

## Qlik vs. Tableau:

# 5 Ways Qlik Delivers Lower TCO

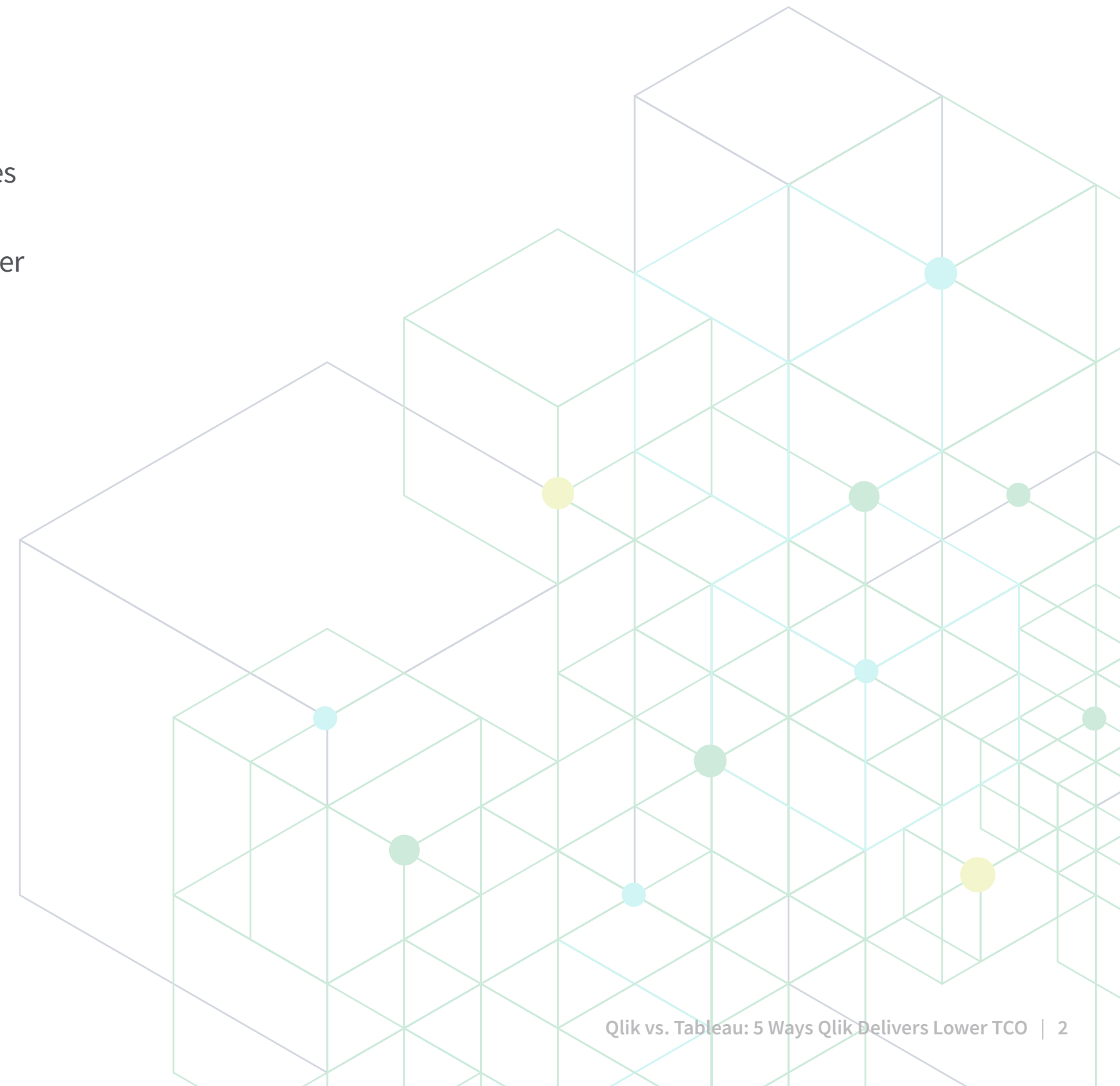
Tableau visualizations are not enough.  
Qlik delivers more value from your data, for less.

# What does it truly cost to own a BI solution?

If you only consider the initial purchase price when choosing a BI platform, you're not looking at the whole picture. Total cost of ownership (TCO) includes purchasing software and infrastructure, deployment and integrations, and support and maintenance. Simply put, some platforms demand a much bigger financial and time commitment.

