13 reasons

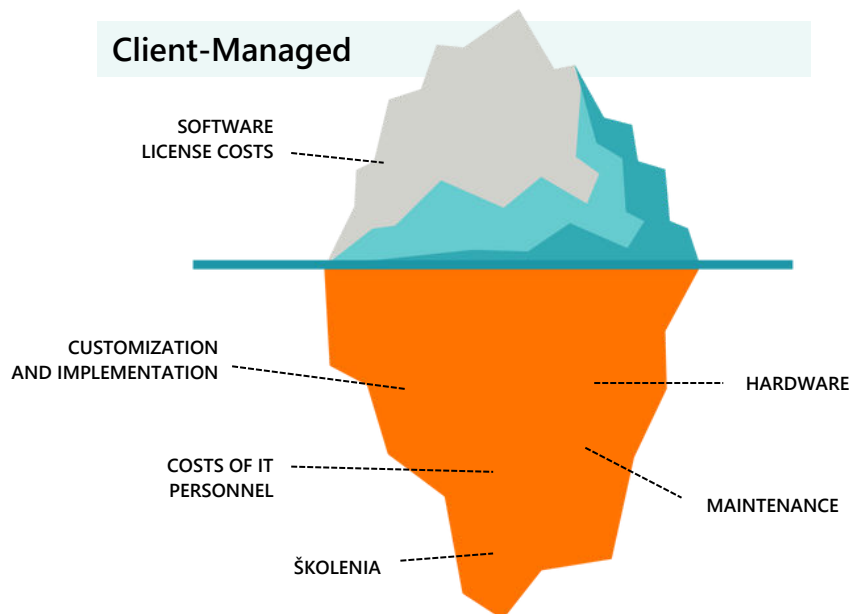## Why You Should Consider Analytics In Cloud

CLOUD PLATFORM

- 🕐 Setting up the environment within minutes
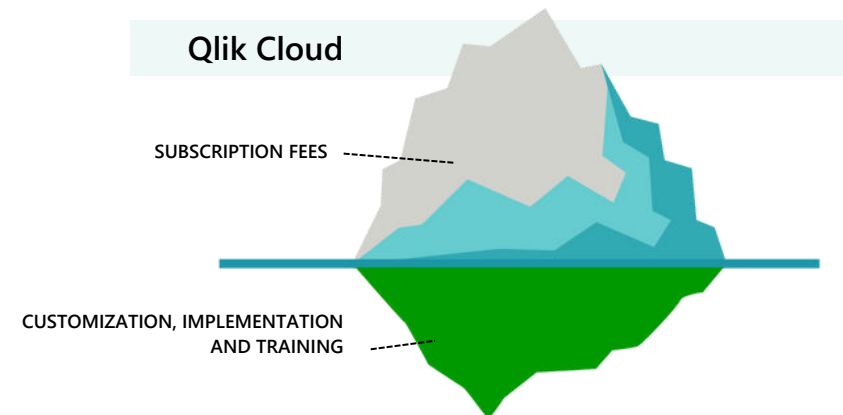- ▤ Hardware costs: 0€
- 🛠 Maintenance costs: 0€

- ▶▶ Transfer a significant portion of costs (HW, maintenance) and risks (CO_2 neutrality, ESG, security certification) to Qlik
- ✓ Same license price as Client-Managed license

Client-Managed

SOFTWARE
LICENSE COSTS

CUSTOMIZATION
AND IMPLEMENTATION

HARDWARE

COSTS OF IT
PERSONNEL

MAINTENANCE

ŠKOLENIA

Which costs need to be considered?

- Updates, fixes
- Downtime
- Performance tuning
- Rewriting customizations
- Rewriting integrations

