

## Qlik vs. Power BI:

# 5 Reasons Why Qlik Delivers Lower TCO

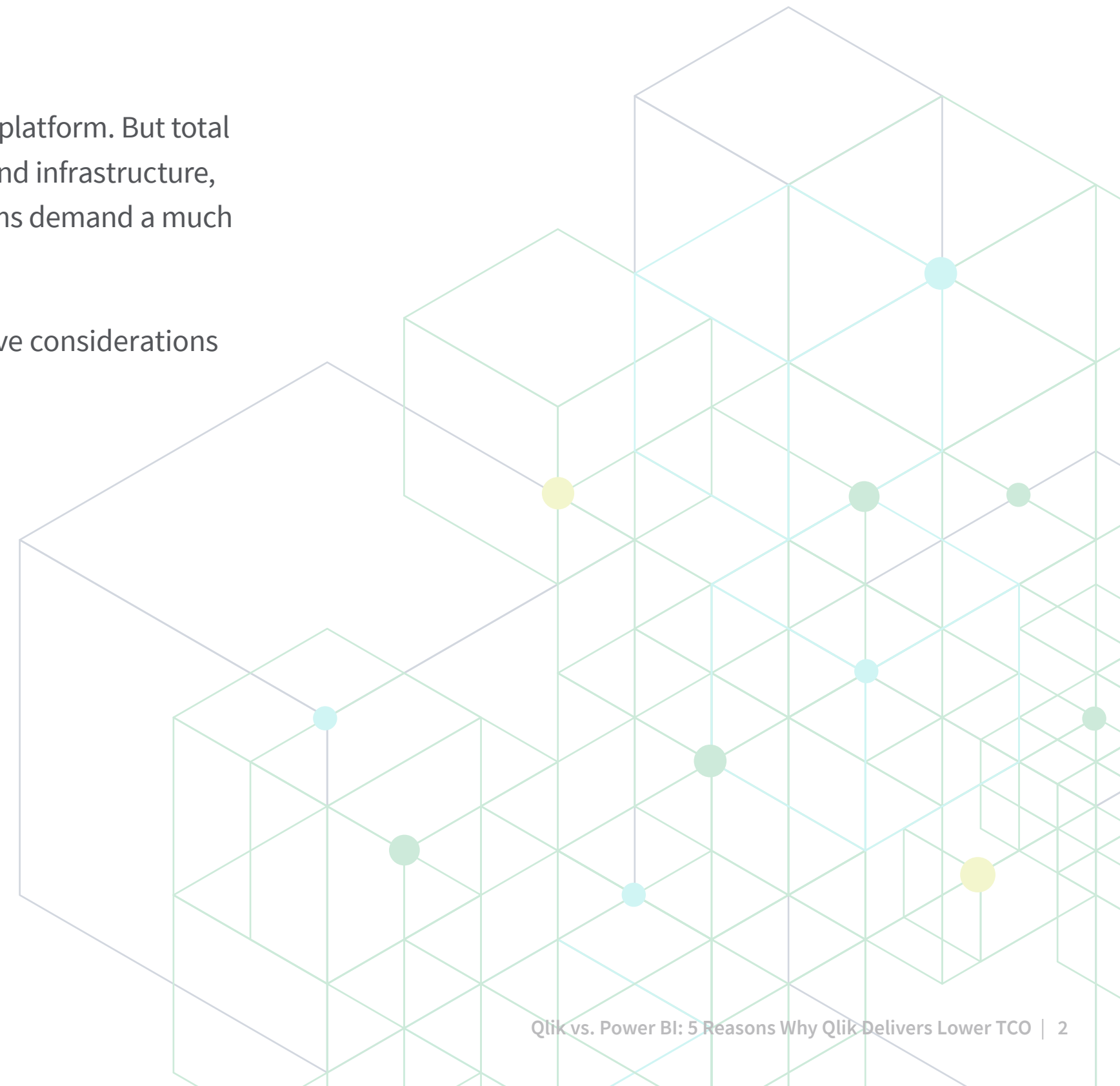
Look beyond Power BI pricing and discover how to get more value from your data for less with Qlik.

# What does it actually cost to own a BI solution?

Many companies only consider the initial purchase price when choosing a BI platform. But total cost of ownership (TCO) is much more than that. From buying the software and infrastructure, to deployment and integrations, to support and maintenance, some platforms demand a much bigger financial – and time – commitment.

