

The BI & Analytics Survey 23

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

Qlik





Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 23 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. 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 & Analytics 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 23 features a range of different types of BI and analytics 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 four key factors:

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?
2. Specialization - Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario - Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence - Does the vendor have a global reach and offer its products worldwide?

Peer Groups Overview

Report & Dashboard Focus: Includes products that focus primarily on the creation and distribution of standardized and governed content such as dashboards or reports.

Analysis Focus: Includes products that focus primarily on ad hoc query, data navigation and analysis.

Embedded Analytics Focus: Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

Business Software Generalists: Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

BI & Analytics Specialists: BI & analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

Midsize/Departmental Implementations: Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.

Large/Enterprise-Wide Implementations: Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with a large number of users and data volumes.

International BI Giants: Includes products from companies with annual revenues of \$400m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

Qlik overview

Qlik, originally founded in 1993 in Lund, Sweden, moved its headquarters to the United States in 2005 after raising funds from several venture capital firms. It was acquired by the current owner – private equity company Thoma Bravo – in 2016.

Qlik offers a compelling portfolio of end-to-end platform-based solutions for analytics and data management. In the area of data management, the vendor offers a number of services for data ingestion and transformation, catalog features and automation services.

‘Active intelligence’ and continuous intelligence from real-time, up-to-date information delivered through data pipelines, designed to trigger immediate actions, play an important role in achieving this. The portfolio as a whole, which was formed by substantial internal development and multiple acquisitions, is called Qlik Active Intelligence Platform. It aims to help customers to bridge the gaps between their data, insights and actions to better inform decisions and drive actions based on solid evidence that accelerate business value.

As the centerpiece of the Active Intelligence Platform, Qlik Sense provides enterprise-level BI & analytics, supporting a broad spectrum of analytics use cases across organizations. It is powered by Qlik’s associative in-memory engine and offers flexible and fast access to analyzed data. Qlik focuses on business users as its target audience for all product features from data preparation to the creation of interactive applications. Data preparation, traditionally script-based in Qlik, can be conducted in a visual interface for most data transformations but still generates code that can be changed directly or optimized by developers if required. These

improvements make data preparation more accessible for business users and at the same time satisfy the needs of developers.

QlikView was the vendor’s first analytics product and the tool it became famous with. It is a dashboard and analysis product that made in-memory technology in analytics and BI widely popular. The QIX engine still delivers exceptional performance for highly responsive analyses and interactive dashboards. QlikView was the first tool marketed under the ‘data discovery’ and ‘modern BI’ terms to differentiate it from established BI suites. It was positioned as a self-service tool targeted at business users, enabling them to analyze data without having to consult developers for new reports, dashboards or analyses on new data sets.

QlikView is still in use at many organizations but no longer actively marketed to new customers. To ensure compatibility, at least one QlikView release per year is provided with improvements ranging from technical health to integration in the Qlik portfolio. QlikView applications can be run in Qlik Sense, which makes migrations much easier, especially if dealing with large implementations.

Qlik peer groups

Qlik Sense features in the *International BI Giants*, *Embedded Analytics Focus*, *Analysis Focus*, *BI & Analytics Specialists* and *Large/Enterprise-Wide Implementations* peer groups. QlikView features in the *Report & Dashboard Focus*, *BI & Analytics Specialists*, *Large/Enterprise-Wide Implementations* and *International BI Giants* peer groups.

Qlik customer responses

This year we had 102 responses from Qlik Sense users and 65 responses from QlikView users.



The BI & Analytics Survey 23 is based on findings from the world’s largest and most comprehensive survey of business intelligence end users, conducted from March to June 2022. In total, 1,951 business intelligence and analytics end users took the survey with 1,592 answering a series of detailed questions about their use of a named product. Altogether, 24 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 23 examines user feedback on BI product selection and usage across 34 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 Sense. 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](#).

Qlik Sense





KPI results

3 top rankings
and
29 leading positions

in 5 different peer groups.

BI & ANALYTICS SURVEY 23



Recommendation

87%
of surveyed users say they would **recommend*** Qlik Sense.

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

BI & ANALYTICS SURVEY 23



Satisfaction

85%
of surveyed users are **satisfied** with Qlik Sense.*

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

BI & ANALYTICS SURVEY 23



Creating reports and dashboards

94%
of surveyed users rate Qlik Sense's **functionality for creating reports and dashboards as excellent or good.***

** Compared to 84% for the average BI & analytics tool.*

BI & ANALYTICS SURVEY 23



Net Promoter Score (NPS)



BI & ANALYTICS SURVEY 23



Coverage

50%
of surveyed users chose Qlik Sense because of **its good coverage of BI/analytics-specific requirements.***

** Compared to 40% for the average BI & analytics tool.*

BI & ANALYTICS SURVEY 23



Peer Group
Large/Enterprise-Wide
Implementations

1. Top-ranked in

Project Length

.....

Leader in

Product Satisfaction

Dashboards

Ease of Use

Flexibility

Performance Satisfaction

Competitiveness

Peer Group
Embedded Analytics
Focus

1. Top-ranked in

Performance Satisfaction

.....

Leader in

Query Performance

Considered for Purchase

Competitiveness

Peer Group
Analysis Focus

1. Top-ranked in

Dashboards

.....

Leader in

Competitiveness

Mobile BI

Summary

Qlik Sense regularly achieves impressive results in *The BI & Analytics Survey* and this year is no different. 3 top rankings and a total of 27 leadership positions speak for themselves.

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. Companies predominantly use it to build elaborate interactive dashboards and analytics apps. The software's virtues make it possible build these faster and more efficiently than with many other products, ultimately leading to greater business benefits.

Qlik Sense's versatility is the foundation for quick and successful implementations leading to outstanding results in the *Project Length* and *Business Value* KPIs.



Peer Group
International BI Giants



Leader in

- Project Success
- Project Length
- Business Value
- Recommendation
- Product Satisfaction
- Dashboards
- Analyses & Ad Hoc Query
- Functionality
- Self-Service
- Ease of Use
- Query Performance
- Performance Satisfaction
- Customer Experience
- Visual Analysis
- Competitiveness

Peer Group
BI & Analytics Specialists



Leader in

- Performance Satisfaction
- Considered for Purchase
- Competitiveness



The BI & Analytics Survey 23: Qlik Sense Top Ranks



Customer Quotes | “

“
The best visual analytics software on the market with great augmented intelligence capabilities.
BI-SURVEY.com

” *Person responsible/Project manager for departmental BI/analytics, Utilities, >2,500 employees*

“
Great software, constantly evolving.
BI-SURVEY.com

” *External consultant, IT, 100-2,500 employees*

“
It is a very intuitive tool that any person in the company can take advantage of.
BI-SURVEY.com

” *Employee of a cross-departmental BI/analytics team (IT and business), Manufacturing, 100-2,500 employees*

“
First class BI tool, easy to implement. Liked by users and developers alike. Great product support from business success managers.
BI-SURVEY.com

” *Line of business employee, Financial Services, >2,500 employees*

“
An extremely reliable and flexible tool that never lets us down.
BI-SURVEY.com

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



What Customers Like Most

Simple tool to use by the user. Powerful when it comes to moving data and obtaining associative reports. The script part to model the data is simple but powerful and fast.

 BI-SURVEY.com

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

Implementation and development times are very short and results are obtained quickly.

 BI-SURVEY.com

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

Easy to learn for end users, great online help and support, training tutorials, visualizations very quick and easy to implement, new dashboards can be built on existing data models very quickly.*

 BI-SURVEY.com

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

Qlik Sense is very easy to use and with the ability to script everything gives you the same platform to transform your data no matter the source of your data.

 BI-SURVEY.com

” Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Transport, 100-2,500 employees

1. Associate Engine 2. ability to deploy on prem or any cloud 3. Love the Qlik Data literacy initiatives 4. They have created an end to end data and analytics stack with products and acquisitions.

 BI-SURVEY.com

” Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Services, >2,500 employees

* Translated by BARC



Advice From Customers

Highly recommend and to set aside the appropriate amount of time to truly embrace the product.

 BI-SURVEY.com

” *Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Services, 100-2,500 employees*

Great tool, does the work and has great set of features and capabilities

 BI-SURVEY.com

” *Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Services, >2,500 employees*

Use it.

 BI-SURVEY.com

” *Employee of a cross-departmental BI/analytics team (IT and business), Financial Services, <100 employees*

Very flexible to any type of data landscape you have. Build it towards self-service which is in the core of the product. Aim for implementing SaaS version of the product.

 BI-SURVEY.com

” *Domain Architect reporting and analytics, Financial Services, >2,500 employees*

Qlik Sense is a good tool for data analysis. Easily move data within reports and the interaction of data between the different graphs in the report is very simple and powerful.

 BI-SURVEY.com

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





User and Use Case Demographics

BARC Comment

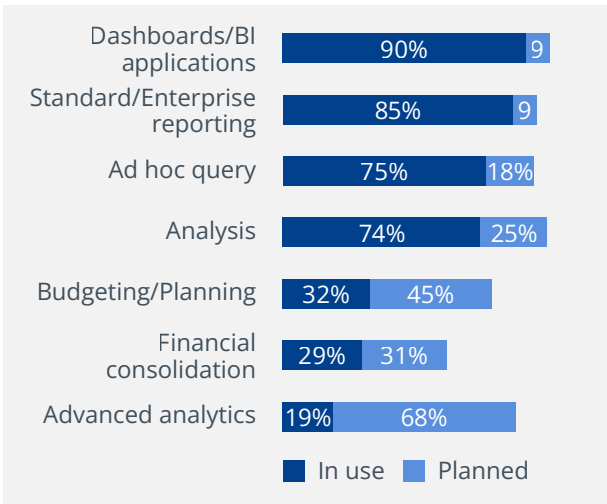
Customers use Qlik Sense for a wide variety of use cases. Most respondents (90 percent) use interactive dashboards, which are its core strength. In addition, 85 percent use it for enterprise reporting and 75 percent for ad hoc query. 74 percent of customers use the software for analysis.

Like with most tools, consuming reports and dashboards is the most common task carried out by business users. Qlik Sense manages to make analyzing data easy for business users through interactive applications, which results in 81 percent using the tool for this purpose.

45 percent create reports or dashboards with the software and 37 percent of users prepare data using Qlik Sense. 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.

