Qlik portfolio and landscape

The Infotrust: Qlik Customer Day 2025

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Trusted Data Foundation
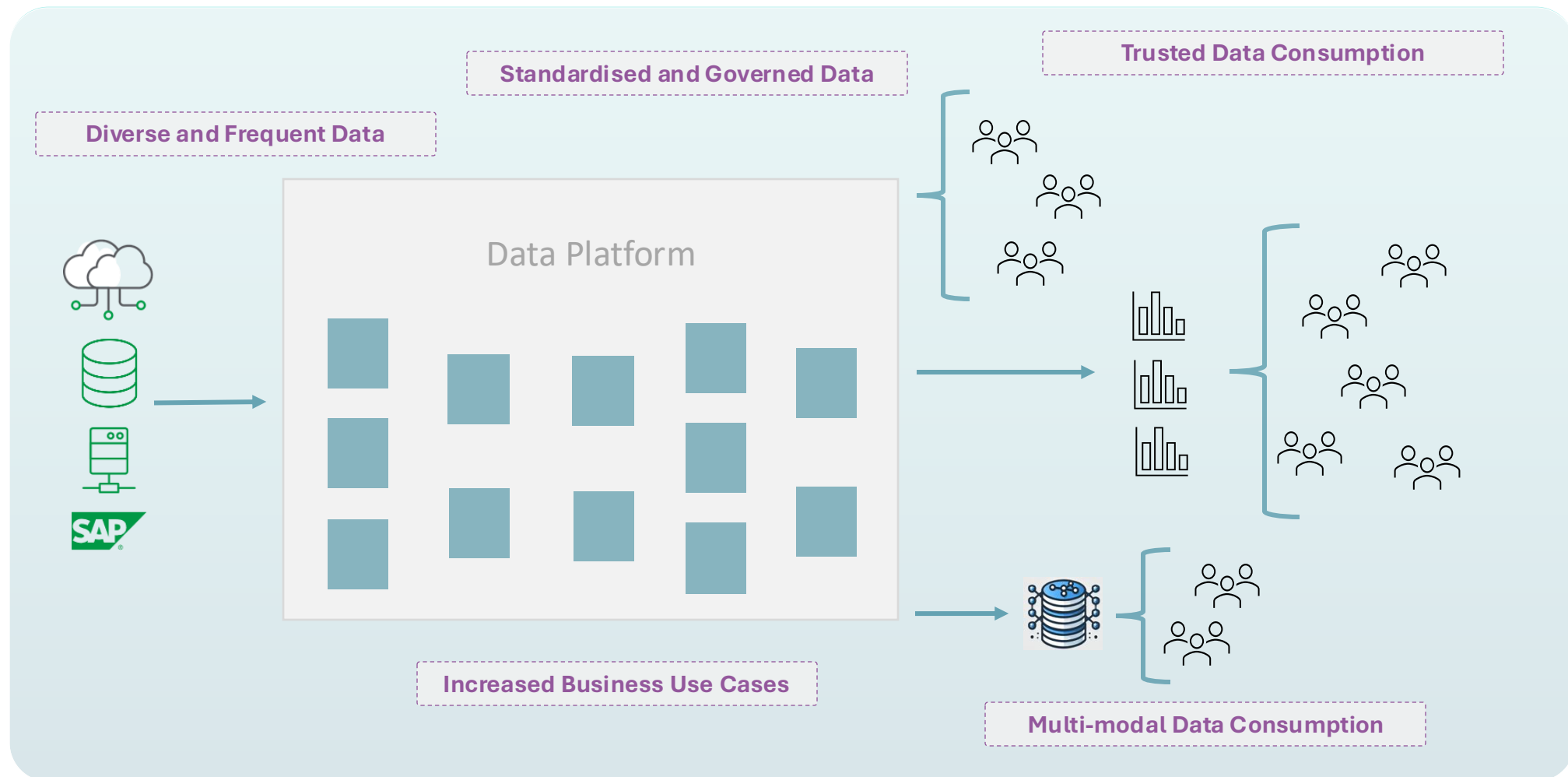
Step 1: Data Movement
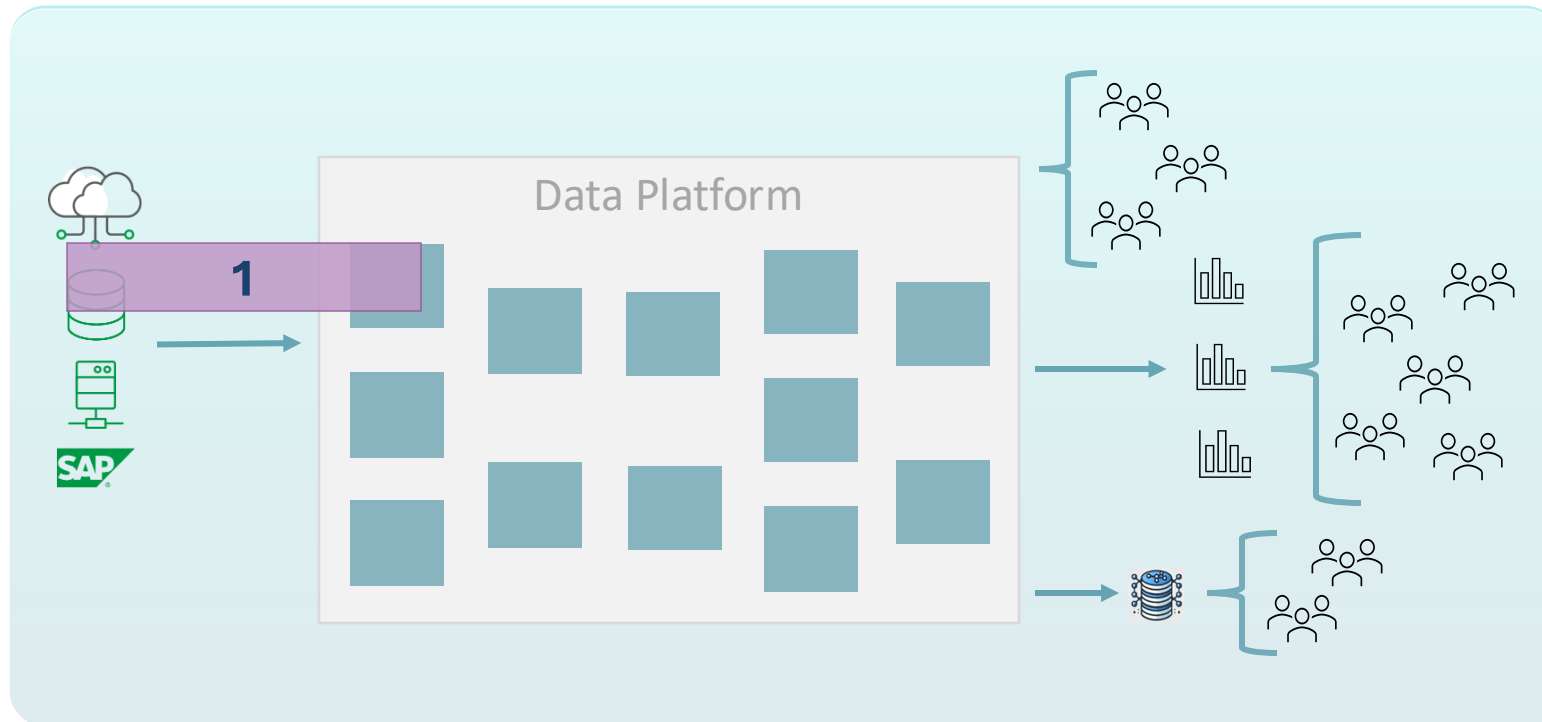
Apache Iceberg

