# QlikView

# QLIKVIEW DIRECT DISCOVERY

## Self-Service Big Data Analysis Powered by the QlikView Business Discovery Platform

The ability to analyze Big Data is now a critical element in any business analytics solution. It allows business users to analyze incredible volumes of disparate data to identify new opportunities and solve previously unsolvable problems, providing them with a unique competitive advantage.

The real challenge with Big Data analysis is more than simply a matter of size or variety. Rather, it is finding what is relevant in this massive amount of data. The QlikView Business Discovery Platform plays a key role making Big Data transparent and usable for every business user.

QlikView Direct Discovery expands the potential use cases for Business Discovery, enabling business users to conduct associative analysis on data sets that are too large to put into QlikView's in-memory engine. It provides QlikView's complete associative experience on top of data coming directly from external big data sources, and enables users to combine that big data with data stored in memory.

### A SIMPIFIED USER EXPERIENCE POWERED BY BIG DATA

By directly querying big data sources without a complicated ETL process, IT departments can open up vast information sources to business users who can leverage insights to create more informed strategies and make better decisions.

The hybrid approach of QlikView Direct Discovery alleviates data silos, giving users the data they need when they need it without time or productivity drains. With QlikView Direct Discovery, users gain Big Data access with all of the associative experience of QlikView Business Discovery. Users can continue to explore information freely rather than being confined to a predefined path of questions through the combined in-memory and Direct Discovery data in a single app.

### QLIKVIEW DIRECT DISCOVERY BENEFITS

- **More thorough, unified analysis—**Leverage any data useful for analysis without scalability limitations

- **Unique hybrid approach—** Capability to link data loaded in memory with big data sources for rapid, associative visual analysis

- **Speed and Ease of use—** Bring QlikView's easy-to-implement, rapid app development experience to Big Data

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## BIG DATA DISCOVERY WITHOUT LIMITS

With QlikView Direct Discovery, business users can leverage any data useful for analysis without scalability limitations. It enables users to perform Business Discovery and visual analysis against any amount of data, regardless of size. With the introduction of this unique hybrid approach, users can associate data stored within Big Data sources directly alongside additional data sources stored within the QlikView in-memory model. For example, QlikView can seamlessly connect to multiple data sources together within the same interface, including Teradata, SAP, Facebook and others, allowing the business user to associate data across the data silos.

This hybrid approach provides much greater power and flexibility than data visualization tools or traditional query capabilities because previously, users could either create extracts to an in-memory engine or run queries on the database, but could not do both on the same application persistently. QlikView Direct Discovery allows the users make selections on either data set, see the relationship in the data and analyze any data sources with any size on the same analysis chart.

**Associative Business Discovery on direct discovery and In-memory data sets**

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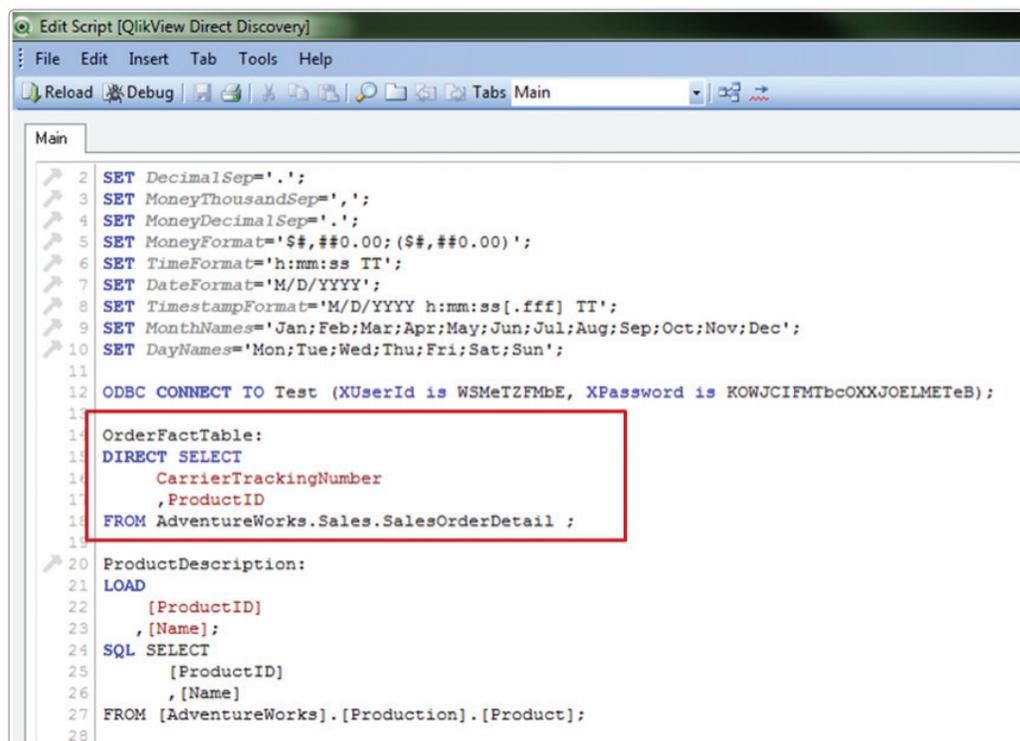
## BENEFITS OF QLIKVIEW DIRECT DISCOVERY

With Direct Discovery, business users can leverage unique QlikView Business Discovery capabilities on Big Data, including:

- **More thorough, unified analysis—**Easily expand analysis to big data sources that have not yet been tapped for further knowledge and insights.

- **Drill down to details—**With the associative hybrid approach, business users can drill down to the details stored in the big data sources from the in memory data sets (aggregated or granular).

- **Speed and ease of use—**Bring the same easy-to-implement, rapid app development QlikView experience to data sets that were previously used separately, or not used, because of their bulk and the development effort required.

- **QlikView experience for Big Data—**Self-service Big Data analysis by leveraging the unique QlikView experience with social, collaborative, and mobile capabilities. Business users can ask and answer questions on their own and in groups and teams to forge new paths to insight in the Big Data.

- **See what's hidden within your Big Data—**With the unique hybrid approach, business users can associatively make selections on either data sets (direct discovery or in-memory), and see what is associated and not associated with the same QlikView association colors: green, gray, and white.

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## HOW THE QLIKVIEW DIRECT DISCOVERY WORKS

Within the script editor a new syntax, "DIRECT", is introduced to connect to data in direct discovery form. QlikView decides which data resides in-memory and which data is direct discovery data by using this special script syntax. This allows certain data elements dictated by the script syntax not to be loaded into the QlikView data model during the script reload process, but still available for query purposes in QlikView objects in the user interface and to be combined for analysis with the QlikView in-memory dataset.

### QlikView Load Script Syntax for Direct Discovery



Once the direct discovery structure is established, the direct discovery data can be joined with the in-memory data with the common field names. This allows the user to associatively navigate both on the direct discovery and in memory data sets.