

# 5 Reasons Qlik and Snowflake Are Better Together

Automating the Data Warehouse  
for Faster Time-to-Insight



# New data demands are giving rise to new architectures.

Today's data architects are challenged with handling an ever-evolving matrix of mandates, technology and demands.

## 1 REAL-TIME INSIGHTS

To respond to the breakneck pace of business and intensifying competition, enterprises need real-time insights that don't sacrifice accuracy or quality.

## 2 INTEGRATION

As data of all kinds and in many forms pours in, businesses have to find a way to optimize and monetize as much of it as possible as quickly as possible.

## 3 CONSUMER DEMANDS

As analytics, AI, ML and data science capabilities increase – including self-service options – data-consumer demands have exploded.

## 4 AGILITY

Flexibility is paramount. Scaling in either direction has to be efficient, and both the data and the analytics infrastructure have to be constantly updated.

## 5 BUILDING THE BUSINESS

All of the above has to happen with respect for the usual business imperatives – boosting productivity, lowering costs and doing more with less.

All of these factors have come together to change how data needs to be moved, stored, processed and analyzed. As a result, data architectures are changing – fast.

“In our dynamic industry, it’s essential to deliver continuously updated and analytic-ready data that drives decisions and improves insights. The unique combination of Qlik and Snowflake enables the agility our business demands.”

– Dallas Thornton, Director of Digital Services,  
PACCAR



## Qlik® and Snowflake:

Modern data architecture for faster data delivery.

Now more than ever, data is moving to the cloud, where data warehousing has been modernized and reinvented. The result is an explosion in adoption. In Okta’s 2020 Businesses@Work study, the #1 fastest-growing business app on the market was Snowflake, the data platform built for the cloud.<sup>1</sup>

Qlik’s Data Integration Platform offers an end-to-end enterprise solution that delivers rapid time-to-insight for Snowflake users. It continuously ingests all your data, automates the entire data warehouse lifecycle and makes data and insights readily accessible across your organization with world-class cataloging and analytics.

<sup>1</sup> <https://www.okta.com/businesses-at-work/2020>

# 5 Reasons Qlik and Snowflake are better together.

Qlik's solution for Snowflake users automates the design, implementation and updates of data warehouses and data marts while minimizing the manual, error-prone design processes of data modeling, ETL coding and scripting. As a result, you can speed analytics projects, achieve greater agility and reduce risk – all while fully realizing the instant elasticity and cost advantages of Snowflake's cloud-built data platform.

Together, Qlik and Snowflake empower you to:

- 1 Ingest and deliver data from multiple sources to Snowflake in real time
- 2 Fully automate and dramatically accelerate the entire data warehouse lifecycle
- 3 Support your data analytics workflows at any scale
- 4 Give business users a single, central place to find, combine and publish data sets
- 5 Empower all users, at any skill level, to discover bolder business insights



