QlikView

QLIKVIEW CONNECTOR FOR INFORMATICA POWERCENTER

Increasing the impact of Informatica ETL with Quick, Flexible Business Discovery

Organizations have come to rely on Informatica's powerful and highly scalable data integration capabilities to extract data from virtually any system to deliver value throughout the enterprise. By combining Informatica and QlikView's associative, in-memory platform, business users can perform quick, flexible, visual, ad hoc analysis and reporting to enable Business Discovery. QlikView is a leading Business Discovery platform that enables users to explore live data, make discoveries, and solve unique problems. They ask and answer questions on their own and in groups and teams, forging new paths to insight and decision. Using QlikView, organizations complement their Informatica ETL capabilities with instant, user-driven analysis, allowing decision-making at the speed of business.

EXTRACT MORE VALUE FROM YOUR DATA WAREHOUSE

Many organizations are using a Data Warehouse for their compliance and governance requirements to secure a single source of data throughout their organization. In many cases, the full value of the effort to create this data warehouse isn't realized because of the time consuming task of creating and maintaining reports for business users. To facilitate agile and performant reporting requirements and to give business users a rich self-service analysis experience, the QlikView Informatica Connector can be used to extend the value of the data warehouse, alleviating the requirements for reporting datamarts.

Now, developers can improve time to value even further, when building applications that utilize data extracted using Informatica®

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QLIKVIEW HIGHLIGHTS

In one unified solution, QlikView helps organizations enable Business Discovery:

- Develop powerful analyses, reports, and dashboards. Empower business users with rich, interactive visualizations. Seamlessly integrate all available data from any system, with drill-down access in a few clicks.

- Deploy and administer applications with anywhere accessibility. Deploy rich client, browser, or mobile apps to tens or thousands of users. Reach people on whatever device they use to get their jobs done.

- Analyze data at the speed of thought. Explore information intuitively, rather than hierarchically. Investigate down to the lowest level of detail for answers in an instant. Spark insights that lead to action.

- Collaborate through shared applications and findings. Share QlikView documents and bookmarks, PDF reports, and graphs and charts. Integrate QlikView directly with desktop and web applications for unparalleled productivity.

- Leverage integrated, flexible, and powerful security. Integrate with existing security infrastructure for single sign-on, logging and auditing, granular security, and delegated administration.

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ETL (extract, transform, and load) tools. Developers can directly leverage Informatica's comprehensive ETL tools as part of the QlikView application development process. QlikView Connector for Informatica PowerCenter provides out-of-the-box integration with Informatica data mappings.

BENEFITS OF QLIKVIEW AND INFORMATICA

QlikView delivers power and simplicity without the cost or complexity of traditional BI tools.

- **Unlock the value of your data warehouse:** Informatica PowerCenter extracts data from multiple sources into a data warehouse. As part of the ETL process the QlikView Connector allows data to be exported in an optimized format (QVX – QlikView data exchange format)

- **Speed of deployment:** Deploy individual analyses and reporting solutions in weeks or days using the QlikView script builder. Expedite and simplify the process of analyzing relevant data from Informatica.

- **Ease of use:** QlikView is easy for business people to use and IT pros to manage. Most users become productive with QlikView after less than one hour of training.

QLIKVIEW: USES WITHIN AN INFORMATICA POWERCENTER ENVIRONMENT

FINANCE

For Basel II Financial institutions doing business in the EU, they are now required to balance their risk-to-capital ratio according to predefined standards. In response, financial institutions need accurate and complete visibility into their portfolio of risk. This can be achieved through a common architecture for all of their risk analysis applications. The Informatica – QlikView combination provides this visibility and the common architecture. Business users can intuitively change their analysis on the fly and develop new analyses within hours. QlikView enables all standard BI capabilities — predictive analysis, "what-if" scenarios, dashboard KPIs, balanced scorecards, and more — at the speed of business.

RETAIL

QlikView and Informatica provide for effective consolidation of data, giving unprecedented insight into data across a retail business. With the insights achieved, it's easy to evaluate what products to retire and to determine the effectiveness of marketing campaigns, for example. QlikView enables instant insights, which results in timely and accurate alignment of product and sales strategies with customer needs. The end result: improved margins, increased revenue, and higher profits.

