Qlik

7 Data Integration and Quality Use Cases

A new way to master the modern data challenge.

Now more than ever, data holds tremendous promise for organizations. But managing data to meet modern needs is daunting. And when you're searching for the technology to help, your options have been limited:

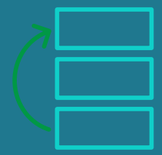
- Incomplete legacy products that don't meet current needs (and certainly won't meet future ones)
- Big cloud hyperscalers whose goal is to lock you in, limiting your ability to work with multicloud and hybrid workloads
- Multiple point products, each with its own set of headaches – and which together pose a massive integration challenge

Now there's a better way: Qlik Talend. It's a broad, integrated set of best-in-class solutions that are modern, proven, and trusted – with a commitment to remaining open and cloud agnostic.

Qlik Talend works with virtually any data source, target, architecture, or methodology. Together, they make it possible for you to have all the data you need, whenever and wherever you need it, from any tool of choice.

A Data Fabric for Modern Architectures

Comprehensive Best-in-Class Capabilities



Agility for Constantly Changing Requirements

Enterprise-Grade Trust for Everyone

How can you use Qlik Talend now?

With these products in a combined solution, the possibilities for data integration and quality are nearly limitless. But among those possibilities, we've identified seven everyday uses that crop up in most companies, regardless of size, industry, or geography:

1

Database-to-database synchronization

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Data warehouse modernization

3

Data lake/lakehouse automation

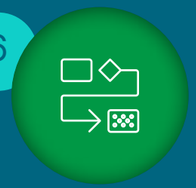
4

Database-to-streams/ stream-to-database

5

Data quality and governance

6



API services and workflow

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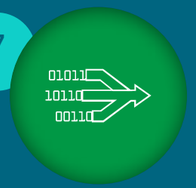


Operational data transformation

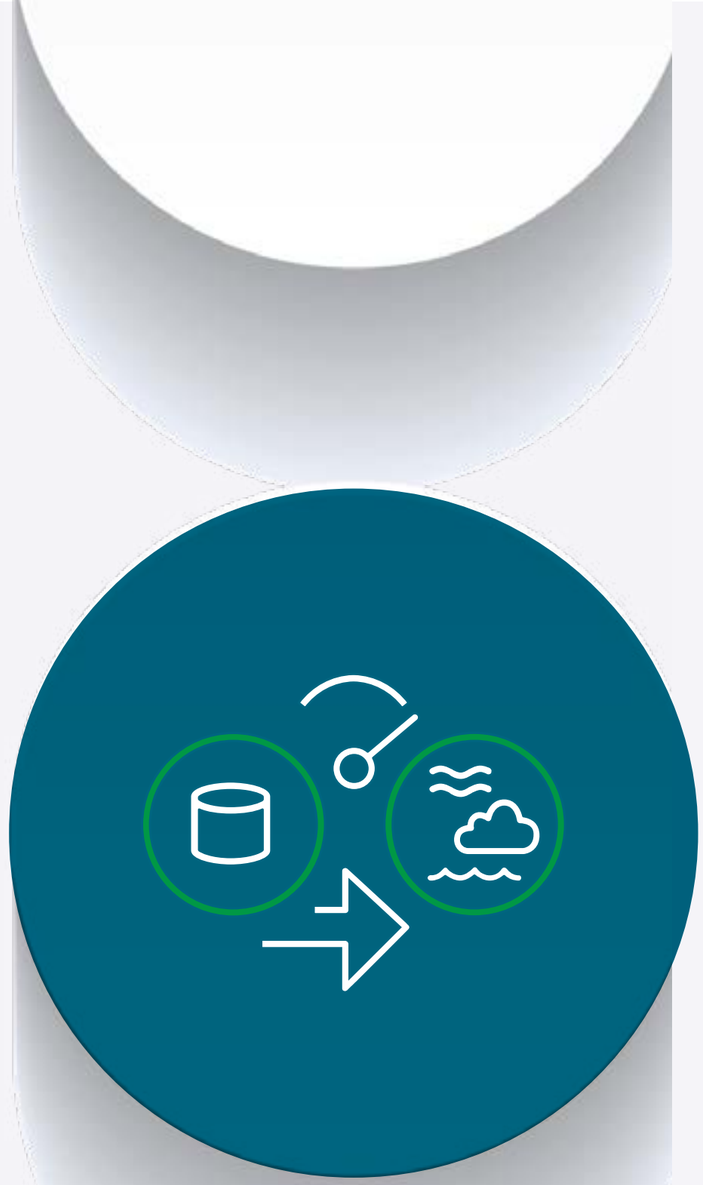
“This is an excellent move to ease data integration for customers … Bravo.”

