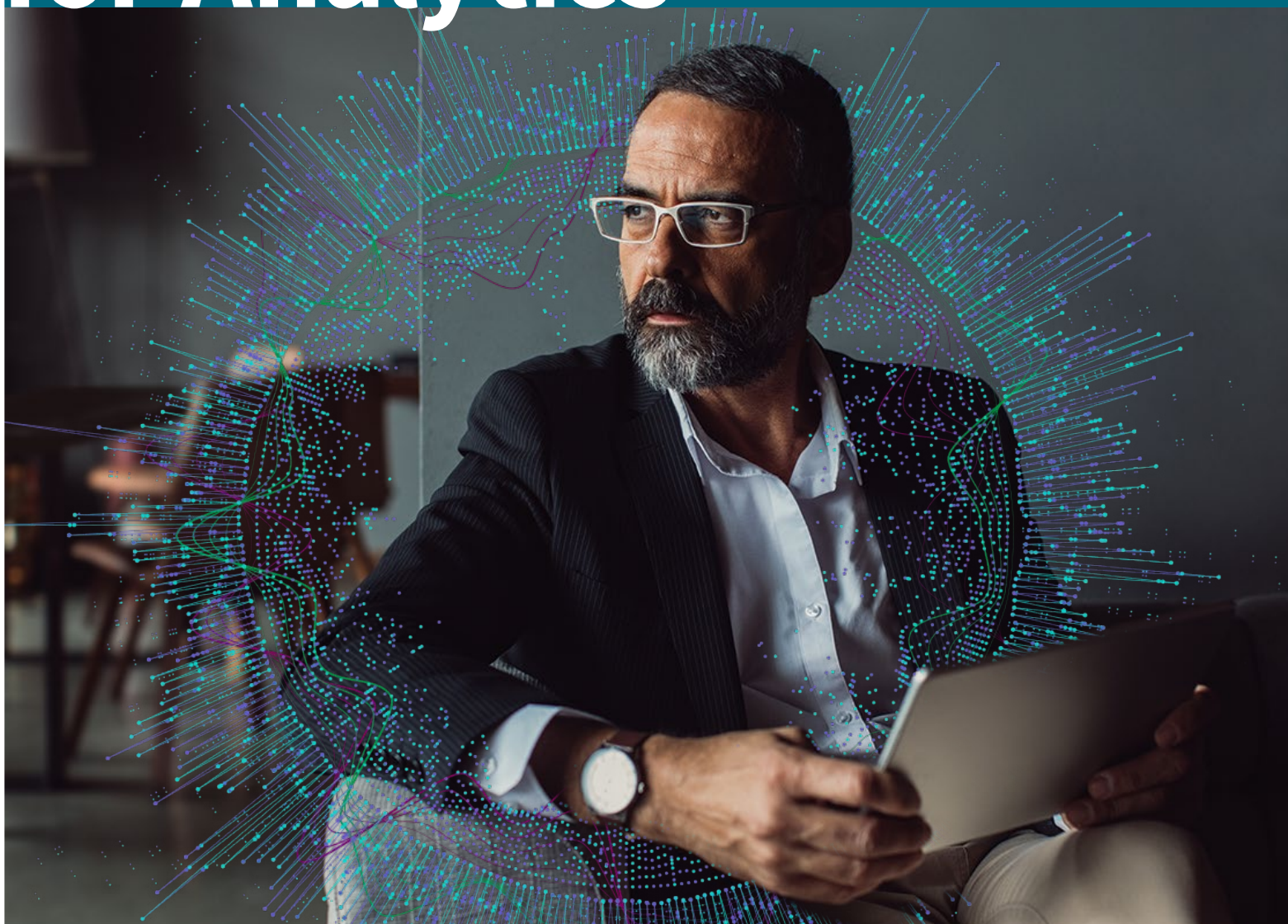
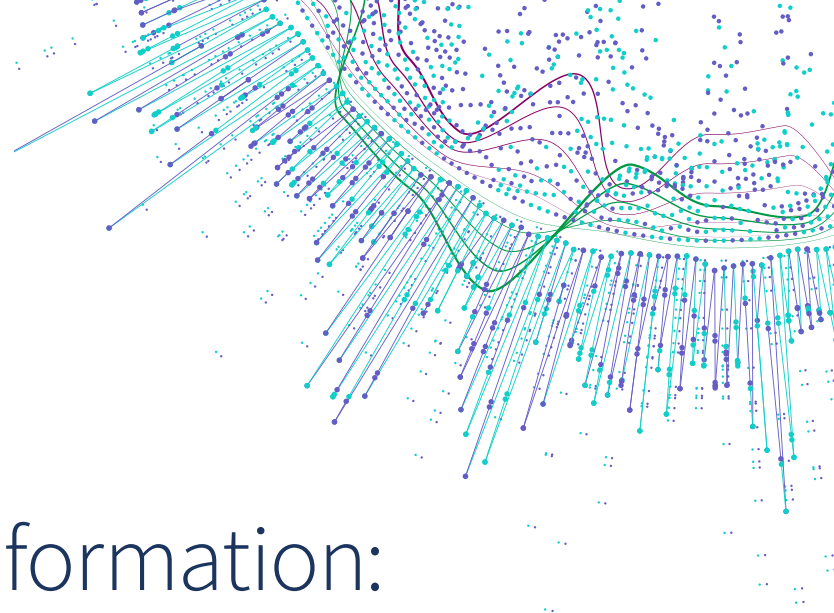


