QlikView® vs. QlikSense®

Understanding the difference

Contents

Qlik®

Qlik® (NASDAQ: QLIK) is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Approximately 36,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas.

Qlik® provides a platform-based approach to visual analytics that brings insights and clarity to where it's needed the most: the point of decision. This empowers the entire organization to make decisions with confidence and it transforms business analysts and knowledge workers across the organization into indispensable champions.

Traditional business intelligence systems restrict the agility required to deliver solutions that are needed today. Qlik has always been focused on innovative solutions that keep pace with every individual's – and organizations' – changing requirements. Qlik pioneered the

market for Data Discovery and is the leader in this segment as validated by independent analyst companies.

Qlik's world-class consulting, training, and support services ensure you get the most from your Qlik implementation. The extended ecosystem includes a global user community of over 100,000 participants and a marketplace for sharing applications, data, and knowledge, plus a network of 1,700 experienced partners around the globe.

35,000+ customers have become agile, data-driven businesses that harness the power of their collective human intelligence.

QlikView®

A perfect tool for different scenarios. QlikView® platform can easily support developers to create logical applications to derive on perfect data model to help achieve business analytics results. The Guided Analytics system enables the end-user to explore data, select, drill-down and navigate in the information, thereby helping them to understand a whole lot of questions and answers from the data. The only limitation for an end user here is in creating new visualizations.

The QlikView® Business Discovery platform:
- ✓ Holds data in memory for multiple users.
- ✓ Automatically maintains associations in the data.
- ✓ Calculates aggregations on the fly.
- ✓ Compresses in-memory data to as little as 10% of its original size.
- ✓ Fully utilizes the power of the hardware.
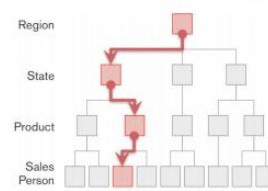- ✓ Offers enterprise class capabilities for Business Discovery.

FAST FACTS

10%...

Compression ratio of the original size of your data
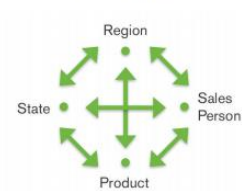
The QlikView® Associative Experience

Unlike reporting and standalone data visualization tools, which only offer pre-defined drill paths and limited interactivity, QlikView® enables a user to start anywhere and go anywhere. This fundamental user experience is what they call the associative experience. This is possible because of the dynamic nature of the QlikView® engine. The engine automatically manages the relationships in the data, calculates new information on the fly, and presents information back to the user using a "green/white/grey" metaphor. The user's selections are highlighted in green, associated data is represented in white, and excluded (non-associated) data appears in grey. This instant feedback encourages users to think of new questions and to continue their path of exploration and discovery. They are given just enough guidance to lead them down a relevant path, without limiting them to a pre-defined one.

QlikSense®

QlikSense® is an analytics platform powered by an associative, in-memory analytics engine. Based on users' selections, calculations are computed at runtime against data stored in-memory. Results are returned to users via a zero-footprint web interface delivered on desktops, laptops, mobile devices, and through embedded analytics. QlikSense® offers a highly interactive, associative experience in which users can freely navigate through data with little to no constraint in their analysis path.

QlikSense® offers the freedom to users to create their own layout, new visualizations and charts. On the opposite to QlikView® – QlikSense® is much easier to use with incorporated modernized features. The software runs seamlessly on touch screen devices which is an advantage to the end-user. Similarly, it can perform well on different screen sizes and in multiple form factors.

Hub

The Hub is the QlikSense® user environment and it is delivered through a zero-footprint web browser interface. Through the Hub, all aspects of development, drag-and-drop content creation, and consumption are possible. QlikSense® delivers a responsive design methodology to automatically display and resize visualizations with the appropriate layout and information to fit the device, whether it is a browser on a laptop or desktop, tablet, or smartphone. Built with current standards of HTML5, CSS3, JavaScript, and web sockets, QlikSense® enables you to build on any platform and deploy to any platform.

