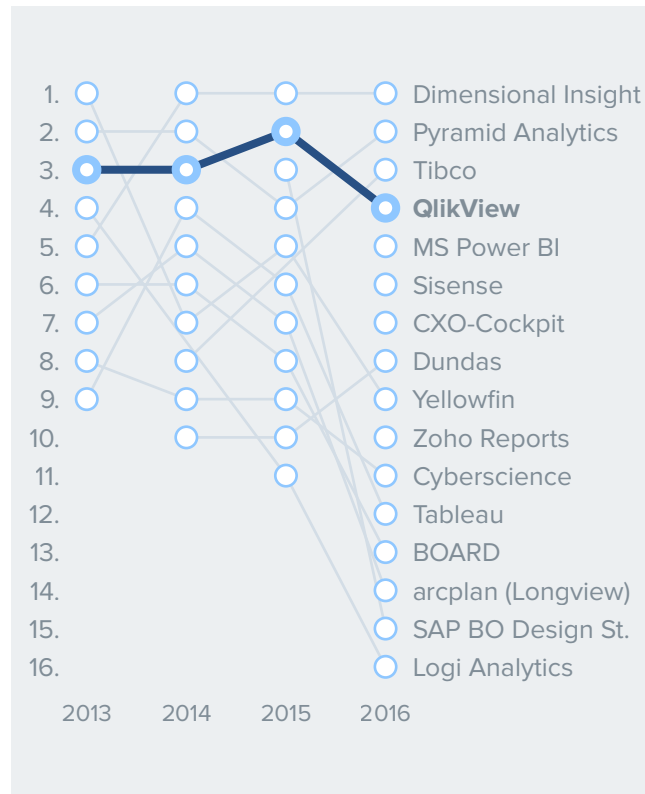
Consistently outstanding in performance

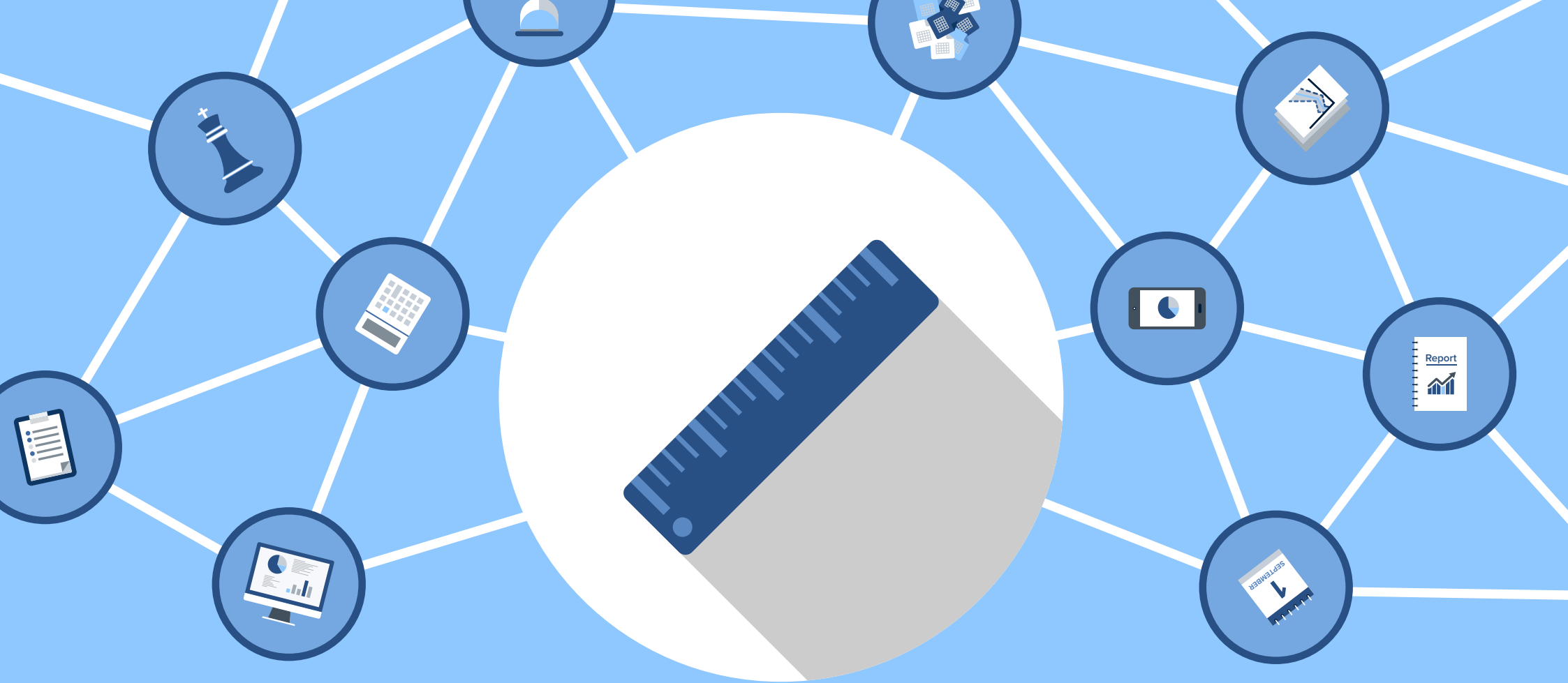
Peer group: large international BI vendors



