



Artificial Intelligence: Our Strategy

How we infuse AI across our business, from our products to
how we operate



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Summary

This document details what we have established across the business and our plans for the future. It supplements Qlik's code of conduct, data protection, and security as well as ESG policies and practices.

Qlik is fully embracing AI — not only in how we go to market, but also in how we do business.

We offer a comprehensive, differentiated portfolio of solutions for our customers to create value with AI, with plans for continuous innovation.

We have established policies and processes supported by our AI councils and internal AI committees to help steer our strategy and direction, stay innovative, and ensure we develop and use AI responsibly and ethically. We view this as key in our role as trusted advisor for our customers' own AI strategies.

Internally, we have implemented AI applications for a number of use cases — with more planned — to continue bringing more efficiencies to our business and enhancing our customers' experience.

We are providing our employees with a rich catalog of educational resources to help them upskill while ensuring we have the right talent in place to continue driving innovation for our customers.



Introduction

A long-time leader and innovator in the data, analytics, and AI space, Qlik is perfectly positioned to fully embrace AI — not only in our products, but also in the way we conduct business — and do so responsibly. As the rise of generative AI accelerated the requirement for organizations to modernize their data fabric, it created new opportunities for Qlik to innovate in support of our customers' efforts in developing and implementing their AI strategies. Over the past year, we have continued to lead through new acquisitions, product innovation, talent development, technology investments, and by establishing new systems and processes.

Our Portfolio

Qlik has a long track record of AI leadership. We first started infusing AI into our portfolio in 2013, when we updated our flagship capability “Associative Engine” to support machine learning and neural networks. In 2019, we introduced Qlik Insight Advisor™, an intelligent AI assistant built directly into Qlik Sense®. That kicked off a journey of rapid innovation that resulted in the introduction of new and enhanced capabilities as well as groundbreaking AI solutions like Qlik AutoML® and Qlik Answers™.

In 2023, we brought our many AI capabilities together under a single umbrella positioning, Qlik Staige®. Qlik Staige is crafted around three distinct pillars that align our product capabilities to core customer outcomes: **AI Foundation, AI-Powered Analytics, and AI Deployment.**

Qlik staige®

Qlik Staige is a holistic set of solutions to help customers confidently embrace the power of AI and deliver tangible value. Qlik Staige helps customers innovate and move faster by making secure and governed AI part of everything they can do with Qlik — from experimenting with and implementing generative AI models to developing AI-powered predictions.

AI Foundation

AI can't succeed without good data: It is fully dependent on an organization's ability to establish a trusted data foundation. This was already the case with predictive AI, but the rise of generative AI — which relies on data to function — has accelerated the need for companies to modernize their data fabric. Our point of view is that there are six principles to follow for creating AI-ready data and our product strategy for our data integration and quality portfolio fully aligns to them:

1

Data should be diverse (coming from a wide range of resources) to remove bias in AI systems

2

Data should be timely to make accurate and informed predictions

3

Data should be accurate to ensure reliability and trustworthiness in AI

4

Data should be secure to safeguard the reputation of your AI

5

Data should be discoverable to enable use of relevant and contextual data

6

Data should be consumable for ML training and LLM integration

Our Portfolio

Our data integration portfolio has always been designed to move data from any source to any target, in real time. As these destinations will often use AI on this data, this is data integration operating in the service of AI, including generative AI. Qlik's differentiation is our ability to take the best-in-class capabilities that we are known for (real-time data integration and transformation at scale) and make them available for generative AI use cases.

In July 2024, we launched [Qlik Talend Cloud®](#). This new flagship offering combines the best functionality of legacy solutions Qlik Cloud® Data Integration, Talend® Cloud, and Stitch Data, and is designed to help our customers implement a trusted data foundation for AI.

