Leverage Google Services with Qlik

LEAD WITH DATA™ Qlik Q

Google® products and services are gaining traction as enterprise solutions. You can increase the value of your Google investments with Qlik®.

Whether you want to understand website traffic or manage storage of massive amounts of data, Google has a solution. Qlik make it easier to manage data and get deeper insights from the Google solutions you choose.

Qlik products can be quickly and seamlessly provisioned on the Google Cloud Platform, boosting capacity and productivity. It also gives your organization maximum flexibility in how you deploy solutions, letting your users easily combine on-premise information with cloud-based data sources. And built-in Qlik Sense® and QlikView® connectivity to a large and growing number of Google products and services helps improve decision making.

Customer Spotlight

Travis Perkins is a British builders' merchant and home improvement retailer based in Northhampton. It operates 1,900 outlets and has more than 27,000 employees in the U.K. and Ireland.

Travis Perkins plc

Challenge

- Many data silos make it difficult to quickly get to the single truth

Solution

- A single Google BigQuery™ repository and Qlik connectivity give both internal users and external suppliers fast access to the same information

Benefits

- Suppliers only access and analyze data relevant to them
- Deeper insights improve on-time delivery
- Company now tracks and optimizes staffing
- Business now track and targets pricing and customer rebates

> **Qlik helps us increase availability to make sure that we have the right stock, at the right place, at the right time. It also empowers our suppliers to make more of their own decisions as they now have this wealth of information at their fingertips. It allows the supplier to not only drive sales within its own organization but helps drive increased sales for Travis Perkins.**
>
> **- Christopher Dean, BI Business Architect**

Google Cloud Platform

Google BigQuery

Adopt the Qlik Connector for Google BigQuery to easily access Google's serverless, highly scalable, low-cost enterprise warehouse. Automate and optimize your Google BigQuery cloud data warehouse with Attunity Compose. Efficiently load and continuously update data using Attunity Replicate.
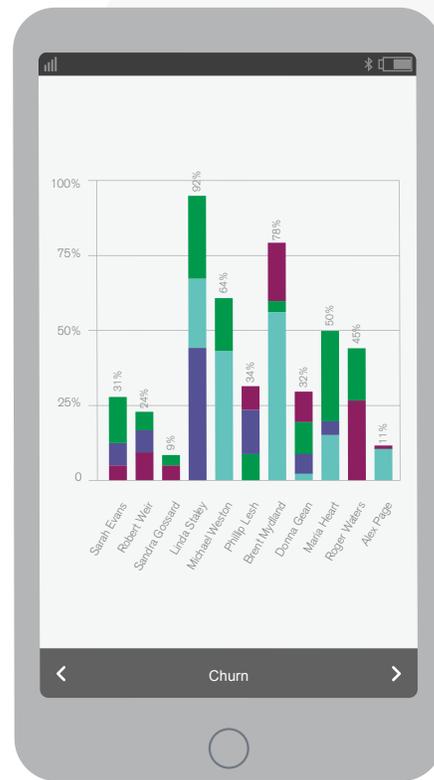
Google Compute Engine™

Quickly and easily install Qlik Sense and QlikView on the Google Infrastructure as a Service (IaaS) component. This use of Google Cloud Platform™ enables your users to launch virtual machines (VMs) on demand while giving IT the flexibility to scale as needed.

Cloud DataProc and Cloud Pub/Sub

Enhance and improve analytics-ready data sets for your Google DataProc data lake initiatives. Efficiently load and continuously update data into Google Pub-Sub.

Cloud SQL

Add the PostgreSQL and MySQL Qlik Connectors to access Google Cloud SQL, a fully-managed database service. Use Attunity Replicate and Attunity Compose to efficiently load and continuously update information including mainframe data.

Google Development Tools

Google Search Console

Deploy the Qlik Connector for Google Search Console which uses the Search Console APIs to access search-traffic data about your websites. This will give you a deeper understanding of clicks per page, click per country, and more.

