

# Qlik DataMarket<sup>®</sup>

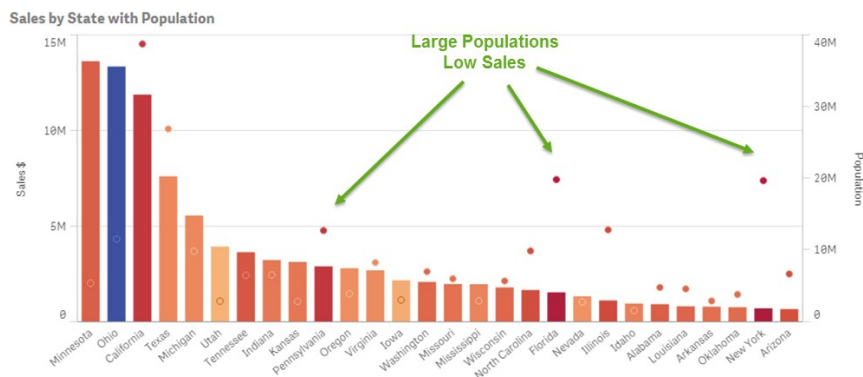
## Data at Your Service

Qlik DataMarket provides a complete cloud-based data service to a large variety of external syndicated data sources via a subscription model. Access a comprehensive library of external data that is always ready-to-use to augment and cross reference your internal data to add outward context and providing deeper insights.



Never need to hunt for up-to-date data with a one-stop data mall. Explore, analyze, create, and collaborate anywhere, anytime

Fully integrated into Qlik Sense and QlikView, data is delivered from known credible sources directly to your Qlik application supporting almost any line of business in any industry.



Expose blind spots and find hidden areas opportunity

Qlik DataMarket is more than just external data, it is data brought together with your data - through the power of association. Giving you a complete view of the internal and external environment your business is operating in.

### Data as a Service

Qlik DataMarket is our Data-as-a-Service offering that provides you accessibility to ready-for-use data from external sources in secured and affordable manner.

### Get Started for Free

Qlik DataMarket offers a number of free data sets for every Qlik Sense user. Freely search, acquire and augment with your own data. When you are ready, choose from a broad range of data packages that will make the most sense for your business.

For more information please visit [www.qlik.com](http://www.qlik.com).

## The Full Picture

### Ask the Right Question

Your company's data provides insight into your products, services and customers. But is that data telling you everything you need to know? Can it help identify your target customers? Do you know if current weather conditions will delay production of a particular product?

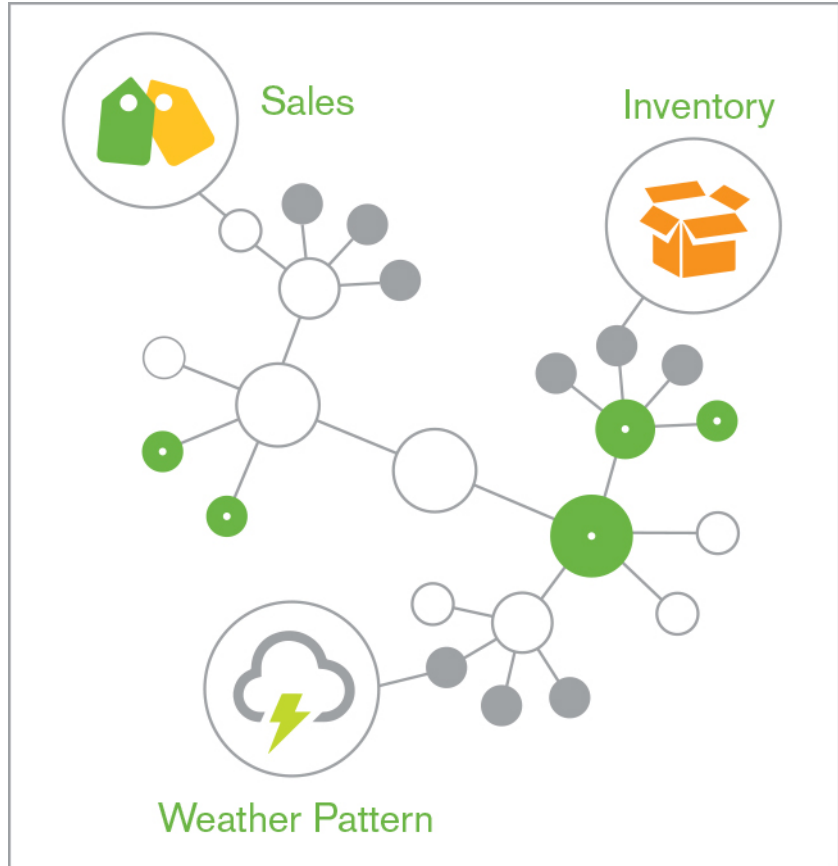
Questions like these are rarely asked until after the fact. By that time – it may be too late to alter your decisions or improve upon processes.