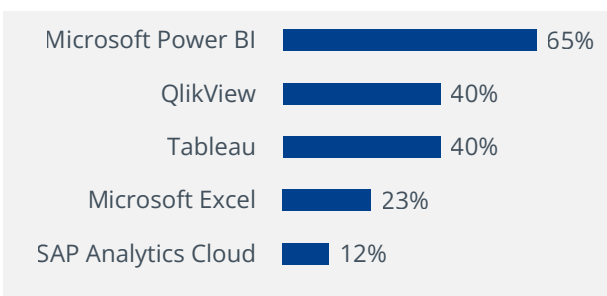
Current vs. planned use

n=96



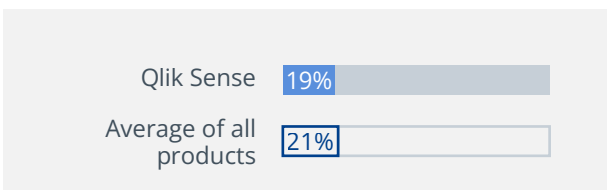
5 products most often evaluated in competition with Qlik Sense

n=102



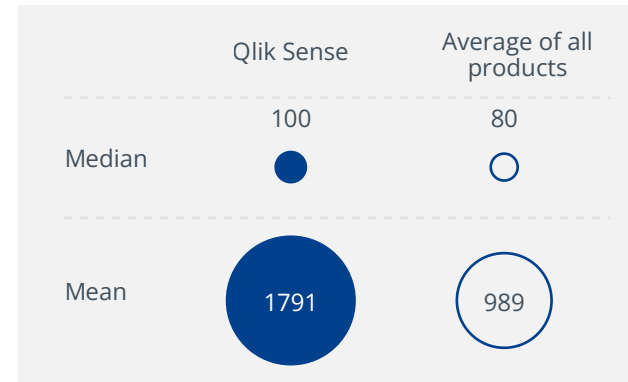
Percentage of employees using Qlik Sense

n=100



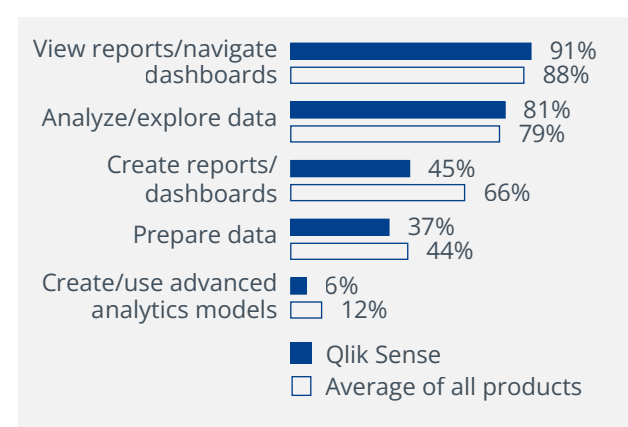
Number of users using Qlik Sense

n=100



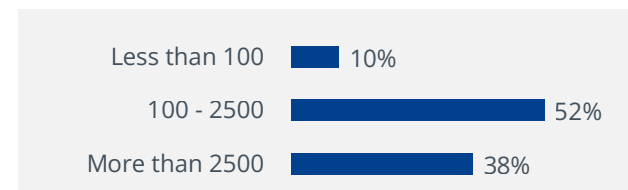
Tasks carried out with Qlik Sense by business users

n=102

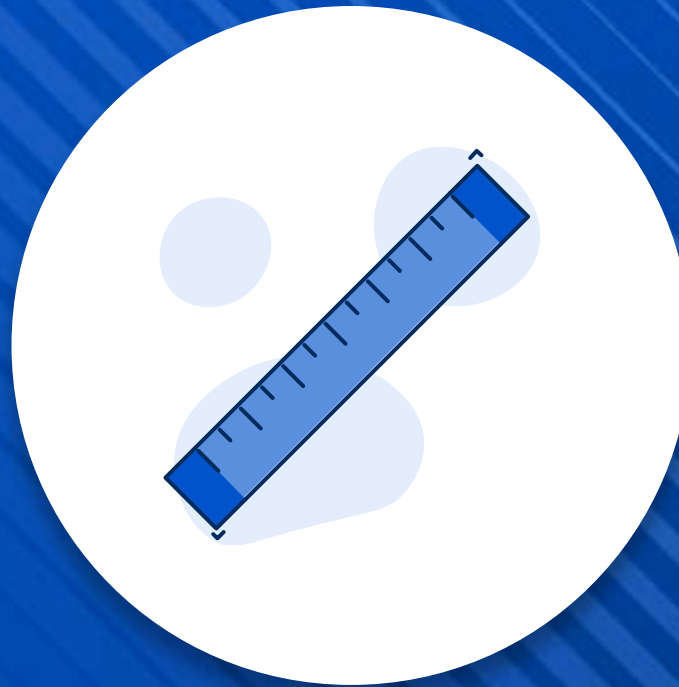


Company size (employees)

n=101



Project Length

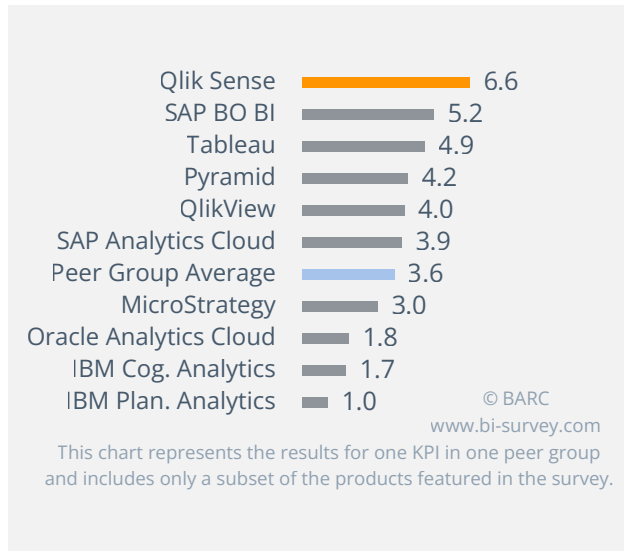


This KPI is based on how quickly the product is implemented.

Project Length – Top-ranked



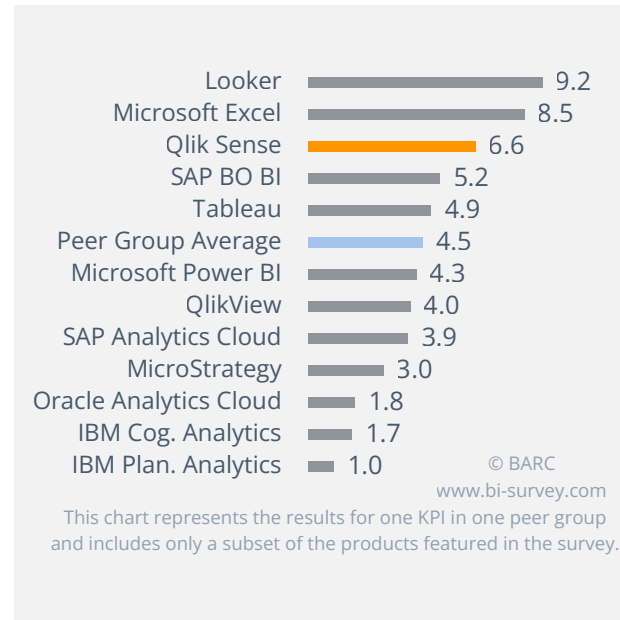
Peer Group: Large/Enterprise-Wide Implementations



Project Length – Leader



Peer Group: International BI Giants



Project Length



The faster the implementation, the sooner quick wins can be yielded. What sounds like a no brainer is especially relevant in BI & analytics because long-running projects often fail to deliver the benefits aspired to, as the results of The BI & Analytics Survey clearly prove.

The typical implementation time of 3.5 months is faster than the average reported by large companies, which are Qlik Sense's primary audience. This demonstrates the flexibility and maturity of the software.

Qlik Sense is top ranked for the Project Length KPI in the peer group for *Large/Enterprise-Wide Implementations* and among the leading *International BI Giants* in this KPI.

Project Success & Business Value



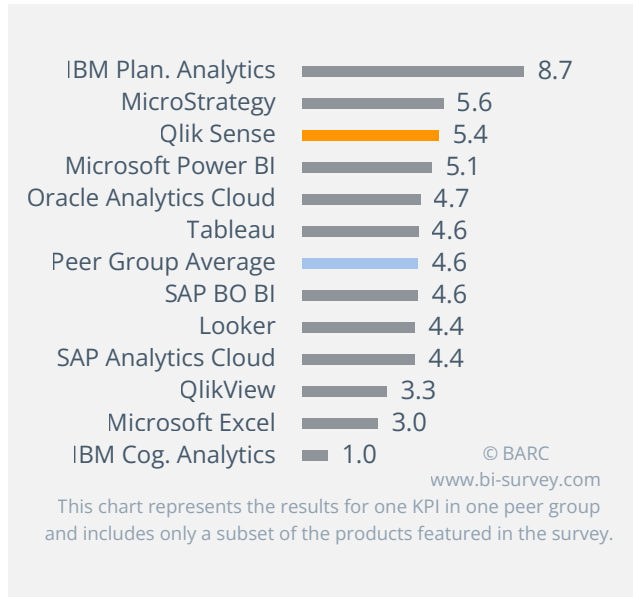
The *Project Success* KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

The *Business Value* KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Project Success – Leader



Peer Group: International BI Giants



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 BI & analytics project, such as completion on time and on budget and, of course, satisfaction with the implementation itself.

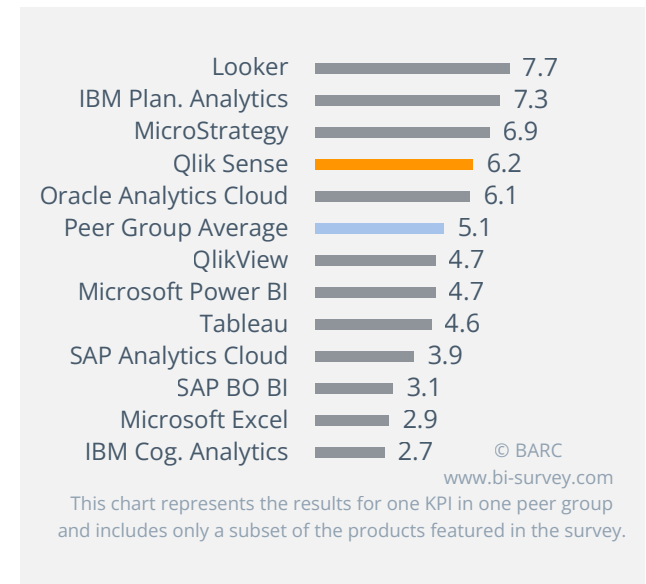
Qlik Sense allows customers to implement, refine and reshape solutions quickly and efficiently with its user-friendly but powerful capabilities. This improves their fit for challenging uses.

As a consequence, Qlik Sense has regained its position as a leader in the *International BI Giants* peer group, highlighting the continued excellence and value-add provided to its customers.

Business Value – Leader



Peer Group: International BI Giants



Business Value

Business Value is calculated by aggregating the *Business Benefits*, *Project Length* and *Project Success* KPIs, making it an important indicator and predictor of smoothly running and fruitful BI & analytics projects.

Outstanding feedback underlines the fact that Qlik is an established BI & analytics vendor with a comprehensive portfolio of products and professional services to satisfy demanding customer needs. The tool's flexibility to tackle any analytics challenge and its combination of powerful data preparation and visualization allow for quick and efficient implementation.

Qlik Sense delivers exceptional *Business Value* to its customers, occupying a leadership position in the *International BI Giants* peer group.

