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DEM60-S

# Optimizing data delivery for faster, better analytical insights

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LEAD WITH DATA™

**aws**  




# Information Drives Value

▼ 2009

Exxon Mobile

PetroChina

Walmart

China Mobile

Procter & Gamble

▲ 2019

Microsoft

Apple

Amazon

Alphabet

Facebook



# Data & Analytics Investment Increasing

## #1

Data/analytics &  
AI/ML top game-  
changing technologies  
for CIOs

(Gartner 2019)

## 90%

of large organizations  
will have hired a CDO  
by 2020, but of these,  
only 50% will be hailed  
a success

(Gartner 2019)

## 23%

increase in  
CDO budgets

(NewVantage Partners 2018)

# Third Generation of BI

## Data and Analytics Take Center Stage



### Democratization of Data

All data, governed, and  
universally accessible



### Augmented Intelligence

Raising data literacy  
through technology



### Embedded Everywhere

From the edge  
to the C-Suite



# Advent of Data Hoarding





# Your Data & Analytics Strategy?

**2007:** Acquisitions by SAP, Oracle, and IBM

- Qlik leads second-generation BI

**2019:** Acquisitions by Salesforce and Google

- Qlik leads third-generation BI



# Preserving Data & Analytics Democracy

FREE  
OUR  
DATA



# Re-Shaping Our Future, Today

1  
2  
3



1

# DataOps: Driving Analytics- Ready Data





# Market Needs vs. Reality

## Need

- Real-time insights
- Agile data delivery
- Universal data access
- Analytics-ready data
- Trusted enterprise data

## Reality

- ETL bottlenecks
- Brittle, inflexible tools
- Many platforms
- Script-intensive processes
- Siloed, ungoverned data





# Demo

# Qlik Data Integration Platform

powered by  **aws**

 **snowflake**

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2

# Enable Business Users: Actionable Data on Demand



# Market Needs vs. Reality

## Need

- Enable data consumers to be self-service
- Fine-grained access control
- Automated data prep
- Single go-to catalog of all enterprise data

## Reality

- Ever-increasing number of data consumers & requests
- Unwieldy security protocols
- Slow, manual & inflexible data transformation process
- Data is difficult to find & understand





# Demo

# Qlik Data Catalyst

powered by **aws**

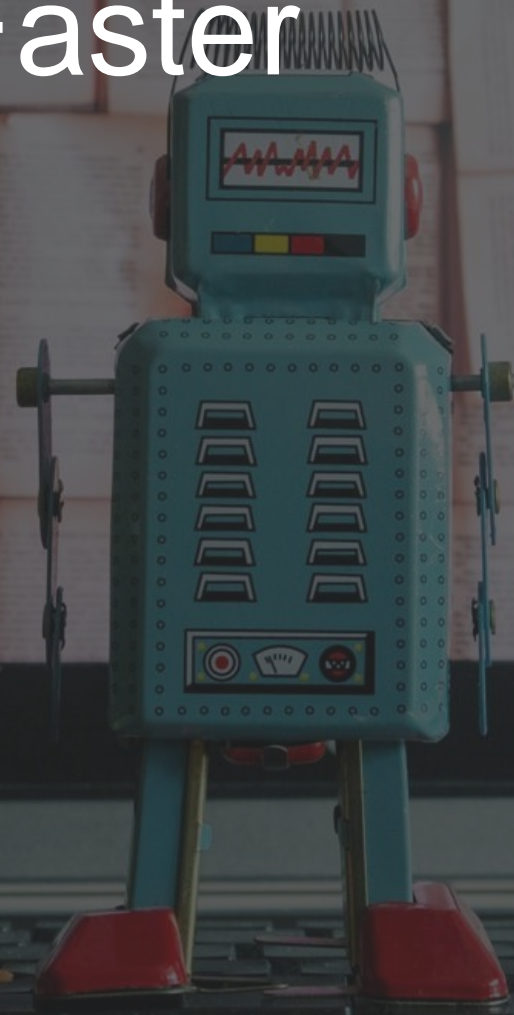
 snowflake

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3

# Augmented Analytics: Better Insights, Faster





# Market Needs vs. Reality

## Need

- Everyone data-driven
- All your data together
- Insights that matter
- Insights everyone trusts
- Multiple delivery modes

## Reality

- Low data literacy
- Queries leave data behind
- Time to find hidden insights
- Agility vs. governance
- Complexity & expense of multiple tools





# Demo

# Qlik Sense Enterprise

powered by 



DataRobot

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# Re-Shaping Our Future, Today



**1** DataOps:  
Driving Analytics-  
Ready Data

**2** Enable Business  
Users:  
Actionable Data  
On Demand

**3** Augmented  
Analytics:  
Better Insights,  
Faster





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# Thank you!





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