

# Optimizing BI for a Changing Data Landscape

Qlik Data Integration for Qlik Analytics



**Digital business is evolving.**

# Can your data ecosystem keep pace?

The demand for instant access to reliable data is growing. The question is, are your existing technologies and processes keeping up? An increasing amount of data and data consumers has many organizations grappling with more complexity, tighter IT bottlenecks, slowed productivity and increased costs – along with a higher risk of errors.

Data architectures are rapidly evolving to handle more data, faster refresh and real-time analytics needs, with the move to the cloud adding both new opportunities and complexities.

“ Things are changing very quickly in online banking, and competition is intense. We need to be at the forefront all the time, constantly innovating and coming up with new ideas.”

**Billy Lo, Head of Enterprise Architecture, Tangerine**





# Business Intelligence leaders face many data integration challenges.

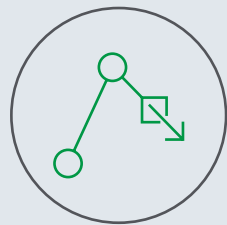
**Consumers of business data often grapple with these and other integration issues:**



The data warehouse process is painstakingly slow, taking weeks or months to add data or create new marts.



Your business needs more real-time intelligence based on event-driven alerting, not overnight or weekly batch updates.



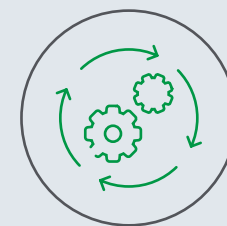
The latest data strategy was supposed to provide more agility and scale but hasn't met expectations.



Your data lake has become more of a swamp, as it's difficult to find and use the data you need.



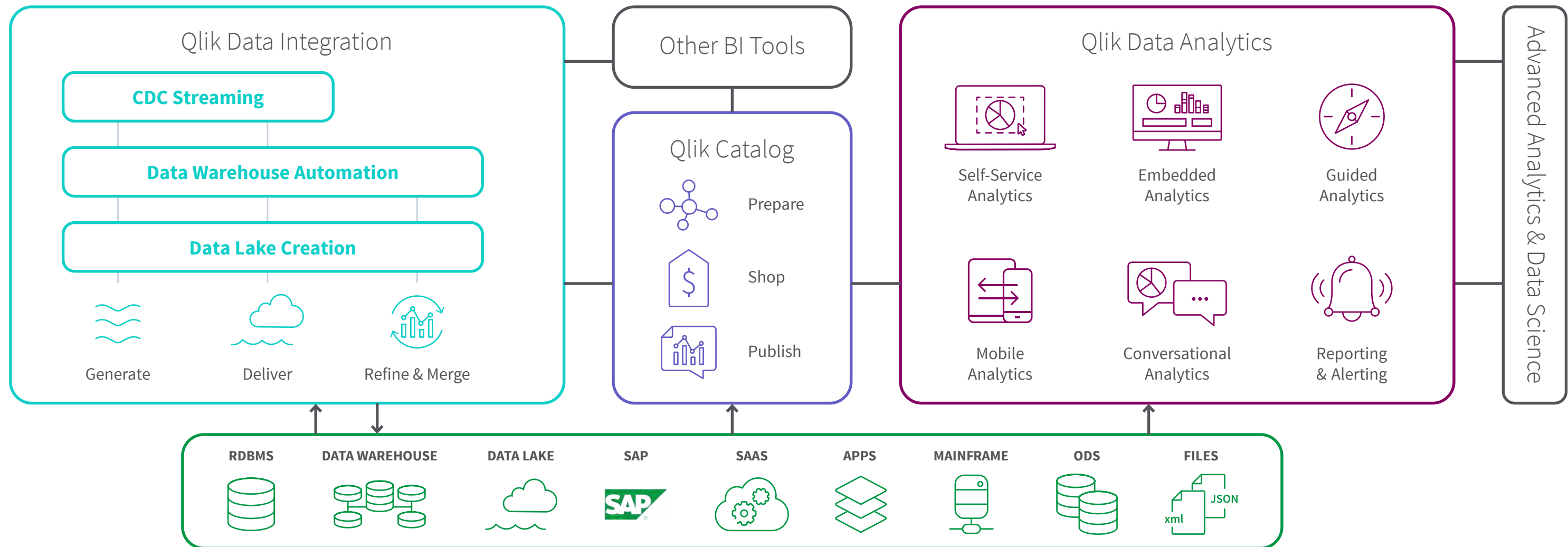
Random user queries disrupt performance, so core business systems are optimized for transaction processing – leaving Qlik Sense® unable to directly access those systems.



Business users face a long, cumbersome process to find and then adequately prepare all of their data.

# Take your data infrastructure to the next level.

Qlik® has significantly expanded its analytics and integration platform to cover the full data supply chain – from raw data to new insights you can act on.



