

HOW TO Succeed by Seeing the Whole Story

Cash in on Analytics Envy

CRN: How is the market changing as business intelligence (BI) matures?

Toni Adams: First, it is important to look at BI and analytics in the context of the mega trends that are happening today. These developments, which are mega opportunities for solution providers, include Cloud, mobility, security, software-defined, and — most notably — big data. It is around big data where partners can add BI and analytics/visualizations by Qlik® to their go-to-market strategies.

As part of its maturity process, BI and analytics/visualizations are undergoing consumerization. BI is the path by which companies can extract value from their big data and use this intelligence to monetize their data, build customer loyalty, and increase share of wallet. Moreover, no longer the exclusive realm of the executive suite, “analytics envy” is increasing among knowledge workers across lines of business and a wide swath of industries. More and more, these key stakeholders are demanding the tools that allow them to look into their data and find the pearls. All of this sets up massive opportunities for partners right now and into the future.

CRN: How are you investing to support your channel ecosystem?

Chris Moore: First, let me frame the opportunity. Gartner has sized the worldwide BI and analytics platforms market at \$16.3B in 2016.⁽¹⁾ This is a large market opportunity for our partners and we see our total addressable market as much larger because any knowledge worker could be a user of Qlik. In addition, IDG's CIO tech poll ⁽²⁾ shows that as organizations cautiously try to do more with their data, BI and analytics, and security technologies will see the most increased spending in 2016. Qlik partners are well positioned to capture the opportunity because the Qlik platform lets users see the whole story that lives within their data. Unlike most tools that are limited by predefined hierarchies or preconceived notions of how data should be related, Qlik enables users to probe all the possible associations that exist across all of their data sources. It is also highly intuitive and accessible on any platform and form factor.

For partners, Qlik offers a natural, accretive sales opportunity. These partners, have already sold, or are in the process of selling, the big data stacks into its IT persona customers. The next logical step is to break into the line of business owners and knowledge workers who want to leverage their data for greater commercial gain. Herein lies the opportunity for our partners to increase their footprint inside existing customer and new organizations and add BI sales, together with the support and services that ride along.

CRN: What kinds of investments are you making in support of your partner ecosystem?

CM: Qlik is the only analytics leader that puts partners first. Our partners are subject matter experts who drive 85 percent of our company's revenue. We offer competitive margins and are investing in MDF programs, technical training, demand generation, and other tactics to help them be more successful.

TA: Qlik is also adding greater channel support by investing in the right talent. Both Chris and I were attracted to Qlik because we believe in the technology, the company, its incredible growth potential, and its commitment to the channel.

(1) “Gartner, Forecast: Enterprise Software Markets, Worldwide, 2012-2019, 2Q15 Update, Matthew Cheung, 11 June 2015.” (2) CIO Tech Poll: Tech Priorities 2016



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