

DATA ANALYTICS

# Data-driven Alerts for Intelligent, Timely Action

Qlik Alerting™



## PROACTIVELY MONITOR YOUR BUSINESS AND TAKE INTELLIGENT, TIMELY ACTION

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Qlik Alerting delivers sophisticated, data-driven alerts directly from Qlik Sense<sup>®</sup>, so you always know what's happening and respond fast when things change.

Qlik Alerting delivers far more than simple notifications based on KPI (key performance indicator) thresholds. You get a powerful capacity to spot outliers and anomalies in your data – through advanced statistical calculation and trending, comparisons and complex nested alert logic, and the ability to drill into and evaluate individual dimension values. Users can create self-service alerts directly in Qlik Sense, and organizations can centrally configure and manage alerting for widespread distribution. Alerts can be delivered via customized emails and secure mobile apps. And because Qlik Alerting runs on our unique Associative Engine, alerts are context-aware – factoring in selection states and providing links that take users to the right dashboards, with the right selections applied.

## More Proactive Management Action

Qlik leads the market with our end-to-end data and analytics platform, spanning data preparation and integration, AI-driven analytics, and action based on insight. With Qlik Alerting, organizations can more proactively drive intelligent, timely action. Support management by exception, notifying users of potential issues when they arise. And boost adoption and value, by driving people directly to visual analytics for further exploration.

## Sophisticated, Intelligent Alerts

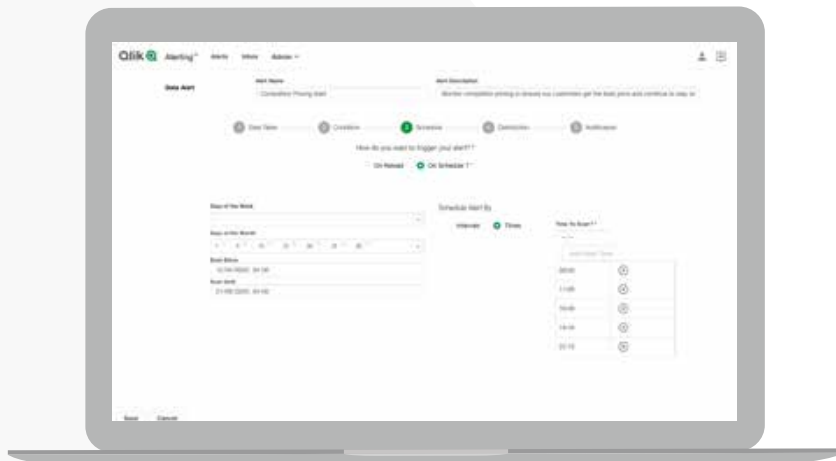
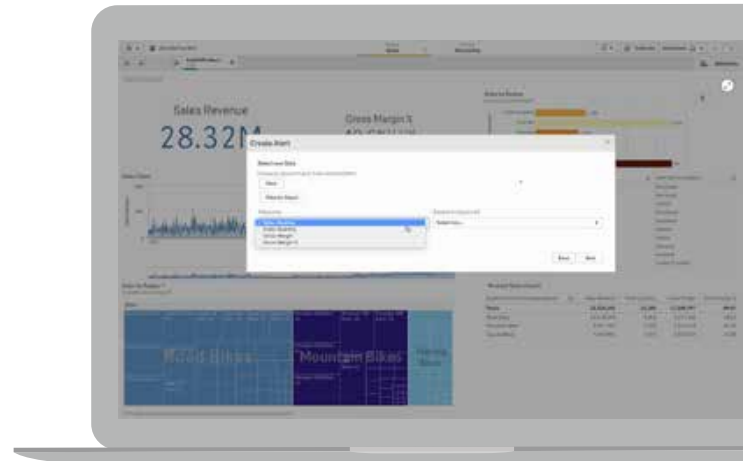
With Qlik Alerting, users and organizations can create powerful, data-driven alerts with complex criteria. Advanced statistical calculation and trending help you proactively identify outliers and anomalies that could be missed if relying solely on dashboards. And you get visibility into dimensions themselves, so you can identify issues on a per-value basis (e.g. which sales reps did not meet certain criteria).

Alerts can be created using standard statistical calculations, comparisons between measures, percentage increases and decreases, and nested and/or logic. Our unique drill into dimension feature scans through all the values in a dimension, evaluating them against alert criteria and either grouping qualifying values together or sending individual alerts for each value. And because alerts are context-aware, they respect selection state when created, and link users to the same selection state in dashboards.