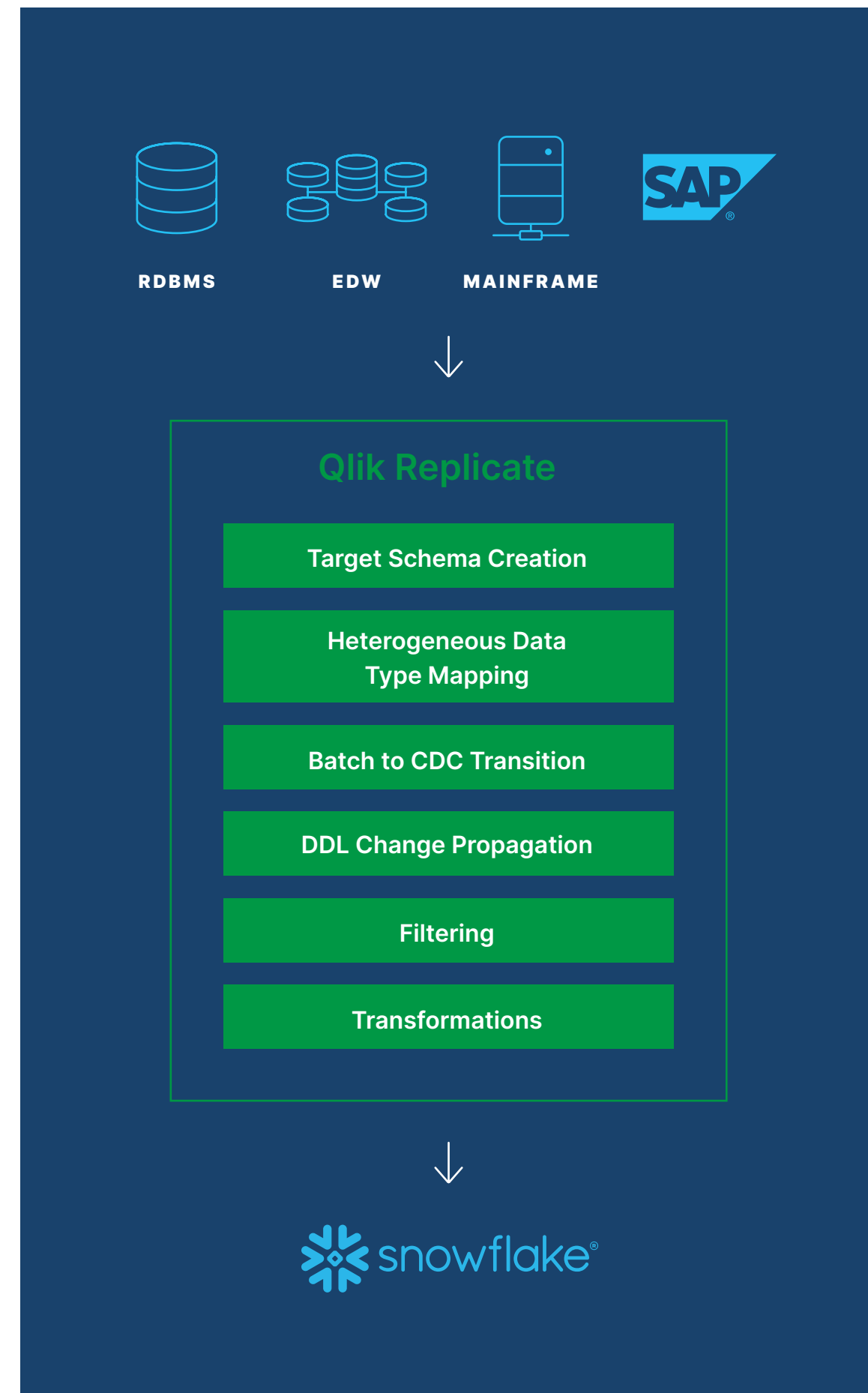
# 1 Ingest and deliver data from multiple sources to Snowflake in real time.

