CLOUDERA Qlik Q LEAD WITH DATA™

6 Ways Cloudera and Qlik® Help Optimize Your Data Lifecycle

The business that gets the most value from their data will win.

The issue with enterprise data today isn't collecting it. Instead, it's about making this massive and ever-growing volume of data accessible, digestible, and insightful. But making all this data actionable, let alone turning it into business value at scale presents significant challenges – especially as data is expected to double every 18 to 24 months during the next decade.

To get maximum value from data requires data optimization throughout its lifecycle so it can be shared and analyzed with the entire enterprise in real time. And yet, there's still the need to govern data for quality, accuracy, and security, without breaking the bank or getting locked into a particular vendor.

So where to begin?

Modern data optimization doesn't happen by accident – it must be intentionally planned for and well-orchestrated.

"The businesses that are achieving the greatest returns from their software investments are those willing to tackle entrenched cultural and structural barriers."[1]

McKinsey

What every good data optimization platform offers.

How do you build a management and analytics infrastructure that can close the gap between data, insights, and action to deliver true business value to your enterprise? Look for a data framework that offers:

1. PLATFORM FLEXIBILITY

Because the range of data infrastructures, data strategies, and analytic functions is varied and ever-changing, this framework must be flexible and configurable, capable of supporting hybrid and multi-cloud deployment models at any scale.

2. DATA INTEGRATION

As data of all kinds and forms pours in from multiple sources, enterprises must have a way to capture and prepare it for analysis as fast – and as automatically – as possible.

3. ENTERPRISE GOVERNANCE

While it's imperative to democratize data and empower all business users, the strict data privacy, governance, and data management demands of a large enterprise must also be considered.

4. USER ACCESSIBILITY

To help business users find the answers they need within their enterprise's data, it needs to be easy for them to explore, discover, and share relevant datasets – no matter where the data lives.

5. AI-POWERED ANALYTICS

AI-powered analytics are no longer a "nice to have" but are ever more fundamental as enterprises look to leverage machine learning and human intuition to speed time-to-insight, and surface unexpected discoveries.

6. ADAPTABILITY

Because the technology to manage and explore data is rapidly changing, it's critical this data optimization framework can adapt to future technologies without locking you into a monolithic vendor ecosystem.

Cloudera + Qlik: The modern architecture for optimizing the full data lifecycle.

Together, Cloudera and Qlik simplify the end-to-end management of your organization's data and help you get the most from it with analytics that accelerate its time to value from the edge to AI. The integration afforded by this partnership helps organizations build out an enterprise data cloud that can unlock the power of their data.

Cloudera's Data Platform, including a hybrid private cloud, combines the ease of use of public cloud infrastructure with the performance, security, and cost controls in the data center to deliver a modern analytics environment.

Qlik is the ideal complement, offering a solution that delivers rapid time-to-insight for Cloudera users. It continuously ingests data, automates the entire data warehouse lifecycle, and makes data and insights readily accessible across your organization with world-class cataloging and analytics.

1 Get platform flexibility at every stage.

We support your data strategy – independent of cloud, service, or analytics products – from ingestion and preparation to analytics and action.

The last thing you need when optimizing your data lifecycle is another solution that siloes your data, locks you into a data format, lacks deployment flexibility or requires extensive customization. That's not the case with Cloudera and Qlik. We support your data strategy – independent of cloud, service, or analytics products – from ingestion and preparation to analytics and action.

Cloudera's Data Platform is a true hybrid solution with the same architecture across private and public clouds, and the same security and governance to avoid compliance issues and reduce the risk of security breaches. Qlik is platform-agnostic and can be deployed in any environment.

Together they enable you to place data workloads where they make the most practical and operational sense for your enterprise.

Consider these questions

- How will you collect and organize the data you already have?

- Where and how will you store data in the short- and long-term?

- How will you source and aggregate more data from inside and outside the company going forward?

