

User Reviews of

# QlikView and Tableau

A Peek Into What Real Users Think

September 2017

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# Overview

SOLUTION



QlikView



Tableau

**OVERVIEW**

QlikView is a Business Intelligence tool that allows you to keep tabs on all of your business-related information in a clean, clear, and easy to access database that is intuitive to build and simple to navigate. It is ideal for business owners who wish to improve overall output by creating the most productive system possible.

Tableau is an enterprise analytics platform that enables your organization to explore trusted data in a secure and scalable environment. It gives people access to intuitive visual analytics, interactive dashboards, and limitless ad-hoc analyses that reveal hidden opportunities and eureka moments alike. Get the security, governance, and management you require to confidently integrate Tableau into your business—on-premises or in the cloud—and deliver the power of true self-service analytics at...

**SAMPLE CUSTOMERS**

Canon, Gatorade, Amcor, Panasonic, Fila, Cambridge University Hospitals, Global Retail Bank, North Yorkshire Police department, Lanoo Group Publishers, and AonGroep Nederland.

Accenture, Adobe, Amazon.com, Bank of America, Charles Schwab Corp, Citigroup, Coca-Cola Company, Cornell University, Dell, Deloitte, Duke University, eBay, Exxon Mobil, Fannie Mae, Ferrari, French Red Cross...

**TOP COMPARISONS**

**Tableau vs. QlikView**  
Compared 11% of the time

**Microsoft BI vs. QlikView**  
Compared 8% of the time

**Oracle OBIEE vs. QlikView**  
Compared 6% of the time

**SAS Visual Analytics vs. Tableau**  
Compared 10% of the time

**Microsoft BI vs. Tableau**  
Compared 8% of the time

**QlikView vs. Tableau**  
Compared 7% of the time

**TOP INDUSTRIES, BASED ON REVIEWERS\***

Media Company ... 6%  
Transportation Company ... 6%  
Manufacturing Company ... 8%  
Financial Services Firm ... 19%

Comms Service Provider ... 6%  
Healthcare Company ... 7%  
Manufacturing Company ... 7%  
Financial Services Firm ... 18%

**TOP INDUSTRIES, BASED ON COMPANIES READING REVIEWS\***

Software R&D Company ... 5%  
Insurance Company ... 7%  
Manufacturing Company ... 8%  
Financial Services Firm ... 18%

Insurance Company ... 9%  
Healthcare Company ... 10%  
University ... 10%  
Financial Services Firm ... 13%

**COMPANY SIZE, BASED ON REVIEWERS\***

1-200 Employees ... 20%  
201-1000 Employees ... 25%  
1001+ ... 55%

1-200 Employees ... 16%  
201-1000 Employees ... 25%  
1001+ ... 58%

**COMPANY SIZE, BASED ON COMPANIES READING REVIEWS\***

1-200 Employees ... 38%  
201-1000 Employees ... 24%  
1001+ ... 38%

1-200 Employees ... 22%  
201-1000 Employees ... 24%  
1001+ ... 54%

\* Data is based on the aggregate profiles of IT Central Station Users researching this solution.

# Top Reviews by Topic

SOLUTION



QlikView



Tableau

VALUABLE FEATURES



Jhornber

1. QlikView Scripting - Takes some time to learn, but it is very powerful. Not as a total ETL replacement tool necessarily, but as a supplement to load and join data sources, perform additional transformations, add supplemental inline tables, and even at times, output a final .txt/.csv for consumption by other tools (even Tableau!). I've combined as many as a half dozen data sources including data from multiple SQL Data Marts, Teradata Data Marts, Source System DBs, XLS, CSV, and Google Big Query... [\[Full Review\]](#)



AyodeleMakun

E.T.L – The Extract, Transform and Loading capabilities of QlikView make it a highly sophisticated self-service business intelligence tool for developers and analysts who desire much more advanced handling of dirty or unconsolidated data. QlikView scripting language has numerous transformation functions. [\[Full Review\]](#)



BIDeveloper896

\* ETL functionality is hugely important, as data rarely are provided smooth and clean, even when the assumption is it has been cleaned beforehand. Plus, usually in BI, we need to create custom groupings, and being able to do that in script ad-hoc is very helpful \* Scripting for loads, with lots of functions, and insert script possibilities all provide extremely good flexibility for development.- Overall flexibility and ease of development is great for ad-hoc quick fixes, quick workarounds, which... [\[Full Review\]](#)



Yali Pollak

\* Drag and drop: It's easy for beginners to use Tableau as it's very intuitive and simple to create insights. \* Quick table calculations: There are some best-practice shortcuts for tables, which means Tableau can be implemented very quickly. \* Data Connectors: Tableau has many different connectors for different databases. It's very easy to connect to MySQL, SQL Server, Amazon EMR, Presto, Redshift, BigQuery, and so on. Just name it and they have the connector; the work they do is very impressive... [\[Full Review\]](#)