Qlik Talend Cloud is built on Qlik's cloud infrastructure platform, with the focus on managing the data integrity of our customers' AI, analytics, and business operational projects. It offers a unified package of data integration and quality capabilities that enable data engineers and scientists to deploy AI-augmented data pipelines that deliver trusted data wherever it's needed. This includes:

- Support for vector databases and multiple LLMs that help build data pipelines to support Retrieval Augmented Generation (RAG) applications
- Ability to use custom SQL to transform datasets for training machine learning models
- Address the trust and compliance needs of our customers in their use of AI through data lineage, impact analysis, and the ability to assess the trustworthiness of AI datasets (providing a trust score)

We have provided productivity-enhancing tools (like a co-pilot) for data engineers (prompt to SQL), with more coming later this year.



What's Next

For the latter part of 2024, we plan to introduce a range of dedicated components to support RAG implementations with the leading vector databases, embedding models, and LLMs. This will offer data engineers implementing AI workloads the same reliability and scalability they expect when operationalizing all their other workloads.

Looking ahead, our 2025 plan includes further enhancements through generative AI to further improve data engineer productivity, including data pipeline design tasks, dataset auto-classifications, automated workflows, and AI-assisted record deduplication.

WHO IT'S FOR Data Engineers and Data Architects

These professionals need to ensure that data that will be used for downstream AI processes is of high quality and trustworthy. They also want to be able to deliver that data throughout their organization using AI-augmented, no-code pipelines.

AI-Powered Analytics

Enriching analytical applications and workflows with AI-powered capabilities promotes **enhanced, data-centric decision making** and accelerates insights. While there has been much hype around generative AI over the last year, our point of view is that it isn't the solution to everything. Instead, we believe that both predictive AI (i.e. traditional AI), which processes and returns expected results such as analyses and predictions, and generative AI, which produces newly synthesized content based on training from existing data, hold huge potential.

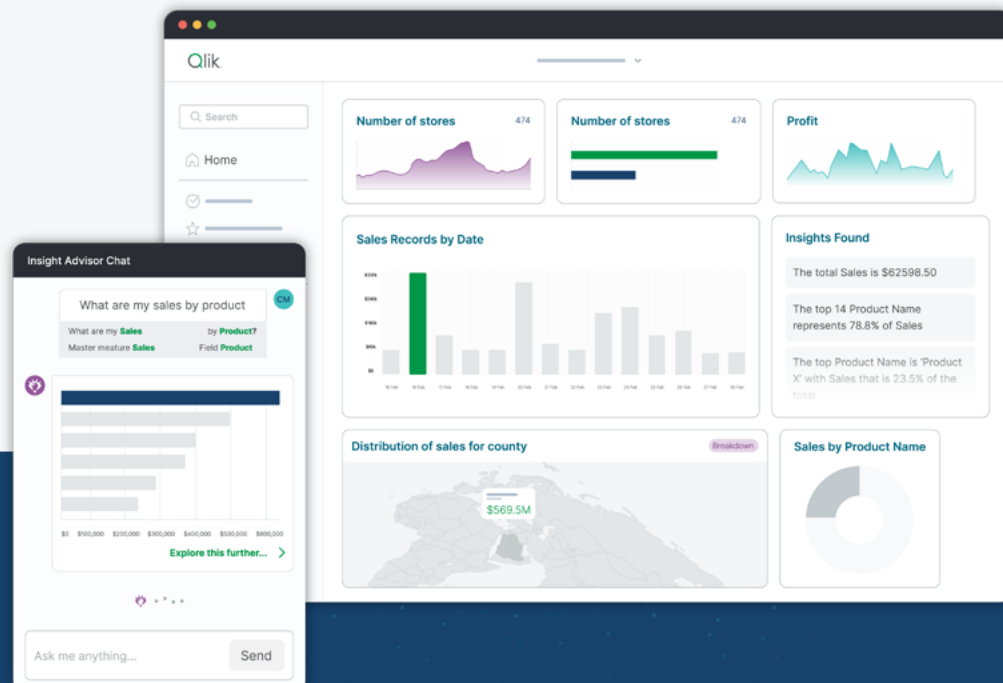
Therefore, our product strategy for our analytics portfolio encompasses both predictive and generative AI.

