Qlik vs. Power BI:

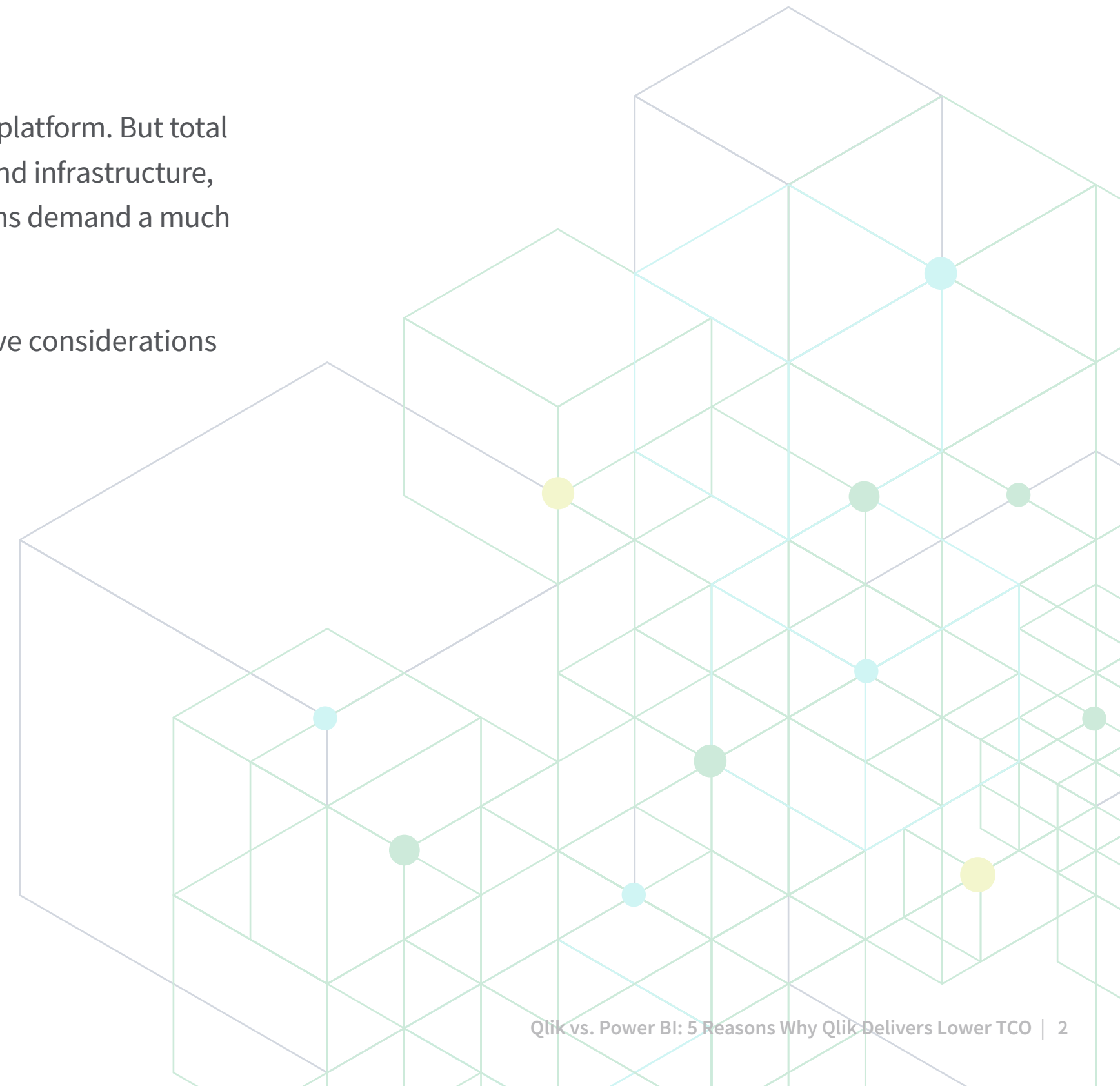# 5 Reasons Why Qlik Delivers Lower TCO

Look beyond Power BI pricing and discover how to get more value from your data for less with Qlik.