Consistently outstanding in performance

Peer group: dashboarding-focused products





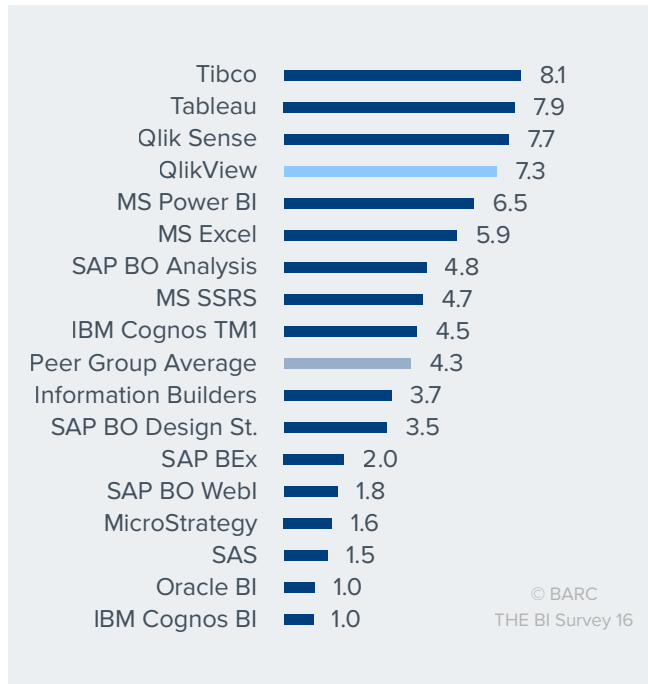
Project length

This KPI is based on how quickly the product is implemented.