- What's the right balance between a highly interactive experience for your end users and IT governance for your company size and industry?

- How will you ensure rapid and complete recovery in the event of disaster – whether physical or cyber?

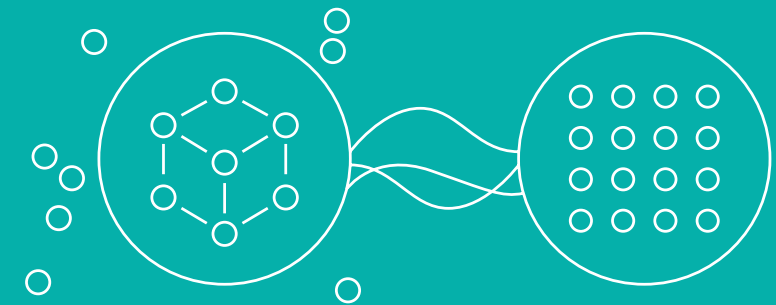# 2 Easily integrate data from multiple sources in real time.

Continuously ingest data from multiple sources into the Cloudera Data Platform with zero downtime.

Rather than waiting for your data engineers to painstakingly extract, transform, and load data into your warehouse, you can continuously ingest data from multiple sources into the Cloudera Data Platform with zero downtime – greatly accelerating your data pipeline. Plus, with Qlik's change data capture (CDC) technology, you're always working with real-time data while minimizing the impact on production systems.

- Bring diverse users and application workloads to a single, unified pool of data on common infrastructure with no data movement required.

- Automate your setup steps with drag-and-drop functionality, while agent-less technology means no extra software installation on the data source or target.

- Enable real-time continuous data feeds from enterprise data sources, including all RDBMS, mainframe applications, SAP, and more.

- Accelerate more data availability in Cloudera to support analytics initiatives while using fewer developer resources.
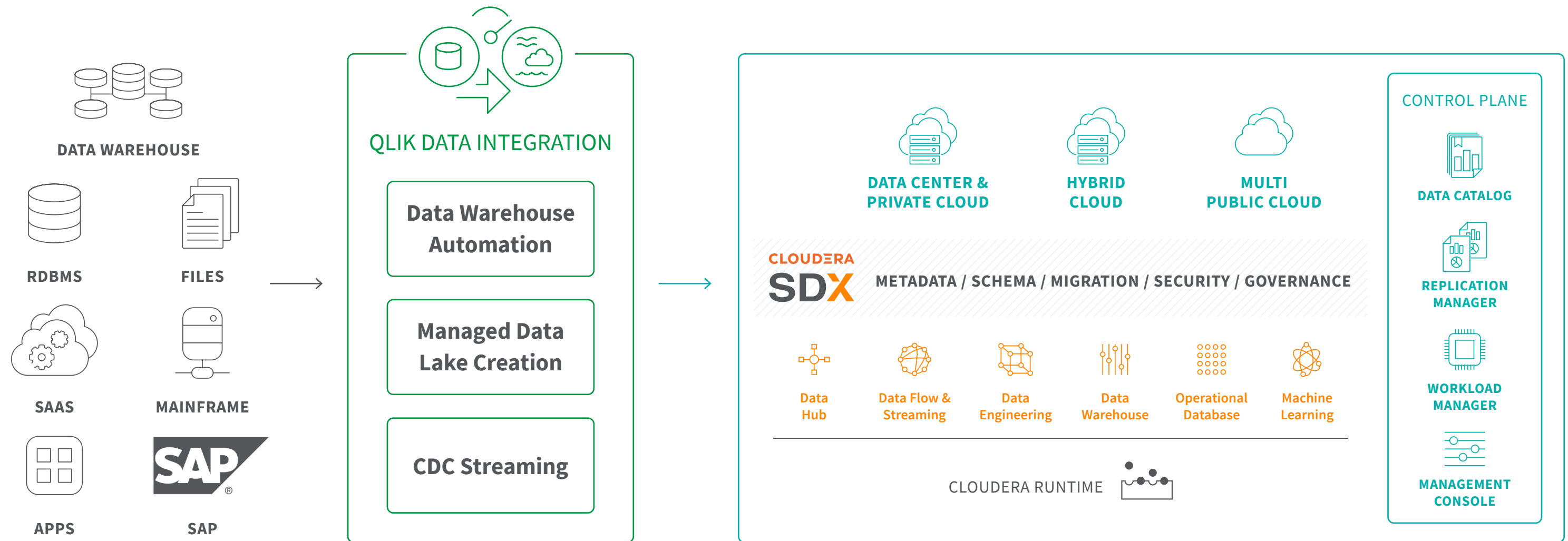
Realize the potential of your SAP data

