

A woman with dark hair in a bun, wearing a blue shirt, is shown in profile from the chest up. She is smiling and looking at a smartphone held in her right hand. In her left hand, she holds a coffee cup. The background is a blurred cityscape at dusk or dawn. Overlaid on the right side of the image is a complex network diagram with nodes and connecting lines in shades of purple, green, and white. The text 'Your Path to Cloud Analytics' is written in large, bold, white letters on the left side of the image.

Your Path to Cloud Analytics

10 Key Considerations

The future of analytics is in the cloud.

Agility. Centralization. Governance. Reduced maintenance. And lower costs. For years, the cloud has offered benefits that on-prem solutions can't match. And when the pandemic transformed both the workplace and the marketplace, cloud adoption exploded.

Now more than ever, businesses are choosing SaaS for modern analytics. That's because today's vastly increased appetite for data-informed agility, together with more distributed working practices, is demanding a shift away from on-prem solutions. And going forward, SaaS analytics will underpin the rapid innovation, collaborative analysis, and real-time insights that will characterize the next generation of decision-making.

But not all cloud analytics are created equal. It's important to choose the one that best fits your data requirements, business needs, and IT ecosystem.

“The value of cloud transcends IT and is estimated at more than **\$1 trillion.**”

McKinsey Quarterly

Why adopt SaaS analytics now?

There's never been a better time to adopt SaaS analytics:

Keep up with innovation. From the introduction of natural-language understanding to machine learning, augmented analytics is evolving fast. SaaS is the only way to keep up – and to support rapid adoption.

Power remote and hybrid work. The workplace has changed, and the distributed workforce needs immediate, governed access to fully interactive analytics from anywhere and on any device.

Collaborate around data. In a fast-moving, complex landscape, collaboration is a must. SaaS makes it possible to easily and securely share analyses with suppliers and partners.

Lower the barrier to entry. Before SaaS, the upfront investment needed for even a small modern analytics project could be significant. With SaaS, the initial investment is low, leading to faster ROI.

Increase reliability and security. SaaS environments lower data security risk. First, the likelihood of error is far lower when servers aren't manually configured. And second, SaaS security certifications require providers to meet stringent standards.

Which cloud is right for you?

Most organizations use a mix of cloud types and providers to gain the most benefit.



PUBLIC CLOUD

Higher performance and manageability with lower costs.



PRIVATE CLOUD

Increased governance and control.



HYBRID AND MULTI-CLOUD

Security, scalability, and TCO. Best-in-class analytics solutions offer flexible hybrid multi-cloud deployment options, so organizations can choose which data is stored where and where analytics occur.

What should you look for in a cloud analytics platform?

01

Truly cloud-based.

Many platforms claim to be cloud – and then require local software for development. If creating the analytics requires local software, then it isn't cloud analytics. Performing the development in the cloud is not only easier for users; it also lowers security risk by removing the need to create local copies of the data. A true cloud provider will also take on support, infrastructure costs and management, automatic updates, and disaster recovery – so you can offload those internal management costs and focus on analytics.

02

Enabling cloud choice.

You may already be using multiple clouds to manage data and run applications. At the same time, to comply with security regulations, you're probably also keeping some analytics development and consumption on-premises, or in a virtual private cloud. With dispersed architecture, you'll want the flexibility to bring analytics to your data and run analytics computing in the cloud of your choice.

03

Accommodating data gravity.

Many SaaS analytics vendors require you to move your data to their cloud. But moving your data can be expensive – and by distancing your data from your users, you can introduce latency and performance issues, too. Search for a solution that lets you keep your data wherever it's most productive. You'll want to avoid getting locked into a single vendor, where your options will dwindle.

04

Single point of entry.

As with any SaaS solution, adoption is key. Make it easy for users by opting for a platform with a single point of entry for login. Administrators and IT leaders also need a simple way to manage data analytics across different clouds, regions, and users. Make sure they'll be able to manage the entire deployment from one management console – and easily change the deployment model at any time.

05

Self-service and readily available data, at scale, for all.

You shouldn't have to be a coding pro to get in-depth insights about your data. The best cloud-based analytics solutions give business users easy access to data through a catalog, a simple user interface where they can "shop for" and select datasets, easily viewing lineage. The solutions also provide intuitive ways to get insights, allowing users to explore and analyze in all possible contexts, without limitations.