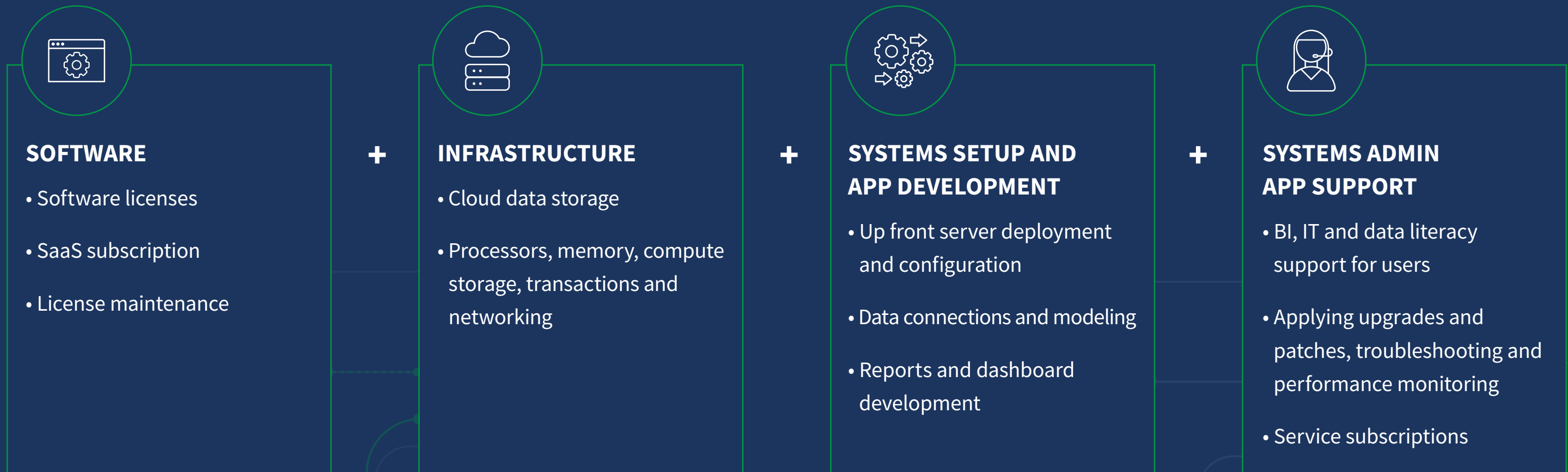
When choosing the best solution for your organization, be sure to consider these five key factors:

- ✓ **Complexity**
- ✓ **Cost predictability**
- ✓ **Self-service**
- ✓ **Governance**
- ✓ **Scalability**



# The real TCO

TCO includes the cost of purchasing and owning a BI solution for at least 3 to 5 years.



# 1. Complexity

Pretty visualizations are not enough when you need to solve real-world business problems. Your BI solution must be able to handle all your broader data and analytics needs – including simple visualizations and complex use cases – without driving up TCO.

## Tableau

### Lots of pieces including 3rd party

To get Tableau up and running, brace yourself for a complicated, expensive trip. You'll need to configure several products across servers or cloud and maybe even desktop – plus maintain and support them all. Then comes the work hard of pulling your data together. This all means higher TCO. And that's only so you can deliver narrow-focused, limited dashboards, which need to be created by experts working mostly on desktop.

## Qlik

### Self-contained architecture

Qlik® is a complete BI platform that boasts brawn, brains and beauty. It runs anywhere with a single installation – whether you host it or we do – making it easier to set up. It leverages all your data without the hassle (and expense) of SQL-based tools. All authoring, data prep and data consumption are cloud or server based (your choice).