Our Portfolio

AI has always been foundational to [Qlik Cloud Analytics™](#), our flagship analytics offering. From analytics creation and data prep to data exploration — with natural language search, conversational analytics, and natural language generation — Qlik Cloud® is designed to enhance everything users do with AI.

Today, we offer a full range of AI-powered, augmented analytics capabilities that deepen insight, broaden access, and drive efficiency. This includes:

- Automated insights: auto-generate a broad range of analyses in a few clicks
- Natural language analytics (Insight Advisor): get answers to questions with relevant text and visualizations in ten languages
- Proactive insights: proactively notifies users when AI detects important changes



What's Next

Our product roadmap for Analytics AI is about enhancing outcomes through automation and integrated intelligence, spanning the following tenets of AI-powered analytics:

- AI-assisted analytics, which provide improved ways to author and engage with business-ready content such as sheets, analysis types, reports, etc.
- Generating and communicating insights, which provide a range of diagnostic, predictive, and prescriptive insights automatically through annotations
- Natural language assistance, which provide users assistance to engage with their data, platform, and operations through natural language

WHO IT'S FOR

Application Creators and Users

These professionals are looking to build and use AI-infused applications for more powerful data analysis to support decision making — and do it in a way that is intelligent, automated, embedded, and intuitive (hence easier to adopt).

Supporting Our Customers

Our customer success organization offers a robust portfolio of [services](#) to ensure our customers quickly and thoroughly realize the value of their investment in Qlik's AI solutions.

Starter Services:
Consulting and education services to get up and running with our products. Available for all major products across our portfolio.

AI Accelerator Program:
Services to integrate popular large language models into Qlik Cloud Analytics applications.

AI Literacy Training:
Live instruction for AI skills development, with a new online course coming soon (part of Qlik's Data Literacy Program).

Advanced Services:
Outcome-based engagements to support more complex AI implementation scenarios.

Signature Services:
All-inclusive VIP services for the best customer care.

AI Deployment (Self-Service AI)

Companies today are looking to create value with AI by building and deploying AI models. But following the hype of generative AI in 2023, this year there has been a shift in focus¹ from large language models, which necessitate significant investments, to smaller models that are more cost efficient, easier, and faster to build and deploy.

Qlik's product strategy is perfectly aligned to this shift. We offer self-service AI solutions that enable companies to deliver an AI experience for advanced, specific use cases in a way that is efficient and affordable with fast time to value.

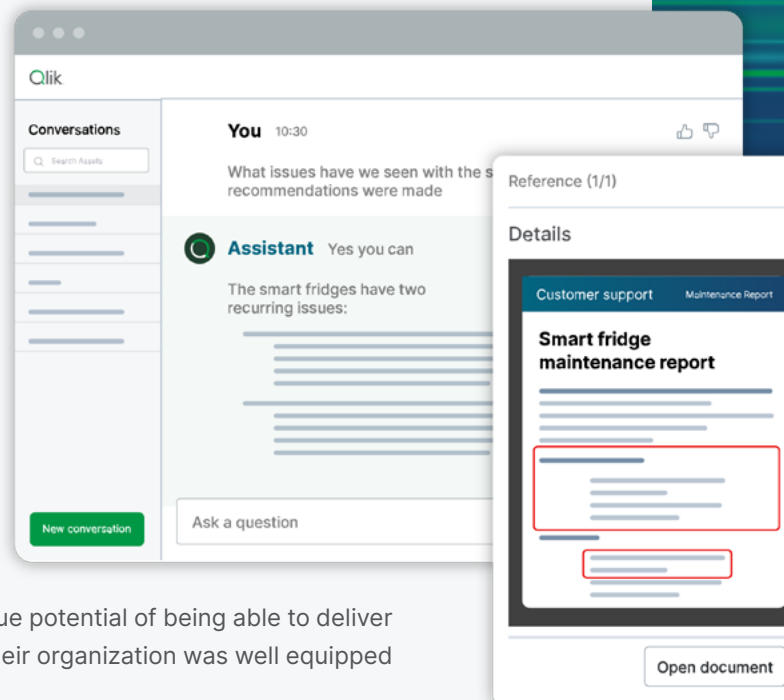
Our Portfolio

In July 2024, we launched [Qlik Answers™](#), a plug-and-play, generative AI-powered knowledge assistant. Qlik Answers is a self-service AI solution that can operate independently from other Qlik products and is sold separately.

