Qlik® Move to Cloud & Roadmap

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VP Move to Cloud

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Qlik Roadmap

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Data Integration

Recent Updates and What's Next

Forward-Looking Market Trends

Three Organic Growth Drivers for Data Integration

**Lakehouse
on Iceberg**

**Accelerated AI
Adoption**

**Data
Products**

- Open table format
- Reduced storage & compute costs
- Removes lock-in

- GenAI & Agentic AI
- RAG Workloads
- Require trusted data
- Enables augmentation

- Data Mesh
- Data Product Owners
- Trusted Data Consumption

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Roadmap Drivers

2025

Lakehouse Modernization

AI Data Readiness

Trusted Data Products

Platform Integration

Lakehouse Modernization

Market Developments

- **Lakehouse** = the fastest growing DBMS segment
- **Iceberg** is a strategic shift in Lakehouse market
  - Reduces storage and compute cost
  - Removes vendor lock-in
  - Already 5-20% market penetration (Gartner)

Enterprise-Grade Pipelines & DevOps	Cloud Connectivity Expansion	Lakehouse on Iceberg	RAG Pipelines	In-Pipeline Data Quality
Q1	**H1**	**Q2**	**Q2**	**H2+**

Q1 Cross-project
Q1 Execution Logs
Q2 Version Control M2

+ 60 SaaS connectors

Q1 Snowflake Managed Tables
Q2 Upsolver Milestone 1
Q3 Upsolver Milestone 2

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Trusted Data Products

Market Developments

- **Decentralized data journey and Data-as-a-Product** (Data Mesh)
- **New persona = Data Product Manager**
- **Hybrid data teams need self-service**
- **Trust is a must have for Data impact**

Auto-describe Dataset	Qlik Trust Score for AI	DQ on QVD Write to QVD	Data Quality Rules	Data Product APIs	Cross Platform Lineage	Generative DQ Rule Assistant
H1		**Q1**	**Q2**	**Q2**	**Q2**	**Q2+**

Q1 Qlik Trust Score™
Q2 Dimensions for AI

Q1 DQ on QVD
Q2 Write to QVD (Studio)

