

Qlik vs. Tableau:

5 Ways Qlik Delivers Lower TCO

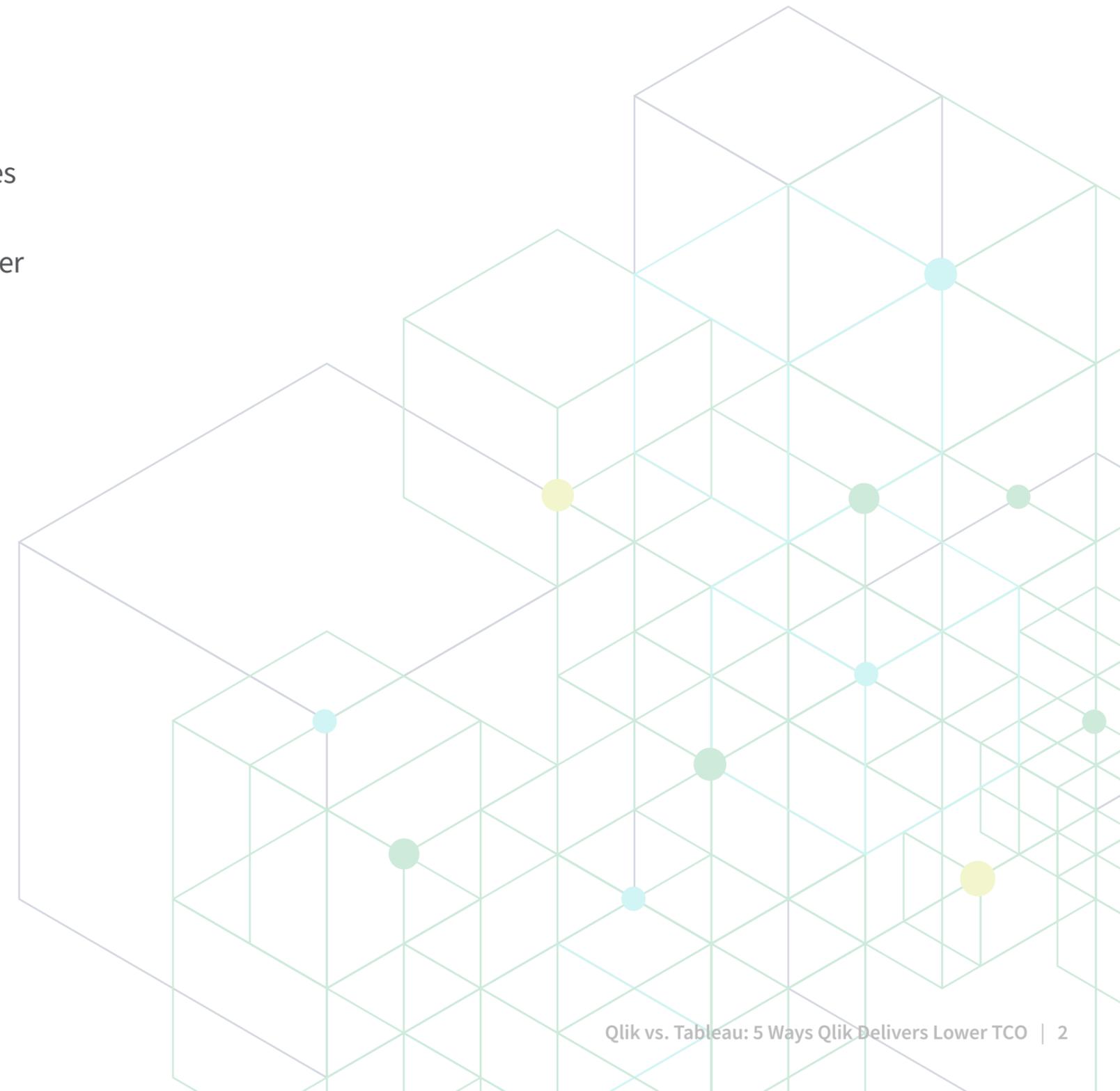
Don't settle for underpowered, incomplete, and outdated BI.
Qlik gives you more – and costs less – than Tableau.

What does it truly cost to own a BI solution?