EXECUTIVE INSIGHTS

Qlik®
LEAD WITH DATA™

The Transformative Potential of DataOps for Analytics





Analytics for transformation: Clearing the operational hurdle.

Data-driven transformation is a mandate for today's CIOs and CDOs, and it's likely to remain so for a long time. Modern data architectures, together with new services powered by AI and advanced data science techniques, are making it possible to fully use analytics throughout the organization and drive data literacy.

But as much as new infrastructure (including the cloud and data lakes) and technology (such as data streaming) are enabling businesses to increase data availability throughout the organization, that's not the only piece of the puzzle. You still have to address the people component – and the processes IT uses to make data analytics-ready.

“

Data-driven transformation can help from a new revenue and business standpoint, but it doesn't work unless you've got your internal workings streamlined as well.”

EILEEN CORRIGAN, VP/Publisher, Market Development Team, TechTarget

Those processes have to change – to deliver greater agility, faster time-to-value, and real-time data for users in every area of the organization. Of course, anyone who integrates data for a living understands that it's an extremely tall order. Fortunately, DataOps is here to help.

DataOps: A revolution in data delivery.

In 2018 research, Gartner defines DataOps as “a collaborative data management practice focused on improving the communication, integration, and automation of data flows between data management and consumers across an organization.”¹

It’s a methodology that encompasses the adoption of modern technologies, the processes that transform data from a raw to ready state, and the teams that work with data. The goal is to bring the two sides of the data-delivery equation into alignment – the data manager’s requirements for control, transparency, and auditability and the business user’s requirements for real-time, analytics-ready data – to ultimately extract the most value for the enterprise.

“

Business executives at mainstream corporations are quickly grasping a central premise that executives of data-driven companies have well understood: The speed with which the enterprise can get value from its data matters – a lot. Accelerating that timeframe . . . should be a core focus of any Chief Data Officer.”

RANDY BEAN, “Time to Value: The Currency of Data Operations,” Forbes



How can DataOps impact your organization?

DataOps has the potential to radically transform the way your organization delivers and consumes data, which has a host of operational benefits. Here are the standout benefits most often seen by early adopters:

01 A boost in data literacy

Data literacy is quickly becoming a strategic initiative for CIOs, CDOs, and other C-level executives. Half the battle is the skills component; nobody can ignore the need to close that gap. But the other half is making data as easy as possible to access, trust, handle, and mine for insights – for the entire spectrum of users – and you can do that with data integration and management.

There's a culture hurdle here, and that's the old-school IT mindset of guarding and owning data instead of streaming it to workers and apps. DataOps eases IT anxiety with a centralized, logical data hub from which data managers can control and govern who's using the data, and how (see #4 below).

Centralizing data access within IT might feel like a regression to the bad-old-days when IT kept data in lockdown. But modern enterprise data management approaches, which include a robust data catalog at their core, actually speed the process. Companies using Qlik® have seen:



25X faster turnaround
on data-delivery requests



40% reduction in
data-preparation time

Executives should make a point of supporting IT as they transition to a facilitator role. At the same time, leaders should cultivate their own data literacy, modeling insight-driven decisions for their teams.

02

Faster, more agile analytic processes

To become truly data-driven, agility and real-time insights are key. DataOps allows you to move data as it's changed, in real time. By automating manual tasks, it both shortens the analytics cycle time and frees resources for higher-level tasks. Plus, flexible integration solutions give IT the ability to change a source or target without disrupting the infrastructure – so you can stay fleet-footed as technology continues to evolve.

03

Data democratization

At last, you have the means to make vetted, governed data universally accessible. Instead of limiting analytical insights to elite data scientists isolated from the day-to-day running of the business, you can extend them to a broad set of line-of-business users, each of whom has expertise in a particular area. You can also extend analytics to the front lines and edges of the business – within mobile devices, IoT, and where customer interactions take place – all of which helps optimize operations and customer experiences.

04

Continuous governance throughout the data delivery lifecycle

Smart data catalogs, data indexes, and other tools enable IT to design a modern governance process with two critical components: 1) It includes the access controls needed to avoid data-decision variability and chaos, while 2) empowering IT to achieve scale and agility by leaving data in lakes, warehouses, and other repositories on-premise and in the cloud. This modern approach provides users with timely access to enterprise-ready data while layering in quality assurance with role and responsibility designations that bring more of the right data to the right people at the right time.