Product Satisfaction

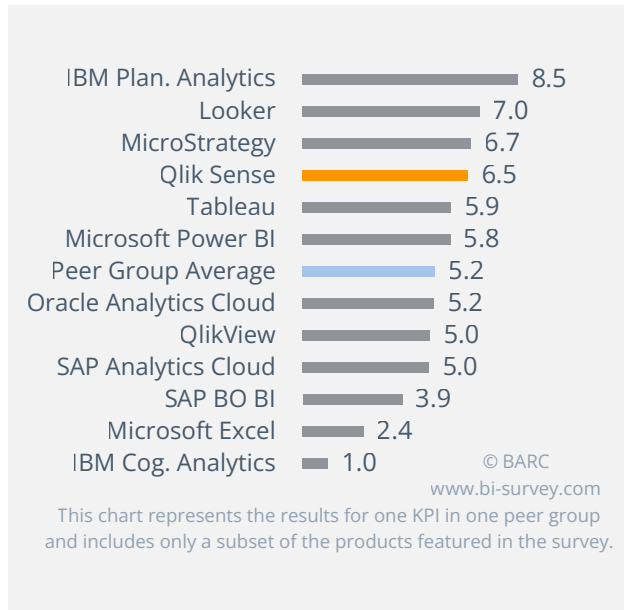


This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Leader



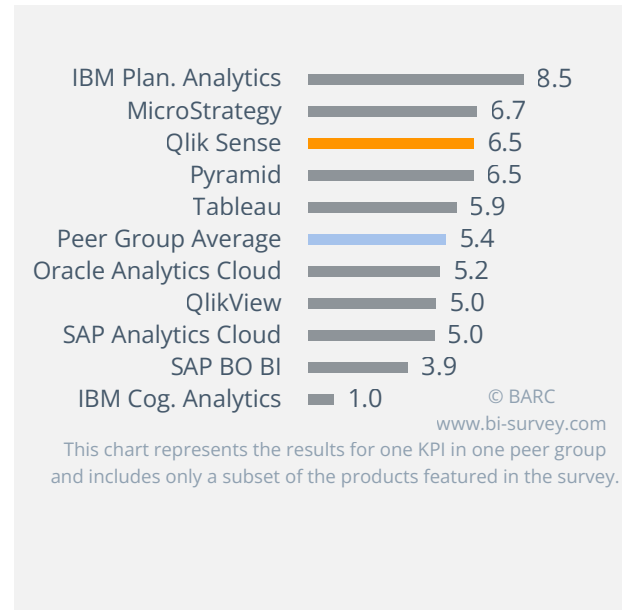
Peer Group: International BI Giants



Product Satisfaction – Leader



Peer Group: Large/Enterprise-Wide Implementations



User and customer approval rates of a product, as measured in the *Product Satisfaction* KPI, have a massive impact on the perception and reputation of an organization’s BI & analytics landscape. And it is the front end that takes the blame for most problems caused on all levels.

The share of users experiencing significant query performance problems with Qlik Sense is traditionally low. Qlik has an excellent record of acknowledging its customers’ challenges and addressing them effectively by powering leading tailor-made and analytics applications.

Good user experience earns Qlik Sense a place among the leaders in two peer groups for *Product Satisfaction*.

Dashboards

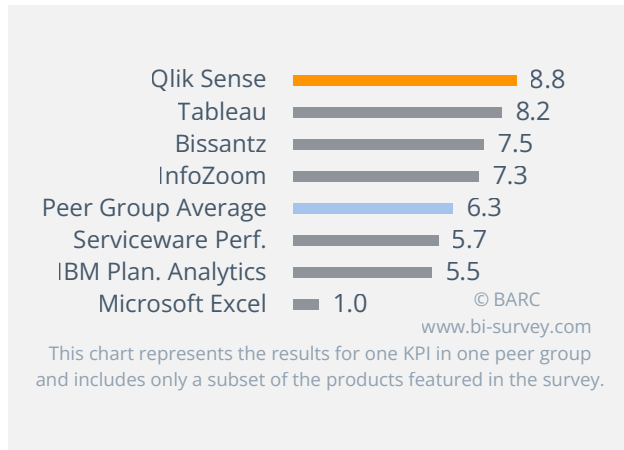


This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

Dashboards – Top-ranked



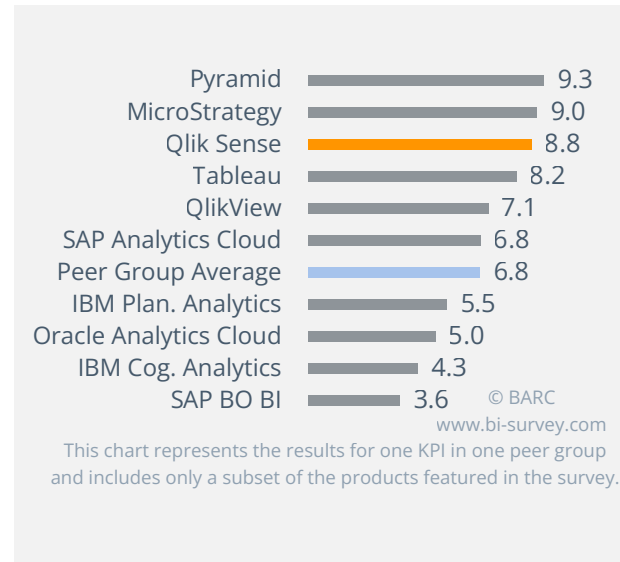
Peer Group: Analysis Focus



Dashboards – Leader



Peer Group: Large/Enterprise-Wide Implementations



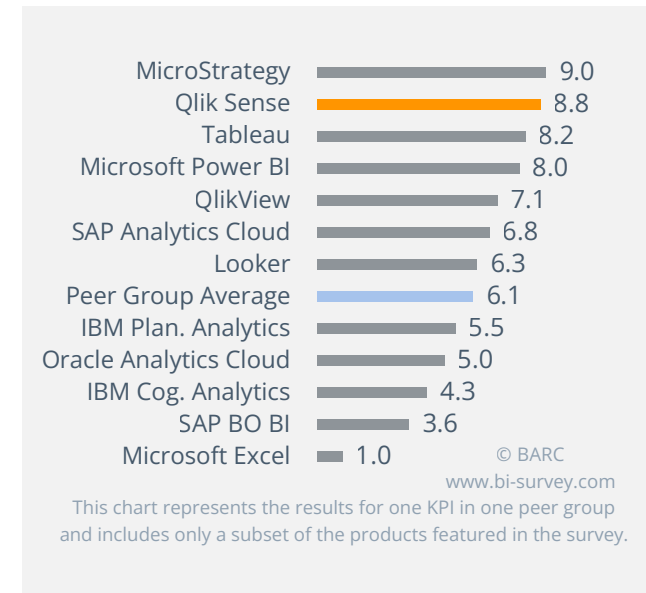
Dashboards



Dashboards – Leader



Peer Group: International BI Giants



Dashboards are one of the most mature application types in BI & analytics, but they nevertheless evolve constantly despite daily obituaries proclaiming the end of dashboards as we know them. It is a highly competitive space as almost every vendor provides its own flavor of capabilities with distinct strengths and weaknesses.

Qlik Sense was conceived from early on to support interactive dashboards and analytical applications together with elaborate visual analyses. And the vendor has been determined to improve it ever since.

This year, many customers gave the software a favorable rating, earning it the top rank in the *Analysis Focus* peer group and leading ranks in the *International BI Giants* and *Large/Enterprise-Wide Implementations* peer groups.

Analyses & Ad Hoc Query & Recommendation



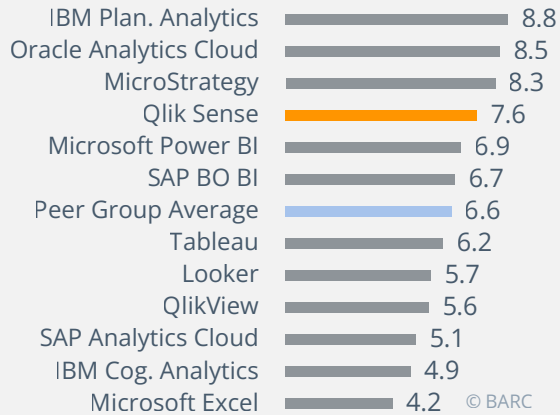
The *Analyses & Ad Hoc Query* KPI is based on how users rate their BI tool for performing analyses (navigation, visual support, automated insights) and creating ad hoc queries (usability, semantic model).

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

Analyses & Ad Hoc Query – Leader



Peer Group: International BI Giants



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www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Viewpoint

Analyses & Ad Hoc Query



The *Analyses & Ad Hoc Query* KPI considers a tool's support for various forms of data analysis, from dimensional analysis to visual analysis and beyond.

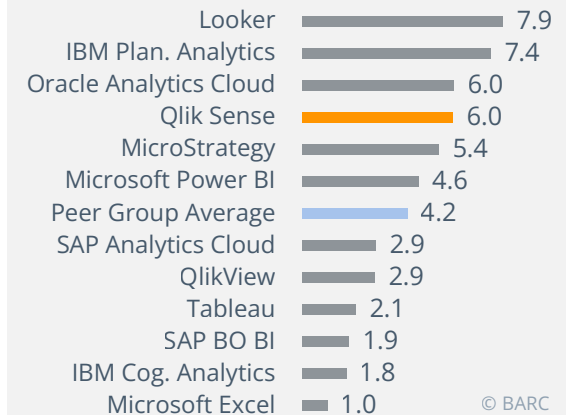
Qlik Sense was designed to support intuitive and powerful visual analyses together with interactive dashboards and analytical applications. This sharp vision and its thorough execution equip customers with the flexibility and performance needed to analyze data in depth and from all angles. Analyzing data quickly, intuitively and without running into barriers is just what you would want to buy Qlik Sense for.

Qlik Sense's *Analyses & Ad Hoc Query* capabilities scored well, earning it a leading rank among its *International BI Giants* competitors.

Recommendation – Leader



Peer Group: International BI Giants



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Recommendation



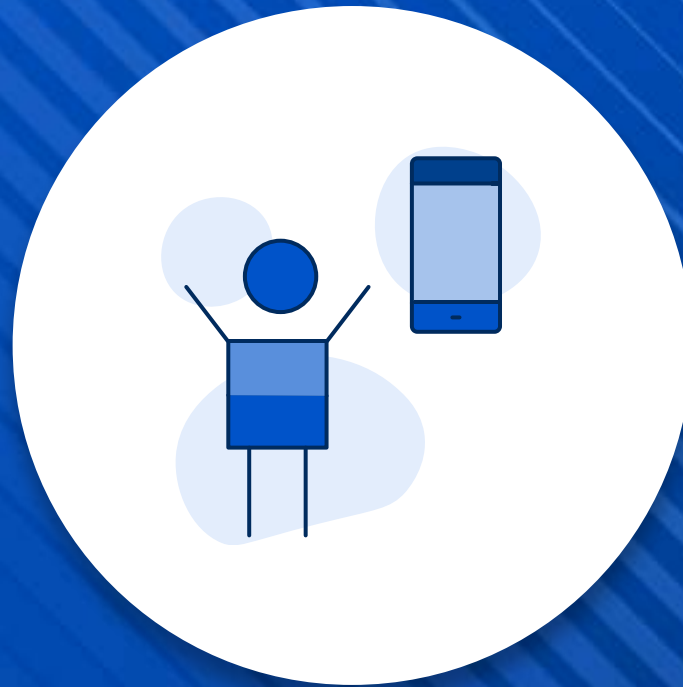
BARC Viewpoint

A product that provides ample benefits to its users and delivers innovative features is likely to be endorsed by its customers, which makes good ratings in the *Recommendation* KPI vital and a good proxy metric for future success.

87 percent of customers surveyed say they would recommend Qlik Sense to companies facing similar challenges with 62 percent even “definitely” recommending the software to others. So, many are eager to spread the word that they have chosen the right tool for their requirements.

This year, Qlik Sense achieved a leading rank when it comes to *Recommendation* among the *International BI Giants*.

