

From migration to transformation

SESSION 05 • 12:00 – 12:40

Cloud adoption scenarios



Simona Klebonaite

Business Delivery Manager, The Infotrust



Justinas Petkevicius

Channel Manager, The Infotrust



Who has worked with Qlik for more than 10 years?

SHOW OF HANDS

... and who has a Jonas - the one person who knows how it all connects?

... and who is weighing Qlik Cloud right now - go or no go?

Qlik let you skip the wait

WHY IT WORKED

TRADITIONAL BI



Every new question goes back to IT - weeks, sometimes months

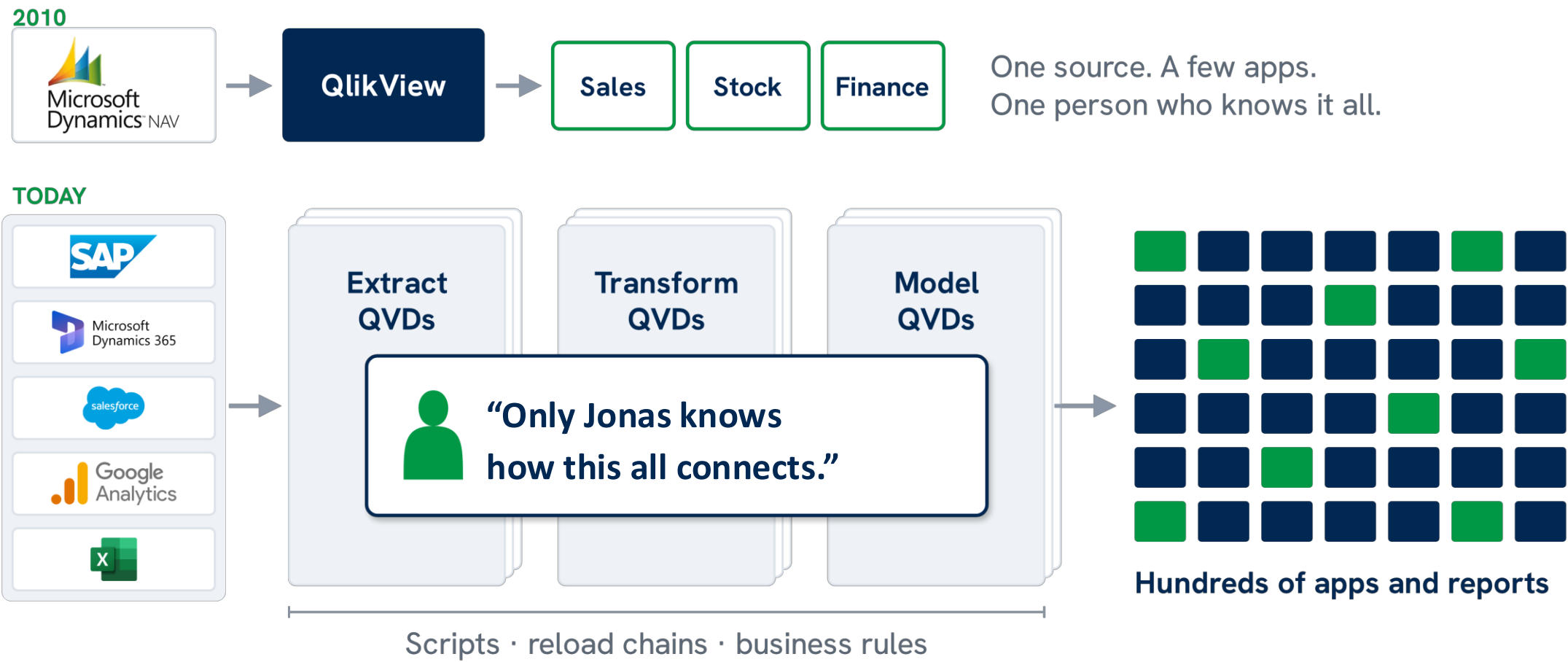
QLIK



The next question: answered the same day

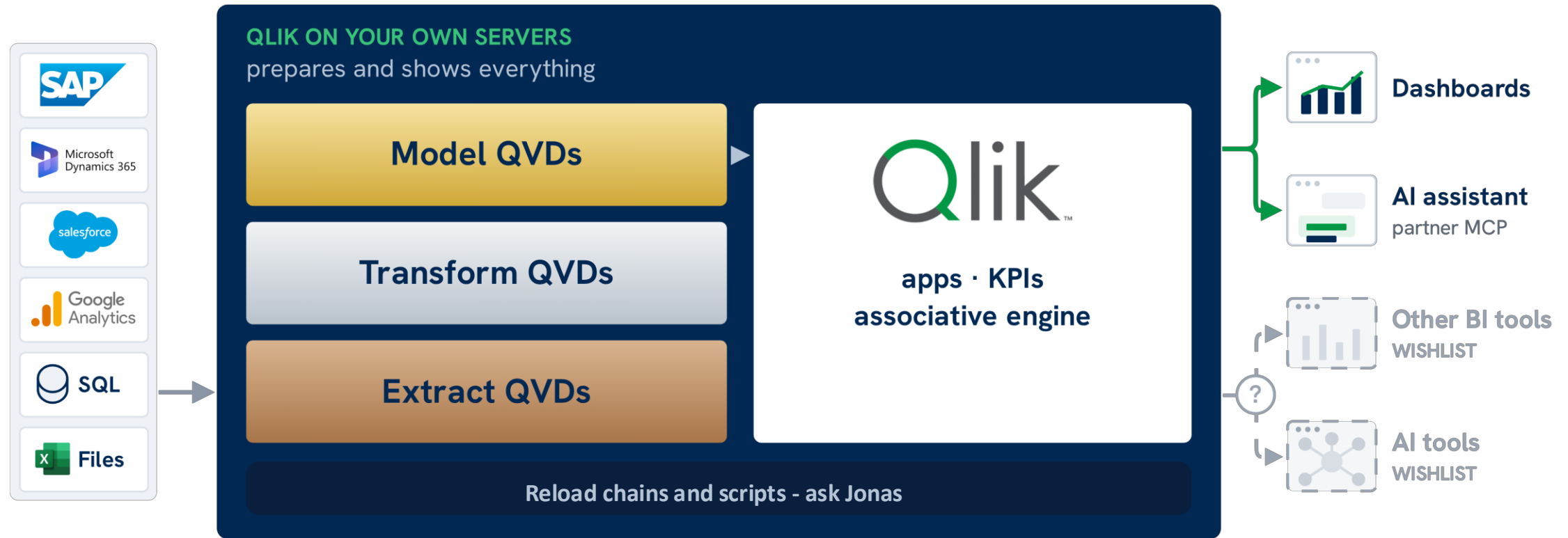
Success built a data supply chain

IT WORKED - SO YOU KEPT BUILDING



Data became an enterprise asset

BUILT FOR QLIK - NOW NEEDED BY EVERYONE



Same data, many consumers: **separate preparations - or one shared foundation?**

“Cloud or on-premise?” is the wrong first question.

PART 2 · TWO DECISIONS

First: what problem are you solving? Then two separate decisions - cloud is only one of them.

The data and analytics landscape today

FOUR SHIFTS WE SEE - IN THE BALTICS, THE NORDICS AND GLOBALLY

Data as a strategic asset

