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The Core Question:

Qlik Sense or Power BI?

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Data is considered to be a key value creation factor in the data economy. Choosing the right tool is thus vital in order to make full use of data potential.

The solutions from **Microsoft (Power BI)** and **Qlik (Qlik Sense)** are often shortlisted by companies in the D-A-CH region during the selection process. Gartner positions both solutions in the leading segment in its current report "Magic Quadrant for Analytics and Business Intelligence Platforms 2021".

Whether one solution or the other is the appropriate choice depends on several factors and differs from user to user.

Companies should take the time to assess their position in advance in order to determine their prerequisites, needs and goals before deciding for Qlik Sense or Power BI.



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1.

What questions should a company ask when deciding for one or the other?

The added value of the BI solution

- What are our short and long-term goals for using the BI solution?
- What effects are the use of the BI solution expected to have on the business?
For example:
 - process optimisation
 - quality improvements in production
 - cost reductions in purchasing
 - optimised personnel planning
 - transparency about figures on market development

Users and stakeholders

- Will the platform be limited to a specific line of business or function, or is there a broader strategy?
- How many employees are going to be working with the BI solution in the short, medium and long term?
- How much IT affinity do the users have?
- Does the workforce need mobile access to analyses and reports?
- Who is responsible for implementing and managing the platform?



The IT-landscape

- Is the IT landscape heterogeneous or homogeneous (cloud, multi-cloud, on-premise, hybrid)?
- What types of data need to be analysed (master data, transaction data, behavioural data, media data)?
- What systems does the data come from (CRM, ERP, PPS etc.)?
- What does the IT strategy look like?

Security/Governance

- What are the data protection and data security requirements?



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The functions

- What functions or properties should the solution offer (must-haves)?
- Which functions or properties are not absolutely necessary but would be useful (nice-to-haves)?

2. What are the differences between Qlik Sense and Power BI?

The positioning of the two Gartner solutions in the „Magic Quadrant for Analytics and Business Intelligence Platforms 2021“ is helpful to provide an initial classification:

Power BI

offers **data preparation, visually-based data recognition, interactive dashboards** and **augmented analytics**. It is available as a SaaS option in the Azure cloud. Power BI Desktop can be used as a standalone, free personal analysis tool. The Power BI Desktop must be installed if complex data mashups need to be created using on-premises data sources. Microsoft releases a monthly update for the cloud-based Power BI service, which was expanded to include hundreds of functions in 2020. The expansions include additional augmented analytics in the form of AI-infused experiences, including smart narratives (NLG) and anomaly detection functions for out-of-the-box visualisations.



Qlik

is based on the Qlik Associative Engine, which has underpinned the Qlik products for data preparation and interactive visualisation for 25 years. The cognitive engine extends the product to include KI/ML-controlled functions. Qlik offers **flexible deployment possibilities with SaaS and hosting options for companies, including multi-cloud and on-premises installation**, without restricting customers to a specific cloud. To use the NPrinting reporting platform, Qlik NPrinting Designer must be installed on all computers that will be used to develop report templates.



Qlik has further expanded its vision of augmented analytics with the Insight Advisor function suite: Among other things, the solution enables search-based visual analyses, conversational analytics and associative insights as well as accelerated data processing. To expand the alert options, continuous intelligence and SaaS platform integration, Qlik recently acquired RoxAI, Knarr Analytics and Blendr.io.