This tool allows organizations to deploy an AI model that can deliver answers from a variety of unstructured data sources. The ability to analyze unstructured data enables Qlik to deliver unique value to our customers, as it's commonly believed that 80% of the world's data is unstructured². A [study](#) that the firm ETR conducted on our behalf in April 2024 also found that while companies understood the value potential of being able to deliver insights from unstructured data, less than one-third felt their organization was well equipped to do so.

With Qlik Answers, organizations can now take advantage of an out-of-the-box, consolidated self-service solution that allows users to get personalized, relevant answers to their questions in real time with full visibility of source materials. As with all Qlik products, our customers can also be assured that their data stays private. Moreover, with Qlik Answers, users will only have access to data that is curated for a specific use case. With multiple, domain-specific knowledge bases being accessible to assistants, organizations stay in control of what content users can access.

To help ensure a successful implementation, our pricing and packaging for Qlik Answers includes starter services delivered by our customer success organization.



PILLAR 1

PILLAR 2

PILLAR 3

Since 2021, Qlik has been offering another self-service AI solution for predictive analytics, [Qlik AutoML](#)[®]. Like Qlik Answers, Qlik AutoML can be purchased separately.

Qlik AutoML provides a guided, no-code machine learning experience that empowers analytics teams to perform predictive analytics without the support of data science teams. With AutoML, users can:

- Auto-generate predictive models with unlimited tuning and refinement
- Select and deploy the best-performing models based on scoring and ranking
- Make predictions with full explainability

Note: While AutoML runs inside of Qlik Cloud, it can also be used independent of Qlik Cloud Analytics. We have customers who use a real-time API to return predictions back to their own systems without having to access Qlik Cloud.

Finally, Qlik also offers [connectors](#) to enable its customers to integrate third-party generative AI models in their analytics apps, load scripts, and automations. Qlik Cloud customers have the option to leverage our [AI Accelerator program](#) to integrate large language models into their applications.

WHO IT'S FOR

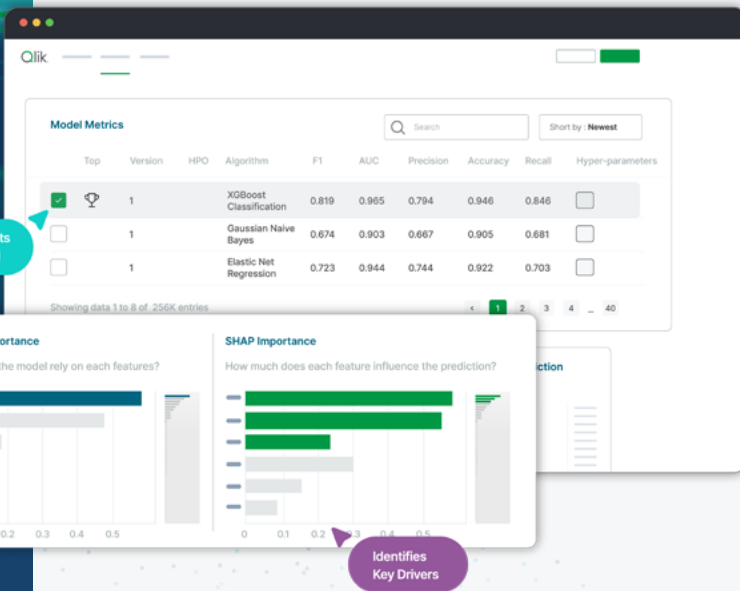
Decision-Makers and End Users

These professionals want to leverage AI in a self-service way to get insights and answers that will help them make the best predictions and decisions for their area(s) of responsibility.

