BlackBerry and **Qlik**®
– Guiding the Future of
Secure Mobile
Business Intelligence

At a Glance

Qlik Q®

Customers of Partner 40,000
Location Radnor, PA
Partner Product Qlik Sense®
www.qlik.com

Founded in Sweden in the early 90s, Qlik® was born of the belief that business intelligence and human intelligence are inextricably linked. The data generated by the devices and platforms in enterprise is only as effective as the people using it. By creating tools that bring out the best in their users – analytics platforms that make it easy to visualize and gain insights from data – Qlik's goal is to amplify human intelligence.

The Partner

It's a goal in which Qlik® has been greatly successful. Today, the firm has over 40,000 customers in over 100 countries. They work with some of the leading organizations in industries including financial services, healthcare, manufacturing, and the public sector. Qlik® has been consistently ranked as a leader in Gartner's Magic Quadrant for Business Intelligence, and #1 in Performance, Product Satisfaction, and Visual Discovery by the Business Application Research Center.

And as big data and the Internet of Things sweep the enterprise, Qlik® continues to push the envelope in Business Intelligence.

The Product

Qlik's portfolio is comprised of three core products:

• QlikView® is a powerful data discovery tool, designed to allow organizations to develop highly-interactive, guided analytics applications and dashboards.

• Qlik Sense® Cloud encompasses the company's growing selection of SaaS apps, which offer functionality such as location-based analytics, Data-as-a-Service, and managed reporting.

• Qlik Sense® is a next-generation visual analytics solution which offers unique data visualization, exploration, and collaboration functionality to its users.

Rather than considering each of these products a separate entity, Qlik® looks at them as components of a unified platform – an approach strikingly similar to BlackBerry's. And together as part of a platform, Qlik's products allow clients to see the full story that lives within their data. Self-service search, exploration, and data visualization ensures that new insights can be easily discovered and analyzed without requiring a great deal of technical knowledge.

::: BlackBerry®

"We don't sell a single product – we sell a platform offering that enables you as an organization to embed or customize Qlik® analytics into your applications and systems," explains Marcus Adams, Qlik's Director of Technology Partners. "And in that, our product is unique. Whenever you click on something, most people in business know what's going on, but very few know what's not going on. They might know their company sold products to a particular country, but not that only three out of their five reps made those sales."

"Qlik® lets you find out why, without forcing you to go back to IT and have them formulate a report," he continues.

More importantly, this functionality can be securely accessed without restriction. Qlik® provides both agility for the business user and security for the IT department. This, says Adams, is critical. Analytics information needs to be strictly governed and controlled – but at the same time, people need to be able to quickly and flexibly access it whenever necessary.

By providing this functionality, Qlik® has helped tens of thousands of businesses become more agile and data-driven by fully harnessing the power of human intelligence. Whether on-premise, in the cloud, or in a hybrid environment, Qlik's clients are able to deliver better insights and business value, remove complexity, and reduce the overall cost of analytics deployment.

Qlik's unified approach also makes it well-suited to developing its partner ecosystem, which the firm has invested heavily in. Wherever there is an opportunity to integrate with best-of-breed technology – for example, with Big Data Hadoop distributions – Qlik® can simply integrate with one of its 80 technology partners. Among this number, Qlik® maintains strategic partnerships with several EMM vendors, including BlackBerry, AirWatch, and MobileIron.

The Challenge

The relationship between Qlik® and BlackBerry has always been very strong, owing to its roots in the former's long-standing strategic technology partnership with Good Technology – which has only grown stronger since Good's acquisition by BlackBerry in 2015. Since then, the two companies have worked closely with one another, bringing Qlik's analytics solutions to a greater audience than ever before.

Adams estimates that every single BlackBerry customer is likely also a Qlik® customer.

"Our platform ecosystem is very important to us, and BlackBerry's always understood that," says Adams. "Working together, our teams are able to bring out the best in both our platforms. By leveraging one another's assets, we've developed a stronger relationship than we ever had with Good."

This became most evident in 2014, when Qlik® added a new product to its portfolio – Qlik Sense® described above. A powerful, self-managed visual analytics platform, the product started to see a massive uptake of enterprise adoption in the third quarter of 2016. And it was here that Qlik® faced technology challenges.

