

Qlik® and Google

Increasing the value of your Google investments

Today, almost every organization is using multiple Google services. From analyzing website traffic to managing the storage of massive amounts of data, Google offers a wide variety of tools and services.

From Google's Cloud Platform to specific advertising services, Qlik works with the entire range of Google solutions to help organizations, both large and small, take full advantage of Google's capabilities. Qlik Sense and QlikView offer built-in connectivity to a large and growing number of Google products and services. Qlik products can also be quickly and seamlessly provisioned on a Google Cloud Platform cluster to take full advantage of Google's cloud computing capacity.

All of this helps customers enable better decision making by giving organizations maximum flexibility in deploying their solutions and allowing users to easily combine on-premise information with cloud-based data sources.



Google Cloud Platform

Google BigQuery

The Qlik Google BigQuery connector allows you to easily access Google's serverless, highly scalable, low cost enterprise data warehouse.

Google Compute Engine

Qlik Sense and QlikView can be quickly and easily installed on Google's Infrastructure as a Service (IaaS) component of the Google Cloud Platform. This enables users to launch virtual machines (VMs) on demand while giving IT the flexibility to scale as needed.

Cloud SQL

Qlik's PostgreSQL and MySQL connectors allow you to access Google's Cloud SQL, a fully-managed database service that allows you to maintain, manage, and administer your relational databases in the cloud.

Google Development tools

Google Search Console

The Qlik Google Search Console connector uses the Search Console APIs to access search-traffic data about your websites, such as clicks per page or clicks per country.

Google Advertising Services

Google AdSense

The Qlik AdSense connector uses the Google AdSense API to access data about your Google AdSense earnings, inventory, and ad clients.

Google AdWords

The Qlik Google AdWords connector uses the Google AdWords API to extract your advertising campaign information, such as customer information or campaign statistics, and load that data into your Qlik Sense app. You can also use the Google AdWords Connector to build custom reports using AdWords Query Language (AWQL) to gather data from most AdWords API services.

Google Analytics

Google Analytics comes with great dashboards, but it is often difficult to get a complete sense of what's going on, especially when you want to compare websites side-by-side. The Qlik Google Analytics Connector is an effective way of understanding visitor behavior across your websites by feeding into Qlik a detailed stream of Web data, in a consistent and automated manner. It gives you the freedom and flexibility to create the KPIs that are important to you, and view all your website performance profiles in one place.

Google DoubleClick For Publishers (DFP)

The Google DoubleClick for Publishers connector allows you to extract report data on your advertising inventory and to track and monitor the performance of your marketing campaigns.

Google communication and publishing tools

Google Calendar

The Qlik Google Calendar connector uses Google's Calendar API to fetch your schedule data, such as calendars, events, and event attendees.

Google Drive & Sheets

The Qlik Google Drive and Spreadsheet connector allows you to access your Google Drive data from a Qlik Sense or QlikView app. The connector also allows you to update spreadsheets that are located on your Google Drive account with data that is exported from Qlik Sense and QlikView.

Example Customer

Travis Perkins ^{plc}

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

Challenge

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

Solution

- A single Google BigQuery repository that allows both internal users and external suppliers to quickly access the same information

Benefits

- Enable suppliers to only access and analyze data that is relevant to them
- Leverage insights to quickly improve on-time delivery.
- Track and optimize staffing.
- Track and target 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 finger-tips. It allows the supplier to not only drive sales within their own organization, but helps drive increased sales for Travis-Perkins.”

*Christopher Dean
BI Business Architect*



150 N. Radnor Chester Road
Suite E120
Radnor, PA 19087
Phone: +1 (888) 828-9768
Fax: +1 (610) 975-5987

qlik.com