What's Next

In September 2024, we [introduced](#) new enhancements to Qlik AutoML's capabilities, including augmented MLOps, model optimization, and analytics views, with plans for additional upgrades through the end of the year and into 2025. Future improvements are focused on the ability to create time-aware models and the introduction of a full, end-to-end MLOps lifecycle for models developed on the platform to ensure they can be adequately monitored and governed.

Although Qlik Answers is a new product, we've already augmented its knowledge base and assistant capabilities, with more enhancements planned.



TECHNOLOGY PARTNERS

Qlik maintains relationships with an extensive ecosystem of leading technology vendors to ensure the interoperability and flexibility of our portfolio.

In June 2024, we signed a Strategic Collaboration Agreement (SCA) with AWS for new targeted investments for generative AI solutions.

Other key partnerships include Databricks and Snowflake.

AI Advisory and Governance

In order to continue to develop innovative AI products and capabilities — and to ensure we do so with ethical integrity — we have put in place a rich ecosystem of AI expertise to help steer our strategy and direction. Above all, we are deeply committed to the responsible development and deployment of our technology in ways that earn and maintain people’s trust.

Principles for Responsible AI

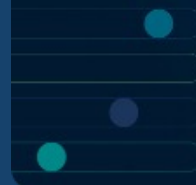
We have created a set of principles guiding the responsible development and deployment of our technology, available publicly at qlik.com/Trust/AI. These principles are:

- Reliability:** We design our products for high performance and availability so customers can safely and securely integrate and analyze data and use it to make informed decisions.
- Customer control:** We believe customers should always remain in control of their data and how their data is used so we design our products with fine-grain security controls, including down to the row (data) and object level.
- Transparency and explainability:** We design our products to make it clear when customers engage with AI. We strive to make clear the data, analysis, limitations, and/or model used to generate AI-driven answers so our customers can make informed decisions on how they use our technology.
- Observability:** We design our products so customers can understand lineage, access, and governance of data, analytics, and AI models used to inform answers and automate tasks.
- Inclusive:** We believe diversity, equity, inclusion, and belonging drive innovation and will continue to foster these beliefs through our product design and development.

Insights

In addition to helping our customers bring their AI strategy to life with our products and services, we also frequently publish our professional point of view and guidance on AI. This includes blogs and articles, annual trends, benchmark reports, how-to guides, webinars, and engagements with leading publications and programs.

Generative AI Benchmark Report



Qlik has a process and staff in place to monitor for any upcoming legislation that would impact our business, such as new AI laws. As legislative changes occur, we assess these laws and adjust our AI compliance program accordingly.

AI Council

In January 2024 we established an [external council](#) of renowned AI subject matter experts from around the world. This esteemed group helps guide Qlik's product direction and roadmaps in addition to advising and sharing best practices on the evolving regulatory landscape and responsible use of AI.

This council has already proven hugely beneficial to our company and to our customers. Its members have not only provided incredibly insightful feedback and guidance to Qlik on its strategy and initiatives, but also shared guidance directly to our customers and partners during Qlik events, via Qlik blogs and press releases, and key media engagements.



Dr. Rumman Chowdhury



Kelly Forbes



Dr. Michael Bronstein



Nina Schick

Customer Successes

Our AI strategy is also informed by the thousands of customers creating value by using Qlik's solutions. These customers provide feedback through their Qlik representatives, at meetings and events, and by participating in the Qlik Ideation program. Many have also shared testimonials [publicly](#), including those appearing here.