- Application updates
- Continuous IT hardware load
- Network maintenance/updates
- Security maintenance/updates
- Database maintenance/updates
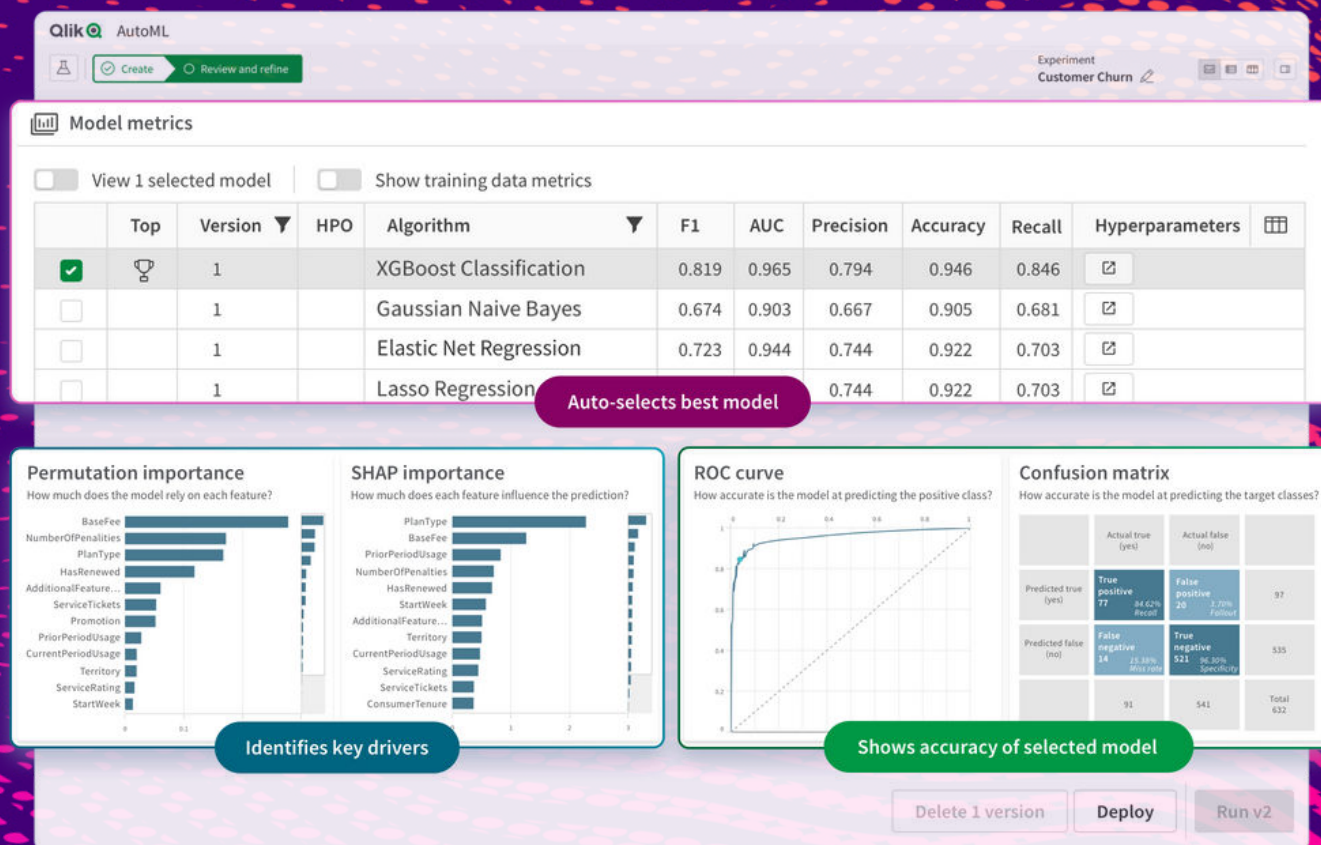
Qlik Cloud

SUBSCRIPTION FEES

CUSTOMIZATION, IMPLEMENTATION
AND TRAINING

Which costs need to be considered?

- Subscription fees
- Training
- Configuration
- System administration

We help people get more value from data

AUTO ML

✓ Select predictors from an existing dataset
✓ Predictions using state-of-the-art algorithms

No coding is required. Unleash automated machine learning for everyone.