Data belongs to the whole company, not only to Qlik.



DATA PLATFORM DECISION

Cloud-first operations

On-premise platforms are being retired - the push to cloud grows.



QLIK CLOUD DECISION

AI needs centralized governed data

AI is only as good as its data.



BOTH DECISIONS

Platform consolidation

Warehouse and lakehouse converge - the choice gets easier.



DATA PLATFORM DECISION

The strongest pressure is on your data - not on the cloud.

Cloud or on-premise is only half of the question.

Two decisions, not one

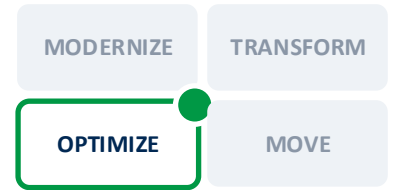
HIDDEN IN THE SAME PICTURE



Related - but independent. **Decide each on its own, in any order.**

● Lean: Qlik is still manageable

STARTING POINT 1 OF 3 · NOT A MATURITY SCORE



TYPICALLY

- Less than 7-8 years of Qlik
- Fewer apps, intact QVD layers
- Its builders are still on the team
- Business logic still easy to follow
- Low technical debt

YOUR QUESTION

Keep running Qlik ourselves - or move while it is still simple?

NATURAL FIRST STEP

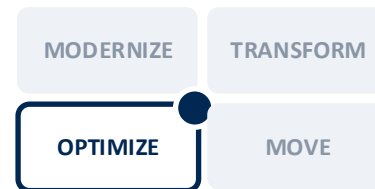
Optimize - or Move.

Your QVD layers can stay.

The advantage: move before years of new apps and exceptions pile up.