By supporting data analytics with our integration platform, you'll get quick access to a powerful, enterprise-wide catalog and confidence that your data is trustworthy.

# Quickly enable access to more analytics-ready data.

Some data sources can be so difficult to access that your IT group may not have the skills, tools or time required. Qlik can significantly decrease the amount of time it takes to create an accessible repository, such as a data warehouse, a data lake or an operational data store (ODS), and then quickly populate it with the legacy data. Powerful automation capabilities replace manual coding efforts with user-friendly wizards – reducing efforts from weeks or months to just days or even hours.

Qlik then monitors for data updates within the original data source with an approach called change data capture (CDC). As data is revised or changed, Qlik makes sure this is immediately reflected in the new data source. Thus, data consumers always have access to the most up-to-date information.

These same tools can also help organizations migrate data repositories to the cloud. With simple point-and-click operation, your data team can use Qlik to automatically create a new structure, map data types and begin moving data.



# Vanguard reduces compute costs by 30%.

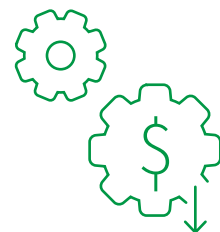
“Qlik enables us to build agile applications and analytics in AWS cloud, dealing efficiently with the volume and velocity of our mainframe data.”

Donovan Stockton, Platform Owner  
Cloud Data as a Service

**Vanguard**<sup>®</sup>



Qlik allows Vanguard to replicate mainframe data into Amazon Web Services (AWS) in near real time – making it available to app developers and analytics users while offloading queries and reducing costs.



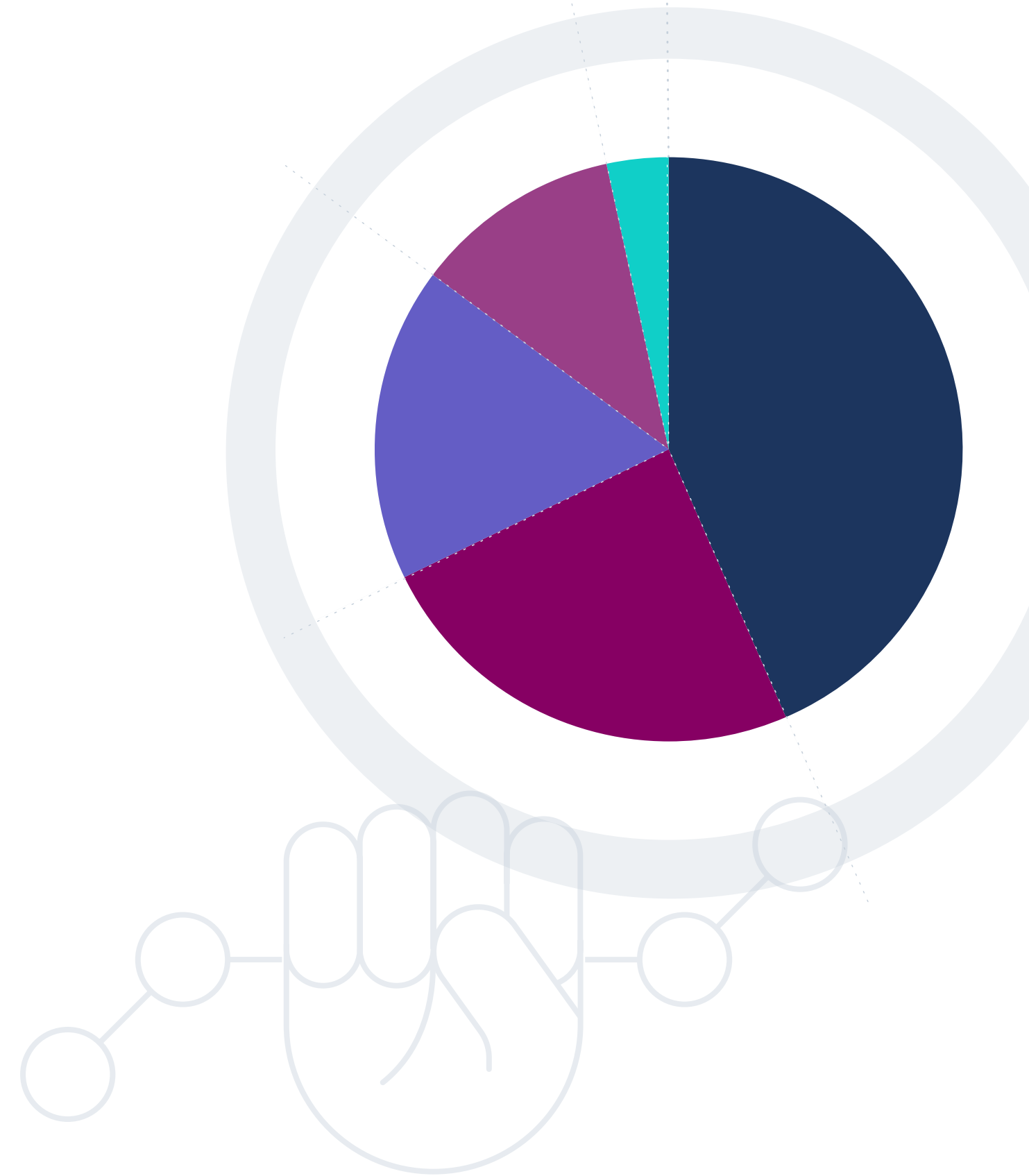
Qlik manages Vanguard’s diverse workloads and data volumes, including spikes in demand such as 60 million data updates every day at 11pm. Cloud data platform adoption increased by 200% year over year, and compute costs were reduced by 30%.

