

Expand your Qlik® and Hadoop business

Team up with the next leader in Big Data Analytics solutions

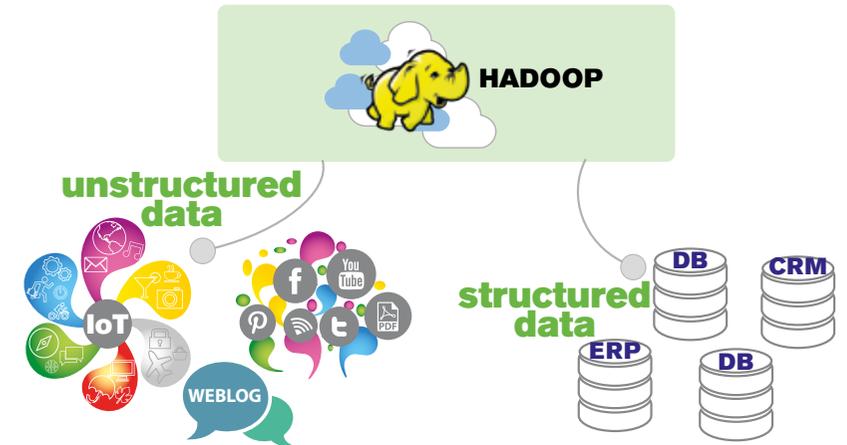
The Value of doolyk - Thanks to doolyk it is possible to take advantage of your easy-to-use QlikView® and Qlik Sense® applications to analyze Big Data, both structured and unstructured. With Hadoop you can manage all Big Data V's: not only Volume, but also Velocity and Variety. With doolyk, you can integrate internal and structured data with unstructured data, elaborated with Hadoop, directly from your Qlik® applications. Through doolyk you can add another important V: Value.

doolyk is the first and unique NOSQL connector that integrates Qlik® and Hadoop, validated by Qlik® with Technology Partnership.

How does it work? - doolyk can build QlikView® and Qlik Sense® applications with aggregated data and all necessary KPI while single detail will be browsed in a linear table and some aggregation functions can be run "on the fly" within Qlik® on Hadoop.

In doolyk users can visualize data on charts too. Through doolyk it is possible to explore semi-structured and unstructured data: all data can be explored, even if not in the Qlik® model, on Hadoop.

doolyk is a graphical extension for QlikView® or Qlik Sense® dedicated NOSQL connector for Hadoop highly indexed repository on Hadoop (SDR)



doolyk's advantages



Creates very «light» QlikView® and Qlik Sense® models



Enables QlikView® and Qlik Sense® business users to do data discovery on Hadoop



Enables QlikView® and Qlik Sense® business users to analyse unstructured data together with structured ones



Enables QlikView® and Qlik Sense® business users to analyze realtime data



Solves Hadoop's concurrency issues thus not limiting its use to few «Data Scientists»



Solves Hadoop's latency issues, unacceptable for QlikView® and Qlik Sense® users

doolyk is an extension object for easily accessing Hadoop data with QlikView® or Qlik Sense®. doolyk **does not load data in memory** and **solves Hadoop's latency and concurrency** issues.

More value from your data

With doolyk you can get the Qlik® data discovery experience with the power of Hadoop's Big Data Platform. doolyk helps you to obtain VALUE from the four V's of Big Data.



Volume

Scale of Data - Often seen as the only issue to solve when talking about Big Data, volume is the most evident of the problems organizations are going to face. The challenge is to be able to analyze terabytes of data at maximum detail level and to be able to discover new insights. The following step will be to use these informations to go beyond classical BI analyses and to do Advanced Analytics, applying predictive algorithms.



Variety

Different nature of data - Variety refers either to different kind of sources or sources whose structure evolves over time . That might be weblog files, CRM systems, pdf documents, e-mails, social media data, video uploads or feeds and much more.



