

DATA SHEET

# Getting the Big Data Payoff

How Qlik gives you an edge



## INTRODUCTION

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To get the most possible value from your Big Data, you need to give everyone in your organization – not just your data scientists – the power to explore, understand, and make discoveries within it. That’s exactly what you can do with Qlik.®

### Making Sense of Big Data

Nearly every business is dealing with an incredible amount of data. But collecting it is not the same thing as learning from it. To make discoveries that lead to real outcomes – and result in real ROI – you need to bring all of your data together, from any source or location, and empower all your users to explore it.

### Big Data for Everyone

When you make Big Data accessible to everyone in your business, three things happen. First, you bring data into your business processes, so you get insights into new areas of operations. Second, you create a culture of curiosity, where experience and “gut feel” are supplemented by evidence. And third, when your entire workforce has the power to make discoveries in your Big Data, more discoveries get made.

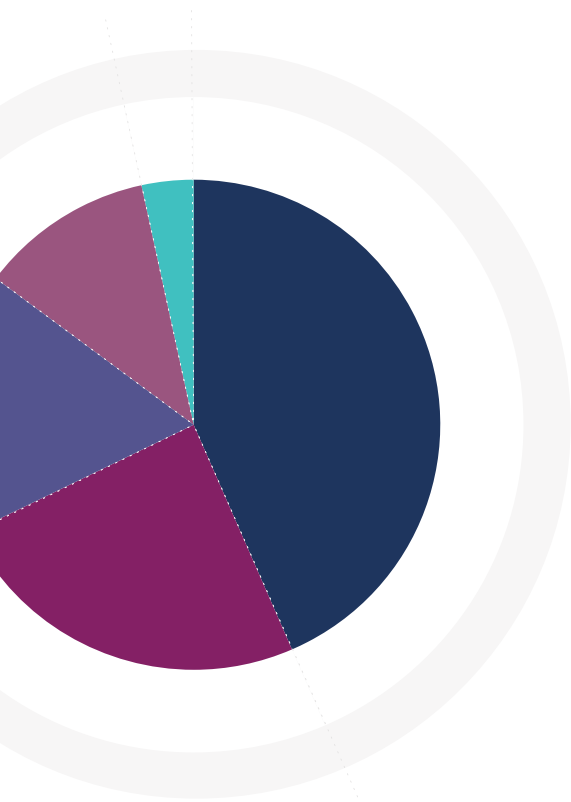
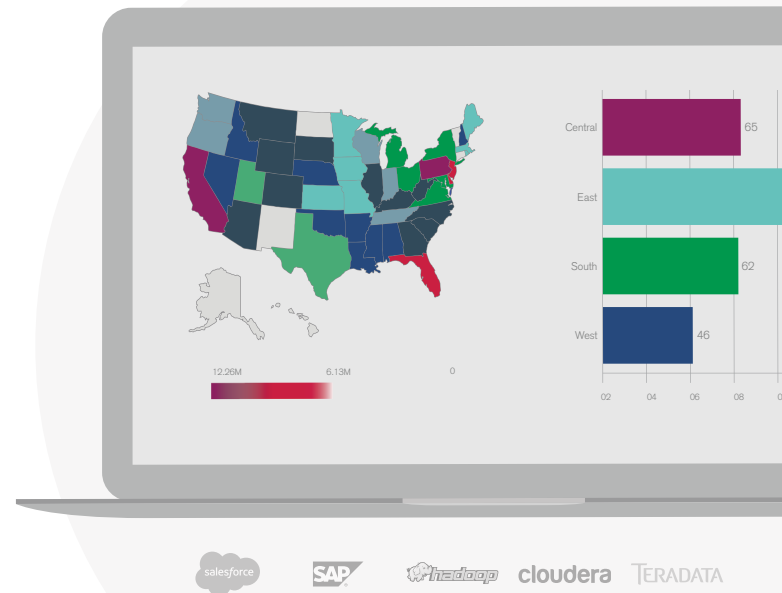
# More People. More Insights. More ROI.

There are plenty of tools on the market that improve your data scientists' ability to analyze massive amounts of data. Qlik goes way beyond your data specialists, giving every user in your business the ability not only to analyze your Big Data but also to intuitively explore it, following wherever their curiosity leads.

## Qlik offers a unique combination of:

### A complete view of your information

Easily bring together data from many different sources, so you can see – and work with – all of it at once. Connect to virtually any data source, including file-based sources like Excel and XML web content, application-specific sources like Salesforce and SAP, and Big Data sources like Hadoop, Teradata, and Cloudera.



### Interactive, free-form exploration and analysis

With Qlik's one-of-a-kind Associative Engine, every piece of your data is dynamically associated with every other piece of your data. So even if you have hundreds of products, thousands of employees, and millions of customers, you can slice-and-dice your data sets with a few clicks instead of scrolling through endless rows. In other words, a typical Big Data problem becomes manageable – without any programming or advanced visualization skills.

## Multiple methods for using Big Data

How you structure, access, and use your Big Data differs, of course, depending on what you do and what type of data you're working with. Qlik offers a range of built-in capabilities and optional techniques that you can use individually or in combination:



### In-memory storage

The Qlik platform automatically compresses data to 10% of its original size and stores it on the server, not the local machine – giving you fast response rates even with millions of rows. For many Qlik customers, this capacity alone is enough to satisfy their Big Data requirements.



### Segmentation

Users can divide the data in one Qlik application into multiple applications, making the data more manageable.



### Segmentation and chaining

After dividing the data into multiple applications, the applications are then chained together, making it possible to jump between applications while still maintaining any previous filtering or selections.



### On-demand app generation

Users can quickly scan the entire data set, choose an interesting slice of data, and automatically trigger the creation of an app which only has the selected data.



### Qlik Associative Big Data Index™

You can deploy Qlik's one-of-a-kind Associative Engine within your Big Data repositories, allowing users to freely explore in any direction and get full access to all underlying details, all while leaving the data in place.



### Other methods

Qlik gives developers access to a large set of APIs and a broad network of partner technologies so they can create custom UIs and solutions.

With Qlik, you can extend Big Data analytics all the way to the edges of your workforce. Give everyone in your organization the power to explore your Big Data, test their ideas, follow their curiosity, and make surprising discoveries that put you in the lead.



## About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Headquartered in King of Prussia, Pennsylvania, Qlik does business in more than 100 countries with over 48,000 customers around the world.

[qlik.com](http://qlik.com)