● Mature: Qlik has become an architecture

STARTING POINT 2 OF 3 · NOT A MATURITY SCORE



TYPICALLY

- 10+ years of Qlik
- Hundreds of apps, tens of sources
- Or fewer apps - some very heavy
- Built by several teams and partners
- Logic lives in people - ask Jonas

YOUR QUESTION

Has Qlik outgrown its role as the place where shared data is prepared?

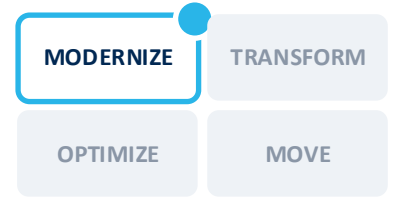
NATURAL FIRST STEP

Discover → optimize →
data platform, then Qlik Cloud.

Be careful: moving everything as is just relocates the complexity.

● Data-first: the platform already exists

STARTING POINT 3 OF 3 · NOT A MATURITY SCORE



TYPICALLY

- Large, data-intensive organizations
- Kept a data warehouse next to Qlik
- Now moving to a cloud data platform
- Data engineering and governance working
- Qlik is one consumer among several

YOUR QUESTION

How - and when - do we move Qlik to Qlik Cloud?

NATURAL FIRST STEP

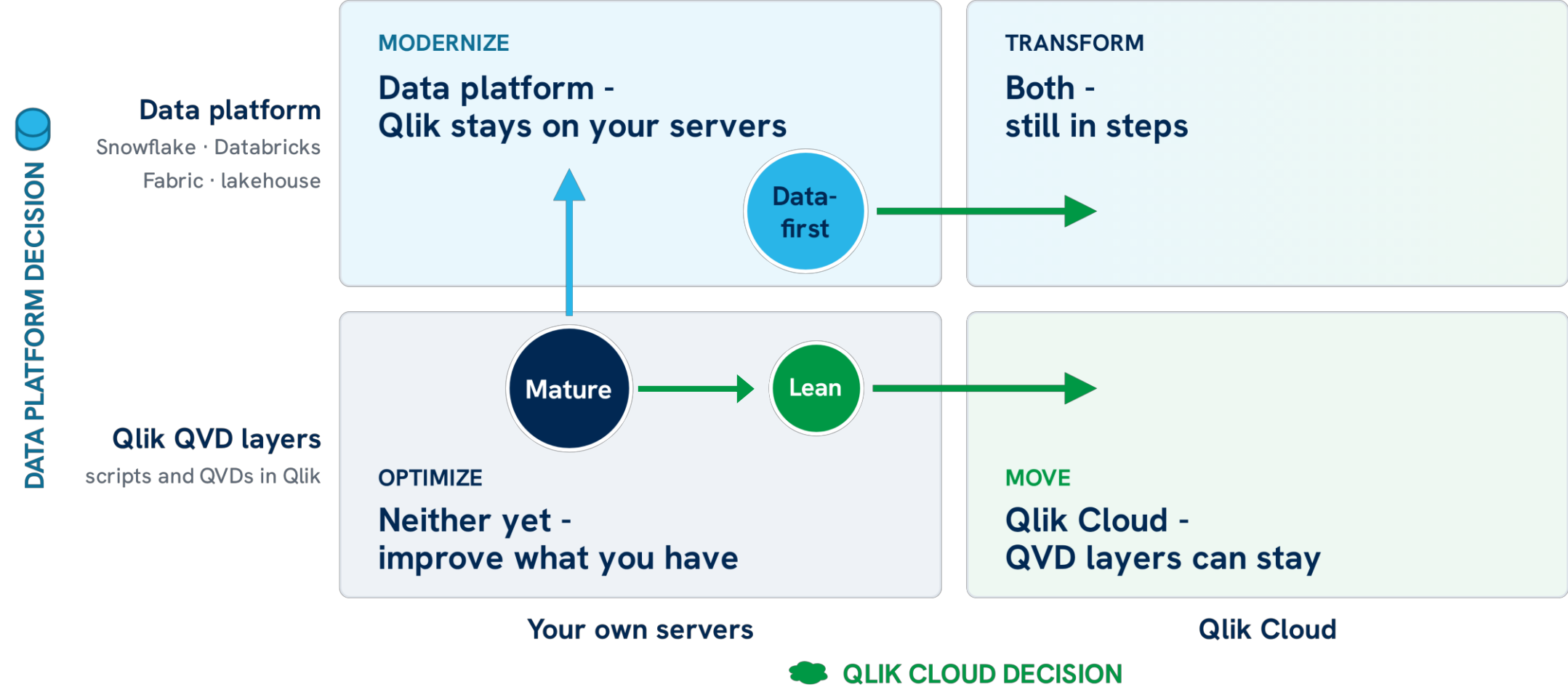
Move - or Transform.

