

Welcome to Qlik Customer Day

SESSION 01 • 09:30 – 09:50



Saulius Kriukelis
Head of Noise, The Infotrust



Justinas Petkevicius
Channel Manager, The Infotrust



Maris Svilans
Head of Sales, The Infotrust



Where it began

QLIK SENSE TOUR · FORUM CINEMAS VINGIS, VILNIUS · 18 MAY 2016



Where it began

QLIK SENSE TOUR · FORUM CINEMAS RĪGA, LATVIA · 17 MAY 2016



Ten years of Qlik Customer Day

WELCOME

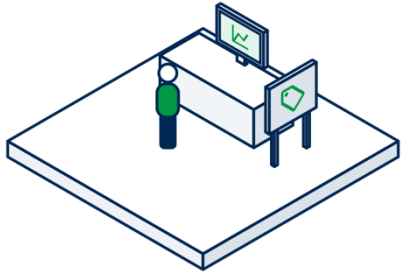
10

- Share what works
- Challenge what doesn't
- Look at what comes next

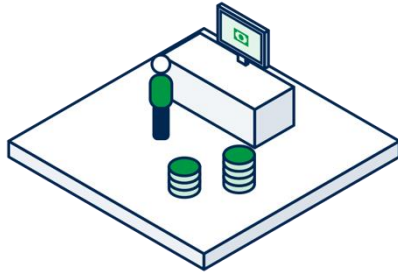
This year, one question is on every table: how will AI change our work?

It started in one department

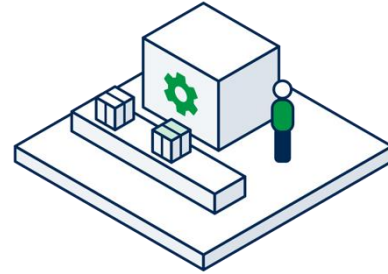
WHAT YOU BUILT



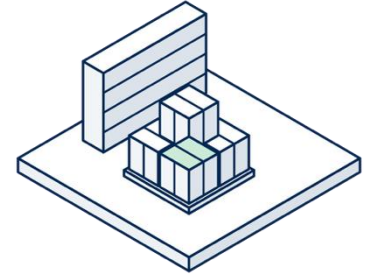
Sales



Finance



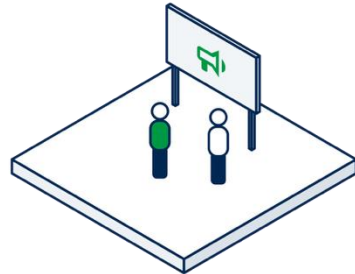
Operations



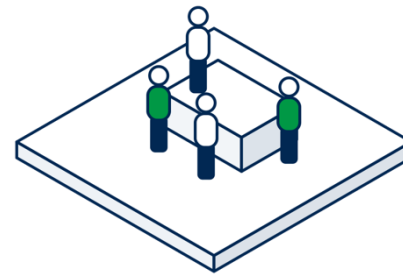
Logistics



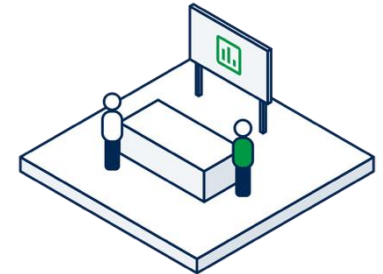
Procurement



Marketing



People and HR



Management

It worked - so it spread. **And you built three things along the way.**

Three things that are easy to overlook

NOT THE DASHBOARDS - WHAT YOU BUILT AROUND THEM



1 Context

- What margin means - agreed
- Systems joined that were never meant to meet
- Where your data is weak - and fixed

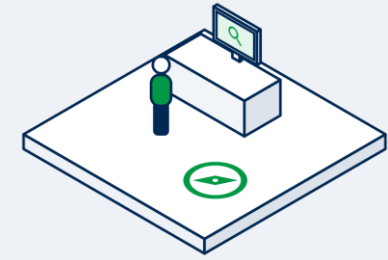
How your business understands itself



2 People

- Know the business and the data
- Know when a number is right - and when it only looks right

One of the scarcest skills in AI



3 Habits

- Exploring data on their own
- Expecting answers fast

Asking AI is the next step - not a new habit

Ask any model for your margin

WHAT CHANGED

 Any AI model

What was our margin in Latvia last quarter?