Qlik Q

What does it actually cost to own a BI solution?

Many companies only consider the initial purchase price when choosing a BI platform. But total cost of ownership (TCO) is much more than that. From buying the software and infrastructure, to deployment and integrations, to support and maintenance, some platforms demand a much bigger financial – and time – commitment.
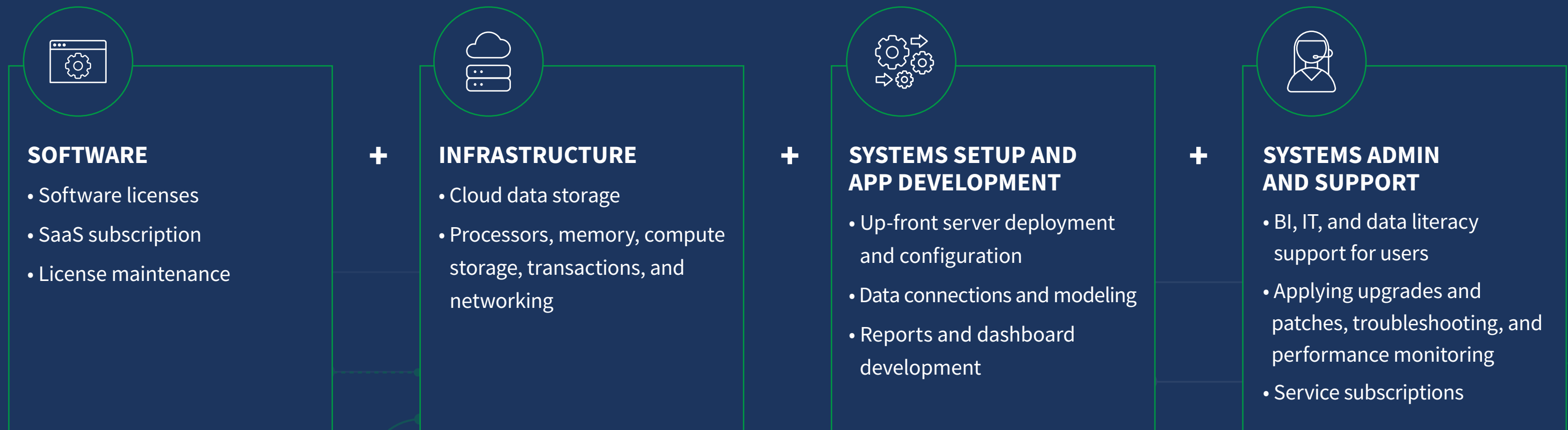
When it comes to choosing the best solution for your organization, these five considerations should top your list:

- ☑ **Complexity**
- ☑ **Self-service**
- ☑ **Governance**
- ☑ **Scalability**
- ☑ **Cost predictability**

The real TCO

TCO includes the cost of purchasing and owning a BI solution for at least 3 to 5 years.

SOFTWARE

- Software licenses
- SaaS subscription
- License maintenance

+

INFRASTRUCTURE

- Cloud data storage
- Processors, memory, compute storage, transactions, and networking

+

SYSTEMS SETUP AND APP DEVELOPMENT

- Up-front server deployment and configuration
- Data connections and modeling
- Reports and dashboard development

+

SYSTEMS ADMIN AND SUPPORT

- BI, IT, and data literacy support for users
- Applying upgrades and patches, troubleshooting, and performance monitoring
- Service subscriptions

1. Complexity

To solve real-world business problems, you'll need more than just data visualization. Your BI solution must be robust enough to handle your visualization and broader data and analytics needs – without driving up TCO.