# Empower your users with a self-service data catalog.

Instead of just getting it themselves, many analytics power users who want new data have no choice but to submit a request to IT and then wait. Qlik Catalog™, tightly integrated to both Qlik Data Integration and Qlik Sense, gives analytics users the self-service ability to “shop” for data.

Qlik finds and prepares any dataset, including flat files, to organize them into one enterprise-wide catalog. It looks at all of the metadata to make the data easy to find and understand. New incoming data can also be automatically masked to protect personally identifiable or other sensitive information. And a role-based, secure shopping experience ensures that users only have access to authorized data.

Analytics power users can then shop for new data using this comprehensive view of the data’s quality, operational and usage metrics, as well as lineage and other user-defined properties. Once data has been added to their “shopping cart,” they can publish it directly into Qlik Sense or other BI tools for analysis.





“Within a short window on a brand-new technology stack, we were able to produce and consume over 200TB of aggregated, cataloged data.”

Daniel Schell, Director  
IT Data Management

**Charter**  
COMMUNICATIONS

## CASE STUDY: TELECOMMUNICATIONS

# Charter Communications sees big business impact with Qlik Catalog.



Project delivered in 60 days vs. 9 months with traditional tools.



Data provisioning executed in 1 day, previously a 6-month process.



Project came in under budget by 85%.



200-terabyte data lake is fully cataloged and accessible.



# Consistent data you can trust.

Business users lose faith in their data if they find discrepancies or are unable to determine its origin and how it was manipulated. Data inconsistencies are often the result of manual steps or custom coding that's typically required to make data analytics ready. In addition, there are a growing number of data regulations and security rules that an organization must meet.

Qlik automates the data movement and transformation process, increasing confidence with data pipelines that are repeatable, documented and error free. Datasets are quality checked and secured by design. By tracking data lineage, Qlik Data Integration boosts trust in the data because users can better understand where their data is coming from.



# Vancouver International Airport cut report run time from 33 hours to under a minute.



Qlik provides data integration and analytics used throughout Vancouver Airport. Apps give immediate insights on and improve efficiencies with security, customs, baggage screening and more.



**snowflake** A new data-hub ecosystem that combines Qlik and Snowflake cut report run time from 33 hours to under a minute – creating a data infrastructure built for growth and agility. They gained insights that enabled them to substantially reduce minimum connection times.

“Data analytics is core to our business. We use it to address real issues that can improve efficiency and enhance the passenger experience.”

Lynette DuJohn, VP  
Innovation and CTO



# It's time for your data team to take a closer look at Qlik's Data Integration platform.

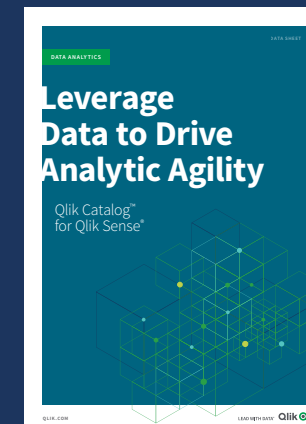
To learn more, check out these resources:



## Data as the New Water: The Importance of Investing in Data Analytics Pipelines

Effective data pipelines deliver better insights

[Read Report](#)



## Leverage Data to Drive Analytic Agility

Catalog, prepare and deliver business-ready data to analytics tools

[Read Data Sheet](#)



## Gartner Magic Quadrant for Data Integration Tools

See why Gartner gave Qlik high marks for our modern approach to data integration

[Read Report](#)



## Five Principles for Effectively Managing Your Data Lake Pipeline

Continuously updated, analytics-ready data lakes - without coding

[Read White Paper](#)



# Your next steps to data you can trust.

Qlik provides world-class data integration and analytics solutions to help your business adapt quickly to current and future data demands.

Visit [qlik.com/Data4Analytics](https://qlik.com/Data4Analytics) or contact your local Qlik representative today to start getting more from your data.

[Contact Us](#)

## QLIK TECHNOLOGY PARTNERS

Qlik partners with global technology innovators to help our customers maximize the value of their data and analytics investment.



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.