



Leading QlikTech partner, Differentia Consulting, signs reseller agreement with Actian to help enterprise companies tame big data analytics with Actian Vectorwise

QlikView solution provider signs as Actian reseller to help QlikView customers benefit from QlikView Direct Discovery functionality with Actian Vectorwise

London, U.K., 4th February 2013 - [Actian Corp.](#) ("Actian"), a leader in next generation big data management, today announced that [Differentia Consulting](#) has signed a reseller agreement with the company to offer enterprises the benefits of [Actian Vectorwise](#), the innovative, record-breaking analytic database for big data.

Active since 2002, Differentia Consulting provides consulting, solutions, resourcing, support and training services to its clients and is a leading QlikView Solution Provider in Europe. Differentia Consulting has chosen to offer Actian Vectorwise to reply to the demand from its QlikView clients who want to go beyond the confines of the technology and now analyze and report on bigger, more complex data sets.

With Actian Vectorwise, Differentia Consulting can now offer its customers a joint solution of QlikView and Vectorwise that allows its clients to broaden their analytics and benefit from better performance and simplicity.

Previously, in very high data volume scenarios, users had to build and manage numerous linked QlikView documents supported by QVD files. These QVD files are a local QlikView data storage mechanism and in order to achieve the required performance with very large data sets it was necessary to create a hierarchy of aggregation. This approach is less than ideal as it introduces constraints in the flexibility of the analysis possible.

QlikView now incorporates Direct Discovery functionality which permits it to leverage the very high performance of the Vectorwise database for calculating aggregates on-the-fly over very large datasets. This approach removes the requirement to build pre-calculated aggregates within QVDs and permits the highly flexible analysis approach which has made QlikView so popular.

Differentia Consulting believes that Vectorwise offers a superior level of manageability, simplicity as well as analytic performance when compared to other database solutions. Furthermore, thanks to the QlikView Direct Discovery functionality, users can extend their use of QlikView applications by implementing Actian Vectorwise as the underlying analytic database in high volume usage cases that demand; speed, agility and system governance.

“I see Vectorwise as the enabler of Big Data access from our clients’ perspective. We needed an analytic database that we could offer our clients where large data volumes were making deploying QlikView non viable. For us, Vectorwise was the logical solution; being agile and rapid is key,” commented Adrian Parker, vice-president strategy and marketing at Differentia Consulting.

“Differentia Consulting is a key solution provider in the European BI marketplace and has been successful in helping businesses benefit from QlikView technology,” commented Sean Jackson, marketing director EMEA at Actian. “By offering Vectorwise, Differentia Consulting is now extending their reach and helping more enterprises benefit from faster and simpler big data analytics and reporting. No longer do QlikView users need to be constrained by the amount of data they can analyze; with Vectorwise, the amount of data can grow exponentially, which means that users can analyze and report on more data than ever before. We look forward to working with Differentia Consulting to take this proposition to the QlikView installed base.”

About Actian: Take Action on Big Data

Actian Corporation enables organizations to transform big data into business value with data management solutions to transact, analyze, and take automated action across their business operations. Actian helps 10,000 customers worldwide take action on their big data with Action Apps, Vectorwise, the analytical database, and Ingres, an independent mission-critical OLTP database. Actian is headquartered in California with offices in New York, London, Paris, Frankfurt, Amsterdam and Melbourne. Stay connected with Actian Corporation on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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About Differentia Consulting

Differentia Consulting (differentia.co) has provided consulting, solutions, resourcing, support and training services to many different clients since 2002. The company is a long-standing partner of IBM and Oracle with JD Edwards, and a QlikView Elite Solution Provider with QlikView customers from all sectors and core technologies (JD Edwards, Oracle, SAP, Infor, IFS, Microsoft, SAGE, Siebel, SalesForce, SugarCRM etc). Differentia Consulting has an ERP heritage; however, the company has expanded into the agile analytics space both from a software resale and value-add consulting perspective.