POWER BI

Complex setup and maintenance

If you want Power BI to do more than just simple visualizations, buckle up for a complicated (and expensive) ride. You'll need to configure several products across desktops, servers, and cloud – and maintain and support them all – which means higher TCO.

Power BI report development and data modeling are done on desktop tools that have to be downloaded to a desktop computer or laptop and maintained. Certain integrations, like on-premise data, require a heavy and unreliable data gateway. Want to run your BI on the cloud? Your only choice will be to get locked into Azure.
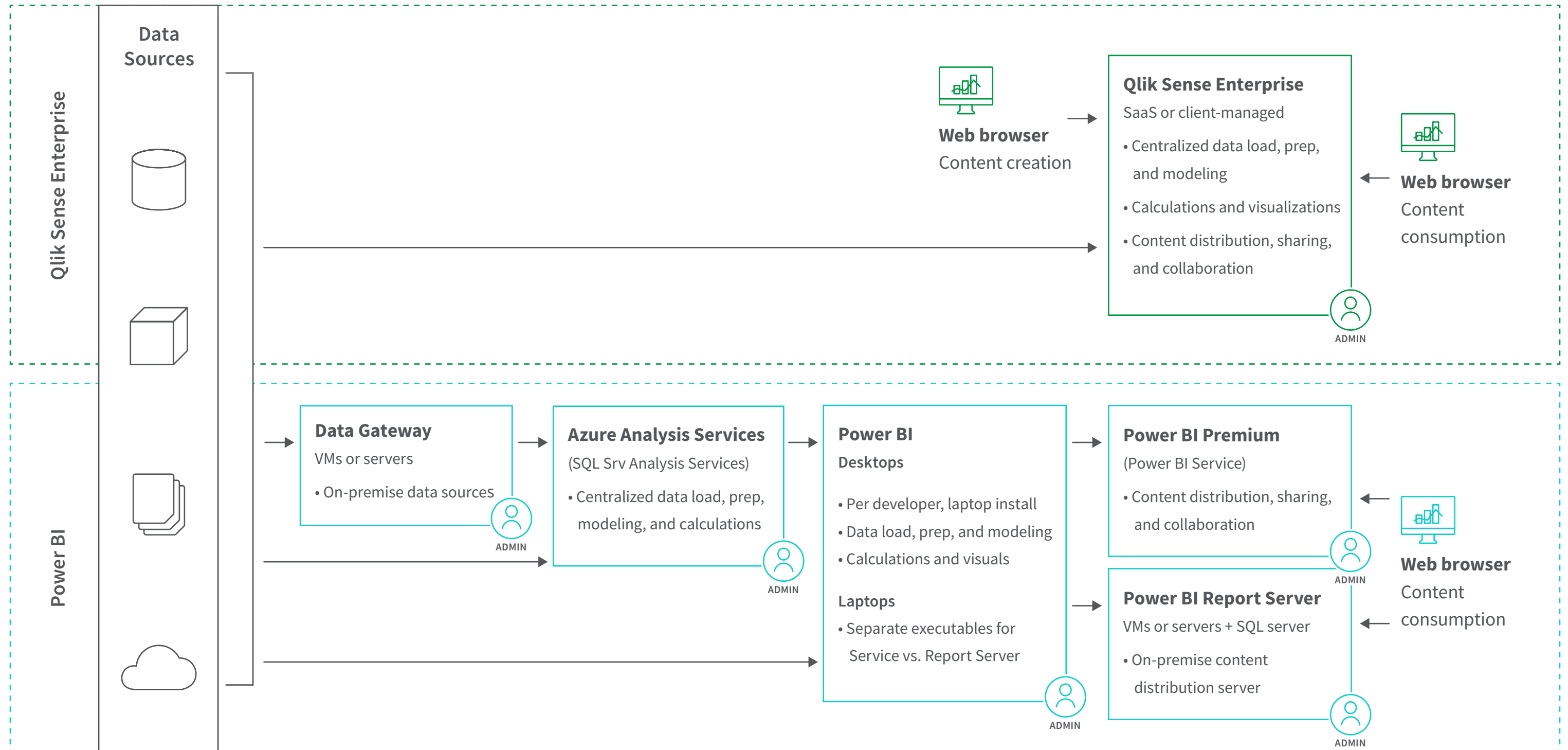
QLIK

