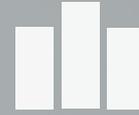


Big Data Analytics

podium data & qlik associative
big data index

Qlik Big Data is the innovation that enterprises need to translate big data into meaningful small data



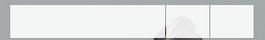
accounts



happiness



capacity



productivity

Big Data



Qlik

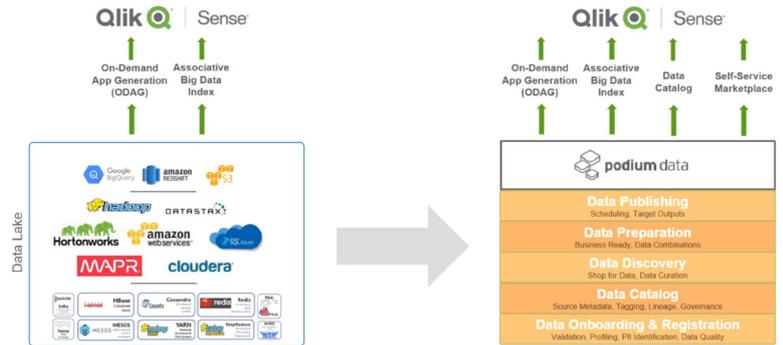
BIG DATA ANALYTICS

Qlik continues to execute on its mission to supply enterprise customers with end-to-end data management and analytics solutions with two new big data offerings - the latest version of the Podium Data® product and the initial release of Qlik's Associative Big Data Index available this month. Enterprises need to unlock data's full value to help users accelerate action and outcomes. With these latest releases, Qlik continues to aggressively streamline the enterprise data journey from raw data source to end user insights.

Podium Data: Increased Agility with Enhanced Smart Data Catalog and Intelligent Rules Engine

The latest release of the Podium Data product contains many new features to help users derive more insights and benefit from Podium's smart data catalog. Two key aspects, the new catalog module and intelligent rules engine, both accelerate time-to-answers for all users who rely on data.

- ✓ **New Catalog Module** – Podium's smart data catalog now delivers richer search and data drill-down capabilities. New Operational, Quality and Popularity data metrics within the smart data catalog give users an Amazon-like shopping experience when searching, browsing, previewing and choosing information from the data marketplace. Used standalone or integrated with Qlik, the new catalog module helps customers tap into all their data wherever it resides, expanding enterprise data management capabilities to transform their raw data into governed, analytics-aware information resources.
- ✓ **Intelligent Rules Engine** – Based on the popular open source Drools rules management system, Podium's code-free, customizable rules engine analyzes incoming data and takes appropriate action based on outcome. For example, this feature can be used for intelligent data identification and action on sensitive data such as personally identifiable information (PII), PCI data, and data subject to GDPR regulations. Other examples include the ability to automatically launch custom scripts or send notifications to data stewards when unusual data patterns are observed.



Qlik Associative Big Data Index: The Associative Difference® for Big Data Analytics

The Qlik Associative Big Data Index delivers Qlik's patented associative experience on top of extremely large-scale data sources, allowing users to freely explore and search big data repositories, including full access to all the underlying details, while leaving the data where it resides. This governed, high-performance Associative Engine can be deployed within big data repositories, eliminating the need to transfer and prepare the data elsewhere before it can be analyzed. Qlik's Associative Big Data Index includes the ability to:

- ✓ Continuously provide a complete, up-to-date view of the data since the index immediately updates alongside data source updates;
- ✓ Leverage Docker containers, allowing organizations to be platform agnostic and freeing them from being tied to a single big data repository and related strategy;
- ✓ Distribute processing across a cluster to maximize performance using Kubernetes to tackle even the largest scale data sources.