Your margin in Latvia last quarter was 34.2%.

Illustrative numbers

It doesn't know your context. **You do.**

YOUR QLIK APPS ALREADY KNOW

Margin	Gross	Contribution	✓
Rebates	Before	After	✓
Latvia	Legal entity	Market	✓
Quarter	Calendar	Fiscal	✓

16 possible margins. **It picked one.**

21.8%

The one margin your business means

The model is
the commodity.
Your context is
the capital.

Context

People

Habits

If it lives only in people's heads,
it walks out of the door.
That is organisational amnesia.

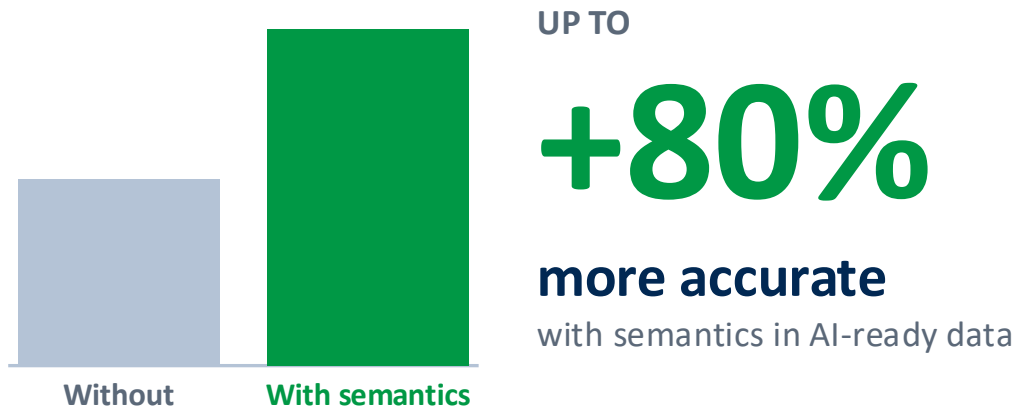


Business semantics make AI agents better - and cheaper

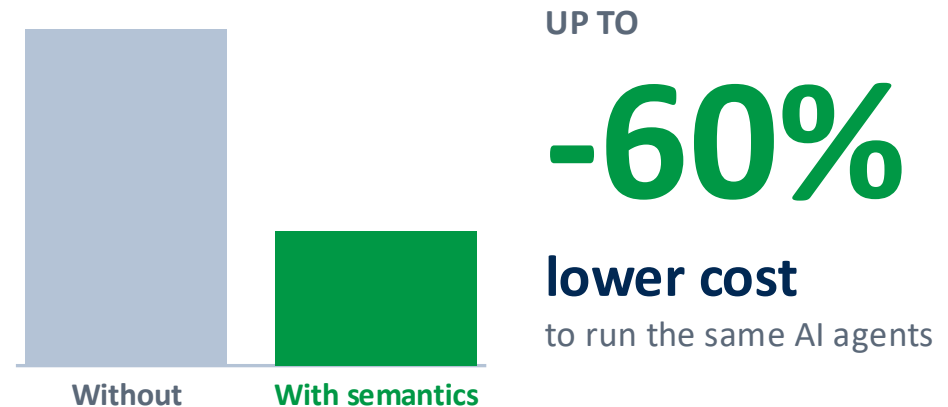
WHAT CHANGED · GARTNER



Accuracy



Cost to run



TESTED IN 2026

Same 3 AI models,
100 business questions

46-51% → 68-69%

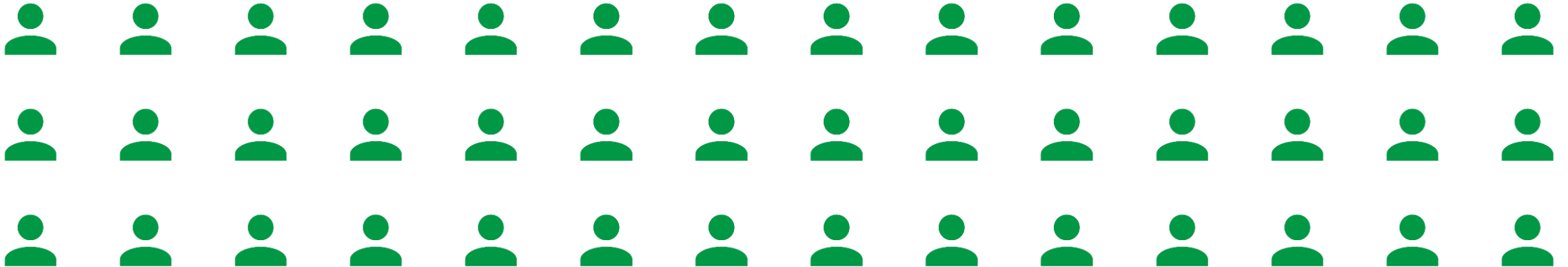
Only change: 4 KB of business definitions.
The model hardly mattered.

