## **OLIK CUSTOMER REVIEW**



Describe the operational impact that Qlik has had or is expected to have on your organization and its Big Data initiatives or projects:

**66** The biggest impact Qlik has had is the speed with which we've gained insight into the business from a data visualization standpoint. It is easy to import data and produce visualizations, despite some shortcomings in visualization options.

## Would you recommend Qlik for Big Data analytics?

**66** Yes. The associative model and the in-memory technology forces the development team to create a governed source of data (which is a good thing!). Qlik is most useful and gets its returns to scale when the data model is designed and structured as a data mart and the ETL to load Qlik provides the data governance.

Source: Senior IT Architect, Global 500 Insurance Company



**TechValidate** 



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