

# The next step in your BI journey.

## 3 key innovations to consider in your future data analytics platform

Strong Business Intelligence isn't a destination – it's an ongoing journey of evolving capabilities and technologies. Now is an exciting time to be on the hunt for better BI, with new functionality and user experiences available all the time. Self-service visualization and exploration have become table stakes – the question now is, what's next on your path?

**Explore rising data trends – and some questions to ask as you consider your next platform.**

### Want to freely explore all of your data?

Truly interactive, context-aware data exploration is only possible with an **analytics engine** built for that purpose. Most “modern” platforms are just pretty data visualizations built on top of the same old technology – relational databases and query-based architectures. This limits you to simple filtering or linear exploration on top of disconnected subsets of data. A purpose-built analytics engine should be able to combine all of your data from every source, and let you explore it freely through interactive selections and search. All analytics should update together, and related and unrelated data should be exposed after each click. And calculations should happen at the speed of thought, regardless of how complex the data set or how many users are on the system. With this power at hand, your users can make more discoveries and inform more decisions, adding up to tremendous value.

In evaluating analytics engines, keep in mind:

- 1 **Can all your data sources be combined, regardless of size or complexity, without leaving any data behind or getting anything wrong?**
- 2 **Can users freely explore without boundaries or limitations, understanding all analytics and data relationships in context together?**
- 3 **Can the platform deliver speed-of-thought calculations – even when scaled to high numbers of users and large, complex data sets – without sacrificing speed or flexibility?**

Organizations with access to modern analytics capabilities are **59% more likely** to see double digit revenue growth annually.<sup>1</sup>

### Want a more intuitive way to work with data?

**Search and conversational analytics** make data more accessible to everyone by letting you use your innate communication skills to uncover insights. Thanks to AI and natural language processing, your users can now “talk” with your analytics, asking questions and getting answers using conversational phrases.

When on the hunt for search and conversational analytics, consider:

- 1 **Do users have access to an AI chat assistant to guide them through data analysis?**
- 2 **Is natural language processing (NLP) available, so users can ask questions using simple conversational language?**
- 3 **Can the platform generate relevant visual analytics and narrative insights in response to questions?**

### Want to get more value from data, with less effort?

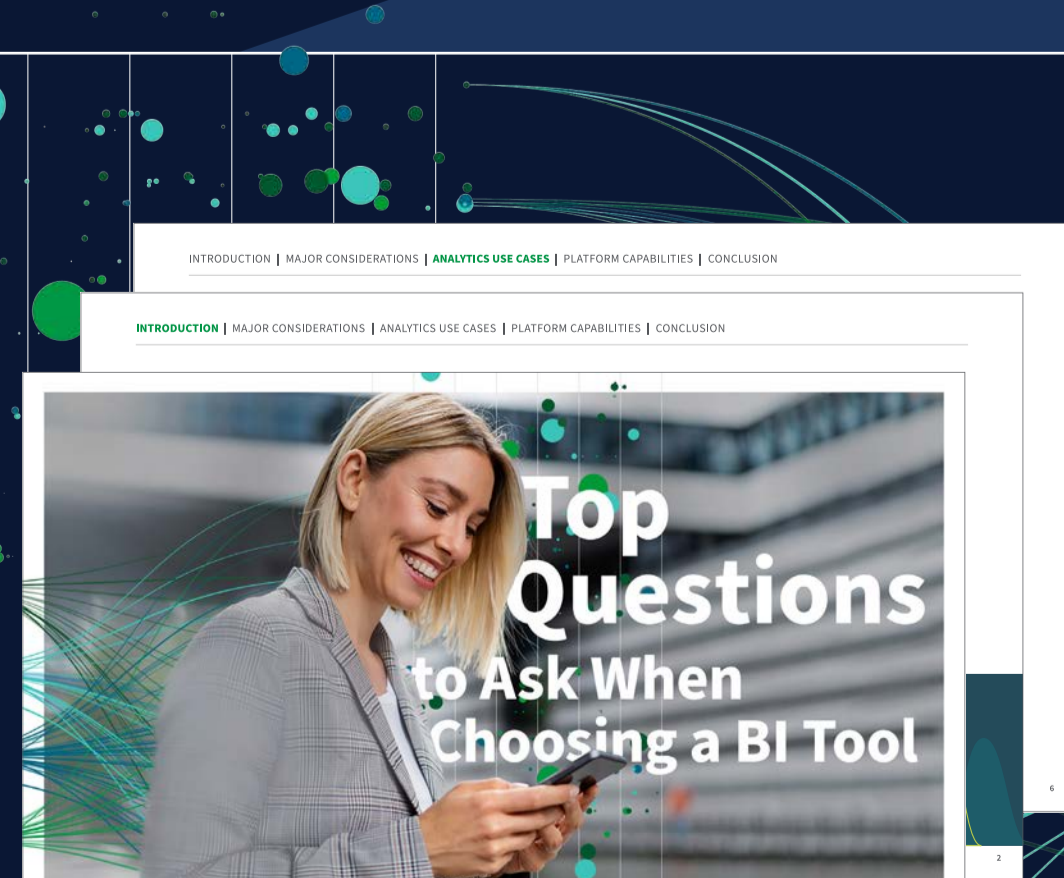
**Cloud analytics** are hosted and managed in a secure cloud by a third-party vendor – making them faster, easier, and more cost-efficient to implement, oversee, and scale. With cloud analytics, you always have access to the very latest software, automatically getting the newest innovations and updates, without worrying about uptime or resource management. This frees up your team to focus on getting the most out of data – not dealing with its day-to-day hassles.

As you weigh different cloud analytics platforms, ask yourself:

- 1 **Can the platform be deployed as a complete Software-as-a-Service solution?**
- 2 **Can you securely collaborate on data in a web-based environment – even during content creation – or are you required to work in isolation with ungoverned desktop software?**
- 3 **Does the platform support multi-cloud environments, or does it lock in my data to a single cloud that the vendor controls?**

As you consider your ongoing BI journey, these capabilities are only the beginning of what's possible. To dive deeper into what you should be looking for in a platform, check out our eBook *Top Questions to Ask When Choosing a BI Tool*. You won't believe where BI can take you next.

[Read the eBook](#)



#### ABOUT QLIK

LEAD WITH DATA **Qlik**

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. Qlik provides an end-to-end, real-time data integration and analytics cloud platform 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 50,000 customers around the world.