Gartner, 11 May 2026: by 2027, organisations that prioritise semantics in AI-ready data will increase agentic AI accuracy by up to 80% and reduce costs by up to 60%. Test: Cube, arXiv 2604.25149, Apr 2026 - Claude Opus 4.7, Claude Sonnet 4.6, GPT-5.4; 100 questions on retail data.

Your context can reach everyone

WHAT CHANGED

When everyone has the same models, **the difference is whose context is ready first.**



UNTIL NOW

The people who open dashboards

as long as the context is clear

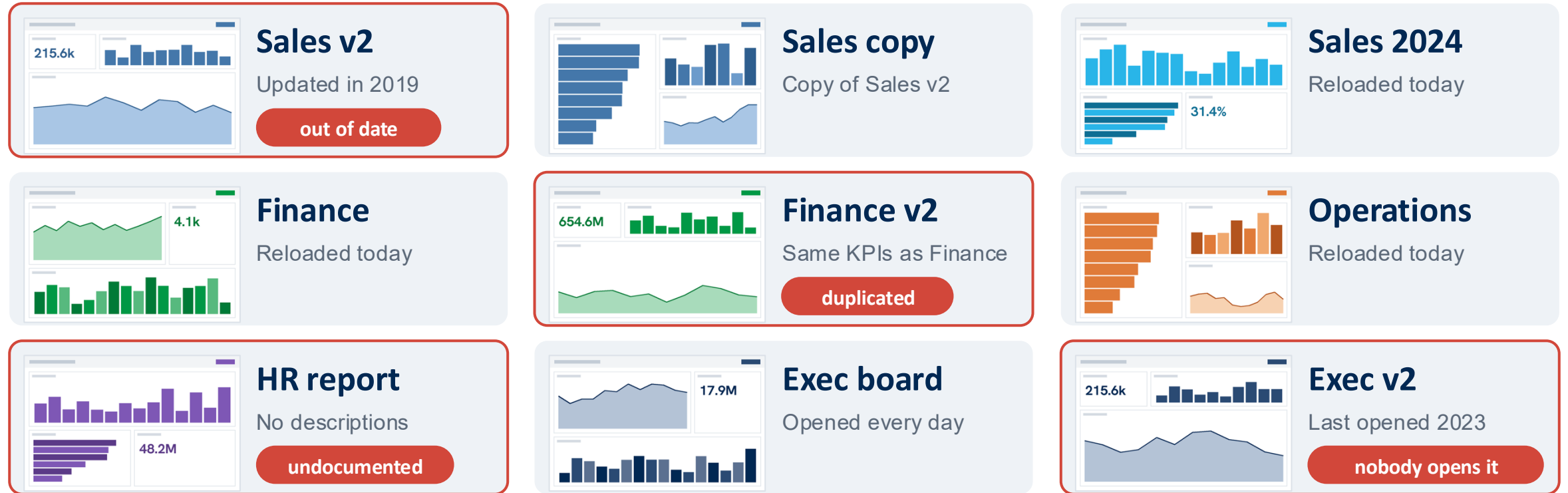