Ease of Use

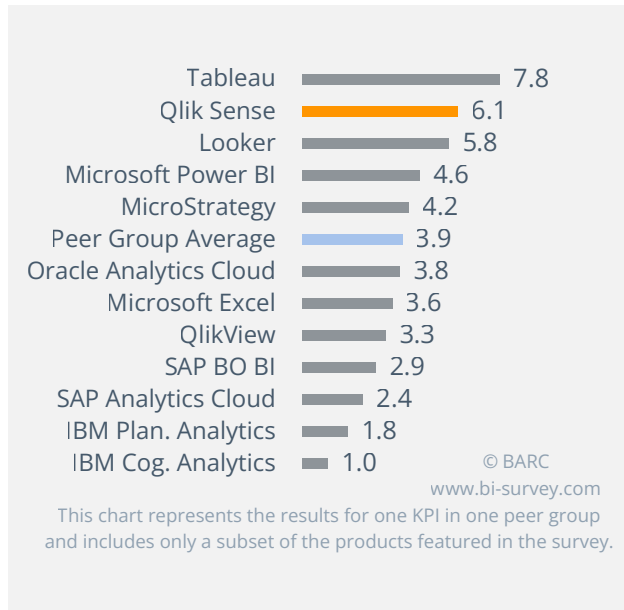


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of Use – Leader



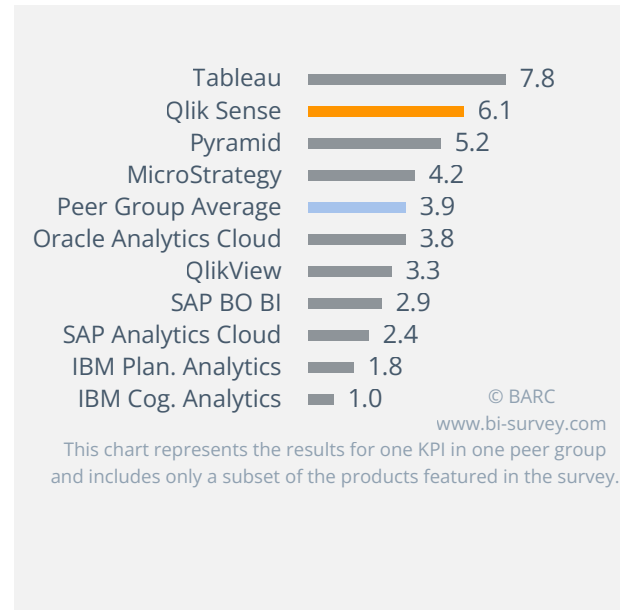
Peer Group: International BI Giants



Ease of Use – Leader



Peer Group: Large/Enterprise-Wide Implementations



Ease of Use



Ease of Use is difficult to assess objectively when selecting BI & analytics software. The expectations of what easy-to-use software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces with active guidance. Feedback from a vast number of peers makes this KPI an invaluable indicator to inform buying decisions.

Customers appreciate Qlik Sense’s attention to business user needs, served by a uniform and visual interface that is modern, intuitive and fast. It combines good usability for content creators and consumers alike and today, neither of these can be neglected.

Customers rate Qlik Sense as a leader in the *International BI Giants* and *Large/Enterprise-wide Implementations* peer groups.

Functionality & Flexibility



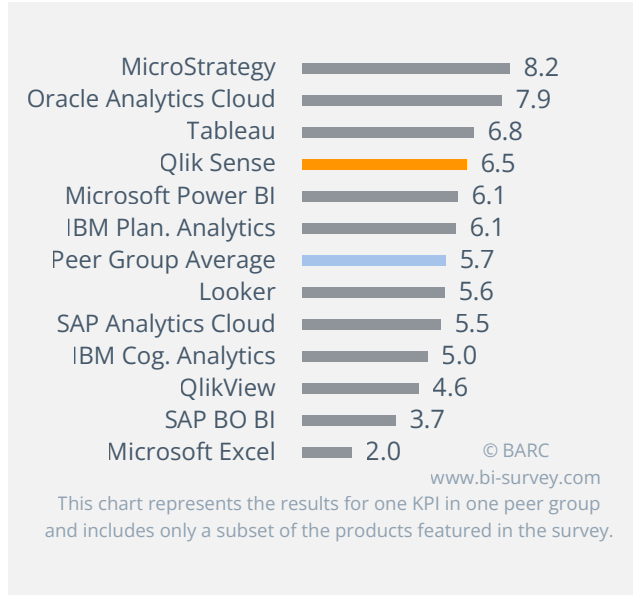
The *Functionality* KPI combines the *Dashboards*, *Distribution of Reports*, *Analyses & Ad Hoc Query* and *Advanced Analytics* KPIs.

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.

Functionality – Leader



Peer Group: International BI Giants



The *Functionality* KPI reflects overall customer perception of the functionality provided. It is measured by aggregating the KPIs for the most common BI & analytics application types. This produces a compelling overview of the product’s feature set and reveals how versatile it is in practice.

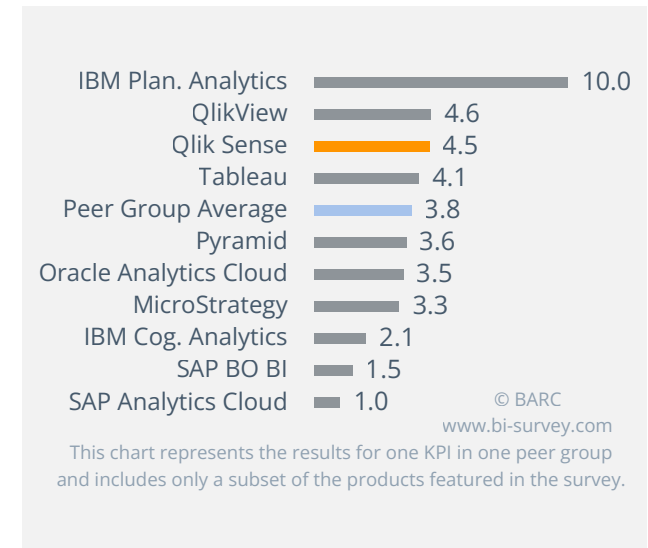
Qlik Sense customers reported being particularly happy with the product’s capabilities for *Dashboards* and *Analyses & Ad Hoc Query*. They also gave it decent ratings in most other functional areas.

Qlik Sense is clearly much more than a tool to build fancy visualizations in self-service. This is proven by its rank among the leaders in the *International BI Giants* peer group.

Flexibility – Leader



Peer Group: Large/Enterprise-Wide Implementations



Flexibility

To measure the *Flexibility* of a product, we contrast the frequency with which flexibility is cited as a reason to buy with the rate of complaints about flexibility after the implementation.

Flexibility is a crucial 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. Powerful data preparation, sophisticated extensions and APIs are provided by Qlik Sense to implement it for many use cases.

The *Flexibility* demonstrated is one of the top reasons why prospects decide to purchase and implement Qlik Sense. As a result, it is a leader in the *Large/Enterprise-Wide Implementations* peer group.

Query Performance

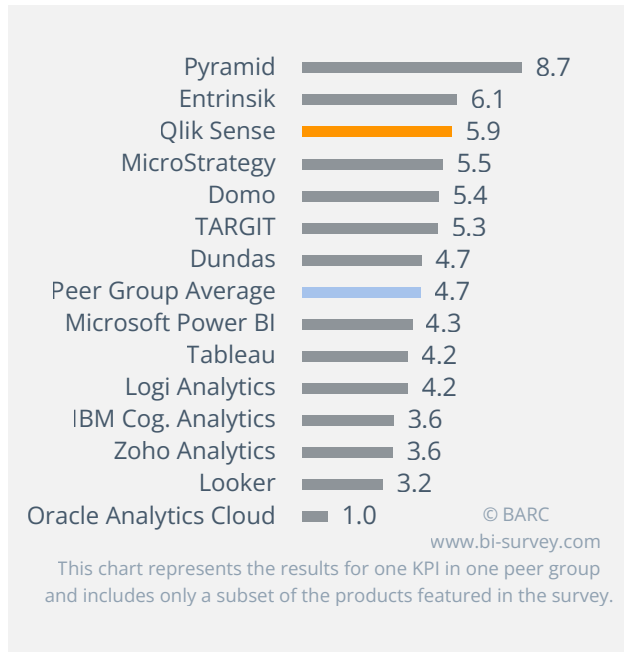


This KPI is based on how quickly queries respond
(adjusted by data volume).

Query Performance – Leader



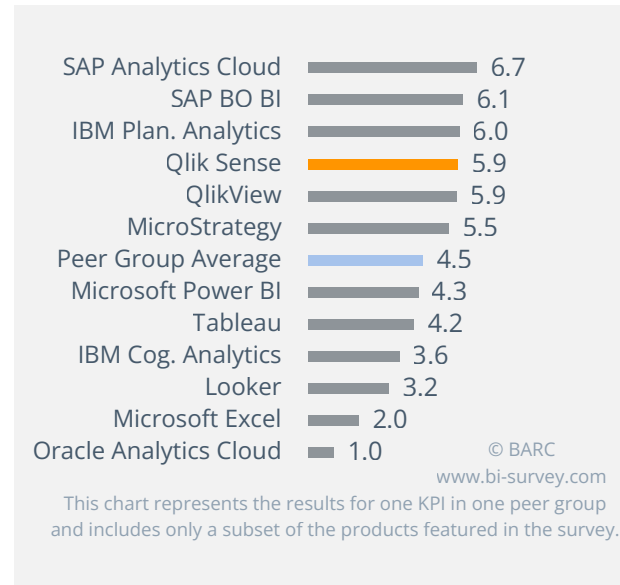
Peer Group: Embedded Analytics Focus



Query Performance – Leader



Peer Group: International BI Giants



The ranks for *Query Performance* are calculated from the median query response time observed by customers in the applications they use daily to satisfy their information needs.

Query Performance is influenced by numerous factors such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback highly relevant to inform buying decisions, as sophisticated simulations considering all relevant variables are nearly impossible to run.

Providing excellent query response through its in-memory engine is Qlik’s number one sales promise. With median response times of 4.0 seconds, Qlik Sense is ranked as a leader in two of its peer groups.

Performance Satisfaction

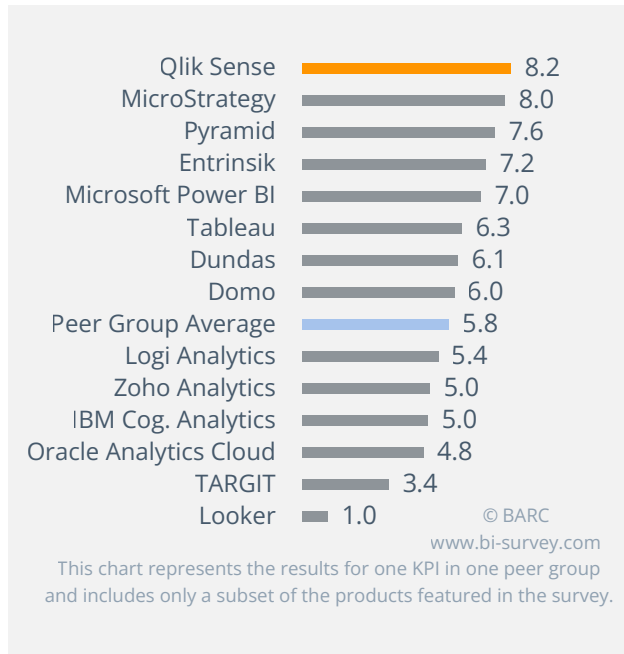


This KPI measures the frequency of complaints about the system's performance.

