



Qlik® delivers intuitive platform solutions for self-service data visualization, guided analytics applications, embedded analytics and reporting to approximately 45,000 customers worldwide.



Channel Sales Strategy



Channel Sales Profitability

“Going forward as the program expands and as we move into adjacent initiatives, there’s obviously a huge opportunity for us to again leverage the expertise that Sirius has.”

David Telford

Senior Director, Global Partner Organization

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Qlik Establishes Channel Partner Enablement Program with Partner Preferences at its Core

Where We Started

Qlik needed to...

- Adapt to change occurring in how customers buy software and the way partners want to work with vendors
- Simplify partner programs to better reflect how partners transact and influence their success
- Focus around mutual profitability for both partners and themselves to feel positive, energized and motivated by program
- Adapt to be future proof

Work Accomplished

- Held **planning workshops** where SiriusDecisions shared with the team a variety of approaches, methodologies and best practices
- Helped Qlik **gain insight into wider marketplace** and views of organizations that faced similar challenges

Results Achieved

- Trend toward **enablement consumption is growing**
- **Positive reception** of program by partners

Measurable Outcomes

- **Over 50%** of channel base has signed up for the new program