

TOPIC: Business Intelligence Tool - QlikView**Business Intelligence:**

Business intelligence (BI) represents the tools and systems that play a key role in the strategic planning process within a corporation. These BI systems allow a company to gather, store, access and analyze corporate data to aid in decision-making.

Generally these systems will illustrate business intelligence in the areas of customer profiling, customer support, market research, market segmentation, product profitability, statistical analysis, and inventory and distribution analysis to name a few.

Types of Business Intelligence Tools:

1. Yellowfin BI
2. Clear analytics
3. SAP BI
4. Oracle BI
5. Microsoft BI tools
6. QlikView
7. SAS BI
8. Bime
9. Adaptive Suite
10. Microsoft Sharepoint
11. BizzScore
12. Birst
13. Looker
14. Power BI
15. Tableau BI

Importance Of BI Tools:**1 It removes guesswork.**

Too many times, running a business is treated almost like gambling, and it shouldn't be that way. Executives are left with the option of 'making the best guess' or 'going with their gut feel.' When it is your company's future at stake, neither of these methods should be taken as a serious means to arriving at a strategy. When you run your business based on guesswork, it means that you lack the comprehensive business data to form a dependable structure that allows you to make informed decisions.

With Business Intelligence, you are given accurate data, updates in real time, trending and forecasting means and even allows you to predict "what-if" scenarios, therefore removing the need to guess or estimate.

2 Gives you quicker responses to your business-related queries.

Another great incentive for business intelligence users is that you can get immediate answers to your business questions. You can make quicker decisions based on these responses without having to go through pages and pages of written reports and lose valuable time.

3 Obtain important business metrics reports whenever and wherever you need them.

With today's business intelligence software, any qualified member of the organization can gain access to important company data such as business metrics, dashboards and other critical reports through mobile devices. As long as there is Internet access, important business data can be accessed and utilized by key people from the organization.

4 Gain valuable insight into your customer's behavior.

One of the biggest benefits of having a BI platform in your organization is having the ability to look into what the market is purchasing (or not). You are given the opportunity to turn such information into profit and hold on to your valuable clients.

5 Pinpoint up-selling as well as cross-selling opportunities.

Business Intelligence platforms enable you to make use of valuable customer data to make, polish and improve traditional models that will, in turn, help your sales personnel to cross-sell and up-sell goods at the most appropriate client touch points.

6 Get the knack of streamlining operations.

When a BI system is put into place, you are given the ability to make detailed insights into your performance. They can easily pinpoint the areas that they need to modify in order to streamline their operations.

7 Develop efficiency.

There are many organizations that throw away valuable time looking for information from within their different data sources when they need help in gaining a deeper understanding of their business. When they do find this pertinent information, they still need to convert, merge and report said data, communicate their opinions about it and discuss whether it is accurate, etc. With a BI system in place, all of the needed data comes from one source and can be accessed from one dashboard and converted into a report. This saves much time and energy while removing inefficiencies from the process.

8 Find out what your real manufacturing costs are.

BI software can give you a bigger insight into the manufacturing costs of your company and the ability to make changes to production in order to come up with larger profitability.

9 Conduct better inventory.

Business Intelligence software helps you make the right orders for inventory (the right amount at the right time). This way, your customers can receive their goods just when they need to receive them and your company doesn't have the added burden of having to stock excess inventory.

10 Gain a better understanding of your business' past, present and future.

One of the biggest strengths of a BI system is letting you know your business stats over a given period of time such as how much pieces of a certain product were sold, in which location and by which customer representative. This data can be utilized so that an advantage over the competition can be developed. A complete view on customer behavior and experience is provided by certain metrics and analyses, which in turn helps you plan better for your company's future.

QlikView:

QlikView is a single integrated tool for ETL, DW, Multi-Dimensional Analysis, Dash boarding, Reporting, as per the Butler group user takes couple of hours training instead of weeks taken by traditional OLAP based tools as in the way Business Objects is focusing on Business intelligence, Score carding, Strategic planning, Budgeting, Forecasting, Consolidation etc. Business objects performance is based on Warehouses, as in QlikView warehouse is not required.

While considering Server/User Licenses both are Named versions.

For Business Objects Web users are unlimitedly configured but in QlikView it's limited with User license.

QlikView uses its integrated Robust ETL to Extract data from multiple data sources and forms a data repository using its patented Technology (AQL: Associative Query Logic), and Empowers the customer to be independent of the vendor to create and use analytics, But Business Objects required building data warehouse, normalization, schema writing, and creation of cubes.

Both the Reporting tools will shows similarities in Technology wise like Supported database, Supported Networks etc.

QlikView can connect to all major OLAP cubes like Business objects, and they are not using any third party tools used in Business Objects like Crystal Reports.

Features of QlikView:

1. Data visualizations
2. Dynamic BI ecosystem
3. Interact with dynamic apps, dashboards and analytics
4. Search across all data
5. Natural search
6. Default and custom connectors
7. App scripts and Workbench
8. Roles & Permissions
9. Secure, real-time collaboration
10. Advanced reporting templates
11. Custom reports
12. Mobile-ready

Benefits of QlikView:**1) Unique data discovery & Global search**

QlikView utilizes natural search to navigate complex information and accelerate discovery. Alongside its default connectors, QlikView offers custom connectors you can install upon need, including such that import data from Salesforce, Hive, Teradata, and other popular systems. This means that QlikView is perfectly applicable in all analytic scenarios, both when you're running a small and local business, and when performing enterprise-grade big data analytics.

2) Collaboration

All insights and data visualizations in QlikView are shareable, and employees get to discuss them in real time. You can send those in cloud or via your enterprise server, or simply rearrange parameters and permissions to make data more accessible.

3) Absolute control over your data

What users appreciate the most about QlikView is that it allows them to create personalized, data-driven discoveries with guided paths and analysis. All discoveries are tightly governed and highly customizable, which means that your employees will be guided while developing insights, and instructed on how to use those to make more meaningful business decisions.

4) A secure working environment

BI systems tackle sensitive corporate data, which is why you need QlikView to ensure total control of data access, management, and permissions. For the purpose, QlikView ensures granular control of all dashboards and layouts, and assigns roles to all users.

5) Flexibility and integrations

Unlike most traditional systems, QlikView gives users the exact tools they need to build their workspaces, and process data in the desired ways. In fact, you can use its scripts to build custom apps, or extend development with the handy Workbench. On top of that, QlikView is an easily combinable system, and offers extensive APIs for you to connect it with multiple apps and business systems.

6) Consistent reporting

The system is packed with appealing templates you could use to build accurate reports, which can later on be distributed as Microsoft Office document, or printed directly from the platform. QlikView also makes it possible to generate custom and business-specific reviews.