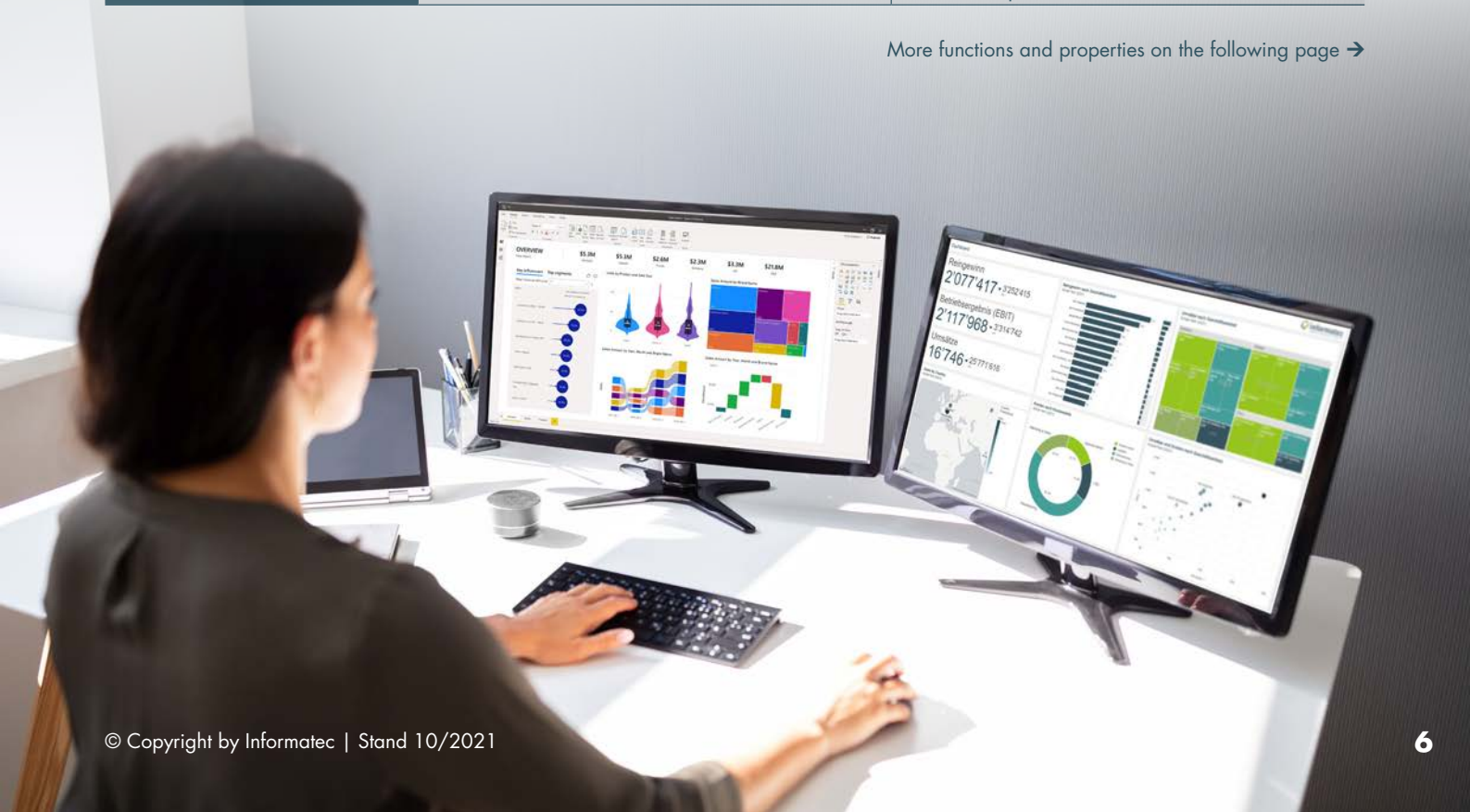
3. Functions and properties



With a focus on self-service use and extended user support, the tools feature easy-to-use functions that support the **entire analytical workflow**, from data preparation (including large, complex amounts of data) to visualisation and insight generation.

In practice, the choice between **Qlik Sense** and **Power BI** is usually made on the basis of the following functions or properties, the relevance of which varies from one company to another:

Functions and properties	Qlik 	 Power BI
Free trial version	Yes	Yes
Uses	On-Premises, SaaS, Hybrid, Multi-Cloud	MS Cloud, On-Premises (Power BI report server)
Cloud capabilities	Execution on any private or public cloud platform including a hybrid approach	Use via the MS Azure Cloud
Architecture	Clear and simple default architecture which is usually administered centrally. The solution is correspondingly robust.	Thanks to the integration of MS Azure, IT can be administered in a familiar environment.
Memory and model limitations	Size limit of the apps: <ul style="list-style-type: none"> • Qlik Sense Enterprise SaaS 5–10 GB (in memory) • Larger apps can be approved on request • Qlik Sense on-premises: No direct restriction 	Model size limitation: <ul style="list-style-type: none"> • Power BI Pro: 1 GB • Power BI Premium per user: 100 GB • Power BI Premium per Capacity: 400 GB
Data connectivity	Can be connected to any data source, including big data platforms such as Hadoop, AWS, MS Azure, etc.	Can be connected to any data source, especially MS-Azure and including big data platforms such as Hadoop, AWS etc.
Data storage	Data is kept in Qlik format (.qvd). In our use cases, data volumes played a subordinate role.	In Azure environments, data is partially held in cubes. A preliminary analysis of the data volume to be processed is recommended, as this affects price within the Microsoft BI stack.

More functions and properties on the following page →





Functions and properties		 Power BI
Administration and control of the application (agile governance)	<ul style="list-style-type: none"> • Self Service BI and Active Intelligence • Guided analysis • Customisation, management and design from any system • Full access for developers to all server logs to check how users are accessing the data. Alerts can be set up in the event of abnormal behaviour. 	<ul style="list-style-type: none"> • Self Service BI • Guided analysis • Customisation, management and design via Microsoft desktop PC • Access rights for IT administration partly via Microsoft 365, since Power BI is part of Microsoft 365.
Advanced analytics capabilities	<ul style="list-style-type: none"> • Execution of Python and R scripts centrally via Server Side Extension (SSE) • Availability of a wide variety of APIs and connectors • Availability of AI-based visualizations 	<ul style="list-style-type: none"> • Decentralised execution of Python and R scripts via Power BI Desktop • Availability of a wide variety of APIs and connectors • Availability of AI-based visualizations
Data filtering options	Comprehensive filter usage within an app is possible over several sheets	Filtering within sheets
User friendliness	High user-friendliness through intuitive usability, uncomplicated GUI, simple key figure generation and mobile self-service usability	High user-friendliness, as functions, optics and operation correspond to the Microsoft standard
Detailed information on technologies and functions	https://help.qlik.com/en-en/sense	https://docs.microsoft.com/en-us/power-bi/

4.