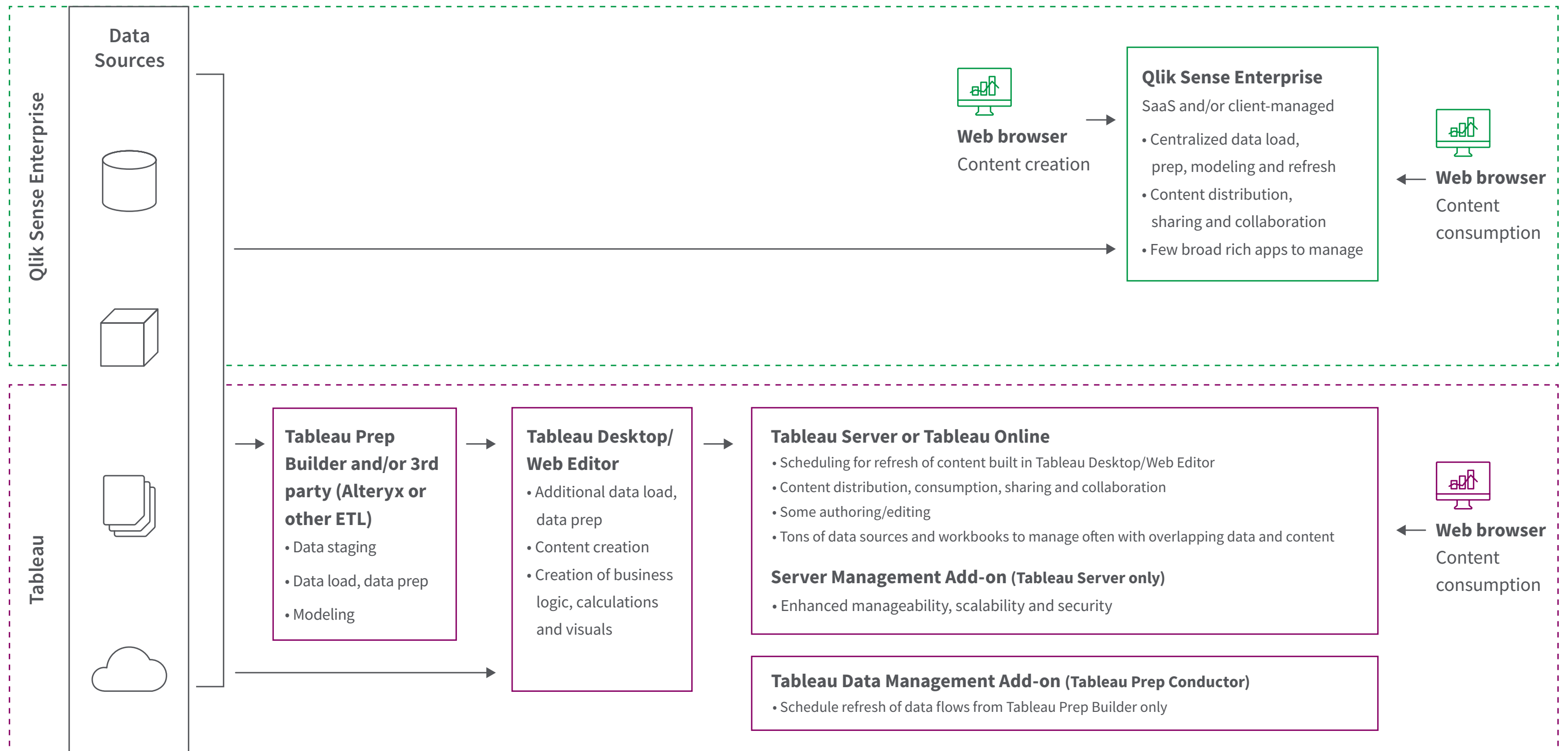
Plus, stunning visualizations and rich features invite users of all skill levels to dive deep into their data.

With Qlik, having it all is simpler.



# Hey Tableau, what's with the components overload?

Qlik is simple where it counts.





## 2. Cost predictability

Analytics technology and user needs will, of course, continue to evolve over time. So, how can successful BI buyers future-proof their investment? By examining the gritty details in order to choose a solution that avoids hidden costs.

### Tableau

#### **Surprise costs**

If you want more than the very basic functionality of Viewer - including the ability for novice consumers to ask questions of the data - you'll have to upgrade to Explorer. To schedule data refreshes, you'll need to add on Data Management. And when your scalability suffers, thanks to jobs distributed across multiple servers, you'll need the Server Management add-on (which, by the way, is on premise only). And that's just the tip of the iceberg.

