

QLIK

Industry

Data Analytics

Website

www.qlik.com

Company Overview

The Qlik brand delivers software and services that make data a natural part of how people decide and act. We help people to do more than just report findings; we help them to change their worlds, in ways both small and large, through understanding and sharing data more naturally and effectively to create value.

Product Overview

The QlikView business discovery platform delivers true self-service BI that empowers business users by driving innovative decision-making. With QlikView, businesses can take insight to the edges of their organization, enabling every business user to do their jobs smarter and faster than ever.

Solution Highlights

- > Leverage the ease of “QlikView’s” hybrid in-memory and in-datastore Direct Discovery analytics with Cloudera’s ODBC connector
- > Real-time SQL query access in QlikView with Cloudera Impala, part of Cloudera’s Enterprise Data Hub
- > Aggregate, analyze, and visualize enormous data sets with Qlikviews’ hybrid approach of In-memory and Direct Discovery

Cloudera and Qlik: Big Data Analytics for Business

Big data holds great promise in the business world, from optimizing supply chains, to delivering better and faster fraud detection, to improving customer retention, and multi-channel marketing. However, to truly harness big data’s power, organizations must be able to access, analyze, share, and understand not just some, but all of their data.

The challenge big data presents is in the delivery of insight and actionable information to the business stakeholder. How do users interact with and visualize enormous volumes of data—both structured and unstructured—for best results, and how do users gain the benefits of discovering associations between different data sets? What is the best way to analyze data sets that are too large to hold in memory?

Harnesses the Power of Big Data Analytics for Business Users

Qlik has revolutionized the delivery of insight and value to every business stakeholder for “small data,” and now becomes even more powerful in the big data world, working with Cloudera to enable users to combine big data and “small data” to yield actionable business insights. QlikView integrates with Cloudera’s enterprise data hub (EDH), a transformative active archive big data solution that helps organization transform data from a cost to an asset. An enterprise data hub provides one place to economically store all historical data, in its original fidelity, for as long as needed, together with the management, robust security, data protection, and governance enterprises require to deliver data on demand for reporting, exploration, and analysis.

Making Cloudera Connections Easy for Real-Time Query Access

QlikView enables users to easily connect to big data sources. Leveraging ODBC technology and the Cloudera ODBC driver, Cloudera’s enterprise data hub becomes another easy-to-access data source. Users set up the connection in just a few minutes using straightforward and clear dialog boxes, with no programming experience required. Data pulled from the Cloudera connector is analyzed using Qlik’s in-memory model. Cloudera’s Impala, included in its enterprise data hub, is the industry’s first and leading real-time query framework for Hadoop, providing SQL real-time query access to enormous volumes of data stored in HDFS or HBase. With Cloudera’s ODBC driver and QlikView’s Direct Discovery capability, business users can now apply the power of QlikView analysis and visualization to vast amounts of data stored in Cloudera.

CLOUDERA ENTERPRISE BENEFITS

Stores and Analyzes Any Type of Data

- > Store and analyze huge volumes of structured and unstructured data that were previously impossible or impractical
- > No need to define a data model during ingest
- > Supports multiple, flexible schemas

Massively Scalable

- > Brings compute to the data, so no need for expensive data movement prior to analysis
- > Scales linearly on industry standard x86 hardware

Industry-Leading Management and Support

- > Centralized, end-to-end management through Cloudera Manager, supporting deployment, configuration, monitoring, and issue resolution
- > Makes handling even the largest enterprise clusters simple and efficient
- > World-wide, dedicated team of Hadoop experts and project committers working for you

QLIK BENEFITS

Speed and Agility

- > Opens up massive amounts of big data to be used with QlikView's associative experience
- > Business Users and IT collaboratively decide where data resides (in-memory vs. in-datastore)
- > Cache datastore query results in memory for faster recall

Connectivity

- > Maintain associations across all data regardless of location
- > Support for thousands of users and access to terabytes of data across multiple departments in an organization

Growth and Scalability

- > N-Tier architecture provides both horizontal and vertical scaling
- > Leverage EDH data useful for analysis without the scalability limitations of loading data in-memory

Major Benefits

With both structured and unstructured data able to be stored securely and economically within Cloudera's enterprise data hub, the broadest set of data is available in one place for business use. QlikView's Direct Discovery expands its associative, analysis, and visualization abilities to data sets that are too large to load into memory to allow users to:

- > Query data from big data repositories on-the-fly
- > Cache query results in memory for faster recall
- > Maintain associations among all the data, regardless of location

Speed and Agility to Analyze All Your Data

QlikView's Direct Discovery capability can be used in a hybrid approach that combines QlikView's in-memory data model with external data queried on-the-fly by the user. Tables that fit in memory are loaded into memory, while extremely large fact tables remain connected externally. The aggregated query results from the external data source are associated with the in-memory data, and presented to the user.

The Direct Discovery data set is still part of the associative experience; selections on both the in-memory data and the in-place data are reflected throughout the QlikView application. The QlikView user can create charts and tables with data pulled from big data sources housed in an enterprise data hub.

By using QlikView's Direct Discovery within Cloudera's enterprise data hub, users can access all their data – both big and small, leveraging the real-time query capabilities of Cloudera Impala to extend QlikView's ability to ask the next question well beyond the traditional BI analytics boundaries. Direct Discovery makes SQL queries into Cloudera Impala that aggregate enormous data sets, presenting manageable results to the user.

Business requires collaboration and mobility and QlikView provides both. QlikView provides a mobile friendly development environment and as a result there are a large number of QlikView business applications running on tablets and even phones. QlikView Server allows developers and users to share results and applications.

Growth and Scalability

The QlikView Business Discovery platform is designed with growth and scalability in mind, for both data and deployments. It employs an n-tier architecture, providing both horizontal and vertical scaling, and offers a unique hybrid combination of in-memory and direct query access. Qlik has thousands of deployments supporting thousands of users, accessing terabytes of data and supporting multiple departments across organizations.

About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data: The Enterprise Data Hub. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Founded in 2008, Cloudera was the first and is still today the leading provider and supporter of Hadoop for the enterprise. Cloudera also offers software for business critical data challenges including storage, access, management, analysis, security and search. With over 15,000 individuals trained, Cloudera is a leading educator of data professionals, offering the industry's broadest array of Hadoop training and certification programs. Cloudera works with over 700 hardware, software and services partners to meet customers' big data goals. Leading organizations in every industry run Cloudera in production, including finance, telecommunications, retail, internet, utilities, oil and gas, healthcare, biopharmaceuticals, networking and media, plus top public sector organizations globally. www.cloudera.com.



About Qlik

Qlik is the world leader in Business Discovery, and the provider of QlikView self-service business intelligence software that helps organizations make transformative discoveries that lead to better decisions. QlikView goes beyond what other BI software provides by enabling users to analyze and search their data visualizations, make associations, and uncover insight that other BI tools can't find. www.qlik.co

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