If you only consider the initial purchase price when choosing a BI platform, you're not looking at the whole picture. Total cost of ownership (TCO) includes purchasing software and infrastructure, deployment and integrations, and support and maintenance. Simply put, some platforms demand a much bigger financial and time commitment.

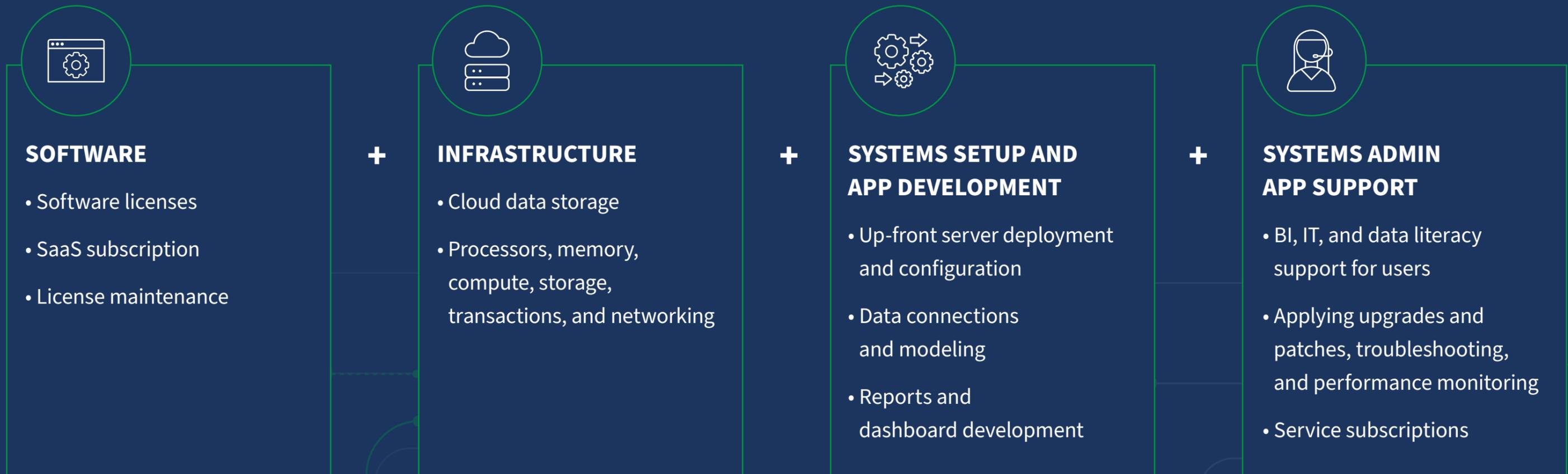
When choosing the best solution for your organization, be sure to consider these five key factors:

- ✓ **Complexity**
- ✓ **Cost predictability**
- ✓ **Self-service**
- ✓ **Governance**
- ✓ **Scalability**



The real TCO

TCO includes the cost of purchasing and owning a BI solution for at least 3 to 5 years.



1. Complexity

Getting value from a BI platform begins the minute you start setting it up. The more time and labor your solution requires, the more money you'll spend. And for what? Your BI solution has to be able to handle all your data and analytics needs – including exploration and discovery, the acceleration of insights through AI and machine learning (ML), and action-oriented capabilities beyond the dashboard.

Tableau

Complex setup and maintenance

To get Tableau up and running, brace yourself for a complicated, expensive process. You'll need to configure several products across desktop and servers or cloud – plus maintain and support them all – which increases your TCO. And that's only so you can deliver dashboards with limited interactivity and exploration, which need to be created and modified by experts working mostly on desktop.