Performance Satisfaction – Top-ranked



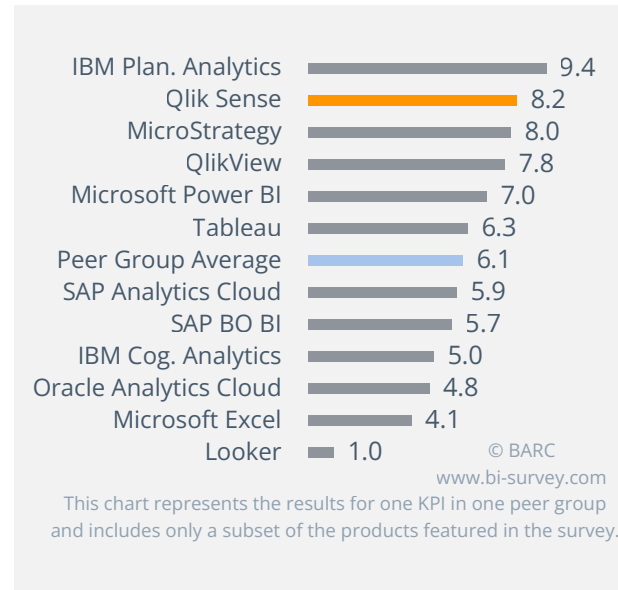
Peer Group: *Embedded Analytics Focus*



Performance Satisfaction – Leader



Peer Group: *International BI Giants*



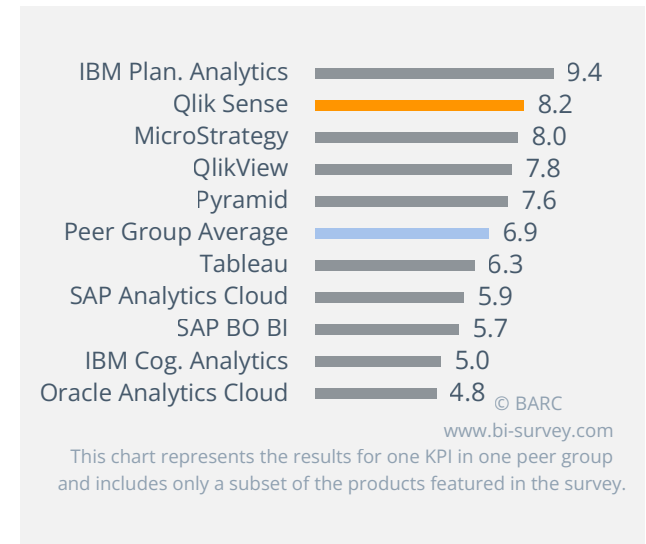
Performance Satisfaction



Performance Satisfaction – Leader



Peer Group: *Large/Enterprise-Wide Implementations*



The *Performance Satisfaction* of users is influenced by the expected response time versus the time it takes to complete any interaction with the tool. The KPI also takes into account complaints about inferior performance.

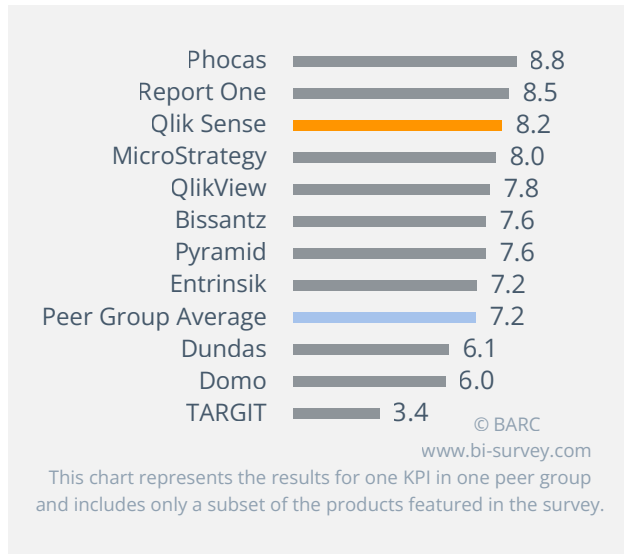
Fast query performance is one of the most important criteria when procuring BI & analytics software. Meanwhile, slow performance, despite all the improvements in technology, is one of the most common problems. Customers selecting software with remarkable performance have more satisfied users and achieve more benefits through analytics.

Qlik Sense customers have decisively fewer complaints about performance than users of competing products, resulting in a top rank in the *Embedded Analytics Focus* peer group and leading positions in three further peer groups.

Performance Satisfaction – Leader



Peer Group: BI & Analytics Specialists



Performance Satisfaction



Visual Analysis & Customer Experience



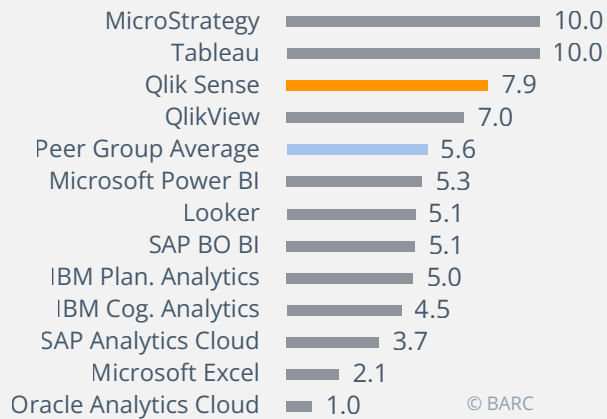
The *Visual Analysis* KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

The *Customer Experience* KPI combines the *Self-Service*, *Ease of Use*, *Flexibility*, *Query Performance*, *Performance Satisfaction* and *Sales Experience* KPIs.

Visual Analysis – Leader



Peer Group: International BI Giants



© BARC

www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



The proportion of companies that make use of *Visual Analysis* with their BI & analytics tool to find what is hidden in their data assets helps to determine how well a software is equipped to satisfy this type of application.

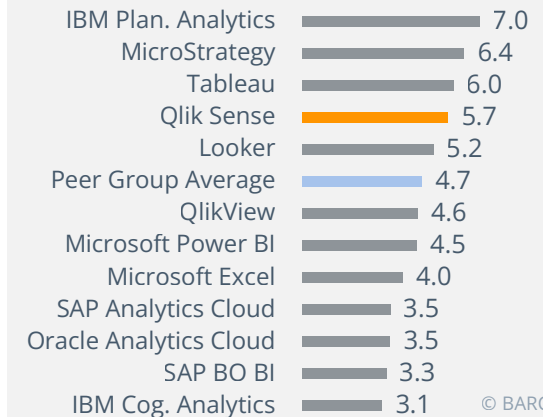
Qlik Sense is a visually appealing product. It is developed with the needs of business users in mind. Therefore, its capabilities support user requirements well and are especially strong around *Visual Analysis*, which is often delivered to them through highly interactive analytics applications that help to guide users through the analytics process.

Qlik Sense customers find the functionality offered very helpful and rate it as a leader in the *International BI Giants* peer group.

Customer Experience – Leader



Peer Group: International BI Giants



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www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

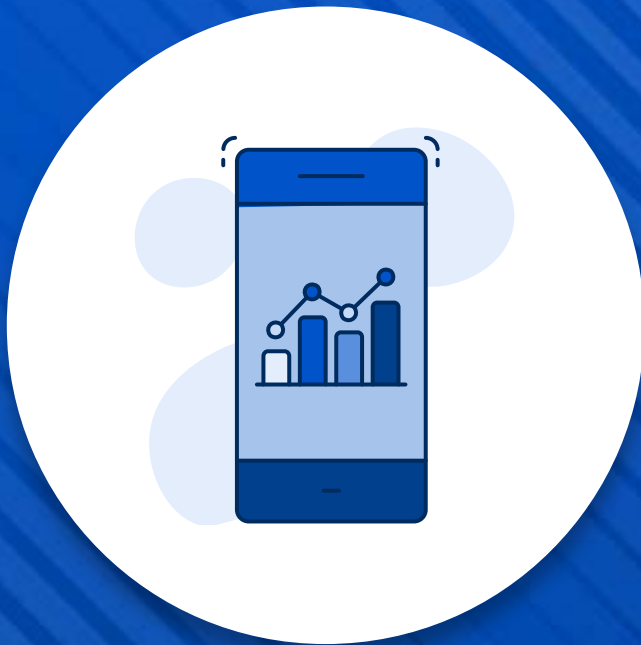
Customer Experience

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 superior results in a diverse range of areas.

Success in this KPI demonstrates Qlik Sense’s versatility to support varied use cases and to deliver sustained user satisfaction through strong *Ease of Use, Flexibility* and *Query Performance*.

Qlik Sense scored above average in all the underlying KPIs, demonstrating its value to customers of all sizes and in all industries. This results in a leading rank in this competitive category.

Mobile BI & Self-Service



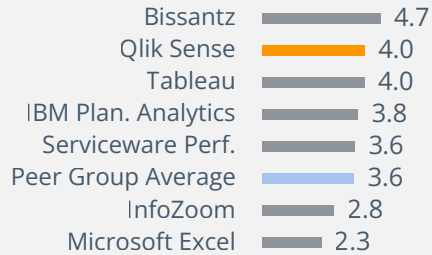
The *Mobile BI* KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

The *Self-Service* KPI is based on how many respondents currently use self-service, data preparation or visual analysis features with their BI tool.

Mobile BI – Leader



Peer Group: Analysis Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



The *Mobile BI* KPI measures the level of use of BI & analytics on mobile devices as a reliable indicator of the maturity and proficiency of a tool in this area.

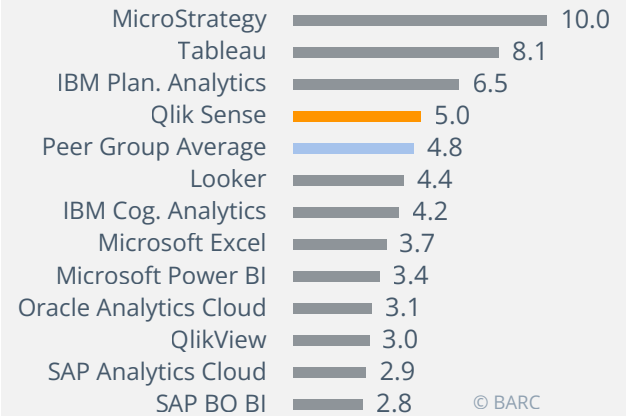
While mobile BI has been massively pushed by vendors attempting to differentiate themselves with this topic in the last few years, adoption is still progressing rather slowly. Nevertheless, it is still a highly relevant feature for delivering information to employees at all levels and supporting operational BI.

Qlik Sense's modern architecture and blazingly fast query response through in-memory make it an ideal fit to support demanding customers with highly interactive analytics applications on all devices. As a result, the tool ranks as a leader in one of its peer groups.

Self-Service – Leader



Peer Group: International BI Giants



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Self-Service

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

Self-service BI and analytics allows business users to answer urgent questions for themselves and inform decisions based on solid evidence. Most companies allow business users to leverage self-service to some extent but not all are similarly successful and not all tools are equally equipped to support that.

Qlik Sense gives users access to its powerful and versatile query engine through an appealing and intuitive user interface. They can 'surf' through their data and build informative visualizations and dashboards with little effort. This makes Qlik Sense a leader in the use of self-service in one of its peer groups.

Considered for Purchase

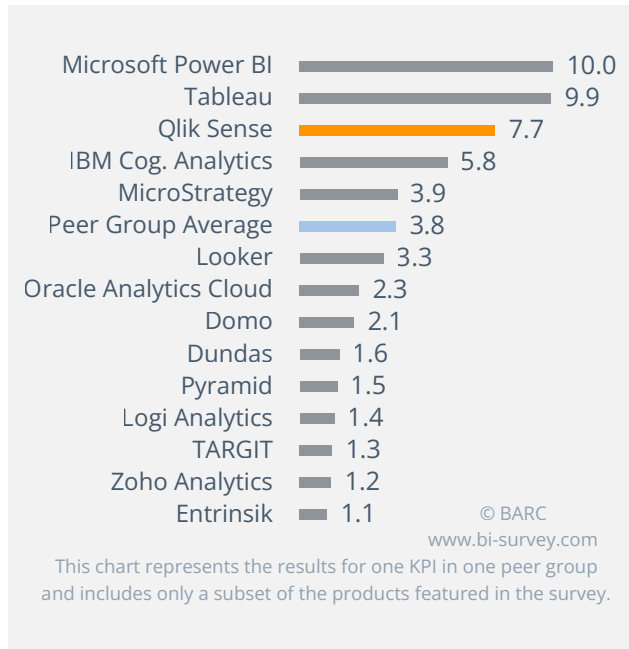


This KPI is based on whether respondents considered purchasing the product.