06

Performance and scalability.

Most analytics solutions struggle with performance. That's because they're query-based, restricting users to predetermined paths in the data and requiring them to reformulate queries whenever they want to pivot. Look for a high-performing solution that can calculate analytics quickly even when used simultaneously by a great number of users. And make sure that scaling capacity in any direction will be straightforward and fast.

07

Augmented analytics.

AI capabilities are becoming increasingly integral to analytics, and different platforms employ them differently. Instead of black-box AI that operates independently, look for a solution that uses AI to augment the user experience with things like insight suggestions and natural language interactions. That gives you the best of both worlds: machine intelligence that augments human intuition and understanding.

08

Orchestration across your cloud ecosystem.

Automation is another tool that's vastly accelerating analytics delivery and augmenting insight discovery. AI can speed time-to-insight by automating a wide variety of tasks for the user, including combining data sets, preparing and transforming data, and creating visualizations.

09

Fully interactive mobile analytics.

From laptops to smartphones, the best cloud analytics solutions provide users with a consistent, comprehensive experience. This includes the ability to analyze and share data and apps from anywhere.

10

A secure, enterprise-class experience with governed collaboration.

Your cloud analytics platform should allow you to easily assign and change permissions, so your data stays secure and the right people have access. And when you're evaluating moving workloads to a SaaS platform, it's vital to know that the service provider is following open and audited processes for security controls.

Security certifications to look for:

- SOC 2 Type 2
- SOC 3
- ISO27001



What will your journey to cloud analytics look like?

For some businesses, adopting SaaS analytics can be a rapid shift. For example, if you already have a lot of cloud-based data, an all-in-one SaaS solution is a great place to start (or move to quickly). It's the fastest way to ramp up, the best way to take advantage of the latest features and innovations, and – with no infrastructure footprint on your end – the lowest TCO option.

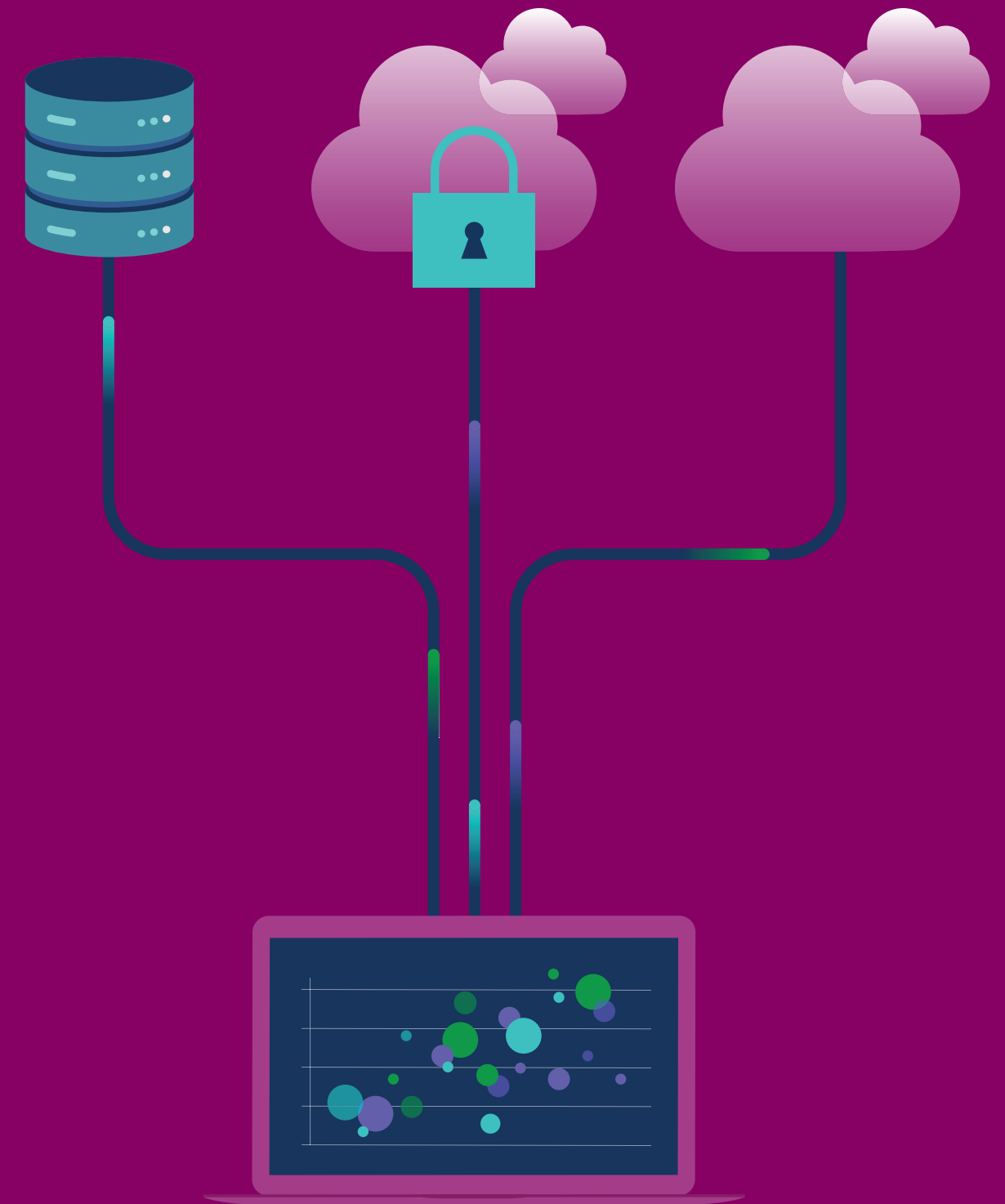
For other businesses, especially those with more complex data landscapes and use cases, a move to SaaS might require more steps. There are things you can do and services you can choose to make the journey easier.

