

# expressor for QlikView



**EX**pressor®

## expressor for QlikView

*Empowering business users to easily leverage any data sources and formats within QlikView*

In today's business environment, employees at all levels of the organization must be able analyze data to drive innovative decisions that push the business forward. expressor software and QlikView have teamed up to provide a dramatically simplified approach to data management and discovery that puts business users in control of all of the data, so they can gain new insights and make more informed decisions – *using more of the data* - faster and more easily than ever before.

QlikView is successfully pioneering self-service Business Intelligence – enabling more than 22000 customers in over 100 countries worldwide to visualize and interact with data to find new answers to questions and identify hidden trends in the data. As a result, QlikView users report an industry-leading 96% satisfaction rate.

In much the same way, expressor software is simplifying the traditionally complex task of data integration and ETL. expressor is the only data integration software that makes it easy for business users to graphically visualize, map, transform and move data from any application, database or file into QlikView - without requiring complex coding or scripting.

The seamless integration of QlikView and expressor provides business users with rich functionality, flexibility, and power to manipulate, visualize and analyze data that was previously only available to dedicated developers using expensive and complex data management and BI technologies.

## expressor for QlikView lets you...

- Easily connect QlikView applications to files, operational systems, and databases to standardize QlikView applications and ensure they always reflect the most recent data.
- Combine data from multiple sources into a single QlikView data files (QVX).

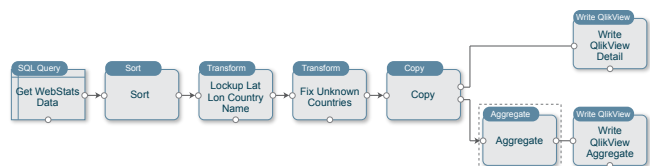
- Apply sophisticated transformations to your data to prepare it for analysis.
- Cleanse, validate, and de-duplicate your source data for improved accuracy.
- Extract data from your Qlikview applications – such as applying filtering criteria to extract just the data you need – into files or other applications.



## How it Works

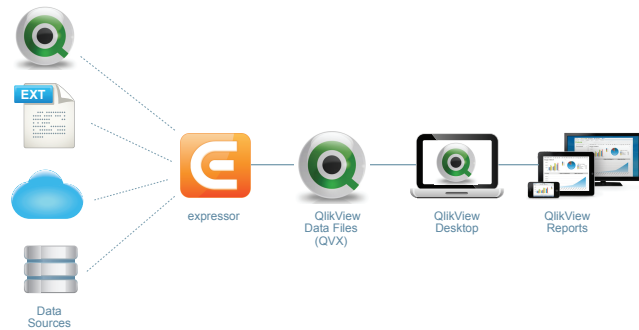
At the core of expressor for QlikView is expressor Studio, a simplified, powerful, and affordable data integration technology that provides seamless connectivity with QlikView and many other applications and data stores including Microsoft Excel, Salesforce.com, MySQL, Oracle, SQL Server, CSV files, text files, and more.

expressor for QlikView leverages the native QlikView data file (QVX) format and the QlikView Custom Connector interface to seamlessly pass data between expressor and QlikView. expressor's intuitive user interface lets you graphically navigate all of the data objects in your source systems, as well as the data within your QlikView applications.



expressor's powerful, out-of-the-box capabilities make it easy for business users to apply transformations to the data; to combine data from multiple systems including on-premises and cloud-based sources; to cleanse data by removing duplicates and obsolete data records, validating data fields for zip codes, email addresses and phone numbers to increase accuracy; and to perform many

other actions on the data to prepare it for analysis with QlikView. expressor for QlikView allows all transformation and business logic to be captured within expressor thereby enabling end-to-end metadata lineage between source data and QlikView.

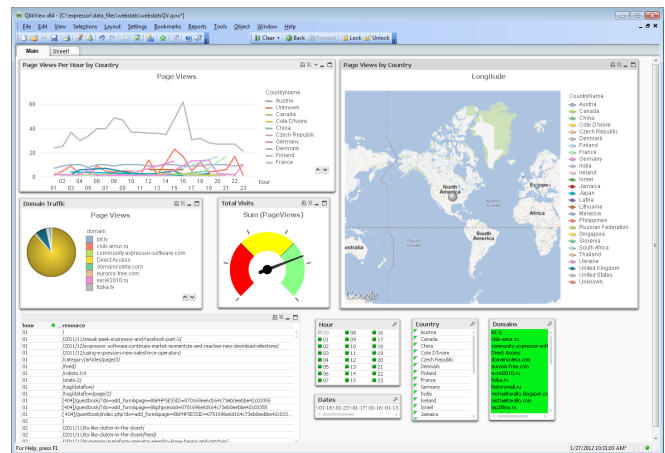
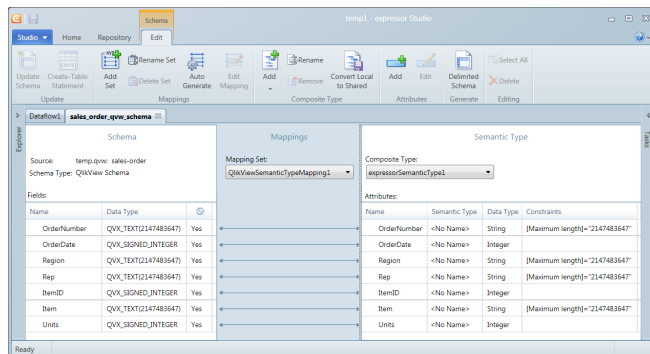


