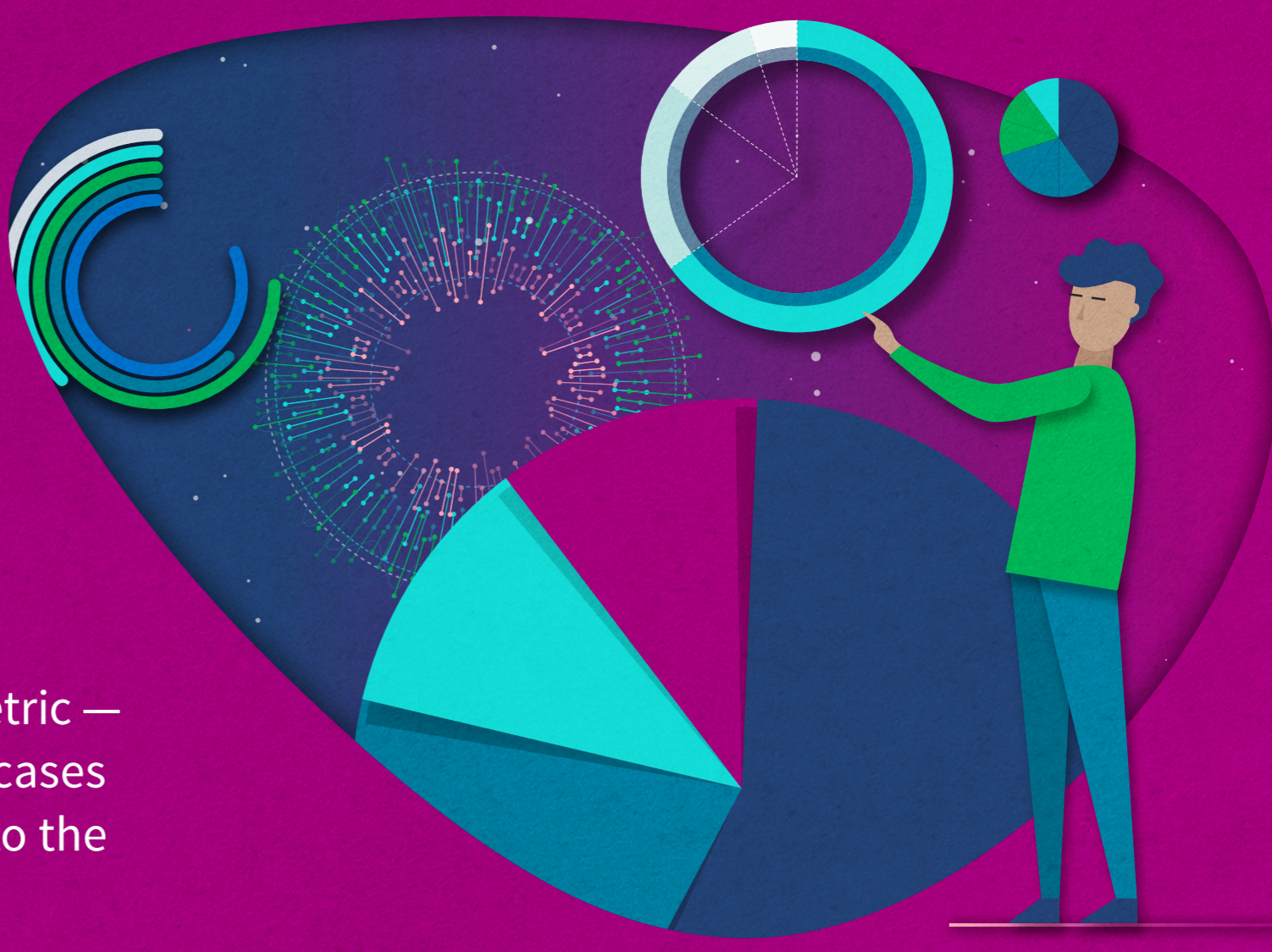


10 Ways Qlik Outperforms ThoughtSpot – and Always Has



Qlik® surpasses ThoughtSpot on every metric — with the full spectrum of enterprise use cases and augmented intelligence that drives to the insights every business craves.

THOUGHTSPOT

QLIK

One use case.

With ThoughtSpot, users can do one thing: ask questions of their data using natural language query. If you need to support other important use cases – including interactive visualizations – you’ll have to invest in additional products from other vendors.

1

All the use cases.

Qlik offers natural language query, too – as just one of many features on a robust, open platform that also delivers reporting, self-service visualizations, geoanalytics, guided analytics, embedded analytics, custom applications, and enterprise data management. To name a few.

A very narrow view.

All data exploration in ThoughtSpot occurs in a single, standard chart view, with limited ability to extend or customize and few options for interaction. Users are limited to a narrow scope within their data. As a result, their insights – and outcomes – are limited, too.

2

Unlimited visibility.

Qlik’s Associative Engine allows users to ask questions of any and all their data, as they explore that data – and pivot in any direction, always in context. In other words, users have an unlimited view into their data, resulting in broader and deeper insights – and better outcomes.

Machine programming.

In ThoughtSpot, search terms have to be defined in the system ahead of time, or the query fails. For example, if the user types “upsells by rep,” and the model doesn’t have an existing definition for “upsells,” it’s game over

3

Machine learning.

Qlik uses a number of AI capabilities, including text interpretation and machine learning, to determine user intent and context to deliver relevant results. As a user interacts with the system, the engine learns over time, getting better and better at understanding intent.