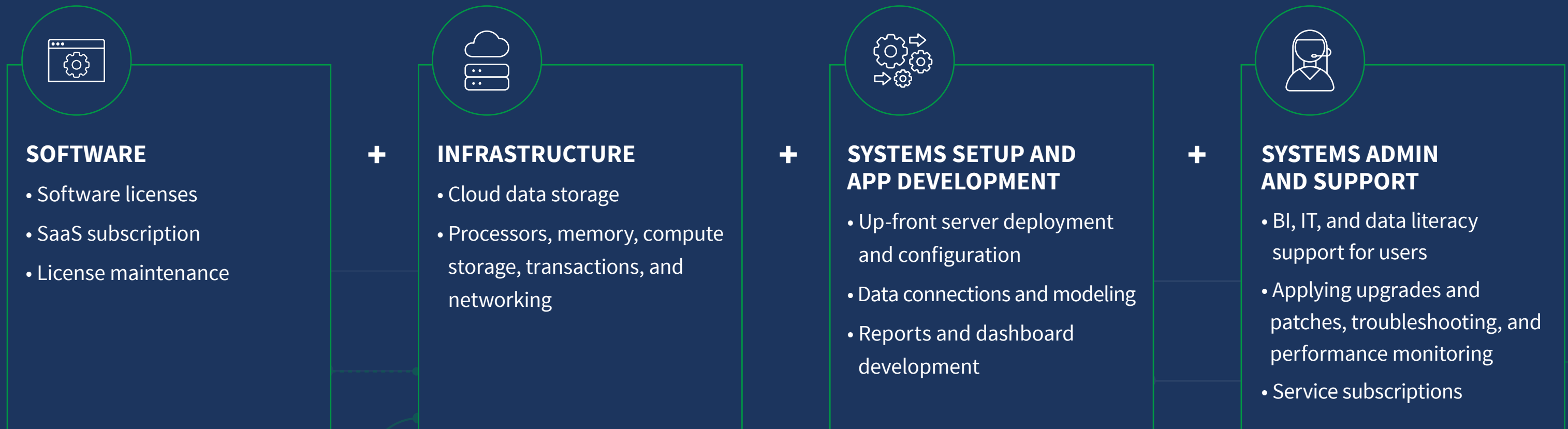
When it comes to choosing the best solution for your organization, these five considerations should top your list:

- ✓ **Complexity**
- ✓ **Self-service**
- ✓ **Governance**
- ✓ **Scalability**
- ✓ **Cost predictability**



# The real TCO

TCO includes the cost of purchasing and owning a BI solution for at least 3 to 5 years.



# 1. Complexity

To solve real-world business problems, you'll need more than just data visualization. Your BI solution must be robust enough to handle your visualization and broader data and analytics needs – without driving up TCO.

## POWER BI

### **Complex setup and maintenance**

If you want Power BI to do more than just simple visualizations, buckle up for a complicated (and expensive) ride. You'll need to configure several products across desktops, servers, and cloud – and maintain and support them all – which means higher TCO.

Power BI report development and data modeling are done on desktop tools that have to be downloaded to a desktop computer or laptop and maintained. Certain integrations, like on-premise data, require a heavy and unreliable data gateway. Want to run your BI on the cloud? Your only choice will be to get locked into Azure.