Open Lake House Architecture

Powerful ✅		**Complex** ❌	
Faster ✅		**Resource-intensive** ❌	
Cheaper ✅		**Non-native ingestion** ❌	
Real-time ✅		**Difficult to scale** ❌	

Qlik Open Lakehouse

Unlocking the value of Iceberg for the enterprise

Any Source

- Cloud
- RDBMS
- SAP
- Mainframe
- Files
- Kafka/ Kinesis

Qlik Talend Cloud

Move
- Real Time
- Bulk
- Streaming

Transform
- Streaming transform
- Spark transform

Trust
- Data Quality
- Lineage
- Profiling

Access
- Data Products
- Mirror data to Cloud DWs
- Qlik Analytics

Iceberg Data Management — Automated, Adaptive Optimization

Engines
Qlik · snowflake · databricks

Amazon S3 · Apache Iceberg Tables

Real-time Analytics

SAP & Mainframe Value Creation

Lakehouse Modernizati

Data Quality and Governance

ML and Gen AI

API Integration and Workflow

AI-powered Analytics

Qlik Open Lakehouse Benefits

Reduce costs by >50%

Reduced costs through lower storage footprint, compute optimizations, and query efficiencies

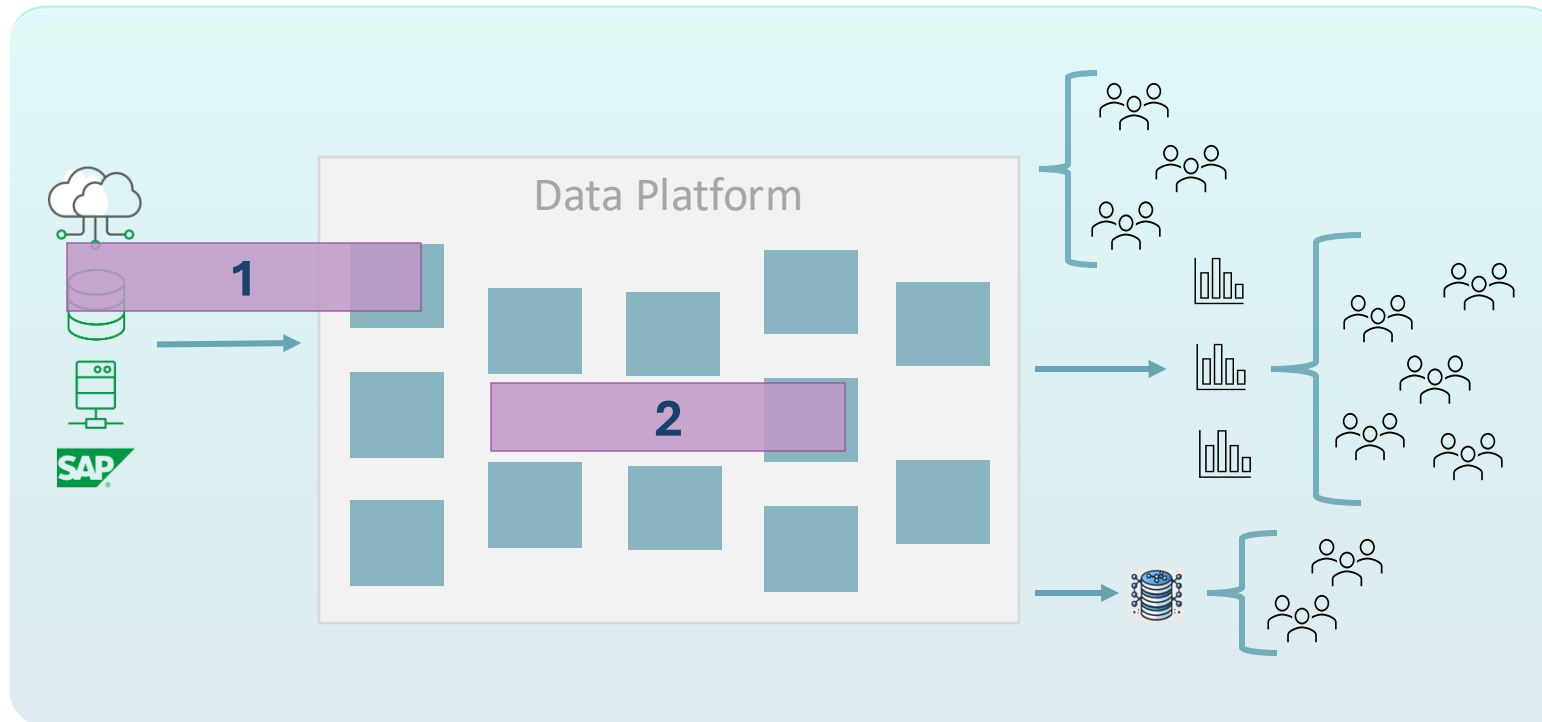**Ingest fresh data in seconds**

Enable real-time access to fresh data, from diverse sources directly into query-ready Iceberg tables

Improve query performance by 5x

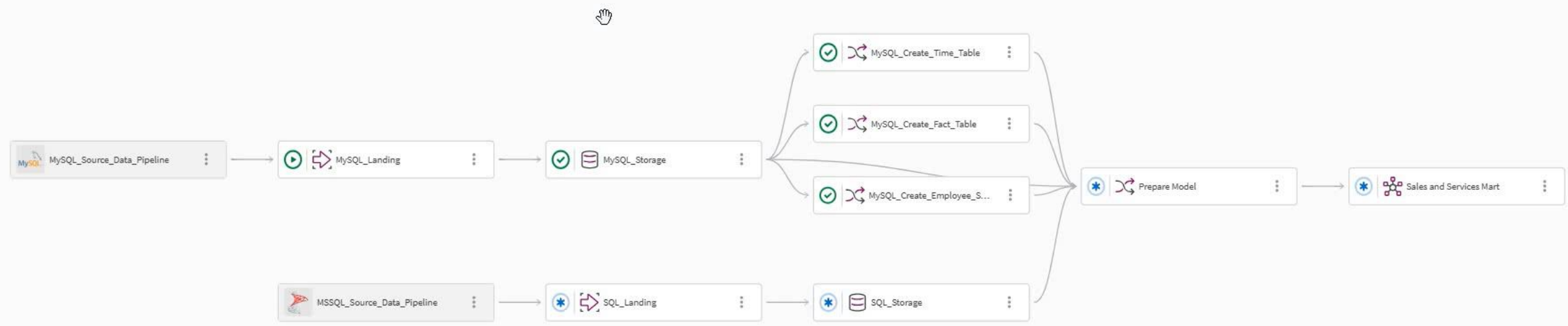Improved query performance through dynamic, always on optimizations and compactions