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TELCO

QlikView and Informatica provide the data consolidation and the insights needed by leading Telco companies to increase revenue and market share with a single view of household. This single view enables cross-selling and promotes customer loyalty. QlikView can help provide the best service in the marketplace by maintaining stringent service level agreements (SLA's) with customers, plus ascertaining calling patterns and network usage to facilitate resource usage within the call centre infrastructure. Executives get fast answers to critical, often complex, business questions and have the ability to ask and answer their own questions, without having to wait for other parts of the business to create new reports for them.
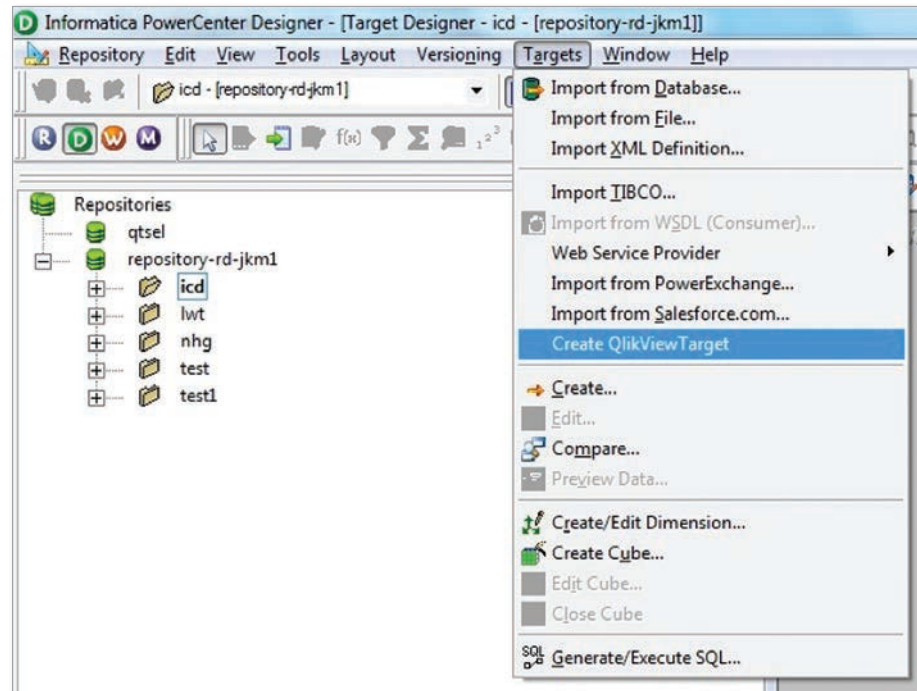
MANUFACTURING

The QlikView Connector for Informatica enables product costs to be calculated simultaneously across all manufacturing plants, thereby boosting productivity and efficiency. It gives factory planners and managers the ability to run product costing simultaneously and preserve and archive multiple scenarios across various business units. With QlikView's speed and accuracy, organizations can make better research, development and marketing decisions based on a single consolidated, trusted view of pricing data.
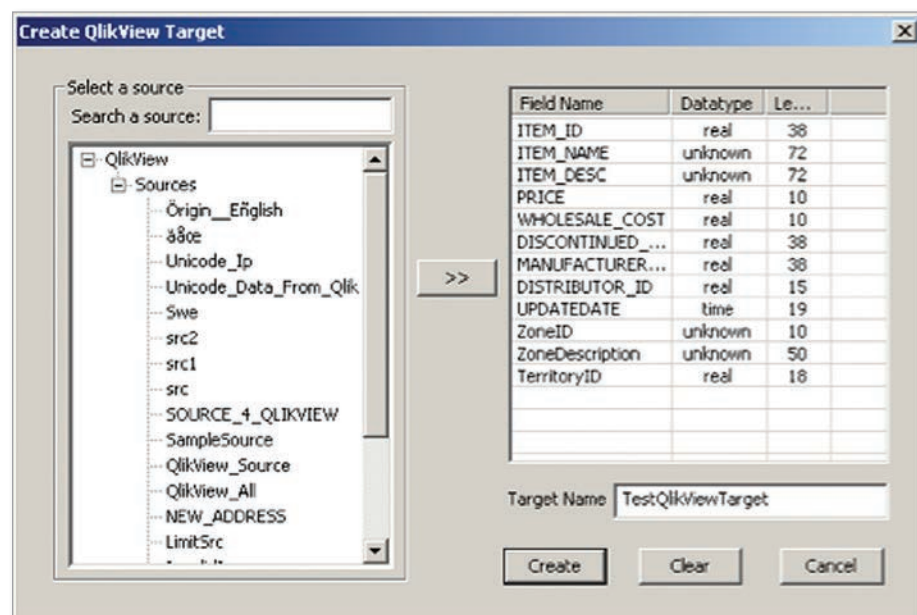
HOW THE CONNECTOR WORKS

The QlikView Informatica PowerCenter connector is designed to create native QlikView Data Exchange (QVX) targets within Informatica PowerCenter installations. (A QVX file is a file format similar to an XML file that is optimized for rapid loading of data into QlikView). With the capabilities provided by the adapter, it can create QVX files from different data sources supported by Informatica, which in turn can be read by QlikView to load data.

