

## Digitalrep Joins Qlik Tech International's Implementation Partner Program

OFFICIAL PRESS RELEASE JUL 18, 2016

Portland, OR, July 18, 2016 (Newswire.com) - Digitalrep LLC announced today that the retail analytics provider has joined Qlik Tech International's Implementation Partner Program. Qlik Tech's QlikView®, Qlik Sense®, and Qlik® NPrinting technologies enable Digitalrep customers to visually analyze with very high efficiency schematic, sales, and market shelf data – details about products that are merchandised on shelves in retail grocery stores. Digitalrep's Planomart™ software imports retail data from various enterprise sources, joins it in Planomart's powerful data warehouse, and prepares it for reporting.

“We are very excited to become an implementation partner for Qlik,” said Terry Wolvert, founder and Chief Technology Officer at Digitalrep. “The volume of data we're dealing with requires high performance capabilities, and Qlik is the perfect complement – it's performance exceeds that of all others. It's the real deal.”

QlikView and Qlik Sense enable Digitalrep customers to query highly complex databases that store all sales, schematic, market, store, product, and merchandising-related data in a way that's more intuitive and efficient. The combination of Digitalrep's Planomart™ software and Qlik technologies provides true simplicity that delivers instant, one-click business answers for all users.

Qlik NPrinting is an advanced reporting and distribution solution that makes it easy to use data and analytics from Qlik Sense and QlikView. For example, inserting a native table from QlikView or Qlik Sense into Microsoft® Office formats like PowerPoint is simple. This means that the information produced from a Planomart data warehouse can be integrated seamlessly into a presentation – so analysts are able to make their point effortlessly after Digitalrep generates the findings.

“We are very pleased that Digitalrep has joined our Implementation Partner Program. We look forward to a closer relationship with Digitalrep, and we're excited about the potential we have working together,” said Chris Moore, Vice President, Channels, Americas at Qlik Inc.

Digitalrep plans to utilize Qlik technologies extensively, and particularly where performance and ease of use make a difference. While Digitalrep's solutions are highly focused on merchandising analytics, the expectation is that there are typically many related data sets that can benefit from Qlik's interface and capabilities. Digitalrep intends to seek adjacent opportunities with its customers to help them implement Qlik technologies throughout the enterprise.

### 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 39,000 customers rely on Qlik solutions to gain meaning out of information from various 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 1,700 partners covering more than 100 countries. <http://www.qlik.com>

### About Digitalrep

Digitalrep, the company that turns data into decisions, simplifies the category review process and produces consistently accurate category reporting for retail business. The company enables its customers to plan and collaborate using proven cloud technologies. Digitalrep is based in Portland, Oregon – counting among its customers some of America's largest consumer packaged goods companies and retail grocers. <http://www.digitalrep.net>