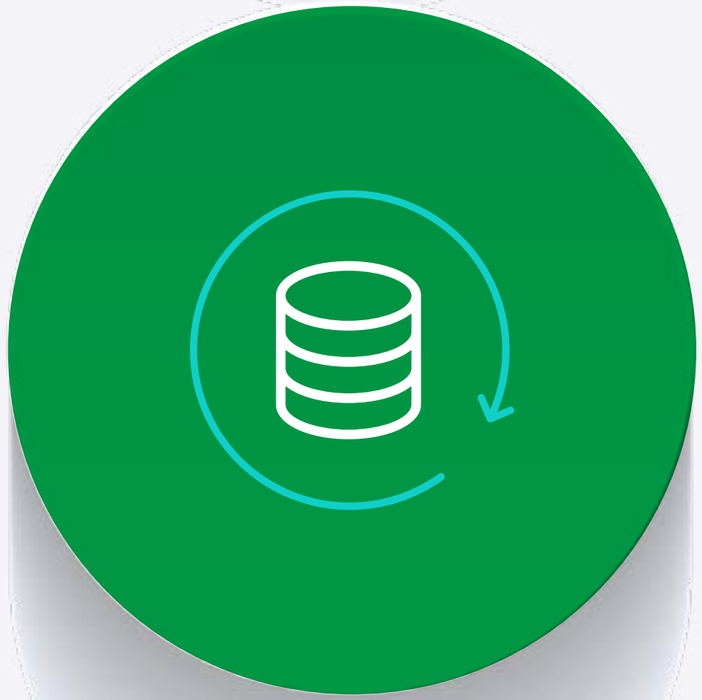
— LOÏC GIRAUD
CDIO, CDAO, GLOBAL HEAD DIGITAL, CALIBO

1. Database-to-database synchronization.

Database-to-database synchronization is the main use case for many of us at Qlik. The combined functionality offers tremendous flexibility for whatever problem you're trying to solve. And whether you use basic data loading, real-time replication, or micro-batch updates, we've got you covered. Database-to-database sync is most commonly used for the following:

- Real-time reporting and analytics: Replicating data to a separate database or warehouse can allow for faster and more efficient querying and analysis – without impacting the performance of the primary database.
- Real-time data integration: Replicating data between databases can facilitate data integration between different systems and applications to keep data consistent and up to date across the organization.
- Legacy modernization: You can offload legacy data to a new data store to reduce online analytical processing (OLAP) costs and improve query performance.
- Cloud data movement: You can replicate data between on-premises data sources and cloud databases to ensure consistent and up-to-date target data.