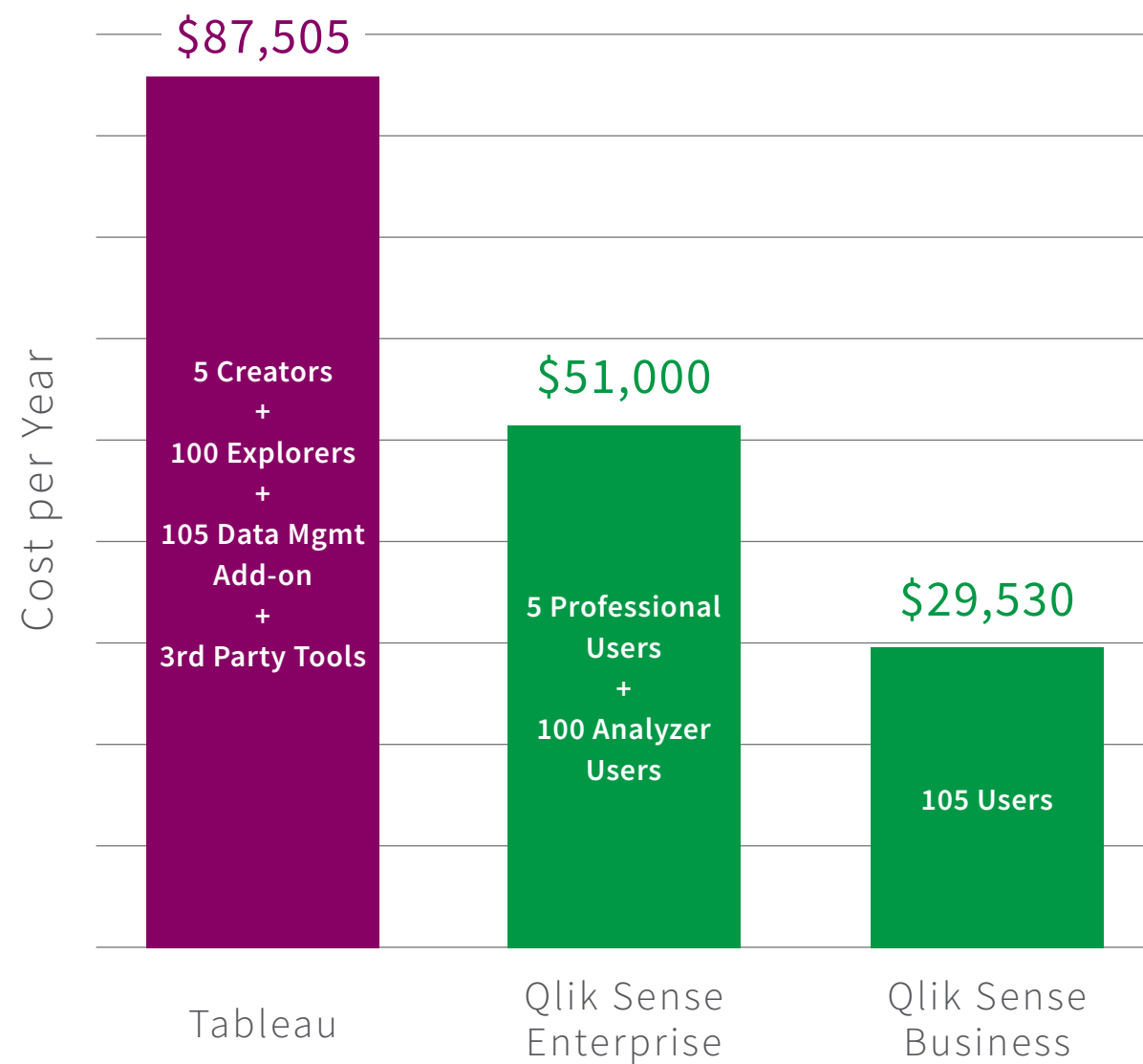
### Qlik

#### **Total cost transparency**

Qlik's pricing transparency gives customers a clear view of all costs upfront. Our simple subscription model lets you know exactly what you're getting, right out of the gate. No surprises – except for what you might find in your data (and by the way, we'll never make you pay extra for "fresh" data). Plus, our multi-cloud capabilities give you future flexibility and the ability to grow without the worry of large unplanned costs.



Tableau costs more each year for a similar user experience.



How much cost does that Tableau “add-on” add on?



Tableau customers may start with Viewer licenses, but often upgrade to Explorers (a must-have for any user to perform Tableau’s definition of data discovery). Upgrading is \$27/user/month.