The Qlik Data Integration Platform removes the business and technical challenges of complexity, time, and cost, while offering greater flexibility for your SAP data in downstream analytics initiatives. And because Qlik works with the Cloudera cloud, integrating SAP data with powerful data analytics solutions is seamless.

Data integration with Cloudera and Qlik

Together, Cloudera and Qlik see to it that you get the right data at the right place at the right time.

DATA WAREHOUSE

RDBMS

FILES

SAAS

MAINFRAME

APPS

SAP

QLIK DATA INTEGRATION

Data Warehouse Automation

Managed Data Lake Creation

CDC Streaming

DATA CENTER & PRIVATE CLOUD

HYBRID CLOUD

MULTI PUBLIC CLOUD

CLOUDERA SDX — METADATA / SCHEMA / MIGRATION / SECURITY / GOVERNANCE

Data Hub

Data Flow & Streaming

Data Engineering

Data Warehouse

Operational Database

Machine Learning

CLOUDERA RUNTIME

CONTROL PLANE

DATA CATALOG

REPLICATION MANAGER

WORKLOAD MANAGER

MANAGEMENT CONSOLE

3 Leverage self-service analytics while maintaining proper data governance.

Democratize your data but keep your hands on the wheel.

Democratize your data but keep your hands on the wheel. Qlik integrated with Cloudera delivers both the freedom of self-service analytics—which allows every user to explore and share data—and the controlled access of comprehensive governance capabilities, so everyone is working from a single source of truth.

- Up-level your analytics stack with a collaborative environment that supports the latest open-source languages and libraries while unifying IT, data science, developers, analysts, and business stakeholders across the entire analytics workflow.

- Get support for a wide range of use cases across major industries out-of-the-box – including descriptive, predictive, and prescriptive.

- Know who touched the data, how it was changed, and who changed it with audit trails.

Cloudera SDX shared data experience

Cloudera SDX is a universal governance framework that easily enables multi-function analytics, is less expensive, and is more efficient to manage and secure. Now all users, running any type of application, can share the same data catalog and structures, leading to much greater agility. At the same time, Cloudera SDX ensures consistent and enterprise-grade security policies, governance, and management, no matter where it's deployed.

4 Easily find the data you need when you need it.

By using Cloudera and Qlik together, you give your users a single, central place to find, combine, and publish data sets.

Set the stage for innovation by empowering your users with on-demand access to analytics-ready data. By using Cloudera and Qlik together, you give your users a single, central place to find, combine, and publish data sets. This allows them to intuitively dive into data as they see fit, without needing to rely on IT to run queries and generate reports.

- Perform calculations "on the fly" using in-memory processing to allow users to keep digging and exploring without having to wait for the platform to catch up.

- Streamline the transformation of raw data into analytics-ready assets with shared metadata across multiple types of workloads and deployments.

- Catalog and preserve datasets as they're generated to enable users to reuse and build on previously created assets to further lower data preparation costs and speed delivery of new datasets.

- Secure data with enterprise-grade access controls and obfuscation capabilities, as well as integration with a range of security and governance products.

