



Gaining Value from Big Data

How the Federal Government Can Harness the Power of Big Data

Big data has less to do with size and more to do with the growing recognition that data and analysis have a seemingly limitless potential for improving government and society. We're already harnessing the power of big data in everything from national security to healthcare, from making our streets safer and improving medical diagnosis to reinventing modern warfare. These innovations are possible because agencies are now have the ability to capture, store, and process an incredible amount of data about almost everything. But data alone does not deliver value.

A recent MeriTalk study found that agencies stand to save 14%, or \$500B across Federal government, by successfully harnessing the power of big data to work smarter. The catch is that big data itself has no inherent value, and even agencies that have invested heavily in big data technologies are still learning how to leverage it. Real value is created when government can bring together data – big or traditional – from multiple sources or locations, and present that information in a way that encourages exploration and insight.

The ability to make big data accessible throughout your agency drives value in two important ways. First, it enables you to pull big data sources—from social media to public records to geospatial data—into standard analysis, thus gaining more detailed insight into key aspects of its operation. Second, it fosters a culture of inquiry in which experience and gut feel is balanced with the power of big data. One of the significant issues expressed by Federal IT leaders around the topic of big data is the struggle to find the 'needle in the haystack'. By making big data accessible, more people will experiment with ideas around their data, eventually leading to better decision making.

Qlik unlocks the power of information

Find your "aha" moment

Uncover hidden insights or anomalies by viewing all your data. You'll be able to see and explore not only what data is associated to your selected query, but also what's unrelated, which can provide unexpected insights.

Search data like you do the web

Searching the web is easy. Why should your data be any different? Find what you're looking for quickly, so you can move on to the next question.

Be empowered, everywhere

Don't wait to get to the office. Get answers to your questions anywhere, on any device, with an intuitive interface designed for mobility.

Share your story

Save time and keep your presentations on track. Create and publish findings in one place, so you can shift seamlessly from discovery mode to presentation mode and back.

Get answers now

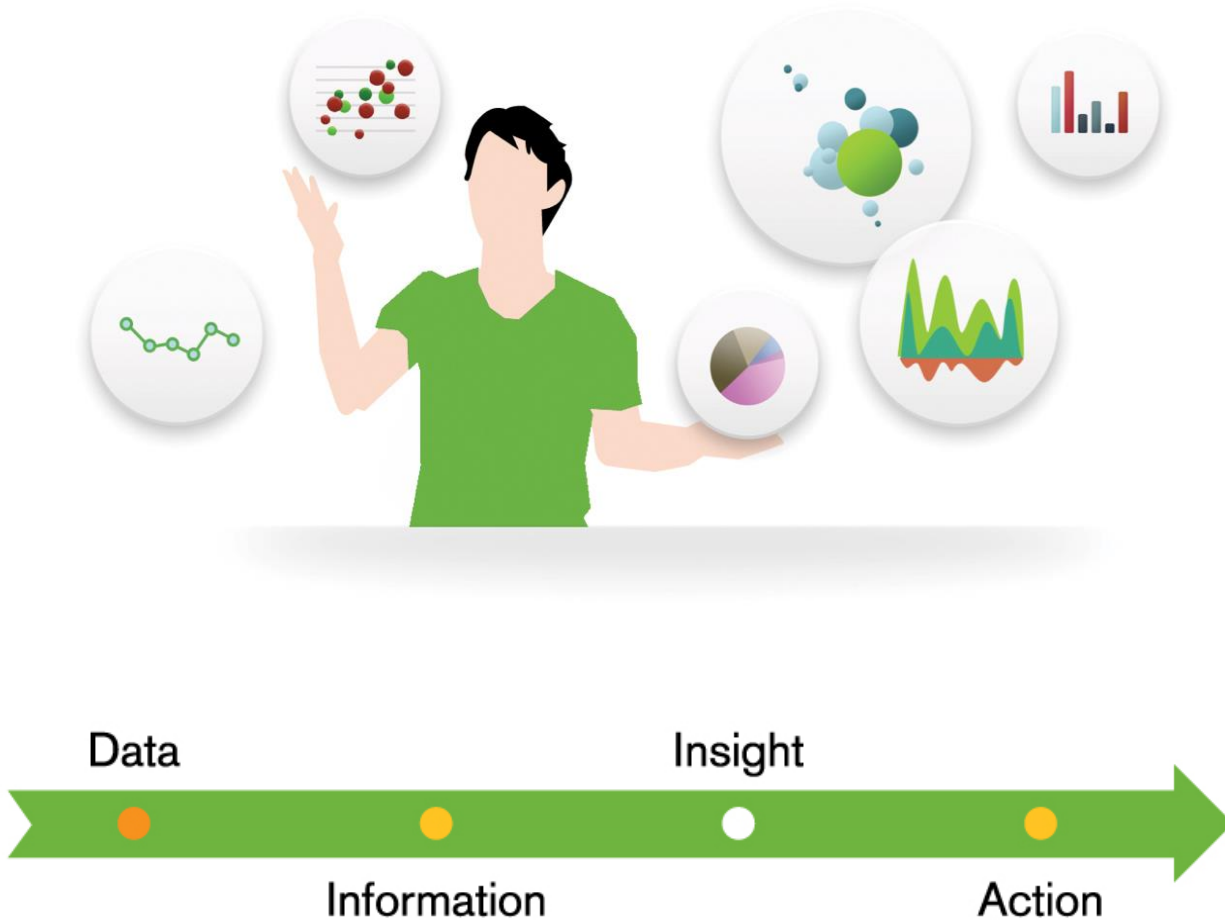
Be up and running in a matter of days, not months. 44% of Qlik customers are live within a month; 77% are live in fewer than 3 months.