Google Advertising Services

Google AdSense™

Adopt the Qlik Connector for AdSense which uses the Google AdSense API to access data about your Google AdSense performance. You'll get better information about your earnings, inventory, and ad clients.

Google AdWords™

Add the Qlik Connector for Google AdWords which uses the Google AdWords API to extract your advertising campaign information. Take your customers information or campaign statistics and load them into your Qlik Sense app for more detail. You can also use the Qlik connector for Google AdWords to build custom reports in AdWords Query Language (AWQL) that gather data from most AdWords API services for greater visibility.

Google Analytics™

Google Analytics comes with great dashboards, but it's often difficult to get a complete sense of what's going on, especially if you want to compare websites side by side. The Qlik Connector for Google Analytics gives you an effective way to understand visitor behavior across your websites. Simply feed a detailed stream of Web data into Qlik in a consistent and automated way. This gives you the freedom and flexibility to create key performance indicators (KPIs) that are important to your business while viewing all your website performance profiles in one place.

Google Ad Manager™

Choose the Google Ad Manager Connector from Qlik to easily extract report data about your advertising inventory as well as to track and monitor marketing campaign performance. The connector works the same way whether you have one or 100 campaigns.
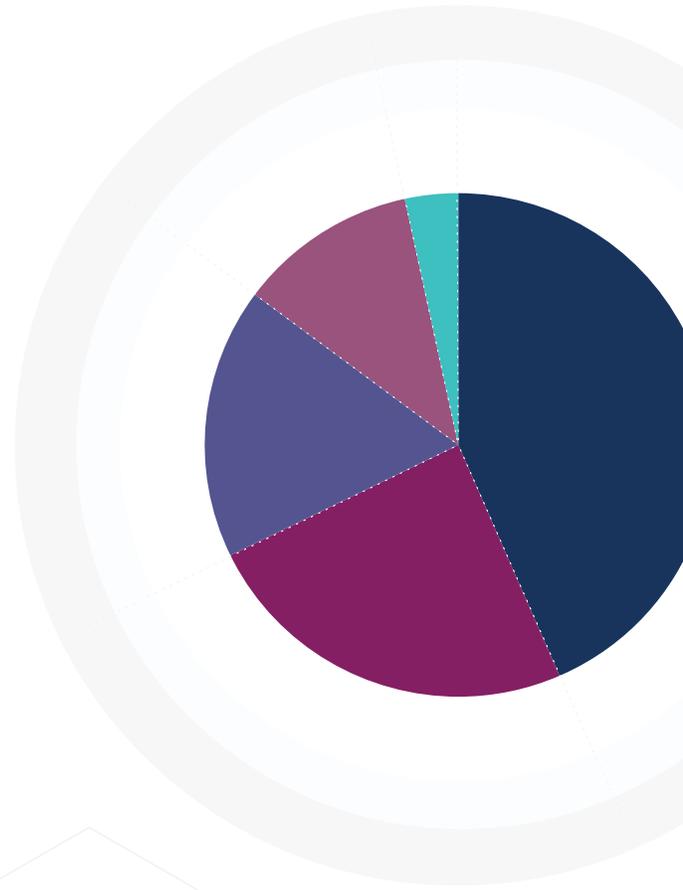
Google Communication and Publishing Tools

Google Calendar™

Deploy the Qlik Connector for Google Calendar which uses the Google Calendar API to fetch your schedule data. With calendars, events and event attendee details at your fingertips, you can be more organized and productive.

Google Drive™ & Google Sheets™

Choose the Qlik Connector for Google Drive and Spreadsheet to access your Google Drive data from a Qlik Sense or QlikView app. With the connector, you can update spreadsheets located on your Google Drive account with data exported from Qlik Sense and QlikView for complete data transparency.

About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products 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 48,000 customers around the world.
qlik.com