Studio Lineage M1

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Qlik Trust Score™

Quality history and evolution over time
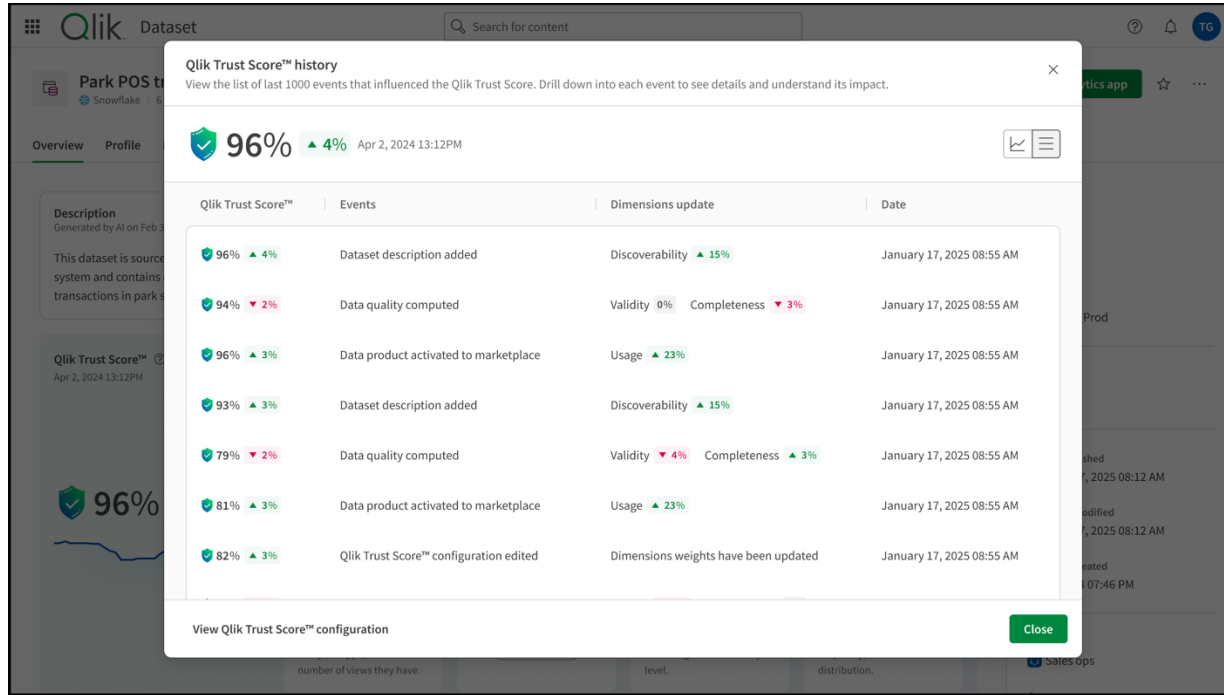
Milestone 1: Q2 2025
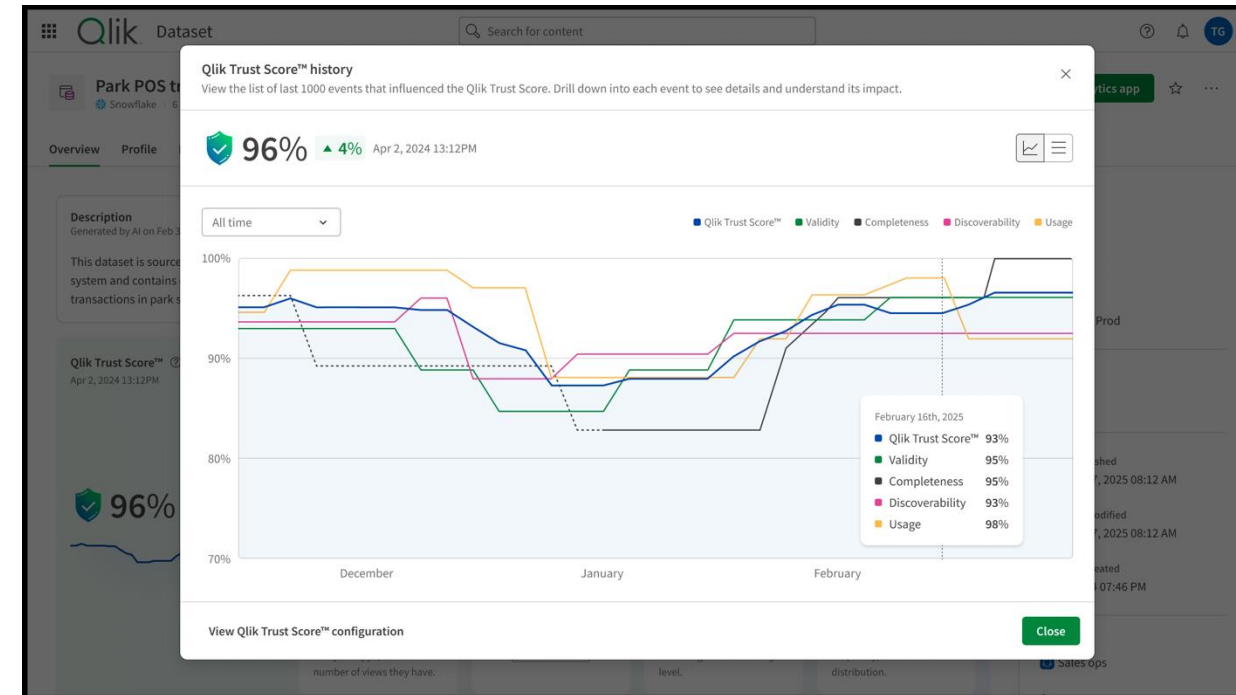
Milestone 2: Q3 2025

Platform Integration

Goals

- **Seamless cross-platform user experience**
- **Drive discovery, adoption and usage**
- **Drive upsell and cross-sell**
- **Effective trial conversion and partner ecosystem integration**

Studio Replicate	DQ on QVD Write to QVD	Dynamic Engine App / API	Cross Platform Lineage	Data Stewardship & Data Flow Integration	New Trial Experience Partner Connect
H1	**Q1**	**Q2**	**Q2**	**Q2**	**Q2+**
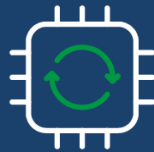
Q1 Kafka / Kinesis M1
Q1 Pubsub M1
Q2 Azure Event Hub M1

Q1 DQ on QVD
Q2 Write to QVD (Studio)

