A Senior IT Architect of a Large Enterprise Financial Services Company is very likely to recommend Qlik for the following reason:

" Qlik is the best tool for exploring and representing large data volumes from multiple sources. Qlik's scripting is a powerful ETL tool that allows clients without a data warehouse to build their own. If they do have a data warehouse, Qlik can be leveraged to rapidly create, test, and document the transformations needed in the DW, while UI development continues unimpeded until the DW is finalized.