Management Console

The QlikSense® Management Console allows administrators to govern all aspects of the QlikSense® platform, ranging from data connectivity, application and task management, security administration, monitoring, and auditing.
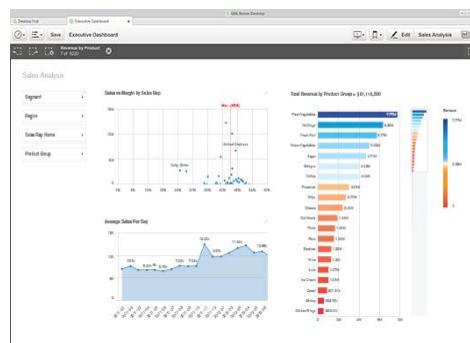
APIS, Widgets and Data Market

QlikSense® offers unlimited possibilities, allowing the user to integrate dashboards and custom objects into almost any application. The widgets allow developers to create brand new visualizations that can be integrated. It can also integrate external data such as exchange rates, weather statistics and much more.

One of the main features users will find is a market, like the popular app stores you can find for mobile devices. There, users will find many 'apps' (new functionalities) that will improve the capabilities of the initial software.

Face to Face

	QlikSense®	QlikView®
Price Scheme	Freemium | Quote-based | Cloud	Limited Freemium | Quote-based Enterprise
General Information	A smart and user-friendly analytics tools that can generate personalized reports and dashboards in an instant.	Business Intelligence data discovery product that is used to create guided analytics applications as well as dashboards designed for business challenges.
Supported Integrations	Qlik is source agnostic and can integrate with virtually any data source.	You can use extensive APIs to integrate QlikView® into your business applications and system management software. QlikView® supports integration with Salesforce.

Business Size	Small Business | Large Enterprises | Medium Business | Freelancers	Small Business | Large Enterprises | Medium Business
Mobility	With QS the design grid is relative to the available space on the frame. There's no need to adapt a dashboard for different devices like mobile phones or tablets.	With QV the design is done based on pixel coordinates, this means that for best viewing a dashboard has to be designed for a specific resolution. Zoom features can be used but it's not an out of the box functionality and it never gets the same look and feel you can get with QlikSense®.
Design capabilities	With QS the objects contained on a dashboard can't be placed on a specific and fixed place. There is a non-configurable design grid where all objects must be fitted in position and size. This is good because that will make the app work on many interfaces with different resolutions but it's a handicap when pixel perfect reports are required.	With QlikView® every single object must have a defined position in pixels. That allows designers to create pixel perfect reports with a lot of small objects and an incredible accuracy, but the handicap is that they are placed for a specific screen resolution. This means that depending on that some users can experience scroll bars or empty areas, depending on their visualization device properties.
ETL capabilities	Data can be modelled and transformed with the same script syntax used in QlikView® or using a friendly graphical editor.	Includes a script editor that allows the developer to connect to the data sources where you can retrieve data, do complex transformations, clean data and map the data model. Despite of being a non-visual ETL tool and use QV proprietary code, it can still be easily learned and it is powerful.
Cost Details	Contact QlikSense® directly to discuss pricing details and get a quote.	QlikView® pricing is offered through a combination server and Client Access Licensing (CAL) model. • Personal Edition –unlimited access • Enterprise Edition – by quote (Small Business Edition license is no longer available since July 1st). **QlikView® Publisher** QlikView® has a reload and distribution service called QlikView® Publisher.

Features	• Drag-and-drop visualizations • Smart Search feature • Connections to multiple data sources • Access to real-time analytics • Data storytelling functionality • Self-service simplicity • Shared Object Library • Progressive Creation • Managed Data Connections • Rapid Development Environment • Powerful Open and Standard APIs		• Data visualization • Dynamic BI ecosystem • Interact with dynamic apps, dashboards and analytics • Search across all data • Secure, real-time collaboration • Connections to multiple data sources	
OS Supported	Windows iPhone/iPad Web-based	Android Mac	Windows Mac	iPhone/iPad
Available Support	Phone Ticket	Live Support Training	Phone Ticket	Live Support Training
Product Demos	QlikSense® Demo		QlikView® Demo	

Conclusions

According to Qlik, in the end what tool you are choosing depends largely on what you want and who you are. If you are someone who likes to get in and play with the data, you are probably going to want to use QlikView®. If you want to answer a business question *now* in a visually appealing way you probably want to use QlikSense®. However, there will be some crossover and you may well end up using both.

