

10 Ways Qlik Outperforms Tableau – and Always Has

Since the beginning, Qlik® has delivered more robust, reliable, innovative, and user-friendly business intelligence.



TABLEAU

QLIK

Slow.

What happens when Tableau's engine attempts to handle large volumes of disparate data, especially when paired with complex analytics? It. Slows. To. A. Crawl. And if you need to increment changed data – and keep it fresh – in small build windows, you're out of luck.

1

Fast.

Qlik can ingest billions of rows of data from an unlimited number of sources with complex schemas – and deliver answers at the speed of thought. And thanks to Qlik's ability to add, modify, and remove records incrementally, you can keep data fresher in a much smaller build window.

Predefined paths.

Tableau operates like every other business intelligence solution on the market – that is, based on SQL queries that restrict users to a small subset of data while following specific (and predetermined) paths. In any given query, only part of your data is analyzed, leaving key patterns and connections undiscovered.

2

Free-form exploration.

Nobody but Qlik has the Associative Engine, the one-of-a-kind technology that gives every user the power to explore their data in any direction. The Associative Engine calculates analytics instantly as you click, exposing both related and unrelated data. As a result, you discover hidden insights that other solutions simply leave behind.

In the data-driven economy, you need every advantage for getting insights. Qlik's Associative Engine gives you the ability to uncover connections you'd never have thought to query about – and that's where real business transformation happens. We call it The Associative Difference.

PRO TIP

One use case.

Tableau says it can deliver on a range of use cases. The truth is, their product really only does one thing: visualization. Skilled business authors can create dashboards with limited interactivity for consumers. End of story.

3

All use cases.

With Qlik, business authors can create visualizations *and* fully interactive apps for everyone to explore. And it doesn't end there. Qlik offers natural language interaction, advanced and predictive analytics, alerting, embedded analytics, mobile analytics, and reporting, all from one platform. Your business can keep growing and evolving – and we'll be with you at every step.

Experts needed.

In Tableau, only authors can explore their data. If you're a lowly end user, your only option is dashboard with filters, limited in depth and breadth. When new questions arise – and they always do – you have to go back to the experts and ask them to create new workbooks. (Sad horn.)

4

Any user, any skill level.

At Qlik, we believe that all users should be self-sufficient. We don't restrict anyone to a dashboard with filters. Every Qlik app can handle massive stores of data. And users can take advantage of a huge range of rich interactive capabilities to broadly explore the data, and even to personalize their view – without authoring. *That's* self-service.

Self-service chaos.

In Tableau, discovery only comes from authoring. If you want a slightly different view than the original content, you have to create a nearly identical copy with the different view. Lots of people with lots of preferences means lots of nearly identical content. And if something in the core content needs to change, it needs to change in every copy of the workbook.

5

Governed self-service.

All content creation on Qlik can happen online, where IT can validate it at every step. Plus, Qlik apps are super-rich and flexible: Users can change what they see without having to make copies, edits, or affecting what other people see. It's true, governed self-service without the risk for IT or the business.

PRO TIP

In today's competitive landscape, self-service data visualization is table stakes. Users at every level should have the opportunity to mine their data for big value. That includes skilled users who need advanced options and novice users who need the ability to explore without asking for help.

The threat of data lock-in.

Now that the Tableau and Salesforce Einstein teams have "merged," what does that mean for their customers' data? Great question. If you're evaluating Tableau, it's time to ask where your data could end up and whether it could get locked in.

6

Complete data freedom.

Qlik is independent, so you have total freedom and control. Deploy in our cloud, your cloud, on-prem, or in any combination of the above – at enterprise scale and unprecedented speed. And if you want to securely extend Qlik capabilities to your data without moving it (no matter where it lives), you can do that, too – with Qlik Forts.™

Few companies run on a single stack. You'll get the most value with the least risk from an independent vendor with an agnostic, multi-cloud solution that can leverage all your investments.

PRO TIP

Limited security.

Tableau can secure data only at the row level and secure access only at the workbook level. To deliver different information to different users, Tableau may have to create workbooks based on essentially the same data multiple times, with different security. The outcome? You have to maintain and refresh all versions.

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Multi-level security.

Qlik secures data at the row, column, and table level. Plus, Qlik can secure access both to an app and within the app, at the sheet level. Different users can see different elements within the exact same app. Qlik's robust security lowers the cost of ownership and reduces maintenance while keeping access protected and data secure.

PRO TIP

When content is created on different desktops, it becomes extremely hard to govern. That's why a centralized web platform is crucial. IT has complete control over who can access what, all without having limit users' ability to do their jobs.

Embed a dashboard.

Tableau can embed a sheet – an entire sheet – and that's all. Its APIs are notoriously limited, which means your options for embedding and extending are limited, too. Want to embed a single object in an app? Nope. Several objects, to see how they connect? Also nope.

8

Embed analytics.

With Qlik Sense®, you can embed a dashboard as well as individual visualizations, values, and metrics. So you can embed analytics – fully interactive analytics, which update together – in your products, workflows, portals, and edge devices. Qlik's API-first platform was built using modern standards to work with the latest web and application technologies, allowing you to extend functionality wherever your imagination takes you.

Minor mobile.

On mobile, Tableau allows you to download one sheet from a broader workbook. You can't filter; you can only highlight one value at a time and scroll to see where that value shows up in related charts. Trying to get answers to unforeseen questions on-the-go? Prepare to be stopped short.

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Major mobile.

In Qlik's mobile app, you can broadly explore data within an application, just as you do on your desktop. Our Associative Engine runs locally on the device, so you can get answers to any questions directly – even when you're offline. And with integrated alerting and push notifications, you can act on your data immediately, wherever you happen to be.

AI that's not very I.

Tableau's Ask Data doesn't work with the business logic built into workbooks, because it can't access raw rows and columns – which means it can't leverage the insight your analysts have built. Plus, it's limited. Ask a simple question, and get a simple answer.

10

Human-machine breakthrough.

Qlik takes an industry-leading approach with fully integrated Augmented Analytics, combining machine intelligence and human understanding to surface fascinating new insights as you explore your data. Choose a type of analysis, or ask a question in natural language, and get sophisticated insights and cues for further exploration. Make it easier for your entire team to be data-driven with the assistance of AI.

11

AND A BONUS (because at Qlik, we like to overdeliver):

Stalled innovation.

When mega-vendors make acquisitions, roadmaps get rewritten – especially to resolve product overlap. Right now, innovation (and even some bug fixes) on core Tableau have stalled in favor of "integration" with the broader Salesforce portfolio. That's bad news for Tableau customers who'd come to expect constant innovation.

Ambitious roadmap.

At Qlik, we're built from the ground up on a modern architecture that allows for rapid innovation – and there's no Big-Cloud overlord throttling our progress. We haven't wasted any time rewriting products to resolve overlap. And unlike Tableau, we already integrate beautifully with Salesforce, so that hasn't slowed us down, either.

PRO TIP

For years, Tableau had been operating at a significant loss – and Salesforce put a stop to that. The result has been stalled innovation, declining product quality, and poorly thought out "enhancements" that cost extra.

There's never been a more important time to keep Big Cloud's agenda away from your data. And with Qlik's industry-leading BI platform, you'll always be on the frontier of innovation – with in-the-moment insights that trigger immediate action.

Try Qlik for yourself, for free.

Free Trial

Qlik®

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