

DEEPER INSIGHT FROM MORE DATA ... FASTER

Today's businesses face daunting challenges such as heterogeneous data sources, exploding data volumes and unacceptable data latency. Teradata and QlikTech are both industry leaders and offer a hybrid analytics solution that combines the best of both worlds; large-scale enterprise data warehousing (EDW) that leverages Teradata's sophisticated and proven in-database analytics with the speed-of-thought, in-memory associative analysis of QlikView. This powerful combination allows users to seamlessly utilize and combine data from diverse sources for analysis, including "single version of the truth" data from the EDW.

This unique hybrid capability is enabled through a live connection in QlikView called Direct Discovery and a powerful and recently acquired product called QlikView Expressor that provides data source and data usage insight that creates a data on-ramp to the EDW. Now users have access to both the performance and scalability of Teradata and the unique associative search capabilities of QlikView at the same time. This new 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 QlikView's social and mobile app capabilities, enterprise data is now available where and when business users want to use it.

DASHBOARDS FOR DATA DISCOVERY WITHOUT LIMITATIONS

By directly querying big data sources across the enterprise without a complicated ETL process, business users can open up vast and previously untapped information sources to leverage deeper insights without scalability limitations to create more informed strategies and make better decisions. With minimal training, business users can build dashboards that can be built once and deployed everywhere. And without having to rely on IT for integration, query structure or architectural changes, this solution saves that department time as well.

This hybrid solution seamlessly connects users to multiple data sources within the same interface—including Teradata, SAP, Facebook and others—allowing the business user to associate data across data silos. Traditional visualization tools only allow extracts to an in-memory engine or run queries on the database, but can not do both simultaneously on the same application. Now users can

make selections on either data set, see the relationship in the data and analyze any data sources of any size on the same analysis dashboard.

Built-in QlikView data governance dashboards enable users to easily identify high-value data and make key decisions on when and how to move that data into in-memory (QlikView) or in-database (Teradata) for analysis. The end result is an overall reduced time to development, less data redundancy and inconsistency, use of best practices and increased accuracy and data confidence. The more this solution is used, the more optimized it becomes for Teradata, and the more data sources can be incorporated in business-driven analysis.

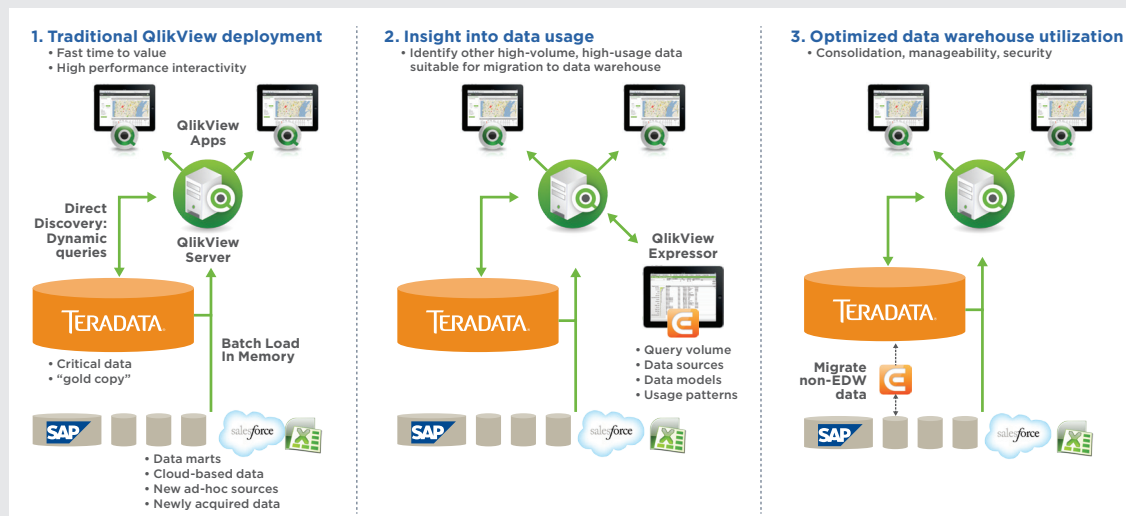
EXPEDITE TIME TO VALUE

The QlikView Direct Discovery component of this hybrid solution brings the easy-to-implement, rapid application development experience to data sets that were previously used separately, or not used because of their size and the development effort required. Big data analysis becomes a self-service function that includes social, collaborative and mobile capabilities.

QlikView's advanced associative capabilities allow users to drill down to the detailed measures stored in a wider range of big data sources. Users can obtain answers at speed of thought and identify query relationships far more easily. The result is shorter project lengths and less reliance on IT, which saves everybody precious time and budget dollars.

QLIKVIEW AND TERADATA HYBRID SOLUTION BENEFITS

- ~ Combines the strengths of in-memory and in-database analytic query performance
- ~ More thorough and unified analysis using previously untapped big data sources
- ~ Associative approach creates insight-driven user experience
- ~ Fast and easy to implement and use
- ~ Self-service big data analysis for everyone with social, collaborative and mobile capabilities



QlikView Data Evolution Model:
The Teradata and QlikTech hybrid solution overcomes data access and data size limitations by letting everyone in your organization submit direct queries that integrate in-memory data, data from Teradata and other sources for deeper insights.

QlikView Expressor enables data onboarding for data mashups that require bringing together data from all enterprise sources—in-memory, Teradata, and more. This eliminates long, tedious ETL processes by writing data back to the EDW and gives users a single version of the business and detailed analytics.

TAKE THE NEXT STEP

It's time to combine the strengths of Teradata and QlikTech 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. QlikTech's advanced 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 company no matter the size, with built-in scalability to expand as your enterprise grows.

WHY QLIKTECH?

QlikTech currently serves more than 27,000 customers in 100 countries. QlikTech solutions are used by industry leaders in telecommunications and media, manufacturing,

retail, financial services and life sciences. Forbes rated QlikTech Number Three among its Fast Tech 25, and ZD Net recently named QlikTech the Number One fastest-growing enterprise technology company. Gartner rated QlikView among its Magic Quadrant Leaders in BI, and Number One in performance, satisfaction with development tools and lowest total cost of ownership.

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 find out more about how the power of big data analytics from Teradata and the advanced search capabilities of QlikTech can help you get more and better insight out of your data to build better, stronger relationships with your content and consumers, contact your local Teradata representative or visit Teradata.com.



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