MOVE YOUR DATA

If your data is on-prem, look for a platform with data services that can efficiently move, structure, and catalog data in real time to your cloud of choice. Make sure it has broad support for cloud object stores, data warehouses and lakes, streaming services, and relational and non-relational repositories.

TAKE A HYBRID APPROACH

Depending on data locality, sovereignty, or governance needs, you may need to keep the development or consumption of some data local. Hybrid deployment services allow you to deploy SaaS analytics workloads next to your data, so you can reap the benefits of SaaS while respecting data requirements. If you can't or aren't ready to move to the cloud all at once, a hybrid approach can be a pathway to full SaaS, as you continue to migrate content over time.





Dorel Home revolutionizes the way they capitalize on data.

THE CHALLENGE

Initially, Dorel created a master data model within Qlik Sense, informing the creation of 40 KPI apps. Later, Dorel moved to Qlik Sense Enterprise SaaS. The apps in use are as granular or as expansive as needed, answering core business questions such as: How are individual products and product lines performing? How does inventory compare to projected demand and product availability? And how are budgets, actuals, and forecasts aligning?

THE OUTCOME

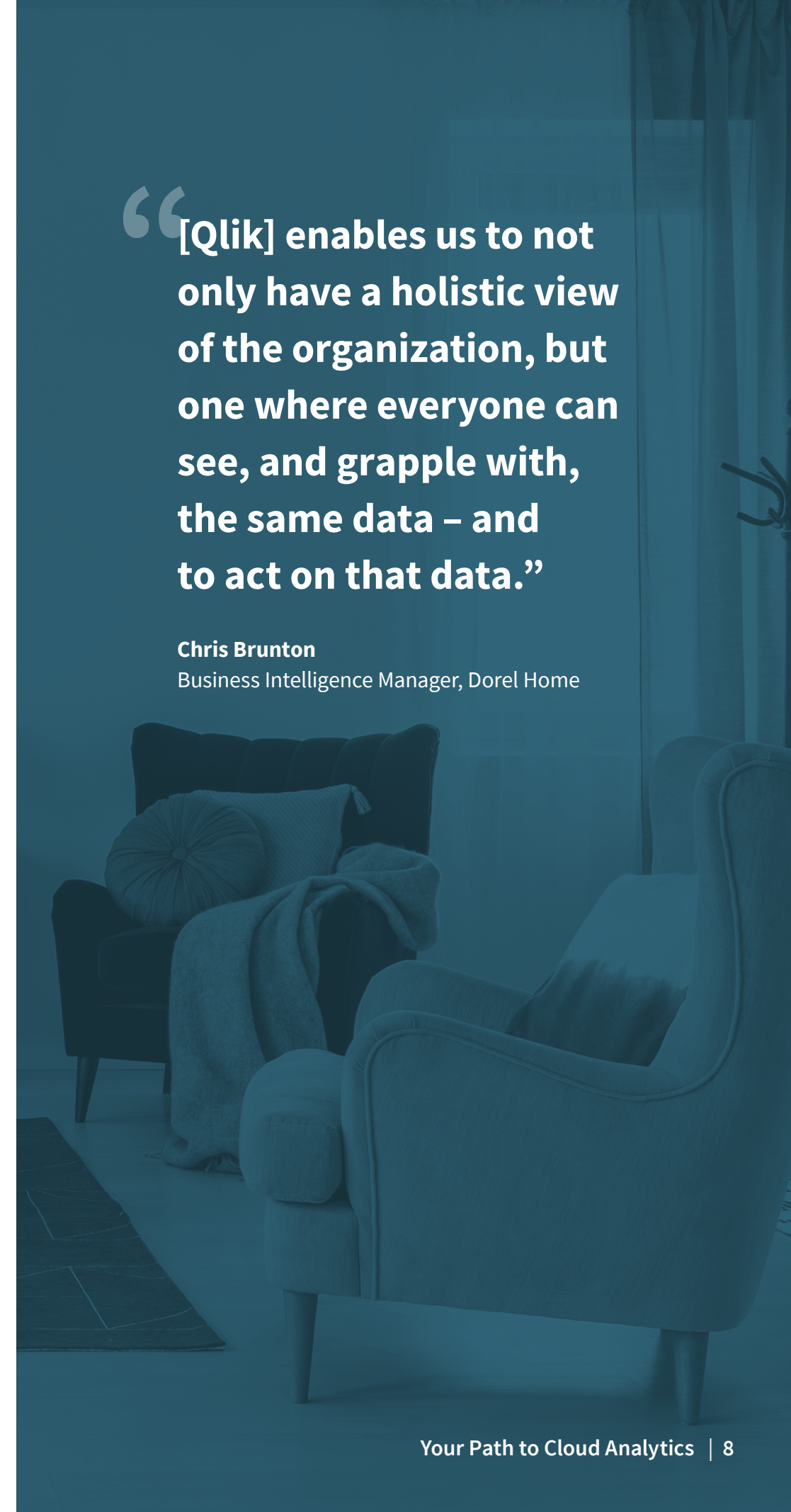
One of the most impactful apps is the Margin Health Dashboard, providing near-real-time insight into product profitability – and replacing a manual Excel process that typically took two weeks. The dashboard provides a combined view for leadership to understand the status of the company from multiple perspectives.

THE FUTURE