Empower your analysts with cutting-edge machine learning technologies. With simple controls and no need for coding, it's easier than you think. Experiment with data and data models. Create context-rich predictions. Quickly publish data or seamlessly integrate models into Qlik Sense dashboards for fully interactive analyses and what-if scenarios. It's never been easier.
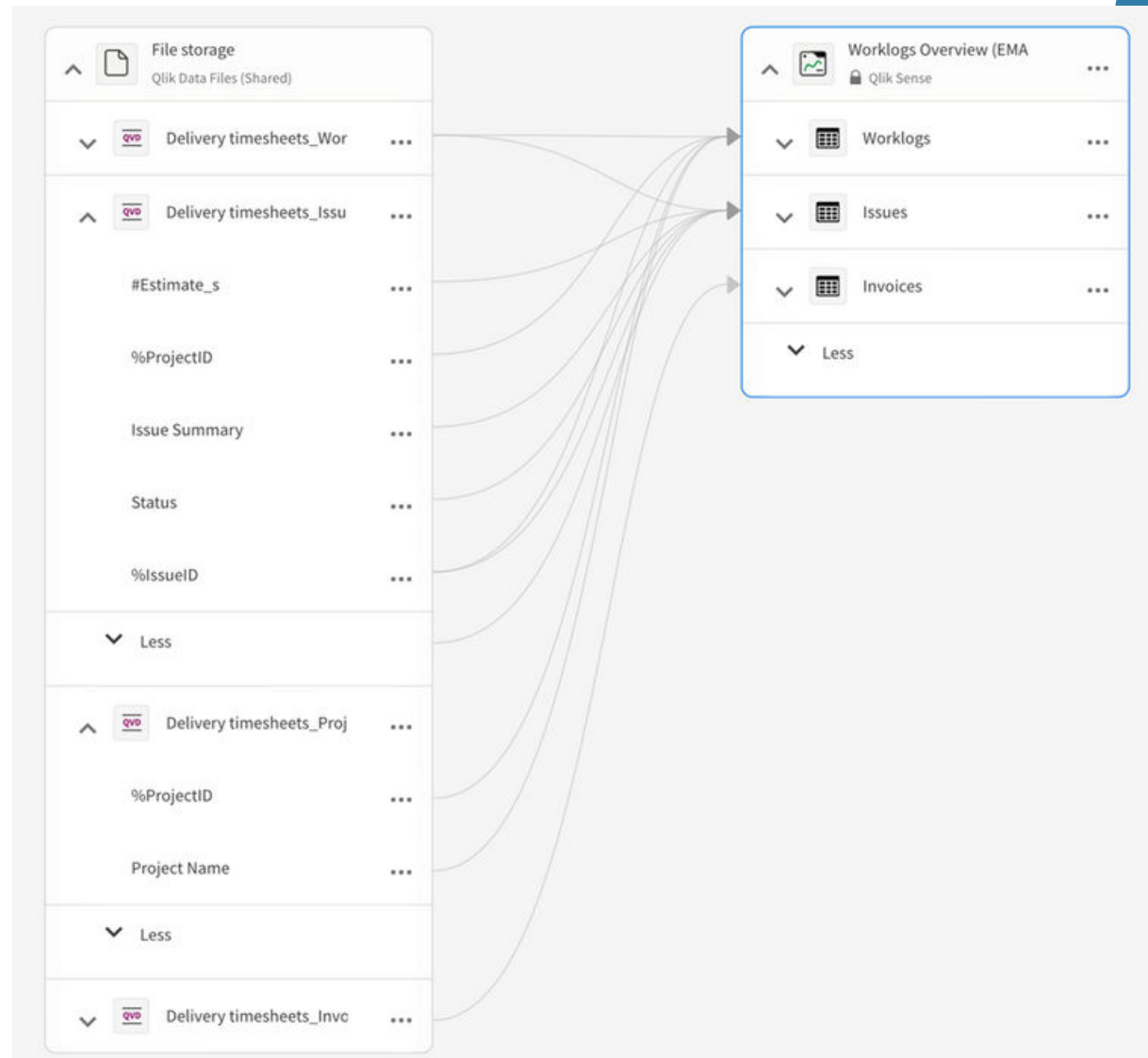

Qlik Q AutoML

Create | Review and refine

Experiment
Customer Churn

Model metrics

View 1 selected model | Show training data metrics

	Top	Version	HPO	Algorithm	F1	AUC	Precision	Accuracy	Recall	Hyperparameters
✓	🏆	1		XGBoost Classification	0.819	0.965	0.794	0.946	0.846	☑
☐		1		Gaussian Naive Bayes	0.674	0.903	0.667	0.905	0.681	☑
☐		1		Elastic Net Regression	0.723	0.944	0.744	0.922	0.703	☑
☐		1		Lasso Regression			0.744	0.922	0.703	☑

Auto-selects best model

Permutation importance
How much does the model rely on each feature?

BaseFee
NumberOfPenalties
PlanType
HasRenewed
AdditionalFeature...
ServiceTickets
Promotion
PriorPeriodUsage
CurrentPeriodUsage
Territory
ServiceRating
StartWeek

SHAP importance
How much does each feature influence the prediction?

PlanType
BaseFee
PriorPeriodUsage
NumberOfPenalties
HasRenewed
StartWeek
AdditionalFeature...
Territory
CurrentPeriodUsage
ServiceRating
ServiceTickets
ConsumerTenure

Identifies key drivers

ROC curve
How accurate is the model at predicting the positive class?

Confusion matrix
How accurate is the model at predicting the target classes?

	Actual true (yes)	Actual false (no)	
Predicted true (yes)	True positive 77 34.62% Recall	False positive 20 3.70% Fallout	97
Predicted false (no)	False negative 14 15.38% Miss rate	True negative 521 96.30% Specificity	535
	91	541	Total 632

Shows accuracy of selected model

Delete 1 version | Deploy | Run v2

emark

We help people get more value from data

DATA CATALOG

✓Centralized analytic libraries
✓Data lineage - displaying the data path from source to dashboard

A data catalog places all your data within a unified, simplified view. Users can search and analyze data from any source. This brings competitive advantages, financial and operational savings, and enhances risk management.

