

OPTIMIZE YOUR BIG DATA INVESTMENT

Qlik Sense® & Cloudera

The Qlik data analytics platform and patented Associative engine take you beyond the limits of query-based BI tools. So ask away: your answers are waiting!

Industry
Data Analytics

Website
www.qlik.com

Company Overview

Qlik's vision is a data-literate world, one where everyone can use data to improve decisionmaking 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.

Product Overview

Unique in the market, Qlik's data analytics platform includes data sourcing and preparation, visual analytics, reporting, collaboration, and mobility - all in an open architecture that adapts to changing business needs. Whether it's self-service, guided or 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, Kudu, Data Science Workbench, Altus, etc.
- Pre-Built 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

Using Qlik Sense with Cloudera ensures 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, regardless of technical skill. With our unique Associative engine, each business user can progress along their own path to insight.

Accelerate Data-Driven Decisions

Qlik and Cloudera make it easy to extract and analyze any kind of data to help organizations make data-driven decisions. Qlik's Associative technology was designed specifically for interactive, user-driven analytics; allowing users to probe all possible associations that exist in the data, across all data sources. This, in turn, drives analytics use up, across the organization, creating an analytics culture and increasing your ROI.

End-to-End Big Data Analytic Use Cases

Qlik and Cloudera provide end-to-end support for many Big Data analytic use cases out-of-the-box such as: market basket analysis, fraud detection and 360-degree view of customer activity. Qlik's platform approach delivers visual analytics solutions to every user; regardless of whether it's for self-service data exploration, guided analytics and dashboards, embedded analytics, custom-built analytic applications or collaboration and reporting.

Easily Manage a Constantly Changing Environment

Qlik and Cloudera can easily scale to handle more users, more data, more servers and more analytic apps. Qlik Sense scales predictably and linearly as more users are analyzing larger data sets. And Qlik's governed self-service framework and flexible rules engine enables administrators to easily fine tune individual user privileges and provide different self-service capabilities to different user groups.



Learn more about the Qlik & Cloudera partnership:
<http://cloudera.qlik.com/>

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
- Open platform ensures easy integration with existing systems
- Open source to achieve stability, continuous innovation, and portability

About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. We are the leading platform provider for machine learning, analytics and data management built for the cloud. The world's largest enterprises trust Cloudera to help solve their most challenging business problems.

[Learn more at cloudera.com](https://www.cloudera.com)

Customer Snapshot: APRIL Technologies

APRIL Technologies is a provider of IT solutions for APRIL Group companies, an international insurance services group operating in 31 countries. With their varied and pooled services, APRIL Technologies ensure that each customer company, within the APRIL group, benefits from customized assistance and advice.

Utilizing Keyrus' data intelligence consulting expertise, Cloudera's machine learning and analytics capabilities, Talend's data integration platform, and Qlik's advanced data discovery and visualization technology, APRIL is able to impact customer experience by creating real time personalization of each customer encounter.

"The benefits within the APRIL Group are threefold," says Denis Bourdon, general manager of GIE APRIL Technologies. "The first is the successful adoption of advanced big data technologies. Second is the development of a solid business use case enabling APRIL Technologies to be a big data ambassador within the APRIL Group. And the third is a powerful technology platform flexible enough to support the needs of all our future big data projects. Together, these solutions help companies improve customer intimacy and grow revenue."

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 levels have 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.

Benefits of Qlik

Explore Without Boundaries

Search and explore across all your data in any direction with no pre-aggregated data or predefined queries to hold you back. Quickly probe for insight with interactive selections and global search, and instantly pivot your thinking based on what you see. Take away the limits from your analytics.

All Your Data

Easily combine all your data sources, no matter how many, how large, or how imperfect. Qlik's Associative engine indexes all data relationships with no data left behind and no need to fully clean or model data in advance. It's all available and ready to be explored.

Think Fast

Powerful, on-the-fly calculation and aggregation instantly updates all analytics with each click. Critical thinking is no longer derailed by slow queries or ongoing data preparation needs. Analysis movement, at the speed of thought, even with massive numbers of users and complex data sets.