Qlik

Are you making the most of AI?

Learn how Qlik can bring the full power of AI into your business.

AI is no mere buzzword.
It's your business advantage.

AI has the power to transform how your business makes decisions by unlocking growth and driving innovation through data.

But turning potential into progress isn't easy. Many vendors sell flashy solutions that fail to deliver, leaving businesses stuck with complicated tools that overpromise and underperform.

Qlik does things a little **differently**

While others pitch big visions with little substance, we deliver AI tools that actually work — right now, in the real world. Whether it's cleaning up messy data, uncovering game-changing insights, or automating critical processes, Qlik makes it easy to harness the power of AI.

In this ebook, we'll show you how to cut through the noise to make AI work for your business. Here's what you can expect:

- A clear look at what sets Qlik AI apart from the competition

- Insights into how Qlik turns raw data into reliable, actionable intelligence

- Examples of how you can use Qlik AI to deliver results

Let's dive in.

CLICK TO JUMP TO SECTION →

PART 1:
Why Qlik for AI?

PART 2:
Qlik AI solutions

AI feeds off data — and Qlik serves yours up fast and fresh

With a focus on data diversity, accuracy, security, and discoverability, Qlik ensures your data is ready for AI at all levels by providing:

1 AI-enhanced data quality

Say goodbye to incomplete, corrupt, or unreliable data. Qlik uses AI to diagnose and fix issues, ensuring the data feeding your AI models is accurate and dependable.

2 Comprehensive data integration

Seamlessly connect with industry-leading platforms like ChatGPT, Hugging Face, and Amazon SageMaker through Qlik, which simplifies data flow across systems and enables smooth integration with your existing infrastructure.

3 Automated data delivery and transformation

Eliminate complexity, reduce manual effort, and ensure consistent, high-quality data across your organization by automating data processes with Qlik.

4 Governance and security

Protect sensitive data without sacrificing agility. Qlik safeguards access while enabling scalability and compliance for enterprise-grade operations.

Poor data quality costs organizations an average of $12.9 million per year[2]

The data quality dilemma

Poor data quality doesn't just weaken AI initiatives — it creates a ripple effect of unreliable insights and biased results that hold your business back.

The trust gap
While 77% of data and analytics professionals prioritize data-driven decision-making, only 46% have "high" or "very high" trust in their data.[3]

Quality is key
Among those struggling to trust their data, 70% identified poor data quality as the biggest obstacle.[3]

Let's turn AI into action and
insights into impact

Data only matters if it leads to action. Qlik's tools put AI-driven insights in the hands of your people — not just tech whizzes or data scientists — empowering your entire team to make informed decisions. This accessibility reduces bottlenecks, fosters a data-driven culture, and amplifies the impact of your insights.

> Data democratization helps stakeholders across an organization make better and faster business decisions[3]

Here's how we make that happen:

- Qlik uses **natural language processing (NLP)** to let users ask questions and instantly uncover clear, actionable insights from existing analytics.

- **Automated machine learning (AutoML)** delivers predictive insights directly within our platform, empowering your team to make smarter decisions, faster.

- **Intuitive interfaces and simplified workflows** enable users to draw insights without needing a deep understanding of algorithms or programming.

Tackle complex challenges
with confidence

From sales enablement to predictive maintenance, Qlik equips your team to tackle the toughest business challenges with confidence. By simplifying advanced applications, tools like Qlik AutoML® and Qlik Answers™ make powerful AI capabilities accessible to your entire organization.

Additionally, our solutions cover a wide range of use cases, from straightforward tasks to deeply complex applications. Whether you're forecasting customer behavior, streamlining supply chains, or enhancing customer support, Qlik helps you identify and act on key areas to drive meaningful results.

By working closely with your team, we can isolate high-impact opportunities, address business challenges proactively, and deliver value in the short, medium, and long term.

Say when and we'll get the ball rolling.

Fuel smarter decisions
with our analytics engine

At the heart of Qlik's capabilities is our powerful analytics engine. Unlike traditional SQL and relational database systems, our engine lets you explore data freely — no rigid queries, no dead ends. It's flexible, fast, and ready to evolve with your business needs.

Relational databases can buckle under big datasets and heavy traffic loads[4]

Whether you're adapting to market shifts, solving operational challenges, or trying to keep up with the relentless pace of innovation, Qlik's engine bolsters your business with real-time data integration, enterprise-grade security, and seamless performance across diverse use cases.