Qlik Cloud on top of your platform.

The data question is answered - the Qlik Cloud decision is the easy one.

Two decisions, four scenarios

WHERE EACH STARTING POINT USUALLY GOES NEXT



Optimize: improve what you have

NEITHER DECISION YET · SAME ARCHITECTURE, LIGHTER

MODERNIZE

TRANSFORM

OPTIMIZE

MOVE

01

**Retire what nobody
opens**

Usage data shows them

02

Merge duplicates

Two apps, one truth

03

**Simplify QVDs and
reloads**

Fewer steps, faster
refresh

04

**Name owners,
document logic**

Jonas can take a holiday

Right for: Lean - and the first phase for Mature.

AI without moving? A partner MCP server on your own Qlik Sense - as shown in the previous session.

Move: Qlik Cloud - your QVDs can stay

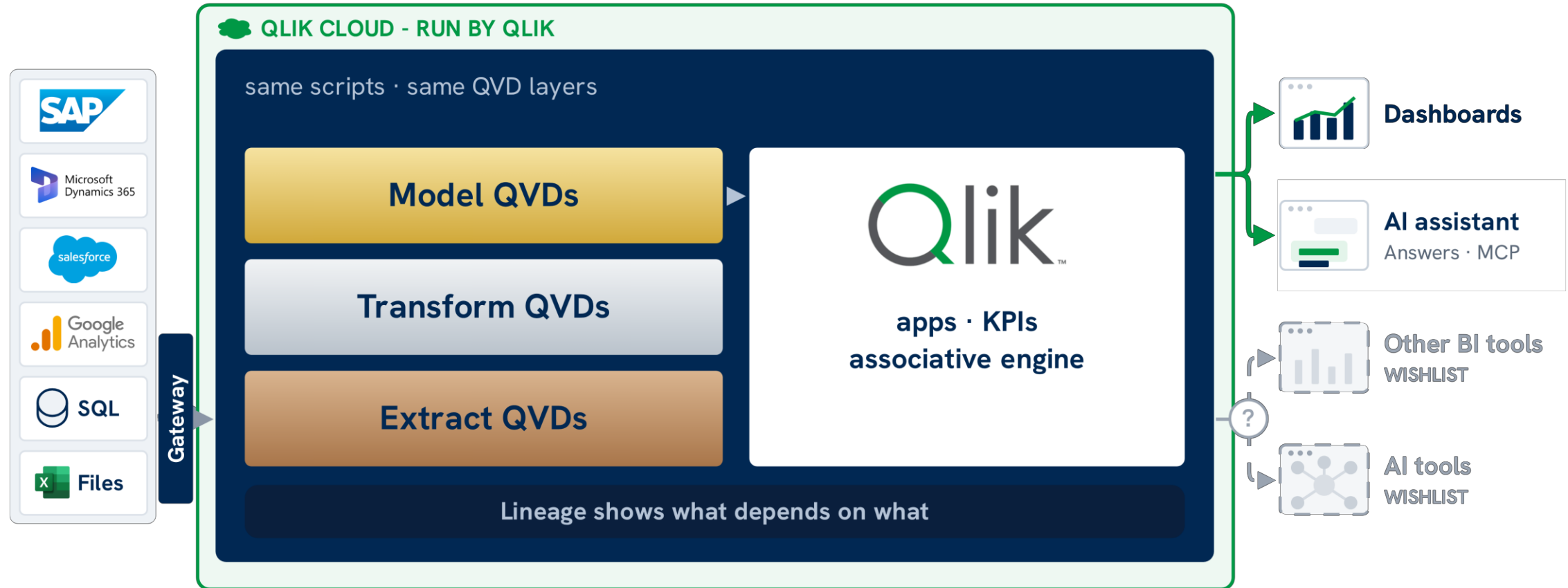
QLIK CLOUD DECISION · CHANGE WHO RUNS QLIK, NOT YOUR DATA

MODERNIZE

TRANSFORM

OPTIMIZE

MOVE



Stays: scripts, QVD layers, apps, your sources

Changes: who runs it - plus lineage, alerts and AI

Who takes care of the infrastructure?

