



## Qlik® Sense Desktop

### Data, Discovery, Collaboration in Minutes

With Qlik Sense Desktop, making business decisions is faster, easier, and more collaborative than ever. Sense™ Desktop puts rapid analytics and the world's first associative experience right on your desktop and gives you the ability to share your insights with others. Create attractive and interactive apps using a clean and modern interface that helps you answer that very important next question. Then, interact and collaborate without restriction by sharing your findings with any other Sense Desktop user.



Create & share your Sense app through simple file sharing

#### Qlik Sense Desktop

Part of the Qlik Sense family of products, Sense Desktop analytics software helps you quickly create dashboards and analyses to answer business questions.

#### Associative Experience

Take a journey of exploration and discovery through information, regardless of your skill level. You can ask questions through simple clicks, taps and searches. The Qlik Engine instantly responds with newly calculated metrics and updated data associations across the entire app, facilitating follow-up questions, discovery, and insight.

#### Get Started for Free

Sense Desktop is fully functional and available at no cost for personal and business use. Freely explore data using the world's first associative architecture. When you are ready, convert your investment to a dedicated Qlik Sense deployment. For more information please visit [www.qlik.com](http://www.qlik.com).

## Quick Data Load

The data loading interface enabling quick and easy file-based data access and definition from Sense Desktop. It supports spreadsheets, delimited, fixed length, QlikView, and other file formats.

## Data Load Editor

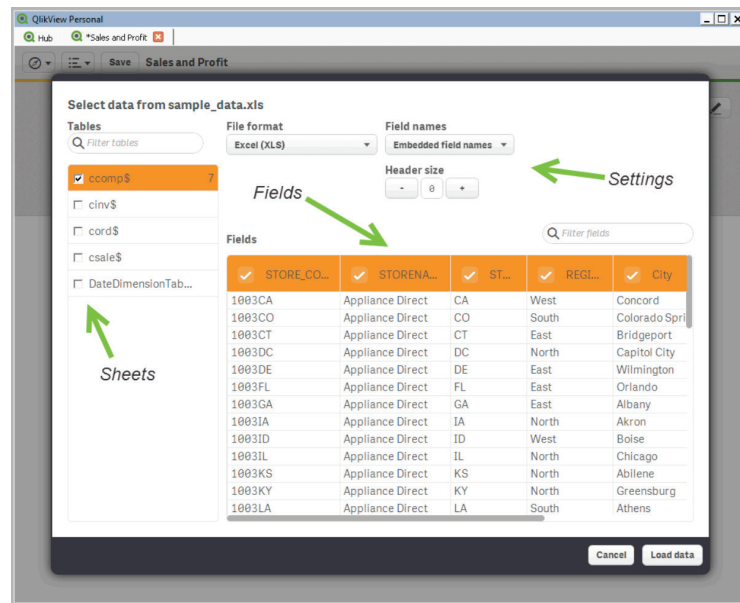
The advanced interface used to connect to files, databases, and multiple data sources. You can use the robust and popular Qlik scripting syntax to augment, manipulate, and transform data.

## Standard & Custom Connectors

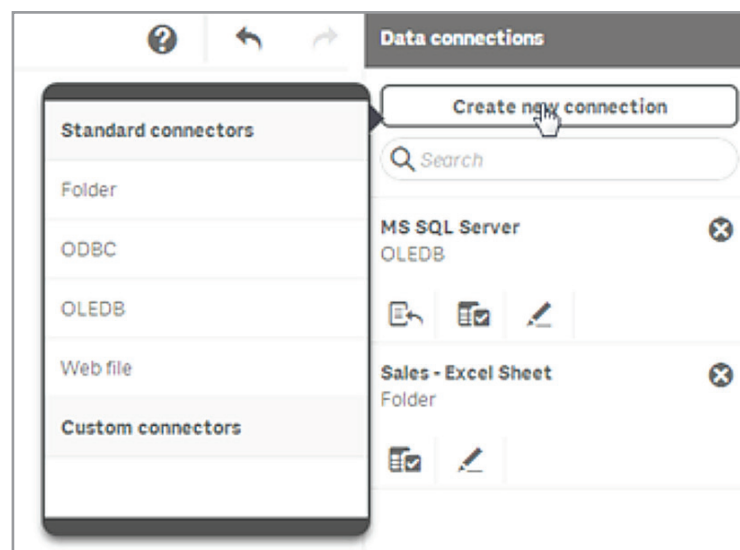
Access and load multiple files, databases and more. Standard and custom connectors include native OLE DB or ODBC interfaces and custom connectors to other data sources.

# Quick and Easy Data Loading

Organizational data exists in many sources and formats. Qlik® Sense Desktop can connect to all of them without any predefined set-ups or advanced requirements. Connect to files, databases, Big Data, and much more using a set of both standard and custom data connectors. Quickly define and load file-based data using the Quick Load Data interface or define your own data connections using the Data Load Editor. Sense™ Desktop accommodates all types of data analyses, from simple to advanced.



Quick Data Load loads data from spreadsheets, files, and more



Define data connections to databases and custom connectors

## Self-Service Visualization and Discovery

Qlik® Sense Desktop allows you to create apps and visualizations quickly by using an intuitive design and navigation paradigm that works well on both computers and mobile devices. In a few clicks, combine multiple data sets into a single responsive view. Drag and drop charts, tables, and filters that sync automatically to Qlik's in-memory data model - no manual data linking required. Sense™ Desktop eliminates the need for multiple data gathering and design tools, reducing IT bottlenecks and extensive data preparation.