Reasons to consider a data catalog:

✔ Faster business responses and informed decisions. Your insights will be quicker with on-demand access to data ready for analysis.

✔ Reliance on reliable data with transparent origins and history (data lineage).

✔ Various types of data for different user needs available swiftly and without risk.

✔ Simplified transformation of raw data into usable insights through automated profiling and metadata tools.

✔ Your data will be more understandable and benefit from the expertise of different teams."

AUTOMATION

✓ Automation enables the creation of dynamic processes that automatically react to events and trigger specific actions in SaaS applications. For instance, if analyses indicate that the most valuable customers respond well to a new promotion, the loyalty program will automatically adapt and offer them more products under better conditions.
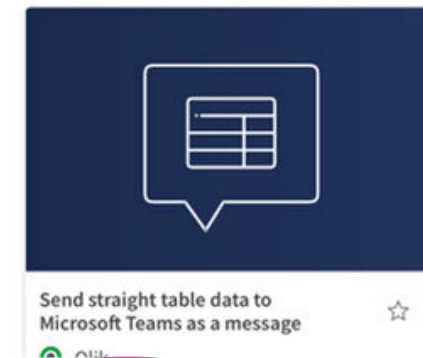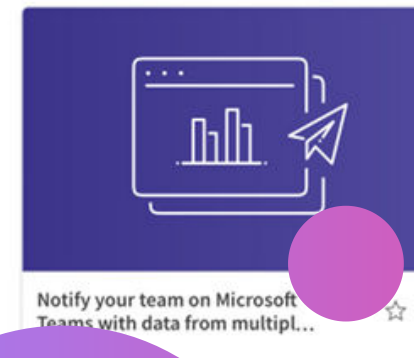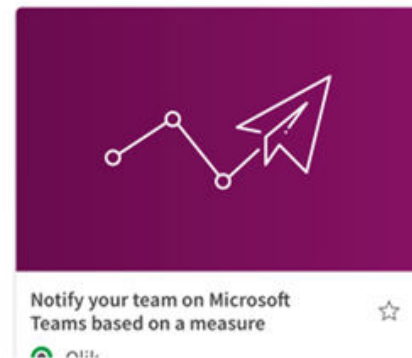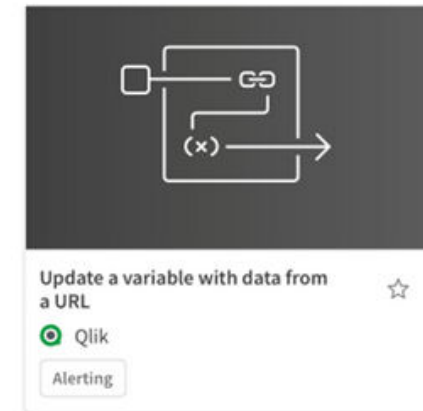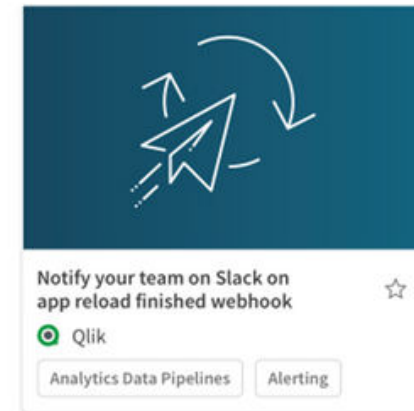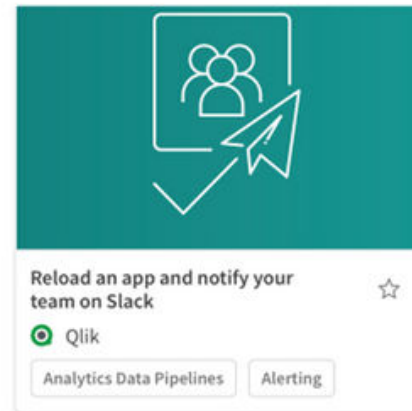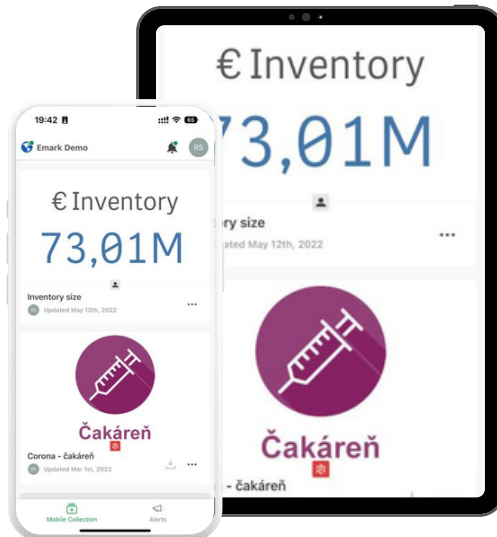
No-Code development

A highly visual automation builder integrates work from over 50 SaaS connectors. This allows for rapid assembly of blocks and creation of sophisticated processes. Operating on a drag-and-drop basis, it's user-friendly for business users while providing advanced features for technically inclined users.

