When Customers and Partners "Qlik"

working with customers and partners to achieve advocacy success

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Global Director, Customer Marketing

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- Introduction
- Qlik's Advocacy Programs
- Qlik Executive Advisory Board
- Qlik Luminary and Partner Ambassador Program

Qlik Customer and Partner Advocacy Programs

Qlik Executive Advisory Board

- A group of ⌣ 20 Customer Executives representing high profile companies who share ideas, knowledge and insights
- Qlik Sponsors:
  - CEO
  - Chief Strategy Officer
  - CMO

Qlik Luminary

- A group of ⌣ 60 Customer Advocates who are engaged and actively supporting Qlik in a public manner
- Program supported by Qlik Executives and Leaders

Qlik Partner Ambassador

- A group of ⌣ 60 Partner Advocates who are engaged and actively support Qlik in a public manner
- Program supported by Qlik Executives and Leaders

Qlik Executive Advisory Board

The art and the science

Qlik Executive Advisory Board

The Science

Participants
Select group of ~20 senior executives from top Qlik customers

Description
A forum for idea exchange among executives leading digital transformation and key strategic initiatives

Purpose
Discuss trends, and share insights / best practices with an emphasis on data and analytics

Objectives

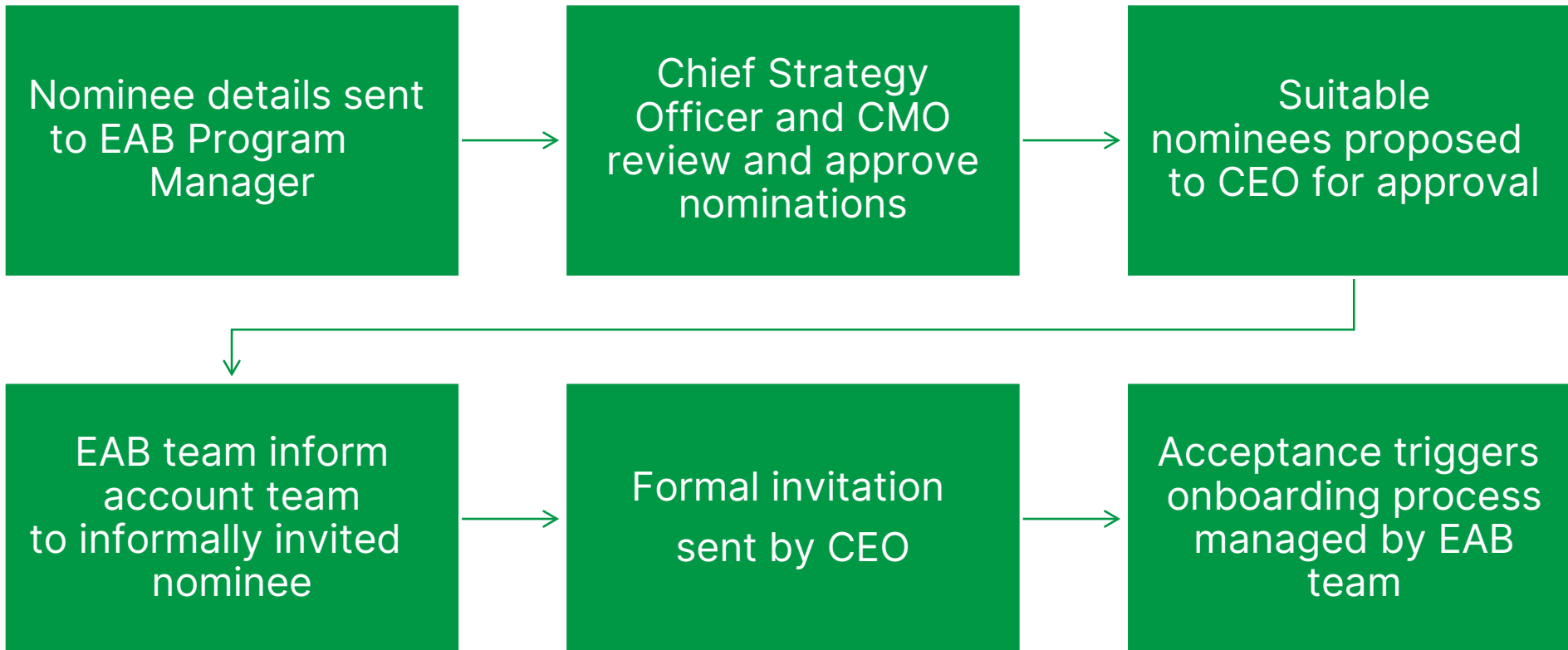| Build and expand relationships amongst peers	Create awareness of cross-industry strategies and trends	Influence Qlik's strategy and roadmap	Learn innovative ways others are driving business value with data