Step 2: Data Transformations
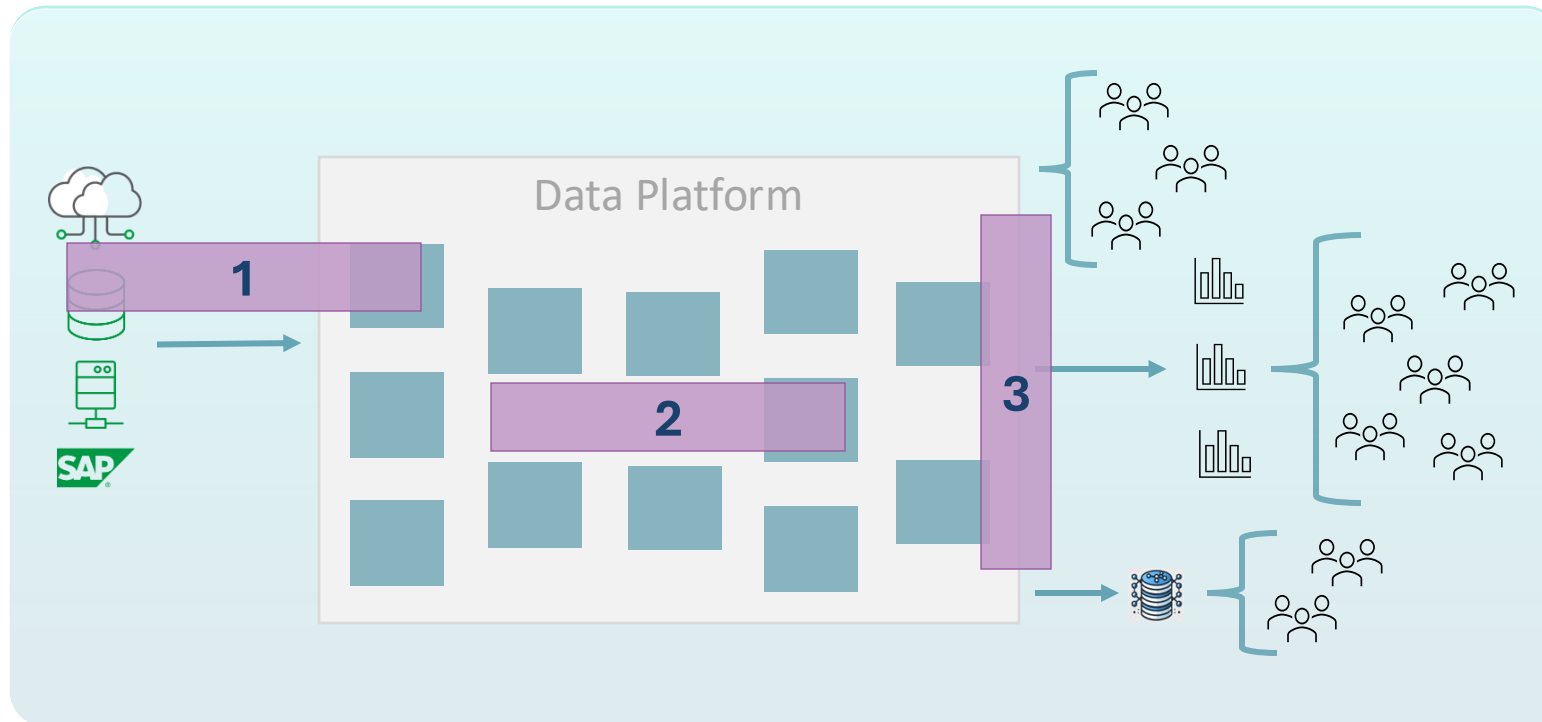

Data Platform

1

2

1 Data Movement

2 Data Transformations

Qlik.

AI_BREAKFAST_STHLM

Projects | Show tasks | Operations | Settings | GitHub | Validate | Prepare | Run | Stop | Recreate | Schedule | Create new

Search

Layers

MySQL_Create_Time_Table

MySQL_Create_Fact_Table

MySQL_Source_Data_Pipeline → MySQL_Landing → MySQL_Storage

MySQL_Create_Employee_S...