NOTIFICATIONS

✓ Create reliable notification systems that go beyond simple KPI limits. Alerting in Qlik Sense significantly simplifies the detection of deviations and anomalies. It leverages trends, advanced statistics, sophisticated notification logic, and monitors individual values. Unlike other products, Qlik's alerting relies on data, not just visualizations, enabling monitoring of all data without distinctions or limitations, accessible on any device.

Reload an app and notify your team on Slack

☆

◉ Qlik

Analytics Data Pipelines   Alerting

Notify your team on Slack on app reload finished webhook

☆

◉ Qlik

Analytics Data Pipelines   Alerting

Update a variable with data from a URL

☆

◉ Qlik

Alerting

Notify your team on Microsoft Teams based on a measure

☆

◉ Qlik

Notify your team on Microsoft Teams with data from multipl...

☆

◉ Qlik

Send straight table data to Microsoft Teams as a message

☆

◉ Qlik

Stay informed. You can set notification criteria without IT support.

With intelligent alerting in Qlik Sense, organizations can benefit from sophisticated alerts, enabling users to proactively monitor and manage business operations. Alerts for deviations prompt immediate action or deeper analysis, further enhancing the value of analytics.

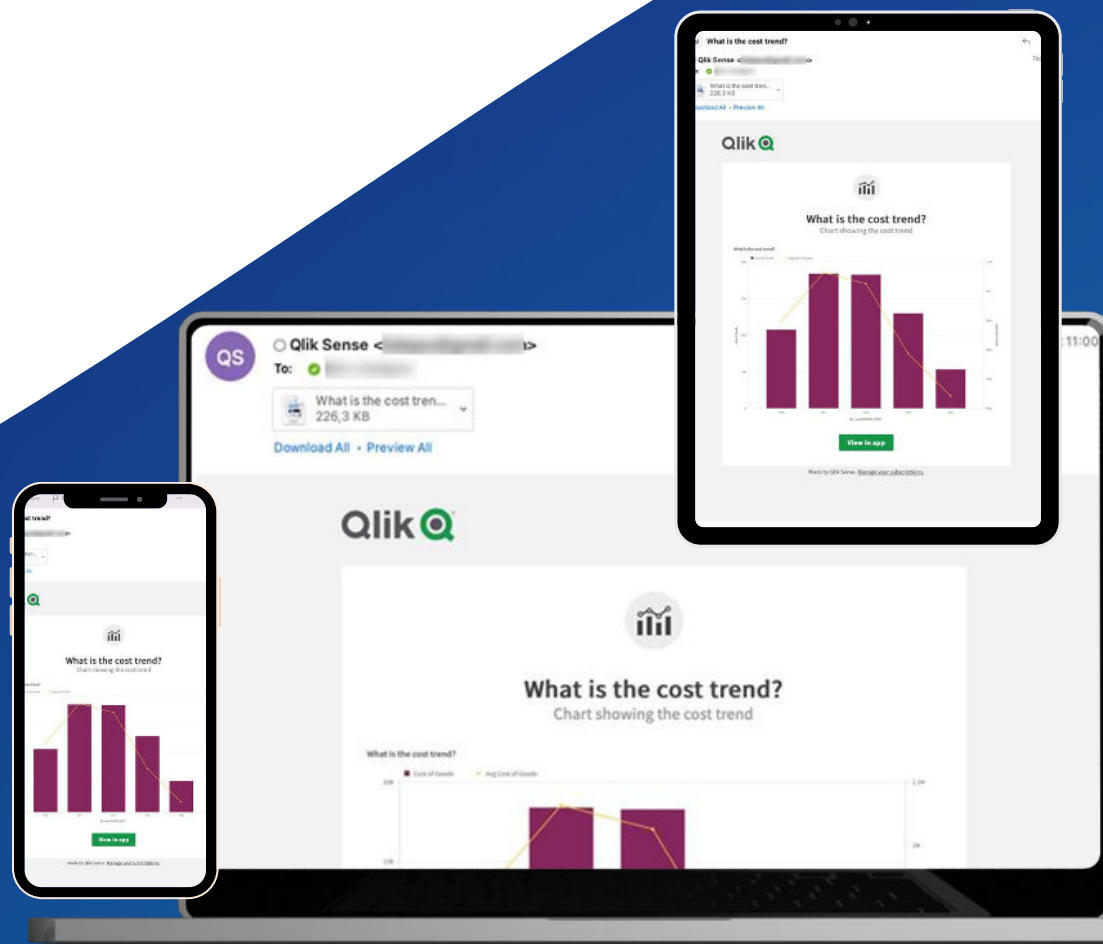**emark** We help people get more value from data