Intuitive, responsive design with smart visualizations

### Smart Visualizations

Qlik Sense offers the right visualization for the task at hand, enhancing your ability to explore data without the need of a visualization expert. Select from chart objects that automatically scale based on screen space, from thumbnails to full screen, on a computer or mobile device. Sense applies intelligent use of color based on human perception of difference using divergent or sequential gradients allowing you to easily understand the meaning in the data. Add text, images, and filters to enhance your app, providing associated selections and additional context.

### 'Progressive' Creation

Complexity of development capabilities are only revealed as you need or want it. Business users can drag predefined visualizations onto a sheet from the library, or they can use pre-defined dimensions or measures to create new visualizations. As allowed, users can create measures and dimensions, or adjust properties to see more capabilities as needed. Sense allows users to do what they are capable of, maximizing the value of their experience.

### Qlik Sense Apps

A collection of reusable objects such as sheets, bookmarks, stories, measures, dimensions, and predefined visualizations. Sense apps are a self-contained entity that includes the data to be analyzed in a structured data model.

### Qlik Sense Sheets

Sheets contain charts, tables, images, and filters, creating an interactive data visualization experience. Qlik Sense apps can include one or several sheets. Selections made in one sheet affect visualizations in another.

### Visualizations

Create visualizations using the chart library. They are used to present the data that is loaded into the app. The selections you make in the app appear in all associated visualizations on all sheets.

### Responsive Design

Ensures navigation and user interface elements adapt to work and fit appropriately, regardless of what device and browser size you are using.

## Stories

Communicate your insights by assembling snapshots of visualizations on slides in a presentation that you can share.

## Snapshots

Graphically represent the captured state of a visualization object at a certain point in time. Snapshots are used with other objects in the media library to create a story. Each snapshot contains a bookmark back to the original context so that you quickly get access to the live data.

## Effect Library

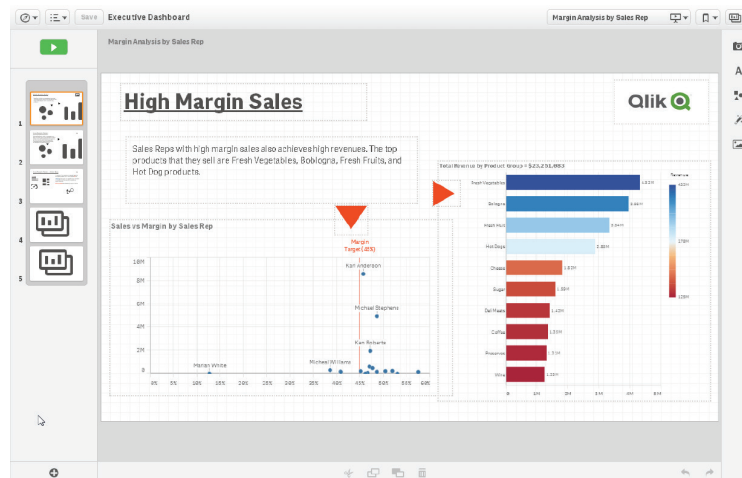
Capabilities, such as the ability to add effects to graphs, make it easy for analysts to highlight key points and keep the conversation focused where you want it.

## Record Keeping

Archiving the story allows users to keep a permanent record of the points they used to support a decision.

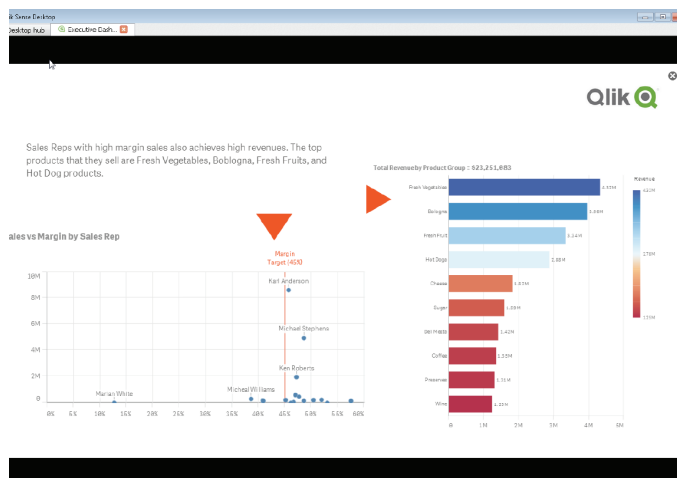
## Communicate Findings & Collaborate

Data storytelling is a compelling new product capability that allows knowledge workers to capture and present their insights at a point in time. It's a new way to think about presenting business cases based on data. In data storytelling, the data always takes center stage.



Assemble snapshots of your visualizations along with graphics and text

Data stories give analysts the ability to create a guided story (pathway) through a set of analysis, ensuring that decision makers get a clear picture of the business case in an environment where there is trust in the data and an ability to reproduce results. This allows the focus of the conversation to be around the data – not in its lineage. At any time, the analyst is able to link back to the LIVE analytical application in the context of the story and answer unforeseen questions.



Storytelling drives communication and facilitated group decision