Gareth Crawshaw

Extraordinary ease of use, easier to use than any competitor product I've used in 15 years or so I've worked on MI/BI ( <https://www.itcentralstation.com/categories/business-intelligence-tools> ). Since I originally wrote this, I have found the mapping on Tableau has been extremely useful and easy to use, particularly that it includes very good geocoding for the UK. In terms of the UK, the support and community here is also exceptional and I know that I don't have to trawl through sites endlessly ... [\[Full Review\]](#)



Larry Keller

I have been using Tableau since 2006; 3.5 years as an employee of Tableau Software and 7 years as a trainer/consultant. The more robust features include improved geo-encoding. Shape content is a big winner, as is cluster analysis. Cross-DB joins are helpful, as well. A huge improvement is the ability to render DV to any device from phone to PC. [\[Full Review\]](#)

# Top Reviews by Topic

SOLUTION



QlikView



Tableau

IMPROVEMENTS TO MY ORGANIZATION



Jhornber

We have gradually reduced laborious manual reporting in Business Units and "spreadmarts". We now have some executive using QV dashboards in weekly review meetings, in place of spreadsheets and PowerPoints. While it does take some time and IT involvement to initially develop and deploy a solution, the payback is immediate. In one particular case we were able to eliminate a days worth of manual work with a QlikView solution that required a few days of development effort. We also previously had no ... [\[Full Review\]](#)



AyodeleMakun

As a consultant for my organization using Qlik to design management dashboards, analysis and ad-hoc reports I have seen the way it has helped many of our clients get the desired reports and analysis for their stakeholders and top directors which would normally take time and difficulty to get. [\[Full Review\]](#)



BIDeveloper896

With QV, literally all departments across the company have started "owning" data in terms of getting hands on data, knowledge about data, how it is built up, and the ability to slice and dice, add, expand, or decrease the size or granularity of their own reports. This in turn has in general decreased the "fear" of touching applications on computer. With backups maintained by IT, people are given more freedom to try and change applications themselves. [\[Full Review\]](#)



Yali Pollak

Three years ago, Viber didn't have any visualization tool to present its massive data inside the company. One month after implementing Tableau, inside Viber we were able to understand much better the business, opportunities and technical problems. [\[Full Review\]](#)



Jonathan Friesen

I'm able to prototype charts/dashboards in hours vs days or weeks with other tools (mainly Excel). Doesn't require me to think about the level of aggregation that I'm going to need as it deals with large data sets. Blends disparate datasets together which is awesome for plan vs actual reports where the data is a two different levels of granularity. [\[Full Review\]](#)



Larry Keller

As a training organization, the subject of improving organization functions is somewhat opaque. The overall view is that we see software as a service as the big win for any client. Note well: To truly realize organizational change, top management must embrace the use of Tableau. [\[Full Review\]](#)

# Top Reviews by Topic

SOLUTION



QlikView



Tableau

ROOM FOR IMPROVEMENT



Jhornber

No out of the box mapping capabilities (Extensions/Plugins available). No auto-scale for different display resolutions/dimensions, but the trade-off here is the much greater design flexibility than one gets with a Grid based product. Would like to see a few more visualizations available out of the box (e.g Bullet Graph) Very rudimentary report creation and PDF capabilities No scheduling or distribution without Publisher product. [\[Full Review\]](#)



Yali Pollak

Data science: Tableau lacks machine learning algorithms that you can implement using R, SPSS Modeler, and Python. It has clustering and time-series forecasting abilities which are helpful, but adding machine learning capabilities like decision trees, CHAID analysis and K-means would make this product perfect! Tableau has a connector to R; you can use the ML algorithms there and visualize it back in the Tableau. [\[Full Review\]](#)



AyodeleMakun

The user interface and ease of use takes a bit of a learning curve to pick up. There is no drag and drop functionality at the development stage unlike its other contemporaries though. Maybe QlikSense could handle that area. [\[Full Review\]](#)



Gareth Crawshaw

Expansion of number of visualisations, as well as potential for straight to dashboard function, rather than design individual visualisation – these are, however, genuinely not priority to amend. Having used another software for a reasonable period of time, I wonder about the chances of incorporating other languages, such as d3.js in future releases (NB I'm still using 8.3) [\[Full Review\]](#)



BIDeveloper896

Regex. Cleaning out data during script regex could be really handy. Otherwise, I am having a hard time thinking of any other areas with room for improvement. [\[Full Review\]](#)