QLIK CLOUD DECISION · WHAT MOVES OFF YOUR PLATE

MODERNIZE

TRANSFORM

OPTIMIZE

MOVE

	Client-managed	Qlik Cloud
Servers and operating systems	You	Qlik
Qlik services and certificates	You	Qlik
Upgrades - each release supported 2 years	You	Qlik
Hardware and scaling	You	Qlik
Monitoring and backups	You	Qlik
Security patches and disaster recovery	You	Qlik
STAYS YOURS		
Qlik Data Gateway for on-premise sources	-	You
Your apps, your data, your people	You	You

Beyond dashboards: what Qlik Cloud adds

MODERNIZE

TRANSFORM

OPTIMIZE

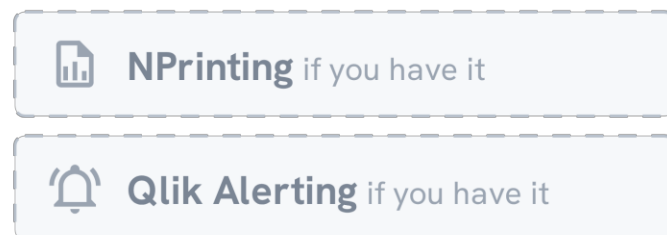
MOVE

QLIK CLOUD DECISION · NEW CAPABILITIES, INCLUDED

TODAY, ON YOUR OWN SERVERS



EXTRAS - SEPARATE LICENSES



 QLIK CLOUD ADDS - INCLUDED IN THE SUBSCRIPTION



Unlimited users

No cost for each extra user



Reporting

Pixel-perfect and Office reports, on schedule



Alerting

Data alerts and anomaly detection



Automation

No-code workflows with Qlik Automate



AI assistants

Qlik Answers, agents and the Qlik MCP server



Predictive AI

AutoML forecasts with Qlik Predict

Included quantities depend on the edition. **Check first:** some NPrinting features and custom extensions need a plan.

From “ask Jonas” to visible lineage

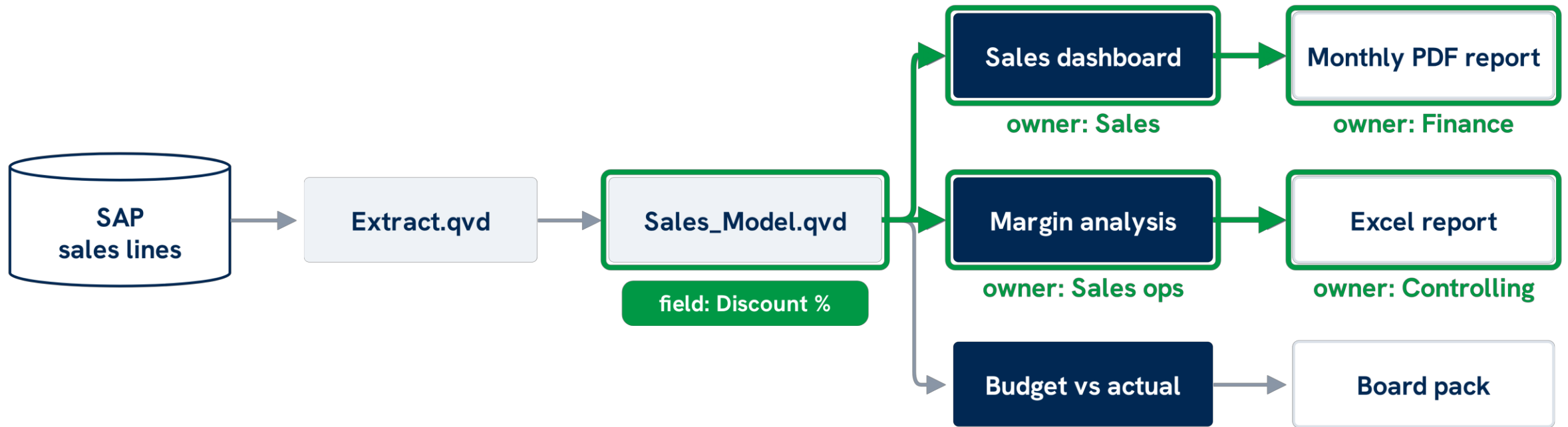
QLIK CLOUD DECISION · “WHAT HAPPENS IF WE CHANGE THIS FIELD?”

MODERNIZE

TRANSFORM

OPTIMIZE

MOVE



Jonas shouldn't have to be the architecture.

Field-level lineage and impact analysis, with owners.