## Self-Service and Centralized Insights

Qlik Alerting provides both self-service and centrally managed alerting. This supports both pull and push models, allowing organizations to either centralize or federate alert creation based on their preferences. Through a simple interface in Qlik Sense, users can easily set up alerts for themselves, based on the data they select and criteria they create. At the same time, administrators can define and manage sophisticated, centralized data and system alerts, and distribute them to large groups.



Alerts can be scheduled or run when Qlik Sense reloads data, and delivered through multiple channels, including email and the Qlik Alerting mobile app. Organizations can create custom email templates for specific alerts to customize information, look and feel. And the Qlik Alerting mobile app is available for iOS and Android, with support for push notifications and direct linking to the Qlik Sense Mobile app for further exploration on-the-go.

## Drive Adoption and Action

With Qlik Alerting, organizations can manage by exception and reduce dashboard fatigue, increasing the adoption and value of analytics. By combining proactive monitoring and in-context linking, users and managers are notified when potential issues arise, and can immediately analyze further to get the right insights and take action.

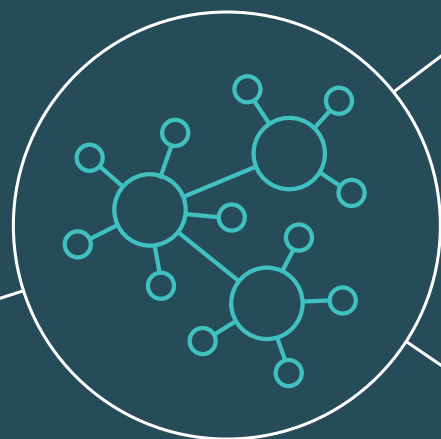
Unlike other products, Qlik Alerting is fully data-driven. This means alerts are not based on individual visualizations, which limit them to certain data fields and types of visualizations. Instead, you can run advanced calculation conditions across all your data, enabling true management by exception.

And, because our Associative Engine understands context, alerts are created for not only the global data set but also specific selection states. Links included in alerts bring users directly to the right analytics, with the appropriate selection state applied, facilitating immediate follow-up and better insight.

## The Associative Difference®

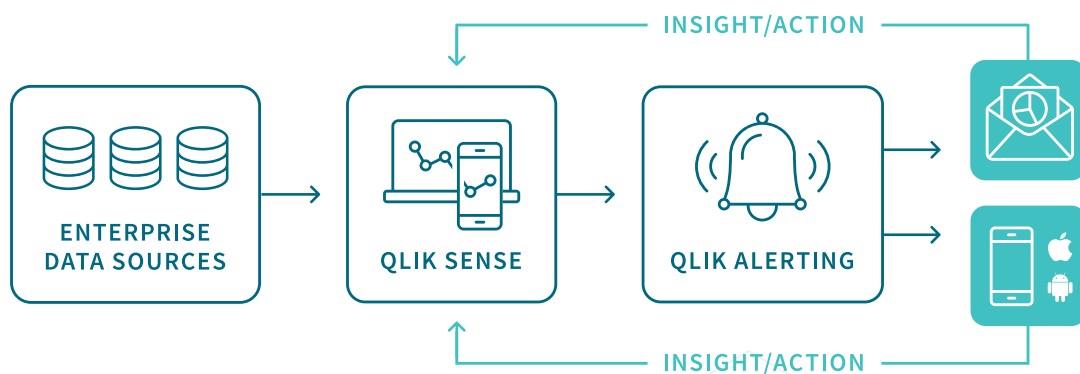
When you're using data to transform your organization, you need the expertise of your entire workforce – and that means enabling everyone to freely explore their data. Most query-based tools, however, limit non-technical users to predefined questions based on partial subsets of data. This blocks free exploration and puts the brakes on discovery.

Qlik does things differently. At the heart of our platform is a one-of-a-kind, high-performance Associative Engine, built from the ground up for interactive, free-form exploration and analysis. With Qlik, users of all skill levels can easily search and explore in-context, across multiple datasets, in any direction. By revealing both related and unrelated data, our associative engine helps users consistently discover hidden insights that would be missed with query-based tools.



## A Robust Alerting Workflow

Qlik Alerting runs alongside Qlik Sense, delivering alerts to users based on the data in Qlik Sense. It includes an alerting server, a robust, centralized application for creating and managing alerts, and a Qlik Sense user interface component for self-service alerting. Alerts can be delivered through a variety of channels, such as email or a dedicated mobile app.



### About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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