Prepare Model → Sales and Services Mart

MSSQL_Source_Data_Pipeline → SQL_Landing → SQL_Storage

Details

Qlik

Step 3: Data Access/Sharing

1 Data Movement

2 Data Transformations

3 Data Access/Sharing

Projects

Filter by name   Spaces ▾   Owner ▾ | ▽ All filters

Last modified ▾

+ Create new ▾

NW to Redshift   •••

Pipeline Demo   •••

DB2 ZOS   •••
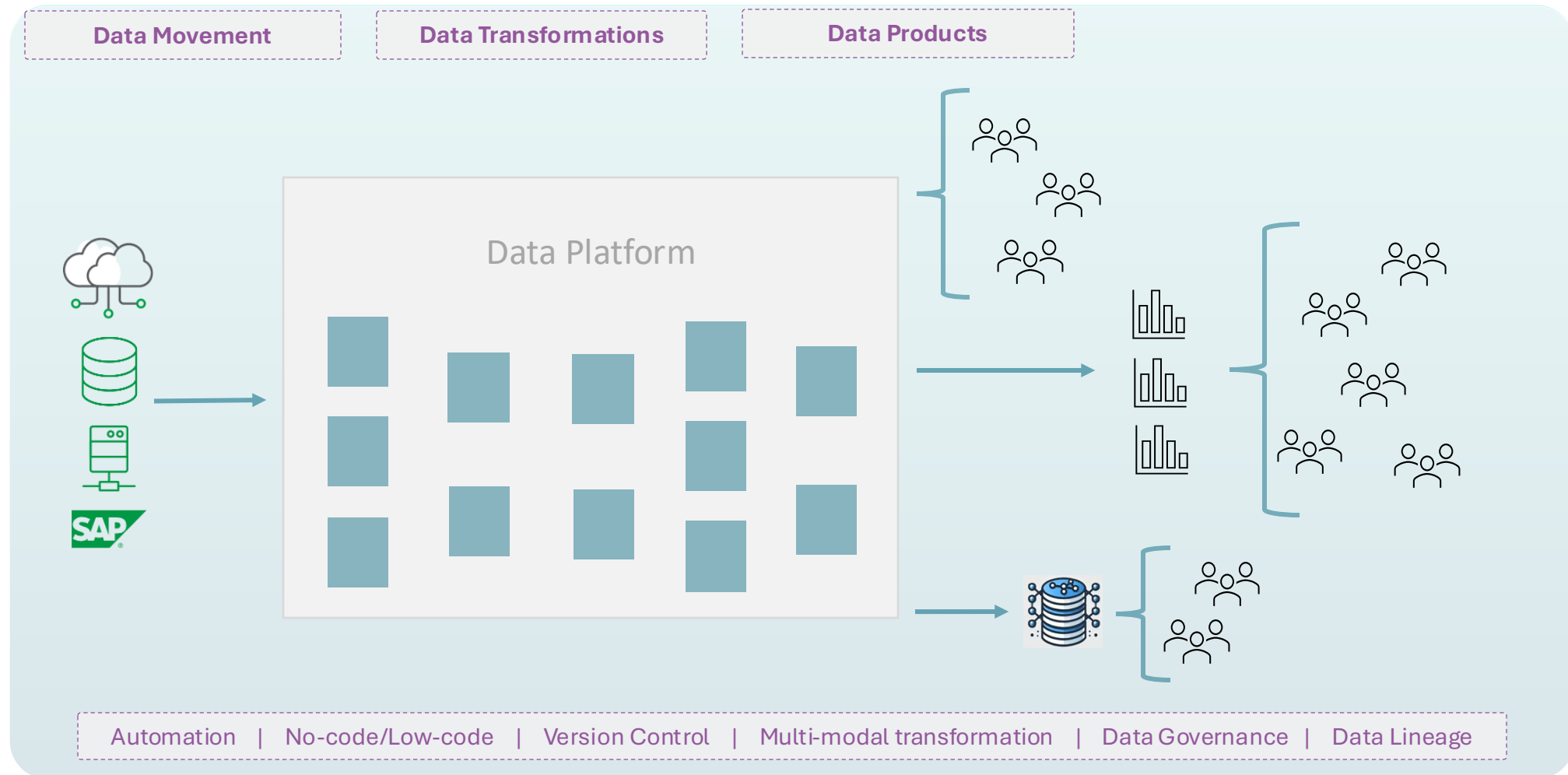
- Home
- Data marketplace
- Catalog
- Data quality
- Projects
- Monitor views
- Connections

Search for content

Trusted Data Foundation

Data Movement **Data Transformations** **Data Products**

Data Platform

Automation | No-code/Low-code | Version Control | Multi-modal transformation | Data Governance | Data Lineage

Qlik.

