Despite being positioned in the leader's quadrant on Gartner's 2018 Magic Quadrant for Analytics and Business Intelligence report, there is some underlying turmoil within Qlik as an organization and the future of its products. Qlik has been in a period of instability since 2016 when it was transitioned to a private organization. They have lost their CEO, CTO and VP of Insight and Design and laid off roughly 200 people. Qlik had an additional 10% workforce reduction in January 2018. In their last quarter as a public company, Qlik invested 13% of revenues into Research & Development. Contrast that to the consistently well performing Tableau who invested 38% of revenues into R&D last fiscal year. While Qlik Sense seems to be the future of Qlik's offering, QlikView customers do not automatically get Qlik Sense as a migration upgrade. At the 2018 Qlik Connections conference, Qlik announced a one license for all products strategy with an uptick on maintenance fee, but the timing and exact fee has yet to be determined. Far less development and innovation is being invested in the QlikView product, leaving an entire customer population with a stunted, complex product with an unclear migration path.

"Eighteen percent of Qlik's customers plan to discontinue or reduce using QlikView, and Qlik Sense will not necessarily be the replacement. The lack of simple migration tools means that customers may well switch vendors instead." - Gartner, 2018 Magic Quadrant for Analytics and Business Intelligence

More and more QlikView customers are raising their hands to find a better path forward and it is this opportunity to help shepherd customers into an era of data discovery that really excites us. We want to help customers get away from complex formulas and scripting. We want to help customers empower not just their data scientists and experienced information workers but rather unlock the potential that every business user has to interpret, explore, question and action data into new possibilities for the organization. We want to help customers get on a new path of constant innovation and investment. We want to help customers, period. And we are excited that our partners share the same vision of putting the customer first and delivering on this opportunity together.

What Makes Tableau Different?

Tableau is a complete, easy-to-use analytics platform that lowers the barrier to analytics beyond basic data consumption. We enable intelligent, data-driven decision-making with powerful, but intuitive technology that does not rely on specialized programming experience.

Self-service analytics means that it should be easier to empower your workforce to gain insights from their data. Qlik requires complex calculations, scripting, and coding to perform standard analytics tasks like trend lines and forecasting. With Tableau, advanced analytics is straightforward and accessible, allowing every individual in an organization, regardless of skill set, to derive maximum impact from his or her data.

Live or In-Memory

Tableau provides the flexibility to connect to data live or in-memory, with the option to change between the two at any time during your analysis. Tableau does not force customers to adopt a data strategy that does not fit within an organization's existing architecture.

Explore Freely

Tableau enables users to freely explore data and ask questions in an intuitive way, which drives discovery of real-world "aha" moments and new insights. Tableau does not force users to navigate between a "design" and "view" mode, which inhibits discovery.

Simple, Advanced Analytics

Advanced analytics capabilities – like trend lines, clustering, confidence intervals, and forecasting – are built into the functionality of Tableau. Tableau does not require scripting or coding in order to find meaningful insights.

Dashboard Starters

Dashboard Starters are designed to help you hit the ground running with actionable data in minutes. In just a few clicks, you will be able to connect to common enterprise applications and create beautiful, data-rich dashboards seamlessly.

Dashboard Extensions

Dashboard extensions give you the ability to interact with data from third-party applications directly in Tableau. Capabilities like write back to a database, custom actions, and deep integration with other apps are all at your fingertips.

True Visual Analytics

Any product can probably create a nice looking dashboard if you have requirements or a prototype to replicate. What sets Tableau apart is its ability to create or analyze a dashboard in discovery mode when you need to interact with the data to unearth the questions you need answers to.

Flexibility and Choice

Tableau does not have hidden constraints. Full functionality can be deployed on premise or on the cloud, on Windows or on Linux, or against live or in memory data, analyzing millions of records instantly to answer questions. Plus, Tableau's new role-based pricing model provides flexibility for organizations to choose the right level of interactivity for power-users and data viewers alike. With straightforward, predictable pricing for the entire organization, you do not

have to worry about hidden fees or maintenance costs. Learn more at https://www.tableau.com/pricing/teams-orgs.

