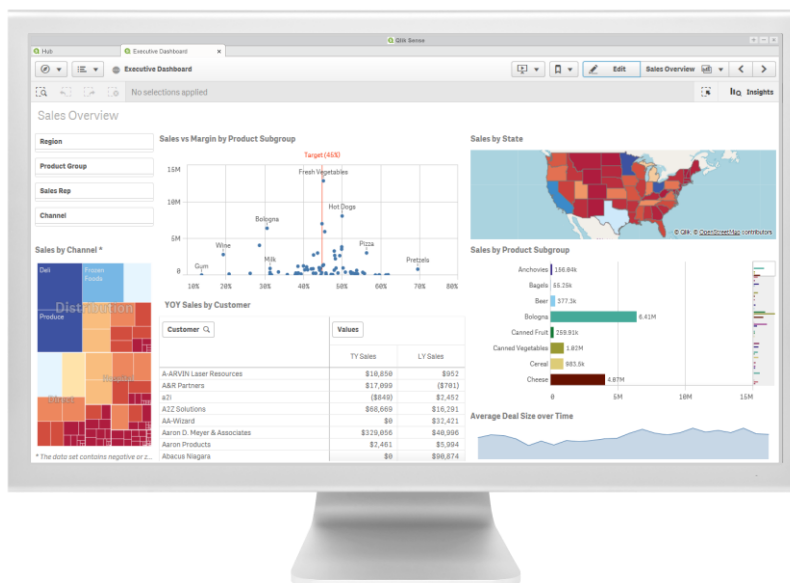# Qlik Sense®

Transform Your Organization with Analytics

Qlik Sense is Qlik's next-generation platform for modern, self-service oriented analytics. It supports the full range of analytics use cases across an organization, including self-service visualization and exploration, guided analytics apps and dashboards, custom and embedded analytics, mobile analytics, and reporting, all within a governed multi-cloud architecture that offers trust, scale, and ongoing choice for the organization. Whether working individually, in teams, or globally, Qlik Sense provides analytics capabilities that delight and empower everyone.

Qlik Sense was built to deliver broad value for all types of users, including unmatched associative exploration and search, smart visualizations, self-service creation and data preparation, geographic and advanced analytics, collaboration, storytelling and reporting, fully interactive online and offline mobility, and a new insight advisor that generates the most relevant charts and insights using AI. And for the enterprise, it provides a platform with open and standard APIs for customization and extension, powerful data integration, broad data connectivity and data as-a-service, centralized management and governance, and a new multi-cloud architecture for scalability across on-premise, private, and public cloud environments.

Qlik Sense runs on the patented Qlik associative engine, which allows users of all skill levels to combine data and explore information freely without the limitations of query-based tools. And the new Qlik cognitive engine adds AI, working with the associative engine to offer insight suggestions and automation in-context with user behavior. With Qlik Sense, users can truly unleash their intuition, working together with machine intelligence to greatly magnify discovery and promote data literacy across the organization.

Relational databases and queries were designed in the 1980's for transactional systems, not modern analytics. Query-based tools leave data behind and limit users to restricted, linear exploration, resulting in blind spots and lost opportunities. Qlik Sense runs on the patented Qlik Associative Engine, which allows users of all skill levels to explore all their data freely without the limitations of query-based tools.

The Qlik engine brings together unlimited combinations of data, both big and small, without leaving any data behind. And it offers unprecedented freedom of exploration through interactive selection and search, instantly recalculating all analytics and revealing associations to the user in green (selected), white (associated) and gray (unrelated). By keeping all visualizations in context together and retaining both associated and unrelated values in the analysis, the Qlik engine allows users to discover previously unforeseen insights that would be missed with query-based tools.
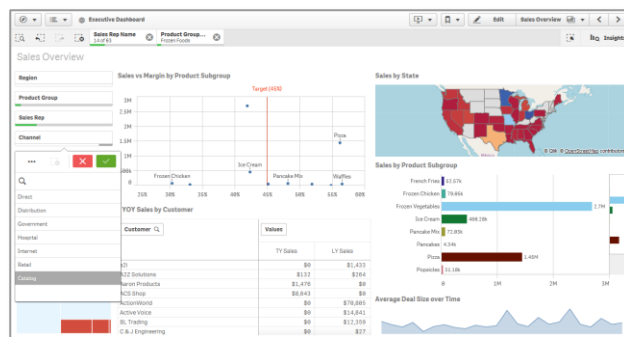