PRO TIP

To answer users’ questions, the data in ThoughtSpot has to be prepared ahead of time in an intensive model. Most often, that requires a consulting engagement. And more money. And more time. Suddenly, ThoughtSpot implementation and maintenance aren’t so simple anymore.

Trial-and-error guesswork.

Even if your data scientists prepare ThoughtSpot’s models to perfection, there’s another problem: How do your users know which questions to ask? Most use cases need a data-exploration stage before questions arise. ThoughtSpot doesn’t have exploration, so users resort to a trial-and-error approach.

4

Natural flow of inquiry.

Qlik supports queries with powerful AI and machine-learning capabilities. Qlik also delivers a highly interactive dashboard with advanced analytics, so users can leverage their initial analysis to discover which questions they should be asking next – and ask those new questions immediately.

Non-existent data prep.

Need to integrate new data sources into your analytics solution as quickly as possible? Of course you do – on a regular basis – if you want to lead in your industry. But ThoughtSpot doesn’t have a data prep tool, so you have to invest in a third-party option. That means your TCO takes another hit, and simplicity is out the window.

5

Self-service data integration and management.

Qlik’s end-to-end platform includes both governed data integration and ad hoc data prep capabilities. You can import data from thousands of sources and combine them without limitations. Automate and accelerate your entire data supply chain in a simple, scalable, and governed way.

Unlike other modern analytics platforms, ThoughtSpot often requires a developer to “push” the data using Unix shell scripting or ETL tools. That’s complex scripting work, so you’ll need to call on IT, pay for professional services, or take ThoughtSpot up on their Informatica offer. Ka-ching!

PRO TIP

On-premise or cloud.

ThoughtSpot can be deployed on-premise, with an appliance – or you can opt for a public cloud solution in a bring-your-own-license model. It’s an either-or proposition, with no hybrid or multi-cloud option.

6

Any and all clouds.

Whatever your cloud strategy – including on-premise and cloud hybrid – Qlik can accommodate it, at the same price, with no additional license costs. Your users have the same experience on their desktops, laptops, and mobile devices.

PRO TIP

With Qlik, you don’t need an external data repository; you can process and transform data in the loading process. And if you have Hadoop, you can conduct analysis without having to load the data from its location. (Additional sources are coming soon.) As a result, scalability – already high – will go through the roof.

No reporting.

Reporting may not be the flashiest use case in today’s array of options, but if you want your business to be data-driven, it’s essential. To drive smarter, more informed decisions in every area of business, you need a way to deliver weekly and monthly operational metrics to everyone they impact. With ThoughtSpot, you can’t.

7

Pixel-perfect reporting.

Qlik’s NPrinting tool empowers your team to generate reports with drag-and-drop simplicity. Within a single platform, you can centrally schedule, generate, and deliver millions of consistent reports customized to individual users – in snail mail, as a downloadable PDF or PDF in an email, as an Excel sheet, and more.

Priced to limit discovery.

The more data you have, the more you pay for ThoughtSpot. That motivates you to keep data volume down, which is bad for insight discovery and innovation. Plus, ThoughtSpot has two levels of pricing, Enterprise and Extended Enterprise – and the Enterprise level doesn’t include embedded scenarios or access to APIs.

8

Priced to unleash discovery.

Qlik’s pricing enables you to address all the data required, to the tune of terabytes of data – so you’re always set up with the highest level of detail for the most surprising and useful insights. And Qlik has one enterprise model with all the capabilities, including embedded analytics, APIs, extensions, and more.

The majority of AI algorithms need massive data volumes and lots of historical data to get the most accurate insights. If a pricing model steers you toward limiting data volume, it may also limit the accuracy of the AI – and relegate the analytics tool to simpler, more operational tasks.

PRO TIP

No location-based analytics.

In every industry, location data has become more and more important – and revelatory. Analyzing location data in combination with weather, customer, transaction, usage, and other data provides insights you otherwise wouldn’t have seen, including patterns, trends, and anomalies. Unfortunately, ThoughtSpot doesn’t have location-based analytic capabilities.

9

GeoAnalytics.

Qlik’s powerful mapping and location-based analytics – called GeoAnalytics – reveals perspectives you’d never otherwise have seen. Ask and answer business-critical questions connected to store, office, and warehouse locations, and overlay them with visualizations. As a result, you gain insights beyond what’s available in tables and charts.

PRO TIP

Embedding analytics where users work – in the applications they use daily – is a powerful way to boost data literacy, amp up the value of analytics, and quickly operationalize your insights.

New, unformed, and uncertain.

ThoughtSpot is a startup with modern technology, making it a prime target for acquisition by a Big Tech operator looking to integrate analytical query into their products. Currently, ThoughtSpot has about 200 customers,* fewer than 100 partners, and a customer support model that won’t scale

10

Global presence. Proven record. Stable future.

Qlik is the largest independent BI vendor on the market, with 60,000+ customers, a massive and active user community, and a mature ecosystem of 1700+ partners. You get all the rewards of truly innovative technology built on modern architecture – without the risk of an unproven upstart.

*As of February, 2019.

ThoughtSpot's entire product represents a single feature on Qlik's end-to-end platform for data integration, management, and analytics. If you're looking for a solution to meet the full spectrum of today's enterprise data needs, your choice is clear.

Try Qlik for yourself, for free.

Free Trial

LEAD WITH DATA



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