Data management add-on - needed to refresh data and automate data flows - costs \$5.50/user/month for all Creators, Explorers and Viewers on a deployment (minimum purchase of 100 users).



When you realize Tableau Prep isn't powerful enough, you'll need to purchase third-party data integration tools that can start at \$2,165/month for the 5 Creators.

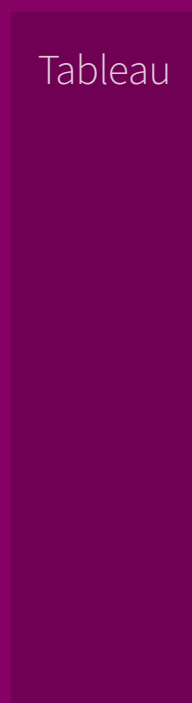
Number of  
**support**

and

**maintenance**  
FTEs is at least

**1.9x**

higher for Tableau



## 3. Self-service

Businesses today are facing an explosion of available data. They want to be more data driven, but the so-called “self-service” approach that only enables power users to create data visualizations isn’t enough. A BI solution should help everyone – from developers and power users to non-technical users – understand, analyze and use data with confidence to answer their own questions. When you improve data literacy and reduce dependency on overloaded expert resources, you make everyone self-sufficient and get lower TCO - and measurable data-driven transformation.

### Tableau

#### **Self-service limited to power users**

Tableau is a SQL query-based, self-service visualization tool that restricts end users to limited dashboards created by experts. SQL queries load subsets of data with filters and drill paths predetermined in the design phase – based on what will perform well, not just what users need. And when new questions come up later, users must go back to the experts for new workbooks, creating productivity bottlenecks. With Tableau, the visualization is the end of the discovery process, not the beginning.

### Qlik

#### **True self-service for all**

Qlik has always empowered users of all skill levels to freely explore data. We call it “data democracy.” Our unique Associative Engine makes consumers self-sufficient - allowing them to explore data broadly and deeply, on a level not possible with query-based tools. Our industry-leading AI capabilities and interactivity boost non-technical users’ ability to ask and answer their own questions without having to rely on intervention from power users. With Qlik, all users can be experts. That’s real self-service.



# 4. Governance

Without proper data governance, analytics users cannot fully trust their BI and businesses could face security risks. Plus, when users create content on individual desktops, system managers lose their power of oversight. But with a well-governed, web-based framework, users can share created content – which helps everyone work more efficiently and effectively.

## Tableau

### Limited governance

Want a surefire way to drive up time and money spent on governance? Give hundreds or even thousands of users the ability to create their own content and their own versions of existing content with tiny changes. They'll each have their own connections to data sources. And yes, they'll each have their own version of the truth. This is how Tableau works.

## Qlik

### Advanced governance

Qlik's unique approach enables governed self-service. The web-based platform gives IT visibility and centralized control on data provisioning, along with more granular data access controls. What's more, Qlik developers and analysts can create apps that serve as platforms for governed data sharing.

Number of desktop authoring tools across an organization

Tableau:  
**dozens to thousands**  
Qlik: **zero**

# 5. Scalability

The amount of available data is growing exponentially, but it won't do your organization any good unless you can use it. A platform that can handle any number of users, amount of data and analytics complexity will scale seamlessly – right along with your organization.



## Tableau

### The bigger you get, the slower you go

If you want to work fast and efficiently with Tableau, there's a whole list of things you need to do – and give up. For faster workbooks, you'll have to extract and load only the data you need to answer a very specific question – which you'll need to know in advance. Want to drill down deeper? You'll have to repeat the process for your next question and create a whole new workbook. Is your data too big to extract? You'll have to set up live query which will be slow – and the more users you have, the slower it will be.



## Qlik

### Super scalable

Qlik's scalability outperforms the competition. For smaller deployments, it's fast and cost effective. And for large global enterprise deployments, its architecture economically scales from megabytes to terabytes of data. Qlik's unique in-memory Associative Engine supports more concurrent users – even highly interactive ones – without any loss of performance. And compared to Tableau, you only need about 40% of the hardware to do a whole lot more. With Qlik, you get a lot more efficiency for a lower TCO.