WITH AI

Everyone in your organisation who has a question

and access is governed

Not everything you built is capital

THE HONEST TEST

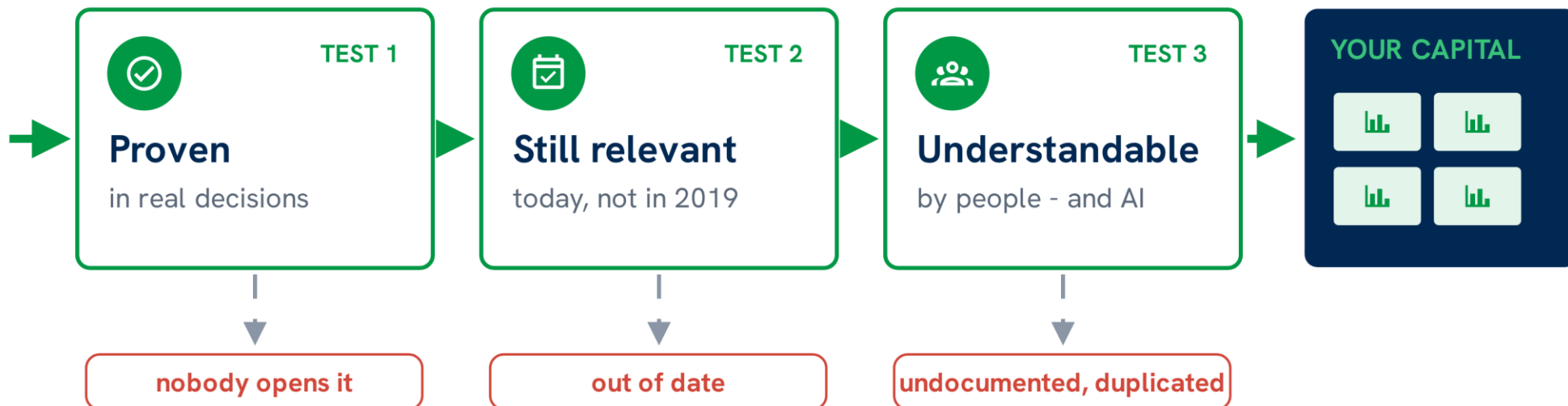


With AI, that matters more. An answer that is confidently wrong - or shows numbers someone should not see - costs more than no answer at all.

Three tests for the context that counts

THE HONEST TEST

WHAT YOU BUILT

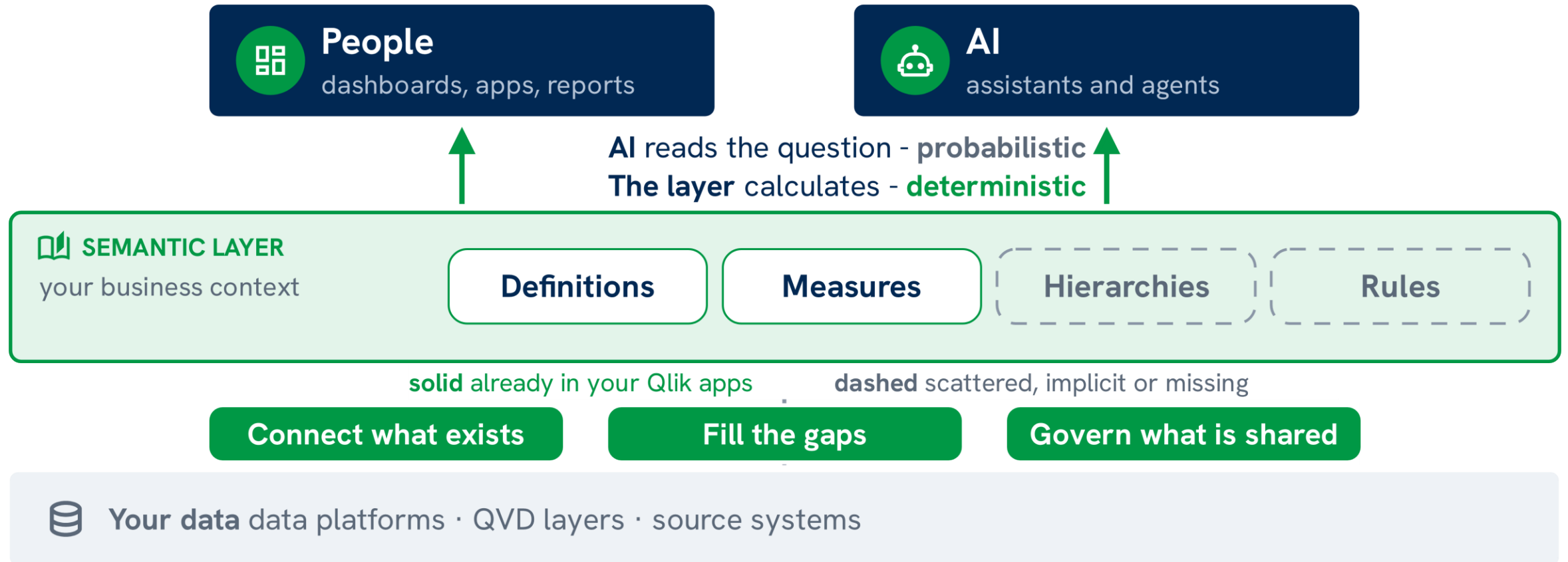


Find it, fix it, retire the rest. Far less work than starting from zero.