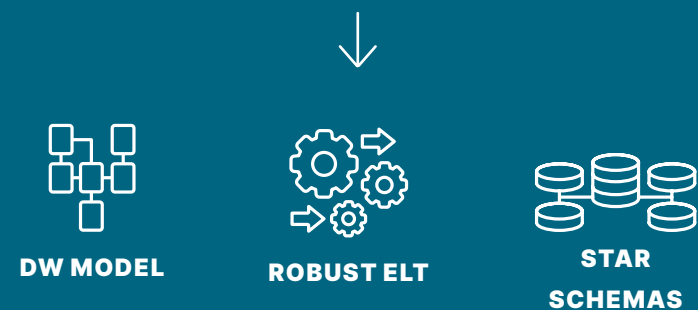
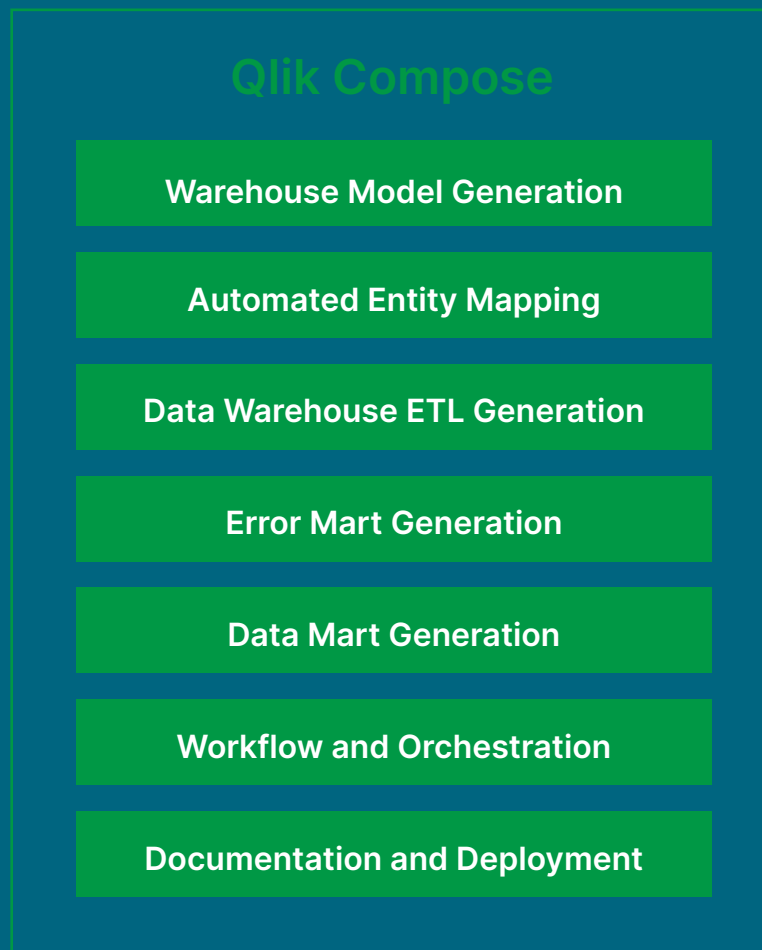
Rather than waiting for your data engineers to painstakingly extract, transform and load data into your warehouse, you can continuously ingest data from multiple sources into the Snowflake data platform with zero downtime, greatly accelerating your data pipeline. Plus, with change data capture (CDC) technology, you're always working with real-time data while minimizing the impact on production systems. Qlik Replicate offers:

- Connectivity to a wide range of data sources (databases, warehouses, applications, mainframes and more)
- Capabilities for data integrity, monitoring and control
- Robust auditing and secure data transfer (SSL)

## A WORD FROM SNOWFLAKE

Qlik Replicate's automation allows you to easily bring in data with change data capture from your on-premise environment into your Snowflake platform.





## QLIK COMPOSE™

# 2 Fully automate and dramatically accelerate the data warehouse lifecycle.

When you automate the design, implementation and management of data warehouses and marts, you dramatically accelerate the entire raw-to-ready data pipeline throughout your organization. In turn, you speed time-to-insight on every analytics project, increasing agility and realizing the full potential of your Snowflake initiatives. With Qlik Compose, you can:

- Automate the transformation of raw data to analytics-ready data marts
- Easily add new data sources and modify the data model
- Quickly create purpose-built data marts for evolving business needs