✓ QlikView® is for Guided Analytics; QlikSense® is for Self-Service Data Discovery.

✓ Both are based on the same analysis engine, QIX.

✓ You should run QlikView® and QlikSense® on different servers.

✓ QlikView® will appeal to people who want to play with data, QlikSense® will appeal to people who have a specific question to answer with data.

✓ There isn't a 'best one', they are different tools and they do different jobs.

What we know is that Qlik's bet for the future is QlikSense®. QlikView® is still beeing offered to maintain service to the current QlikView® customers and to the new customers that knew the old 'Pixel Perfect' reports. The changes on QlikView® licensing costs are forcing small customers to think more in QlikSense® instead of QlikView® as their solution, but this tool requires some improvements and new functionalities that were already available in QlikView®. Therefore, their strategy will take more time than what they expected.

Both tools lack the same feature, reporting, as it's not an out-of-the-box feature. If you need to replicate a report from your ERP system or something similar, none of these tools offer a good integrated reporting tool. It's true that with QlikView® it can be a little bit easier to achieve this, but it's still not enough. For both, external tools are the solution. You could use e.g. a tool like NPrinting, which also belongs to Qlik Tech.

The good point is that both use the same engine, QIX (Associative Data Indexing) that results in similar performance and the use of the same script (with an exception on the code of the paths of the source files that is easily adaptable).

In our expert opinion, QlikSense® is the tool to be offered for small and medium companies and for new projects in companies with no current QlikView® implementation, because:

✓ End User capabilities enhanced:
  1. Ability to develop their own data visualizations
  2. Ability to build dashboards on ad-hoc data sources
  3. Ability to create data stories
✓ Mobility

1. Responsive design (Laptop, Tablet, Mobile)
2. Visualize & Build
✓ Centralized Data Dictionary
  1. KPIs & Dimensions
  2. Data Visualizations
✓ Customizable & Open
  1. Mashups
  2. Open APIs
  3. Improved connectivity
✓ Leverage Investment on QlikView®
  1. Ability to reuse QlikView® data models
✓ Licensing model
  1. Simplicity
  2. Flexibility
  3. Costs

QlikView® can still be an option but only for a limited set of existing customers in big companies and for very specific requirements of guided analytics. It is true that with both you'll probably need an ETL tool to consolidate a Data Warehouse since the use of an external ETL tool instead of the embedded one has some advantages:

✓ The data warehouse is easily accessible by third parties' software.
✓ You can use extended DB languages like SQL where it is easier to find resources.
✓ Simplifies the number of layers on complex projects.
✓ Simplifies tracking of changes and backups.
✓ A 'Pixel Perfect' report approach can be created without the need of NPrinting.

Qlik competitor's solutions (like Tableau, Microsoft Power BI, etc.), are following the QlikSense® philosophy instead of the QlikView®'s one, and this gives us the clue about where the market is heading towards. There is also the option to combine both tools, but of course the costs will be higher and maybe only big customers will require both.

Because of all this, we think that QlikSense® is the best option for most of the small and medium customers, combining it with a third parties ETL tool and NPrinting.

For pricing and licensing, please contact us. We'll be glad to show you a demonstration related with your business, so you can see the possibilities.

Annex – Gartner's Magic Quadrant for Business Intelligence

Source: Gartner (February 2016)

Gartner, the American research and advisory firm, places in its "Gartner Magic Quadrant" the main BI tools per their capabilities and vision.