EAB Intake Process

The Art

Nomination Criteria – Focus on Global accounts. Nominees should be a maximum of 2 hops below CEO

Nominee details sent to EAB Program Manager	Chief Strategy Officer and CMO review and approve nominations	Suitable nominees proposed to CEO for approval
EAB team inform account team to informally invited nominee	Formal invitation sent by CEO	Acceptance triggers onboarding process managed by EAB team

Qlik Executive Advisory Board

SLT Executive Sponsorship: Roles and Responsibilities

Roles

- Support strong communication w/ the customer and w/in Qlik
- Represent Qlik, projecting a unified front to customers
- Build trust both cross-functionally at Qlik and with the customer

Responsibilities

- Attend QBRs and stay informed on the account
- Support the Account Team as needed, e.g., escalations, upsell, renewals
- Connect on social and be an advocate of the EAB member's content
- Regular / quarterly touchpoints
- Provide update for briefing book in advance of EAB meetings

Partnering with the Account Team

EAB 2024 Schedule

Bonus Meeting – **January 9** Egon Zehnder

Q1 – **March 14** Virtual meeting

Q2 – **June 4** Qlik Connect In-person meeting

Q3 – **September 10** Virtual meeting

Q4 – **November 7** In-person meeting NYC

Qlik Luminary and Partner Ambassador Program

The Science

The Qlik Luminary Program

Highlights

The Qlik Luminary Program fosters a **community of engaged, energized advocates who actively champion Qlik**

The program celebrates the **brightest beacons** from across the Qlik global ecosystem

- Top customer advocates and our biggest fans who are driving measurable impacts from data – and **then broadly sharing those outcomes with others**

- With passion, expertise and commitment, Luminaries drive:
  - public facing evidence
  - expand Qlik's visibility
  - provide Qlik with meaningful and actionable feedback

Qlik Luminary 2024

Luminary Characteristics

Passion & Expertise

1 Active user of Qlik product offerings

2 Active and consistent contribution to Qlik Community

3 Active on social media, industry social networks, and organizational or personal blogs

4 Shares best practices and knowledge at industry events, forums, in press, and with industry analysts

5 Visible in the Qlik ecosystem as a Qlik Meetup Captain, Community MVP or speaker at Qlik events

6 Committed to providing feedback that is constructive and actionable

Qlik.

Program Benefits & Value

Education	Free Access to Qlik training and product licenses
Access	Exclusive engagements with Executives, R&D, Product Management, and Customer Success teams
Community	Membership in a private Qlik Luminary forum on Qlik Community
Insight	Quarterly NDA Briefings with Qlik Executive and Product Executives, and monthly newsletter
Perks	VIP perks, major discounts and special Luminary-only activities at Qlik events
Credibility	Qlik Luminary digital badges and featured profile on qlik.com

Qlik

Getting Started

Commitment

Buy in and commitment from Qlik stakeholders, including:

- o Sales and Customer Success
- o Regional Marketing
- o Executives: VP to CXO

Program Content

Secure program content offerings, including:

- o Quarterly NDA Briefings
- o Monthly newsletter
- o Monitor Community conversations
- o Education offerings
- o Social profile content

Funding

These programs don't come cheap

- o Exclusive and bespoke welcome packs and gifting
- o In-person Meetups (T&E fully funded)
- o Discounts for annual Qlik Connect event

Customer Marketing Bandwidth

Qlik Partner Ambassador Program

Partner Ambassadors vs Luminaries

- Recognizing a need to form <u>smaller groups</u> that could individually be **more focused**, where we could accommodate **tailored conversations** ensuring we were **contributing** more effectively to our overall mission

