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Qualtrics is an American experience management company, with co-headquarters in Provo, Utah and Seattle, Washington, in the United States. The company was founded in 2002 by Scott M. Smith, Ryan Smith, Jared Smith and Stuart Orgill. Qualtrics offers a subscription software platform. On November 11, 2018, it was announced that Qualtrics would be acquired by SAP for \$8 billion.

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