IndianOil



AI Committee and Leadership

We have an established, cross-functional team in place to ensure our AI strategy is effective and remains so in this fast-changing landscape. We also have dedicated AI leadership and roles, including:

- Head of AI: role focused on integrating AI into Qlik's operations and everything the company delivers for customers and partners and ensuring that AI is truly a part of everything Qlik does and delivers.
- AI engineering roles: team of about 40 members dedicated to the development and innovation of our AI and ML products.
- AI business roles: product marketing and product management roles focused on the development, positioning, and launch of our AI products.

Ultimately, the execution of Qlik's AI strategy is driven not just by employees in dedicated roles, but by the broader organization, across all functions.

Executive Advisory Board

In 2019, we formed an advisory board comprised of technology executives from global companies such as HARMAN, Ford, Airbus, and UPS. This group provides feedback and guidance on Qlik's corporate strategy, positioning, and product roadmap.

Our senior leadership team meets regularly with this board, both in person and virtually. In addition, members also make themselves available one-on-one when specific input is needed.



AI at Qlik

As we counsel our customers on their AI strategy and provide solutions to help them bring that strategy to life, we also practice what we preach by deploying AI in the service of our own business. This includes providing our employees with the resources to advance their skills in AI and ensuring that everyone is using AI responsibly.

AI Applications

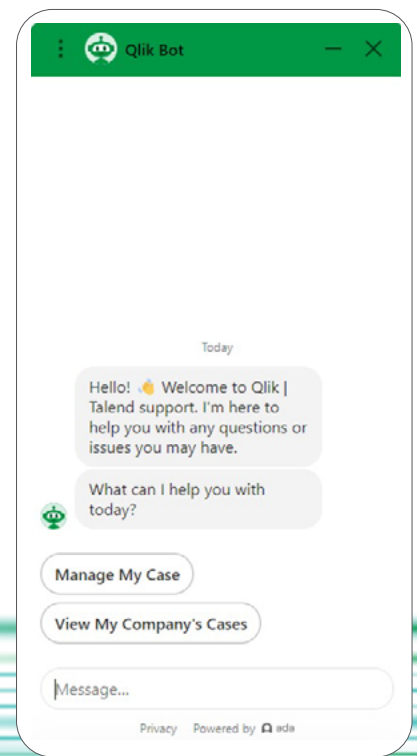
We have deployed AI solutions across several internal use cases to enhance efficiencies and improve customer experience.