Hit the ground running
with plug-and-play AI

Ease of use is baked into everything Qlik does. Our solutions help you get up and running quickly, delivering immediate value without the hassle of complex setups.

With self-service analytics at the core of our platform, Qlik puts powerful tools directly in the hands of your users. They can explore data, design dashboards, and run reports without relying on IT for every question. This empowers your team to gain insights faster, make informed decisions, and adapt quickly to change.

> Organizations with self-service analytics tools see 87% more employees leverage data and business intelligence[5]

Here's what else Qlik provides:

- **Transparency you can trust:** Avoid the "black box" approach where AI algorithms are hidden. Qlik's AI models deliver clear, interpretable insights that your team can trust and act on with confidence.

- **Flexibility for any ecosystem:** Qlik adapts to your needs, whether you're leveraging our AI tools or integrating your own models. This flexibility ensures smooth integration with your existing analytics ecosystem.

- **Embedded insights where they matter most:** By embedding charts, dashboards, and analytics directly into your everyday applications like ERP and CRM, Qlik eliminates workflow barriers. This means your team can make data-driven decisions without having to switch between tools.

Our self-service approach doesn't just improve productivity **— it fosters a data-driven culture.** By simplifying analytics and enabling everyone to uncover insights, Qlik helps your organization realize the full value of your data, faster.

Three Qlik AI powerhouses to **energize your business**

From streamlining decisions to uncovering new insights, Qlik AutoML, Qlik Answers, and Qlik Sense® help your organization keep up with the pace of change and make smarter moves every day.

Qlik AutoML: Predictive analytics made simple

Unlock future insights without the learning curve.

Qlik AutoML empowers your analytics teams to build and apply ML models with ease — no coding required. Transforming historical data into actionable predictions helps your business stay ahead of trends, seize opportunities, and tackle risks.

How does it work?

Qlik AutoML simplifies the ML process with six intuitive steps:

1. **Connect data:** Combine data from multiple sources.
2. **Define your target:** Set clear prediction goals.
3. **Generate models:** Let Qlik AutoML create and optimize models tailored to your needs.
4. **Predict outcomes:** Apply models to forecast future scenarios.
5. **Explore drivers:** Understand the factors influencing predictions.
6. **Take action:** Use predictions to guide strategies and decisions.
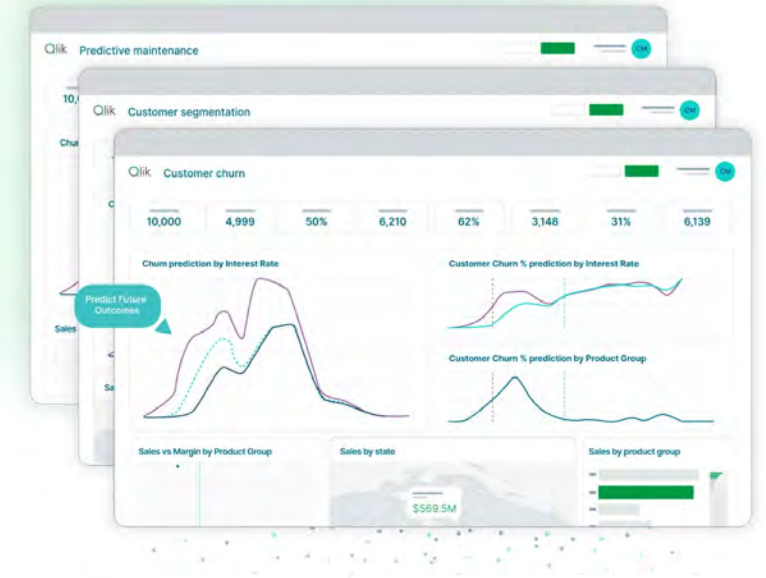
What makes Qlik AutoML unique?

Designed for simplicity and impact, Qlik AutoML features:

- **Seamless workflows:** From data preparation to prediction, everything happens within the Qlik Analytics Platform®.
- **Explainable predictions:** Gain transparency into every prediction with detailed breakdowns of influencing factors.
- **Scenario planning:** Use real-time, what-if scenarios to evaluate outcomes, test strategies, and make confident decisions.
- **Machine learning operations (MLOps) capabilities:** Keep models reliable and governed with tools to scale machine learning across your organization.