## QLIK

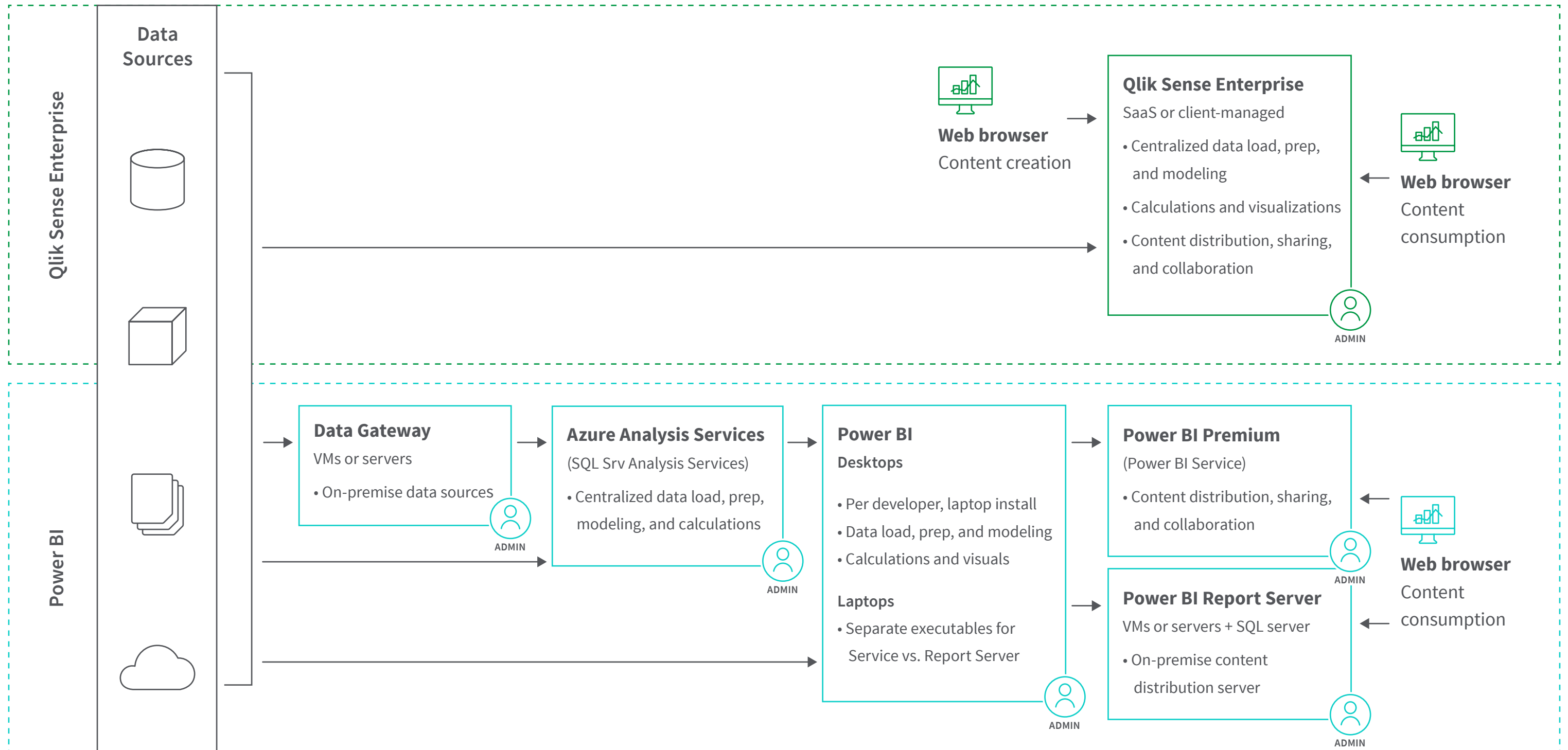
### **Easier to get up and running**

Qlik® is a complete BI platform that runs on the cloud, making it faster and easier to set up. With Qlik, things like data prep and app development are done via the web, so there's no need to download or maintain tools to your desktop or laptop. SaaS with Qlik is also 100% cloud based, so you can avoid having to download products across desktops, servers, and cloud. And, Qlik runs on your preferred cloud solution, like AWS, Azure, Qlik's, or any other.



Whoa, Power BI – that’s a lot of components.

## QLIK IS A MUCH LIGHTER LOAD



Number of  
support

and

maintenance  
FTEs is at least

1.7x

higher for Power BI



## 2. Self-service

Businesses are facing an explosion of available data and want to be more data driven, but the traditional self-service approach that only enables power users isn't enough. It is vital to extend self-service to all users: power users, developers, and technical and nontechnical users. A BI solution that helps all users understand, analyze, and use data with confidence – plus answer their own questions – not only boosts data-driven transformation, it improves data literacy and reduces dependency on overloaded IT resources. Which results in lower TCO.

### POWER BI

#### High dependency on (limited) IT resources

To create a report in Power BI, non-technical users or consumers rely heavily on technical experts and report developers. And, thanks to data restrictions, reports lack depth and interactivity. Query-based tools like Power BI require SQL programming skills. SQL queries load subsets of data predetermined in the design phase – so when new questions come up later, consumers must go back to IT for new reports. With Power BI, users need to know DAX, M, and MDX – well beyond the skill set of most nontechnical users.