REPORTS ON STEROIDS

✓ Simplify your data presentation, showcase your key metrics and trends and foster informed decision-making

Qlik offers a streamlined way to present data insights in a clear, structured manner. With Qlik, creating reports becomes a user-friendly experience, empowering users to organize and display information in rows and columns that align with their specific needs.

This feature allows for the easy arrangement of data elements, enabling users to showcase key metrics, trends, and comparisons efficiently. Qlik's reporting is versatile, accommodating various data types and supporting interactive functionalities, such as sorting, filtering, and drill-down options. This ensures that users can delve deeper into the details, gaining actionable insights from the presented information.

Moreover, Qlik's reporting feature isn't just about static tables; it incorporates dynamic capabilities that enable real-time updates as underlying data changes. This fosters agility and ensures that reports reflect the most current information, crucial for informed decision-making.

Overall, Qlik's Tabular Reporting stands as a valuable tool within the broader suite, empowering users to transform complex data into easily digestible and actionable insights, driving better business decisions.

Mission - Critical Processes Transformed With Data

inphinity

Data Capture

Data commenting and chatting
Planning & forecasting
Document workflows
Powerful agile apps
Mobile surveys

Flow Analysis

Navigation and storytelling
Data flow visualizations
KPIs, org. structure, origin, operations
Discovery within processes
Bottlenecks

Document Processing

Sensitive data (GDPR, PII...)
Content output from documents -
business documents, scans,
images, emails, file updates...

INSIGHT ADVISOR

Talk with your data

✓ Similar to ChatGPT, ensuring your data's security—from concept to graph creation.

Insight Advisor in Qlik is an AI-powered guide through the world of data analytics. It's a virtual assistant that understands natural language, empowering users to ask questions and explore data in a conversational manner.

By proactively suggesting insights and correlations within datasets, it accelerates the discovery of meaningful patterns, making data-driven decision-making more intuitive and accessible to all levels of users.

GENERATIVE AI CONNECTORS

For those who wish to experiment: Add context to your data.

Qlik's OpenAI Connector seamlessly merges Qlik's robust analytics with various various AI platforms beyond OpenAI and Amazon Bedrock. These included connections to Google Cloud AI, Microsoft Azure AI, IBM Watson, and services like DataRobot and RapidMiner.

These integrations aim to provide users with cutting-edge AI-driven functionalities, such as natural language processing, enabling deeper data analysis, predictive analytics, and machine learning capabilities, enhancing data analysis and informed decision-making. within the Qlik platform.

By leveraging advanced language understanding, it enriches data exploration, providing nuanced insights and fostering a more intelligent approach to uncovering actionable information from datasets.

DataRobot

Google AI

Qlik Q

rapidminer

ASSOCIATIVE DASHBOARD DESIGNER

✓ The industry standard for visualization design enhanced by data associations and AI

The Associative Dashboard Designer by Qlik is a dynamic tool empowering users to create inter-connected dashboards intuitively. It enables the seamless integration of multiple data sources, fostering a holistic view of information.