How does it benefit your team?

With Qlik AutoML, your teams can:

- Predict customer behavior and market trends to refine strategies.
- Forecast key metrics and identify emerging risks or opportunities.
- Make faster, smarter decisions using actionable insights backed by clear explanations.
- Test potential outcomes in real time to choose the best course of action.

AI in action:
Proactive customer retention

Imagine a global telecom company uses Qlik AutoML to identify customers who are most likely to churn, along with the drivers behind those decisions. By aligning predictive insights with targeted retention strategies, they could significantly reduce churn and improve customer loyalty over time.

See what our analytics can do for your business.

Explore Qlik AutoML

Qlik Answers: Your AI-powered knowledge assistant

Tap your unstructured data with ease.

Qlik Answers is a generative AI assistant that transforms your business content into actionable answers. With built-in connectors to trusted data sources and explainable results, even nontechnical users can quickly find the information they need to make confident decisions.

How does it work?

Qlik Answers turns complex data queries into actionable insights in just a few steps:

1. **Connect your content:** Link trusted business documentation using built-in connectors.

2. **Set up your assistant:** Even novice users can build an AI-powered assistant in less than 20 minutes.

3. **Ask questions:** Use natural language to interact with your data.

4. **Receive answers:** Get clear, contextually relevant responses with source links.

5. **Review and refine:** Collect user feedback to improve the quality of future responses.
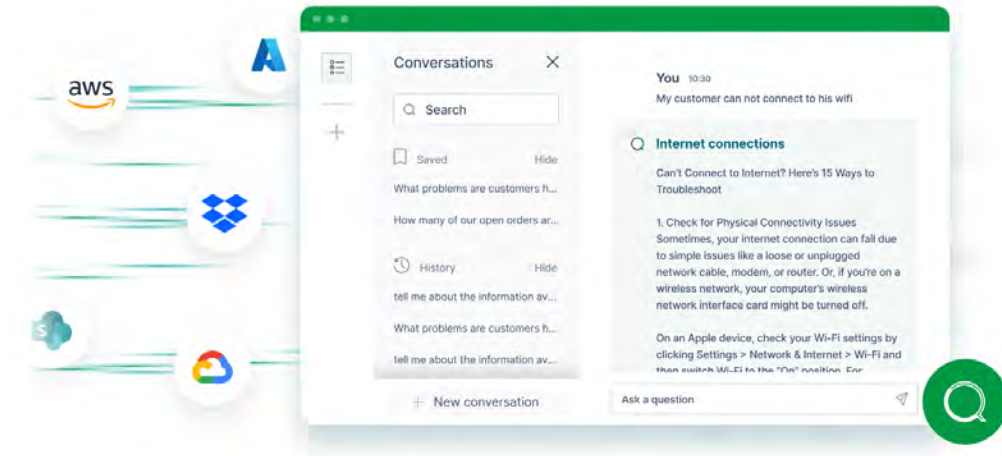
What makes Qlik Answers unique?

Qlik Answers brings a suite of features designed to make data interaction simple, efficient, and reliable:

- **Conversational AI capabilities:** Ask questions in plain language and receive direct, on-point answers sourced from your organization's content.

- **Explainable answers:** Get links to the source documents for every response, so you know exactly where the information came from.

- **Built-in review process:** Collect user feedback to continuously improve responses and ensure relevance.

- **Seamless integration:** Embed Qlik Answers directly into the platforms your team already uses, like CRM systems or intranets.

How does it benefit your business?

By breaking down barriers to data accessibility, Qlik Answers:

- Empowers nontechnical users to retrieve and interpret information effortlessly.

- Reduces the burden on IT teams by enabling self-service insights.

- Enhances decision-making by providing clear, actionable answers in seconds.

- Accelerates adoption of AI-driven tools across teams, fostering a data-driven culture.

AI in action:
Smarter customer support

A customer support team struggling to locate critical information quickly could deploy Qlik Answers to provide instant, accurate responses to common inquiries. By embedding the assistant into their CRM system, agents would save time, improve accuracy, and elevate customer satisfaction — delivering results that directly impact the bottom line.

See how to empower your people with lightning-fast answers.

Explore Qlik Answers

Qlik Sense: Harness AI-powered analytics like never before

Unleash the power of AI across your business.