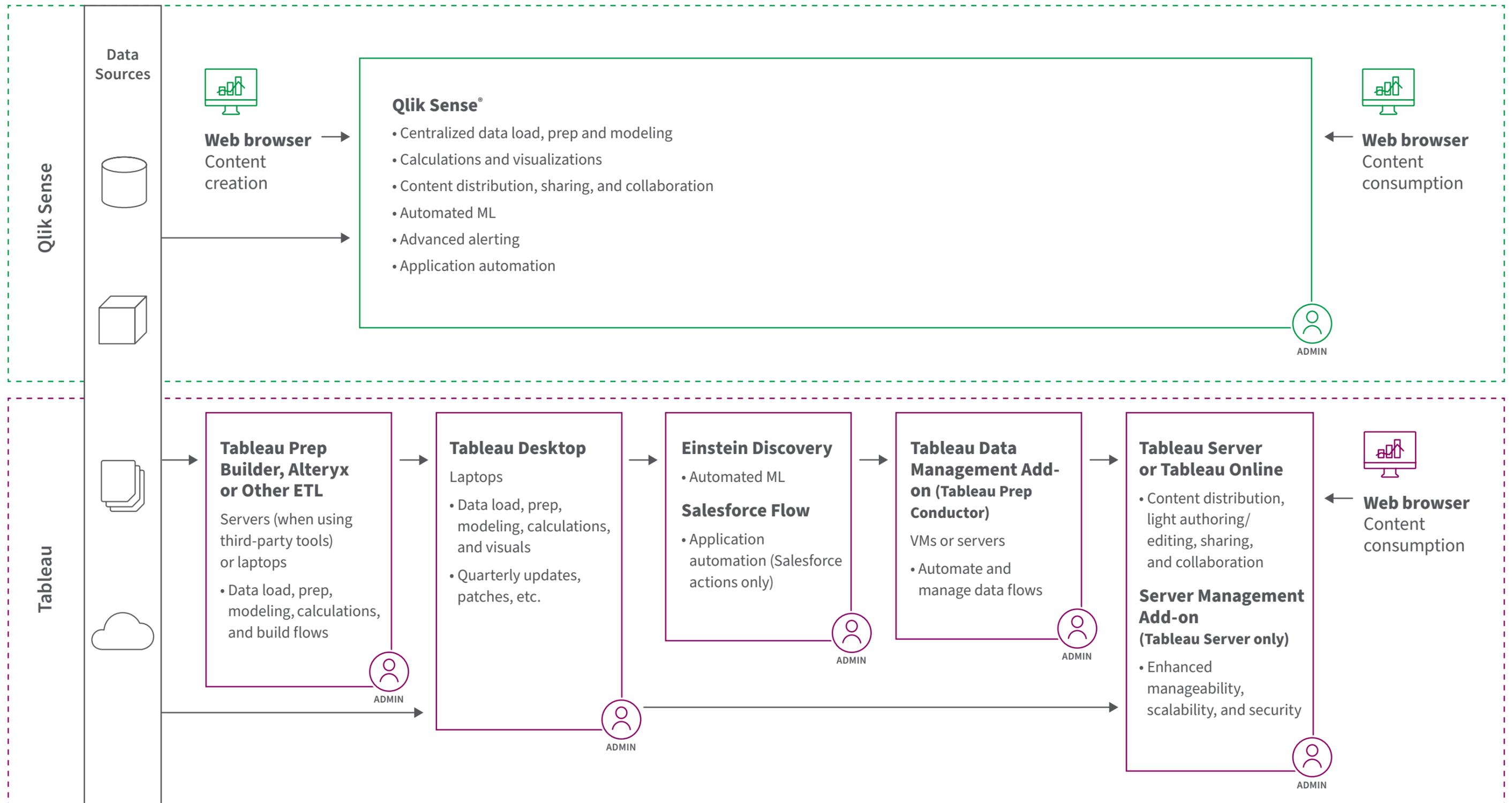
Qlik

Easier to get up and running

Qlik® runs anywhere with a single installation – whether you host it or we do – making it easier to set up. All authoring, data prep, and data consumption are cloud- or server-based (your choice), eliminating the need to download and maintain tools on your desktop or laptop. Plus, Qlik is a complete BI platform with brains, brawn, and beauty. Our one-of-a-kind analytics engine gives users of all skill levels the power to freely explore their data and answer questions, without help from the experts. And with advanced capabilities like automated machine learning, application integration, and workflow automation, you can create data-driven pipelines where real-time insights trigger immediate action.

Hey, Tableau, what's with the components overload?

Qlik is simple where it counts.





2. Cost predictability

Analytics technology and user needs will, of course, continue to evolve over time. So, how can successful BI buyers future-proof their investment? By examining the gritty details in order to choose a solution that avoids hidden costs.