### QLIK

#### Self-service for all users

Qlik has always empowered both technical and nontechnical users to freely explore data, catering to different skill levels. We call it “data democracy.” Our unique Associative Engine lets all users broadly explore data on a level not possible with other tools, so there's far less need to author reports. Our industry-leading AI capabilities and interactive charts boost non-technical users' ability to ask and answer their own questions without having to rely on intervention from power users. So with Qlik, consumers rely less on IT and contribute more to your organization's success.

# 3. Governance

A data democracy is only as good as its data governance. Without it, data users cannot fully trust their BI, and they open your business up to security risks. But with a properly governed framework, users can share created content – making everyone more efficient.

## POWER BI

### Limited governance and reuse

Imagine hundreds or even thousands of data users, each with their own version of Power BI Desktop on their laptops. They each have their own connections to data sources, and they might even have sensitive data stored locally on their laptops. Governing all that data is tricky and time-consuming. Plus, the lack of self-service capabilities can force IT and developers to give everyone an editable copy of each Power BI report. But this leads to report sprawl, high governance costs, and multiple versions of the truth.

## QLIK

### Advanced governance and reuse

Qlik's governance capabilities and unique approach enable governed self-service. The web-based platform gives IT visibility and centralized control on data provisioning, along with more granular data access controls. What's more, Qlik developers and analysts can create apps that serve as platforms for governed data sharing. For example, Qlik lets consumers of BI content create their own sheets and visuals on top of a published Qlik app and dataset, leveraging a governed library of business logic built into the app.

Number of desktop authoring tools across an organization

Power BI:  
**dozens to thousands**  
Qlik: **zero**



# 4. Scalability

The amount of data available is growing exponentially. But it won't do your organization any good unless you can use it. And if you choose a BI solution that requires adding capacity too soon or too fast, then it will not scale well – and will end up costing you more.

## POWER BI

### Scalability – at a cost

Is your Power BI report bigger than 1GB? You'll need to build an external data repository for live query – or upgrade to Power BI Premium. What if it's 2GB? 3GB? Or more? Then you'll need higher Power BI Premium capacities that will add more costs. Is your Power BI report too slow to load? You'll need to break it up into smaller pieces – or use other workarounds. And as data volumes and user adoption grow, Power BI's query-based reporting will constrain scalability and report performance. Need incremental loads? More than eight data refreshes a day? How about advanced collaboration? Again, you'll need to buy Power BI Premium.

## QLIK

### Super scalable

When it comes to scalability, Qlik outperforms the competition. It's fast and cost-effective for smaller deployments, and its architecture scales economically from megabytes to terabytes of data in large global enterprise deployments. Qlik's unique in-memory Associative Engine supports more concurrent users without any loss of performance. This means customers can do more with less capacity – thus lowering your costs.

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### How much does that “power” in Power BI cost?

Power BI Premium P1 node: \$5,000/month for 8 virtual cores and 25GB of RAM — less power than a typical laptop

Power BI Premium P3 node: \$20,000/month for 32 virtual cores and 100GB of RAM







## 5. Cost predictability

Data user needs and technology will evolve over time. Successful buyers examine the gritty details in order to choose a BI solution that avoids hidden costs and future-proofs their investment.

### POWER BI

#### **Surprise costs**

To add capabilities and users to Power BI, you need to buy extra products, licenses, and capacity. For example, if you want to access on-premise sources, you'll need Data Gateway servers, infrastructure, and Microsoft Express Route for a secure connection. Need to deploy data marts or warehouses? You'll probably need an SQL server, possibly Analysis Services or Azure Synapse. Have a lot of users viewing reports and dashboards, and need consistent query performance and higher refresh frequency? You'll need more of the larger Power BI Premium nodes and possibly Express Route – even if you already own Power BI Pro licenses. And if you want content physically stored closer to your users, you'll need multiple Power BI Premium nodes in each region.