2. Data warehouse modernization.

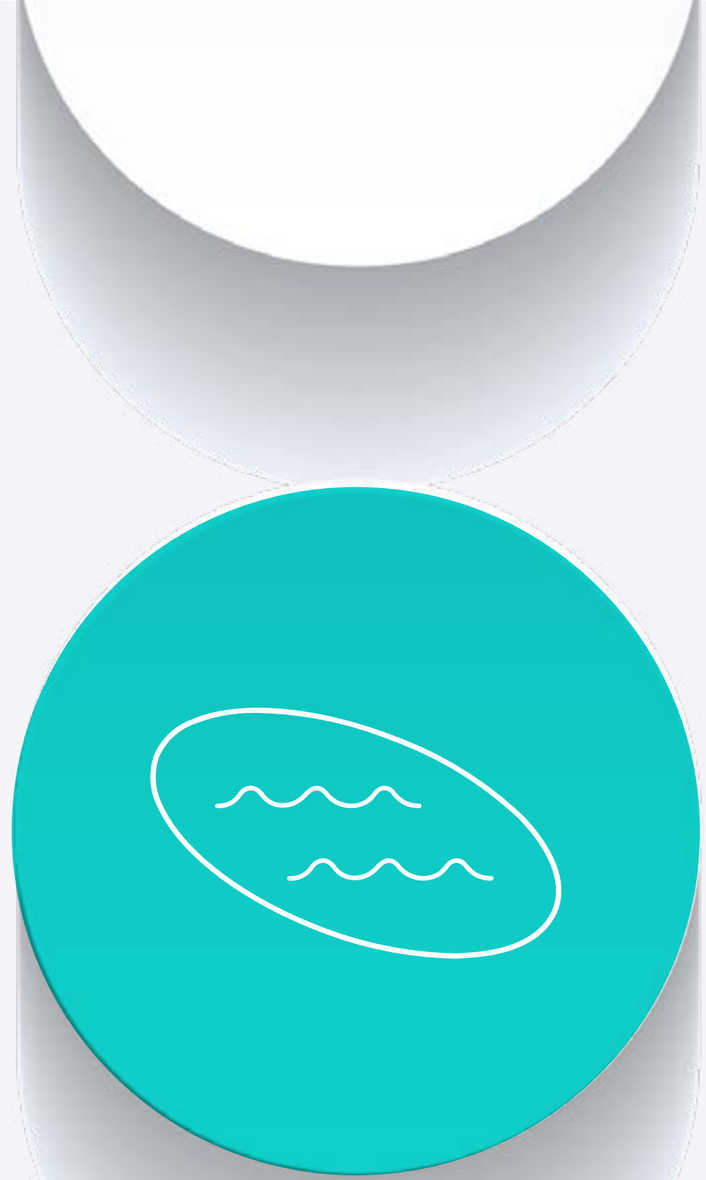
Data warehouse modernization is the process of automating the design, development, deployment, and operation of a cloud data warehouse. By dramatically reducing manual labor (and the errors that come with it), modernization enables you to deliver more reliable data much more quickly to your users:

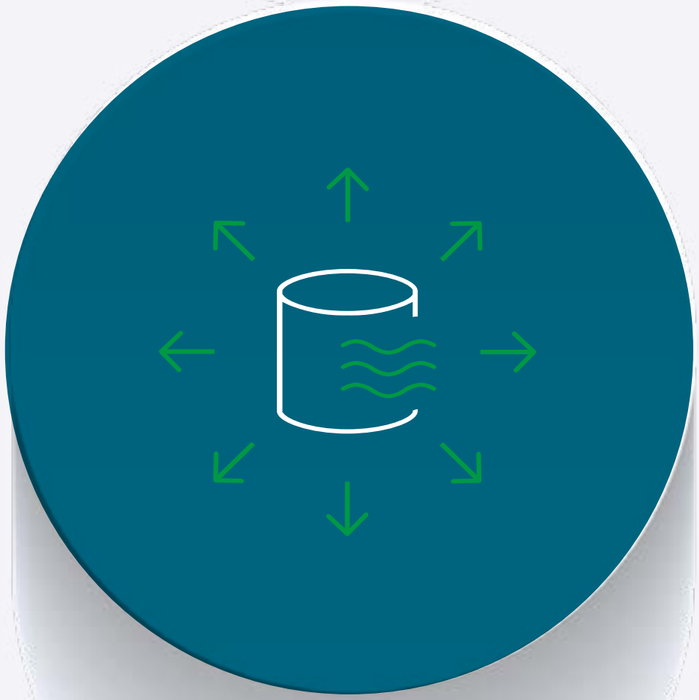
- Data warehouse automation: Achieve faster time to market for new data warehouses, improved data quality, and reduced costs compared to manual processes.
- Intelligent data pipelines: Qlik has a secret sauce that helps you scale warehousing more efficiently by automatically generating the necessary transformation SQL and pushing it down to the warehouse for execution.

3. Data lake/ lakehouse automation.

In recent years, no segment of the data integration market has seen more change than the data lake. As a result, there are quite a few approaches to data lake implementation – and once again, the Qlik Talend portfolio can support any architecture.

Our data lake/lakehouse automation solutions help you move enterprise data, transform it, and enforce data governance policies to help you build a data lake for your data analytics, machine learning, and AI initiatives – whether your lake is based on Apache Hadoop, cloud-object stores, or Databricks.





