

Seven Data Integration Drivers — and the Opportunities They Present for ISVs, Data Providers, and Digital Businesses

Real-time data today is in demand by everyone — and everywhere — throughout an enterprise. Now more than ever, it's important for independent software vendors (ISVs), data providers, and digital businesses to be able to transform their customers' complex data landscapes into a wide array of actionable insights.

Data-driven insights powered by technologies like artificial intelligence (AI) can quickly help course-correct a missed sales forecast, provide innovative, customer-centric ideas for new products; or help call center reps better respond to unhappy customers. However none of those scenarios are possible without high-quality, clean, integrated data.

If you're an ISV, data provider, or digital business, the demand from your customers for real-time access to data with high business value may present you with integration scenarios that could be costly, time-consuming, and difficult to resolve without the right technology.

However, a data integration solution that takes advantage of innovative technology can provide your customers with the accurate data they need to make AI-powered, real-time intelligent decisions.

Seven business drivers for AI-powered data integration

	Business Need		Innovative Data Solution
1	IT needs to reduce costs	→	Automatic replication of hosted data into a cloud/SaaS solution
2	ISV customer wants real-time access to their data	→	Push data to cloud data warehouse or data lake
3	Access to customers' on-premises data	→	Move customers' on-premises data into the cloud for an enriched analytics view
4	Near real-time production data for data science analysis	→	Replicate and continuously update production data in the cloud for easy accessibility
5	Backup data in the cloud for storage or other use	→	Replicate data into the cloud
6	Higher-quality data for partner solutions	→	Cleanse, maintain, and protect accurate customer data
7	Standardization of various customer data sources	→	Transform multiple data formats and variables into clean, standardized, consumption-ready data

Data integration innovation that turns challenges into opportunities

No matter which data integration need your customer is facing, Qlik's innovative solutions can help you solve them in a timely and cost-effective manner, with capabilities that allow you to:

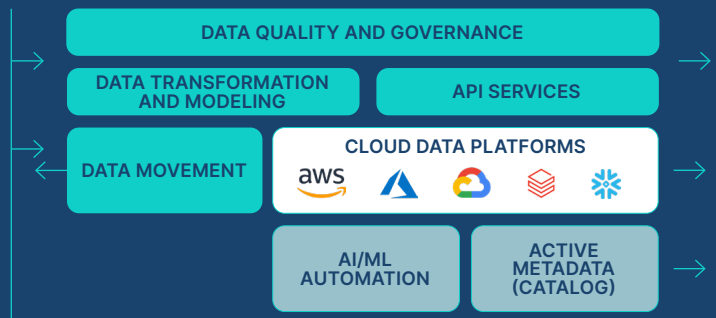
- **Integrate any data source.** Bring together high volumes of data from a diverse array of sources.
- **Ensure data trust.** Track, maintain, and protect data accuracy at every stage of the lifecycle.
- **Establish real-time data pipelines.** Automatically move data as well as design, create, and continuously update data warehouses and data lakes on any cloud platform.

An innovative foundation that's flexible — and scalable. Qlik's solutions help ease the challenge of data integration issues through features such as:

- **A platform-agnostic approach** with the flexibility to ingest data into the most popular data repositories.
- **Automation** of the design, creation, and updating of data warehouses and data lakes on any cloud platform.
- **A unified approach to data quality and governance** that allows you to establish pervasive data quality rules and help ensure compliance with regulatory requirements.

With the innovation built into Qlik solutions, you can help your customers move fast, decide quickly, and act decisively. Best of all, as you solve an issue for one customer, you can now use that solution to scale up new offerings and monetize them across your entire customer base.

ISVs, Data Providers, and Digital Businesses



Customers of ISVs, data providers, and digital businesses

About Qlik®

Qlik transforms complex data landscapes into actionable insights. Our platform-agnostic technology portfolio leverages pervasive data quality and advanced AI/ML capabilities. We excel in integration and governance solutions that work with diverse data sources. Our real-time analytics uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities.

Visit our website to learn more about how Qlik can help you solve your customers' data integration and quality challenges and optimize data movement for cloud, hybrid, and on-premises environments.



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