

# Qlik and Big Data

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## Empowering everyone to drive value

Qlik® solutions help organizations drive higher ROI from their Big Data investments by ensuring that the value of Big Data isn't restricted to only elite data scientists. Instead, Qlik empowers every user across the organization to collaborate together to make sense out of Big Data.

## Making Sense of Big Data

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Businesses are now able to capture, store, and process an incredible amount of data about almost everything. But a Big Data repository has no inherent value, and many companies that have invested heavily in Big Data technologies are still learning how to leverage it. Real value is created when businesses can bring together data - big or traditional - from multiple sources or locations, and present that information in a way that encourages exploration and insight.

The ability to make Big Data accessible to the entire business drives value in two important ways. First, it means organizations are including Big Data sources into standard business analysis, thus gaining more detailed insight into key aspects of its operation. Second, it fosters a culture of inquiry in which experience and gut feel is supplemented with the power of Big Data. One of the significant issues expressed by IT leaders around the topic of Big Data is the struggle to find the 'needle in the haystack'. By making Big Data accessible, more people will experiment with ideas around their data, eventually leading to greater business value.

## More People → More Ideas → Higher ROI

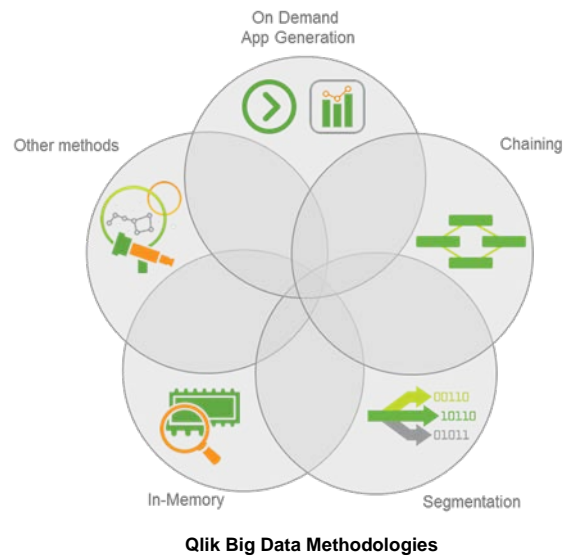
There are many tools focused on improving the ability for data scientists to perform analysis on massive amounts of data. But Qlik solutions go beyond the data scientist and empower all business users to perform analysis, regardless of technical skill. With our unique associative capability, business users can progress along their own unique path to insight.

## Big Data for Everyone

Qlik's ability to deliver value directly to the business - not just the data scientist - drives higher ROI from your Big Data investments. Qlik offers a unique combination of:

- **A complete view of your information** - Qlik's easy data integration tools bring together multiple disparate data sources to provide a comprehensive picture of your business. Qlik solutions can easily connect to virtually any data source, including file-based sources like Excel and XML web content, application-specific data such as salesforce and SAP, and Big Data sources like Hadoop, Teradata, and Cloudera.

- **Interactive, free-form exploration and analysis** - Qlik's patented, innovative Associative Engine ensures that every piece of data is dynamically associated with every other piece of data, across all data sources. These associations can be extremely useful if there are hundreds or thousands of products, customers, geographies, etc. Such extremely large datasets can be sliced with a few clicks rather than scrolling through thousands of items. With Qlik, context and relevance go hand in hand and quickly take what seemed to be a Big Data problem down to something that is quite manageable without any programming or advanced visualization skills.
- **Multiple methods to support Big Data** - Because Big Data use cases and infrastructure differ in every organization, Qlik offers multiple techniques - which can be used individually or in combination - to best meet your Big Data needs.
  - **In-memory** - Utilizing the Qlik Indexing engine (QIX) optimization of in-memory storage to compress data down to 10% of its original size.
  - **Segmentation and chaining** - Sectioning multifaceted data views into subject-specific views and then chaining these separate views with each other.
  - **On Demand App Generation** - Empowering the user to automatically create a purpose-built analysis app every time they select a slice of a very large data source.
  - **Other methods** - A robust set of Qlik APIs as well as a variety of partner technologies can be used for situations like a custom User Interface.



Qlik solutions allow you to extend Big Data analytics to the edges of your organization. They empower non-technical users to explore information freely, discover new information along the way, and come up with next steps based on that information. With just a few clicks, business users can augment Qlik applications with their own analysis or modify existing apps with new objects and sources of information. Qlik makes it easy to test ideas and to gain innovative insight from Big Data.

## About Qlik

Qlik (NASDAQ: QLIK) delivers intuitive platform solutions for self-service data visualization, guided analytics applications, embedded analytics and reporting to approximately 45,000 customers worldwide. Qlik optimizes Business Intelligence (BI) by harnessing the collective intelligence of people across an organization. We focus on empowering people—by enabling everyone in an organization to see the whole story that lives within their data. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1700 partners covering more than 100 countries.



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