Qlik Sense combines advanced AI-powered capabilities with the flexibility of our analytics engine to make data-driven decisions accessible to every user. From natural language interaction to real-time integration with third-party AI models, Qlik empowers your team to uncover insights, explore scenarios, and act with confidence.

How does it work?

Qlik Sense brings together cutting-edge AI and ML capabilities in four simple steps:

1. **Connect and explore:** Integrate data from trusted sources and explore insights in real time using our Associative Engine.

2. **Engage with natural language:** Use conversational AI to ask questions and receive clear, actionable answers from your data.

3. **Leverage predictive analytics:** Identify key drivers and apply advanced algorithms to forecast outcomes with explainability.

4. **Integrate third-party AI models:** Seamlessly combine external AI models with Qlik apps for broader insights and enhanced context.
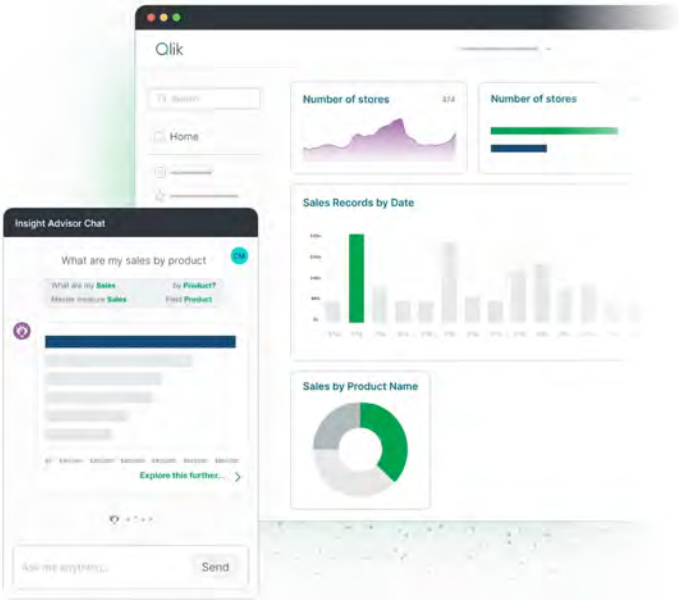
What makes Qlik Sense unique?

Qlik Sense stands out by integrating powerful tools into a single, trusted platform:

- **Natural language interaction:** Empower users of all skill levels to access insights by asking simple questions.

- **Real-time integration:** Combine Qlik's Associative Engine with third-party AI tools for dynamic exploration and advanced analyses.

- **Explainable analytics:** Gain transparency into predictive and generative outputs, ensuring trust at every step.

- **Scalable governance:** Consolidate AI investments under one secure, governed platform for consistency and reliability.

How does it benefit your business?

Qlik Sense democratizes analytics, allowing businesses to:

- Enhance decision-making by bringing data science and generative AI tools to all users.

- Reduce bottlenecks with self-service analytics that minimize reliance on IT.

- Broaden insights with contextualized AI models and in-app exploration.

- Scale AI use cases across the organization, improving productivity and outcomes.

AI in action:
Unlocking business-wide insight

Imagine a retail chain that uses Qlik Sense to predict seasonal demand shifts and optimize inventory. Store managers ask natural language questions to identify key drivers, like weather patterns or regional preferences, while supply chain analysts leverage third-party AI models to refine delivery schedules. Together, these insights enable the company to reduce stockouts, minimize waste, and increase customer satisfaction.

See how you can turn insights into action.

Explore Qlik Sense

Turn AI hype into
real-world results

Qlik's AI solutions bring advanced capabilities to your entire team — from novices to experts. By integrating predictive and generative AI across your organization, we can help you optimize your operations, seize high-value opportunities, and transform data into actionable strategies.

Learn how Qlik can push your business forward.

See Qlik AI in action

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 uncovers 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.

Book a demo today

1   BCG, "AI Adoption in 2024: 74% of Companies Struggle to Achieve and Scale Value," October 24, 2024
2   Gartner, "How to Improve Your Data Quality," July 14, 2021
3   Precisely, "Data Quality Trends for 2024," January 4, 2024
4   Medium, "Relational Database Systems Are Becoming A Problem — But What To Do About It?," August 23, 2023
5   Tellius, "The Future of Self-Service Analytics: Perspectives from Gartner Data & Analytics 2023," 2023

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