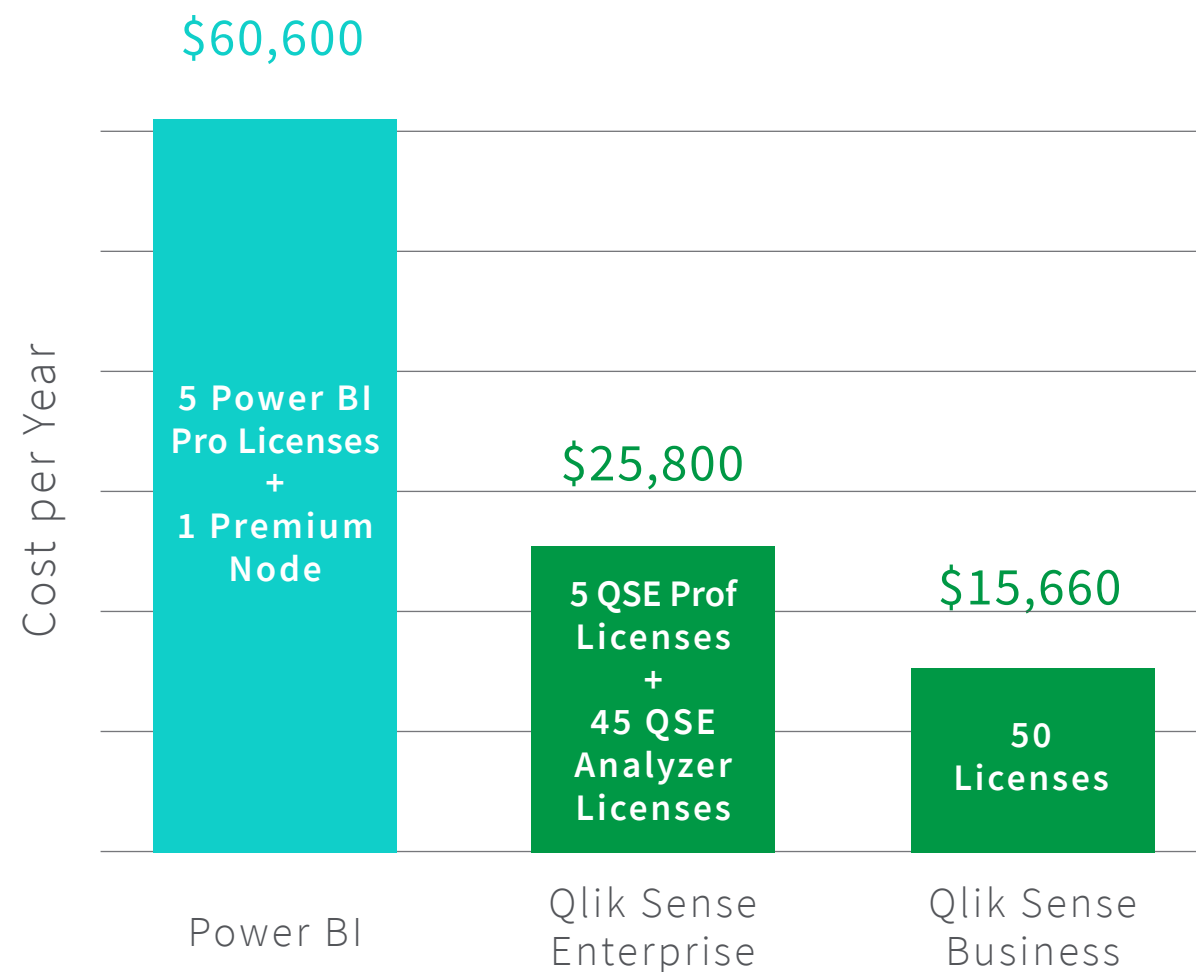
### QLIK

#### **Total cost transparency**







Qlik's pricing transparency gives customers a clear view of all costs upfront. With our simple subscription license model, you'll know exactly what you're getting, right out of the gate – no surprises (except for what you might find in your data). Qlik's roadmap and pricing strategy future-proofs against large unplanned costs, even as you add users.



Year after year, Power BI costs 2 to 3x more.



And Power BI's surprise costs just keep coming.