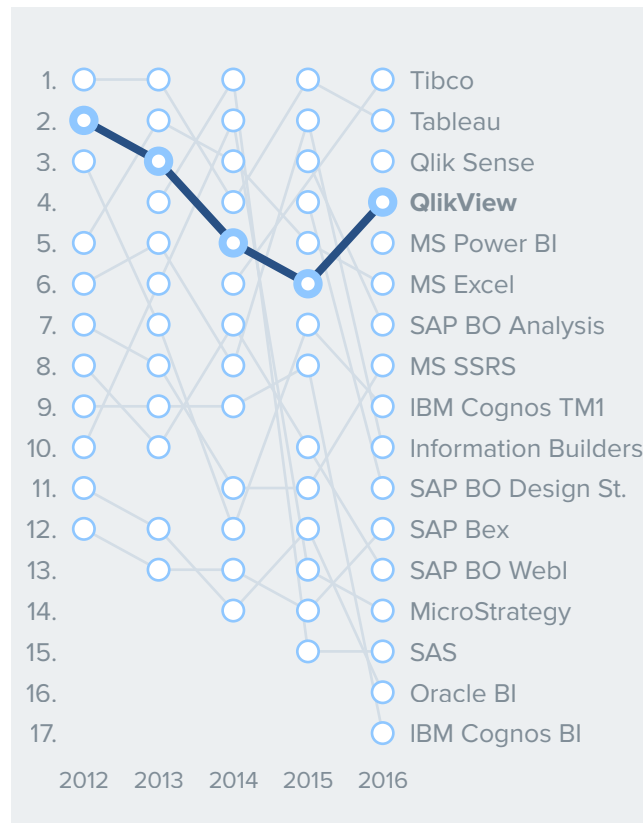
Project length – Leader

Peer group: large international BI vendors



Improved in project length

Peer group: large international BI vendors



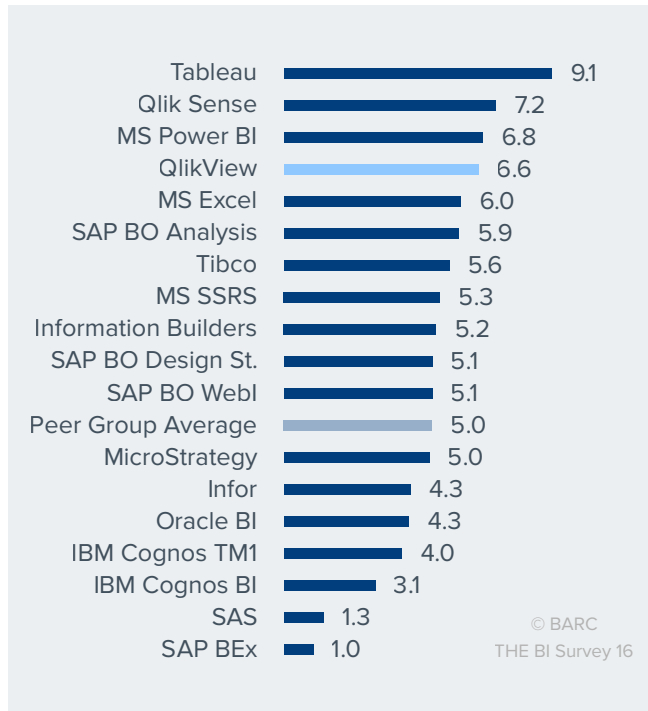
Viewpoint

QlikView ranks as one of the leading large international BI vendors for fast project implementation. The software was built to equip business users with flexible and business user-oriented functionality to fulfill their analysis and visualization needs. To that end, the product provides a flexible script-oriented environment to integrate and model data as well as interactive visualizations to present data to end users. Despite QlikView's flexibility, the solution tends to be used to develop individual applications. Therefore it is quite surprising to see customers claiming to complete their projects faster than customers of other large international BI vendors. These results may indicate that QlikView's orientation towards business users means that developing applications takes less time than it would with products from other large international BI vendors.



