Optimizing Data Delivery for Faster, Better Analytical Insights

Data Revolution Tour 2019

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29th October 2019
### Information Drives Value

<table>
<thead>
<tr>
<th>2009</th>
<th>2019</th>
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<tbody>
<tr>
<td>ExxonMobil</td>
<td>Microsoft</td>
</tr>
<tr>
<td>PetroChina</td>
<td>Apple</td>
</tr>
<tr>
<td>Wal-Mart</td>
<td>Amazon</td>
</tr>
<tr>
<td>China Mobile</td>
<td>Alphabet</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>Facebook</td>
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Data & Analytics Investment Increasing

#1
Data/Analytics & AI/ML top game changing technologies for CIOs
(Gartner 2019)

90% of large organizations will have hired a CDO by 2020 but of these, only 50% will be hailed a success
(Gartner 2019)

23% increase in CDO budgets
(New Vantage Partners 2018)
3rd Generation of BI
Data and analytics takes center stage

Democratization of Data
All data, governed, and universally accessible

Augmented Intelligence
Raising Data Literacy through technology

Embedded Everywhere
From the edge to the C-Suite
Advent of
Data Hoarding
Your Data & Analytics Strategy?

2007: Acquisitions by SAP, Oracle and IBM
- Qlik leads 2nd Generation BI

2019: Acquisitions by Salesforce and Google
- Qlik leads 3rd Generation BI
Preserving Data & Analytics Democracy
Re-shaping Our Future, Today
DataOps: Driving Analytics Ready Data
## Market Needs vs Reality

<table>
<thead>
<tr>
<th>Need</th>
<th>Reality</th>
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<tbody>
<tr>
<td>• Real-time insights</td>
<td>• ETL bottlenecks</td>
</tr>
<tr>
<td>• Agile data delivery</td>
<td>• Brittle, inflexible tools</td>
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<tr>
<td>• Universal data access</td>
<td>• Many platforms, multiple clouds</td>
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<tr>
<td>• Analytics-ready data</td>
<td>• Script-intensive processes</td>
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<tr>
<td>• Trusted enterprise data</td>
<td>• Siloed, ungoverned data</td>
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</table>
Demo
Qlik Data Integration Platform
powered by AWS
snowflake
Qlik LEAD WITH DATA
Enable Business Users:
Actionable Data, OnDemand
Market Needs v Reality

**Need**
- Enable data consumers to be self-service
- Fine-grain access control
- Automated data prep
- Single go-to-catalog of all enterprise data

**Reality**
- Ever-increasing number of data consumers & requests
- Unwieldy security protocols
- Slow, manual & inflexible data transformation process
- Data is difficult to find & understand
Demo
Qlik Data Catalyst

powered by aws

snowflake

Qlik
LEAD WITH DATA
Augmented Analytics: Better Insights, Faster
Market Needs v Reality

**Need**
- Everyone data driven
- All your data together
- Insights that matter
- Insights everyone trusts
- Multiple delivery modes

**Reality**
- Low data literacy
- Queries leave data behind
- Time to find hidden insights
- Agility v governance
- Complexity & expense of multiple tools
Re-shaping Our Future, Today

1. DataOps: Driving Analytics Ready Data
2. Enable Business Users: Actionable Data, OnDemand
3. Augmented Analytics: Better Insights, Faster

LEAD WITH DATA