EAP

- Studio Lineage M1

- Stewardship in QTC M1
- Data Flow integration M1

AI Data Readiness

Market Developments

- **AI Adoption increases focus on Data Quality**
- **Retrieval Augmented Generation (RAG) workloads**
- **AI supports workflow simplification / augmentation**

Qlik Trust Score for AI

DQ on QVD Write to QVD

Data Quality Rules

Cross Platform Lineage

RAG Pipelines

In-Pipeline Data Quality

H1 — **Q1** — **Q2** — **Direction** →

Generative SQL Assistant

Auto-describe Dataset

Prompt to API Contract

Generative DQ Rule Assistant

Conversational & Agentic
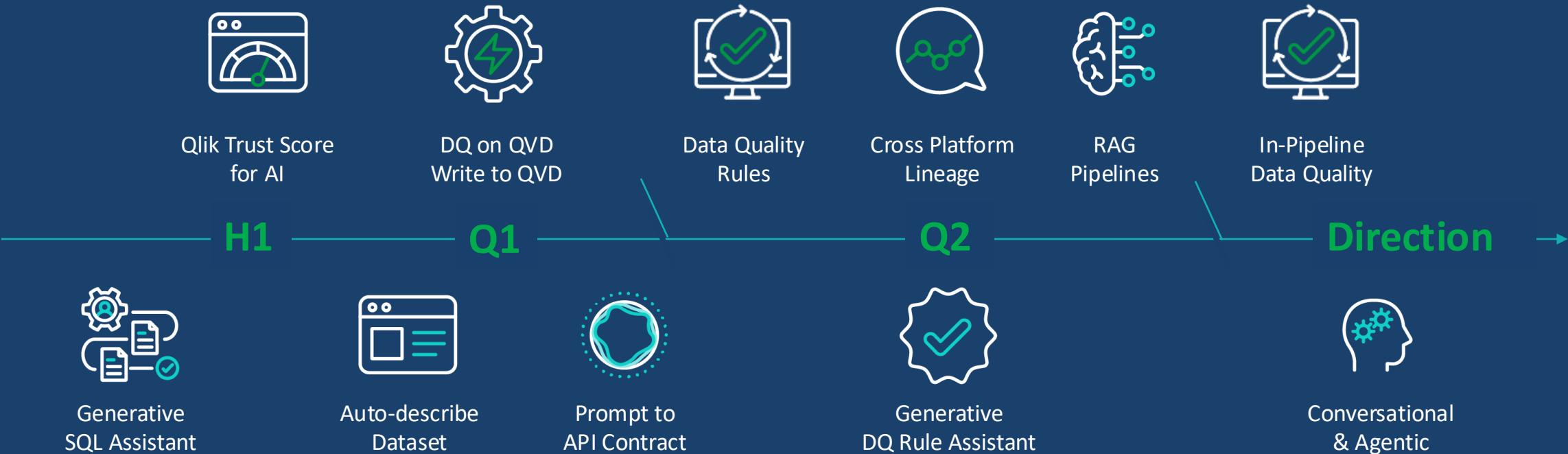
Roadmap Highlights

2025

Cloud Connectivity Expansion

Lakehouse on Iceberg

Enterprise-Grade Pipelines & DevOps

Qlik Trust Score for AI

Data Quality Rules

Studio / Replicate
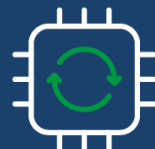
Dynamic Engine App / API

RAG Pipelines

DQ on QVD Write to QVD

Data Product APIs

Data Stewardship & Data Flow Integration

Prompt to API Contract

Cross Platform Lineage

Auto-describe Dataset

Generative DQ Rule Assistant

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Data Analytics

Recent Updates and What's Next

Market Trends

Three organic growth drivers for analytics

Increasing Data Variety

- Structured and Unstructured
- Seamless AI driven answers
- Reduction in data literacy curve

AI Driven Outcomes

- GenAI & Agentic AI
- Automated Actions
- Trusted data and platform

Ambient Analytics

- Seamless Integration
- ProActive and Predictive
- Context and Ubiquity

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Roadmap Drivers

Consumers

Creators

Administrators

Qlik Answers™

AI Driven Outcomes

Ambient Analytics

Agentic Platform

Consumers

Increasing adoption with AI for decision makers and consumers

Market

Drivers

- \> 80% of data in an organization is unstructured
- Digital native consumers are demanding simplification
- Agentic and generative AI are becoming more pervasive