Once the mappings and transformations are modeled, they are automatically applied every time you load new data into QlikView, promoting standardization and automation, increasing productivity, and eliminating errors.

Finally, the native integration between QlikView and expressor is bi-directional; which means that extracting the data from your QlikView applications for use in your other applications is just as powerful and simple.

## expressor for QlikView: Key Features

**Ease of Use.** Just as QlikView brings the power of BI to business users, expressor is built from the ground up to bring the power of *data integration* to business users. expressor provides a familiar user interface with a Microsoft Office-like look and feel, offers drag and drop configuration, and uses simplified graphical tools for defining reusable data mappings and business rules.



**Data Lineage and Impact Analysis Support.** The expressor Semantic Framework allows QlikView customers to define a common definition and vocabulary for all of their data sources including QlikView data files. This information is stored in the expressor repository as reusable metadata, which serves as the foundation for generating data lineage and impact analysis reports, providing users with a holistic and consistent view of their data.

## Unique Business Rule Abstraction and Reuse.

With expressor, QlikView customers are able to separate business logic out of QlikView data files to improve data governance and data consistency. Business logic can be defined as reusable business rules that can be applied to individual metadata attributes, further enhancing data. The ability to store metadata and apply reusable rules to this metadata also promotes clear separation of concerns as well as team collaboration among QlikView users, translating into faster time-to-value.

**Powerful Connectivity.** expressor is seamlessly integrated with QlikView and with all major database systems, file-based sources, and on-premises and cloud-based applications to make it fast and simple to include more of your data within your QlikView applications.

**Rich Transformations.** expressor offers powerful, out-of-the-box transformation capabilities for virtually any type of transformation including aggregations, joins, lookups, and complex filters. Each transformation operator is optimized for performance and can simultaneously support several types of

transformation rules ranging from simple Microsoft Excel-like expressions to complex database lookups and scripting functions, enabling you to get more insight from your QlikView applications.

**Simplified Data Mappings.** expressor simplifies the traditionally highly complex data mapping process. Data schemas that correspond to your existing sources and targets are automatically created in expressor, and the source and target datasets are automatically mapped to business data objects. Any data type discrepancies are *automatically* reconciled during execution. The result is a dramatically simplified approach to creating, executing, and reusing applications that transform and load data into your QlikView applications.

## Community Center Support

You can access online support by visiting [www.expressorCommunity.com](http://www.expressorCommunity.com) and logging into the expressor Community Center, a vibrant online resource. Within the Community Center you can review blogs, forums, tutorials, a knowledge base, and online documentation—and you can benefit from free community support offered by expressor software personnel and the growing community of expressor Studio users.

## expressor Support

We strive to make expressor the easiest and most intuitive data integration software on the market, yet specific application requirements can still present challenges. So, expressor Support not only provides assistance with unexpected issues encountered

during installation or usage, but also offers guidance on specific concerns and questions related to your application or expressor implementation.

## About expressor software

At expressor software, we're simplifying data integration by providing software that is easy to use, powerful, and affordable—enabling organizations to accomplish more with fewer resources. We dramatically simplify the vast majority of basic data integration tasks—making it far easier to map and move data from one location to another. And, when data integration becomes more complicated—requiring various types of data transformations—we help make data integration and ETL projects more flexible and efficient by enabling the creation and subsequent reuse of powerful artifacts, configurations, and business rules. This means that when a complex business data challenge is solved once, the solution can be reused.

expressor has a rapidly growing community of over 15,000 unique expressor Studio download users. Leading organizations such as Skechers, American Tower, BHI Energy, Viverae, Western World, LABVANTAGE, and ClickRSVP have adopted expressor's affordable data integration platform for server deployment to help them integrate on-premises and cloud data sources with their business critical applications.

expressor software is headquartered in Burlington, MA. For more information, please visit our website at [www.expressor-software.com](http://www.expressor-software.com).



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