**ETL & Future of ETL**

As part of week 4 there are a just want to put my thoughts across for 2 aspects that I have been pondering on. First being the future of ETL and second how much market share has Qlik and SA lost over the years.

First ETL used to only be the traditional tools of Informatica, Ab Initio, SSAS, SSIS etc in the market which allowed for data movement from 1 place to another. Scheduling of data run, pipelines and data jobs for data massaging and storing. Now with the way the market is changing there are a lot of Cloud based tools like Azure data factory, AWS have come into play. The advantage I feel with these is you no longer have to worry about the space and amount of data you need to store. It has come to a stage where only based on your usage you need to pay and there is flexibility if you want to increase or decrease storage or usage. Automatically even the RAMs get allocated if utilization exceeds. My though is will all of this eventually wade away like AB Initio and the other traditional tools. I am not talking about ETL as a process that will still be prevalent as even in case of BI reporting tools some sort of cleaning and pre-processing to the data is done to create better reports and dashboards. Of course, companies like Informatica have a solid backing in the industry and could always provide other alternative like cloud. A lot of companies using Informatica may require a huge data migration project to move from these systems to another. Another aspect which is gaining traction is Open source ETL tools like Pentaho, Talend etc. So the competition is stiff for the tradition tools from cloud based system and open source ETL tools. But thing is for sure ETL process is here to stay.

As far as I remember Qlikview and SAS were the prominent players in BI reporting. SAS VA (SAS Visual Analytics) was sold to most of the customers which were having any form of SAS like SAS DI, SAS DQ or even base SAS. When Qlik came into the market it gave stiff competition to SAS. I believe Qlik was 1 of the pioneers of using RAM processing for faster reporting purposes. When Tableau entered the market as a self-service BI tool ( though I don’t think it is self-service some modelling and data cleaning or pre-processing is required its more of a marketing gimmick ). Except the price point where Qlik was expensive as compared to Tableau there was a paradigm shift towards Tableau. Couple of reasons being price, UI of Tableau is much more appealing, charts and ease of use in Tableau also is much better than Qlik. To combat with Tableau Qlik came with Qliksense which is slightly easier to use that Qlikview and provides the drag and drop facility. Some of the reasons for the Qlik’s decline in market share over the years are not having a strong customer support model, steep learning curve and difficulty in embedding dashboards into other services.

Thus, to conclude ETL is here to stay. Reasons for decline in Qlik market share is somewhere its rigidity to adapt and be flexible and stiff competition from competitors.