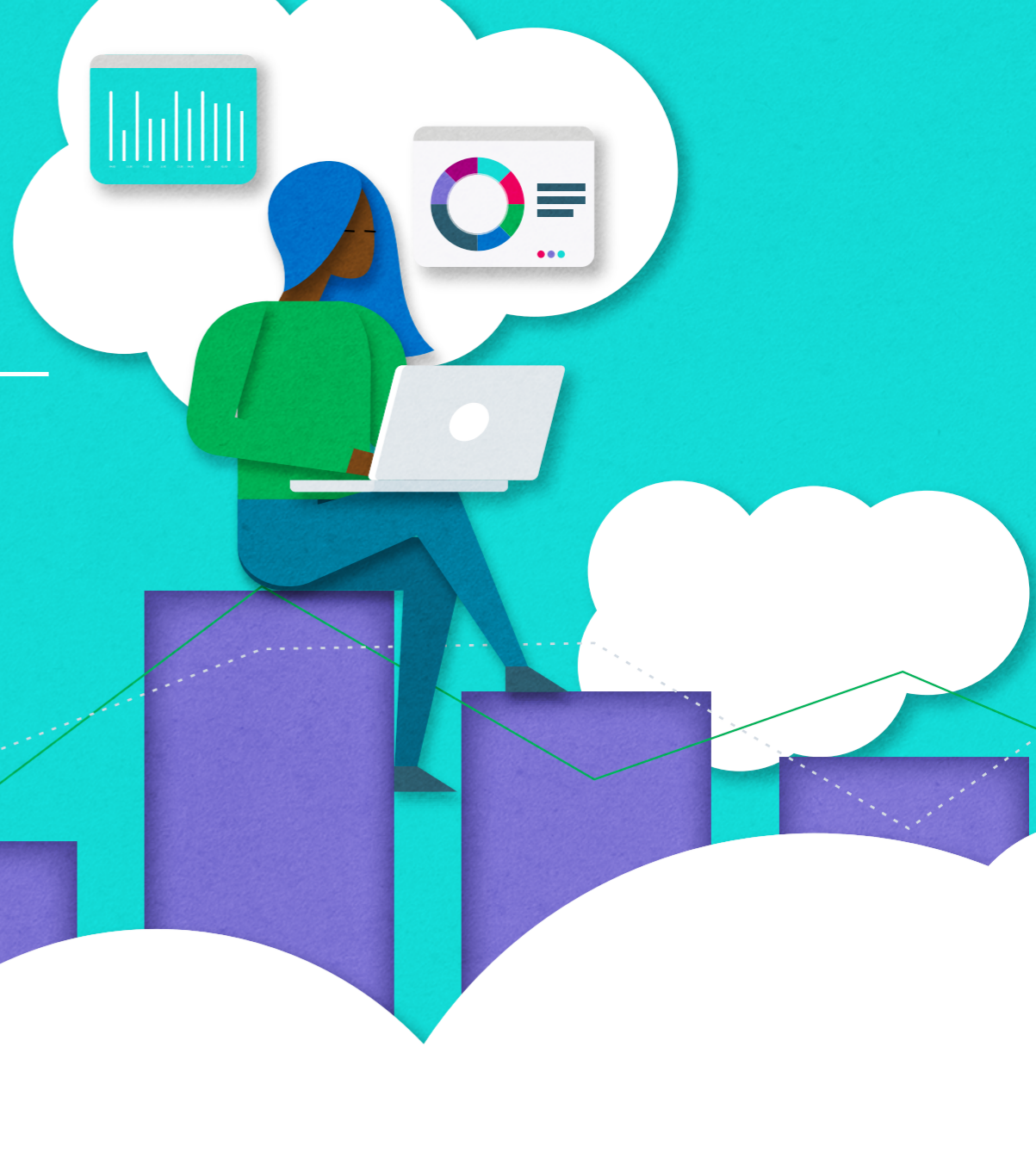


# 10 Ways Qlik Outperforms Power BI – and Always Has

Qlik® is the only platform on the market that gives full-service, curiosity-driven data exploration to all users anywhere.



## POWER BI

## QLIK

### Their cloud strategy.

With Power BI, you'll be stuck with Azure – and only Azure. It simply won't work with other cloud providers. But you will get some (unwelcome) variety: Power BI's on-prem functionality is different from their cloud experience.

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### Your cloud strategy.

Qlik's hybrid platform is built to work with any cloud strategy. You'll have the same experience no matter where it's deployed, where you are, or which device you're working on. That's variety where you want it (and not where you don't).

#### PRO TIP

Companies that want to move, manage, integrate, and analyze their data across multiple sources – at enterprise scale and speed – need an agnostic, independent web-based platform.

### Predefined paths.

Power BI operates like every other business intelligence solution on the market. Its SQL-based architecture restricts users to a small subset of data and forces them down predetermined paths. In any given query, only part of your data is analyzed, leaving key connections undiscovered. That same architecture also limits performance; beyond a basic amount of data, loading and interactivity slow to a crawl.

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### Free-form exploration.

Nobody but Qlik has the Associative Engine, the one-of-a-kind technology that gives every user the power to explore all their data in any direction. The Associative Engine calculates analytics as you click, exposing both related and unrelated values. As a result, you discover hidden insights that other solutions simply leave behind. And you do it at the speed of thought – no matter how much data you're exploring.

