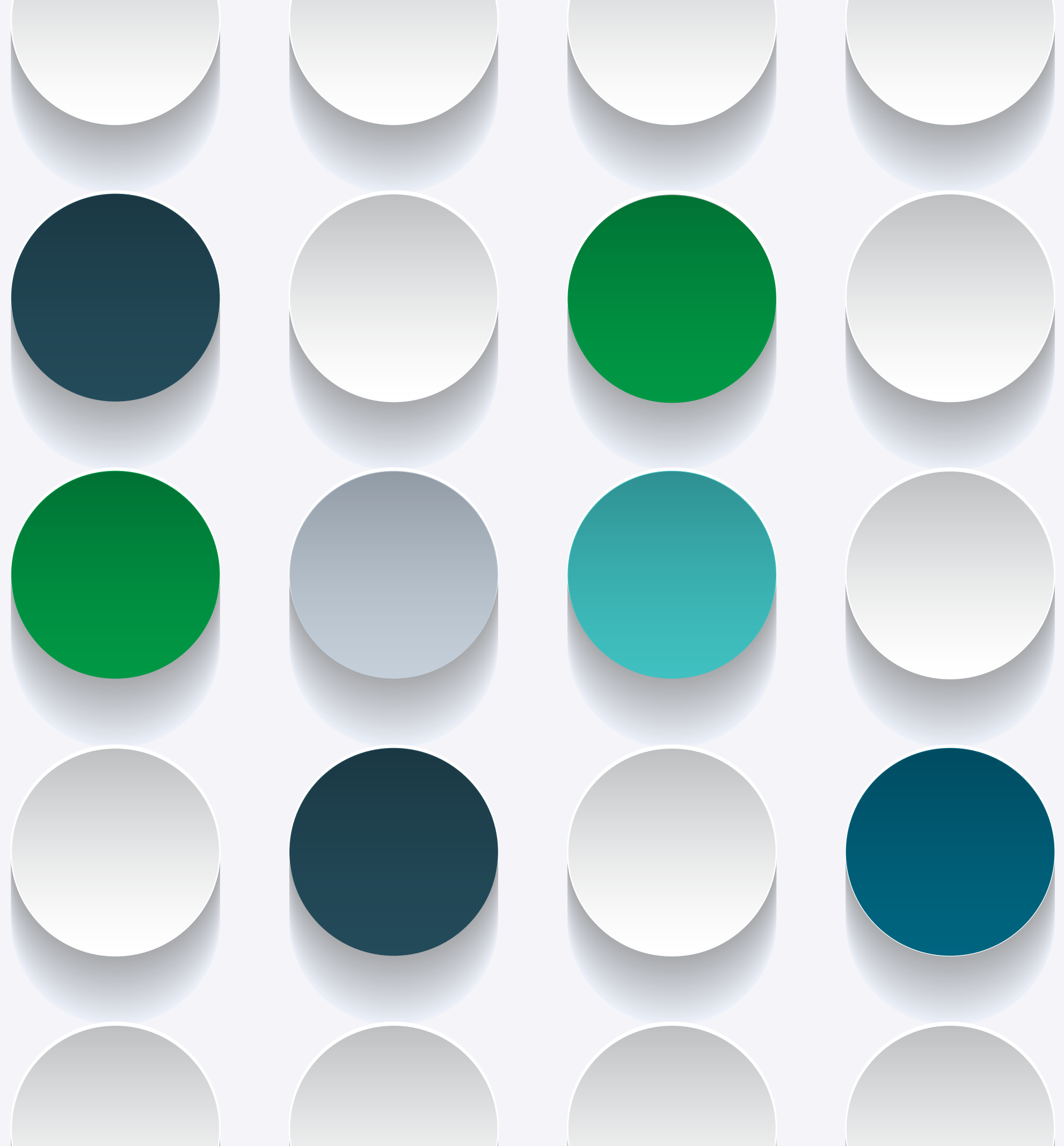




**talend**  
A Qlik Company

# 7 Data Integration and Quality Use Cases



# A new way to master the modern data challenge.

Now more than ever, data holds tremendous promise for organizations. But managing data to meet modern needs is daunting. And when you're searching for the technology to help, your options have been limited:

- Incomplete legacy products that don't meet current needs (and certainly won't meet future ones)
- Big cloud hyperscalers whose goal is to lock you in, limiting your ability to work with multicloud and hybrid workloads
- Multiple point products, each with its own set of headaches – and which together pose a massive integration challenge

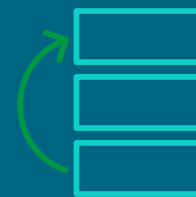
Now there's a better way: Qlik® and Talend®. It's a broad, integrated set of best-in-class solutions that are modern, proven, and trusted – with a commitment to remaining open and cloud agnostic.