4. Database-to-streams/streams-to-database.

Integrating databases with streaming infrastructures like Apache Kafka and Amazon Kinesis can help you gain insights from dynamic data and respond quickly to changing business conditions. Qlik Talend data integration and quality solutions can synchronize database transactions with streams – and they can source data from streams to route to any destination in virtually any format.

- Database-to-streams: If you use a database to store customer data, you could use a streaming infrastructure like Kafka to process purchase data as it's generated, which would help surface criminal behavior like credit card fraud.

- Streams-to-database: On the other side, you could use Kafka to route purchase data as it's generated to multiple systems as part of a fraud detection and analytics workflow. Data would be sent to notification systems and to the data warehouse for OLAP.

5. Data quality and governance.

Data quality is the lifeblood of any successful data initiative.

Qlik Talend data quality use cases include:

- Data analysis: High-quality data is essential for accurate data analysis.
- Customer relationship management: Accurate data helps you better understand your customers and provide standout customer service.
- Risk management: Reliable data helps you identify risks and take action to mitigate them.
- Marketing: Correct data helps you target your marketing efforts more effectively.
- Financial reporting: Precise, accurate data is essential for producing accurate financial reports.

6. API services and workflow.

APIs provide a low-risk way for companies to open their application data and functionality to third-party developers, business partners, and internal departments. API services help you design, document, test, and deploy APIs – and together, Qlik Talend enables you to create and consume APIs for scenarios like the following:

API Creation

- Create organizational APIs as part of a cloud-first strategy
- Build new applications that leverage existing data and functionality via APIs
- Publish APIs that control data exchange between multiple parties
- Create “contracts” as part of a data mesh

API Consumption

- Automate business processes such as order processing, inventory management, and customer support
- Integrate different systems such as CRM, ERP, and e-commerce platforms
- Reverse ETL – i.e., write back KPIs from the data warehouse to operational systems

7. Operational data transformation.

Operational data transformation (ODT) is the process of converting raw data into formats that can be used by downstream processes like electronic data exchange, data science, and analytics.

Typically, operational data transformation occurs outside the data warehouse or lake, with the final files saved in an object store. For example: converting transactional records into HL7 files, transforming CSV files to Parquet, and converting aggregate data sources into EDI consumable formats.

Qlik Talend data integration and quality solutions contain specialized functionality for many common transformations, so they'll help you rapidly solve the data exchange problem for specific industry formats.

Qlik Talend offers a set of products that covers the entire portfolio from data ingestion through consumption – and all of the governance and quality and intelligence around that.”

— STEWART BOND
VP, IDC

Qlik Talend Data Solutions

Comprehensive, best-in-class capabilities.

Data Integration & Quality

- DATA & SAP CONNECTORS
- REPLICATION/ CDC STREAMING
- ELT & DATA WAREHOUSE AUTOMATION
- SaaS APP CONNECTORS
- ETL/DATA TRANSFORMATION
- DATA PREPARATION
- QUALITY & GOVERNANCE

Analytics, AI, & Machine Learning

- SEARCH & CONVERSATIONAL
- AUGMENTED ANALYTICS
- EMBEDDED ANALYTICS
- AutoML
- DASHBOARDS & ANALYTIC APPS
- SELF-SERVICE VISUALIZATION
- GEOSPATIAL/ MOBILITY
- ALERTS & REPORTING

Foundational Services

- CATALOG & LINEAGE
- SECURITY & COMPLIANCE
- APPLICATION AUTOMATION
- API CREATION
- ORCHESTRATION

aws databricks Google Microsoft snowflake

Address the full spectrum of modern use cases for data.

At Qlik, we've always been focused on looking forward – and on providing our customers with the industry's most innovative, comprehensive, and trusted solutions for making data deliver. After adding Talend's cloud data integration and data quality solutions, we now offer a full spectrum of capabilities that address virtually every data integration and quality need.

As a result, you can gather scattered, disparate data from nearly any source and make it trustworthy, governed, and analytics-ready in the cloud – near-instantly – so you can act on it immediately. Welcome to complete data confidence.

Ready to have trusted data at your fingertips?

Start Here

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.

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