The Qlik Associative Engine was built to provide highly scalable dynamic calculation and association for large numbers of users on massive data volumes. This unique and patented engine technology is Qlik's primary advantage, with over 20 years of innovation and investment.
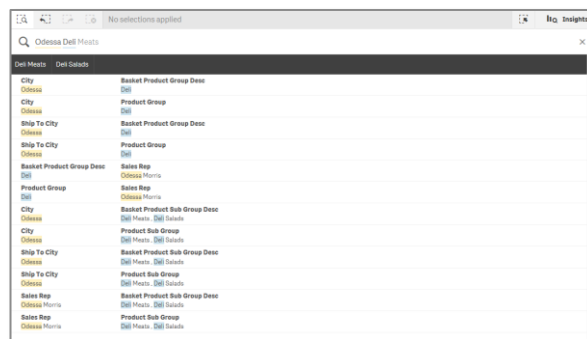
Data Literacy for Everyone

Qlik Sense offers a cutting-edge visualization and discovery experience in a smart, responsive, HTML5 user interface that allows people to explore information and gain trusted insights to solve complex problems. Qlik Sense is built to promote human intuition and data literacy in all areas of the user experience.

The Associative Difference

Exploration in Qlik Sense is unmatched. Users of all skill levels can freely ask questions using simple, natural interactive selections, without boundaries or restrictions. Qlik's associative engine instantly responds after each click, recalculating all analytics to the new context and highlighting associated and unrelated data through easy-to-understand color cues. This empowers people to follow their own paths to insight, uncovering blind spots that would have been overlooked in query-based tools.
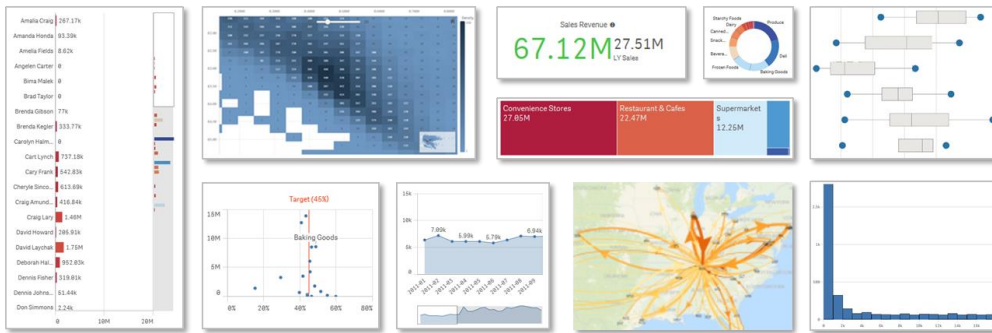

Smart Search in Qlik Sense is unlike any other business intelligence solution. It allows people to search across an entire application and all of their data using keywords to refine context and discover insight. Qlik Sense not only reveals matching dimensions, but also associations that exist between dimension values across all sources, ranking the results by strength of association. With smart search, even more people can understand the relationships in their data without needing to be experts.
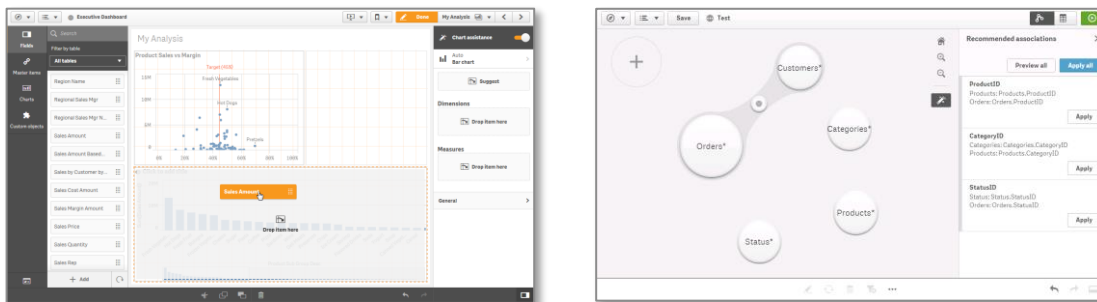
Augmented Analytics and Visualizations