The Right AI Strategy

It's not just a technology decision

LLMs are just foundational models with limited ability to generate contextually appropriate enterprise outputs.
Result: *Expensive to build.*
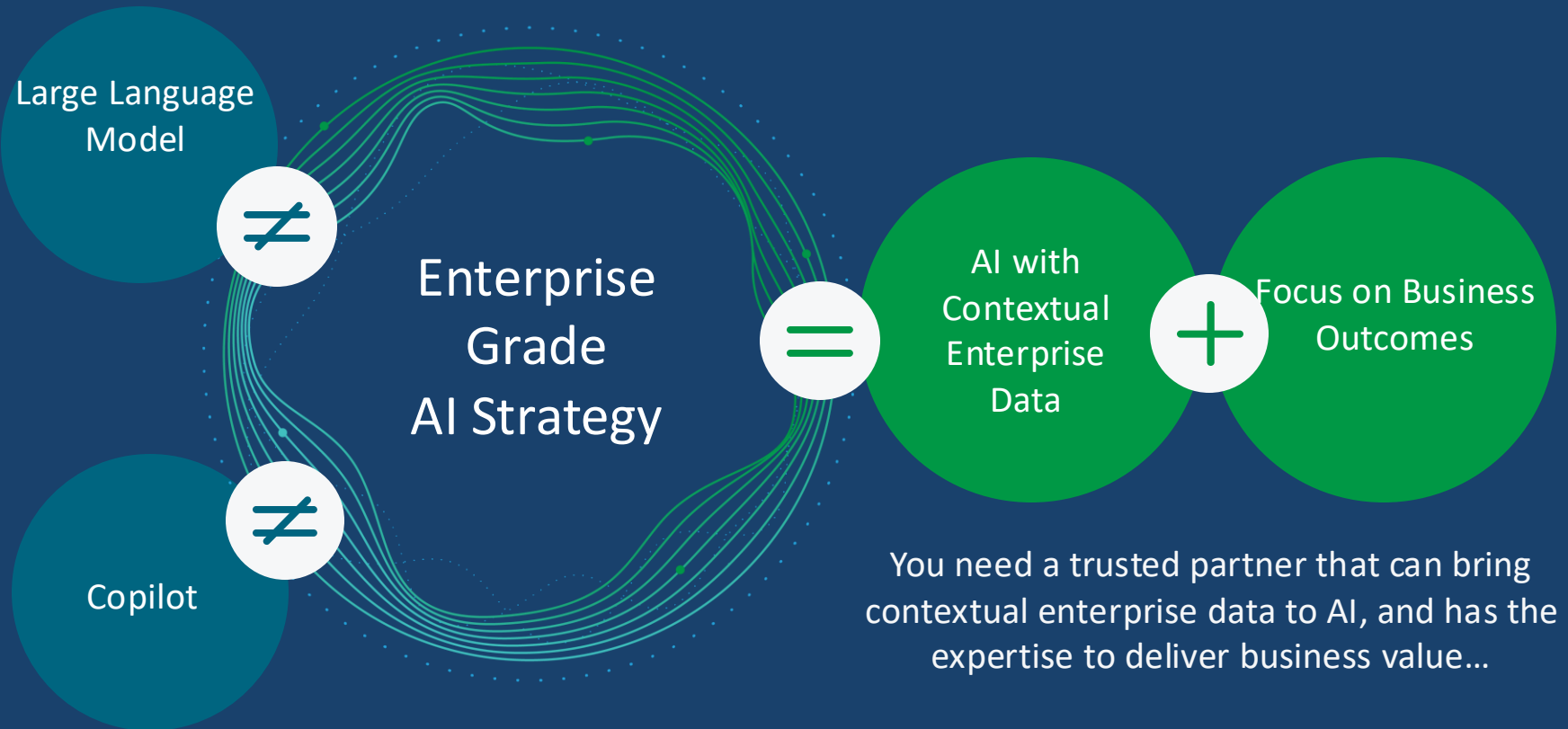
Copilots are just virtual assistants without any context about your business.
Result: *Limited value.*

Large Language Model

≠

Copilot

≠

Enterprise Grade AI Strategy

=

AI with Contextual Enterprise Data

+

Focus on Business Outcomes

You need a trusted partner that can bring contextual enterprise data to AI, and has the expertise to deliver business value...

Why Qlik for AI

Real business value, right now

Business Focus

We help you inform decisions in real-world use cases through our unique associative engine, predictive and generative AI – delivering the deepest insight to the most people in ways not possible with other solutions

Data Readiness

We're experts at building data foundations underpinned by governance, transparency and trust – delivering all the right data, both structured and unstructured, for AI

Fast Action

Our independent platform drives real-time action and fast time-to-value through automation and seamless integration that enable agentic systems

Predictive AI

Generative AI

Agentic AI

APPLIED VALUE

AUTHENTICITY

AGENTS

Our Approach

Delivering on all forms of AI to create value

Predictive AI
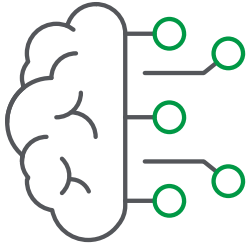
Processes and returns expected results, such as analyses or predictions

>50% of use cases in 2025[1]

This "analytical" form of AI remains a huge value creator!

Generative AI

Produces newly synthesized content, based on training from existing data

75% plan to use or invest in next 2 years[2]

GenAI is powerful but not the answer to every use case!

Agentic AI
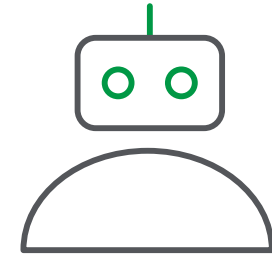
Makes decisions, plans actions, and learns from its experiences

In **33%** of enterprise applications by 2028[3]

This emerging tech will augment humans, not replace!

