Data Integration Platform

Qlik’s Vision and Strategy
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SUMMARY

• This statement of direction provides an overview of Qlik’s strategy and direction for our newly created Data Integration Platform direction for our Data Integration Platform which helps organizations move, transform, prepare and catalog data assets for all kinds of uses across an enterprise, accelerating data availability for cloud and analytics.

• It sets out our vision for the Attunity® and Qlik Data Catalyst™ products that combine to form this data platform.

• It addresses our go-to-market direction and the customer use cases we are focusing on.

• Describes our product roadmap for the Data Integration Platform and our future investments over the near and long term.

INTRODUCTION

In May 2019, Qlik completed our acquisition of Attunity, a market-leading data integration solution provider, and announced our plans to combine this with our market-leading analytics platform. Since then we have integrated our teams and built a product strategy that sets Qlik apart in the data and analytics market.

Building on the recent 2018 acquisition of Podium Data and the introduction of Qlik Data Catalyst, Attunity provides cross-platform data integration and streaming capabilities to support a shift to cloud and real-time analytics.

Consistent with our vision for the 3rd generation of business intelligence and analytics, we believe a modern data integration strategy creates the foundation for an enterprise analytics strategy that drives insights, improves decision-making and transforms organizations.
Strategic Direction

By closing this acquisition, we are bringing together the leading provider of data integration and big data integration software solutions with the market’s leading analytics and BI platform, accelerating enterprises ability to turn raw data into shared insights across the organization.

In a competitive environment where trusted, real time enterprise data is crucial to success, organizations are looking for a more holistic and agile approach to data integration and analytics. With Attunity, we will now provide customers with an expanded enterprise data integration platform to transform their raw data into a governed, analytics-aware information resource. This platform enables the movement of data in real-time across multiple cloud environments and data lakes, which when combined with predictive analytics and artificial intelligence, scales real-time insights through an entire organization.

By combining Attunity with Qlik Data Catalyst which builds a secure, enterprise-scale catalog of all the data your organization has available for analytics we will now provide a comprehensive data integration platform to enable modern data architectures and deliver on the promise of DataOps for Analytics. Attunity extends Qlik’s breadth of enterprise data integration capabilities through cross-platform data streaming and automated delivery of analytic ready data sets that directly supports the markets shift to cloud and real-time analytics.

As a result, our ability to support a complete, self-service and agile end-to-end data and analytics supply chain provides further evidence of our commitment to helping customers transform their businesses and lead with data. While optimizing this experience for customers using our analytics solutions, we are committed to ensuring that our data integration platform, and specifically the Attunity and Qlik Data Catalyst products, continue to support and integrate with any and all of the market’s leading cloud, data, analytics and BI environments. We will continue to ensure product alignment with Attunity’s strategic technology partnerships such as Microsoft, AWS, Google, Cloudera, and Snowflake and deliver optimized integration and joint value proposition to our mutual customers.
Emergence of DataOps for Analytics

As organizations look to modernize their analytics environments to enable digital transformation, they are embracing a DataOps approach, which requires IT and business alignment along with a modern data strategy and architecture. Qlik’s Data Integration Platform accelerates the discovery and availability of analytics-ready data by automating real-time data streaming, refinement, cataloging and publishing. It enables DataOps and drives agility in the analytics process through automated data pipelines that stream from transactional systems, warehouses, or data lakes to create actionable data on-demand. Together, the products will enable transformative capabilities including:

- **Real-Time Data For Faster, Better Insights** - Using Change Data Capture technology, Qlik’s Data Integration Platform can intelligently deliver data from a wide range of systems to ensure users are always analyzing the latest information.

- **Agile Data Delivery** - To fulfill ever-changing business needs and meet the demand for increasingly diverse data sets, Qlik’s Data Integration Platform automates the creation of analytics-ready data pipelines to empower users to operate at the speed of business across multi-cloud and hybrid deployment options.