Qlik Sense offers a rich set of augmented analytics that work together with the associative experience. Smart visualizations summarize the overall shape of the data set, highlight outliers, and depict hotspots and areas of data density for large data sets, allowing users to quickly spot insights and explore further. Smart visualizations are fully responsive, automatically scaling data and visual representations for different screen sizes. Qlik Sense offers advanced analytics integration that delivers the power of third party engines such as R and Python to business users, updating calculations in real-time as the user explores. Multi-layer mapping using Qlik GeoAnalytics® technology offers advanced geospatial analysis and lookup. And powered by the Qlik Cognitive Engine, the new Insight Advisor automatically generates suggested analytics and insights based on the overall data set and search criteria. These capabilities allow users to combine their intuition with machine intelligence to quickly discover the best insights, patterns, and outliers in their data, further driving data literacy for everyone.

Accelerated Self-Service Creation

With Qlik Sense, users can simply drag and drop to create visualizations, using their own data sources or corporate data from governed libraries. Users no longer have to wait for others to build visualizations — they can create, modify and personalize based on their own skill level, without having to wire visualizations together or build SQL queries. Simple, intuitive data preparation and authoring features progressively reveal complexity only as users need and want it. And with new Augmented Intelligence capabilities, Qlik Sense recommends the right associations between data sources and suggests the best charts for analysis, accelerating and simplifying the creation process.

Seamless Sharing of Insights

Qlik Sense supports seamless sharing of insights for groups and teams to better collaborate, communicate, and instantly solve problems, anywhere, anytime. With Qlik Sense, users can easily work together in a social and collaborative fashion, in the cloud and beyond, to spread insight, confidence, and trust.

Centralized Sharing and Collaboration

Qlik Sense offers the ability to find and share relevant analytics through a centralized hub with organized, governed content areas. Users can easily find and take advantage of analytics and stories created by teammates, and can publish analytics for others to use in a self-service manner. And with new multi-cloud capabilities, people can directly access and share content based on their workgroup or topic area across a combination of on-premise and cloud environments with a social and collaborative experience.
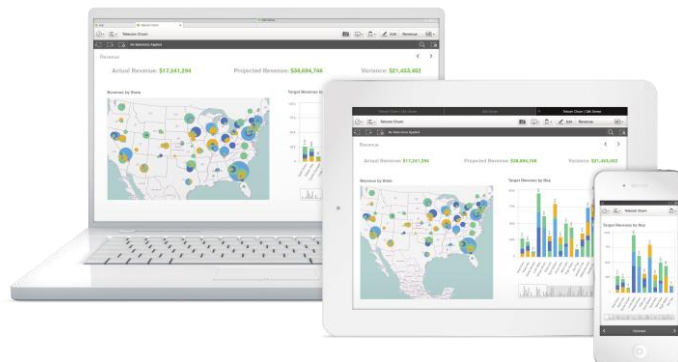
Interactive Storytelling and Reporting

Interactive Data Storytelling allows people to create and present guided stories, rich with narrative and graphics, to communicate insights and facilitate discussion. Direct, in-context linking to live analysis allows for immediate answers to follow-up questions that arise in discussion, reducing delays in decision making.

Users can also print analytics, sheets, and stories and convert directly to PPT and PDF, and export data to Excel, based on their current selections. And with Qlik NPrinting®, organizations can centrally produce and distribute reports in Microsoft® Office and pixel perfect formats, allowing them to broadly spread insight to large communities of people while retiring legacy BI and reporting systems.

Anywhere, Anytime Mobility

Qlik Sense is inherently mobile, delivering a complete set of analytics capabilities within an optimized user experience on any device. Unlike other products, users can fully explore, create, and collaborate, without boundaries or limitations, allowing them to instantly answer questions and solve problems directly at the point of decision.