What a semantic layer is

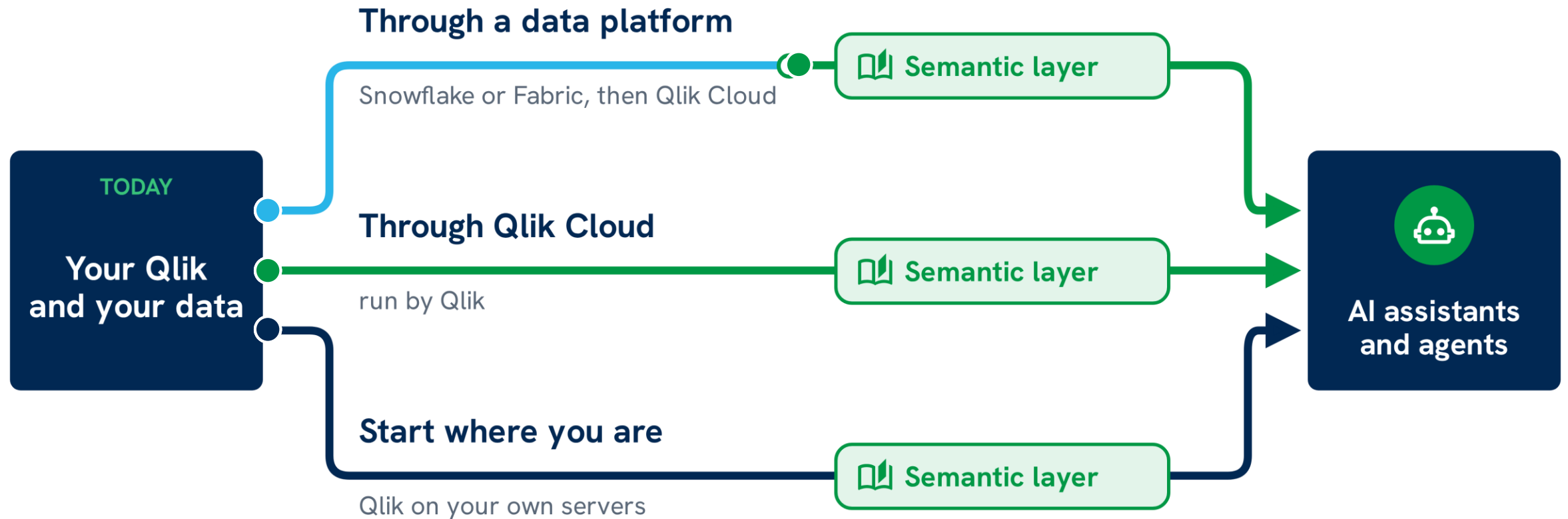
THE HONEST TEST

Your definitions, measures, hierarchies and rules - **in one place that people and AI can both read.**



Different starting points

THREE ROUTES - ONE SEMANTIC LAYER



The pipe matters less than what flows through it.

Gartner: by 2028, 60% of agentic analytics projects relying solely on MCP connections will fail without a consistent semantic layer.

The real question for today

NOT THE TOOL - YOUR CONTEXT

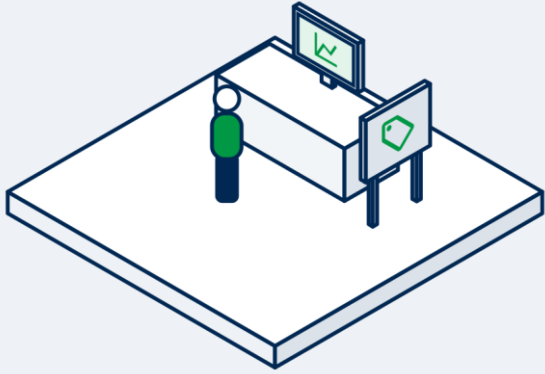
~~Which BI tool?~~

~~Which AI model?~~

How quickly can you put **your trusted context** to work?