"Integration with EMM vendors proved more challenging than we expected," explained Adams. "In BlackBerry's case, we had customers choosing not to invest in Qlik Sense® because it couldn't be deployed through their existing infrastructure. We're talking potentially hundreds – maybe thousands – of organizations who use BlackBerry software with Qlik®. And not just small customers, either – major banks and government agencies."

Working together to find a solution, Qlik® and BlackBerry used the BlackBerry® Dynamics Secure Mobility platform to integrate Qlik Sense® with BlackBerry's product portfolio. Through BlackBerry® Access – the secure mobile browser component of the BlackBerry Dynamics Platform – mobile knowledge workers could now securely utilize Qlik Sense's data visualization capabilities on any device, and from any location – and BlackBerry gained the distinction of being the first and only EMM vendor to support such integration. No other vendor to date has replicated this functionality, and according to Adams, that integration is just the start.

The Partnership

Integrating Qlik Sense® into BlackBerry's product portfolio has led to the creation of what may be the most secure mobile knowledge platform on the market – and both partners stand to benefit. For BlackBerry, Qlik Sense's analytics capabilities have the potential to further drive large-scale deployments of BlackBerry's products, encouraging greater utilization of containers and better customer retention. For Qlik®, its solutions portfolio can now be deployed effortlessly to a mobile user base of any size, protected by a company with proven industry leadership in security.

There are many other benefits to the integration – and the overall partnership – as well.

Better Mobile Knowledge: Through Qlik® and BlackBerry, businesses can move beyond the constraints of traditional Business Intelligence, equipping mobile knowledge workers with a powerful suite of self-service tools that offers endless possibilities for data
utilization. These users are free to tap into business insights no matter where they are and no matter what device they are using – both seamlessly and securely.

By combining Qlik's solutions with BlackBerry's leading security software, organizations are able to scale out their analytics to all mobile knowledge workers – no matter where those workers happen to be. Whether on a smartphone, tablet, or desktop PC, every user across the organization can seamlessly access valuable business insights.

Industry-Leading Security: Business intelligence data is more valuable than many people realize. If it falls into the wrong hands, the results could be devastating. An unscrupulous company could gain an unfair advantage over its competition, for example, or a hacker could use BI data insights as an 'in' for undetected theft or to infest systems with malware.

By partnering with BlackBerry, Qlik® has ensured this will not happen. Both companies understand that to truly leverage the value of analytics data, the platform you're using needs to be secure. And BlackBerry is a global leader in securing, connecting, and mobilizing enterprises. With more certifications than any other vendor and a portfolio that's trusted by some of the highest-security organizations in the world, we offer exactly the level of security Qlik® – and its clients – demand.

Customer Retention and Satisfaction: By empowering users across organizations with the ability to seamlessly leverage mobile devices for Business Intelligence, BlackBerry and Qlik® together provide clients with more value than they ever could alone. Allowing them to do so without having to modify existing mobile infrastructure only further sweetens the deal.

"We were extremely pleased to hear that Qlik Sense® was being supported by BlackBerry Dynamics," explains the director of the global investment lab at a major bank. "Our account teams at BlackBerry and Qlik® understood our needs, and we signed up to the beta test program, which was a great success. Now that BlackBerry has made this update generally available, we plan to integrate it into our production release cycle immediately."

New Revenue Streams: Finally, it isn't just existing BlackBerry and Qlik® customers that stand to benefit from this. The functionality of the combined solution has the potential to appeal to a wide
range of users across industries and verticals – many of which might not otherwise deploy Qlik®.

"We have hundreds of customers that use our software with BlackBerry's platform, and that's just the start," Adams explains. "But that's not even talking about where we can go in terms of generating new leads in regulated industries, all of which have very clear use cases for secure, mobile Business Intelligence. The ability to deploy to endpoint users so they can see the whole story of their data with control, security, and rigor makes our combined offering an extremely attractive proposition."

BlackBerry®

About BlackBerry Limited

BlackBerry Limited is an enterprise software and services company focused on securing and managing IoT endpoints. The company does this with BlackBerry® Secure™, an end-to-end Enterprise of Things platform, comprised of its enterprise communication and collaboration software and safety-certified embedded solutions.

Based in Waterloo, Ontario, BlackBerry Limited was founded in 1984 and operates in North America, Europe, Asia, Australia, Middle East, Latin America and Africa. The Company trades under the ticker symbol "BB" on the Toronto Stock Exchange and the New York Stock Exchange. For more information visit BlackBerry.com, and follow the company on LinkedIn, Twitter and Facebook.