

# 10 Ways Qlik Outperforms Tableau – and Always Has

Since the beginning, Qlik® has delivered more robust, reliable, innovative, and user-friendly business intelligence.



## TABLEAU

## QLIK

### The threat of data lock-in.

Now that the Tableau and Salesforce Einstein teams have “merged”, what does that mean for their customers’ data? Great question. If you’re evaluating Tableau, it’s time to start asking where your data could end up and whether it could get locked in.

1

### Complete data freedom.

Qlik is independent, so you have total freedom and control. Deploy on-premise, in a public cloud, in a private cloud, or in any combination of the above – at enterprise scale and unprecedented speed.

**Few companies run on a single stack. You’ll get the most value with the least risk from an independent vendor with an agnostic multi-cloud solution that can leverage all your investments.**

PRO TIP

### Stalled innovation.

When mega-vendors make acquisitions, roadmaps get rewritten. What’s in store for Tableau? Nobody knows. We do know Tableau has significant overlap with products Salesforce already sells – including analytics, data prep, and natural-language query.

And with the Einstein team now merged in with Tableau, the future may not favor the Tableau way.

That could be bad news for customers who’ve adopted these features in Tableau.

2

### Ambitious roadmap.

At Qlik, we were built from the ground-up on modern architecture that allows for rapid innovation – and there’s no Big-Cloud overlord throttling our progress. We won’t be wasting time rewriting existing product to resolve overlap. And unlike Tableau, we already integrate beautifully with Salesforce, so that won’t slow us down, either.

PRO TIP

**For years, Tableau had been operating at a significant loss – and Salesforce may put a stop to that. The result could be big changes to capabilities, features, prices, and more**

### Slow.

What happens when Tableau’s engine attempts to handle large volumes of disparate data, especially when paired with complex analytics? It. Slows. To. A. Crawl. And if you need to increment changed data – and keep it fresh – in small build windows, you’re out of luck.

3

### Fast.

Qlik can ingest billions of rows of data from an unlimited number of sources with complex schemas – and deliver answers at the speed of thought. And thanks to Qlik’s ability to add, modify and remove records incrementally, you can keep data fresher in a much smaller build window.

### Limited security.

Tableau can secure data only at the row level and secure access only at the workbook level. To deliver different information to different users, Tableau may have to create workbooks based on essentially the same data multiple times with different security. The outcome? You have to maintain and refresh all versions.

4

### Multi-level security.

Qlik secures data at the row, column, and table level. Plus, Qlik can secure access both to an app and within the app, at the sheet level. Different users can see different elements within the same exact app. Qlik’s robust security lowers cost of ownership and effort required to maintain while keeping data secure and making sure users only see what they have permission to see.

### Predefined paths.

Tableau operates like every other business intelligence solution on the market – that is, based on SQL queries that restricts users to a small subset of data while following specific (and predetermined) paths within their data. In any given query, only part of your data is analyzed, leaving key patterns and connections undiscovered.

5

### Free-form exploration.

Nobody but Qlik has the Associative Engine, the one-of-a-kind technology that gives every user the power to explore their data in any direction. Qlik’s Associative Engine analyzes all your data all the time, for every possible connection within it. As a result, it exposes hidden insights other solutions leave back in the database.

**In the data-driven economy, you need every advantage for getting insights. Qlik’s Associative Engine gives you the ability to uncover connections you’d never have thought to query about – and that’s where real business transformation happens. We call that The Associative Difference®.**

PRO TIP

### Embed a dashboard.

Tableau can embed a dashboard – an entire dashboard – and that’s all. Its APIs are notoriously limited, which means your options for embedding and extending are limited, too.

6

### Embed analytics.

With Qlik Sense®, you can embed a dashboard – and individual numbers, values, and metrics. So you can embed analytics in your products, workflows, portals, and edge devices.

Qlik’s API-first platform was built using modern standards to work with the latest web and application technologies, allowing you to extend functionality wherever your imagination takes you.

### One use case.

Tableau says it can deliver on a range of use cases. The truth is, their product really only does one thing: self-service visualization. Skilled business authors can create dashboards with limited features. End of story.

7

### All the use cases.

With Qlik, business authors can not only create great self-service dashboards but also full-featured, interactive apps for others to explore with great freedom and content. And it doesn’t end there.

Qlik also offers traditional reporting, guided analytics, conversational analytics, alerting, embedded analytics, mobile analytics, and formatted reports are all possible from one platform. Your business can keep growing and evolving – and we’ll be with you at every step.

PRO TIP

**In today’s competitive landscape, self-service data visualization is table stakes. Users at every level should have the opportunity to mine their data for big value. That includes skilled users who need advanced options and novice users who need the ability to explore without asking for help.**

### Skimpy mobile.

On mobile, Tableau allows you to download one sheet from a broader workbook. You can’t filter; you can only highlight one value at a time and scroll to see where that value shows up in related charts. Trying to get insights on-the-go? Prepare to be stopped short.

8

### Enterprise mobile.

In Qlik’s fully functional mobile app, you can broadly explore data within a workbook exactly as you do on your laptop or desktop. In other words, you can keep discovering deep and unexpected insights no matter where you are – even if you’re offline.

### Experts needed.

In Tableau, users are restricted to a dashboard with filters – and every dashboard is limited in depth and breadth. Want to explore your data broadly, beyond a few key items? You have to keep creating new workbooks – and for that, you need experts. Tableau limits discovery to authors, not users.

9

### Any user, any skill level.

At Qlik, we believe that any and every user should be self-sufficient. Every Qlik app can handle massive stores of data, empowering users at any level – without edit privileges – to broadly explore it. Users aren’t restricted to a dashboard with filters, and they can take advantage of huge range of rich interactive capabilities.

### Self-service chaos.

In Tableau, discovery only comes from authoring. Therefore, if you want a slightly different view than the original content, you need to create a nearly identical copy with the different view. Lots of people with lots of preferences means lots of nearly identical content. And if something in the core content needs to change, it needs to change in every copy of the workbook.

10

### Governed self-service.

All content creation on Qlik can happen online, where IT can validate it at every step. Plus, Qlik apps are super rich and flexible so users can change what they see without having to make copies, edits or affecting what others see. It is true self-service without the risk for IT and the business.

11

### AI that’s not very I.

Tableau’s Ask Data doesn’t work with the business logic built into workbooks – because it can’t access workbooks. It connects to data sources, workbooks means it can’t leverage the insight your analysts have built. Plus, it’s limited. Ask a simple question and get a simple answer.

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

### Human-machine breakthrough.

Qlik takes an industry-leading approach with fully integrated Augmented Analytics, combining machine intelligence and human understanding to surface fascinating new connections you explore your data. Ask any question in natural language, and get the answers with suggestions for additional inquiry. Make it easier for your entire team to be data driven with the assistance of AI.

There’s never been a more important time to keep Big Cloud’s agenda away from your data. And with Qlik’s industry-leading BI platform, you’ll always be on the frontier of analytics innovation, too.

Try Qlik for yourself, for free.

Free Trial

LEAD WITH DATA **Qlik**