# Qlik® Products are Certified on Teradata Unified Data Architecture™

Organizations that want to gain a competitive advantage through analytics need to adopt a comprehensive data architecture that leverages existing, new, and emerging technologies. By providing insights that help you increase productivity, streamline costs, and unleash the value of data, Teradata Unified Data Architecture™ lets you know more so you can do more—the ultimate competitive advantage.

In the Teradata Unified Data Architecture™, the discovery platform is Teradata Aster while the data platform can either be Hadoop or a Teradata Integrated Big Data Platform for large, cost-effective storage and processing of big data.

The data visualization and discovery capabilities in either Qlik® Sense or QlikView® can seamlessly integrate with Aster to extend the value of data to business users.

This integrated analytics platform delivers a more optimized experience for business users with rapid response times that radically shrink application development and implementation times from months to weeks and even days. And because of the advanced collaboration and mobile capabilities in Qlik products, enterprise data is now available where and when business users want to use it.
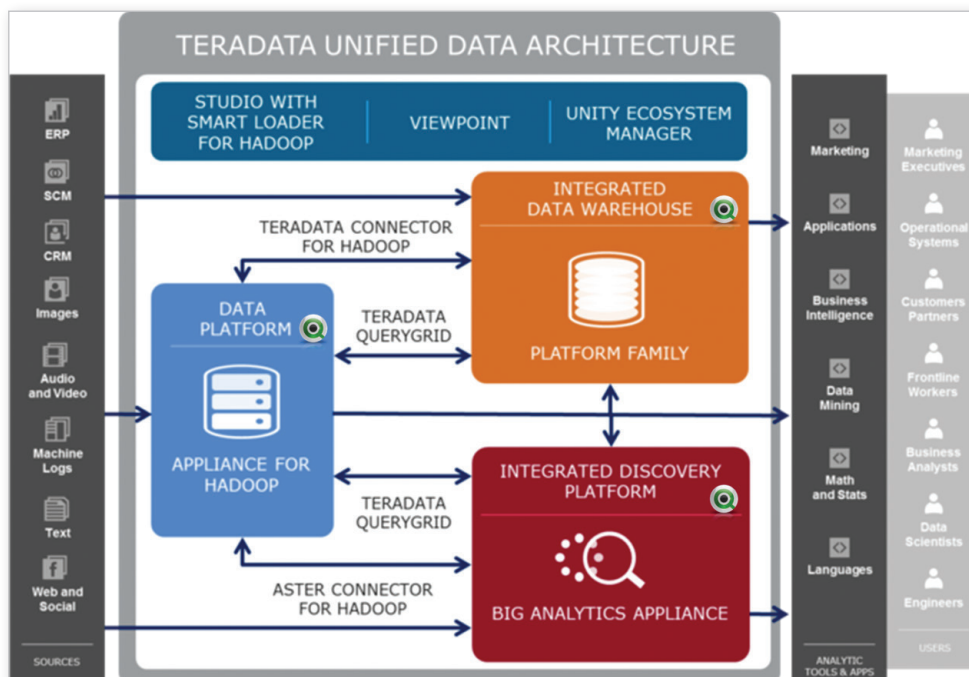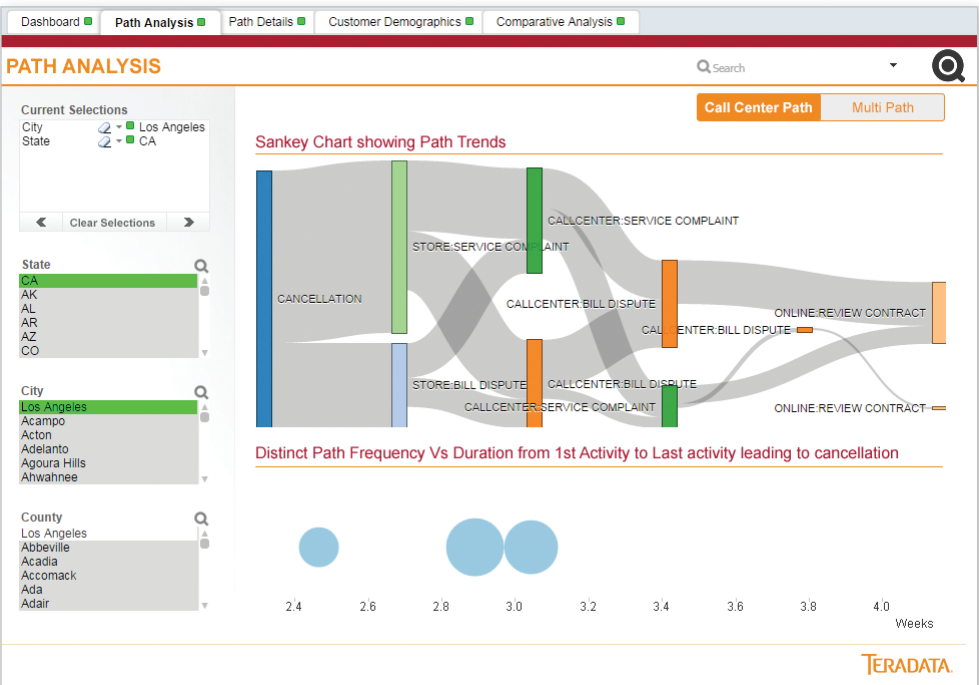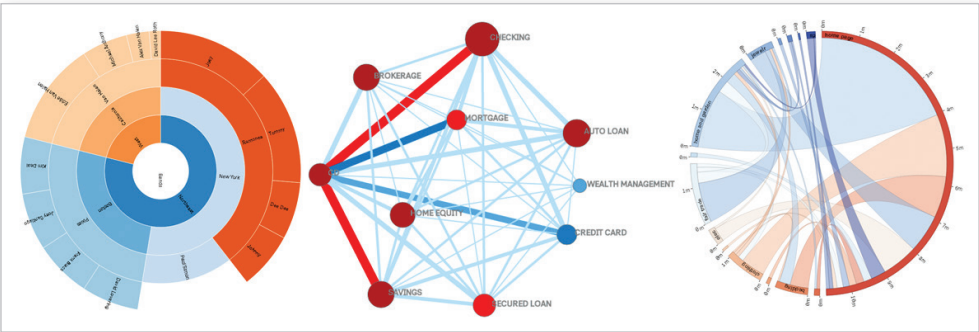
**Figure 1 Demo app on teradata.qlik.com**



