

Sybase® IQ and QlikView™



SYBASE IQ PARTNER SOLUTIONS BRIEF

“Today, only 15% of management-level decision makers are confident that the majority of reports or dashboards developed in their organizations deliver relevant data to the right people at the right time.”

— Dan Vesset &
Brian McDonough,
IDC, July 2006

Analytics is the art and science of transforming operational data into actionable insight. Organizations are facing increasingly difficult choices in implementing the right technology to drive business transformation and competitive success. Sybase IQ and QlikView provide the power and simplicity to help companies attain the promise of BI—true information advantage.

PARTNERS IN ASSOCIATIVE ANALYTICS

Business Intelligence, or BI, is a broad term that is implemented in many different ways. The essence of all BI projects, however, is the ability to analyze data for “information advantage.” In other words, BI must enable companies to leverage their information assets in ways that help them operate more efficiently and profitably, satisfy more customers, or deliver superior products and services.

Four new realities are challenging the traditional view of business intelligence, and shaping how Sybase and QlikTech are partnering to deliver next-generation analytics solutions.

Massive data. The sheer volume of data that companies must decipher and manage is at a record high—and growing exponentially. “Big Data” presents unique challenges, requiring more data processing and storage capabilities, but also is making it tougher for systems to respond—even a simple query must now sift through billions of records for an answer.

Insatiable appetite for data. It’s almost paradoxical—the more data you have and make available, the more people want to drill down into it. Today’s employees are “knowledge workers” and they want the granularity and flexibility to ask questions on-the-fly.

Data as revenue. A whole class of companies is emerging whose business model depends upon packaging and selling information. This includes companies like Nielsen, IMS Health, and Taylor Nelson. For companies like these, the stakes are even higher because now it’s not just employees who want to drill down into data, customers want that ability too. Value is in the eye of the beholder, and customers insist on fast, accurate, comprehensive, and meaningful analysis to drive their own businesses. Failure to deliver results in lost customers—and revenues.

Data democracy. Organizations whose competitive advantage is truly information-driven need to move analytics and BI tools out of the hands of a few elite power users. This requires tools that are easy to use by all skill levels and deliver fast time-to-value—without supervision or assistance from stretched IT staff.

These dynamics serve to illustrate why the task of implementing BI solutions for employees, partners, and customers has become so much tougher.

SOLUTIONS FOR NEXT-GENERATION BUSINESS INTELLIGENCE

By combining QlikView's associative visualization capabilities with Sybase IQ's superior analytics engine, we are giving our mutual customers dramatic new capabilities for leveraging massive amounts of data into actionable insight.

Power and simplicity. QlikView provides fast and highly visual in-memory business analysis—without the limitations, cost, or complexity of traditional BI tools. QlikView puts information at your fingertips instantly, giving you more quickly the intelligence you need to take action. With Sybase IQ as an underlying analytics engine, now you get simply more power—with 10 to 1000 times faster access to source data.

BI for everyone. QlikView was created with a simple premise: analysis should work through associative logic, which more closely mirrors the way the human mind works. People think in a non-linear path driven by building associations. Therefore QlikView is designed to achieve the goal of associative analysis, loading relevant subsets of data into memory and calculating metrics as the user clicks through highly intuitive and visual reports and dashboards.

Support for massive data sets. Through the powerful combination of Sybase IQ's analytics engine and QlikView's visualization capabilities, now you can put terabytes of data at your fingertips. With Sybase IQ additional data sets are loaded quickly and effortlessly, eliminating the need for labor-intensive SQL query tuning efforts that traditional databases require. And Sybase IQ consolidates data very quickly from all relevant data sources. So if your users depend upon an up-to-the-second view of highly dynamic data, that is easily and quickly accomplished when Sybase IQ acts as the consolidated analytics engine.

Solutions you can trust. QlikView and Sybase IQ can be deployed in days and users trained in *minutes*. By working together to test and certify our products in rigorous real-world conditions, we are delivering a solution you can trust.

