Qlik Cloud Data Integration Launch Expands Data Movement, Adding Data Intelligence and Transformation Capabilities

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IDC's Quick Take

Qlik's announcement is a rationalization and modernization of the data integration and intelligence acquisitions the company has made over the past several years. The result is a seamless data integration with embedded intelligence solution, built for modern data environments and experiences.

Product Announcement Highlights

Qlik Cloud Data Integration announced on November 2, 2022, is expanding cloud-native data movement and ingestion capabilities, adding transformation, an integrated data catalog with lineage, automated data pipelines, and process orchestration, delivered as a service. Qlik has been deepening its cloud data integration capabilities throughout 2021 and 2022 by modernizing many of the assets it had acquired from Attunity, Podium Data, Crunch Data, and Blendr.io. New development enables pushdown data transformation in Snowflake, Databricks, Azure Synapse, and Google BigQuery. Qlik also brought forward Attunity data warehouse automation capabilities to automate data mart generation.

IDC's Point of View

IDC has been tracking the progress of organizations' digital journeys over the past six years, and we have witnessed real transformation occurring in two distinct periods or chapters. The first chapter was often about solving problems in silos. The second chapter has been focused on scaling up and achieving positive financial impact of digital transformation initiatives. But at what point does transformation end, or does it end?

We're now entering the digital business era. Ongoing transformation will continue as digital maturity has accelerated but the bar is now higher: business leaders and investors are looking for ongoing viable growth built on a digital-first strategy.

According to IDC's August 2022 *Future Enterprise Global Survey,* 25–50% of organizations worldwide have adopted a digital-first strategy and stated the top challenge in running a digital business is "building a data-driven business and culture." This speaks to the need for modern data management technologies in the digital business era. Survey respondents also indicated that the most critical lever to running a digital business in the next 12 months is "using data and intelligence strategically to create competitive differentiation."

Qlik is no stranger to seeing these needs in its customers and prospects and has been addressing them through its promotion of data literacy and its expanding portfolio of data and analytics technology. Qlik Cloud has been operational for several years but mostly focused on business analytics capabilities. At the same time, to complement its business analytics solution, Qlik has been building data integration and intelligence capabilities through acquisition. Most of these acquisitions, with the except of Blendr.io have been based on client managed, on-premises software. It was only a matter of time before the data

intelligence and integration capabilities found their way into Qlik Cloud to offer customers and prospects the opportunity to build end-to-end (data to insights) data pipelines in one cloud service.

Qlik Cloud integration services are not limited to data alone but also facilitate cloud application integration and reverse ETL use cases. Integrating the results of data mastering and analytics back into operational applications is not new, but reverse ETL seems to be a term that has caught on in the market. Qlik is introducing its new cloud integration capabilities as enterprise integration platform as a service (eiPaaS). While the addition of "enterprise" to the already widely used acronym may not be material, there is merit in Qlik's initiative to extend iPaaS to both application integration as a service and data integration and intelligence as a service. Regardless of what the solution is called, Qlik's timing is on point as IDC's 2022 *Future Enterprise Resiliency Survey* showed that 60% of organizations planned to increase their spending on data integration as a service this year, modernizing data integration and management capabilities.

What Qlik is doing with its overall portfolio, and more specifically in Qlik Cloud, is part of a trend we are seeing in the industry, integrating what have been disparate data applications into data intelligence and integration portfolios and platforms, not unlike how IDC has defined the data control plane. Qlik Cloud is not just a set of capabilities, but all its capabilities are integrated and interoperable, with embedded intelligence about data. This approach can help organizations rationalize and consolidate many disparate data applications down into a platform — should they choose to do so. Recent growth of open source data engineering tools, and continuous integration and continuous deployment (CI/CD) practices tend to shy away from all-in commercial platforms as limiting flexibility and agility. Qlik will need to demonstrate the benefits of an integrated platform, highlighting flexibility and agility, and it may need to offer a la carte options to match the needs of organizations at different stages of their data and application integration journey.

What Qlik has announced is just the beginning of integration capabilities in Qlik Cloud. If Qlik can execute on its cloud vision, it is well positioned to help organizations modernize and build data-driven businesses and culture, leveraging data to build enterprise intelligence and compete in the digital business era.

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Data Integration and Intelligence Software