Easier to get up and running

Qlik® is a complete BI platform that runs on the cloud, making it faster and easier to set up. With Qlik, things like data prep and app development are done via the web, so there's no need to download or maintain tools to your desktop or laptop. SaaS with Qlik is also 100% cloud based, so you can avoid having to download products across desktops, servers, and cloud. And, Qlik runs on your preferred cloud solution, like AWS, Azure, Qlik's, or any other.

Whoa, Power BI – that's a lot of components.

QLIK IS A MUCH LIGHTER LOAD

Data Sources

Qlik Sense Enterprise

Web browser
Content creation

Qlik Sense Enterprise
SaaS or client-managed

- Centralized data load, prep, and modeling
- Calculations and visualizations
- Content distribution, sharing, and collaboration

ADMIN

Web browser
Content consumption

Power BI

Data Gateway
VMs or servers

- On-premise data sources

ADMIN

Azure Analysis Services
(SQL Srv Analysis Services)

- Centralized data load, prep, modeling, and calculations

ADMIN

Power BI
Desktops

- Per developer, laptop install
- Data load, prep, and modeling
- Calculations and visuals

Laptops

- Separate executables for Service vs. Report Server

ADMIN

Power BI Premium
(Power BI Service)

- Content distribution, sharing, and collaboration

ADMIN

Power BI Report Server
VMs or servers + SQL server

- On-premise content distribution server

ADMIN

Web browser
Content consumption

Number of
support
and

maintenance
FTEs is at least
1.7x
higher for Power BI

Power BI

Qlik

2. Self-service

Businesses are facing an explosion of available data and want to be more data driven, but the traditional self-service approach that only enables power users isn't enough. It is vital to extend self-service to all users: power users, developers, and technical and nontechnical users. A BI solution that helps all users understand, analyze, and use data with confidence – plus answer their own questions – not only boosts data-driven transformation, it improves data literacy and reduces dependency on overloaded IT resources. Which results in lower TCO.

POWER BI

High dependency on (limited) IT resources

To create a report in Power BI, non-technical users or consumers rely heavily on technical experts and report developers. And, thanks to data restrictions, reports lack depth and interactivity. Query-based tools like Power BI require SQL programming skills. SQL queries load subsets of data predetermined in the design phase – so when new questions come up later, consumers must go back to IT for new reports. With Power BI, users need to know DAX, M, and MDX – well beyond the skill set of most nontechnical users.

QLIK

Self-service for all users

Qlik has always empowered both technical and nontechnical users to freely explore data, catering to different skill levels. We call it "data democracy." Our unique Associative Engine lets all users broadly explore data on a level not possible with other tools, so there's far less need to author reports. Our industry-leading AI capabilities and interactive charts boost non-technical users' ability to ask and answer their own questions without having to rely on intervention from power users. So with Qlik, consumers rely less on IT and contribute more to your organization's success.

3. Governance

A data democracy is only as good as its data governance. Without it, data users cannot fully trust their BI, and they open your business up to security risks. But with a properly governed framework, users can share created content – making everyone more efficient.

POWER BI

Limited governance and reuse

Imagine hundreds or even thousands of data users, each with their own version of Power BI Desktop on their laptops. They each have their own connections to data sources, and they might even have sensitive data stored locally on their laptops. Governing all that data is tricky and time-consuming. Plus, the lack of self-service capabilities can force IT and developers to give everyone an editable copy of each Power BI report. But this leads to report sprawl, high governance costs, and multiple versions of the truth.