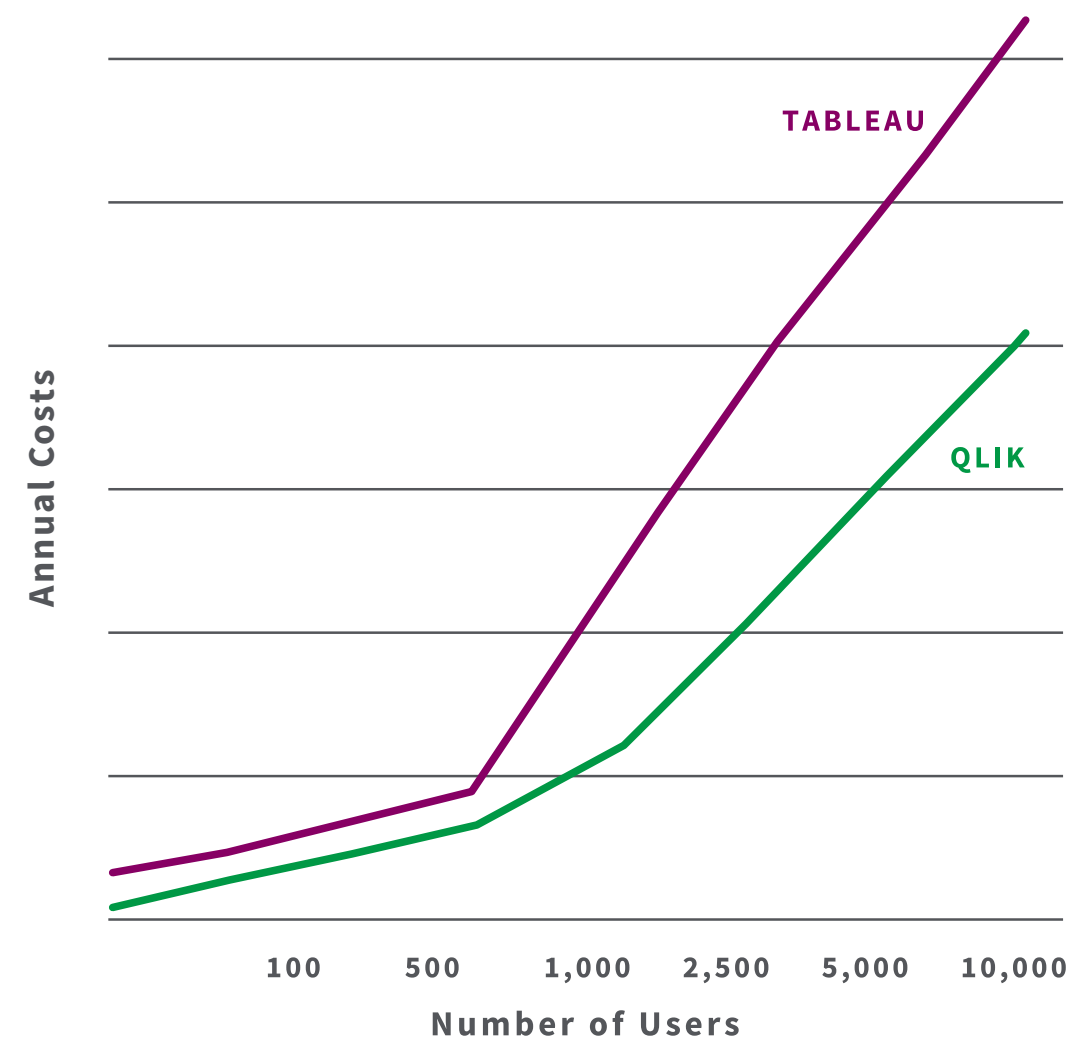
# Qlik has a lower TCO, no matter the deployment size.

Enterprises today need an analytics solution that empowers all users across the entire organization with self-service capabilities, whatever the data source or size of the dataset. Qlik offers flexible deployment options and provides an array of governed, modern capabilities and higher scalability – all with lower complexity in architecture and transparent pricing. Our unique approach gives users the flexibility, elasticity and portability that modern analytics demands. And that means better insights – and lower TCO – for your business.

But don't just take our word for it. **Try our cloud analytics solution, Qlik Sense Business, for yourself.**

[Start Free Trial](#)

## The real 3-year TCO



## ABOUT QLIK

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Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