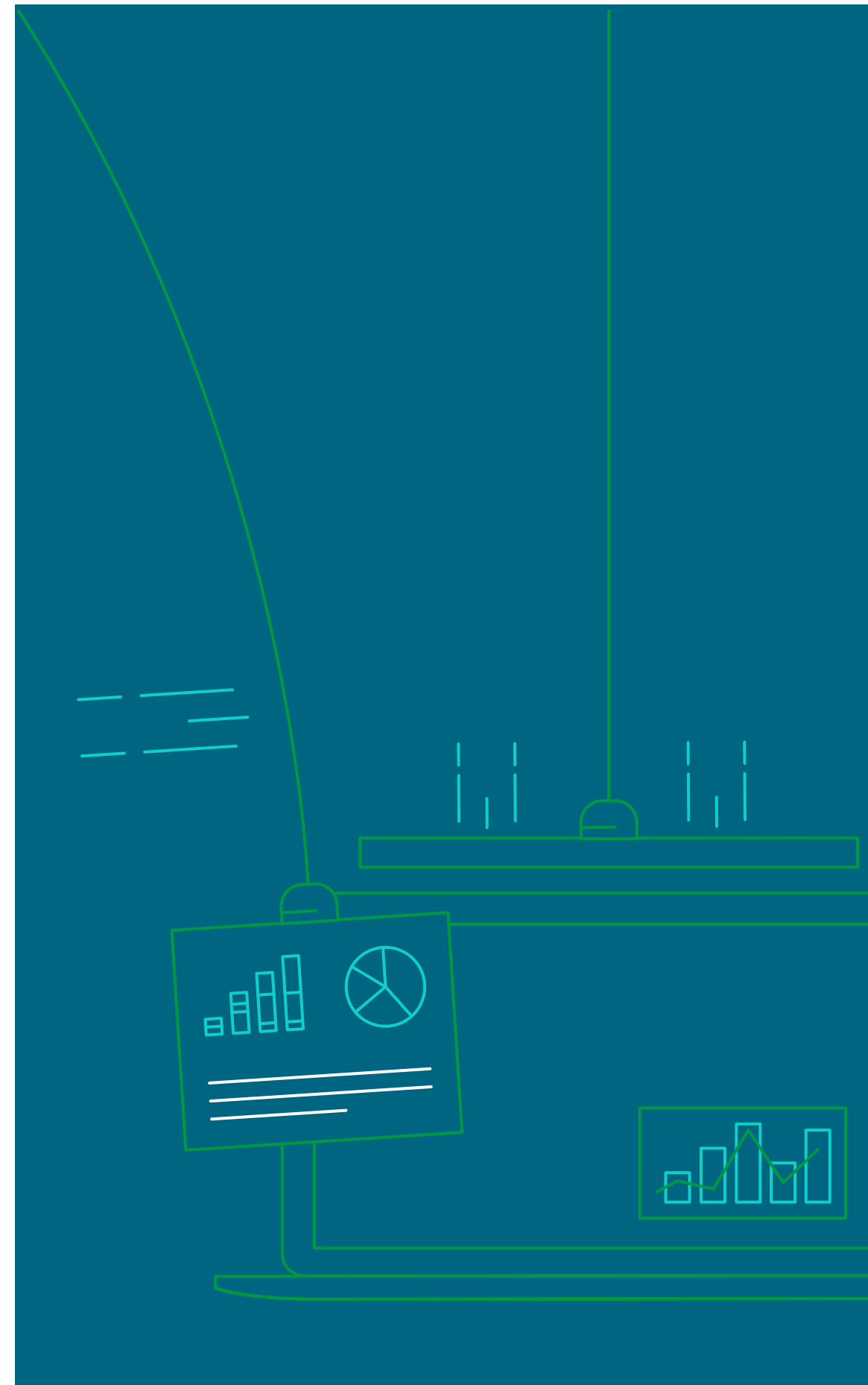
### A WORD FROM SNOWFLAKE

Qlik Compose allows you to easily build and automate data pipelines to your Snowflake environments from on-premise data sources.

### 3 Support your data analytics workloads at any scale.

Traditional data warehouse solutions weren't designed to handle today's data explosion – or to keep pace with the changing needs of end users and the applications that rely on them. Only a data warehouse with a cloud-built data architecture makes it possible to support your current and future data analytics workloads at any scale. With Snowflake's near-zero management solution, you can focus on using data to drive insights instead of managing the overhead of a legacy data warehouse. Snowflake enables you to:

- **Consolidate data marts.** Take advantage of a modern architecture that brings together all your data in one place and makes it available to all your users and applications.
- **Handle any scale of data, workload and users.** Deliver rapid insights at any scale without the complexity and headaches of traditional data warehouse or NoSQL solutions.
- **Support modern data and applications.** Build and deploy innovative analytics solutions on top of a cloud data platform that can easily adapt to rapidly changing demands, in any region, on any cloud.