By leveraging associative data models, it allows for flexible exploration and analysis, empowering users to discover insights by interacting with data naturally. This intuitive design interface streamlines the creation of powerful, interconnected dashboards, revolutionizing how users visualize and derive value from their data.
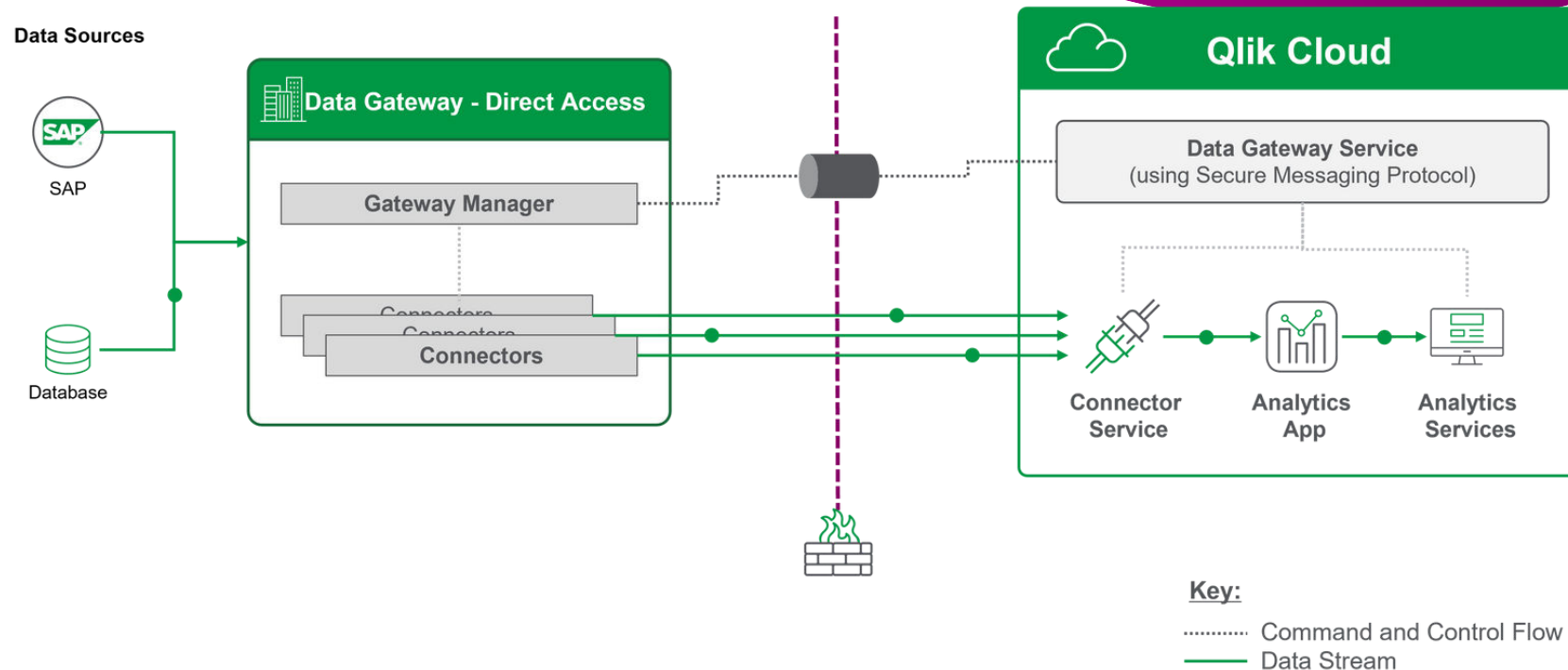
DATA GATEWAY

✓ A secure method for transferring data from on-premise databases to the cloud.

The Data Gateway in Qlik serves as a secure bridge, enabling seamless access and integration between on-premises data sources and the Qlik cloud environment. It ensures a robust connection between various data repositories, allowing for unified, real-time access to information regardless of its location.

By providing a secure and efficient channel, the Data Gateway simplifies data access and enhances the agility of data-driven decision-making, empowering users to leverage on-premises data in cloud-based analytics, ensuring a comprehensive and updated view for informed insights.

Data Sources

SAP

Database

Data Gateway - Direct Access

Gateway Manager

Connectors

Qlik Cloud

Data Gateway Service
(using Secure Messaging Protocol)