QLIKTECH – LEADER IN ASSOCIATIVE TECHNOLOGY

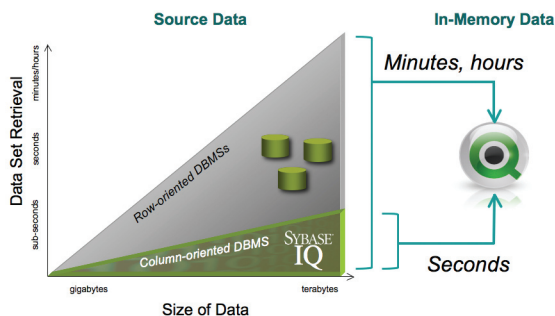
- A pioneer of next generation BI solutions
- 13,000 Customers & 570,000 Users in 95 Countries
- 500+ Employees Worldwide

SYBASE IQ – LEADING ANALYTICS ENGINE

- More than 4000 customer projects at 1300 sites worldwide
- Over 145 new enterprise application wins in last 12 months
- 10 to 1000x faster than traditional row-based databases
- Supports thousands of users with near-linear scalability
- Compresses data up to 70% reducing storage and power requirements

Game-changing performance for today's analytics

Until now, there has existed a clear trade-off in choosing a BI platform—between speed of analysis and the amount of data. QlikView takes advantage of inherent hardware speed improvements, with an in-memory approach that is the key secret ingredient behind its remarkably fast and efficient visualization, dashboarding, and reporting tool. By keeping millions of records in memory, analysis can be performed lightning-fast.



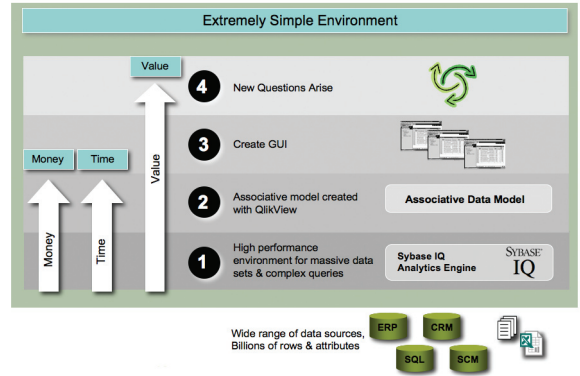
But in many cases, analysis generates new questions that require additional subsets of data, which must be retrieved and pulled into QlikView memory. QlikView pulls data into memory using SQL queries, which can be quite complex. Traditional row-oriented databases generally require intensive intervention in the form of building indexes or OLAP cubes in order to populate the necessary data sets into QlikView with acceptable speed.

Sybase IQ, on the other hand, with its column-oriented approach to data storage, processes even complex SQL queries extremely quickly. There is no need to pre-aggregate data, or store cubes, or denormalize data models. Since both ends of the process—Sybase IQ and QlikView—can handle vast amounts of data with ease, there is no need for labor-intensive efforts on either the data storage end or the application end to maximize the performance and efficiency of the BI applications that knowledge workers and customers depend upon.

Up and running in days with Sybase IQ and QlikView

Sybase IQ complements existing data warehouses and works with a wide range of data sources. Sybase IQ runs on any standard platform, and has been designed from the ground up to support the query-intensive nature of today's business intelligence applications. As the underlying analytics engine, Sybase IQ provides a high performance environment for massive data sets and complex analytics.

QlikView builds an associative data model in linking one data element to another, highlighting during an analysis session what has been selected, what is associated with the selection, and what is excluded (or not associated). With a visually interactive interface, QlikView features unprecedented power and simplicity, driving an order of magnitude improvement in implementation cost, deployment speed, flexibility, usability—and ultimately value.



For more information about Sybase IQ and QlikView, contact your sales representative or visit our websites at www.sybase.com/sybaseiq or www.qlikview.com