Considered for Purchase – Leader



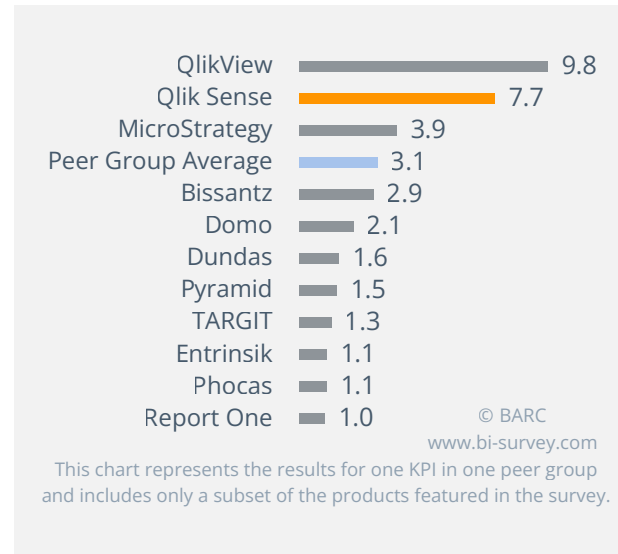
Peer Group: Embedded Analytics Focus




Considered for Purchase – Leader



Peer Group: BI & Analytics Specialists



Considered for Purchase

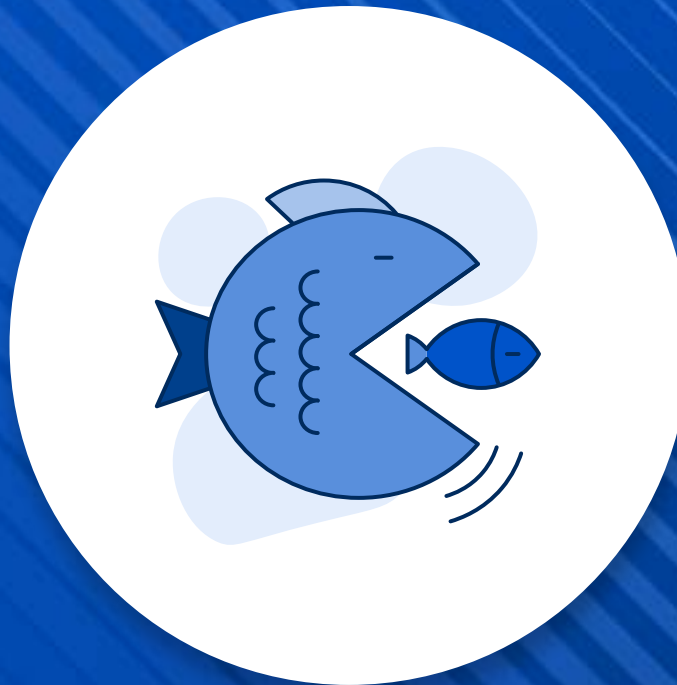



The *Considered for Purchase* KPI is based on how often respondents evaluated the product when searching for new software. The KPI shows how well word-of-mouth and marketing work to successfully promote a BI & analytics offering.

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

The product continues to defend its position with strong results over many years. This year, Qlik Sense is ranked among the leaders in two of its peer groups.

Competitiveness

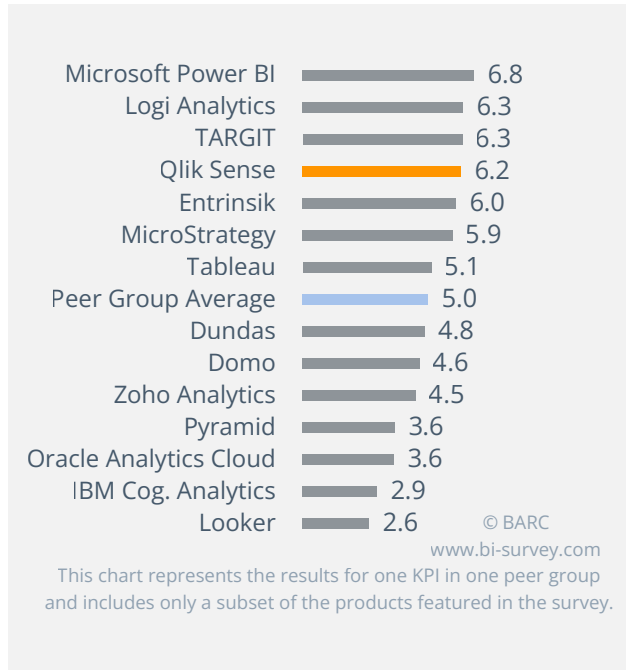


This KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs.

Competitiveness – Leader



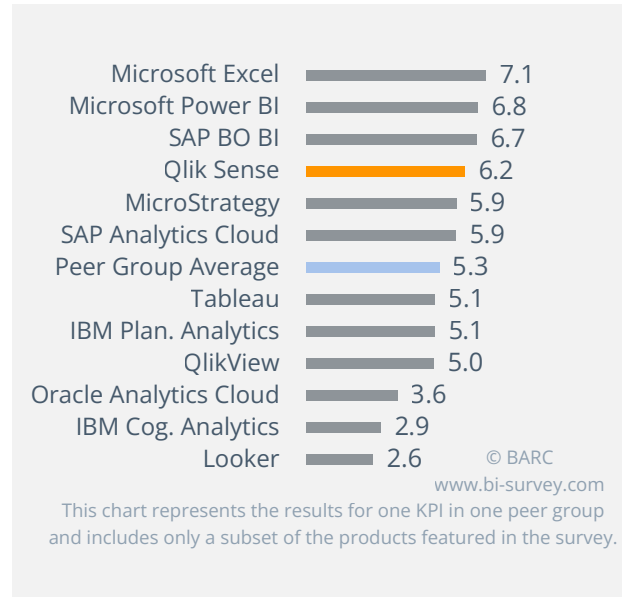
Peer Group: Embedded Analytics Focus



Competitiveness – Leader



Peer Group: International BI Giants



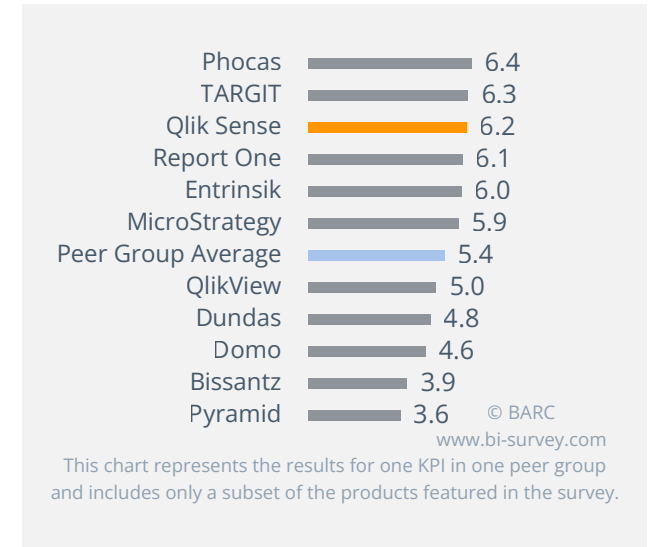
Competitiveness



Competitiveness – Leader



Peer Group: BI & Analytics Specialists



The *Competitiveness* KPI aggregates results from the *Considered for Purchase* and *Competitive Win Rate* KPIs to get an overview of the current market position of a product and how it is perceived by customers and prospects.

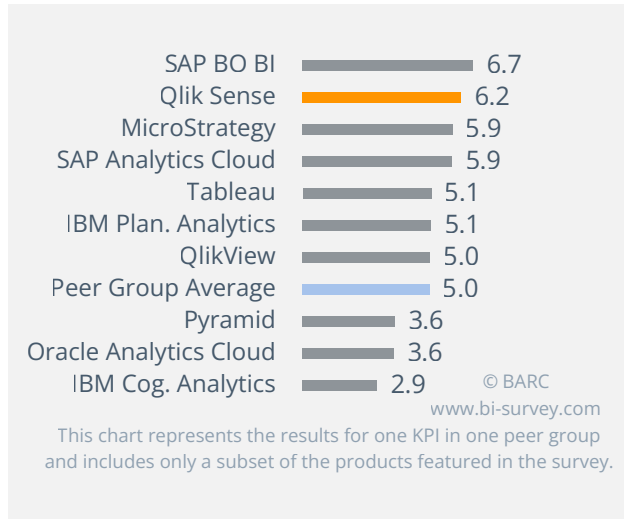
Qlik was an early contributor to the rise of business-oriented and interactive BI & analytics. It is not easy to win new customers in a competitive market, keep existing customers satisfied and promote new ways to successfully work with data. Qlik's success proves that the result is worth all the arduous work.

With its large global footprint and a record of continued innovation based on a solid foundation, Qlik Sense regularly achieves leading positions in multiple peer groups. This year, outstanding results came in in no less than five peer groups.

Competitiveness – Leader



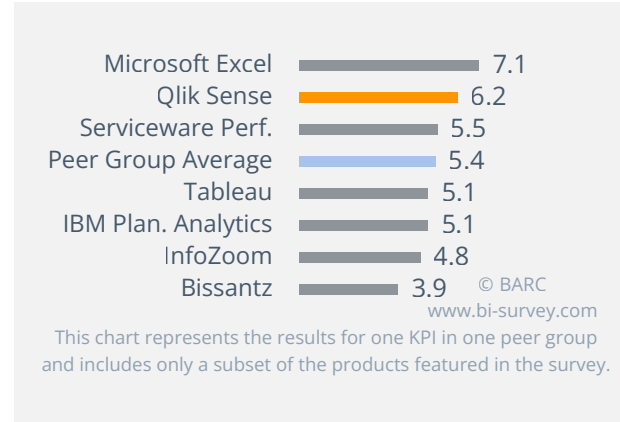
Peer Group: Large/Enterprise-Wide Implementations



Competitiveness – Leader



Peer Group: Analysis Focus



QlikView





KPI results

1 top rankings
and
8 leading positions

in 4 different peer groups.

BI & ANALYTICS
SURVEY 23



Recommendation

85%
of surveyed users say they would **recommend*** QlikView.

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

BI & ANALYTICS
SURVEY 23



Satisfaction

88%
of surveyed users are **satisfied** with QlikView.*

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

BI & ANALYTICS
SURVEY 23



Creating reports and dashboards

88%
of surveyed users rate QlikView's **functionality for creating reports and dashboards** as **excellent or good**.

BI & ANALYTICS
SURVEY 23



Price-to-value

65%
of surveyed users rate QlikView's **price-to-value** as **excellent or good**.