Integrated Platform

Tableau provides data access, data prep, analysis, collaboration, and governance all from the Tableau platform, providing valuable benefits to users and IT. Tableau users don't have to switch between products for different tasks and IT doesn't have to worry about forcing interoperability between multiple products.

Community

The Tableau Community is a place for users wanting to connect with other Tableau users, ask a question, learn how to use Tableau, share a feature request, or receive feedback. Get expertise and examples from the tens of thousands of community members using Tableau on a daily basis.

Key Questions for Qlik View Customers

- Do you have an investment in a Data Warehouse?
  Tableau leverages your existing DB investments and does not require you to replicate the data.
- Do you have a need for Big Data?
  Tableau fully leverages your Big Data investment without requiring duplicate storage
- Do you want your users writing scripts or doing ETL?
  Tableau does not require your business users to write technical scripts.
- Do you need to connect to data in real-time?
  Tableau provides the ability to connect directly to any data source without having to load it into an extract first.
- Which users do you want to provide the ability to write reports?
  Tableau enables business users to author their own views of the data without requiring IT/DBA's reducing IT reporting backlog.
- Do you want to enable self-service business intelligence?
  Tableau is designed to allow business users to answer their own questions. Other tools require knowledge of scripting, formulas, and wizards before creating any views.
- Do your users need to combine multiple data together?
  Tableau can easily blend data from multiple data sources together without requiring the user to write complex scripts.
- Do you want your business users to easily share and collaborate on Dashboards?
  Tableau enables users to easily share their views/reports/dashboards with others with full security.

- Do you need to deploy your BI in Virtual Machines?
  Tableau works great in a virtualization environment.
- How much storage and memory do you need to purchase to run the BI solution? Do you need to purchase more storage and memory because you are duplicating data every time?
  Tableau does not require you to duplicate your data.
- Do you need to provide geographic analysis for your users?
  Tableau has built in maps and geocoding.
- Do you need to perform time-series analysis?
  Tableau enables you to easily perform Time-series analytics and automatically provides users with the ability to change your dates to years, months or days. Other tools require users to write scripts.
- How much IT support do you need to add fields, maintain scripts, and load data?
  Tableau lets anyone add fields without requiring IT to load it into a script first.

Technical Competitive Strategies

- Relative time periods – show options available automatically like last 6 quarters. Qlik has to first create a formula for any relative time.
- Data driven alerting – true self-service – anyone looking at a viz can create. Qlik is developer centric to create an alert.
- Fix data by creating a group. Common in Tableau, just select the items and choose group. Qlik requires editing a script.
- Calculate a running total or a moving average or even percent of total or rank. All require complex calculations in Qlik.
- Filter two views differently common need to compare two sets of data. One view showing sales yesterday, another showing sale last week or last month.
- Create a calculation. Qlik and Tableau have powerful calculation editors. However, Tableau's syntax is easy and Excel-like. Qlik's is cryptic and designed for developers.
- See data in context common analytic technique – highlight related marks so you can see how they fit into the overall picture. Qlik on filters.
- Format/customize viz – use branding, icons, colors and fonts.
- Do a trend or forecast. Tableau's analytics are drag and drop vs. complex IT calculations that break when drilling down.
- Excluding at analysis level. Qlik would have to exclude at data level, which means items would not show in other visualizations.

Qlik has fewer live connections and loses functionality when using live data. Would you like to analyze your data without having to move it first (all in-memory) with full functionality? What is the impact to fix and reload multiple times before answering a question? Tableau has the widest selection of native connectors, with no hidden or additional cost and the ability to change between live or extracted data with a click. Ask Qlik if you get all data connectors free or if there's a charge for each of them.