

Teradata and Qlik

ALLIANCE PARTNER / DIRECT DISCOVERY



Direct Discovery Hybrid In-Memory and In-Database

The Best of Both Worlds

Today's businesses face daunting challenges such as heterogeneous data sources, exploding data volumes and unacceptable data latency. Teradata and Qlik are both industry leaders and offer a hybrid analytics solution that combines the best of both worlds: large-scale Enterprise Data Warehousing (EDW) that leverages Teradata's sophisticated and proven in-database analytics with the speed-of-thought, in-memory Visual Analytics from Qlik. This powerful combination allows users to seamlessly utilize and combine data from diverse sources for analysis, including the "single version of the truth" data from the EDW.

This unique hybrid capability is enabled through an in-database connection in both QlikView and Qlik Sense called Direct Discovery. Qlik also recently introduced a new Teradata Parallel Transporter (TPT) connector which allows for high speed data loading from Teradata into QlikView and Qlik Sense. Now users have access to both the performance and scalability of Teradata and the unique associative search capabilities of Qlik at the same time. This integrated analytics platform delivers a more optimized experience for business users with rapid response times that radically shrink application development and implementation times from months to weeks and even days. And because of Qlik's industry leading collaboration and mobile capabilities, data analytics and visualization is now available where and when business users want to use it.

Data Discovery Without Limitations

By directly querying big data sources across the enterprise, business users can open up vast and previously untapped information sources to leverage deeper insights, without scalability limitations, to create more informed strategies and make better decisions. With minimal training, business users can build powerful and attractive visualizations that can be built once and deployed

Partner Snapshot

Teradata helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data. Teradata helps organizations leverage all their data so they can know more about their customers and business and do more of what's really important. Visit **Teradata.com**.



Qlik (QLIK) is a leader in data discovery delivering intuitive solutions for self-service

data visualization and guided analytics. Approximately 33,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik has offices around the world with more than 1700 partners covering more than 100 countries. To learn more, visit **Qlik.com**.

anywhere. And, without having to rely on IT for integration, query structure or architectural changes, QlikView greatly accelerates time to value.

Qlik's hybrid solution seamlessly connects users to multiple data sources within the same interface—including Teradata, SAP, Twitter, Salesforce and others—allowing the business user to associate data across data silos. Traditional visualization tools only allow extracts to an in-memory engine or run queries on the database, but can not do both simultaneously on the same application. Now users can make selections on either data set, see the relationship in the data, and analyze any data sources with any size on the same analysis platform.

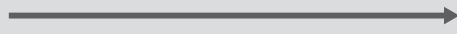
Built-in Qlik data governance dashboards enable users to easily identify high-value data and make key decisions on when and how to move that data into in-database (Teradata) or in-memory (Qlik) for analysis. The end

TERADATA.



Qlik 

QLIKVIEW or
QLIK SENSE APPLICATION



Direct Discovery Queries

- Large fact tables
- History tables
- Atomic / transaction data

Batch Load via TPT

- Metadata
- Reference tables
- Small fact tables
- Relevant data



The Teradata and Qlik hybrid solution overcomes data access and data size limitations by letting everyone in your organization submit direct queries that integrate in-memory data, data from Teradata and other sources for deeper insights.

result is an overall reduced time to development, less data redundancy and inconsistency, use of best practices, and increased accuracy and data confidence. The more this solution is used, the more optimized it can become for Teradata, and the more data sources can be incorporated in business-driven analysis.

Take the Next Step

It's time to combine the strengths of Teradata and Qlik to enhance your data analytics strategy. New tools, technologies and processes from Teradata give you everything you need to successfully make the shift from intuition to true data-driven insight. Qlik's advanced associative capabilities will help you tap into enormous data resources that were previously too unwieldy and costly to analyze efficiently or were simply not available. And big data analytics from Teradata is built on Teradata's core technologies, the Teradata Purpose-Built Platform Family[®], offers a solution for every company no matter the size, with built-in scalability to expand as your enterprise grows.

For More Information

To find out more about the Teradata Qlik partnership and how the power of big data analytics from Teradata and the advanced search capabilities of Qlik can help you get more and better insight out of your data to build

Benefit Summary

- Offers unique hybrid of in-memory and in-database data analysis
- Empowers business users with ease of use, freedom to explore, search, real-time decision-making and speed
- Provides access to massive amounts of Big Data to be used with QlikView's associative experience
- Enables collaboration between business and IT users on where data resides (in-memory and in-database)
- Enables self-service Big Data analysis powered by QlikView Business Directory platform and Teradata integration
- Drives increased business value from the power of the Qlik Indexing Engine
- Offers reusability, efficiency and speed of Qlik Apps deployment model
- Provides IT with improved governance through centralized visibility and control
- Provides business users with enhanced data performance and scalability

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