



Artificial Intelligence: Our Strategy

How we infuse AI across our business, from our products to
how we operate

Table of Contents

Summary	3
Introduction.....	4
Our Portfolio	5
Pillar One: AI Foundation	6
Pillar Two: AI Solutions	8
AI Advisory and Governance	11
Principles for Responsible AI	11
AI Council	12
AI Committee and Leadership.....	12
Executive Advisory Board	12
AI at Qlik	13
AI Applications	13
AI Literacy	15
Responsible AI	15
Key Resources	16

This document may include forward-looking information, including anticipated product direction as of the date of publication. Qlik undertakes no intention or obligation to update or revise any forward-looking statements contained herein, whether as a result of new information, future events, or otherwise. Any roadmap information is proprietary and may not be used for any reason other than to provide our customers, prospective customers, and partners with a general overview of anticipated future offerings. Our roadmap information should not be considered a commitment, promise, or other obligation on the part of Qlik to deliver any particular product or functionality and should not be relied on in making a purchasing decision. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

Summary

This document details what we have established across the business and our plans for the future. It supplements Qlik's code of conduct, data protection, and security; as well as ESG policies and practices.

Qlik is fully embracing AI — not only in how we go to market, but also in how we do business.

We offer a comprehensive, differentiated portfolio of solutions for our customers to create value with AI, with plans for continuous innovation.

We have established policies and processes supported by our AI councils and internal AI committees to help steer our strategy and direction, stay innovative, and ensure we develop and use AI responsibly and ethically. We view this as key in our role as trusted advisor for our customers' own AI strategies.

Internally, we have implemented AI applications for a number of use cases — with more planned — to continue bringing more efficiencies to our business and enhancing our customers' experience.

We are providing our employees with a rich catalog of educational resources to help them upskill while ensuring we have the right talent in place to continue driving innovation for our customers.



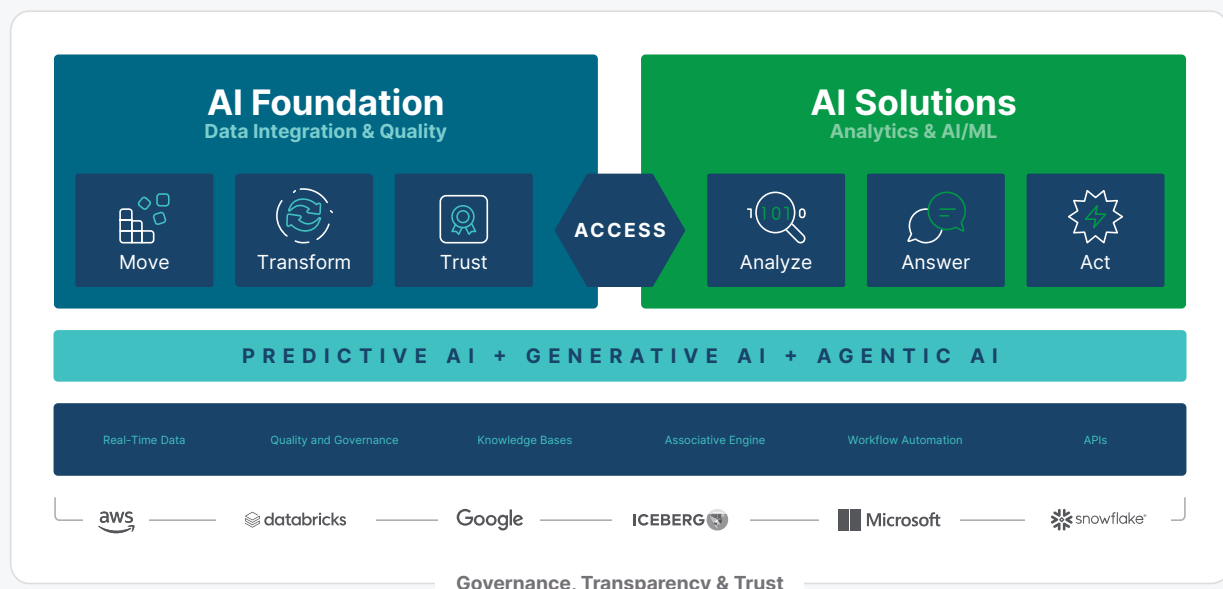
Introduction

A long-time leader and innovator in the data, analytics, and AI space, Qlik is perfectly positioned to fully embrace AI — not only in our products, but also in the way we conduct business — and do so responsibly. As the rise of generative AI accelerated the requirement for organizations to modernize their data fabric, it created new opportunities for Qlik to innovate in support of our customers' efforts to develop and implement their AI strategies. Since then, we have continued to lead through new acquisitions, product innovation, talent development, technology investments, and by establishing new systems and processes.

