**Qlik (Attunity)**

Introduction:

Qlik acquired attunity in May 2019, and now is a division of Qlik. Attunity provides various tools in the data integration field, mainly Attunity Replicate® (now Qlik Replicate™), its data replication tool. Qlik has a customer base of more than 2500 organizations globally.

Pros:

1. The biggest strength of Attunity appears in the data replication scenarios. Customers choose their data replication tool in most competitive circumstances and have frequently appeared in the Gartner surveys.
2. It's CDC(Change Data Capture) based capabilities have also received very positive feedback. Features like automated code generation and nonintrusive implementation make it very easy to use.
3. Attunity has also made a strong push in building its partner network for its cloud data replication and migration platform. Partnership with notable cloud infrastructure providers such as AWS(Amazon Web Services) and Microsoft Azure has enabled attunity to provide robust OEM support.
4. It has partnered with vendors like IBM, Oracle, SAP, etc. for its data lakes, big data integration, and data warehouse automation services.
5. It has also partnered with global Sls and resellers such as Accenture, Infosys, Hewlett Packard Enterprise, etc.

Cons:

1. One of the significant limitations of Attunity is its limited incorporation with other data integration styles such as data warehouse automation and data lake population.
2. It also lacks bulk/batch (ETL) and data virtualization use cases and can be a point of concern for interoperable data delivery styles.
3. Customers have also complained about Attunity's licensing model, where most of the consumers felt it is expensive.
4. Qlik's acquisitions of Attunity has brought in uncertainty regarding the independent development and continued excellence of Attunity.

Conclusion:

Attunity is a formidable player in the data integration environment with a very competitive product in the data replication field. With its ease of use and a solid OEM support, it has led it to be the top pick in most competitive situations. Attunity has also tried to resolve issues regarding licensing costs by introducing a subscription-based licensing model. If Qlik could grow Attnuity's portfolio beyond its core use cases, it can be positioned as a leader in data integration tools.