A unified, touch-based HTML5 client provides intuitive operation, and responsive design intelligently adapts visualizations, data, and functionality to create the best possible experience on any device. And the Qlik Sense Mobile app for iOS features the associative engine running locally on the device — providing fully interactive exploration both online and offline. With Qlik Sense, there is no need to customize content for mobility. Users simply create and consume anywhere.
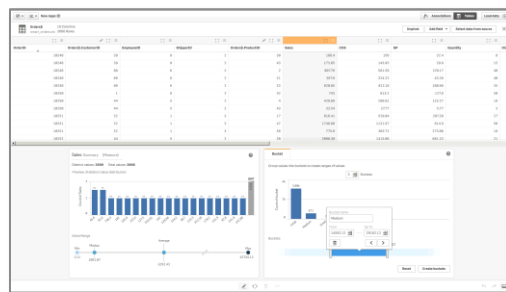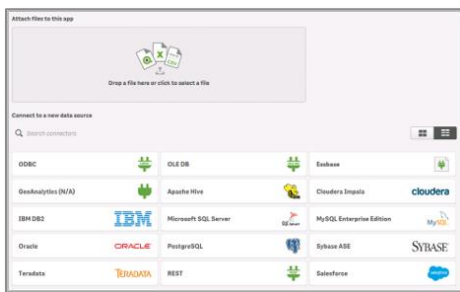
A Platform for the Enterprise Ecosystem

Qlik Sense offers a true data analytics platform, supporting organizations of all sizes with developer and enterprise capabilities not typically found in standalone visualization tools. This approach empowers organizations to broadly deploy self-service oriented analytics across the enterprise and beyond, to solve complex problems without having to sacrifice governance, security, or scalability.

Open Customization and Extension

Qlik Sense is underpinned by the Qlik Analytics Platform®, allowing it to be fully customized to meet unique business needs. It offers a complete set of open and standard APIs for developers to build custom applications, embed analytics in operational apps, and extend the functionality of Qlik Sense for new types of visualizations, augmented capabilities, and specialized business requirements. These platform capabilities can be utilized by developers with standard technology skill sets such as HTML5, JavaScript, and .NET. With Qlik Sense, organizations can create applications and analytics that serve new use cases, and extend analytics to the broader ecosystem of customers and partners.

Big (and Small) Data Integration

Qlik Sense offers a complete set of data preparation and integration capabilities, allowing users to work with nearly limitless combinations of data, both big and small. Augmented self-service data preparation allows non-technical users to visually combine, transform and load data from multiple sources, without leaving data behind. Data sources can be easily combined using drag-and-drop, with machine suggestions to help identify the best associations. Intelligent profiling automatically processes various data types and provides descriptive statistics, and visual transformation offers a full set of data preparation features such as derived fields, binning, and concatenation. Robust ETL scripting is also available, allowing organizations to handle the most complex data integration challenges without requiring external tools or data repositories. Qlik Connectors® provides broad connectivity to local, on premise, and web based data sources. And Qlik DataMarket® provides external data-as-a-service, for an outside-in perspective.
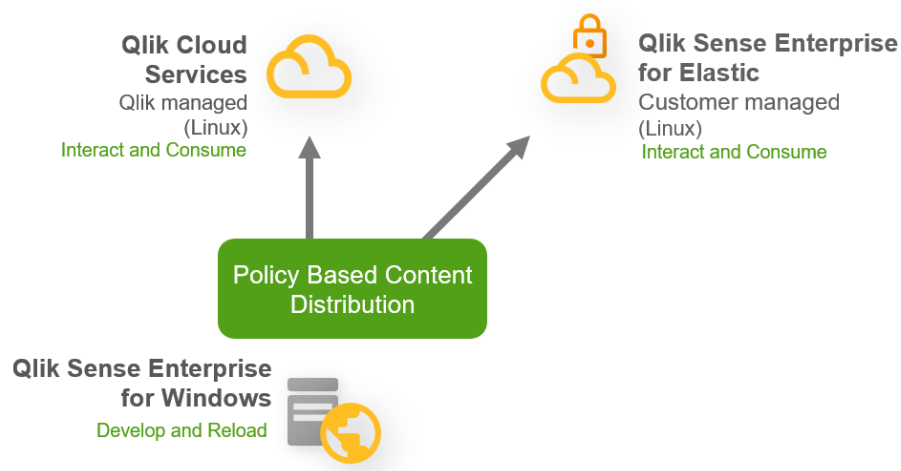
Multi-Cloud Scalability and Governance

Qlik Sense is built on a governed, multi-cloud architecture that empowers organizations to broadly scale and deploy analytics without having to trade off governance and trust.