Tableau

Surprise costs

If you want more than the very basic functionality of Viewer, you'll have to upgrade to Explorer. To schedule data refreshes, you'll need to add Data Management. And when your scalability suffers thanks to jobs distributed across multiple servers, you'll need the Server Management add-on (which, by the way, is on-prem only). And that's just the tip of the iceberg. For automated machine learning, you'll need to add Einstein Discovery. And what about advanced alerting or application integration and automation? Tableau doesn't offer them.

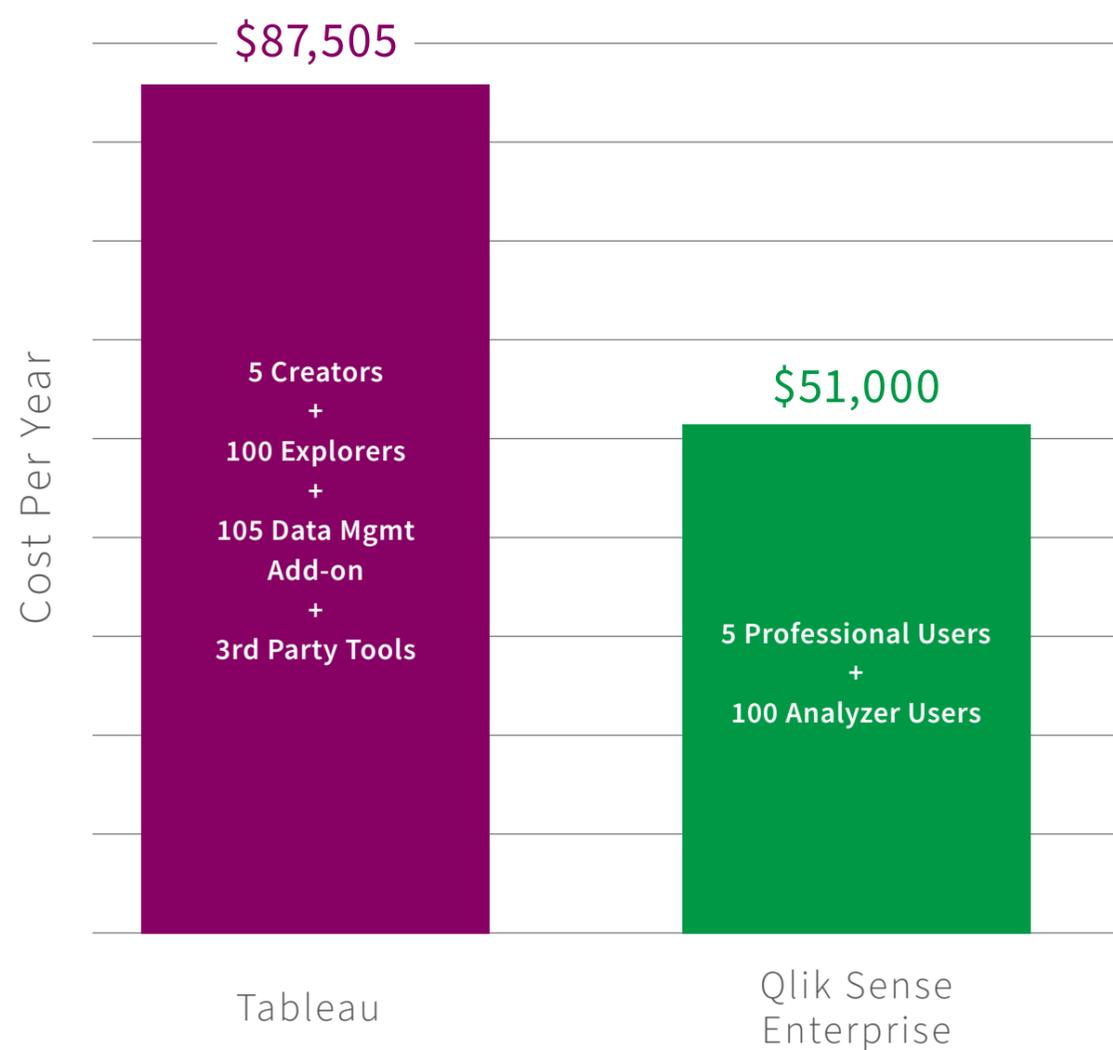
Qlik

Total cost transparency

Our subscription model lets you know exactly what you're getting, right out of the gate. And it's a lot more than you get with Tableau. There are no surprises, and we'll never make you pay extra for "fresh" data. Valuable capabilities that drive deeper insights with predictive and prescriptive analytics are included in our SaaS pricing. Plus, our multi-cloud capabilities give you flexibility – and the ability to grow without the worry of large, unplanned costs.