- Same program, same executive and leadership commitment, same meeting and newsletter cadence, similar benefits, dedicated conversations, more detail where necessary, same Qlik madness
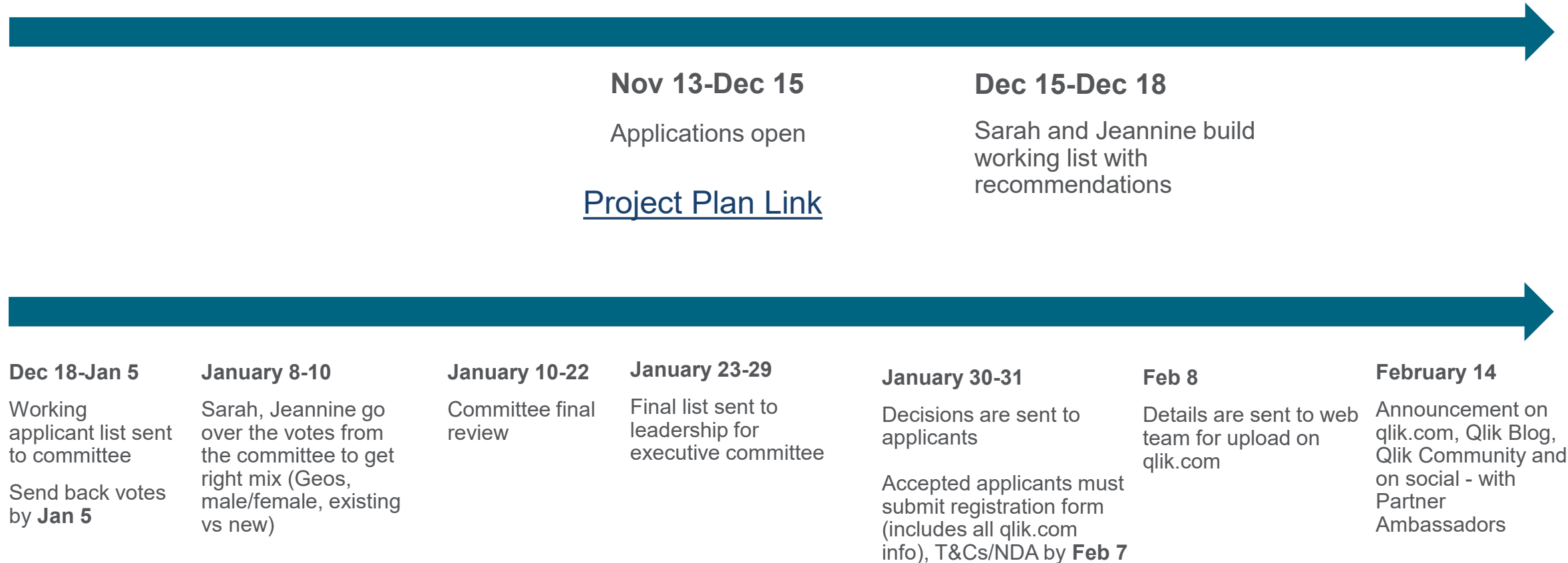
2024 Program Nominations Process

The Art

Class of 2024 Application

Timeline

Nov 13-Dec 15

Applications open

[Project Plan Link](#)

Dec 15-Dec 18

Sarah and Jeannine build working list with recommendations

Dec 18-Jan 5

Working applicant list sent to committee

Send back votes by **Jan 5**

January 8-10

Sarah, Jeannine go over the votes from the committee to get right mix (Geos, male/female, existing vs new)

January 10-22

Committee final review

January 23-29

Final list sent to leadership for executive committee

January 30-31

Decisions are sent to applicants

Accepted applicants must submit registration form (includes all qlik.com info), T&Cs/NDA by **Feb 7**

Feb 8

Details are sent to web team for upload on qlik.com

February 14

Announcement on qlik.com, Qlik Blog, Qlik Community and on social - with Partner Ambassadors

Application Selection Committees

December 18 – January 5

Selection process overview:

- Individual spreadsheets sent to each committee member

- Spreadsheet sent to all Committee members to choose their top 50

- Final sent to James, Chris, Brendan, Drew, head of each region for final approval

Executive Committee receives **final** working list:

- Chris Powell (CMO)

- James Fisher (Chief Strategy Officer)

- Brendan Grady (Analytics BU)

- Drew Clarke (Data BU)

- Roberto Sigona (CSO)

- Casey George (EVP Global Sales)

- Regional Sales Leaders: Steve Thompson (US), Gareth Vincent (EMEA), Geoff Thomas (APAC), Stephen Foster (Strategic)

Selection Committee reviews list for **pre-selection** before sending to Executive Selection Committee

- Customer Marketing owners: Jeannine and Sarah

- Product Marketing leaders: Dan Potter, Mary Kern

- Customer Marketing in region: Cristina, Maddie, Kate, Lucy, Anja and Stephanie

- CSO: Jamie Kiser, Casey Morgan, Jason Dyer, Jens Schubert

- Sales: directs of Steve (US), Gareth (EMEA) and Geoff (APAC), and Stephen (strategic)

- Field Marketing: Muriel (EMEA & APAC), Colleen (AMER), Michelle (NEMEA), Marina (SEMEA), Marina (APAC)