GUI

RESTful API

Smart Data Catalog



**ON-BOARD**  
Source Module



**CATALOG**  
Discover Module  
Catalog Module



**PREPARE**  
Prepare Module



**DELIVER**  
Publish Module

Common Framework: Security, Governance and Metadata



Analytics Application

## QLIK'S ENTERPRISE DATA CATALOG

# 4 Give business users a single, central place to find, combine and publish data sets.

With an enterprise data catalog, you can manage, prepare and deliver analytics-ready data from all your data sources – and give business users one place to easily find, understand and publish data sets. And when you use Qlik and Snowflake together, users can catalog and utilize data sets that combine Snowflake with any other relevant data for use in Qlik Sense®, Tableau, Microsoft Power BI and other analytic applications. Qlik's enterprise data catalog enables you to:

- Search, preview and select Snowflake and other data in one centralized catalog
- Publish datasets in a variety of formats
- Secure data with enterprise-grade access controls and obfuscation capabilities, as well as integrations with a range of security and governance products

### A WORD FROM SNOWFLAKE

With Qlik's data catalog, you can easily and securely manage your Snowflake data with enterprise-grade controls.



## 5 Empower all users, at any skill level, to discover bolder business insights.

Give all your users, in any line of business, the ability to freely search and explore Snowflake – and other relevant data sources – to uncover hidden insights that query-based tools can't access. Qlik Sense is known for its one-of-a-kind associative engine, its sophisticated AI and its support for the full range of analytics use cases, all of which enable you to truly lead with data in today's competitive landscape.

And with its governed, multi-cloud architecture, Qlik Sense can be deployed any way you want, allowing you to massively scale both users and data without compromising security or performance. When you use Qlik Sense together with Snowflake, you accelerate the business value of all your Snowflake data.

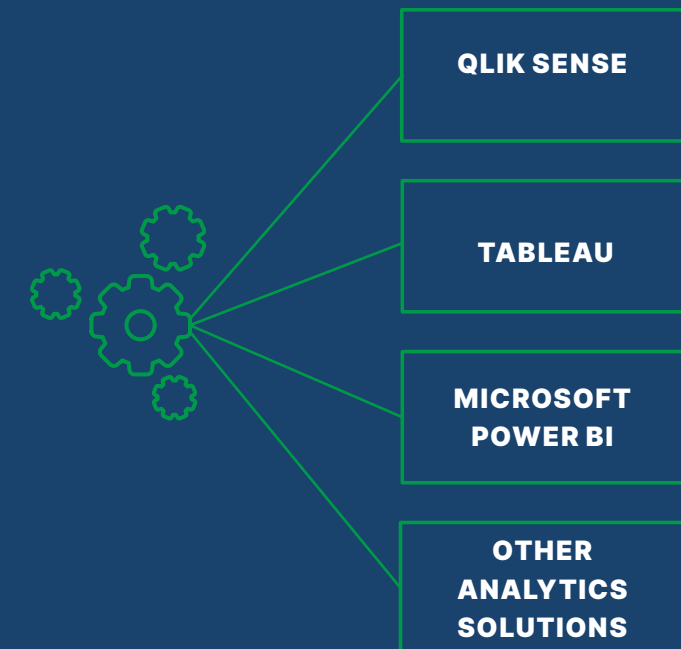
**“Combining the great self-service and easy-to-use capabilities of Qlik Sense with the incredible performance and low maintenance of Snowflake has allowed us to spread the use of analytics at DocuSign to over 90% of the organization.”**