Additional viz content to support answer generation

Additional reporting use cases

Qlik Answers™ structured / unstructured

Proactive to push AI-generated insights

Time series forecasting

Unified Q&A AI interface

AI First mobile experience

H1   **H2**

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Powered by platform wide agentic framework

AI powered Qlik Cloud

The future of analytic events-to-outcomes on Qlik Cloud

ENGAGING EVENTS	AGENTIC REASONING	AI POWERED INSIGHTS	VALUE-BASED OUTCOMES

• Deliver compelling collaboration events for users to interact with insights
  ○ Exceptions-based push of insights
  ○ User-driven questions
  ○ Embedded engagement
	• Reasoning based Gen-AI answers from structured data, unstructured data and automations
	• Agentic-based architecture to power retrieval, answer inference and actions
		• Building the AI-powered analytics experience for the next generation of user
		• Enhancing the AI-powered analytics engine
		• ML-powered insights across the platform
			• Empower uses with insights to drive their business decisions
			• Deliver actions based on customer workflows defined within automations
			• Perform actions in the cloud workflow to drive events and engagement

What's next for Qlik Answers™

Agentic Generative AI solutions unified in one experience on Qlik Cloud

QLIK CLOUD

Customer Assistants

AGENTS UNLOCKING VALUE

Unstructured Data	Structured Data	Workflow Automation
• Knowledge Bases	• Analytics Apps	• Automations

CUSTOMER CONTENT | EMBEDDABLE

Qlik Cloud Assistant

AGENTS UNLOCKING VALUE

Help and Support	Development Productivity	Analytics Consumption
• Product Documentation	• Activity Center Actions • Content Creation	• Cross Assistant • Insights Feed

QLIK CONTENT | ACROSS QLIK CLOUD

A unified experience that brings together customer content and assistive technologies
both inside Qlik Cloud and through embeddable experiences

Move to Cloud

Move to Cloud

Focus for 2025

We have tremendous opportunity to migrate customers that are still on-prem and using older solutions to move to the cloud and reap all the cost benefits alongside better performance and the ability to take advantage of our latest innovations.

Move To Cloud

Product Readiness

Migrations & Adoption

Conversion & Renewal

Sales & GTM

Key Deliverables

Cloud regions and technology strategy

Trial experience / PLG

Conversions and Migrations

Qlik

Welcome to Qlik Analytics Migration Tool

Easily migrate your Qlik Sense On-Prem, QlikView or Qlik NPrinting environments to Qlik Cloud.

Setup Connections

Configure connections to your Qlik environments to start your migration journey.

Manage Connections

Create and Fill Out Data Sources

Select and configure the objects (apps, streams, data connections etc) that should be migrated.

Manage Data Sources

Manage Projects

Combine your connections and data sources into projects to streamline your migration process.