QLIK

Advanced governance and reuse

Qlik's governance capabilities and unique approach enable governed self-service. The web-based platform gives IT visibility and centralized control on data provisioning, along with more granular data access controls. What's more, Qlik developers and analysts can create apps that serve as platforms for governed data sharing. For example, Qlik lets consumers of BI content create their own sheets and visuals on top of a published Qlik app and dataset, leveraging a governed library of business logic built into the app.

Number of desktop authoring tools across an organization

Power BI:
dozens to thousands
Qlik: **zero**

4. Scalability

The amount of data available is growing exponentially. But it won't do your organization any good unless you can use it. And if you choose a BI solution that requires adding capacity too soon or too fast, then it will not scale well – and will end up costing you more.

POWER BI

Scalability – at a cost

Is your Power BI report bigger than 1GB? You'll need to build an external data repository for live query – or upgrade to Power BI Premium. What if it's 2GB? 3GB? Or more? Then you'll need higher Power BI Premium capacities that will add more costs. Is your Power BI report too slow to load? You'll need to break it up into smaller pieces – or use other workarounds. And as data volumes and user adoption grow, Power BI's query-based reporting will constrain scalability and report performance. Need incremental loads? More than eight data refreshes a day? How about advanced collaboration? Again, you'll need to buy Power BI Premium.

QLIK

Super scalable

When it comes to scalability, Qlik outperforms the competition. It's fast and cost-effective for smaller deployments, and its architecture scales economically from megabytes to terabytes of data in large global enterprise deployments. Qlik's unique in-memory Associative Engine supports more concurrent users without any loss of performance. This means customers can do more with less capacity – thus lowering your costs.

How much does that "power" in Power BI cost?

Power BI Premium per user: $20/month/user

Power BI Premium P1 node: $5,000/month

Power BI Premium P3 node: $20,000/month

5. Cost predictability

Data user needs and technology will evolve over time. Successful buyers examine the gritty details in order to choose a BI solution that avoids hidden costs and future-proofs their investment.