AI-Powered Analytics

Purpose-built analytics for the most challenging environments

- A full range of AI-enhanced analytics capabilities serving all types of users and use-cases

- Generative AI-driven natural language processing and generation

- Automated insights, AI-assisted authoring, real time third-party AI integration

COMING 2025

New agentic experiences, AI-driven proactive monitoring / anomaly detection and more

AI Solutions

Turn data into insight and action

Powered by game-changing Associative Engine

QLIK CLOUD ANALYTICS

Predictive AI

Guided, no-code machine learning for analytics teams

- Empower proactive decisions with predictive insight and key drivers

- Generate ML models and predictions with full explainability, through a no-code AI-assisted experience

- Freely explore predictive data and test scenarios using Qlik engine

COMING 2025

Expanded use cases for machine learning, assisted and automated dataset preparation

AI Solutions

Turn data into insight and action

Simple and powerful ML for analytics teams

QLIK AUTOML

Generative AI

Plug-and-play, natural language knowledge assistants

- Inform workers in real-time, with personalized, relevant answers from unstructured content

- Deliver reliable and consistent responses with full explainability

- Take advantage of an out-of-the-box, self-service solution

COMING 2025

Will combine structured data analytics, unstructured content, actions/ automations and more
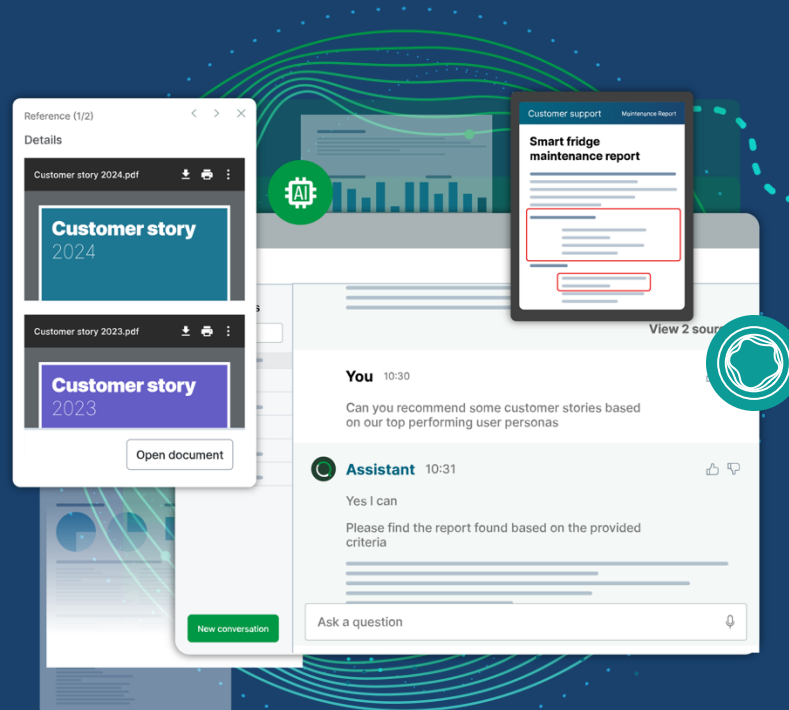
QLIK ANSWERS

AI Solutions

Turn data into insight and action

Generative-AI answers up and running in under an hour

Agentic AI: Workflow Specific > Generic

Agents must *augment* **teams, not replace them**

Perception

Gather and process data from the environment

Decision

Make decisions based on predefined goals

Learning

Continuously measure and learn from outcomes, optimizing future actions

Action

Take actions like automating tasks, or interacting with users in real-time
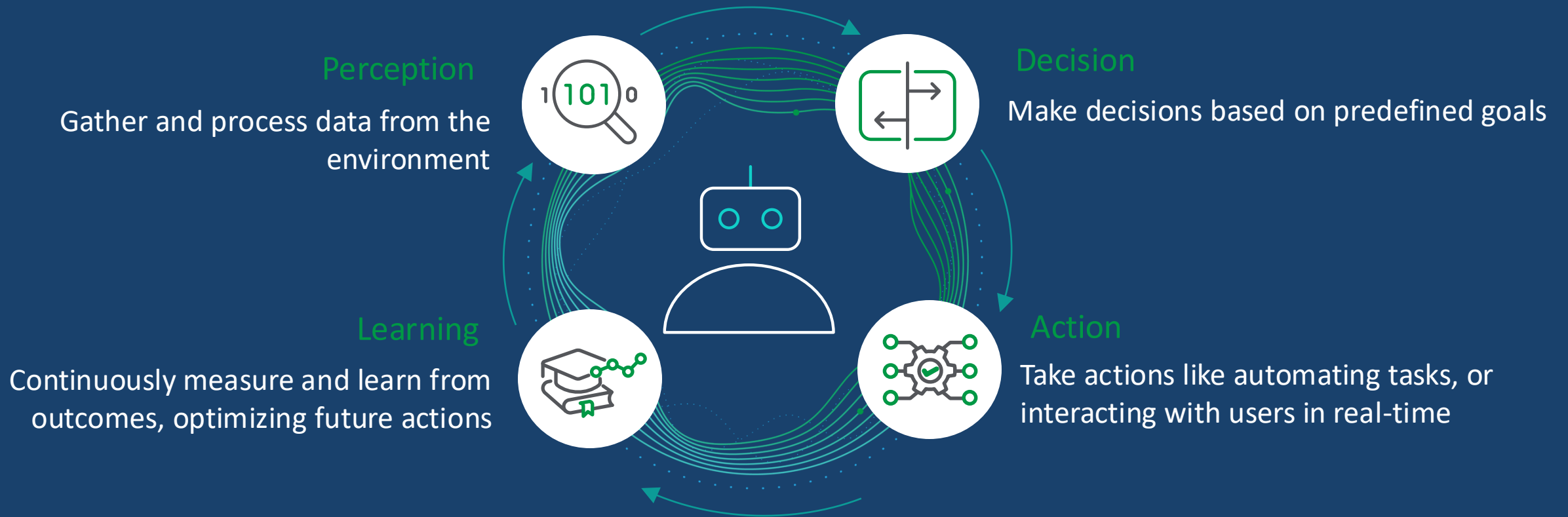
A Complete, End-to-End Platform