Strenghts



Helpful for evaluating which solution solution is best suited to the individual requirements and requirements of the company, it is also helpful to compare other individual individual strenghts of Qlik Sense and Power BI.

		 Power BI
	<ul style="list-style-type: none"> • SAP connection (SAP BW, ERP, HANA) through our own SAP connector and the SAP interfaces of third-party providers • IT-independent administrability • High user-friendliness • Basic model for SAP Order to Cash process available • Non-SAP system connections via a large number of official Qlik connectors or those of third-party providers • WEB connectors such as Facebook, Twitter and Sharepoint are included in the standard • Flexible expandability of dashboards through individual coding elements • Collaborative creation and operation • Very large Qlik community/support 	<ul style="list-style-type: none"> • Orientation towards Office 365 E5 and teams and seamless integration into existing SQL Server or Azure landscapes • High user-friendliness due to MS Office-like structure • Various visualisation options from the Power BI Community available free of charge via the Microsoft Marketplace • Options for migrating Microsoft Excel Power-Query and PowerPivot logics • Complete report functionality for mobile devices via the app variant • New functionalities are added every month • Growing community/support
CONCLUSION	High performance, wide range of functions as well as independent usability directly in the specialist department	Integration and acceptance advantages through embedding in the Microsoft ecosystem

5. The cost factor

Pricing is a key decision factor. However, this depends heavily on the individual prerequisites, needs and strategies. Companies should also ensure they compare the total cost of ownership and not just the acquisition costs:

- What are the software subscription and maintenance costs for the core product?
- How high are the costs for additional functions/interfaces?
- Are there flexible deployment options to meet individual needs?
- What are the costs for ongoing support, including IT, supplier management, implementation costs and professional services such as report development?
- What are the user training costs?
- What are the network, computer and storage costs?

For a conclusive price comparison it is important to compare the costs for an identically defined solution, taking into account any additional costs for must-have functions. The price models of the two solutions are actually not directly comparable: Qlik includes a wider scope of solutions. Furthermore, in the case of the Power BI Premium subscription a Power BI Professional licence is still required for each developer, which generates additional costs.

Price information can be requested from Informattec:

<https://www.informattec.com/en/contact-informattec>



„There is no general answer to whether Qlik Sense or Power BI is the better BI tool. Establishing a sustainable, data-driven corporate culture in the sense of Industry 4.0 requires not only appropriate information technology but also a combination of specialist and industrial knowledge and data literacy. Companies must invest more in building up their employees' data competencies in order for a digital transformation to succeed.“

Flávio Soares,
Head of Technology
& Solutions,
Member of the Executive Board
Partner





6. Good advice

Companies would be better off investing in expert BI advice than in a solution which may turn out to be suboptimal, particularly for more complex projects.

Increasing numbers of product-independent IT service providers specialising in analytics and reporting are becoming established on the market. They help customers to determine the requirements, select tools and, most importantly, in licensing, im-

plementation and application development. When looking for the right partner, companies should especially make sure that the IT service provider

- ✓ has in-depth technological knowledge of Qlik Sense and Power BI,
- ✓ is very familiar with the licensing models of the solutions in order to optimally advise customers on the most efficient licensing option,
- ✓ maintains partnerships with the producers of Qlik and Microsoft and thus has access to the latest developments,
- ✓ has demonstrable project experience (e.g. through reference reports) and
- ✓ ideally also has some profound industry expertise.



20+

Years of
Experience

200+

Satisfied
Clients

8000+

Licensed
Users



Junior mentality. Senior competence.

Convinced that every client is a privilege and every project is a joint development process with the client, Informattec takes on new challenges with curiosity and open-mindedness. This dynamic attitude leads to agility and continuous innovation, which surprise customers with rapid and goal-oriented solution implementations. Thanks to its wealth of experience, Informattec guarantees the professional implementation of projects and convinces through its ability to think deeply into individual customer processes. As a competitive protagonist in the German-Swiss BI environment, Informattec offers substantial added value with a lasting effect for successful corporate management.

„When asked whether Qlik Sense or Power BI is the better BI tool, our clear answer is: It depends! After all, the prerequisites, needs and expectations for BI software are as individual as the companies themselves. We encourage companies to look carefully before making a choice. We can help you with an expert eye on the essential individual company aspects and comprehensive technological and practical know-how about both tools.“

**Christian Fischer, Head of Sales,
Member of the Executive Board
Partner**

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