New class communication plan

High level

Welcome letter

Internal launch announcement

Qlik Community Announcement

Greenway announcement

Qlik.com blog

CUSTOMER & PARTNER SPOTLIGHTS
FEB 14, 2024

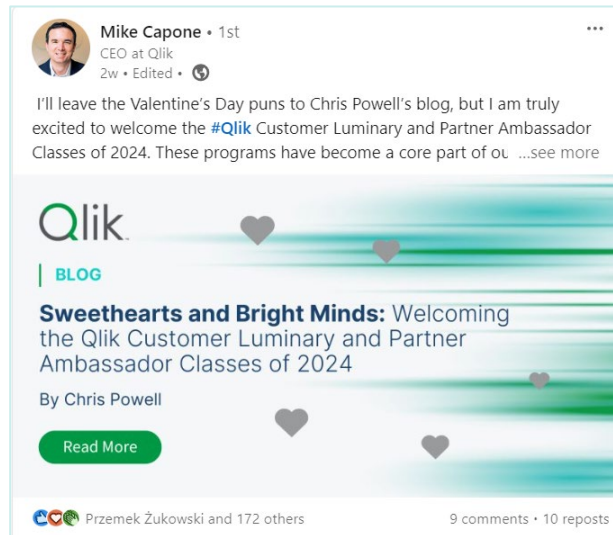**Sweethearts and Bright Minds: Welcoming the Qlik Customer Luminary and Partner Ambassador Classes of 2024**

Chris Powell • 3 min read

Social video clip

Qlik
231,796 followers
2w • 🌐

🥁 Drumroll please...the #QlikLuminary class of 2024 is here! We're so proud to work with these remarkable members of the #QlikCommunity who champion the vision of transforming data into business decisions. ...see more

Welcoming the Qlik Luminary Class of 2024

You and 134 others   1 comment • 18 reposts

Social post by CEO

Mike Capone • 1st
CEO at Qlik
2w • Edited • 🌐

I'll leave the Valentine's Day puns to Chris Powell's blog, but I am truly excited to welcome the #Qlik Customer Luminary and Partner Ambassador Classes of 2024. These programs have become a core part of ou ...see more

| BLOG
Sweethearts and Bright Minds: Welcoming the Qlik Customer Luminary and Partner Ambassador Classes of 2024
By Chris Powell

Read More

Przemek Żukowski and 172 others   9 comments • 10 reposts

Kick-off starter kit

Kick-off call

Badge

Lennon Hoover • 1st
BI Platforms Architect | BI Specialist | Qlik Luminary 2023 - 2024 | Data Str...
2w • Edited • 🌐

Thank you Qlik for allowing me to be part of this elite group of individuals, I am most grateful! Sarah Urbiss Jeannine Boot

Qlik Luminary 2024

Qlik Luminary was issued by Qlik to Lennon Hoover.
credly.com • 1 min read

Przemek Żukowski and 32 others   8 comments

Badge

∞ inphinity

UNDERSTAND THE DATA. THEN ACT.

Qlik Partner Ambassador 2024

Mária Oreská · 2nd
👩 🤝 💻 , CPO at Inphinity ∞, Qlik Partner Ambassador, Mom, #SaidOutLoud

inphinity Inphinity ∞

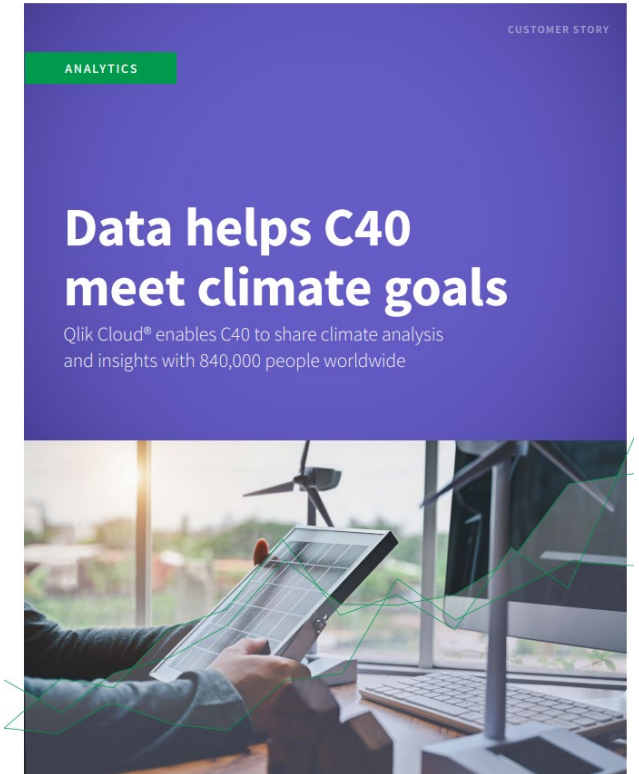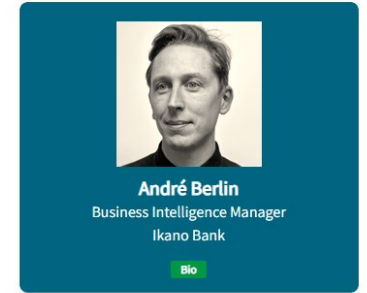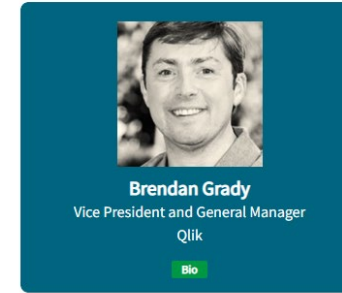# Some fun stuff