You have answered this question before

THE QUESTION FOR TODAY



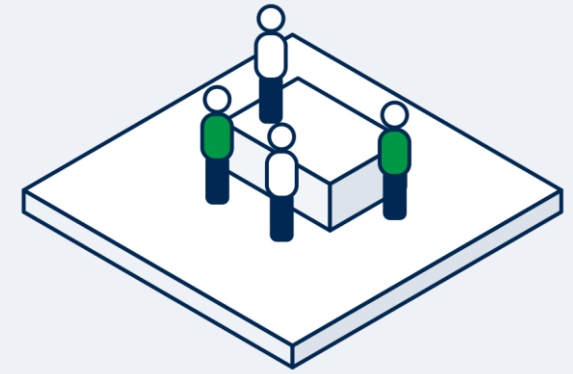
1

Start where the value is biggest



2

Prove it



3

Spread what pays

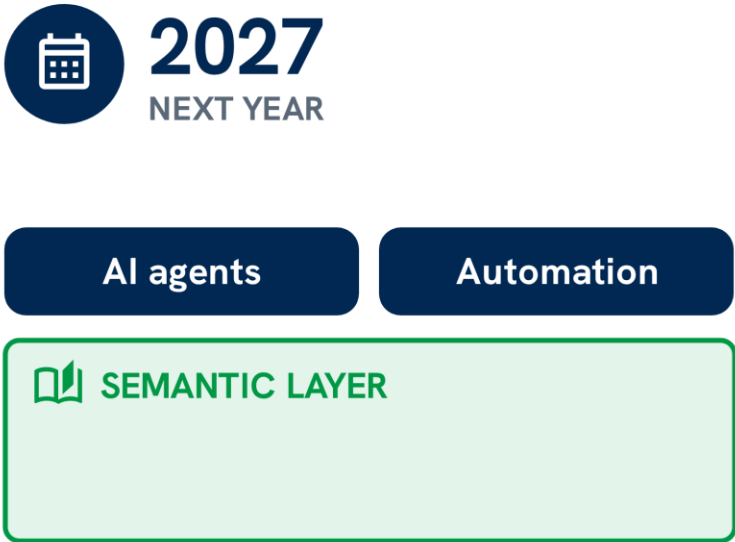
You didn't roll out Qlik everywhere at once. **AI deserves the same discipline.**

The next three years

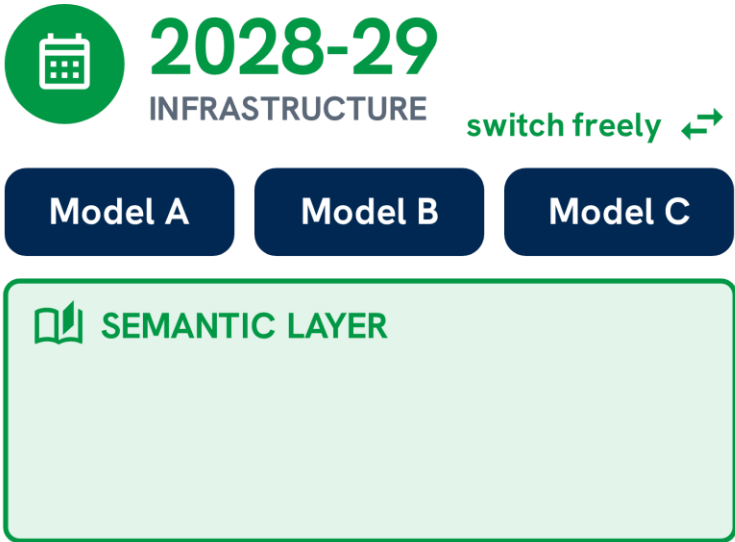
THE QUESTION FOR TODAY



Test the semantic layer in one department - or one app



More departments - agents and automation work on top



The layer is infrastructure - switch AI models freely, without losing what you know

Meet Justinas Petkevicius

YOUR GO-TO PERSON FOR QLIK · THE INFOTRUST



- Helps you test AI on your Qlik
- Guides your next step - any route
- Stays with you until it works

Find Justinas in every break - and at 12:00: **From migration to transformation**

Our partners today in Lithuania

THANK YOU

OUR PARTNERS



And to every customer who steps on this stage today.

Our partners today in Latvia

THANK YOU



ALSO QLIK PARTNERS IN LATVIA



And to every customer who steps on this stage today.

Thank you

QLIK CUSTOMER DAY

Enjoy the rest of the day