Qlik and Talend work with virtually any data source, target, architecture, or methodology. Together, they make it possible for you to have all the data you need, whenever and wherever you need it, from any tool of choice.

# A Data Fabric for Modern Architectures



Comprehensive  
Best-in-Class  
Capabilities



Agility for  
Constantly Changing  
Requirements



Enterprise-Grade  
Trust for  
Everyone

# How can you use Qlik and Talend together?

With Qlik and Talend in a combined solution, the possibilities for data integration and quality are nearly limitless. But among those possibilities, we've identified seven everyday uses that crop up in most companies, regardless of size, industry, or geography:





This is an excellent move to ease data integration for customers ... Bravo.”

— LOÏC GIRAUD  
CDIO, CDAO, GLOBAL HEAD DIGITAL, CALIBO

# 1. Database-to-database synchronization.

Database-to-database synchronization is the main use case for many of us at Qlik and Talend. The combined functionality offers tremendous flexibility for whatever problem you're trying to solve. And whether you use basic data loading, real-time replication, or micro-batch updates, we've got you covered.

Database-to-database sync is most commonly used for the following:

- **Real-time reporting and analytics:** Replicating data to a separate database or warehouse can allow for faster and more efficient querying and analysis – without impacting the performance of the primary database.
- **Real-time data integration:** Replicating data between databases can facilitate data integration between different systems and applications to keep data consistent and up to date across the organization.
- **Legacy modernization:** You can offload legacy data to a new data store to reduce online analytical processing (OLAP) costs and improve query performance.
- **Cloud data movement:** You can replicate data between on-premises data sources and cloud databases to ensure consistent and up-to-date target data.



## 2. Data warehouse modernization.

Data warehouse modernization is the process of automating the design, development, deployment, and operation of a cloud data warehouse. By dramatically reducing manual labor (and the errors that come with it), modernization enables you to deliver more reliable data much more quickly to your users:

- **Data warehouse automation:** Achieve faster time-to-market for new data warehouses, improved data quality, and reduced costs compared to manual processes.
- **Intelligent data pipelines:** Qlik has a secret sauce that helps you scale warehousing more efficiently by automatically generating the necessary transformation SQL and pushing it down to the warehouse for execution.

# 3. Data lake/ lakehouse automation.

In recent years, no segment of the data integration market has seen more change than the data lake. As a result, there are quite a few approaches to data lake implementation – and once again, the Qlik and Talend portfolio can support any architecture.

Our data lake/lakehouse automation solutions help you move enterprise data, transform it, and enforce data governance policies to help you build a data lake for your data analytics, machine learning, and AI initiatives – whether your lake is based on Apache Hadoop, cloud-object stores, or Databricks.



# 4. Database-to-streams/ streams-to-database.

Integrating databases with streaming infrastructures like Apache Kafka and Amazon Kinesis can help you gain insights from dynamic data and respond quickly to changing business conditions. Qlik and Talend data integration and quality solutions can synchronize database transactions with streams – and they can source data from streams to route to any destination in virtually any format.

- **Database-to-streams:** If you use a database to store customer data, you could use a streaming infrastructure like Kafka to process purchase data as it's generated, which would help surface criminal behavior like credit card fraud.
- **Streams-to-database:** On the other side, you could use Kafka to route purchase data as it's generated to multiple systems as part of a fraud detection and analytics workflow. Data would be sent to notification systems and to the data warehouse for OLAP.



# 5. Data quality and governance.

Data quality is the lifeblood of any successful data initiative.

Qlik and Talend data quality use cases include:

- **Data analysis:** High-quality data is essential for accurate data analysis.
- **Customer relationship management:** Accurate data helps you better understand your customers and provide standout customer service.
- **Risk management:** Reliable data helps you identify risks and take action to mitigate them.
- **Marketing:** Correct data helps you target your marketing efforts more effectively.
- **Financial reporting:** Precise, accurate data is essential for producing accurate financial reports.