## Qlik's Value for Teradata Unified Data Architecture™

- Delights and empowers business users with ease of use, freedom to explore, search, real-time collaboration, and speed

- Provides greater business value thanks to the advanced Qlik Indexing Engine

- Apps deployment model: reusability, efficiency and speed

- Performance and scalability (data and users)

**Figure 2 Additional Aster integrations**

### Data Discovery without Limitations

Qlik® products offer the unique flexibility to quickly create dynamic visualizations with UDA, by integrating with a complete range of Aster analytical functions (SQL –MR, SQL-Graph) as well as Teradata and Hadoop. Example applications can be found on Terdata. Qlik.com, showing the power of ad-hoc churn analytics in QlikView®. The applications use Aster's nPath function for enhanced data discovery across the data sets and resultant outcomes. Qlik simplifies the user's analytics experience by exposing the power of Aster via an intuitive set of self-service associative visualizations and eliminating the need to understand and manipulate the SQL-MR behind the scenes.

### Take the Next Step

It's time to combine the strengths of Teradata and Qlik to enhance your data analytics strategy. New tools, technologies, and processes from Teradata give you everything you need to successfully make the shift from intuition to true data-driven insight. Qlik's advanced indexing engine and associative capabilities will help you tap into enormous data resources that were previously too unwieldy and costly to analyze efficiently, or were simply not available. And big data analytics from Teradata is built on Teradata's core technologies: The Teradata® Purpose-Built Platform Family offers a solution for every size company, with built-in scalability to expand as your enterprise grows.

### Why Qlik?

Qlik (NASDAQ: QLIK) is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Approximately 33,000 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 1700 partners covering more than 100 countries.

### Why Teradata?

Teradata Corporation is the world's leading analytic data solutions company focused on integrated data warehousing, big data analytics and business applications. Teradata's innovative products and services empower organizations to integrate, analyze and profit from data for competitive advantage. And for the past 14 years running, Teradata has consistently been a leader in Gartner Research's Magic Quadrant for Data Warehousing and Database Management Systems.

## For More Information

To learn more about how the power of big data analytics from Teradata and the advanced analytics capabilities of Qlik can help you get more insight out of your data to build better, stronger relationships with your customers, visit www.qlik.com and follow us on twitter (http://www.twitter.com/qlikview).

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