– Marcus Laanen, Senior Manager Business Intelligence, DocuSign



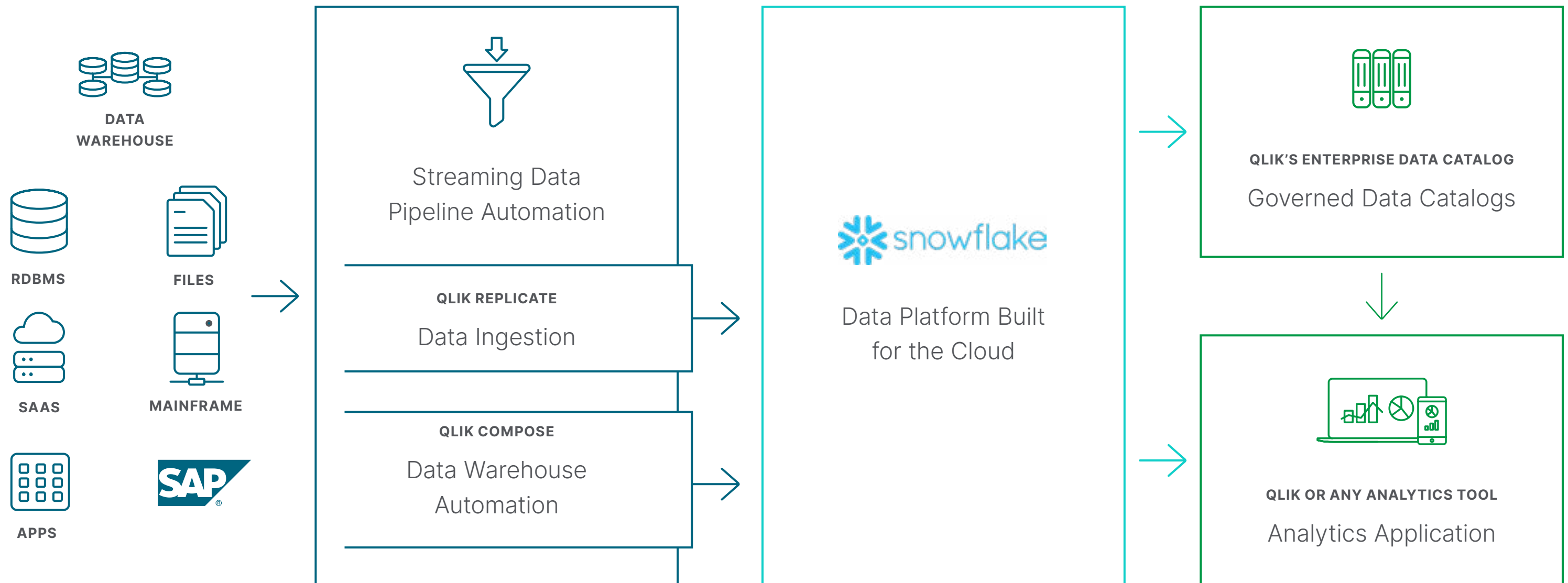
**WE BELIEVE IN QLIK SENSE – BUT WE DON'T LOCK YOU IN.**

We built Qlik Sense from the ground up to lead the industry in delivering third-generation business intelligence. But our approach has always been an open one, and we support your business at every step of the data pipeline. Qlik Data Integration with Snowflake is agnostic and will deliver data to any analytics tool you use.



# Qlik and Snowflake at a glance.

Stream all your organization's data, from any source, through automated and governed pipelines to the analytics application of your choice. Fast.



# Automate. Innovate. Dominate.

The cloud has become the go-to platform for modern analytics. As a result, enterprises are seeking approaches and technologies that will enable analytics in the cloud to deliver more value with quicker iterations and fewer resources. That's exactly what Qlik with Snowflake does – by automating the data warehouse, optimizing the data pipeline, delivering a secure data catalog and capping it all with industry-leading analytics.

Qlik with Snowflake is a robust, comprehensive and innovative solution for enabling world-class data architecture, integration, delivery and analytics in your business.

**Ready to move data faster? We're ready to help.**

[Learn More](#)



## About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

[qlik.com](https://www.qlik.com)