# 6. API services and workflow.

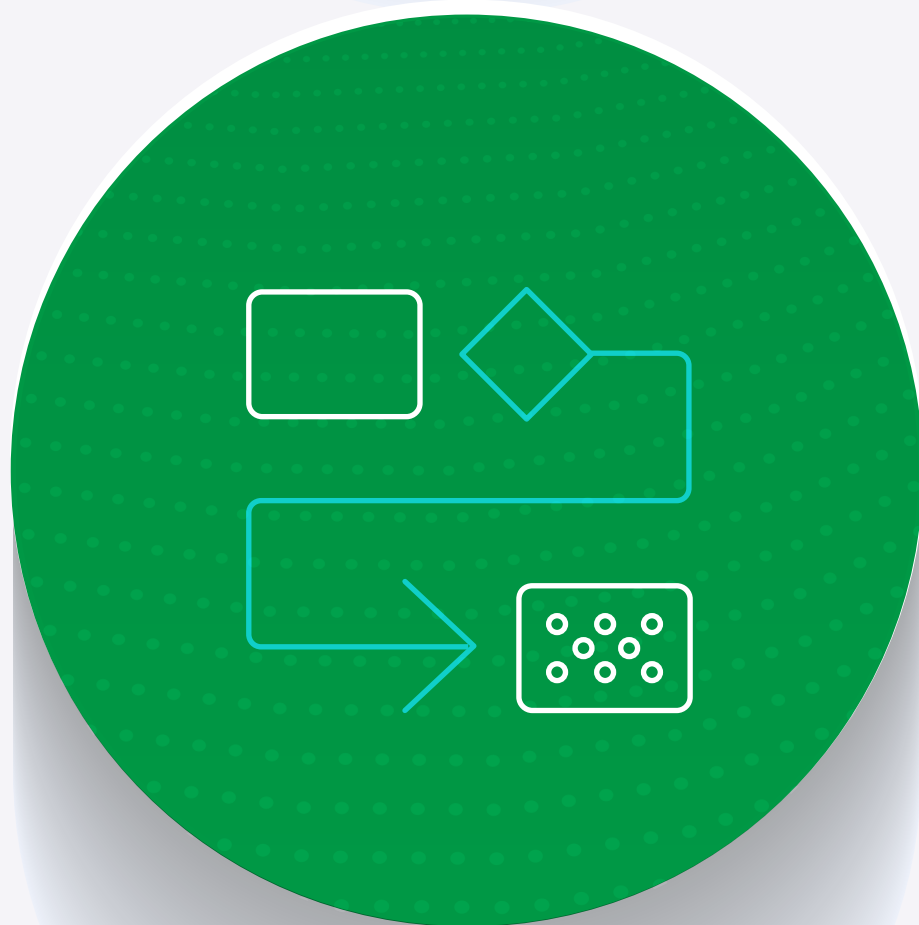
APIs provide a low-risk way for companies to open their application data and functionality to third-party developers, business partners, and internal departments. API services help you design, document, test, and deploy APIs – and together, Qlik and Talend enable you to create and consume APIs for scenarios like the following:

## API Creation

- Create organizational APIs as part of a cloud-first strategy
- Build new applications that leverage existing data and functionality via APIs
- Publish APIs that control data exchange between multiple parties
- Create “contracts” as part of a data mesh

## API Consumption

- Automate business processes such as order processing, inventory management, and customer support
- Integrate different systems such as CRM, ERP, and e-commerce platforms
- Reverse ETL – i.e., write back KPIs from the data warehouse to operational systems



# 7. Operational data transformation.

Operational data transformation (ODT) is the process of converting raw data into formats that can be used by downstream processes like electronic data exchange, data science, and analytics.

Typically, operational data transformation occurs outside the data warehouse or lake, with the final files saved in an object store.

For example: converting transactional records into HL7 files, transforming CSV files to Parquet, and converting aggregate data sources into EDI consumable formats.

Qlik and Talend data integration and quality solutions contain specialized functionality for many common transformations, so they'll help you rapidly solve the data exchange problem for specific industry formats.







