



**Qlik**

**Industry**

Visual Analytics

**Website**

www.qlik.com

**Company Overview**

Qlik is a leader in visual analytics. Approximately 43,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite new ideas and data-driven decisions. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1,700 partners covering more than 100 countries.

**Product Overview**

Unique in the market, Qlik's visual analytics platform includes data sourcing and preparation, visual analytics, reporting, collaboration, and mobility — all in an open architecture that adapts to changing business needs. Through self-service data visualization and guided, embedded analytics, you have the power to enable every user to do their jobs smarter and faster.

**Solution Highlights**

- Widest range of possibilities for connecting to Cloudera via Impala, Hive, or Kudu
- Prebuilt ODBC connectors and 3rd party connectivity options
- A modern BI environment that facilitates discovery
- Qlik's associative model ensures users are not limited by predefined data hierarchies

## Driving higher ROI with Cloudera and Qlik

Using Qlik® solutions with Cloudera enables organizations to optimize the ROI from their big data investments while ensuring the value of analytics isn't restricted to only elite data scientists. Qlik empowers every user across the organization to collaborate and make sense out of their data.

### Makes Big Data Accessible

There are many tools focused on improving the ability for data scientists to perform analysis on massive amounts of data. But Qlik solutions go beyond the data scientist and empower all business users to perform analysis, regardless of technical skill. With our unique associative capability, each business user can progress along their own path to insight.

### Focuses on Relevance

Access to appropriate data at the right time is more valuable to users than access to all the data, all the time. For example, local bank branch managers may want to understand sales, customer intelligence, and market dynamics in their branch catchment area, not the entire nationwide branch network. Purpose-built views of data keep individuals from getting overwhelmed.

### Supports Multiple Methods for Connecting to Cloudera

Because big data use cases and infrastructure differ in every organization, Qlik offers multiple techniques—which can be used individually or in combination—to best meet your big data needs on Cloudera.

## 12 Points of Integration

### Fast & Flexible BI & Analytics

**App on Demand w/ Impala**  
(In memory user generated data slices)



### Data Lake Brower

(Data Concierge for Cloudera)

### Direct Query w/ Impala

(Data Stored in Parquet or Kudu)

### Writeback with Kudu

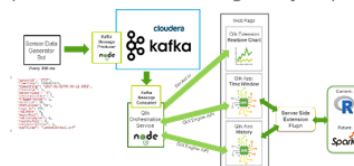
(Interactive Analytics)

### Complex Data Types w/ Impala

(Maps, Arrays, and Structures)

### IOT and Kafka integration

(Event Driven / Streaming Analytics)



### Go Beyond SQL

#### Advanced Analytics

(Integration with Spark/Python/R)

#### Solr Integration

(In-Memory Apps Built on Solr Data)

#### Qlik Solr-API App on Demand

(Search + QAP + D3js)



### Enterprise Ready

#### Cloudera Metrics Dashboard

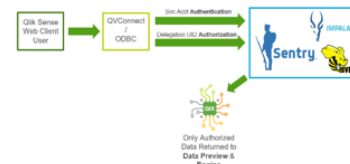
(REST API based management console for CM)

#### SAP Offload w/ Attunity

(SAP S&D Module into HDFS/Impala)

#### Security – New SSO Support

(Kerberos Delegation / SSO Pass-through)



## Cloudera Enterprise Benefits

### Stores and Analyzes Any Type of Data

- Leverage the full power of your data to achieve pervasive analytics, increase business visibility, and reduce costs
- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure; no data movement required

### Enterprise Approach

- Compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management
- Enterprise-grade data auditing, data lineage, and data discovery

### Industry-Leading Management and Support

- Best-in-class holistic interface that provides end-to-end system management and zero-downtime rolling upgrades
- Open platform ensures easy integration with existing systems
- Open source to achieve stability, continuous innovation, and portability

## Benefits of Qlik

### Faster, Scalable Analysis

- Thanks to the QIX engine, you can enjoy a super-fast experience, even while freeform exploring.

### More Exploration, Less Restrictions

- Automatic associative indexing: the QIX engine ingests data from multiple sources, maps it, and automatically maintains associations in the data.
- The power of gray: sometimes the most interesting insight is the data that isn't related to your current analysis. The QIX engine automatically highlights this data in gray to aid discovery.

### Mobile Done Right

- Qlik lets you build once for any device, then deploy anywhere, on any device. Responsive design adapts on the fly to the device's form factor and interaction method.

### A Platform to Build On

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## Customer Snapshot: King.com

As one of Europe's biggest gaming companies, King.com needed a way to see the patterns in the massive volumes of data their game players were generating. King.com's games generate more than 2 billion rows of data daily—with volumes increasing every day. Hidden in this sea of data were the secrets to game replayability, customer retention, and understanding the effectiveness of marketing campaigns.

Before Qlik, King.com's business analysts had no easy way to tap into the value of all this data, which was stored in Cloudera CDH. Marketers had to ask game developers to write scripts to track things like the number of games played per channel.

With Qlik, business analysts at King.com are now able to analyze 40 million customers' gaming behavior. For the first time ever, they are able to determine the ROI of their marketing campaigns. Now they have visibility into metrics—such as the number of players, number of games played, amount of time played, daily average revenue per user, continuous second-day retentions, daily and monthly active users, and more. In addition, "Qlik has cost us only 20 percent of the price of alternative solutions. The payback period was just a few months," said Mats-Olov Eriksson, Data Architect at King.com.

## Customer Snapshot: Children's Healthcare of Atlanta (CHOA)

Children's Healthcare of Atlanta is one of the largest clinical care providers for children in the United States, managing more than half a million patient visits annually at three hospitals and 16 neighborhood locations. They offer access to more than 30 pediatric specialties.

Georgia Tech, in a clinical study together with CHOA, wanted to leverage historical and granular data from vital-monitor data—including heart rate, blood pressure, respiratory rate, and oxygen saturation—from Children's Pediatric Intensive Care Unit (PICU) to understand what, if any, effect the environment of care—such as noise and light—had on patient vital signs. With that information, caregivers could improve the environment by instituting quiet hours, moving noisy machines, or redesigning care areas to improve the environment of care.

Data sources that had never been merged before were now merged on Cloudera. Qlik was brought in to analyze revenue management, service line spending, research hypotheses and cost effectiveness. The result is that patients are not released until their stress has returned to normal. The result was reduced reporting time by more than 65% and elimination of a 10-day waiting period for research-related queries.

## About Qlik

Qlik (QLIK) is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 40,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1,700 partners covering more than 100 countries. [www.qlik.com](http://www.qlik.com)

## About Cloudera

Cloudera delivers the modern platform for data management and analytics. The world's leading organizations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest, and most secure data platform built on Apache Hadoop.



[cloudera.com](http://cloudera.com)

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