

10 Ways Qlik Outperforms Power BI – and Always Has

Qlik® is the only platform on the market that gives full-service, curiosity-driven data exploration to all users anywhere.



POWER BI

QLIK

Their cloud strategy.

With Power BI, you'll be stuck with Azure – and only Azure. It simply won't work with other cloud providers. But you will get some (unwelcome) variety: Power BI's on-premise functionality is different from their cloud experience.

1

Your cloud strategy.

Qlik's hybrid platform is built to work with any cloud strategy. You'll have the same experience and capabilities, no matter where you are or what device you're working on. That's variety where you want it (and not where you don't).

PRO TIP

Companies that want to move, manage, integrate, and analyze their data across multiple sources, at enterprise scale and speed, need an agnostic, independent web-based platform.

Data lock-in.

Microsoft wants you to rely on everything Microsoft (namely Azure). Because buying more of their products means more market value for them. Do you really want your data locked into that?

2

Total data freedom.

Qlik is independent and agnostic, so you can deploy your data as you see fit – on premise, in any cloud, or both. Qlik gives you full control, so your data can create value for you. Period.

Spendy scale.

Once you hit the cheaper Power BI Pro's shockingly low data limits (1GB per data set), you'll need to switch to Premium (for a "whopping" 9 more GBs). Or live query, which will slow your work (and everyone else's) to a crawl.

3

Super scalable.

Qlik has no auto-imposed data storage restrictions. That means you can pull usable data from multiple sources, at enterprise speed – and grow seamlessly and easily.

Decentralized chaos.

With Power BI, your data is spread across people's desktops and the cloud. How can you manage everything properly when it's all over the place?

4

Full-featured governance.

Thanks to Qlik's web-based platform, your data is centralized, ready to go at all times, and easily managed. You have full oversight – and control – over your data.

When content is created on different desktops, it becomes extremely hard to govern. That's why a centralized web platform is crucial. IT has complete control over who can access what, all without having to limit users' ability to do their jobs.

PRO TIP

Pay more.

Power BI is built on a patchwork platform designed to get you to keep adding stack products – and, you guessed it – spend more money.

5

Grow more.

Qlik is built from the ground up on modern architecture designed to help you be more profitable. Our end-to-end web-based platform is ahead of the curve with its robust analytics and data integration offerings.

Multiple products required.

Need to deliver on a range of use cases? You'll need a range of Microsoft products for that. (We'd list them all here, but we respect your time.)

6

Flexible, single interface.

With Qlik, business authors can create dashboards, full-featured apps, interactive reports, embedded analytics, custom analytics, and more. All with one interface that even novices can use on any device.

PRO TIP

Power BI is seen as a natural fit for anyone savvy with Microsoft products. But are they really that easy to use? How many people can use Excel as anything more than a calculator? Qlik's intuitive interface makes it easy to find the answers you need, so you can focus on data literacy – not mastering countless tools.

Desktops (plural) required.

On the Power BI platform, desktops reign supreme – and you'll need different desktop software for different tasks. Power BI's cloud is mainly used for uploading reports. Which, by the way, have fewer editing capabilities.

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Curiosity required.

Because Qlik is a web-based platform, users can do anything they need to, wherever they are, in real time, on any device. All they need to bring to the table is a healthy helping of curiosity.

Innovation demands agility, scalability, and access. When users can work on any device, anywhere, and not be chained to a desktop, they'll be free to discover and help drive change.

PRO TIP

Data dictatorship.

With Power BI, only authors have self-service access. And once they've published content, it's available only with very limited interactivity. If users want to explore deeper, they have to go back to the author for a new report.

8

Data democracy.

Qlik believes in true self-service. Our platform lets anyone, at any skill level, explore their data. Qlik Sense lets users create reports with drag-and-drop ease. And, end users aren't restricted to simple dashboards with filters.

Spotty compliance.

Power BI stores data in Azure data centers. Because the government doesn't consider this "private," Microsoft could be forced to make your data available under the US Cloud Act. And by the way, Power BI isn't GDPR compliant in some countries.

9

Compliance you can count on.

Qlik Sense lets you fully deploy in local/private clouds/data centers, so your data is safe from the US Cloud Act. Plus, Qlik is GDPR compliant across all of Europe.

Surprise costs.

Power BI may seem low-cost on the surface. But if you're expecting to work at enterprise level, guess what – you'll have to pay a lot for that upgrade. Not to mention all the add-ons you'll need to buy.

10

Total transparency.

With Qlik, your total cost of ownership is lower – and you'll know exactly what it is from the get-go. No getting hit with extra data or compute costs down the road. (The only surprises we like are the ones you can find in your data.)

AND A BONUS (because at Qlik, we like to overdeliver):

Baby steps forward(ish).

Power BI works on a SQL database that restricts users to linear, predetermined query paths. Plus, AI is only available in the cloud, with data that's uploaded to the cloud (that's not very "I"). Expect business to proceed S.L.O.W.L.Y.

11

Giant leaps of discovery.

Qlik's Associative Engine lets users explore data freely, on the fly, and from any angle. Plus, machine learning allows Qlik's cognitive engine to get smarter over time – giving you exponentially more brainpower. With access to all possible connections in your data, expect business to proceed full steam ahead.

Because time is money, Qlik believes most users should spend more time exploring data and uncovering insights, and less time authoring. It's better for them and for your business's bottom line. We call that a win-win.

PRO TIP

There's never been a more important time to go with a flexible, scalable, web-based data analytics platform that puts the power of choice firmly in your hands. With Qlik's industry-leading BI services, you'll be ready for true business transformation.

Try Qlik for yourself, for free.

Free Trial

LEAD WITH DATA

Qlik

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