This is Gartner's opinion about Qlik products:

Qlik offers governed data discovery and analytics via its two primary products: QlikView® and QlikSense®. Its in-memory engine and associative analytics allow users to see patterns in data in ways not readily achievable with straight SQL. Both QlikView® and QlikSense® are often deployed by lines of business as well as by centralized BI teams that are building applications for governed data discovery. QlikSense® was officially released in September 2014, based on modern APIs and an improved interface, and became the vendor's lead product for new customers in

2015. QlikSense® Cloud and Qlik DataMarket were also released in 2015. Qlik Analytics Platform (QAP) is a solution for developers to build and embed content using the same redesigned engine and Web services APIs upon which the vendor built QlikSense®. QlikView® and QlikSense® customer experience scores were considered in this evaluation, but QlikSense® was the primary focus for our product evaluation.

Qlik is positioned in the Leaders quadrant, driven by a robust product and high customer experience scores (based on an assessment of QlikSense®). Its market execution has been tampered with by confusion in the marketplace around QlikView® and QlikSense®. This should improve in 2016, with a stronger product, changes in executive

leadership and clearer messaging, although its strong partner network may hinder execution of the new positioning of QlikSense® as the vendor's lead product. The key components of Qlik's overall vision — a marketplace, governed data discovery with users able to readily promote content and increasingly smart data preparation — position it as one of the most complete solutions.

- Qlik's strong partner network (of more than 1,700) across multiple geographies is a key ingredient in ensuring customer success, which improved in 2015. Product success also improved significantly this year, which can most likely be attributed to a more mature product and improved partner enablement.

STRENGTHS

- Qlik is highly rated for ease of use, complexity of analysis and business benefits (per its reference customers). Compared with its chief competitors, Tableau and Microsoft, Qlik scores significantly higher on complexity of analysis — which we attribute to its stronger ability to support multiple data sources, a robust calculation engine and associative filtering and search.

- With a modern BI architecture, power users may become the predominant content developers, instead of IT developers. In this regard, user enablement is more important as users need just-in-time training, online tutorials and community-based resources to support them. Qlik scored in the top quartile (of this Magic Quadrant's vendors) for user enablement. This score should improve further in 2016, because Qlik recently introduced its Qlik Continuous Classroom.

- With a rapid implementation approach and an in-memory engine that can handle complex data sources and applications, Qlik scored in the top third for product success. In this regard, Qlik can be used as an extension to a data warehouse or as a data mart for customers that lack a data warehouse. This vendor has continued to introduce smarts into the product to simplify the data load and modelling process. Customers most often choose Qlik for its ease of use, functionality and performance.

CAUTIONS

- Cost of software was cited as a barrier to adoption by 29% of Qlik's reference customers, putting it in the top quartile for this barrier. QlikSense® uses token-based pricing, which closely aligns to a named user but with some concurrency supported. The degree to which Qlik is considered expensive depends on the point of comparison. Based on user reference responses from last year's Magic Quadrant, Qlik's licensing is competitively priced relative to Tableau and is less costly than that of the mega vendors. However, in larger deployments (of more than 500 users), its pricing is 70% higher than chief competitor Tableau and almost double Microsoft's three-year license fee. Recent contract reviews by Gartner do show increased flexibility in negotiating terms for larger deployments.

- Qlik scored slightly below average for customer support (which includes level of expertise, response time and time to resolve). There has, however, been a slight improvement over last year's support scores. Qlik also recently introduced Proactive Support, in which it transparently collects data from customer log files to proactively look for performance issues or events that may impact the server.

Twenty-three percent of Qlik's reference customers cited absent or weak functionality as a platform problem, indicating that QlikSense® still has some functionality gaps to address — most notably in terms of mobile,

advanced analytics, scheduling and collaboration.

Qlik has been slow to enter the cloud market directly, relying on its partners for cloud deployments. While QlikSense® Cloud was introduced in 2015, the current version only provides limited application sharing and authoring for free. A per fee version, QlikSense® Cloud Plus, was recently introduced for up to 10GB of storage per user. QlikSense® Enterprise Cloud, with greater administrative control over provisioning users and storage, will be released in stages (beginning in 2016).

www.mistralbs.com

info@mistralbs.com

+ 34 96 148 69 16

@mistralbs