Modernize: shared data on a platform

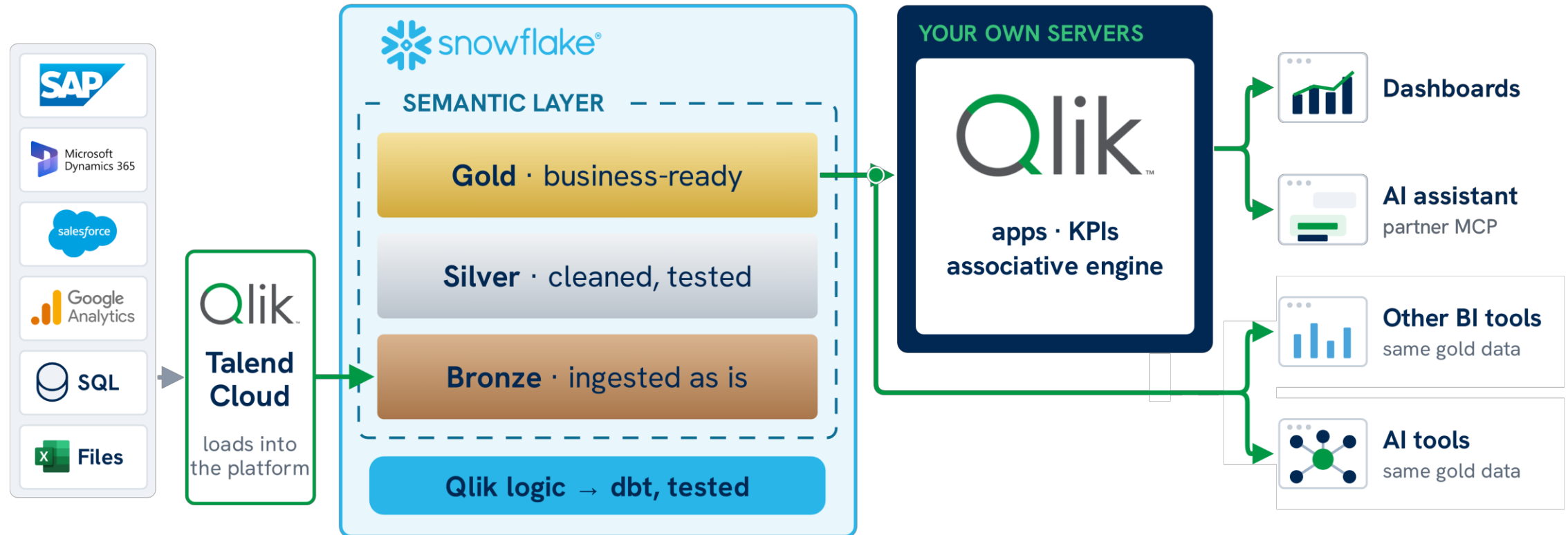
DATA PLATFORM DECISION · BUILT ONCE, USED BY EVERYONE

MODERNIZE

TRANSFORM

OPTIMIZE

MOVE



Shared data and shared definitions - built once, used by every tool.

Transform: change both, step by step

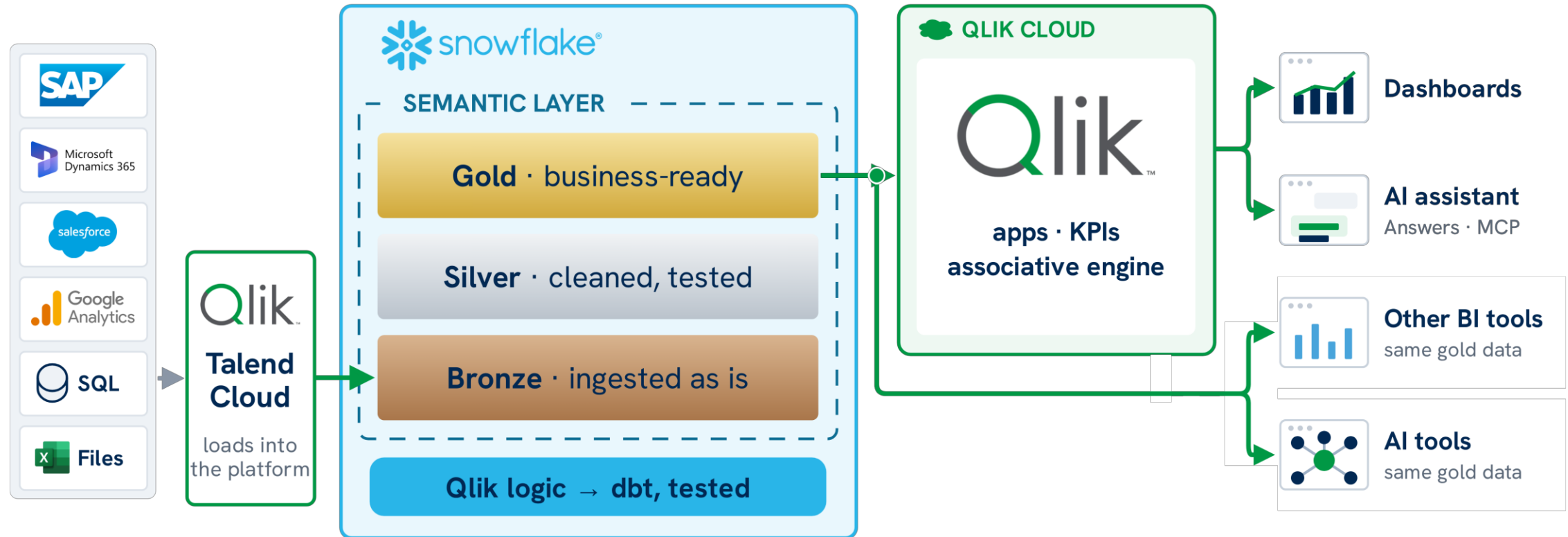
BOTH DECISIONS · IN STEPS, NOT A BIG BANG