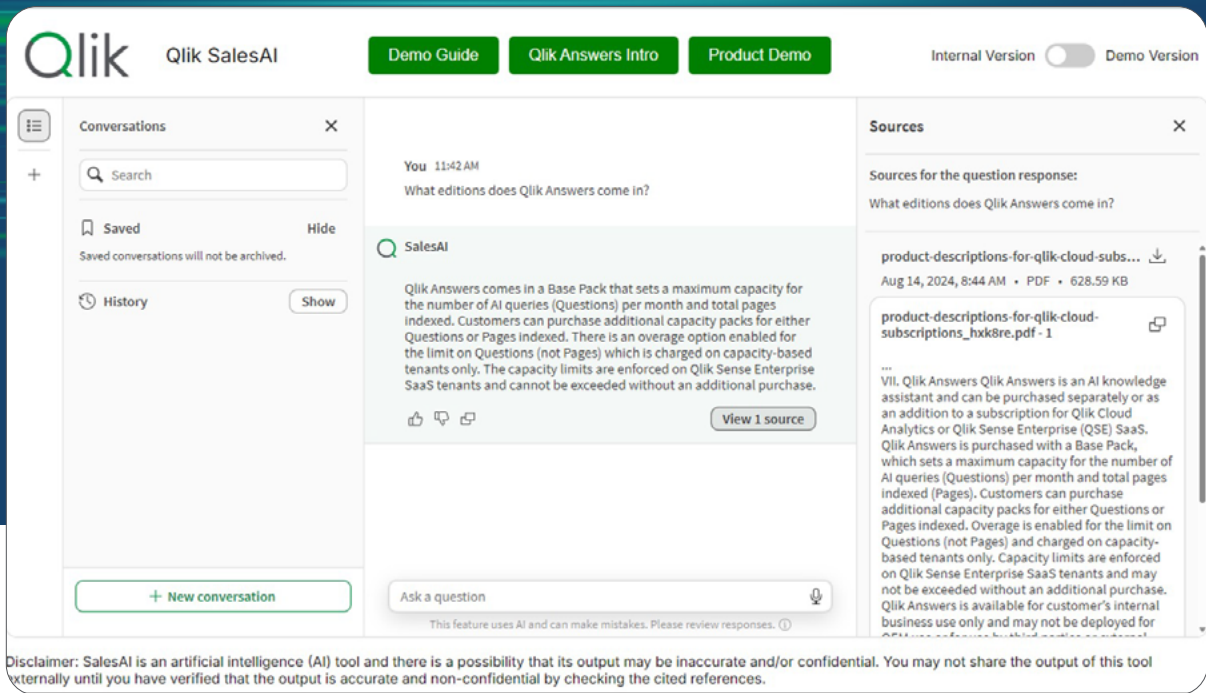
Customer Support

In 2023, we introduced a new support chatbot based on GenAI technology from Ada. This persona-based user copilot provides an answer in seconds by pulling from information across all our web properties. It can also take further action or hand off to a live agent or business development representative for prompt engagement and timely follow-up.

This GenAI chatbot has not only allowed our support organization to be more efficient in managing support volume and solving customers' questions, but it has also improved the customer's experience — as evidenced by a CSAT score that is in line with industry benchmarks and exceeds the average for our industry.

As a bonus, our bot was recognized earlier this year in a [case study](#) published by Gartner. This piece highlights our dedication to delivering customer value swiftly and efficiently, particularly through our innovative use of generative AI to provide “one question, one answer.”





Sales Enablement

In July 2024, we launched a new generative AI experience for our sales organizations, powered by Qlik Answers. “SalesAI” is an answer tool that allows a sales professional to ask a question and get a fast answer without having to search through document libraries and intranet pages, or ask their colleagues. This application, while designed for sales, is available to all Qlik employees and has already generated thousands of answers.

Marketing

The Qlik bot powered by Ada is available for both customer support (support.qlik.com) and marketing (qlik.com). Business development representatives can use it to send follow-up communications via Salesloft, an engagement platform designed to help us connect with prospects and customers.

In August 2024, our marketing organization launched a new initiative to explore new AI applications and share insights. Led by a committee of experts within that team, this group will help ensure that Marketing is equipped with the latest tools and knowledge to take full advantage of AI.

Human Resources

We are investigating the deployment of an AI talent intelligence platform to improve talent acquisition (quality of candidates, time to hire) and talent management (skill development, career advancement). A new “people analytics application” based on Qlik Answers is also under review.

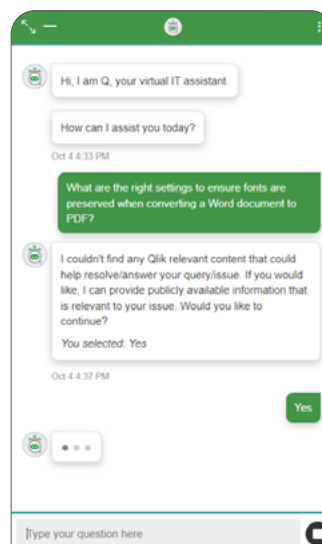
Legal

We are evaluating a third-party tool for contract review and are interested in leveraging Qlik Answers for our KPI application in the future.

IT

In October 2024, we expanded our internal support capabilities with the delivery of a new AI chatbot powered by Aisera. The new virtual agent offers employees a simple way to request IT assistance. It can provide answers to common questions by serving up self-help articles. It can open tickets for system

access, such as NetSuite and Salesforce, and reach out for required approvals, and provision access once approved. It can also open tickets for requests to be added to a group or distribution list. Support via service agents also remains available to employees.



AI Literacy

Qlik provides a rich catalog of resources to our global workforce of around 3,000 employees to help raise their skills in AI. Objectives include basic and more advanced AI literacy, understanding how to use AI in their daily jobs, and being able to articulate our point of view and go to market.