Year after year, Tableau costs more (and delivers less).



How much cost does that Tableau “add-on” add on?



Tableau customers may start with Viewer licenses, but they often upgrade to Explorers (a must-have for nonpower users to perform data discovery). That’s an extra \$27/user/month.



The data management add-on costs \$5.50/user/month for all Creators, Explorers, and Viewers on a server deployment. And it’s a must-have if you want to refresh data through automating data flows.



When you realize Tableau Prep isn’t powerful enough, you’ll need to purchase third-party data integration tools that can start at over \$2000/month for your 5 Creators.

Number of support

and

maintenance FTEs is at least

1.9x

higher for Tableau



3. Self-service

Businesses today are facing an explosion of available data. They want to be more data-driven, but it's not enough to enable only power users to create data visualizations. A BI solution should empower everyone – from developers and power users to non-technical users – to understand, analyze, and use data with confidence to answer their own questions. When you improve data literacy and reduce dependency on overloaded expert resources, you get lower TCO – and measurable data-driven transformation.

Tableau

Self-service limited to power users

Tableau is a SQL query-based visualization tool that restricts end users to limited dashboards created by experts. SQL queries load subsets of data with filters and drill paths based on predetermined questions and what will perform well. When new questions come up, users have to go back to the experts for new workbooks, creating bottlenecks. Bottom line? The only people who can answer new questions are the power users who know how to build and edit visualizations.

Qlik

True self-service for everyone

Qlik has always empowered users of all skill levels to freely explore data. And they can do it with a level of interactivity and flexibility not possible with query-based tools, thanks to our unique Associative Engine. Plus, our industry-leading AI capabilities boost non-technical users' ability to ask and answer their own questions without having to rely on intervention from power users. With Qlik, all users can be experts. That's real self-service.

4. Governance

Without proper data governance, analytics users can't fully trust their BI, and businesses can face security risks. Plus, when users create content on individual desktops, system managers lose their power of oversight. But with a well-governed, web-based framework, users can share created content – which helps everyone work more efficiently and effectively.

Tableau

Limited governance

Want a surefire way to drive up time and money spent on governance? Give hundreds or even thousands of power users their own version of Tableau Desktop. They'll each have their own connections to data sources, and they might even have sensitive data stored locally. And yes, they'll each have their own version of the truth. That's how Tableau works.

Qlik

Advanced governance

Qlik's unique approach enables governed self-service. The fully web-based platform gives IT visibility and centralized control on data provisioning, along with more granular data access controls. What's more, Qlik developers and analysts can create apps collaboratively that include governed libraries of analytic content, which serve as platforms for data-sharing.

Number of desktop authoring tools across an organization

Tableau:
dozens to thousands

Qlik: **zero**

5. Scalability

The amount of available data is growing exponentially, but it won't do your organization any good unless you can use it. A platform that can handle any number of users, massive quantities of data (regardless of where it resides), and any degree of analytics complexity will scale seamlessly – right along with your organization.



Tableau

The bigger you get, the slower you go

If you want to work fast and efficiently with Tableau, there's a whole list of things you need to do – and give up. For faster workbooks, you'll have to extract and load only the data you need to answer a very specific question – which you'll need to know in advance. Want to drill down deeper? You'll have to repeat the process for your next question and create a whole new workbook. By the way, all that data prep will require either a massive upscale from laptops to servers for all your authors or the purchase of third-party tools – unless you're only working with very small and clean data.



Qlik

Super-scalable

Qlik's scalability far outpaces the competition. For smaller deployments, it's fast and cost-effective. And for global enterprises, its architecture economically scales from megabytes to terabytes of data. Qlik's in-memory Associative Engine supports more concurrent users (including highly interactive ones) without loss of performance. You can even securely extend Qlik Sense SaaS capabilities to wherever your data resides – on-prem, virtual private cloud, or public cloud – with Qlik Forts.™ So you get the cost savings and performance benefits of SaaS without compromising data locality requirements.