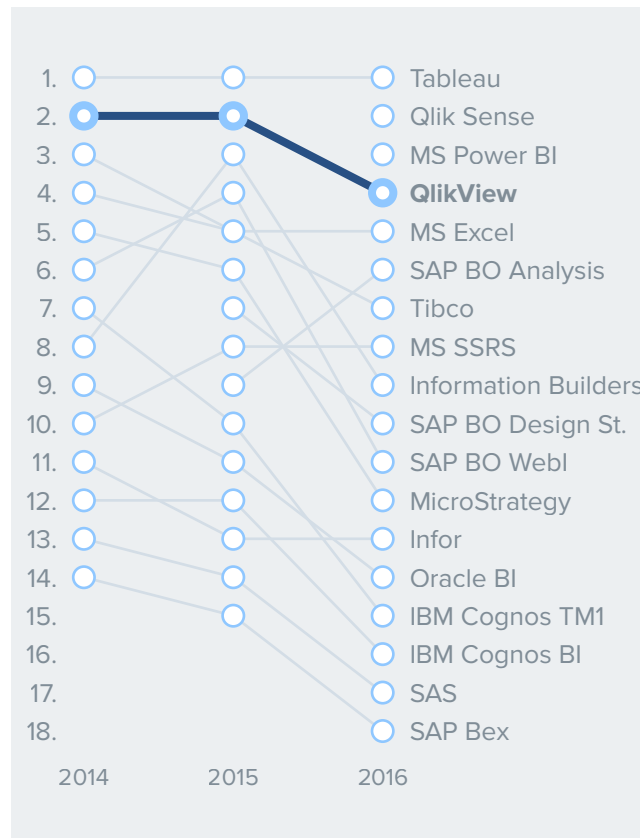
Ease of use – Leader

Peer group: large international BI vendors



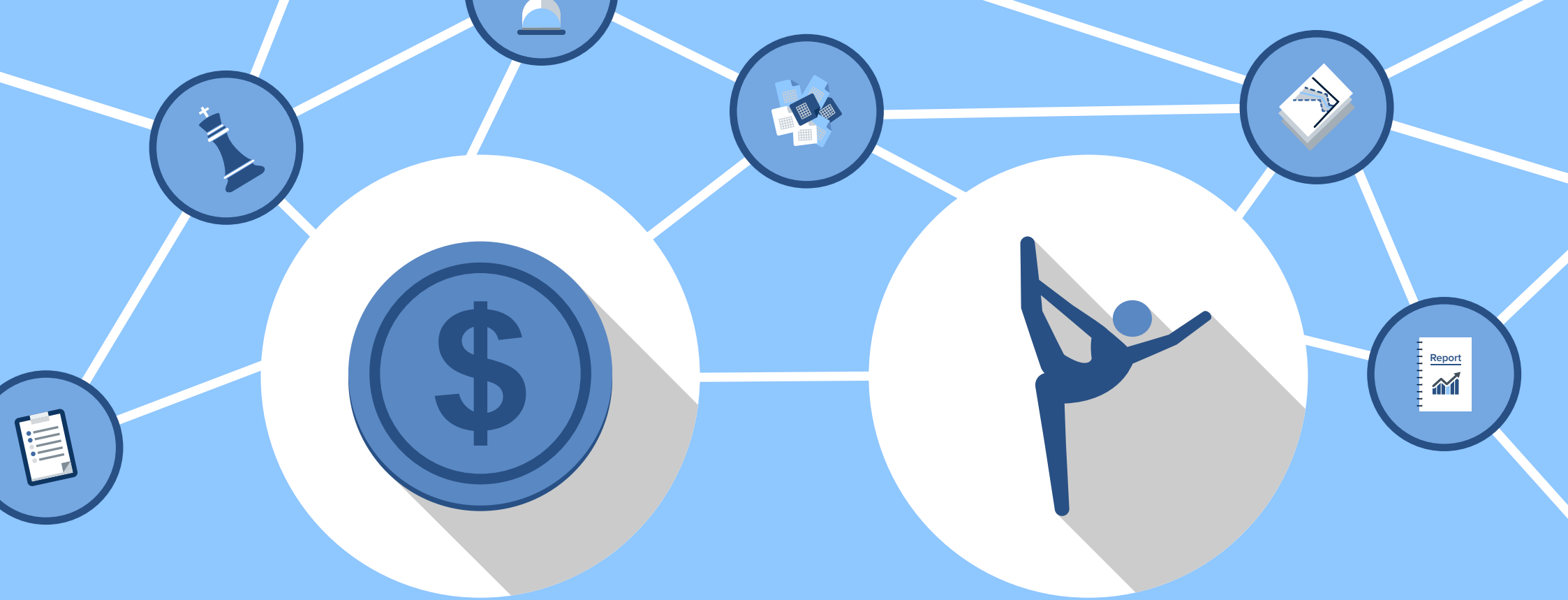
Consistently outstanding in ease of use

Peer group: large international BI vendors



Viewpoint

QlikView remains one of the leading providers of easy-to-use solutions compared to other large international BI vendors, holding on to the leading position it has occupied in this peer group for the last three years. QlikView produces appealing charts and visualizations to navigate through data in an interactive way. Non-technical users can navigate between dashboards by selecting a tab, and explore the data freely using search and selecting values in the display objects. QlikView also has a strong fuzzy search feature. The product has always worked with a “green/white/gray” theme. Selections are highlighted in green, associated data is represented in white, and excluded (unassociated) data appears in gray.



Business value & flexibility for users

The business value KPI combines the 'Business benefits', 'Project success', 'Price-to-value perception', 'Project length' and 'Innovation' KPIs.

