With Qlik’s patented associative technology, no data is left behind. We bring all your data—big and small—together, for fully-indexed analysis. Now, your data stays in place, but every connection is at your fingertips.

When it comes time to start analyzing, you don’t have to waste your time or money combining all your data for analysis. 91% of Qlik customers feel it’s important to analyze Big Data in combination with info in a data warehouse.1

Qlik’s proven Big Data platform is open and extensible to fit your needs. Add to and update your data index without moving or reprocessing anything—so you can uncover entirely new insights now and as you grow. Why invest valuable time and resources with costly architecture updates and time-consuming processes? There is a better way to scale your analytics.

Qlik customers are already using Qlik in many Big Data use cases:7 Collecting Big Data is just the start. Real ROI comes from your ability to actually dig into it and uncover new insights. With Qlik’s Associative Difference™, you can make never-before-seen connections and see the value of your data increase.

91% of Qlik customers feel it’s important to analyze Big Data in combination with info in a data warehouse.1

Qlik can bring heterogeneous data sets, including Big Data, into a single platform and organically bundle them using the extremely powerful associative engine, which is one of the true foundations of the Qlik technology. – Hajime Uchiyama, IT Project Manager, The University of Georgia2

Your data holds tremendous insights—if you can make the connections. Get beyond the limits of SQL and predefined queries. With the Associative Difference™ from Qlik, limited analysis of Big Data is a thing of the past. Now, anyone can analyze massively large data volumes in any direction, without having to rely on predetermined routes, linear query paths, or data science experts.

I would recommend Qlik for Big Data analytics for the same reasons I would recommend Qlik for all analytics: Power, flexibility, and (most importantly) the ability to present complex data cases in a straightforward manner. – Greg Anderson, Senior IT Architect, PayPal, Inc.4

Qlik has helped customers overcome many Big Data challenges:³

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical issues with extracting and preparing data</td>
<td>51%</td>
</tr>
<tr>
<td>Lack of data governance policies and practices</td>
<td>25%</td>
</tr>
<tr>
<td>Lack of a coherent data strategy</td>
<td>35%</td>
</tr>
<tr>
<td>Business resistance or lack of understanding</td>
<td>38%</td>
</tr>
<tr>
<td>Insufficient organizational alignment</td>
<td>27%</td>
</tr>
</tbody>
</table>

Qlik’s engine is perfect for analyzing Big Data. It is robust in handling voluminous data loads, yet remains nimble and mobile via cloud access.” – Kia Meng Ong, Business Professionals, Modetti6

Qlik customers agree: Qlik can bring heterogeneous data sets, including Big Data, into a single platform and organically bundle them using the extremely powerful associative engine, which is one of the true foundations of the Qlik technology. – Hajime Uchiyama, IT Project Manager, The University of Georgia2

51% of Qlik customers agree: Qlik can bring heterogeneous data sets, including Big Data, into a single platform and organically bundle them using the extremely powerful associative engine, which is one of the true foundations of the Qlik technology. – Hajime Uchiyama, IT Project Manager, The University of Georgia2

Qlik can prevent Big Data silos to open and extend them to your needs. Add in and update your data index without mixing or reorganizing anything—so you can uncover entire new insights and as you grow.

51% of Qlik customers believe their data silos have been reduced and now have increased visibility into customer data; 33% believe their data silos have been reduced and now have increased visibility into customer data; 30% believe their data silos have been reduced and now have increased visibility into customer data.8

The relationships of insights in your Big Data is a matter of how you view it—so what are you seeing? 85% of Qlik customers agree: Qlik can bring heterogeneous data sets, including Big Data, into a single platform and organically bundle them using the extremely powerful associative engine, which is one of the true foundations of the Qlik technology. – Hajime Uchiyama, IT Project Manager, The University of Georgia2

With the Associative Difference™ from Qlik, analysts identify hidden patterns in Big Data that are not visible in the data heath. – Greg Anderson, Senior IT Architect, PayPal, Inc.4

The Associative Difference™ helps you discover more value from your data. See how the Associative Difference™ helps you discover more value from your data.

For more information, visit: bigdataqlik.com