Based on the success of the Margin Health Dashboard, the BI team has expanded its functionality, adding a variable analysis tool to explore datasets across time. They plan to add a conversational analytics layer with Qlik Insight Advisor. And they're building apps for supply chain visibility and analysis to monitor the business end-to-end with data.

“[Qlik] enables us to not only have a holistic view of the organization, but one where everyone can see, and grapple with, the same data – and to act on that data.”

Chris Brunton
Business Intelligence Manager, Dorel Home



A cloud analytics platform that works for you, with you.

Qlik Sense® is the leading cloud analytics platform that empowers people of all skill levels to make data-driven decisions and take action. Built on our unique Associative Analytics Engine, Qlik Sense offers industry-leading augmented analytics capabilities for the full range of users and use cases – from visualization and dashboards to natural language analytics, custom and embedded analytics, mobile analytics, reporting, and alerting. It augments human intuition with AI-powered insights, and it helps people move from passive to active analytics for real-time collaboration and action.

Built on a complete SaaS platform with cloud-agnostic deployment options, Qlik Sense enables you to adopt the cloud your way – on your terms; at your pace; and with your cloud, data, and business strategies in mind – so you can reap the many benefits of cloud analytics with ease and flexibility. You can support any use case, massively scale users and data, and empower everyone in your organization to make better decisions every day.

Ready to see for yourself?

[Explore Qlik Sense](#)

[Try Qlik Sense free](#)

SaaS on your terms.

Qlik is a true cloud platform, offering:

- ✓ SaaS-first innovation, with continuous releases and innovation
- ✓ Multicloud deployment, with no vendor lock-in
- ✓ Proven scalability, with support for high-volume use cases

ABOUT QLIK

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