- **Trusted, Enterprise-Ready Data** - Business users need to quickly find and be confident that the data they analyze is accurate, safe and verifiable. Qlik’s Data Integration Platform includes a robust set of enterprise-scale quality, governance and collaboration capabilities to streamline DataOps processes, making sure that all data is completely validated, protected and secured from data ingest through delivery.

Qlik’s Data Integration Platform supports the following 5 components:
Customer Use Cases

Our data integration platform helps customers move, transform, prepare and catalog data assets for a broad range of uses across an enterprise, many of which will be BI and analytics use cases. As we look to define our short- and long-term product strategy and roadmap, and ensure we identify the right areas that will drive the most value for our customers we have identified a series of customer-centric use cases that will guide our investments. We segment these use cases in two categories: those which our data integration platform can support as a standalone platform irrespective of the BI and analytics solution being used, and those which provide additional value across our data and analytics supply chain with additional integration with Qlik’s own analytics solutions.

Data Integration Platform Use Cases

The following represent a sample of the use cases that are possible by using Attunity and Qlik® data products either "out-of-the-box" or through implementation and configuration. In line with our strategy and commitment to an open data integration platform these use cases are primarily agnostic of the BI and analytics solutions our customers are using.

1. **Analytics-Ready Data Lake**: Building cloud/hybrid data lakes in support of an analytics strategy. Driving more efficiency and automation in this process enabling the streaming of a data pipeline at scale, in real-time and in an agile fashion, delivering analytic-ready and derivative data sets that can be accessed through a business-oriented data catalog.

2. **Cloud Data Warehousing**: Support modernization initiatives to move to the cloud in order to gain agility and cost-efficiencies, reducing on premise data center/hardware costs while optimizing data access. Includes building new data warehouses and marts at either an enterprise or line of business level, leveraging modern technology at scale, in an efficient (automated) and agile way. These data warehouses provide the real-time data foundation in support of an analytics strategy.

3. **Generating Data Streams for Micro-Services and Analytics**: Enabling architectures for the development of cloud-based microservices and streaming analytics in platforms such as Kafka® that require real-time streaming data feeds from legacy applications, with minimal to no impact and overhead on these applications.

4. **SAP® Analytics and Data Management**: Unlock the value and liberate SAP data in support of Data Lake and Data Warehousing use cases. In addition, streamline test data management by moving SAP data from one SAP system to another.
5. **Mainframe Analytics and Data Offload:** Unlock and liberate mainframe data in support of modernization, analytics and micro-services initiatives. Further, enable the provision of mainframe data in support of passing data to a streaming platform.

6. **Support Line of Business Analysts:** Supporting business analysts in analyzing data to make rapid and informed business decisions, increasing the ease at which they can find and trust data through the cataloging and profiling of enterprise data assets. Further support them in understanding the data and building derivative data models to provision to a downstream analytics tool.

**Qlik Centric Data & Analytics Use Cases**

These represent three example use cases that will add additional value to our customers as we deliver additional integration between our Data Integration Platform and Qlik’s analytics solutions.

1. **Real-Time Analytics with Qlik Sense®:** Support the creation of near real-time dashboards and analytics in Qlik Sense. Create the ability to explore data as events occur but without having queries impact the underlying source data.

2. **Qlik Sense Enterprise in the Cloud:** Provide the mechanism so that on-premise data can be analyzed using Qlik Sense Enterprise in the cloud whether that be Qlik’s software as a service offering (Qlik Cloud® Services), or in the customers own Qlik Sense environment on a cloud platform, for example AWS®, Azure®, or Google Cloud® Platform.

3. **Big Data Analytics:** Create scalable data pipelines that feed big data platforms and refresh the Qlik Associative Big Data Index™. Perform interactive analytics at scale with the most current data.
Product Roadmap

Based on these use cases and our strategic vision to Lead with Data we have outlined the following planned priorities for our near- and longer-term roadmap. It is important to note that both Attunity products and Qlik Data Catalyst offer capabilities that are complimentary and can be used together today to solve a broader scope of data integration initiatives. Each product in the portfolio will continue forward with their independent roadmaps, however these roadmaps will now contain new components to better support the Data Integration Platform use cases listed above.