BI & ANALYTICS
SURVEY 23



Query performance

44%
of surveyed users chose QlikView because of **its fast query performance..**

BI & ANALYTICS
SURVEY 23



Peer Group
BI & Analytics Specialists

1. Top-ranked in
Considered for Purchase

Peer Group
International BI Giants

Leader in
Flexibility
Performance Satisfaction
Visual Analysis
Considered for Purchase

Peer Group
Report & Dashboard Focus

Leader in
Performance Satisfaction
Considered for Purchase

Peer Group
Large/Enterprise-Wide Implementations

Leader in
Flexibility
Considered for Purchase

BARC Summary

QlikView managed to acquire one top ranking and eight leading positions in *The BI & Analytics Survey 23*.

QlikView is perceived as a solid and mature product in the market. It provides great *Dashboards* and *Visual Analysis* for business users. The *Flexibility* of the software to ingest, shape and present data from many sources with little effort still earns QlikView its slot in many evaluations, as demonstrated by a top rank in the *Considered for Purchase* KPI.

All of that is delivered with an elevated level of query performance rarely found in competing products. Compelling *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 most of its peer groups this year.



The BI & Analytics Survey 23: QlikView Top Ranks



Customer Quotes | “

“ A very robust and reliable tool that opens the door for newbies into the world of BI.



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

“ One of the most amazing BI tools that I have used.



” *Line of business employee, Manufacturing, 100-2,500 employees*

“ Great software to find the story behind your data.



” *IT employee, Manufacturing, 100-2,500 employees*

“ Easy to use, and makes your data easy to read. Qlikview is a powerful tool.



” *IT employee, Manufacturing, 100-2,500 employees*

“ It is an excellent all-in-one BI platform.



” *Person responsible/Project manager for BI/analytics from IT department, Public sector and Education, >2,500 employees*



What Customers Like Most

Its enormously powerful engine which facilitates very speedy complex queries and calculations.

 BI-SURVEY.com

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

Good data transparency and the very high degree of openness at all levels.*

 BI-SURVEY.com

” Person responsible/Project manager for departmental BI/analytics, Services, >2,500 employees

Excellent product, great features, good support.

 BI-SURVEY.com

” IT employee, IT, 100-2,500 employees

Easy to install, easy to learn, easy to train users. Easy to use and very intuitive UI for business users. Rapid development and strong supportive community. Allows integration with all types of data sources.

 BI-SURVEY.com

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

Strong community and knowledge sharing. Flexible tool.

 BI-SURVEY.com

” Employee of a cross-departmental BI/analytics team (IT and business), BICoE, Retail/Wholesale, 100-2,500 employees

* Translated by BARC



Advice From Customers

I've never used anything quite as powerful as QV, so I cannot compare this to many other packages.

 BI-SURVEY.com

” *Line of business employee, Manufacturing, 100-2,500 employees*

Go, go, go!!!

 BI-SURVEY.com

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

Do it!*

 BI-SURVEY.com

” *Head of department (except
IT), Manufacturing, >2,500
employees*

We chose Qlik because it was easy to use. The many features that encompassed the user experience (UX), such as the manager dashboards, made it user-friendly.

 BI-SURVEY.com

” *Line of business employee, Manufacturing, 100-2,500 employees*

Qlik is an excellent data discovery tool. Beautiful dashboards are a side effect and great community.

 BI-SURVEY.com

” *IT employee, Manufacturing, 100-2,500 employees*

* Translated by BARC





User and Use Case Demographics



QlikView is put to a broad range of uses by its customers. Most use the software for interactive dashboards and analytics applications (89 percent) – which is what the software was built and marketed for. In addition, 85 percent use it for standardized enterprise reporting and 69 percent for ad hoc query. 63 percent of customers use the solution to analyze data.

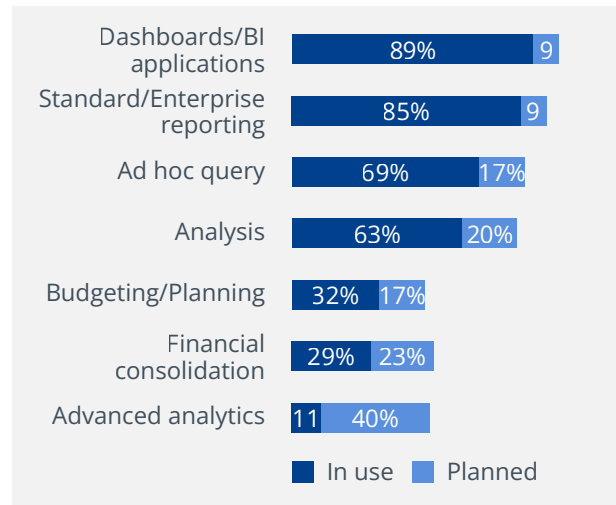
QlikView's powerful interactive dashboards are often used to analyze data in every detail. 75 percent of business users analyze and explore data with the tool. Most users consume standardized content such as reports and dashboards to access information quickly. Below-average shares of users creating content and preparing data show that QlikView is no longer considered as easy to use as most competing products.

The solution's focus on dashboards and visual analysis often places it in competition with the vendor's own Qlik Sense, as well as Microsoft Power BI and Tableau.

QlikView is mostly used in mid-sized (63 percent) and large companies (29 percent). It has a median of 100 users, which is above the survey average. The mean value of 454 users shows that much larger customer scenarios are supported too.

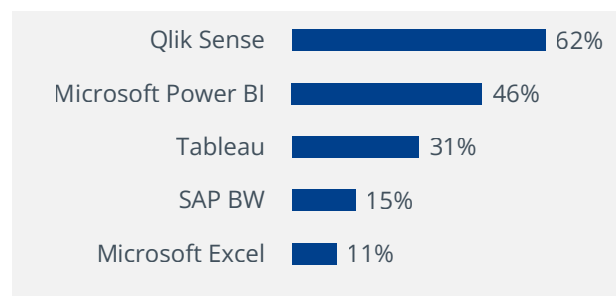
Current vs. planned use

n=61



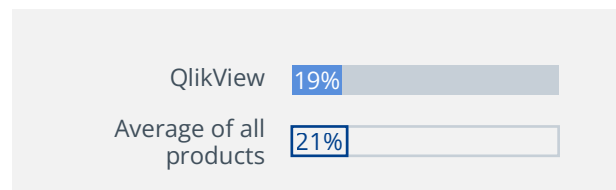
5 products most often evaluated in competition with QlikView

n=65



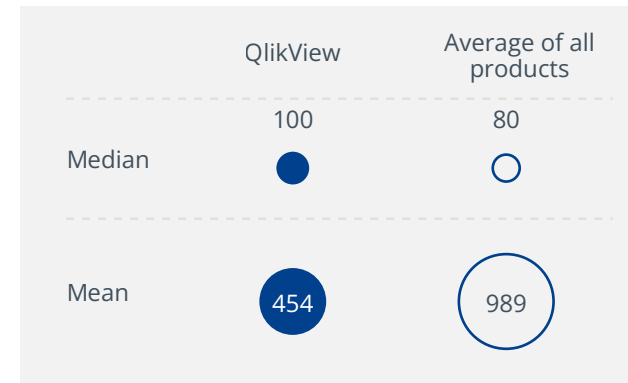
Percentage of employees using QlikView

n=65



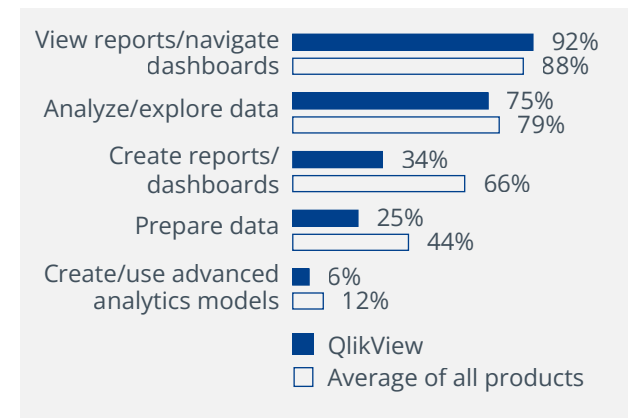
Number of users using QlikView

n=65



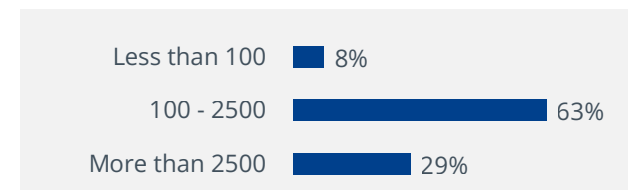
Tasks carried out with QlikView by business users

n=64



Company size (employees)

n=65



Flexibility

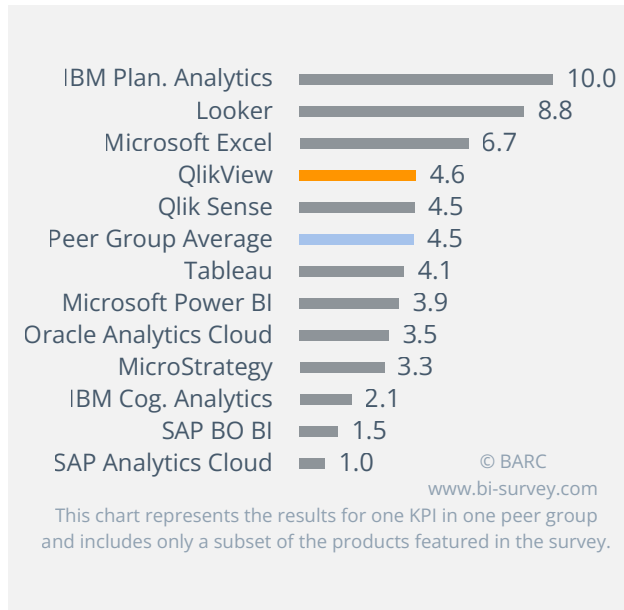


The *Flexibility* KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader



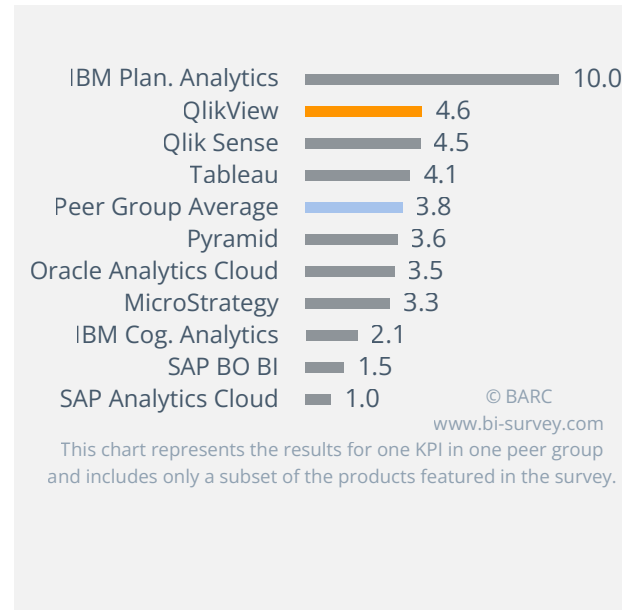
Peer Group: International BI Giants



Flexibility – Leader



Peer Group: Large/Enterprise-Wide Implementations



Flexibility



To measure the *Flexibility* of a product, we contrast the frequency with which flexibility is cited as a reason to buy with the rate of complaints about flexibility after implementation.

Flexibility is a 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. Few other words would describe QlikView more accurately as it supports the quick implementation of a huge range of uses cases through its rock-solid foundation and a lightning fast in-memory query engine.

This year, QlikView earns two leading ranks for *Flexibility*.