To put it simply, you cannot optimally drive your business with just your data alone.

### Associative Experience

Take a journey of exploration and discovery through information. People ask questions through simple clicks, taps and searches. Associative data indexing in QIX (Qlik Index) engine exposes relationships in complex, multi-source data sets that would otherwise be hidden in hierarchical or query-based approaches.

The world is changing at an ever increasing pace and organizations need to stay ahead of their competition by becoming more agile and to be able to respond to external changes. Innovation is the key to keep up with the pace of market change. In order to do this, businesses should adopt an outside-in data view approach when analyzing business operability and performance.

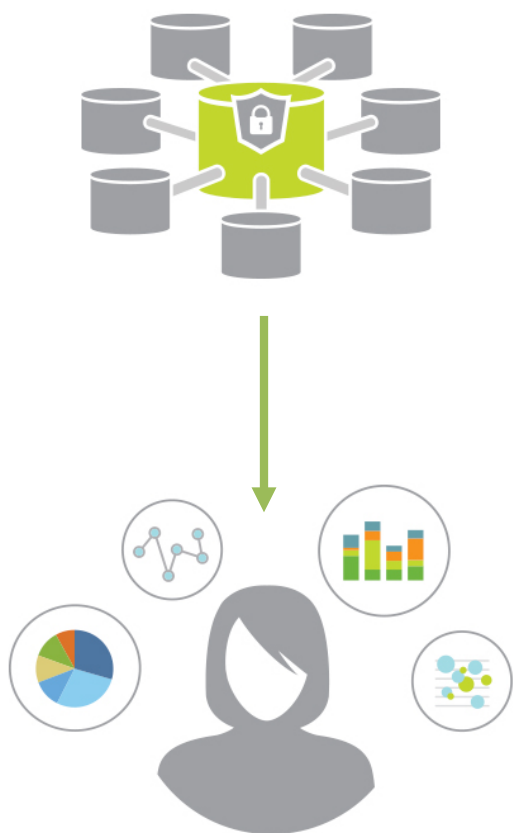


Reveals relationships in multi-source data sets

Qlik DataMarket enables enterprises which are accustomed to analyzing data from core systems-of-record to unlock the value of their internal data by enriching its context with external data. Businesses can gain new insights into their customer, markets and operations, and anticipate changes in market trends and customer behavior to better address business imperatives. By having an outside-in view of the business, users can gain new perspective and capable of acting and reacting faster.

## Complete Data Service

Enterprises often struggle to meet the rising demands of a wider audiences as appetite for analytics grows within the organization. This results in business units turning to acquiring data from different sources and building their own data silos, fragmenting and complicating the data landscape.



Ready-for- use data through a reliable cloud service

Qlik DataMarket offers a complete data service with a wide range of external data provided through a reliable cloud-based data service. Everyone can easily search for custom, syndicated and public data from fully curated data sets that is always up-to-date and ready. It also provides businesses with a centralized way to source, manage and furnish external data to knowledge workers across the organization, giving everyone the peace of mind with secure and compliant data from known data sources.

### Trusted Data

Integrity and transparency of data is ensured from its source and right through the way to you, providing credible and trustworthy data without compromising the source and lineage of the data.

### Comprehensive Data Library

A comprehensive library of proprietary and public data from a wide variety of data providers, include demographics, currency, weather, society, as well as business and economy, with more sources being added on a regular basis. Choose from the many data packages for a fixed, affordable fee.

## Effortless Acquisition

Being able to access and combine data is a crucial first step to gaining insight and value from the data. Acquiring data from external sources shouldn't be more difficult than loading from internal sources, and users of any skill level should be able to easily associate external data with their internal data.



Seamless experience of ingesting data

Qlik DataMarket is fully integrated into Qlik Sense and QlikView via a connector, providing business users with a seamless familiar experience of ingesting data, regardless whether the data sets are from internal or external sources. Intuitive workflow design with smart data merging helps simplify the end-to-end data preparation and merging process in a script-less environment.

## About Qlik®

Qlik (NASDAQ: QLIK) is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 34,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1700 partners covering more than 100 countries.

### One Place One Format

We remove the complexity behind the process of data conforming between disparate data sources by normalizing data from our data providers and bringing them together in one single platform with a common format so it can be easily searched, acquired and combined with other sources.

### Data Manager

Add data easily from a file, a database or Qlik DataMarket with an advanced data loading interface in Qlik Sense. Intuitive workflow design guides you through every step of the data loading process. Smart Data merging performs profiling on your data to suggest how to optimally join tables.



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