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

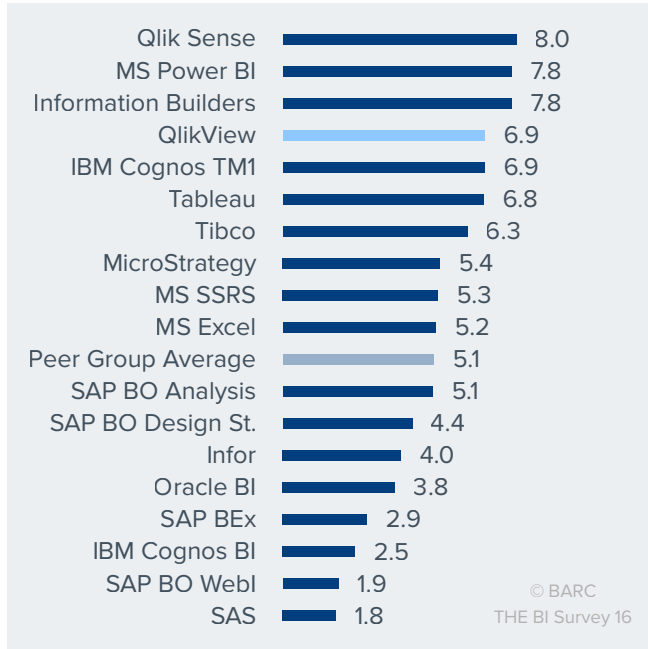


Business value

Business value – Leader



Peer group: large international BI vendors



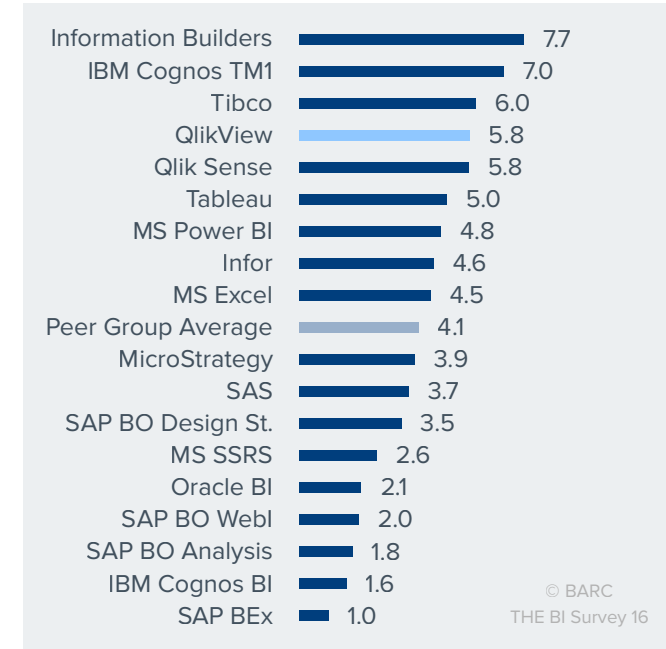
Flexibility for users



Flexibility for users – Leader



Peer group: large international BI vendors



Viewpoint

Qlik is rated as one of the leading large international BI vendors in providing high business value to its customers. This KPI combines user feedback on 'Business benefits', 'Project success', 'Price-to-value perception', 'Project length' and 'Innovation'. Qlik supports decision-makers across customer organizations with its easy-to-use, flexible solution. It can be used to create individual applications as well as to visualize data and find insights in it.



Viewpoint

QlikView receives positive user feedback for its flexibility. In fact, flexibility is the cornerstone of the whole solution. Firstly the product's data integration, transformation and modeling is done via SQL-oriented scripting language, so business users familiar with SQL have the flexibility to model their own data. In terms of visualization, QlikView provides extensive options for creating and customizing charts. Finally the product has a wide range of functions for creating guided navigation paths within a dashboard or application. Tabs, buttons, actions and other features can be used to provide end users with the data they need and guide them through their dashboards.

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 140 staff in eight countries including the UK, 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.

Other Surveys

BARC research reports bring transparency to the market



The Planning Survey 16 is the world's largest survey of planning software users. Based on a sample of over 1,200 responses, it offers an unsurpassed level of user feedback on 13 leading planning products.



The BARC **Big Data Use Cases** Survey explores the usage of big data in companies worldwide. 559 business and IT decision-makers completed the survey in the first quarter of 2015.



The **BI Trend Monitor 2016** from BARC reflects on the trends currently driving the BI and data management market from a users' perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.

Business Application Research Center – BARC GmbH



A CXP GROUP COMPANY

France

BARC France (Le CXP)
8 Avenue des Ternes
FR-75017 Paris
+33 1 530505 53
www.cxp.fr

Germany

BARC GmbH
Berliner Platz 7
D-97080 Würzburg
+49 (0) 931 880651-0
www.barc.de

Austria

BARC GmbH
Goldschlagstraße 172 / Stiege 4 / 2.OG
A-1140 Wien
+43 (1) 8901203-451
www.barc.de

Switzerland

BARC Schweiz GmbH
Buchhaldenstrasse 7
CH-5442 Fislisbach
+41 (0) 763403516
www.barc.de

Rest of the World

+44 1536 772 451
www.barc-research.com