Some of the avenues for achieving this are:

- **An all-in-one resource center** in SharePoint that allows all employees to easily find everything Qlik does around AI in one place — internal enablement, AI policy, product positioning and assets, thought leadership, news features, and much more.
- **Free external courses** available to all employees in Percipio, from short videos to full-length, multiple-hour self-paced training, so all employees can learn as they choose.
- **Internal enablement** not just on our products, but also on AI in general. This includes enablement that teaches the foundations of AI and ML, as well as a new, more in-depth course on understanding generative AI.

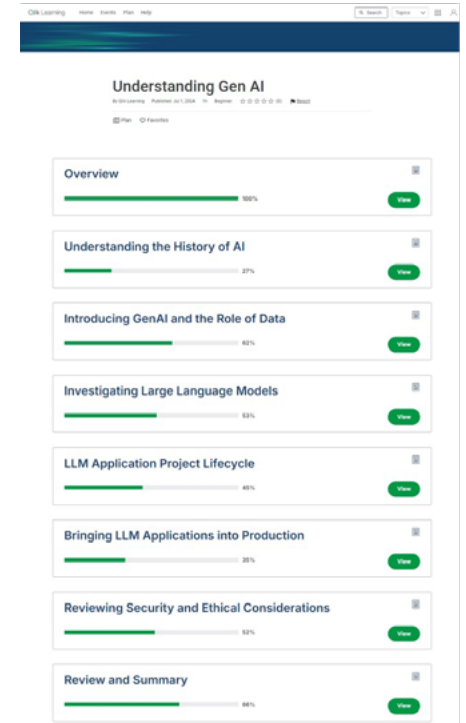
Overall, we believe that Qlik benefits from a workforce that includes a blend of skills. It's important to have people with technology-centered skills to develop, implement, and optimize AI systems effectively and stay at the forefront of technology. However, we also need people with human-centered skills who can facilitate effective human-AI collaboration, enhance adaptability and innovation, and ensure ethical use of the technology. We achieve this balance through a combination of strategic recruitment and talent development.

Responsible AI

As we provide resources to elevate our workforce's skills, we also want to ensure our employees' ethical and compliant use of any AI products developed by Qlik and any AI tools used within our organization. We accomplish this by having an internally published, easily accessible AI policy that every employee must review and is expected to comply with. We regularly advise our customers to do the same.

This policy sets out the parameters for use of AI at Qlik and applies to all Qlik employees and contractors. The rules are designed to balance the benefits of using generative AI with the protection of Qlik's confidential information, customer expectations, and intellectual property — while complying with all applicable laws, regulations, and ethical standards. The policy is organic and will be amended to in accordance with future AI laws to ensure Qlik remains compliant.

Beginning in Q1 2025, we are planning to further standardize compliance with this policy as part of our mandatory enablement process. This will accompany mandatory AI literacy and AI compliance training for all team members.



Key Resources

The following public resources provide details on our products, point of view, and more.

Portfolio:

[Qlik Talend Cloud](#)
[Qlik Cloud Analytics](#)
[Qlik AI/ML Solutions](#)
[Integration and Connectors](#)
[Qlik Services](#)

Thought Leadership:

[Qlik Blog](#)
[Qlik eBook | 5 Pitfalls That Undermine Your AI Readiness](#)
[Qlik White Paper | The 6 Principles of AI Ready Data](#)
[Qlik Benchmark Report | Generative AI](#)
[Qlik Benchmark Report | Unstructured Data & Generative AI](#)
[Qlik 2024 Trends](#)
[Qlik Webinar Series | Visionary Voices in AI](#)

Trust & Governance:

[Qlik Trust & Responsible AI](#)
[All Qlik Legal Policies](#)

News:

[Qlik Press Releases](#)

Customers:

[Customer Stories](#)



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

[qlik.com](https://www.qlik.com)