POWER BI

Surprise costs

To add capabilities and users to Power BI, you need to buy extra products, licenses, and capacity. For example, if you want to access on-premise sources, you'll need Data Gateway servers, infrastructure, and Microsoft Express Route for a secure connection. Need to deploy data marts or warehouses? You'll probably need an SQL server, possibly Analysis Services or Azure Synapse. Have a lot of users viewing reports and dashboards, and need consistent query performance and higher refresh frequency? You'll need Power BI Premium and possibly Express Route – even if you already own Power BI Pro licenses. And if you want content physically stored closer to your users, you'll need multiple Power BI Premium nodes in each region.
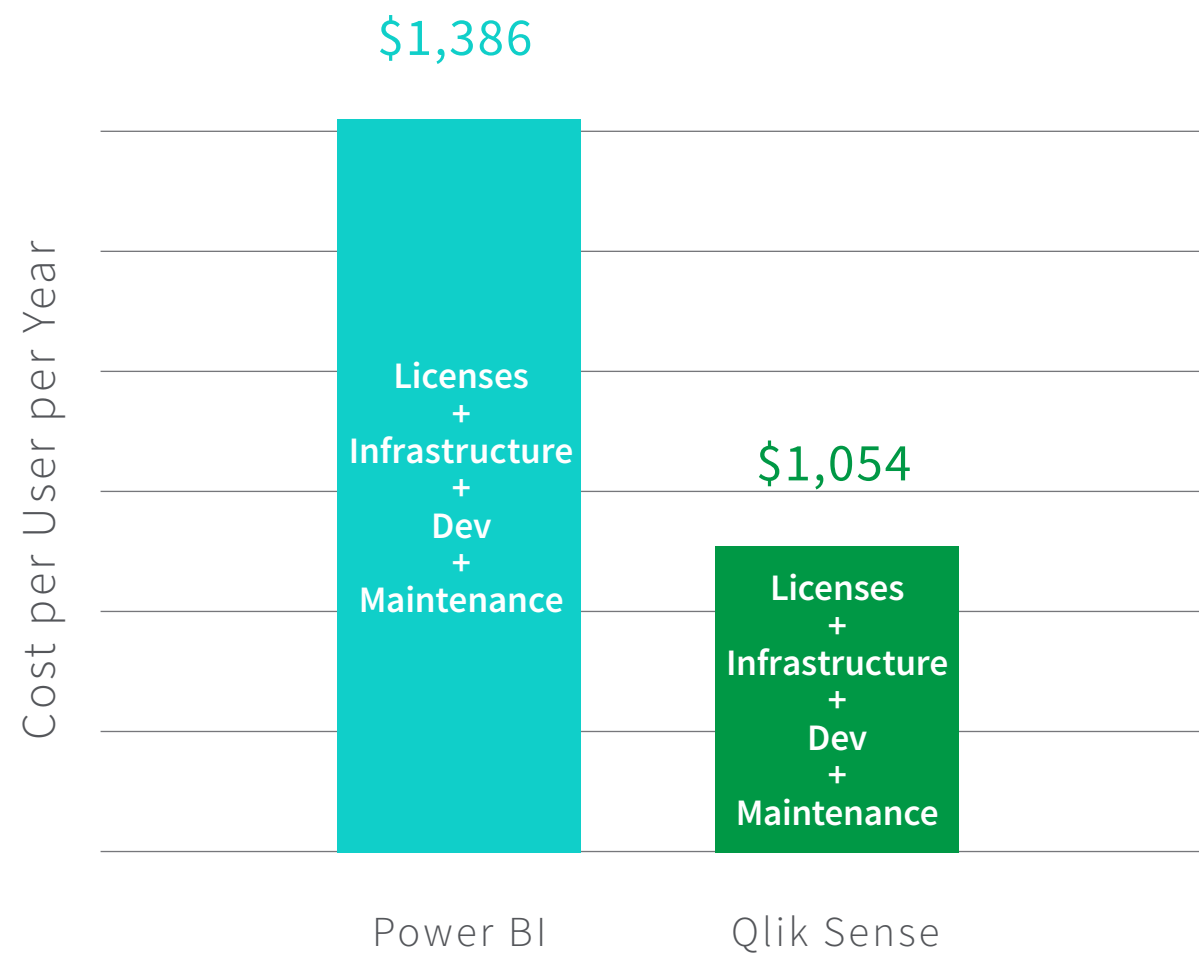
QLIK

Total cost transparency

Qlik's pricing transparency gives customers a clear view of all costs upfront. With our simple subscription license model, you'll know exactly what you're getting, right out of the gate – no surprises (except for what you might find in your data). Qlik's roadmap and pricing strategy future-proofs against large unplanned costs, even as you add users.

Year after year, Power BI costs 30% more (Scenario for 100 Users).

$1,386

Licenses
+
Infrastructure
+
Dev
+
Maintenance

$1,054

Licenses
+
Infrastructure
+
Dev
+
Maintenance

Cost per User per Year

Power BI   Qlik Sense

And Power BI's surprise costs just keep coming.