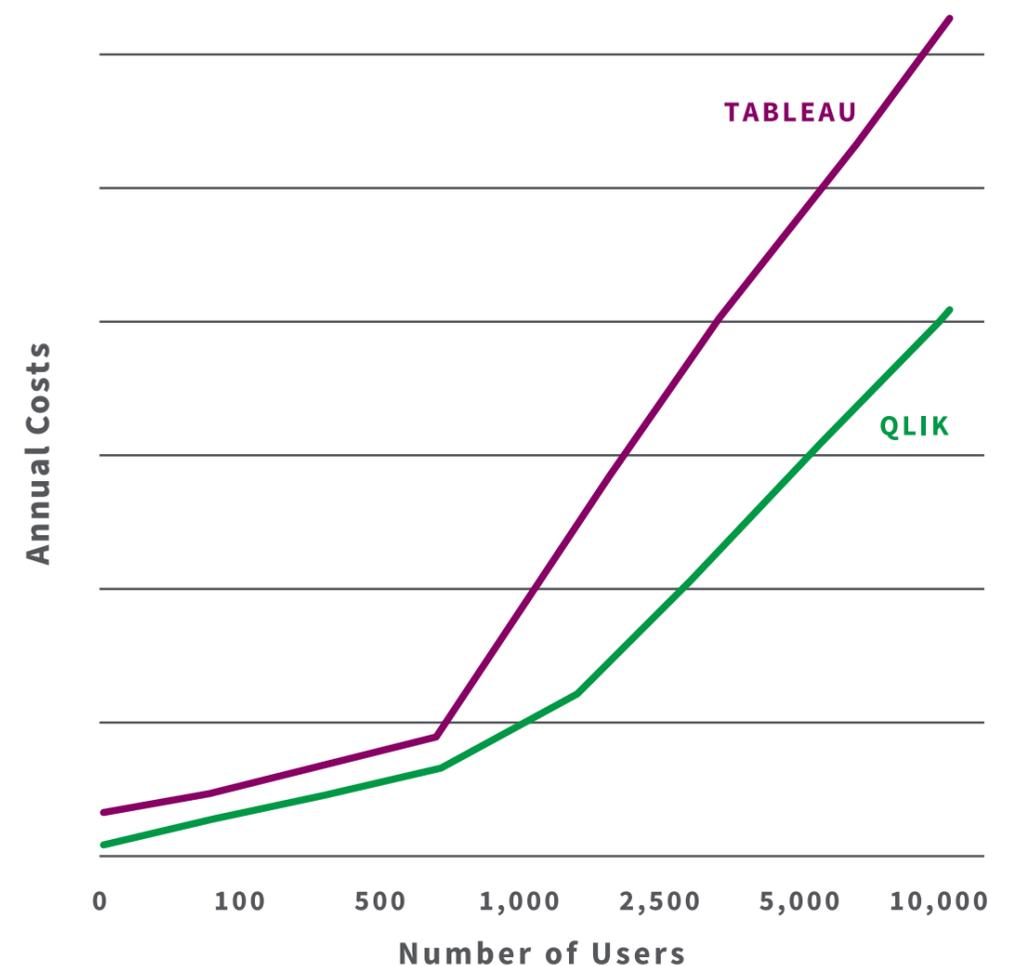
Qlik has a lower TCO, no matter the deployment size.

Enterprises today need an analytics solution that empowers all users across the entire organization with true self-service capabilities, whatever the data source or size of the dataset. Qlik offers flexible deployment options and provides an array of governed, modern capabilities and higher scalability – all with lower complexity in architecture and transparent pricing. Our unique approach and technology give users the flexibility, elasticity, and portability that modern analytics demand. And that means better insights – and lower TCO – for your business.

But don't just take our word for it. **Try our cloud analytics solution, Qlik Sense Business, for yourself.**

[Start Free Trial](#)

The real 3-year TCO



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 offers real-time data integration and analytics solutions, powered by Qlik Cloud, 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 serves more than 38,000 active customers in over 100 countries.