05

Fuller collaboration

DataOps makes it faster and easier for data scientists and business analysts to join forces – and for discrete business units to collaborate around the analysis of data and sharing of results. In fact, DataOps is a great vehicle for creating the long-sought-after business/IT alignment that tends to be elusive as companies grow. And unlike traditional taskforces that tackle niche issues, DataOps affects the entire organization by delivering valuable data to every business user when they need it, in a consumable and governed way.

Transform data delivery – and transform your business.

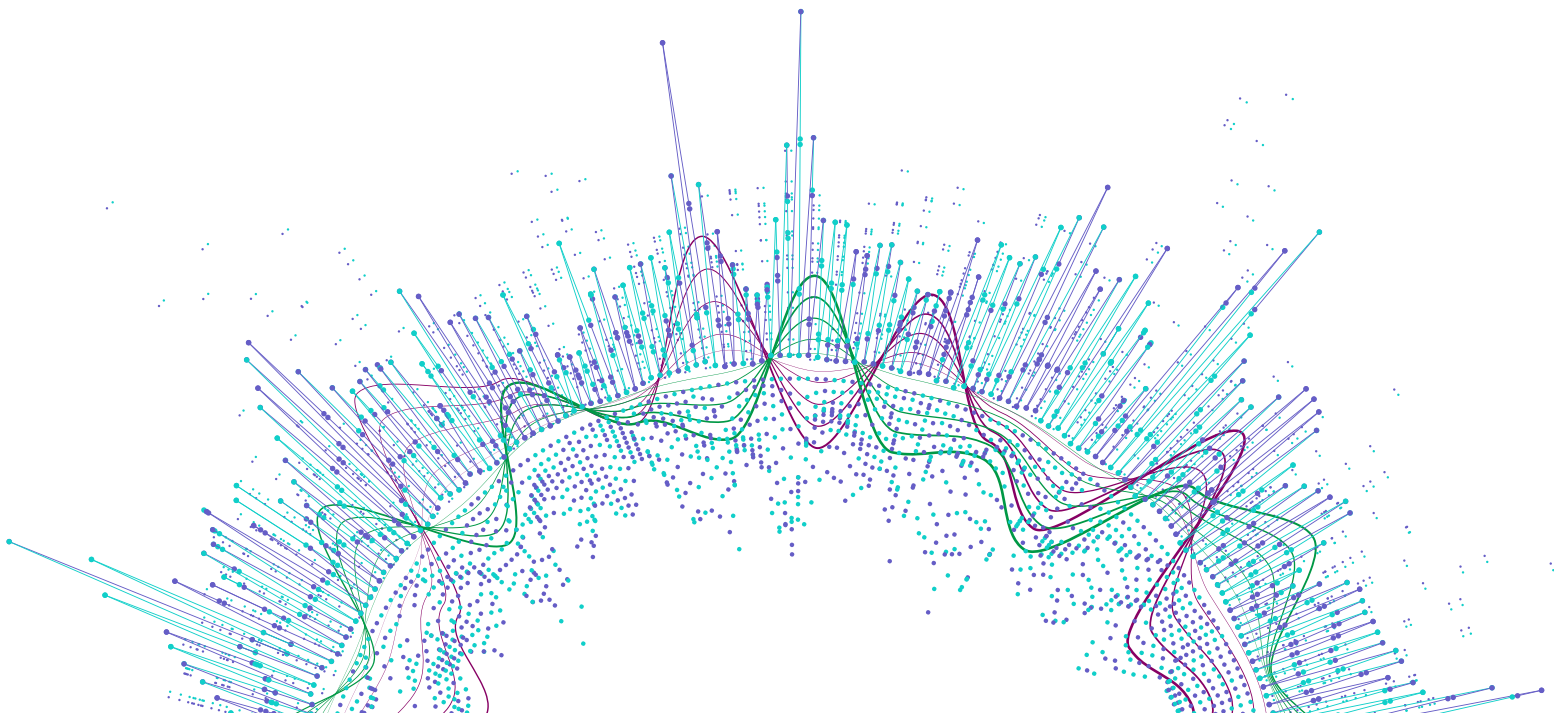
Data-driven transformation requires an agile approach across the entire data supply chain, from your infrastructure to your processes and people.

DataOps is the methodology that helps you bring all those components together, accelerating cycle times while improving performance. Even better: In the process of transforming the way your enterprise handles data, DataOps transforms your organization itself – streamlining your data supply chain, facilitating new levels of collaboration, and boosting data literacy – in ways that move your business forward and sharpen your competitive edge.

Curious about initial use cases for DataOps in your organization? Watch the on-demand webinar, [Reducing Analytics Cycle Time with DataOps](#).



¹ "Hyping DataOps" blog from Nick Heudecker, Research VP at Gartner, published July 31, 2018



ABOUT QLIK

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.



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