

# Do you have a winning data ecosystem?

As the demand for real-time data explodes, this survey reveals that the majority of organizations still need to embrace modern cloud and data integration technologies.

“Much of our corporate intelligence was in the heads of our senior management – their experience, their knowledge of the market. That’s great, but it’s not scalable as we grow.”

**PATRICK STRAUB**  
Vice President of Business Intelligence, IAS

## The Starting Line

### Older Technology



On-premise data warehouse



No cloud platform for analytics



IT-intensive ETL tools

### Difficult Sources



Mainframes



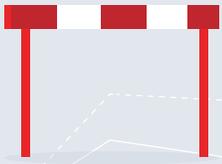
SAP and other enterprise applications



Legacy solutions



## Jumping the Hurdles



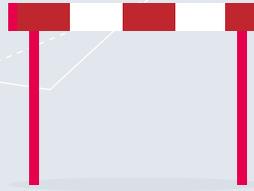
### Better integration tools

Over 50% still use Microsoft Excel for Data Integration.



### Quick access to new data sources

Ranked #1 Data integration obstacle to greater BI success



### Increase data refresh rate

63% of leaders believe the daily update rate is insufficient. 42% believe data should be refreshed at least once per hour.

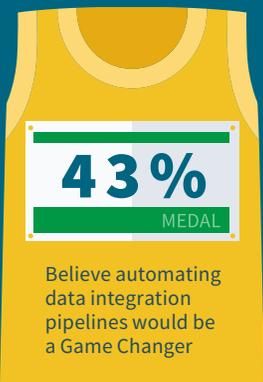
“Before implementing this solution [Qlik], BITMARCK customers had to create their own solutions to find the data needed to run their businesses. They often used Excel which was cumbersome and error prone”

**RENE WILMS**  
Head of Business Intelligence  
BITMARCK

## Achieving First Place

### Automate Data Pipelines

Leverage automation capabilities to quickly create and populate an accessible repository, such as a data warehouse, a data lake or an operational data store (ODS).



### Accelerate Data Cataloging

By having a catalog that automates validation, profiling, and quality checks, one can quickly document and introduce new data sources to business users.

Adding new data sources takes less time when you have a data catalog.

	CATALOG	NO CATALOG
HOURS	66.7%	35.9%
DAYS	28.6%	43.6%
APPX. 1 MONTH	04.8%	07.7%
MONTHS	00.0%	12.8%

### Remove Obstacles to Business Insight Success

Empower your users with a self-service data catalog that allows them to “shop” for data in one enterprise-wide catalog.

#### Largest data integration obstacles to greater BI success:

- IT can’t keep up with business user requests
- Users can’t find pertinent data

“Qlik Catalog is going to save our business from getting lost.”

**HANIF VALLANI**  
Lead Data and Analytics Architect  
Vancouver Airport Authority



See how Qlik can help you keep pace, visit [qlik.com/Data4Analytics](https://qlik.com/Data4Analytics) or contact your local Qlik representative today.

#### About Qlik

Qlik’s vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.