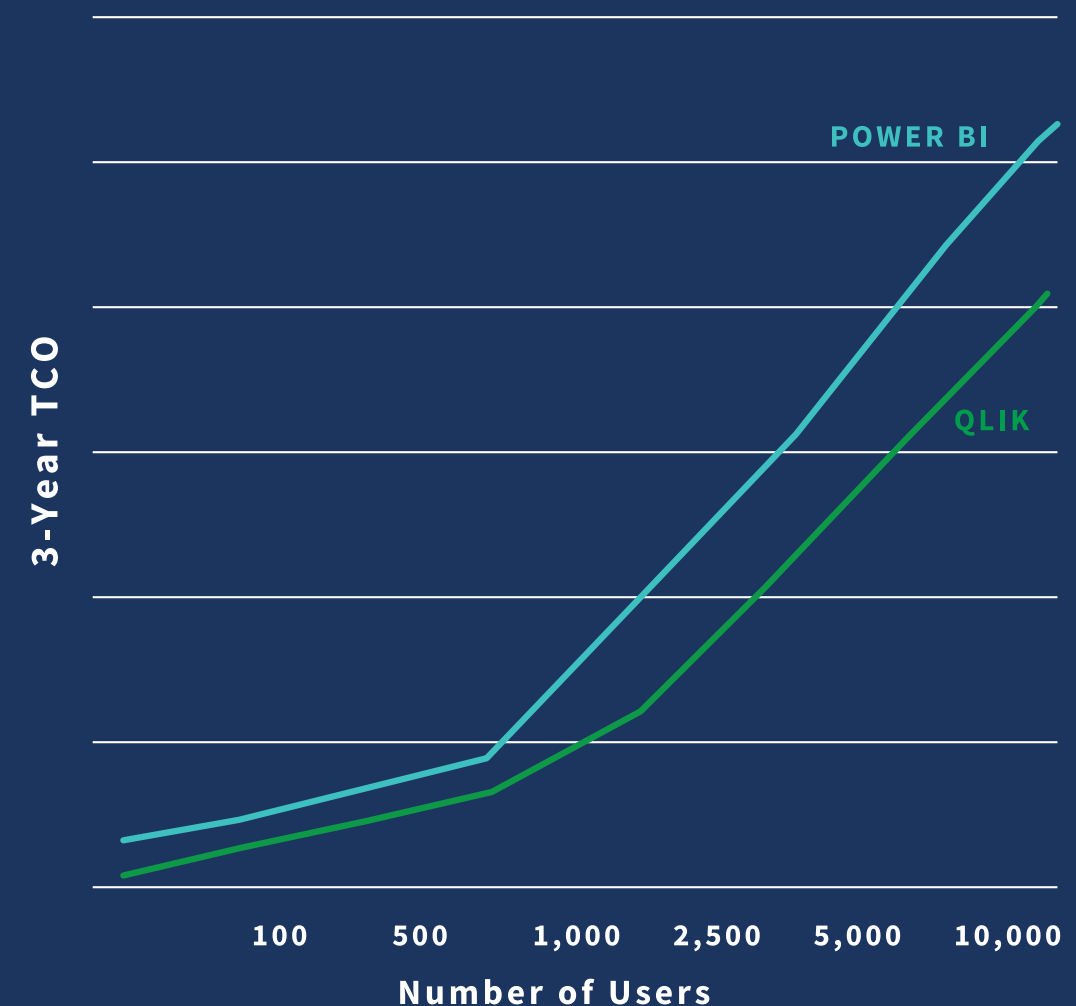
-  SQL server: \$15,000/core
-  Express Route: starts at \$60,000/year for 1Gbps connection
-  Data Gateway infrastructure: starts at \$7,000
-  Power BI Premium P1 node: \$60,000/year to support 45 users
-  Power BI Premium P2 node: \$120,000/year to support 45 users
-  Power BI Premium P3 node: \$240,000/year to support 45 users

# Qlik has a lower TCO, no matter the deployment size.

Enterprises today need an analytics solution that empowers all users across the entire organization with self-service capabilities, whatever the data source. Unlike vendors that dictate a cloud strategy and leave little flexibility for their customers, Qlik offers flexible deployment options and provides an array of modern capabilities and higher scalability – all with lower complexity in architecture and licensing. Our unique approach gives data users the flexibility, elasticity, and portability that modern analytics demands. And that means better insights – and lower TCO – for your business.

But don't just take our word for it. Analyze Qlik Sense Business for yourself.

[Start Free Trial](#)



Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.