Teradata and Qlik

Teradata Unified Data Architecture™ Optimized

Organizations that want to gain a competitive advantage through analytics need to adopt a comprehensive data architecture that leverages existing, new, and emerging technologies. By providing insights that help you increase productivity, streamline costs, and unleash the value of data, the Teradata Unified Data Architecture™ (UDA) lets you know more, so you can do more—the ultimate competitive advantage.

The Teradata Unified Data Architecture™ adds a discovery platform and a data platform to complement the Teradata Integrated Data Warehouse and your data lake. In the Teradata advocated solution, the discovery platform is the Teradata Aster Discovery Platform, while the data platform is Hadoop, ideal for large, cost-effective storage and

Partner Snapshot

Teradata helps companies get more value from data than any other company. Their 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 and analytics 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. Over 34,000 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**.

Benefit Summary

- Delivers best-in-class Teradata Unified Data Architecture™ for integrated big data analytics along with the use of Qlik's industry-leading data visualization tools across the UDA regardless of where your data is held.

- Offers a unique hybrid option of concurrent high-performing in-memory and Qlik's in-database, Direct Discovery, leveraging the massive parallel performance of Teradata along with external data sources when needed for efficient ad-hoc data analysis.

- Allows access to massive amounts of Big Data which can be used with Qlik's associative experience, leading analysts and managers to ask the next question with Qlik's advanced Indexing Engine to deliver even greater business value.

- Empowers business users with ease of use, freedom to explore, reusability, search, real-time collaboration, and speed.

- Drives performance and scalability of analytics, data, and users.

processing of big data. Using the Teradata Aster Discovery Platform, organizations attain unmatched competitive advantage and drive pervasive adoption of big data analytics. It allows business analysts to unlock insights with rapid exploration capabilities using SQL, SQL-MapReduce®, and SQL-Graph™ analytic engines that enable a variety of advanced analytics including path/pattern analysis, statistical analysis and text analysis.

The data visualization and discovery capabilities in both QlikView® and Qlik® Sense can seamlessly integrate with Teradata to extend the value of data to all business users. This integration of Teradata and Qlik delivers an optimized visual analytics and data discovery experience for business users with rapid response times that radically shrink

application development and implementation times from months to just weeks or days. Plus, with advanced collaboration and mobile capabilities within the Qlik offerings, they allow all of your data to be available and analyzed where and when business users need to make better decisions.