Connector Service

Analytics App

Analytics Services

Key:
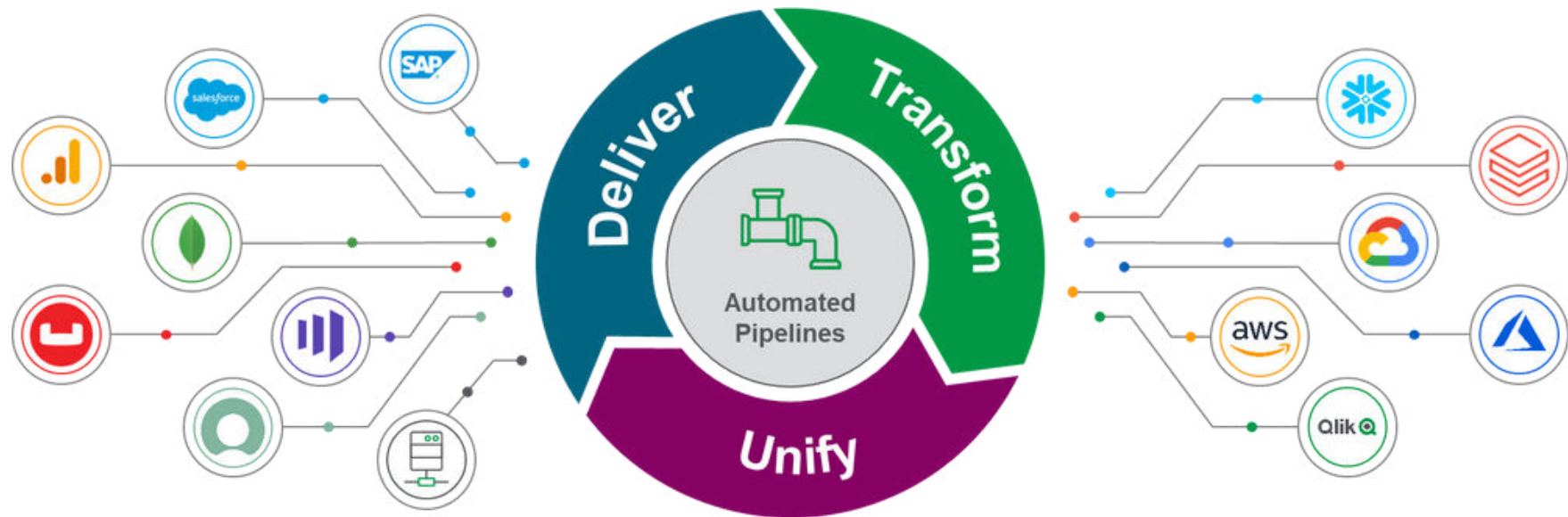
········· Command and Control Flow

———— Data Stream

CLOUD DATA INTEGRATION

Cloud Data Integration in Qlik is a robust solution enabling seamless connectivity and integration across diverse data sources in the cloud. This feature facilitates the smooth movement of data, irrespective of its location, ensuring unified access and analysis.

By streamlining the integration process, it empowers organizations to harness the full potential of disparate data sources, enabling a comprehensive view for informed decision-making. This scalable and flexible integration tool simplifies complex data landscapes, fostering agility and efficiency in data management and analysis.

The quickest way to migrate data and establish a cloud data warehouse. A robust data integration fabric assists data engineers in delivering, transforming, and unifying enterprise data in real-time through automated, managed, and reusable data pipelines.
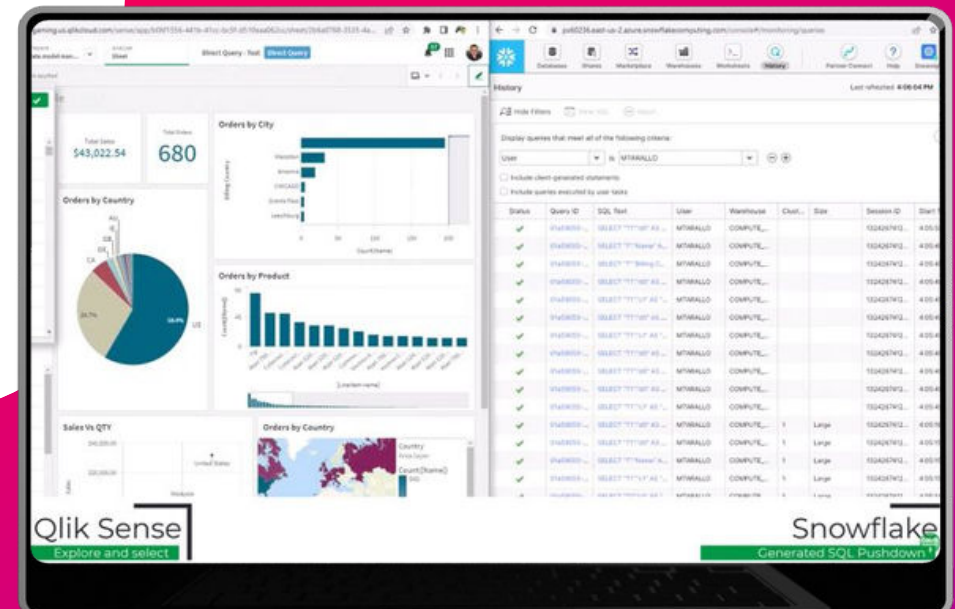
DIRECT QUERY

✓Analyze billions and more records in Qlik

Qlik Sense SaaS users can access and analyze more of their most current data from cloud databases using SQL pushdown. Direct Query within Qlik represents a live connection to data sources, allowing real-time access to up-to-date information. It enables users to directly query databases without the need to load the data into Qlik's memory.

This functionality ensures users always have the most current data at their fingertips, fostering accurate and dynamic analysis without the limitations of static snapshots. By offering instant access to real-time data, Direct Query empowers users to make timely, data-driven decisions that align with the most current information available.

SCAN ME

Let's talk...
info@emarkanalytics.com

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