MODERNIZE

TRANSFORM

OPTIMIZE

MOVE



Decide the target first - then get there step by step, one business area at a time.

What each first move gives you

SAME MAP - THE VALUE BEHIND EACH SCENARIO

MODERNIZE

typical for

M

One version of the data for every tool

- Shared gold data on a platform
- Qlik logic as tested SQL models
- Other BI and AI tools - no copies

TRANSFORM

typical for

D

One foundation for BI and AI

- Platform and Qlik Cloud together
- Agents use the same trusted data
- Still in steps - one area at a time

OPTIMIZE

typical for

L

M

A lighter Qlik, ready for more

- Fewer apps, faster reloads
- Logic documented, owners named
- AI on your own servers - partner MCP

MOVE

typical for

L

M

More Qlik for every user

- Unlimited users, reporting, alerting
- Qlik Answers, agents and MCP
- No servers, upgrades or patches

L Lean

M Mature

D Data-first

Transformation in practice.

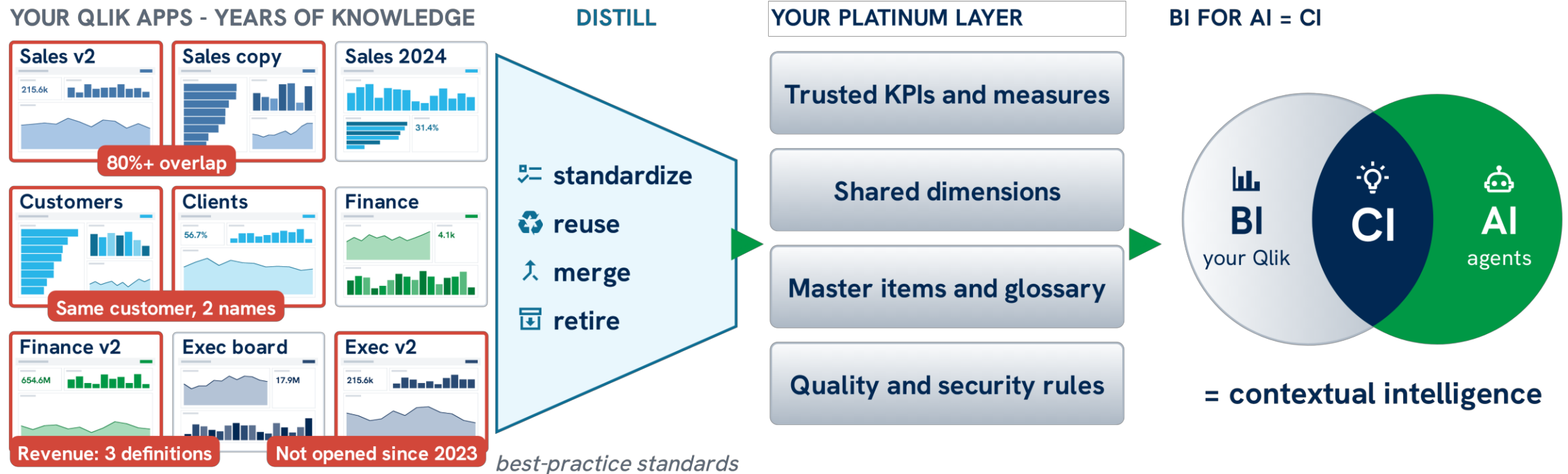
PART 3 · PROJECT EXPERIENCE

Whatever route you take - optimize what you carry.