Manage Projects

Run Migration Jobs

Create and execute jobs with customizable steps like creating spaces and migrating apps. Tailor your migration process to fit your needs.
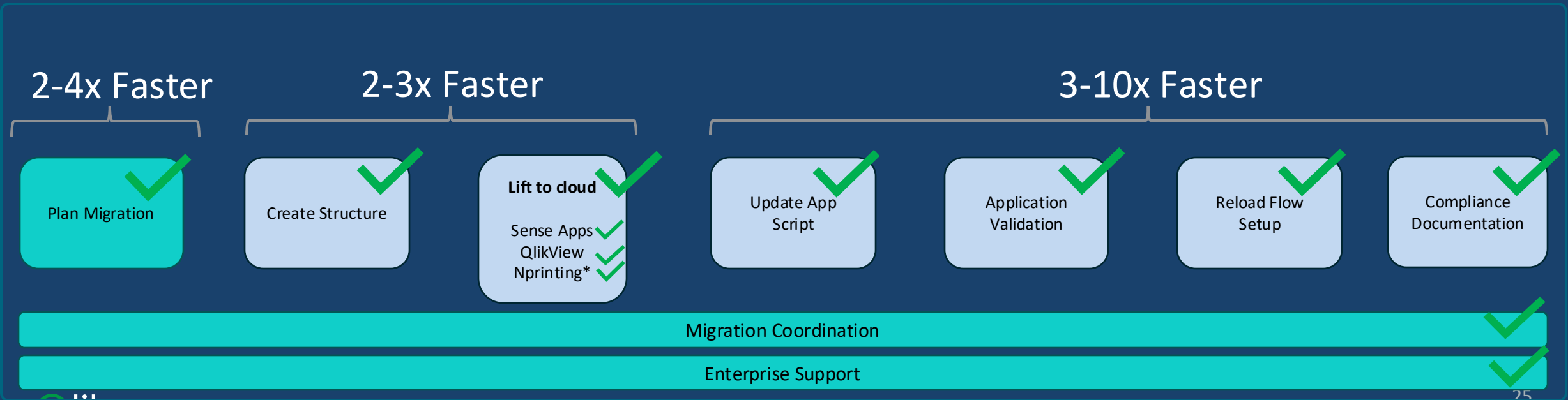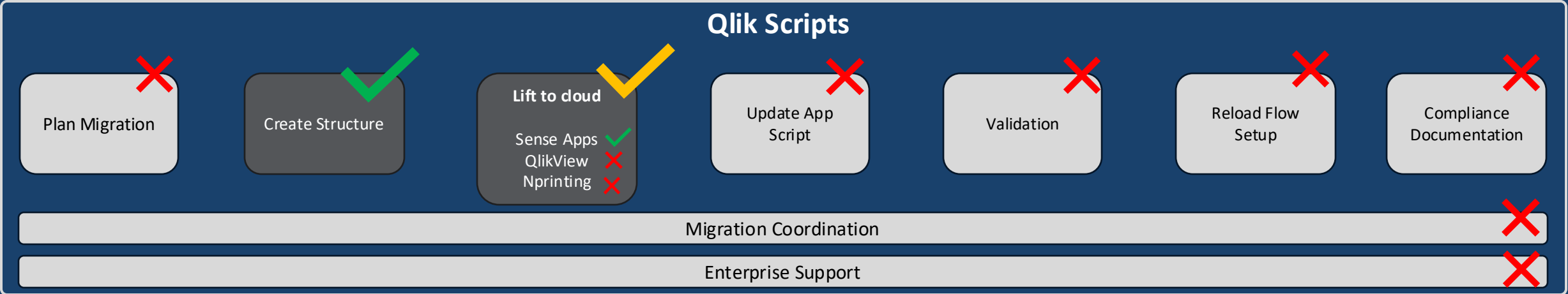
Create and Manage Jobs

Qlik Analytics Migration Tool

- Home
- Connections
- Data Sources
- Projects
- Jobs

Existing vs Qlik Analytics Migration Tool

Manual Process	User interface
Manual script	Automated Process

Qlik Scripts

| Plan Migration ❌ | Create Structure ✅ | **Lift to cloud** ✅

Sense Apps ✅
QlikView ❌
Nprinting ❌ | Update App Script ❌ | Validation ❌ | Reload Flow Setup ❌ | Compliance Documentation ❌ |

| Migration Coordination | ❌ |

| Enterprise Support | ❌ |

2-4x Faster   2-3x Faster   3-10x Faster

| Plan Migration ✅ | Create Structure ✅ | **Lift to cloud** ✅

Sense Apps ✅
QlikView ✅
Nprinting* ✅ | Update App Script ✅ | Application Validation ✅ | Reload Flow Setup ✅ | Compliance Documentation ✅ |

| Migration Coordination | ✅ |

| Enterprise Support | ✅ |

Move to Cloud GTM

A Path for All Customers Regardless of Contract Status

Outreach to All

Targeted Campaign to client-managed only analytics customers (QS & QV)
- Qlik will invest to help customers move to Cloud
- Interested customer engage with Move to Cloud Team

Mutual Commitment

Lead by Move to Cloud Team, including sales/partner as appropriate
- Qlik/partner demonstrates viability of cloud for customer – Tooling from Qlik, Readiness Apps, PoC
- Customer invests time and resources to start journey to cloud
- Outcome: Mutually developed transition plan which may include services from Qlik or Partner

Offer Tailored by Renewal Status / Qlik Tenant for All

Complimentary SaaS access through renewal + Snap the Line / Line in the sand
- Renewal is SaaS + Client Managed Add-on
- SaaS Add-on non-renewable: Must convert to SaaS + Client Managed Add-on;
   - Enables predictable recognition of more SaaS revenue.
- Opportunity for Partner PoC / Partner services to drive adoption

Thank you