### Labor-intensive AI.

In Power BI, Artificial Intelligence is a design definition. Whoever's building your report or application has to choose to include the capability – and they need special skills to do it. Plus, Power BI's AI comes directly from Azure. If you wanted to, you could use those very same services within Qlik.

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### Automatic AI.

In Qlik, AI is fully integrated into the platform. And it's designed to support the business user, so everyone (at any skill level) can be data-driven. Our Insight Advisor combines machine intelligence with human understanding to surface fascinating new insights as you explore your data. Choose a type of analysis, or ask a question in natural language, and get sophisticated insights and cues for further exploration.

Power BI is seen as a natural fit for anyone savvy with Microsoft products. But are they really that easy to use? Qlik's intuitive interface makes it easy to find the answers you need, so you can focus on data literacy – not mastering countless tools.

#### PRO TIP

### Data dictatorship.

With Power BI, only authors have self-service access. And once they've published content, it's available only with very limited interactivity. If users want to explore deeper, they have to go back to the author for a new report.

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### Data democracy.

Qlik believes in true self-service. Our platform empowers anyone at any skill level to explore their data, with the capabilities that fit their skill set. Qlik Sense lets users create analytics with drag-and-drop ease. And end users aren't restricted to simple dashboards with filters; instead, they can explore in any direction, pivoting whenever they like.

#### PRO TIP

Because time is money, users should spend more time exploring data and uncovering insights and less time authoring. It's better for them – and for your business's bottom line.

### Multiple products required.

Power BI is built on a patchwork platform designed to get you to keep adding stack products and – you guessed it – spend more money. Need to deliver on a range of use cases? You'll need a range of Microsoft products for that. (We'd list them all here, but we respect your time.)

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### Single, flexible interface.

Qlik's end-to-end web-based platform is ahead of the curve with its robust analytics and data integration offerings. With Qlik, business authors can create interactive dashboards, full-featured apps, reports, embedded analytics, custom analytics, and more. All in one interface, with assistance from AI – which even novices can use on any device.

### Multiple desktops required.

On the Power BI platform, desktops reign supreme – and you'll need different desktop software for different tasks. Power BI's cloud is mainly used for uploading reports. Which, by the way, have fewer editing capabilities.

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### Any device, any time.

Because Qlik is a web-based platform, users can do anything they need to, wherever they are, on any device, and in real time. All they need to bring to the table is a healthy dose of curiosity.

Innovation demands agility, scalability, and access. When users can work on any device, anywhere, and not be chained to a desktop, they'll be free to discover and help drive change.

#### PRO TIP

### Decentralized chaos.

With Power BI, your valuable data is spread across people's desktops, laptops, and the cloud. How can you possibly manage everything properly when it's all over the place?

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### Full-featured governance.

With Qlik, IT controls access to data – at the row, column, and table level – while users have the freedom to explore. And Qlik apps are rich and flexible, so users can change what they see without having to make copies, edits, or affecting what others see. It's true governed self-service without the risk for IT or the business.

### Scaling is a lift.

Once you hit the cheaper Power BI Pro's shockingly low data limits (1GB per data set), you have to make a decision: switch to Premium for more memory, or switch to live query, which is an architecture change. And live querying isn't exactly known for its speed.

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### Scaling is a breeze.

With Qlik, you start with 5X greater data capacity, and you can grow big without much effort at all. And thanks to our in-memory Associative Engine, your speed of calculation stays lightning-fast, even with thousands of simultaneous users.

### Surprise costs.

Power BI may seem low-cost on the surface. But if you're expecting to work at enterprise scale, guess what? You'll have to pay a lot for that upgrade. Not to mention all the add-ons you'll need to buy.

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### Total transparency.

With Qlik, your total cost of ownership is lower – and you'll know exactly what it is from the start. So there's no getting hit with extra compute costs down the road. (The only surprises we like are the ones you can find in your data.)

### Spotty compliance.

Power BI stores data in Azure data centers. Because the government doesn't consider this "private," Microsoft could be forced to make your data available under the US Cloud Act. And Microsoft cloud products have been facing compliance and data sovereignty problems in some EU countries.

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### Compliance you can count on.

Qlik Sense lets you deploy on-prem and in private clouds. And with Qlik Forts, you can securely extend Qlik Sense SaaS® capabilities to wherever your data resides – including on-prem and in virtual private clouds. In other words, you can deploy Qlik Forts to suit your security and compliance needs, including protecting your data from the US Cloud Act.

#### AND A BONUS (because at Qlik, we like to overdeliver):

### Releases that play catch-up.

Because it releases monthly, Power BI is perceived as an innovator. But what are those updates actually doing? Solving the problems their own architecture created in the first place. That, and trying to upsell you on more Microsoft products, like Azure ML and Power Automate.

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### Innovation that leads the market.

We've always been at the leading edge of analytics – and when you work with us, you are, too. Our platform includes no-code AutoML, so you can easily generate models for predictive analytics. With advanced alerting, you can set alerts to trigger whenever milestones in your data are reached. And with Application Automation, you can integrate your SaaS apps and set workflows to trigger based on changing data, too.

There's never been a more important time to keep Big Cloud's agenda away from your data. And with Qlik's industry-leading BI platform, you'll always be on the frontier of innovation – with in-the-moment insights that trigger immediate action.

Try Qlik for yourself, for free.

Free Trial

Qlik