

HOW QLIK CUSTOMERS ARE NAVIGATING THE BIG DATA WORLD

CHARTING THE PATH TO MORE VALUE

There's an almost infinite amount of data out there, and collecting it is a vital first step. But exploring it – and uncovering the connections within it – is how you discover the insights that matter. Here's how Qlik customers are doing it.

SEARCH AND EXPLORE ACROSS ALL YOUR DATA.

With Qlik's patented associative technology, no data is left behind. We bring all your data – big and small – together, for fully-indexed analysis. Now, your data stays in place, but every connection is at your fingertips.



91% of Qlik customers feel it's important to analyze Big Data in combination with info in a data warehouse.¹

When it comes time to start analyzing, you don't have to waste your time or money combining all your data for analysis.

“ Qlik can bring heterogeneous data sets, including Big Data, into a single platform and organically bundle them using the extremely powerful associative engine, which is one of the true foundations of the Qlik technology. – Hajime Uchiyama, IT Project Manager, The University of Georgia² ”



EXPLORE WITHOUT BOUNDARIES.

With the Associative Difference™ from Qlik, limited analysis of Big Data is a thing of the past. Now, anyone can analyze massively large data volumes in any direction, without having to rely on predetermined routes, linear query paths, or data science experts.

Qlik has helped customers overcome many Big Data challenges³

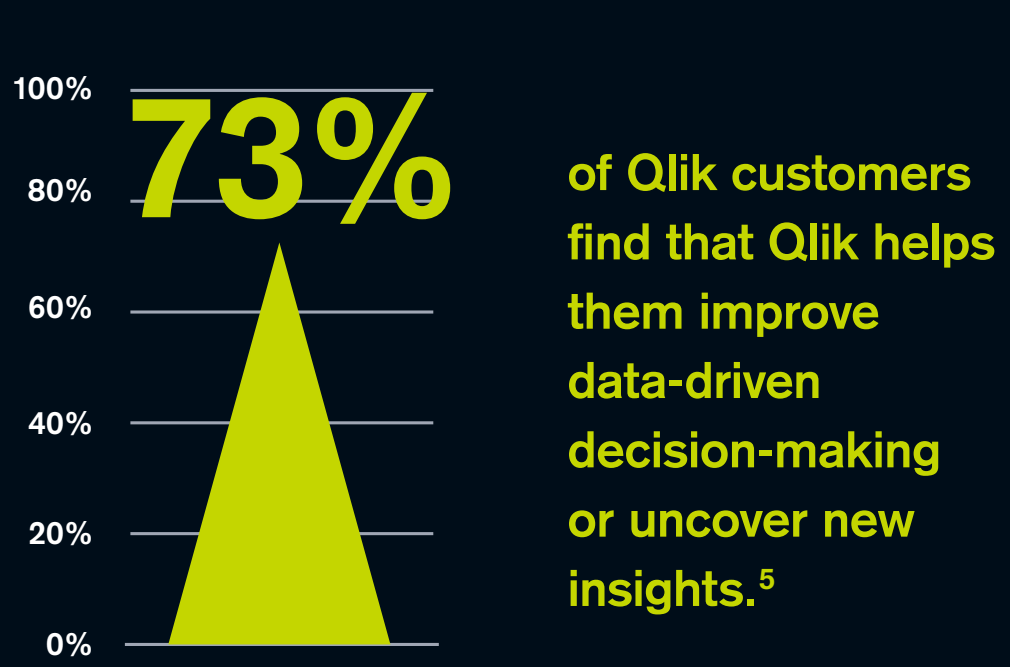


Your data holds tremendous insights - if you can make the connections. Get beyond the limits of SQL and predefined queries.

“ I would recommend Qlik for Big Data analytics for the same reasons I would recommend Qlik for all analytics: Power, flexibility, and (most importantly) the ability to present complex data cases in a straightforward manner. – Greg Anderson, Senior IT Architect, PayPal, Inc.⁴ ”

UNLIMITED GROWTH.

Qlik's proven Big Data platform is open and extensible to fit your needs. Add to and update your data index without moving or reprocessing anything – so you can uncover entirely new insights now and as you grow.



Why invest valuable time and resources with costly architecture updates and time-consuming processes? There is a better way to scale your analytics.



“ Qlik's engine is perfect for analyzing Big Data. It is robust in handling voluminous data loads, yet remains nimble and mobile via cloud access. ” – Kia Meng Ong, Business Professionals, Modetti⁶ ”

GIVE YOUR ROI A BOOST.

Collecting Big Data is just the start. Real ROI comes from your ability to actually dig into it and uncover new insights. With Qlik's Associative Difference™, you can make never-before-seen connections and see the value of your data increase.

Qlik customers are already using Qlik in many Big Data use cases:⁷



The limitless potential of insights in your Big Data is a massive opportunity for growth. So – what are you waiting for?

“ 91% of Qlik customers agree:⁸ Qlik empowers organizations to accelerate the ROI of their Big Data investment by enabling the business user to access and analyze more data themselves, easily analyze Big Data together with other data sources, and provide flexibility to explore Big Data in any direction to gain new insights. ”

UNCOVER MORE INSIGHTS WITHIN YOUR BIG DATA.

See how the Associative Difference™ helps you discover more value from your data.

For more information, visit: bigdataqlik.com

¹TechValidate. <https://www.techvalidate.com/tvid/844-EC5-A5F>
²TechValidate. <https://www.techvalidate.com/tvid/BE6-1E4-077>
³TechValidate. <https://www.techvalidate.com/tvid/B3C-473-5A1>
⁴TechValidate. <https://www.techvalidate.com/tvid/D09-DDD-C57>

⁵TechValidate. <https://www.techvalidate.com/tvid/B2F-05D-EB2>
⁶TechValidate. <https://www.techvalidate.com/tvid/B6C-55D-7D5>
⁷TechValidate. <https://www.techvalidate.com/tvid/A7F-B4E-F93>
⁸TechValidate. <https://www.techvalidate.com/tvid/8AA-148-F33>