Data Discovery Without Limits

Qlik® products offer the unique flexibility to quickly create dynamic visualizations with the Teradata UDA, by integrating with a complete range of analytic functions from the Teradata Aster Discovery Platform, Hadoop, and Teradata. Example applications can be found on **Teradata.qlik.com/**, showing the power of ad-hoc churn analytics in QlikView. The examples use the Teradata Aster nPath™ function for enhanced data discovery across the data sets and resultant outcomes. Qlik simplifies the user's analytics experience by exposing the power of the discovery platform via an intuitive set of self-service associative visualizations and eliminating the need to understand and manipulate the SQL-MR behind the scenes. See the following figures for visualization examples.
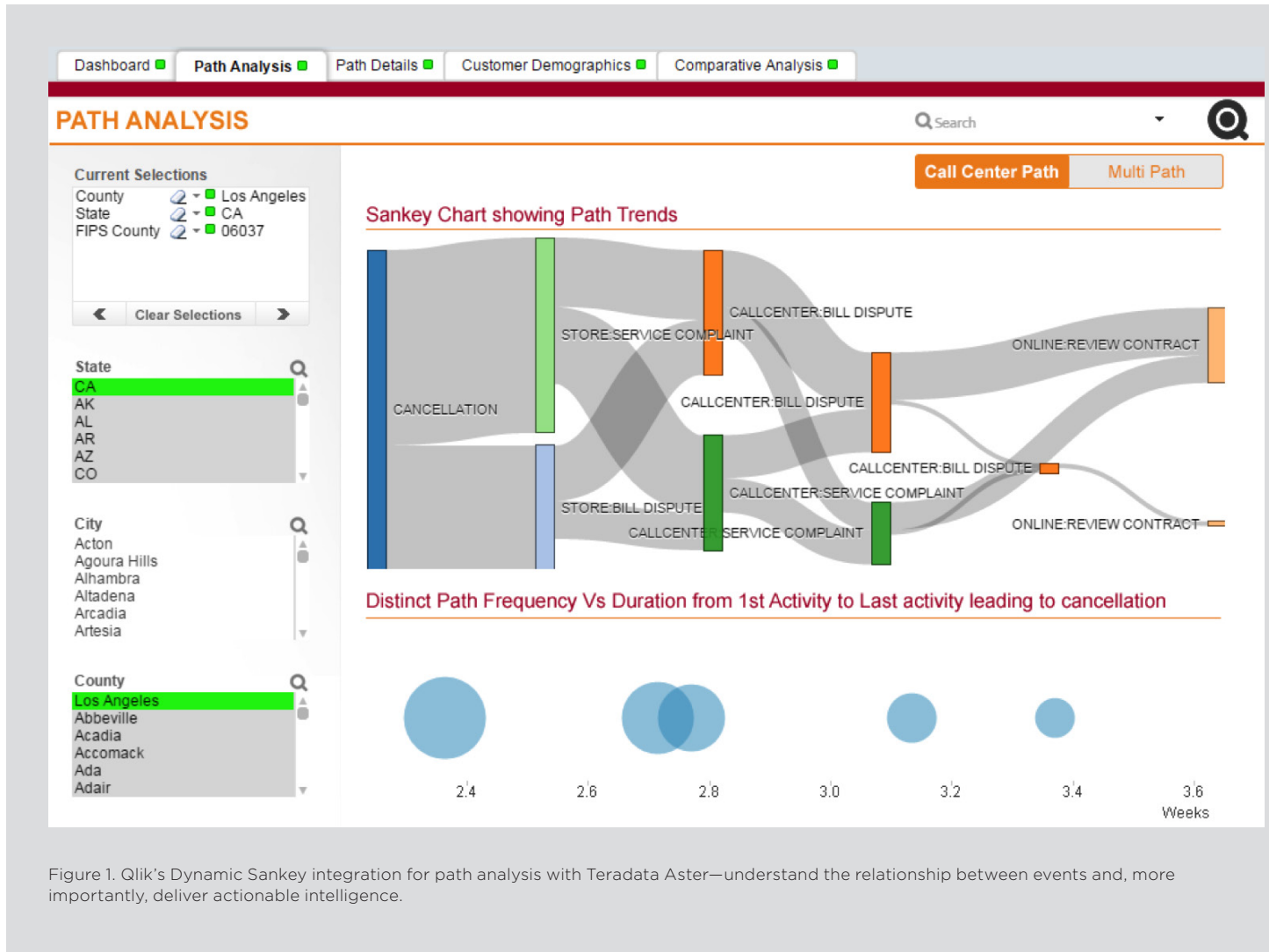