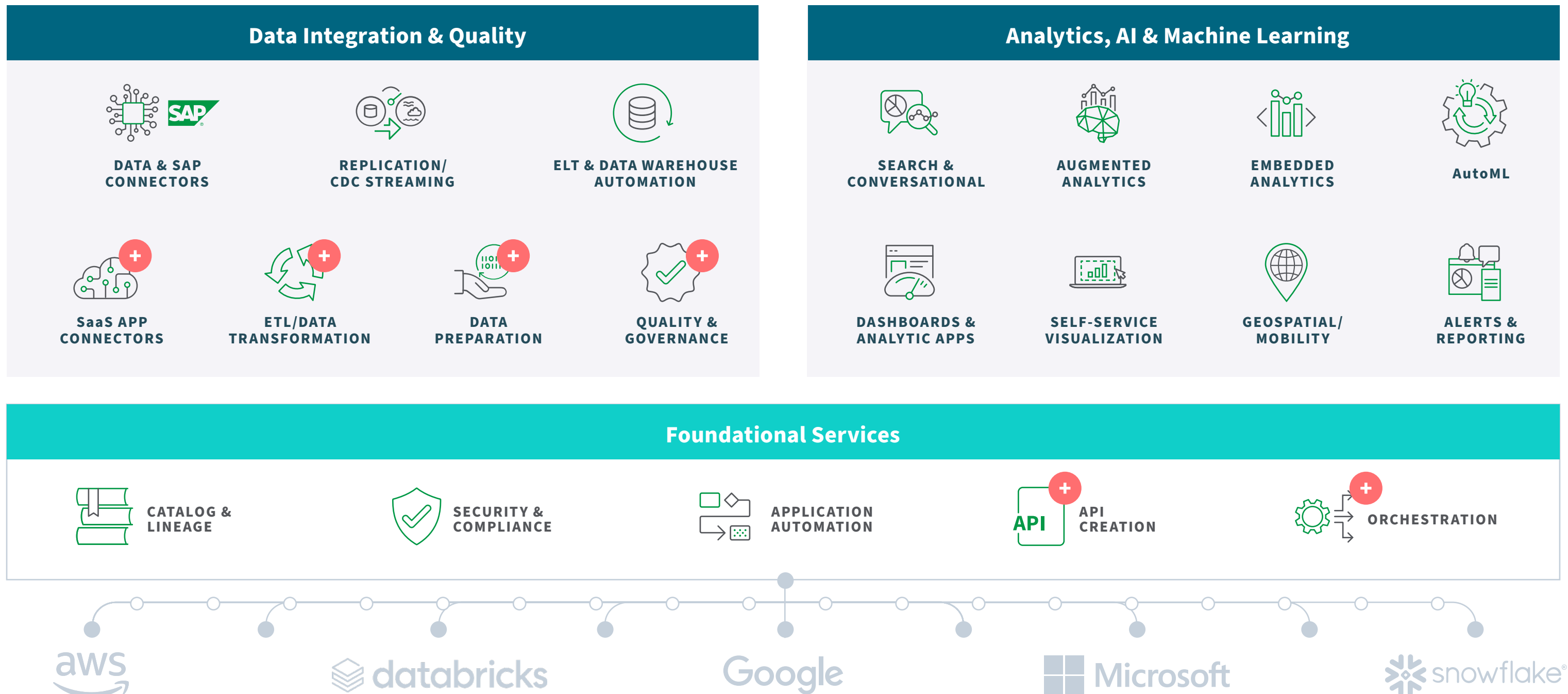
“

[Qlik is] going to have a set of products that covers the entire portfolio from data ingestion through consumption – and all of the governance and quality and intelligence around that.”

– STEWART BOND  
VP, IDC

# Qlik and Talend Data Solutions

Comprehensive, best-in-class capabilities.



# Address the full spectrum of modern use cases for data.

At Qlik, we've always been focused on looking forward – and on providing our customers with the industry's most innovative, comprehensive, and trusted solutions for making data deliver. Now, with Talend's cloud data integration and data quality solutions, we can offer a full spectrum of capabilities that address virtually every data integration and quality need.

As a result, you can gather scattered, disparate data from nearly any source and make it trustworthy, governed, and analytics-ready in the cloud – near-instantly – so you can act on it immediately. Welcome to complete data confidence.

Ready to have  
trusted data  
at your fingertips?

[Start Here](#)

# About Qlik

Qlik is the global leader in data integration, data quality, and analytics solutions. Its comprehensive cloud platform unifies data across cloud and hybrid environments, automates information pipelines and data-driven workflows, and augments insights with AI. Qlik enables users to make data more available and actionable for better, faster business outcomes. With more than 40,000 active customers in over 100 countries, Qlik is committed to providing powerful data solutions to meet the evolving needs of organizations worldwide.