Oscar Barrientos | ITIL V3, SAP BO

Tableau lacks a lot of ETL capabilities. Of course, it's not the core of the product but it is the best tool for data discovery and really needs an ETL or data quality module inside of the suite. Enterprises have to use another tool (such as Alteryx, IBM DataStage or Talend Studio) in order to support some business needs. But this entails additional cost, maintenance, resources, etc. Tableau will add a lot of capabilities for data blending, joins between different data source, etc., in its next ... [\[Full Review\]](#)

# Vendor Directory

<b>7Park Data</b>	7Park Data
<b>OpenText</b>	Actuate e.Report
<b>adjust</b>	adjust BI
<b>Alteryx</b>	Alteryx
<b>Amazon</b>	Amazon QuickSight
<b>Continuum Analytics</b>	Anaconda
<b>Anodot</b>	Anodot
<b>Atigeo</b>	Atigeo xPatterns
<b>Ayasdi</b>	Ayasdi
<b>BellaDati</b>	BellaDati
<b>BIME Analytics</b>	BIME Analytics
<b>Birst</b>	Birst
<b>Bitam</b>	Bitam Artus
<b>BOARD International</b>	BOARD
<b>Bottlenose</b>	Bottlenose
<b>CARTO</b>	CARTO Builder
<b>CARTO</b>	CARTO Engine
<b>Chartio</b>	Chartio
<b>ClearStory Data</b>	ClearStory Data
<b>ClicData</b>	ClicData
<b>CognitiveScale</b>	CognitiveScale
<b>Microsoft</b>	Cortana Intelligence Suite
<b>DataBricks</b>	DataBricks
<b>DataHero</b>	DataHero
<b>Progress</b>	DataRPM
<b>DataScience</b>	DataScience
<b>Decisyon</b>	Decisyon
<b>Domo</b>	Domo
<b>Dundas</b>	Dundas BI
<b>eMite</b>	eMite
<b>Entrinsik</b>	Entrinsik Informer

<b>Altair</b>	EnvisionBI
<b>GoodData</b>	GoodData
<b>Google</b>	Google Data Studio
<b>IBM</b>	IBM Cognos
<b>IBM</b>	IBM Cognos Express
<b>IBM</b>	IBM Cognos TM1
<b>IBM</b>	IBM Watson Analytics
<b>icCube</b>	icCube
<b>InetSoft</b>	InetSoft Style Intelligence
<b>Information Builders</b>	Information Builders WebFOCUS
<b>Insightsquared</b>	InsightSquared
<b>Interana</b>	Interana
<b>iVEDiX</b>	iVEDiX
<b>Izenda</b>	Izenda
<b>Jinfont Software</b>	Jinfont JReport
<b>Klipfolio</b>	Klipfolio
<b>Kofax</b>	Kofax Insight
<b>Lavastorm</b>	Lavastorm
<b>Logi Analytics</b>	Logi Analytics
<b>Longview</b>	Longview Analytics
<b>Looker</b>	Looker
<b>MAANA</b>	MAANA
<b>Magnitude Software</b>	Magnitude Noetix
<b>Matillion</b>	Matillion BI
<b>Microsoft</b>	Microsoft BI
<b>MicroStrategy</b>	MicroStrategy
<b>Mode</b>	Mode
<b>OpenText</b>	OpenText Analytics
<b>Opera Solutions</b>	Opera Solutions
<b>Oracle</b>	Oracle Analytics Cloud Service
<b>Oracle</b>	Oracle Business Intelligence Cloud Service

# Vendor Directory

<b>Oracle</b>	Oracle Data Visualization
<b>Oracle</b>	Oracle DataRaker
<b>Oracle</b>	Oracle Essbase
<b>Oracle</b>	Oracle Essbase Cloud Service
<b>Oracle</b>	Oracle OBIEE
<b>Panorama Software</b>	Panorama Necto
<b>Pentaho</b>	Pentaho
<b>Periscope Data</b>	Periscope Data
<b>Workday</b>	Platfora
<b>Pyramid Analytics</b>	Pyramid Analytics
<b>Qlik</b>	Qlik Sense
<b>Qlik</b>	QlikView
<b>Rocket Software</b>	Rocket Software Rocket Discover
<b>Rosslyn Analytics</b>	Rosslyn Analytics
<b>Salesforce</b>	Salesforce Analytics Cloud Smart Data Discovery
<b>Salesforce</b>	Salesforce Wave Analytics
<b>Salient Management Company</b>	Salient Management Company Salient

