

# Qlik® and Connectivity

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## Enable holistic, data-driven decisions

Organizations have data sources everywhere, but unfortunately, many still struggle to fully leverage the wealth of data contained in their internal systems, let alone tackle the huge untapped potential in external data - from their own web site to social media and public, curated information.

Conducting reporting and analysis across the organization and combining multiple data sources together can be extremely challenging for BI tools that lack the flexibility to meet the business users' requirements to explore data, as well as ask and answer their own questions. This is especially true when there is a need to combine internal data with data from other sources as well as large data volumes. As a result, many users lack visibility into their business and critical insights remain unreachable within the organization.

## See the whole story that lives within ALL your data

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The Qlik platform allows you to understand the whole story by providing real-time connectivity to almost any data source with a comprehensive range of connectors, open APIs, file formats and external data services. Qlik empowers users to fully leverage the wealth of data contained in existing applications and databases as well as allowing them to share and collaborate their findings with other users throughout the enterprise. By accessing and combining disparate data together, Qlik ensures that everyone can get secure, up-to-date, role-specific insight into exactly the information they need when they need it to support holistic, data-driven decision-making.

### Qlik offers pre-defined connectivity to a wide-variety of external data sources

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| <ul style="list-style-type: none"> <li>• Amazon Redshift</li> <li>• Amazon S3</li> <li>• Apache Hive</li> <li>• Bit.ly</li> <li>• Box</li> <li>• Cloudera Impala</li> <li>• Dropbox</li> <li>• Facebook             <ul style="list-style-type: none"> <li>○ Fan Pages &amp; Groups</li> <li>○ Insights</li> </ul> </li> <li>• Google             <ul style="list-style-type: none"> <li>○ AdSense</li> <li>○ AdWords</li> <li>○ Analytics</li> <li>○ BigQuery</li> <li>○ Calendar</li> <li>○ DoubleClick for Publishers (DFP)</li> <li>○ Drive &amp; Sheets</li> <li>○ Search Console</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• File Transfer (FTP &amp; SFTP)</li> <li>• General XML/JSON/SOAP API</li> <li>• Hp Vertica</li> <li>• IBM DB2</li> <li>• Jira</li> <li>• Klout</li> <li>• Mailbox (POP3/IMAP)</li> <li>• MailChimp</li> <li>• Microsoft Dynamics CRM</li> <li>• Microsoft Excel</li> <li>• Microsoft OneDrive</li> <li>• Microsoft Office 365</li> <li>• Microsoft SQL Server</li> <li>• MongoDB</li> <li>• MySQL</li> <li>• OData</li> <li>• Oracle</li> </ul> | <ul style="list-style-type: none"> <li>• Oracle Essbase</li> <li>• PostgreSQL</li> <li>• Salesforce.com</li> <li>• SAP ASE (Sybase)</li> <li>• SAP BW</li> <li>• SAP ERP</li> <li>• SAP HANA</li> <li>• Sentiment Analysis</li> <li>• Slack</li> <li>• SugarCRM</li> <li>• SurveyMonkey</li> <li>• Teradata</li> <li>• Teradata TPT</li> <li>• Twitter</li> <li>• YouTube             <ul style="list-style-type: none"> <li>○ Insights</li> <li>○ Data</li> </ul> </li> </ul> |
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For a complete, up-to-date list of data sources, please go to [www.qlik.com/products/qlik-connectors](http://www.qlik.com/products/qlik-connectors)

## Qlik Connectors

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Qlik Connectors provide real-time connectivity to a wide variety of data sources, internal or external, and allow organizations to gain extensive insight into what was once divergent data. From databases and applications to websites and cloud-based services, Qlik Connectors help companies increase the value of their existing solutions and data sources by ensuring that everyone can get exactly the information they need when they need it to support better, data-driven decision making. Unlike custom connectors, Qlik Connectors gives you the ability to rapidly add and access data sources using pre-configured, production-proven connectors.

### Features and benefits

Qlik Connectors allows organizations to easily access data; wherever its located.

- Built-in functionality to access any data source (including Big Data) that conforms to recognised open industry standards such as ODBC, OLE DB and RESTful API
- Out-of-the-box templates that are designed for specific application and data sources; allowing for quick implementation.
- Secure access to a wide variety of data sources, regardless of whether they are on-premise or in the cloud

Qlik Connectors enables organizations to gain insight by combining disparate data together




- Empowers a broad set of users to freely explore complex information and probe associations that exist across all data sources.
- Powerful data integration tools to cleanse, transform, and unify multiple, disparate data sources for analysis.
- Fully utilizes the governance, security, and scalability capabilities of the Qlik platform when accessing and managing external data sources.

Qlik Connectors help organizations make holistic, data-driven decisions




- Empowers all users to create, modify, and personalize visualizations so they can answer their own questions and gain critical insights.
- Greatly expands the number of users who can access and fully leverage the wealth of data contained in existing applications and databases and thus increasing the value of these solutions.
- Allows users to take advantage of apps and stories created by teammates, locating valuable content fast or publishing analyses for others to use, anywhere, anytime.

### Qlik and Connectivity offerings

#### Qlik | Connectors

-  **Standards Compliant** – Built-in functionality to access any data source that conforms to open industry standards.
-  **Application-specific** - a portfolio of pre-built application-specific connectors.
-  **Web based (Qlik Web Connectors)** – pre-configured social media and web-based data connectors.

#### Other connectivity options

-  **Files** - Import local documents such as spreadsheets, CSV and XML files.
-  **Custom** - Developers can easily create high-performance custom connectors using Qlik Sense's robust suite of APIs.
-  **Qlik DataMarket** - a complete data service to a broad library of external data.

#### What our customers say

"Data from over 140 different systems are now linked together in real-time"



*Kerri Holt, Special Projects Officer  
Dallas Independent School District*

"Daimler purchased Qlik because it lets them associate large volumes of data from multiple sources."

**DAIMLER**

*Rapp Rolf  
IT Manager, Daimler*

"With Qlik, PepsiCo overcame challenges related to being able to connect multiple and disparate data sources to see the whole story in their data, having to rely on IT to give them the data they needed, and seeing and making sense of all their data."



*Svetlana Orekhovskaya  
Data Analyst, PepsiCo*

"This is a real labor-saving tool that has a direct impact on our business productivity"

**vocento**

*Andres Acosta Ramirez  
Head of Business Intelligence,  
Vocento*



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