Distilling value

YEARS OF QLIK WORK HOLD YOUR BUSINESS CONTEXT - DISTILL IT, DO NOT REBUILD IT

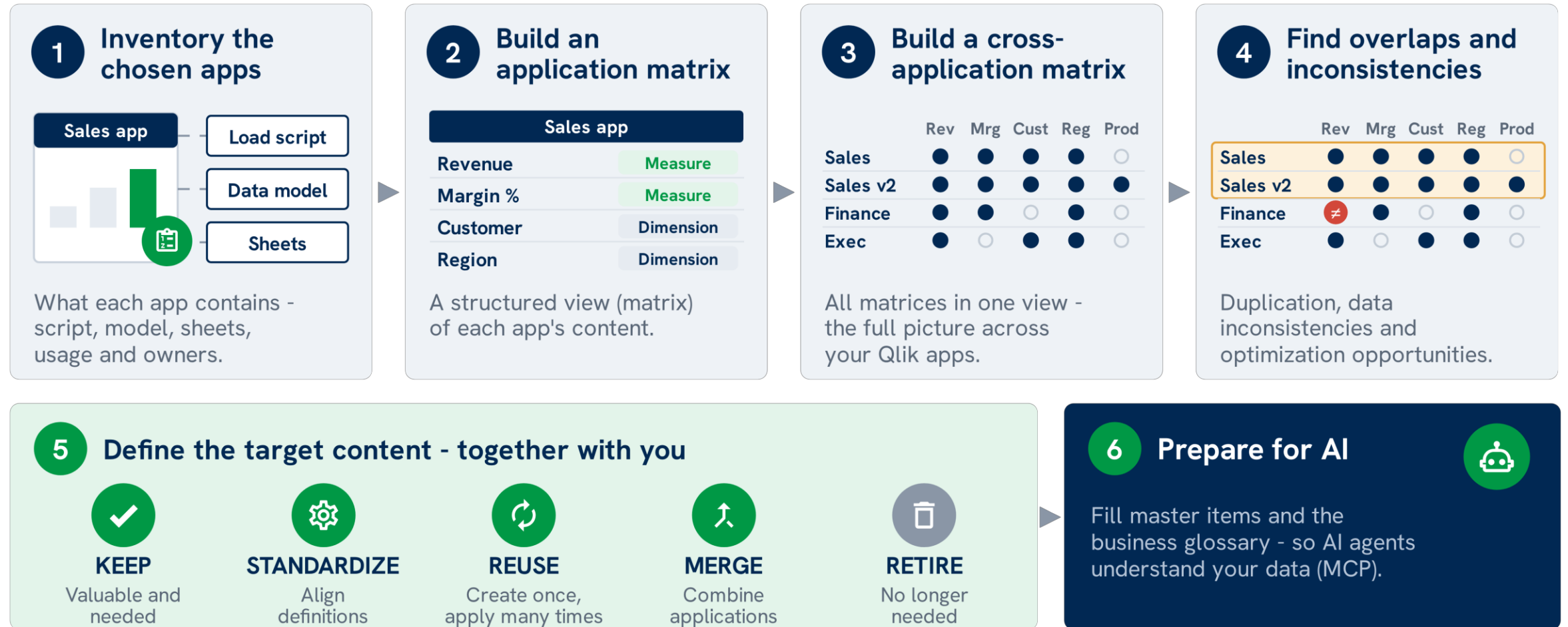
Not re-engineering from scratch - **advancing what works, with best-practice standards and reuse.**



Your advantage: 5-15 years of proven KPIs and business definitions - others have to build them from scratch.

How to optimize Qlik content

A STRUCTURED, TRANSPARENT PROCESS - FROM INVENTORY TO AI-READY CONTENT



Prepare to innovate

SUMMARY · YOUR NEXT STEP

- 1 Everyone starts somewhere different**
Lean, Mature or Data-first - and real life is a mix.
- 2 Take the next step - then adjust**
AI moves too fast to plan the whole route.
- 3 Prepare your context**
Distill your Qlik into the platinum layer AI needs.
- 4 Do not wait to innovate**
On your own servers or in Qlik Cloud.

YOUR NEXT STEP

Qlik environment assessment

- Where you stand on both decisions
- Which content to keep, merge or retire
- Your first step - with a plan

TALK TO US TODAY



Simona
Klebonaite



Justinas
Petkevicius

Later today: **14:00** One week to modern data

You can keep moving forward without moving everything.

YOUR QLIK FUTURE • YOUR NEXT STEP

Thank you - questions?



Simona Klebonaite

Business Delivery Manager, The Infotrust



Justinas Petkevicius

Channel Manager, The Infotrust