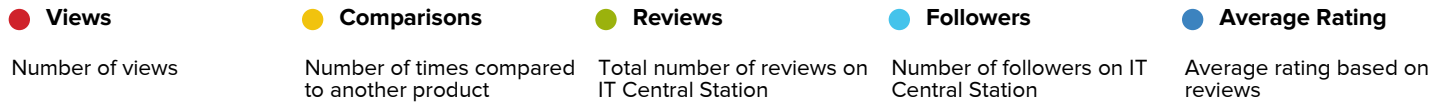
<b>SAP</b>	SAP Analytics Cloud
<b>SAP</b>	SAP Business Objects
<b>SAP</b>	SAP BusinessObjects Roambi
<b>SAS</b>	SAS Visual Analytics
<b>Sisense</b>	Sisense
<b>SpagoBI</b>	SpagoBI
<b>Tableau</b>	Tableau
<b>Target</b>	Target BI Suite
<b>Teradata</b>	Teradata Data Lab
<b>ThingWorx</b>	ThingWorx Analytics
<b>ThoughtSpot</b>	ThoughtSpot
<b>TIBCO</b>	TIBCO Spotfire
<b>Truedash</b>	Truedash
<b>Verix</b>	Verix
<b>Viewics</b>	Viewics
<b>Wizdee</b>	Wizdee
<b>XLCubed</b>	XLCubed
<b>Yellowfin</b>	Yellowfin
<b>Zendesk</b>	Zendesk Explore
<b>Zoho</b>	Zoho Reports



# Top Business Intelligence Tools Vendors, Weighted

Over professionals have used IT Central Station research. Here are the top vendors based on product reviews, ratings, and comparisons. All reviews and ratings are from real users, validated by our triple authentication process.

## Chart Key



## Bar length

The total ranking of a product (i.e. bar length) is based on a weighted aggregate ranking of that product's Views (weighting factor = 17.5%), Comparisons (17.5%), Reviews (17.5%), Followers (17.5%), and Average Rating (30%). Reviews and ratings by resellers are excluded from the rankings. For each ranking factor, the score (i.e. bar segment length) is calculated as a product of the weighting factor and its position for that ranking factor. For example, if a product has 80% of the number of reviews compared to the product with the most reviews in its category, then the product's bar length for reviews would be 17.5% (weighting factor) \* 80%.

### 1 Tableau



### 2 QlikView



### 3 Oracle OBIEE



### 4 Microsoft BI



### 5 IBM Cognos



## 6 MicroStrategy



34,649 views 16,869 comparisons 51 reviews 2,432 followers 7.9 average rating

## 7 SAP Business Objects



44,073 views 24,229 comparisons 26 reviews 2,324 followers 8.0 average rating

## 8 Pentaho



44,187 views 25,559 comparisons 17 reviews 2,269 followers 7.9 average rating

## 9 SAS Visual Analytics



35,901 views 25,027 comparisons 8 reviews 3,305 followers 7.7 average rating

## 10 TIBCO Spotfire



18,334 views 7,933 comparisons 40 reviews 1,916 followers 8.4 average rating

## Top 5 Solutions by Ranking Factor

### Views

	<b>SOLUTION</b>	<b>VIEWS</b>
1	Tableau	145,649
2	QlikView	75,488
3	Microsoft BI	72,445
4	Oracle OBIEE	63,611
5	Pentaho	44,187

### Reviews

	<b>SOLUTION</b>	<b>REVIEWS</b>
1	Tableau	108
2	QlikView	76
3	IBM Cognos	62
4	Oracle OBIEE	58
5	MicroStrategy	51

### Followers

	<b>SOLUTION</b>	<b>FOLLOWERS</b>
1	Tableau	5,571
2	QlikView	5,288
3	Microsoft BI	4,854
4	Oracle OBIEE	4,581
5	Birst	3,843

## About this report

This report is comprised of a list of enterprise level vendors. We have also included several real user reviews posted on ITCentralStation.com. The reviewers of these products have been validated as real users based on their LinkedIn profiles to ensure that they provide reliable opinions and not those of product vendors.

## About IT Central Station

The Internet has completely changed the way we make buying decisions. We now use ratings and review sites to see what other real users think before we buy electronics, book a hotel, visit a doctor or choose a restaurant. But in the world of enterprise technology, most of the information online and in your inbox comes from vendors but what you really want is objective information from other users.

We created IT Central Station to provide technology professionals like you with a community platform to share information about enterprise software, applications, hardware and services.

We commit to offering user-contributed information that is valuable, objective and relevant. We protect your privacy by providing an environment where you can post anonymously and freely express your views. As a result, the community becomes a valuable resource, ensuring you get access to the right information and connect to the right people, whenever you need it.

IT Central Station helps tech professionals by providing:

- A list of enterprise level vendors
- A sample of real user reviews from tech professionals
- Specific information to help you choose the best vendor for your needs

Use IT Central Station to:

- Read and post reviews of vendors and products
- Request or share information about functionality, quality, and pricing
- Contact real users with relevant product experience
- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendors

### IT Central Station

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