Figure 1. Qlik's Dynamic Sankey integration for path analysis with Teradata Aster—understand the relationship between events and, more importantly, deliver actionable intelligence.
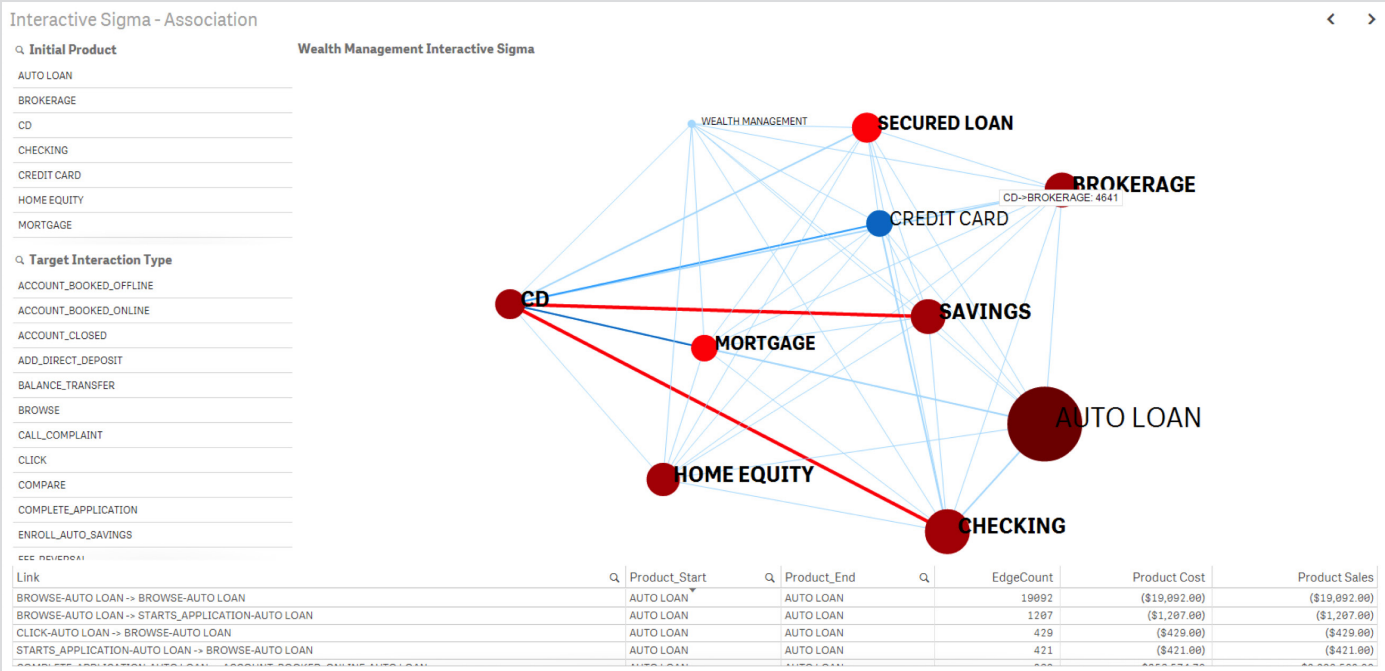
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Figure 2. Qlik's Sigma chart integration with Teradata Aster—visualize the relevance across your data.
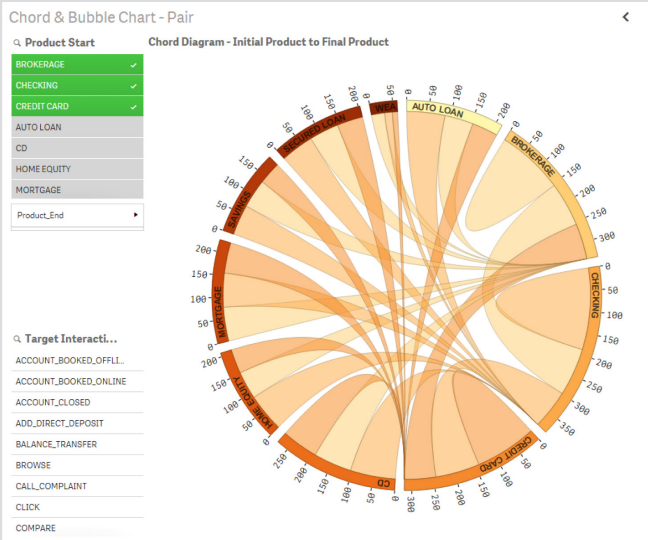

Figure 3. Qlik's Chord diagram integration with Teradata Aster—explore the relationships in your data.

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. Teradata's big data analytics solution is built on the Teradata Workload-Specific Platform Family, which 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 and Qlik partnership and how the power of big data analytics can help you get better insight out of your data, contact your local Teradata representative or visit **Teradata.com/partners/qliktech**.

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