The Qlik Management Console (QMC) offers a central point of management and monitoring for all areas of Qlik Sense Enterprise, including multi-geography deployments. The QMC provides a large set of configuration options for content and resources that drive quicker deployments, efficient and flexible license management, and proper use of applications, objects, and data. The QMC is web based, responsive, and touch enabled for access on any device.

Qlik Sense offers a centralized, rules-based security model that provides customized, robust protection for all areas of the product. Administrators can define security rules based on users, actions, resources, and the environment, for all areas of the product. Governed, centralized libraries of data, measures, and analytics help to ensure consistency and accuracy across the organization. Dynamic data reduction provides granular control over information access down to the row and column level. And with Qlik's associative engine at its core, Qlik Sense offers industry-leading, high-speed dynamic calculation and performance for large numbers of users on massive data volumes.

Qlik Sense offers a new multi-cloud architecture that delivers scalability and ongoing deployment flexibility across combinations of on-premise, private, and public cloud sites. This new architecture allows organizations to expand the reach of analytics to new users while retaining flexibility to choose where data resides and computing workloads take place. With multi-cloud capabilities, organizations can distribute content in a policy-driven manner from traditional Windows deployments to private and public cloud environments running Qlik Sense Enterprise for Elastic, the new Linux-based architecture. And users can seamlessly access analytics content and collaborate across all environments through an organized hub. In addition, Qlik Cloud® Services provides a public cloud option hosted by Qlik for Qlik Sense subscription customers. Multi-cloud capabilities in Qlik Sense are built with cloud native, containerized software and a micro-services approach that elastically scales across all environments, whether on-premise or in the cloud.

Qlik Cloud Services
Qlik managed
(Linux)
Interact and Consume

Qlik Sense Enterprise for Elastic
Customer managed
(Linux)
Interact and Consume

Policy Based Content Distribution

Qlik Sense Enterprise for Windows
Develop and Reload

Licensing Options

Qlik Sense is primarily licensed by two named user types — Professional and Analyzer, which are available as either perpetual and subscription licenses. A CPU core based option is also available for anonymous or non-authenticated use cases.

The Professional User provides full, unrestricted access to Qlik Sense Enterprise capabilities, including exploration, creation, collaboration, and administration features. The Analyzer User provides support for application consumption and collaboration, including interactive exploration and search, data storytelling, printing and exporting, and mobile client access. Both license types include multi-cloud capabilities, with subscription customers also having access to Qlik Cloud Services and test / development servers at no additional cost.

In addition, several value-added products are now included with Professional and Analyzer licenses at no additional cost for so long as . These include Qlik GeoAnalytics Base, Qlik Web Connectors, and Qlik DataMarket Essentials.

Qlik Analytics Products

Qlik Sense Enterprise
The full version of Qlik Sense, serving all analytics use cases, available with on-premise and multi-cloud deployment options.

Qlik Sense Cloud
Qlik's cloud based offering for individual and team analytics and collaboration, available in basic and business editions.

Qlik Analytics Platform
The Qlik Associative engine, APIs / developer tools, and management capabilities that underpin Qlik Sense, offered as a standalone product for custom and embedded analytics.

QlikView®
Qlik's first generation data discovery product for rapidly creating and deploying interactive guided analytics applications and dashboards.

Value Added Products

Qlik GeoAnalytics   Advanced mapping and geographic calculation and analysis.

Qlik NPrinting   Centralized report creation and distribution.

Qlik Connectors   Broad connectivity to file based, on-premise, cloud, web, and big data sources.

Qlik DataMarket   Data as-a-service (DaaS), offering access to public and syndicated data sources.

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