From data to insight to action

AI FOUNDATION
Data Integration & Quality

Move → **Transform** → **Trust**

ACCESS

AI SOLUTIONS
Analytics & AI/ML

Analyze → **Answer** → **Act**

PREDICTIVE AI + GENERATIVE AI + AGENTIC AI

Real-Time Data

Quality & Governance

Knowledge Bases

Associative Engine

Workflow Automation

APIs

aws databricks Google ICEBERG Microsoft snowflake

Governance, Transparency & Trust
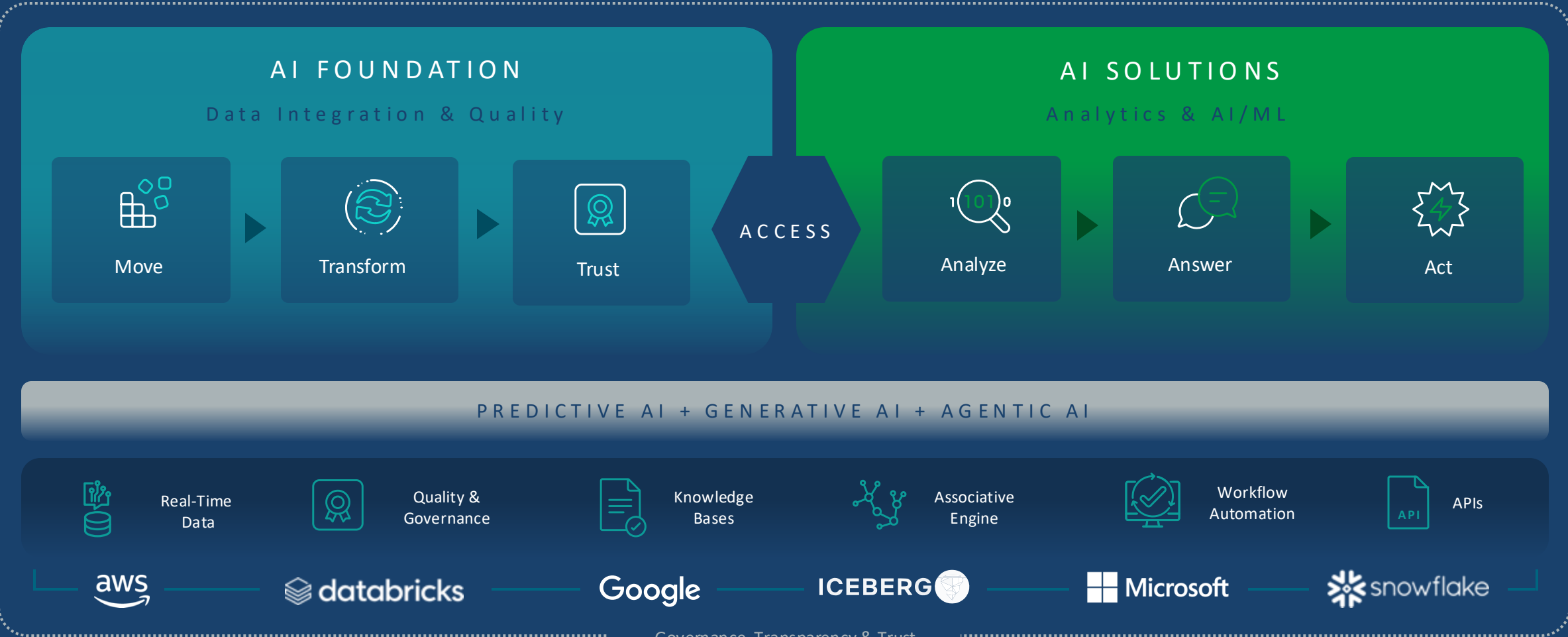
The Future

Qlik is pioneering new ways to bring action to data

We already offer powerful automation capabilities

We can already deliver all of your data to support AI

Data Readiness for AI

As we do with all forms of AI, we can help get your data ready

Qlik
Agentic AI

Agentic AI in our Products

We will release a new agentic experience in Qlik Cloud in 2025

Agent-to-Agent Connectivity

Our agentic AI experience will be able to connect to third-party agents

Agentic AI will augment our predictive and generative AI capabilities, making them more powerful and accessible

Thank you!