Performance Satisfaction

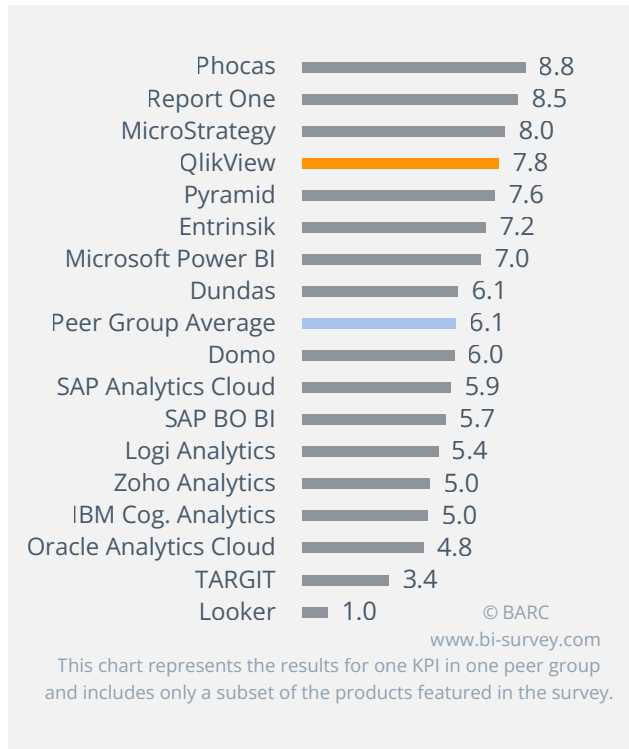


This KPI measures the frequency of complaints about the system's performance.

Performance Satisfaction – Leader



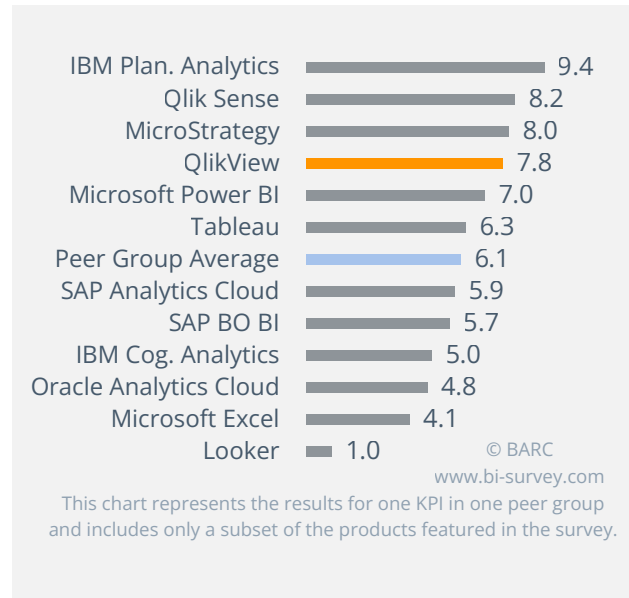
Peer Group: Report & Dashboard Focus



Performance Satisfaction – Leader



Peer Group: International BI Giants



Performance Satisfaction



User and customer approval rates of a product, as measured in the *Product Satisfaction* KPI, have a massive impact on the perception and reputation of an organization's BI & analytics landscape. And it is the front end that takes the blame for most problems caused on all levels.

Fast query performance is one of the most important criteria when procuring BI & analytics software and slow performance, despite all the improvements in technology, is one of the most common problems. Customers using software with remarkable performance have more satisfied users and achieve more benefits through analytics.

QlikView delivers outstanding query performance for most of its customers, who voice decisively fewer complaints about performance than users of rival products. This results in leading positions for QlikView in two peer groups this year.

Visual Analysis

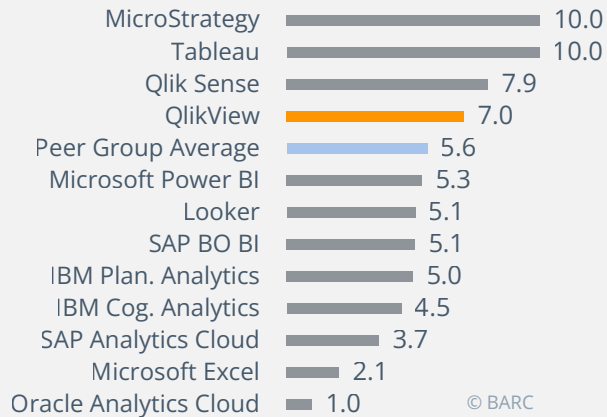


The *Visual Analysis* KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Leader



Peer Group: International BI Giants



© BARC

www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



BARC Viewpoint

The proportion of companies that make use of *Visual Analysis* with their BI & analytics tool to find what is hidden in their data assets helps to determine how well a software is equipped to satisfy this type of application.

Besides offering interactive associative 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 in order to analyze root causes in an instant.

QlikView achieves good results for *Visual Analysis* this year, attaining a leading rank in the *International BI Giants* peer group.

Considered for Purchase

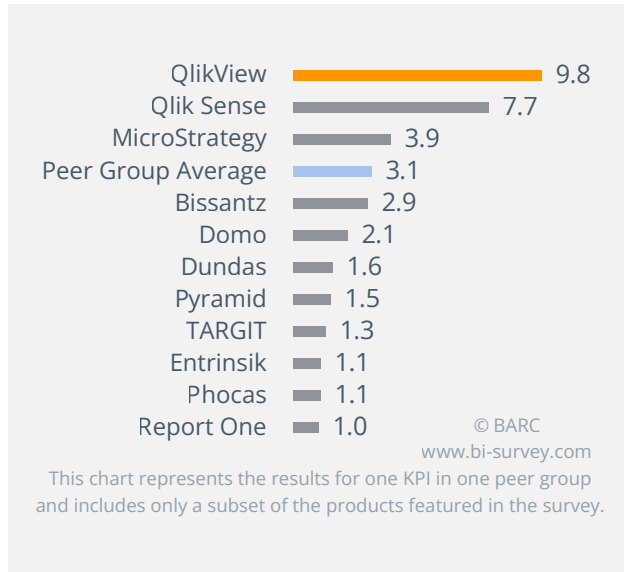


This KPI is based on whether respondents considered purchasing the product.

Considered for Purchase – Top-ranked



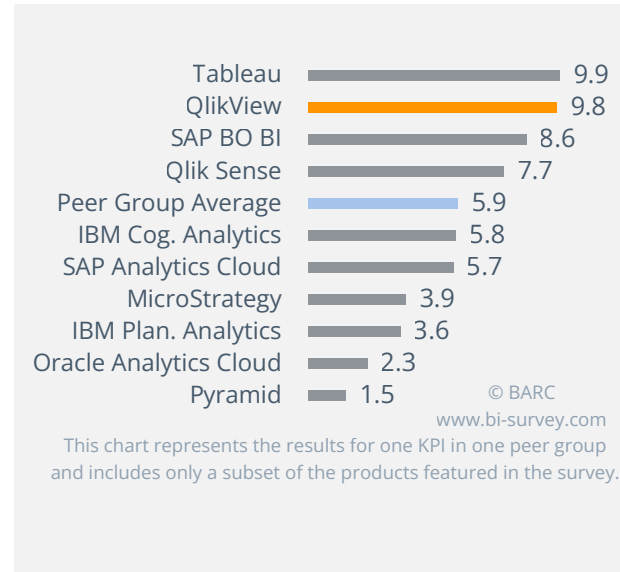
Peer Group: BI & Analytics Specialists



Considered for Purchase – Leader



Peer Group: Large/Enterprise-Wide Implementations



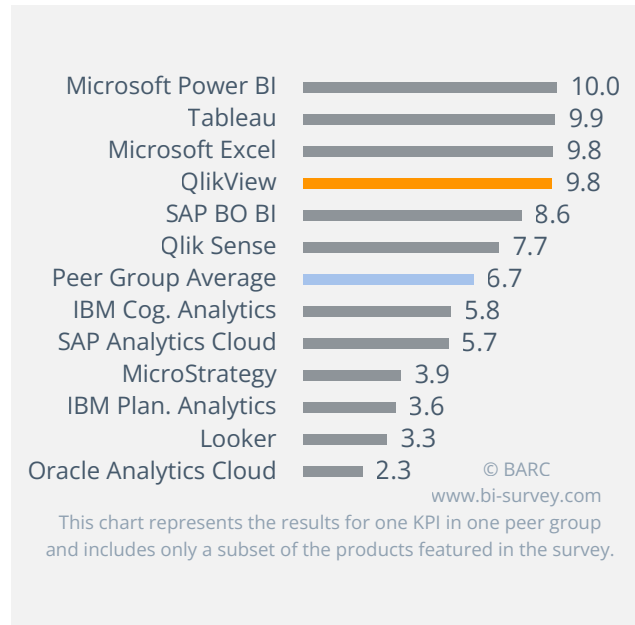
Considered for Purchase



Considered for Purchase – Leader



Peer Group: International BI Giants



The *Considered for Purchase* KPI is based on how often respondents evaluated the product when searching for new software. The KPI shows how well word-of-mouth and marketing work to successfully promote a BI & analytics offering.

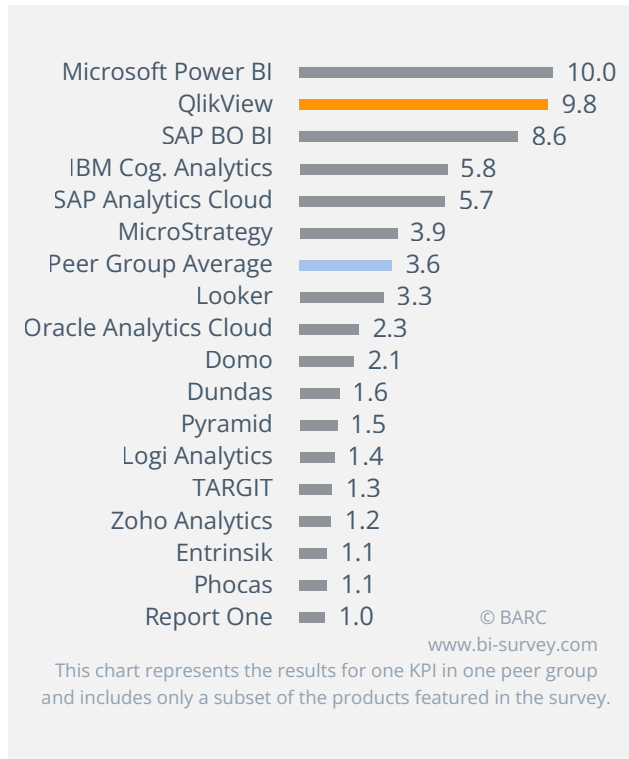
Qlik has a huge market presence. Its popularity and image as a leading analytics company persuade many companies to evaluate QlikView – often for powering prebuilt applications linked to distinct source systems – when looking for a software to improve their BI & analytics.

In recent years, QlikView has been the top-ranked product among *BI & Analytics Specialists*. It is also among the leaders in three further peer groups this year.

Considered for Purchase – Leader



Peer Group: Report & Dashboard Focus



Considered for Purchase



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 digital companies 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 [*Data, BI and Analytics Trend Monitor 2022*](#) reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,400 users, consultants and vendors for their views on the most important BI trends.



The BARC study [*Data Culture Survey 2022*](#) investigates the flavors of data culture within organizations. It is based on a survey of 434 participants from 49 countries across a range of industries. [Download here.](#)



[*The Planning Survey 22*](#) is the world's largest survey of planning software users. Based on a sample of over 1,325 responses, it offers an unsurpassed level of user feedback on 19 leading planning products. Find out more at www.bi-survey.com

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