



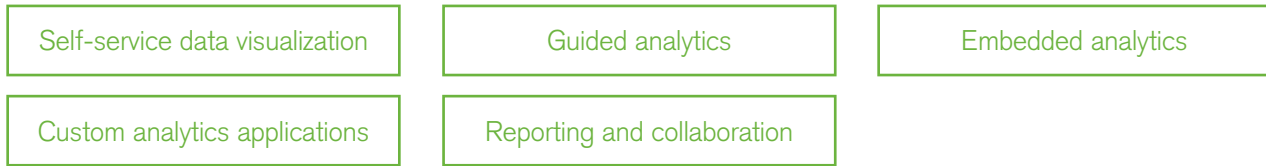
Become a Qlik Partner

Deliver exceptional value to your customers—with a top-rated partner at your side.

Your customers want to leverage their data—all of it. They also want to empower users with self-service analytics without adding complexity. Qlik is perfectly positioned to help you address both of those needs, and in the process, enable you to capitalize on the tremendous growth of the BI market.

Why Qlik?

- 1 Our associative model makes sense of information the same way people do, drawing intuitive connections and finding insights faster.
- 2 We take data way beyond visualization, offering the only solution that empowers your customers to extend analytic value across their entire organization, with:



No other solution provides such a full spectrum of BI services. So as users reach the upper limits of their existing applications, Qlik can meet the additional business needs—and you don't have to add a second vendor to meet new use cases.

BI MARKET MADNESS

At an annual growth rate of greater than 8%, the Business Intelligence market is expected to reach \$30 billion by 2019—and Qlik is growing at more than double that rate.

“By focusing on Qlik as a platform to deliver BI, we’ve been able to grow 40% per year on average for the last five years, which has been tremendous.”

– Ranjan Sinha, Principal, Axis Group

GARTNER MAGIC QUADRANT GRAPHIC

Qlik is one of only three leaders in the Gartner Magic Quadrant for Business Intelligence and Analytics Platforms, 2016.



Qlik is the only data discovery vendor with a 5-star rating in the Channel Company's CRN 2016 Partner Program Guide.



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Why Join the Qlik Partner Network?

As a Qlik Partner, you take advantage of an opportune moment in the BI market—and you gain access to programs designed specifically to help you leverage the power of the Qlik Platform. That translates to more value for your customers and more business growth for you.

A Partnership Focused on You

The Qlik Partner Program is designed with you in mind. It features:

- Flexible licensing and a straightforward margin structure designed to bolster profitability while minimizing risk.
- A commitment to each partner relationship, forging strong engagement with knowledgeable partner managers and executive-level support.
- Financial rewards, demos, not-for-resale and trial licenses, and transaction management.
- Program support with training, education, certification, and best practices to drive individual knowledge and business growth.
- A supportive environment that includes ongoing investment in the world's largest BI community and open API forums.

Qlik's 90-day activation program gives you the technical training, sales enablement, and marketing support you need to get the most out of our products, market, and resources—right out of the gate.



DID YOU KNOW?

60% of Qlik revenue comes from indirect sales channels

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.

—Toni Adams, Senior VP
of Global Partners and Alliances Sales



ENABLE

We provide continued sales support, technical education and certifications to help you build complementary Qlik solutions.

- ✓ Role-based training and certification
- ✓ Access to the Qlik Partner Portal
- ✓ Qlik technical support
- ✓ Connections global partner summit
- ✓ Invitation to partner-enablement events
- ✓ Insights partner newsletter
- ✓ Joint business and marketing planning (based on tier)
- ✓ Invitation to Beta software programs
- ✓ Development and demonstration licenses
- ✓ Internal use discounts

MARKET

We help you with branding, awareness, marketing and lead-generation programs.

- ✓ Marketing support, resources and training
- ✓ Use of Qlik partner logos
- ✓ Automated, partner-ready, integrated marketing campaigns
- ✓ Partner directory listing
- ✓ Market Development funding eligibility
- ✓ Invitation to participate in User Conference and other marketing events

SELL

We provide sales tools that increase your sales effectiveness.

- ✓ Account management (Level varies by tier & partner type)
- ✓ Sales referral program
- ✓ Sales and pre-sales assistance
- ✓ Reselling discounts and incentive programs
- ✓ Evaluation licenses for prospects
- ✓ Sales tools and resources

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 35,000 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.

Get in Touch Today

When a rapidly expanding market meets a perfectly positioned technology, incredible opportunities appear. There's no better way to capitalize on those opportunities than a partnership with Qlik.

Visit www.qlik.com/partner or contact us +1 (866) 616-4960.