Near-Term Roadmaps

We are committed to the Attunity product line by continuing its roadmap and product availability with development and innovation for new versions and releases for Replicate, Compose for Data Warehouse, Compose for Data Lakes, and Enterprise Manager. Planned innovations include:

Attunity Replicate:

- Continue to release new versions in agile method to expand market leadership and accommodate enterprise customer needs.
- Continue focus on supporting a wide variety of cloud-based data and analytic services across multi-cloud environments including AWS, Azure and Google.
- Expanded support for more source and target endpoints including Google® BigQuery™, Databricks®, SaaS applications like Salesforce®, and NoSQL databases like MongoDB®.
- Continue to deliver enhancements for high throughput, low impact and low latency.

Attunity Compose for Data Warehouse:

- Expanded support for data warehouse targets including Google® BigQuery™.
- Continue to optimize end-to-end performance for cloud data warehouses development and continuous refresh including parallel cloud loading and unloading.
- Improved control and flexibility of pipeline stages and warehouse tables.
Attunity Compose for Data Lakes:

• Expanded support for machine learning, artificial intelligence and data science initiatives by automating data pipelines for Databricks.

• Continue to expand support across a wide variety of cloud-based data and analytic services including Azure Data Lake Storage Gen2.

• Coverage of the latest offerings from the new Cloudera® including Hortonworks®.

Attunity Enterprise Manager:

• Unified control and monitoring for both Replicate and Compose.

• Expanded support for Docker and Kubernetes for large scale deployment and management.

Our commitment to the Qlik Data Catalyst product is underlined by our continued execution of its roadmap for planned innovations that include:

Qlik Data Catalyst:

• Enhance cataloging and management of Qlik QVD files.

• On-premises data delivery to Qlik Cloud Services

• Continued enhancements to search and collaboration capabilities, richer information and personalization of views in the Catalog.

• Simplified installation and improved functional parity between the single node and multi-node deployment options.
Longer-Term Roadmap

The longer-term roadmap for our Data Integration Platform focuses on delivering the market leading capability to automate the data and analytics supply chain enabling organizations to realize their DataOps and analytics strategy. This is planned to include:

- Tightly integrate Attunity with Qlik Data Catalyst as well as continuing to integrate both products with the rest of the Qlik portfolio.

- Extend the current APIs to cover complete operation and control delivered via programable user interfaces (REST, .NET and Python)

- Introduction of integrated infrastructure, functionality and a world-class user experience across products that focuses on ease of use, productivity and intuitive workflows.

- Continue to improve flexibility, scalability and performance to ensure the platform is designed for large scale digital transformation.

- Continued optimization of data source and target support through our close technical and commercial relationships with cloud, data warehouse and data management partners.

- Reduced total cost of ownership while maintaining market leading deployment and consumption options.

- Introduction of a SaaS (iPaaS) based offering for data integration.

- Embedding shopping for data experience in Qlik Cloud Services and other Qlik BI offerings.

- Leveraging rich catalog metadata to power Qlik Cognitive Engine
Legal Disclaimer

Qlik roadmaps provide a general overview of our anticipated product direction as of the date hereof. Qlik undertakes no intention or obligation to update or revise any forward-looking statements contained herein, whether as a result of new information, future events or otherwise.

The information contained in Qlik roadmaps is the proprietary information of Qlik and is not to be used for any reason other than to provide our customers, prospective customers, partners and strategic partners with a general overview of our anticipated future offerings. Our roadmaps are not a commitment, promise or other obligation on the part of Qlik to deliver any particular code or functionality. Furthermore, Qlik makes no commitment that any future functionality may be made available as part of maintenance and support.

Roadmap information should not be relied on in making a purchasing decision, as the development, release, and timing of any features or functionality described for Qlik’s products remains at our sole discretion.

About Qlik

Qlik’s vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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