Experience the Associative Difference™ with Qlik

Unlike traditional data models – which limit what data you can see, how that data should be connected, and what queries you can perform – Qlik's Associative Difference™ identifies every relationship across all your data. This allows every user – not just the data scientist – to quickly and easily explore data as they see it, using interactive selections and keyword searches to uncover unexpected connections and insights. And integrated with Cloudera's modern analytics database, you get the same fast and flexible query performance across all your data – in the cloud, on-premises, or in a hybrid model.

5 Accelerate time to value with analytics from the edge to AI.

Cloudera and Qlik together provide direct access to AI-powered analytics no matter where the data lives.

The next big idea to transform your business can now come from anyone, anywhere, in any line of business. Cloudera and Qlik together provide direct access to AI-powered analytics no matter where the data lives. This solution also supports embedded analytics and natural language search to empower even more users.

- Enable users to explore, create, and collaborate on the go with support for iOS and Android devices.

- Count on responsive design to adapt visualizations, data, and functionality to create the best possible user experience no matter the device.

- Amplify discovery and drive enhanced data literacy while helping to minimize cognitive bias with AI-powered auto-generated charts and visualizations.

Analyst Predications for AI-Powered Analytics

Over

50%

of the primary responsibility of data and analytics leaders will consist of data created, managed, and analyzed in edge environments by 2023.[2]

75%

of enterprises will shift from piloting to operationalizing AI, driving a 5X increase in streaming data and analytics infrastructures by the end of 2024.[3]

6 Be ready with a platform open to future technologies.

Cloudera is built on open architecture, Qlik is platform agnostic.

How can you be prepared for what's next? There's no one single answer but using open platforms can go a long way in helping adapt to new technologies. Cloudera is built on open architecture with shared open storage, open formats, and SDX – the Shared Data Experience – complete with open APIs. Qlik is platform agnostic, so you can deploy it anywhere, including on-premise, in a single cloud or across multi-clouds.

- Rely on open source to achieve stability, continuous innovation, and portability.

- Allow developers to use open APIs to build new capabilities and extensions.

- Leverage Cloudera and Qlik's extensive partner ecosystem to address new use cases with solutions that work together.

"Cloud can not only help organizations move faster and reduce IT costs but can also support innovation and the integration of powerful, disruptive, emerging technologies."[4]

McKinsey

Partnering for Success

The Cloudera and Qlik partnership is already powering impressive business results at leading organizations.

Johnson & Johnson

This global healthcare company uses Cloudera and Qlik to correlate big data coming from machine sensors and other sources and enable individual business use cases to now drive the analytics. In the process the company has realized efficiency gains between 5% -12%, and cost savings of $30-$40 million a year based on improved insights into quality and productivity.

TD Bank

This $30 billion bank leverages Cloudera and Qlik to make its data lake more usable and speed up time to insight for analysts looking for ways to run the business better, engage with customers, and identify new business opportunities. In the process, TD Bank has cut its IT costs related to data preparation by 40%.

Tokyo Century (USA) Inc.

Utilizing Cloudera and Qlik powered by the Bardess Group's Zero2Hero stack, this financial services firm is developing a consistent and systematic approach to data analytics that's giving its credit risk analysts better tools for assessing risk. The improvements are expected to help the company reduce risk assessments from one hour to 10 minutes.

Optimize your data lifecycle with Cloudera and Qlik together.

As more data gets created, the ability to use more of it becomes a mission-critical differentiating factor. To use more data you need to optimize your data lifecycle. And to do that, you need Cloudera and Qlik. Together, they can provide the management and analytics infrastructure that can close the gap between data, insights, and action to deliver business value to your enterprise.

Ready to get more value out your data? We're ready to help.

Schedule a Demo

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.

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. Cloudera delivers an enterprise data cloud for any data, anywhere, from the edge to AI. Powered by the relentless innovation of the open-source community, Cloudera advanced digital transformation for the world's largest enterprises.

Qlik Q ® **LEAD WITH DATA**™   **qlik.com**

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