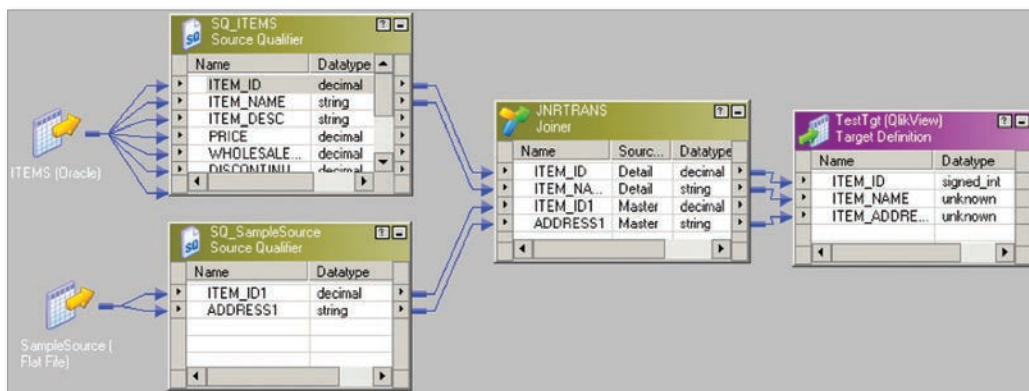The Target Writer component of Informatica PowerCenter will create a QVX file.

The target input ports are created from the sources available in the particular Informatica repository folder. This Loader component is also a target, as this should be the endpoint on a mapping. Therefore, it has input ports, but it will not have output ports.

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The PowerCentre designer — once all the desired fields are added to the target fields — can click on "Create". This will create the target definition with the names selected in the list of Sources as shown below:

Part of the PowerCentre ETL process can involve consolidation of multiple datasources as part of a mapping process. The QlikView plug-in is now tightly integrated into this process. A simple mapping is shown below containing **heterogeneous** (one Oracle source and other a flat file) sources:
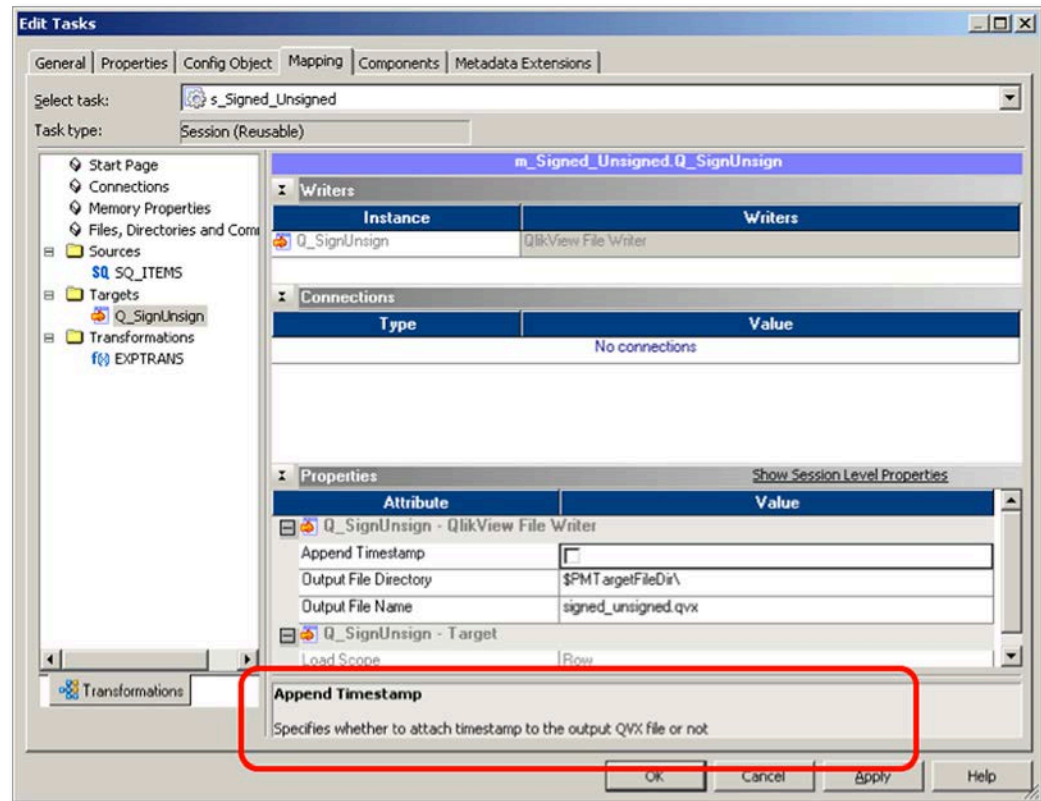

Common fields can be used to create a joiner transformation which is sent forward to the QlikView QVX writer.

Once a mapping is created, PowerCentre uses a session associated with the mapping in the Informatica's workflow manager tool.

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The session extension properties are shown in the following screenshot:

PowerCentre runs the workflow and a QVX file gets generated at the specified location with the specified name. This QVX file is then imported into QlikView software. After importing, the user will see the data in QlikView.

INFORMATICA POWERCENTER SYSTEM REQUIREMENTS

The following Informatica versions are supported on both Unix and Windows:

• Informatica PowerCenter 8.6.1 and 9.0.1