Advocate Outcomes

Some feedback

"Professionally organized, focused discussions and I feel a growing dynamic within this advisory group"

"Lund Meetup was really outstanding to learn from others.
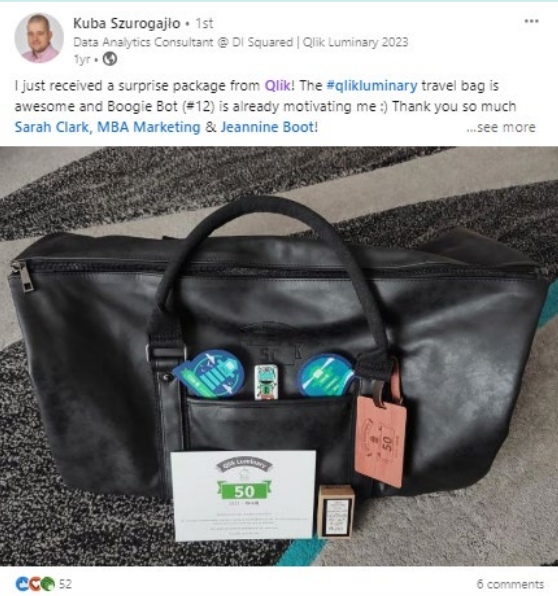If you are going through a major project, this group definitely supports"

Qlik
Executive Advisory Board

"You guys took care of all the details which helped me focus on the content, networking and sharing product feedback. Access to Senior Leaders is refreshing to be able to share direct feedback"
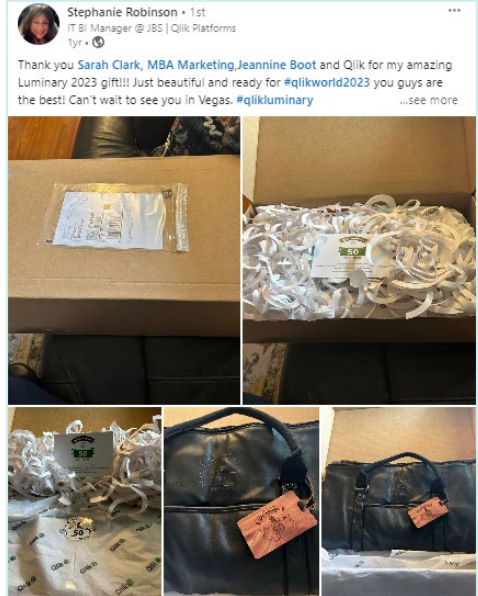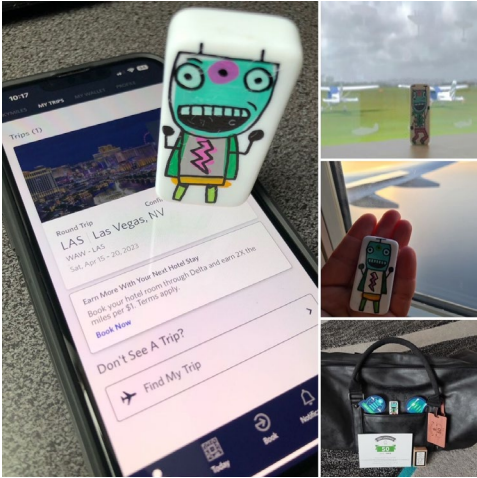
Qlik
Luminary

"The connections and seeing that we are all on similar journeys experiencing the same challenges. Gives me a lot of confidence that the strategy is good, and already am benefiting from the connections"

"Qlik really stands out in the way that Qlik supports Luminaries, this program is second to none"

"This group is essential to find best practices and share knowledge"

Qlik.

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Examples of Program Madness

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