Minimize purchasing headaches

Software buying should be easy (and fun!). We work with you throughout the procurement process, offering flexible and scalable license models to deliver outstanding performance and low TCO to user communities consisting of 1 to 50,000+ people.

More People -> More Ideas -> Better Outcomes

Real value occurs when big data is turned into information which leads to insight and drives action.



There are many tools focused on improving the ability for data scientists to perform analysis on massive amounts of data. But Qlik solutions go beyond the data scientist and empower all business users to perform analysis, regardless of technical skill. With our unique associative capability, business users can answer question after question, moving along their own unique path to insight.

To support big data analytics, Qlik offers a unique combination of:

- **Simple data integration:** Bringing together multiple disparate data sources provides a more complete picture of your business. Qlik solutions can easily connect to virtually any data source, including file-based sources like Excel, databases, HTML and XML web content, and big data sources like Hadoop, Teradata, and Cloudera.

- **Highly immersive and interactive experience:** Qlik solutions are based on in-memory technology which provides a highly interactive experience for the user. As individuals make selections or changes, all visualizations and results update immediately. This allows them to follow new lines of thinking in ways that can't be achieved with hierarchical or query-based tools.
- **Direct Discovery:** Depending on your needs, it may not be possible to bring all of the necessary data into memory. Direct Discovery allows you to augment in-memory data with more detailed data stored in your big data system. The most common use is to analyze information at a high level in memory, and then use Direct Discovery to drill down into the detail when needed while retaining the interactive associative user experience.

Qlik allows you to extend big data analytics to the edges of your agency. We empower non-technical users to explore information freely, discover new information along the way, and come up with next steps based on that information. With just a few clicks, business users can augment Qlik applications with their own analysis or modify existing apps with new objects and sources of information. Qlik makes it easy to test ideas and to gain innovative insight from big data.

About Qlik

Qlik is a leader in data discovery, delivering intuitive solutions for self-service data visualization and guided analytics. Qlik empowers the organization with a flexible analytics tool that not only answers queries, but also helps uncover additional questions to ask of the data. Qlik's products deploy rapidly and customers realize rapid time to value, often in less than 45 days. Contact **Adam Jacobs** at **adam.jacobs@qlik.com** or **410-350-5233** to schedule a discussion and live demonstration, or visit us at www.qlik.com.