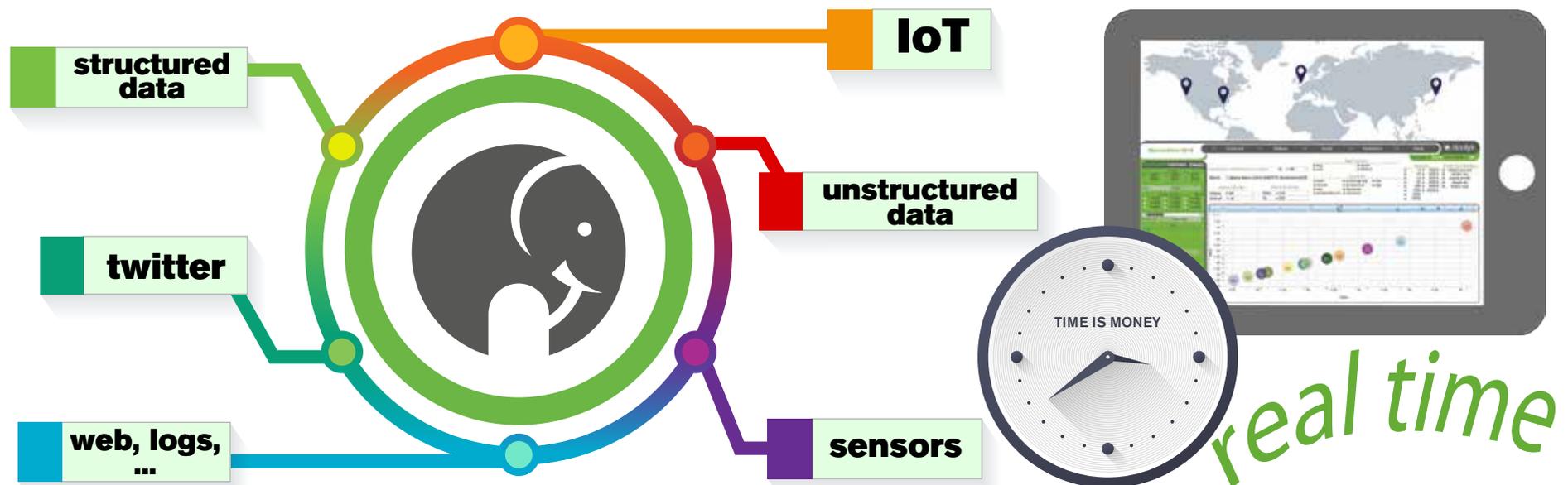
Veracity

Data quality - To be able to trust your data, especially if it's Big Data is a key point, thus the need to have processes and algorithms that ensures data quality. De-duplication, avoiding null values, detecting and remediating to missing information on the fly through data enrichment, advanced data cleansing techniques are all part of this.



Velocity

Real Time data - Velocity means having to deal with data coming in as a stream or data you'd like to analyze in real time, without having to wait for the reload times typical of the classical BI Architectures. Examples are Internet of Things/Sensor Data, Call Detail Records (CDR), tweets, etc...



Use cases

For customers analytics

With doolyk you can analyze every “touch point” that prospects or customers have with the organization such as social channels, marketing activities on CRM, promos redemption, use of loyalty channels in order:

- Increase customers acquisition
- Reduce churn
- Increase revenue per customer
- Improve existing products

For operations analytics

- Preventive Maintenance
- Industrial monitoring and optimization
- Supply chain efficiency
- IT operation analytics
- Network planning and optimization

With doolyk you have the opportunity to perform analytics on production and linternet of Things/Sensor data, allowing for Preventive Maintenance, for example to be able to act promptly in case of failure, saving money and time. Receiving information on warehouse stocks and scheduled deliveries, allows to optimize the logistics chain and reduce storage costs.

For new products and services

- Integrated analytics
- Data-driven new products
- Data-improved service offerings

doolyk analyzes “on the field” how products operate or are used, thus giving precious information for the R&D department about the more/less used functionalities, applications to develop, functions to improve. doolyk give real time information about operating parameters of products in use by customer, allowing for a customized offering.

For fraud detection

- To increase the security levels
- To reduce the fraud risks
- To improve the services

With doolyk you can get customer anomalous behavior alert, to preserve him from fraud and to guarantee an optimal customer care/assistance service.

doolyk - Who we are

A new Company with a BIG Experience

doolyk team is the biggest competence center in Qlik® solutions and Hadoop integration. doolyk company is Elite Solution Provider and Technology Partner of Qlik®.

Angelo Khatib - Product Manager & CoFounder

Angelo has a long-time experience in the Big Data/Hadoop technological projects realization. In the last years he developed several software in Big Data area and integration between Business Intelligence and Hadoop.

He collaborated with the greatest BI Vendors (Business Object, SAS, ect...) and he has been Pre-Sales Director at QlikView® Italy for several years.

Angelo collaborates with the major players of Big Data solutions in the European and international market.

Enrico Gasparoni - Sales Manager

Enrico works on Data Warehouse and Business Intelligence projects from more than 20 years. He has been Project Manager and Team Leader at Deloitte & Touche in Italy, for the Business Unit dedicated to Business Intelligence solutions.

He has got a strong knowhow on Qlik® international projects.

Enrico is co-founder and sales director at Nevis, the first Qlik® partner in Italy for volume of business.

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