SQL server: $15,000/core

Express Route: starts at $60,000/year for 1Gbps connection

Data Gateway infrastructure: starts at $7,000

Power BI Premium P1 node: $60,000/year
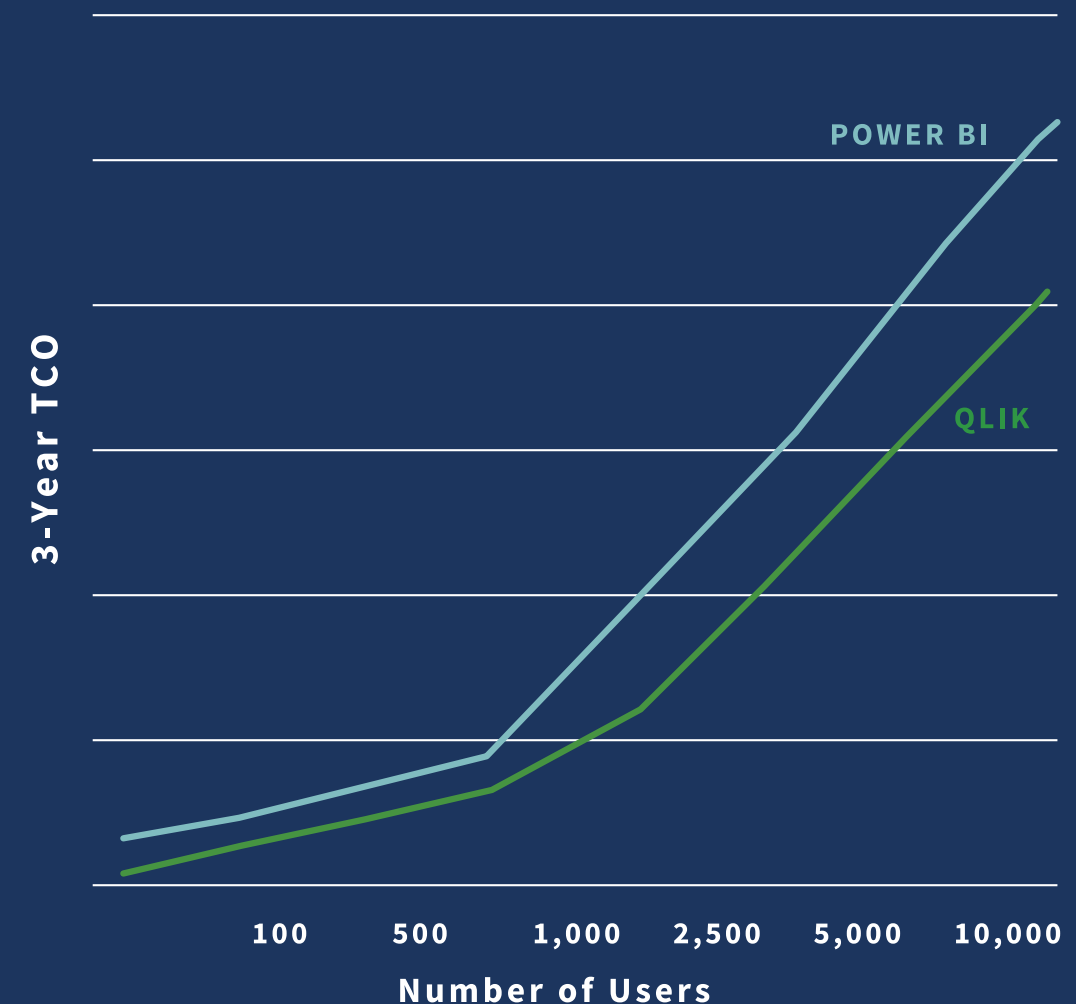
Power BI Premium P2 node: $120,000/year

Power BI Premium P3 node: $240,000/year

Qlik has a lower TCO, no matter the deployment size.

Enterprises today need an analytics solution that empowers all users across the entire organization with self-service capabilities, whatever the data source. Unlike vendors that dictate a cloud strategy and leave little flexibility for their customers, Qlik offers flexible deployment options and provides an array of modern capabilities and higher scalability – all with lower complexity in architecture and licensing. Our unique approach gives data users the flexibility, elasticity, and portability that modern analytics demands. And that means better insights – and lower TCO – for your business.

But don't just take our word for it. Analyze Qlik Sense Business for yourself.

Start Free Trial

POWER BI

QLIK

3-Year TCO

100   500   1,000   2,500   5,000   10,000

Number of Users

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

Qlik Q®

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