Our Portfolio

Qlik has a long track record of AI leadership. We first started infusing AI into our portfolio in 2013, when we updated our flagship analytics engine to support machine learning and neural networks. In 2019, we introduced Insight Advisor, an intelligent AI assistant built directly into Qlik Sense®. That kicked off a journey of rapid innovation that resulted in the introduction of new and enhanced capabilities as well as groundbreaking AI solutions like Qlik AutoML® and Qlik Answers™.

Today, Qlik delivers a complete, end-to-end platform that brings AI and automation to the entire lifecycle, from data to insight to action. Our portfolio is crafted around two pillars that align our product capabilities to core customer outcomes: AI Foundation and AI Solutions. These two pillars are underpinned by an approach that leverages all forms of AI, supported by a set of unique foundational services, including our data integration capabilities, unique analytics engine, and more. Our platform is open and agnostic, allowing seamless integration with a wide range of cloud services and data environments, and governed and transparent, ensuring the highest levels of trust.



AI Foundation

AI can't succeed without good data. It is fully dependent on an organization's ability to **establish a trusted data foundation**. This was already the case with predictive AI, but the rise of generative AI and agentic AI — which rely on data to function — has accelerated the need for companies to modernize their data fabric. Our point of view is that there are [six principles](#) to follow for creating AI-ready data, and our product strategy for our data integration and quality portfolio fully aligns to them:

- 1 Data should be **diverse** (coming from a wide range of resources) to remove bias in AI systems
- 2 Data should be **timely** to make accurate and informed predictions
- 3 Data should be **accurate** to ensure reliability and trustworthiness in AI
- 4 Data should be **secure** to safeguard the reputation of your AI
- 5 Data should be **discoverable** to enable use of relevant and contextual data
- 6 Data should be **consumable** for ML training and LLM integration

Data Integration and Quality

Our data integration portfolio has always been designed to move data from any source to any target, in real time. As these destinations often use AI, this is data integration operating in the service of AI. Qlik's differentiation is our ability to take the best-in-class capabilities that we are known for (real-time data integration and transformation at scale) and make them available for new AI-driven use cases.

In July 2024, we launched [Qlik Talend Cloud](#). This new flagship offering combines the best functionality of legacy solutions Qlik Cloud® Data Integration, Talend® Cloud, and Stitch Data, and is designed to help our customers implement a trusted data foundation for AI.

Qlik Talend Cloud is built on Qlik's cloud infrastructure platform, with the focus on managing the data integrity of our customers' AI, analytics, and business operational projects. It offers a unified package of data integration and quality capabilities that enables data engineers and scientists to deploy AI-augmented data pipelines that deliver trusted data wherever it's needed. This includes ML platforms like Databricks or our own Qlik AutoML, and vector stores and lakehouses for RAG or GenAI solutions (including Qlik Answers). In addition, the new Qlik Trust Score™ for AI helps assess the trustworthiness of AI datasets.

With Qlik Talend Cloud, organizations can also create data products — high-quality, curated, ready-to-use, and AI-ready datasets that people can easily access and apply to different business use cases across an organization.



What's Next

At the beginning of 2025, we announced our acquisition of Upsolver, a pioneer in real-time data streaming and Apache Iceberg optimization. Apache Iceberg is increasingly becoming the default table format for lakehouses, and Upsolver will provide Qlik with a massive leap in capabilities for Qlik Talend Cloud, specifically around high-speed ingestion and Iceberg optimization.

Our 2025 plan also includes enhancements through generative AI to further improve data engineer productivity, including data pipeline design tasks, dataset auto-classifications, automated workflows, and AI-assisted record deduplication.

WHO IT'S FOR

Data Engineers and Data Architects

These professionals need to ensure data that will be used for downstream AI processes is of high quality and trustworthy. They also want to be able to deliver that data throughout their organization using AI-augmented no-code pipelines.

AI Solutions

AI is ultimately all about making better decisions. Once you have established a trusted data foundation for AI, you want to be able to turn that data into insight and action. Enriching your analytical applications and workflows with AI will promote **enhanced data-centric decision making** and accelerate insights. Our point of view is that all forms of AI can help achieve this to create value for organizations:

Predictive AI

This more traditional form of AI — which processes and returns expected results, such as analyses and predictions — remains a huge value creator. In fact, according to Forrester, over half of AI use cases this year will use traditional machine learning to deliver analytical or predictive insight.

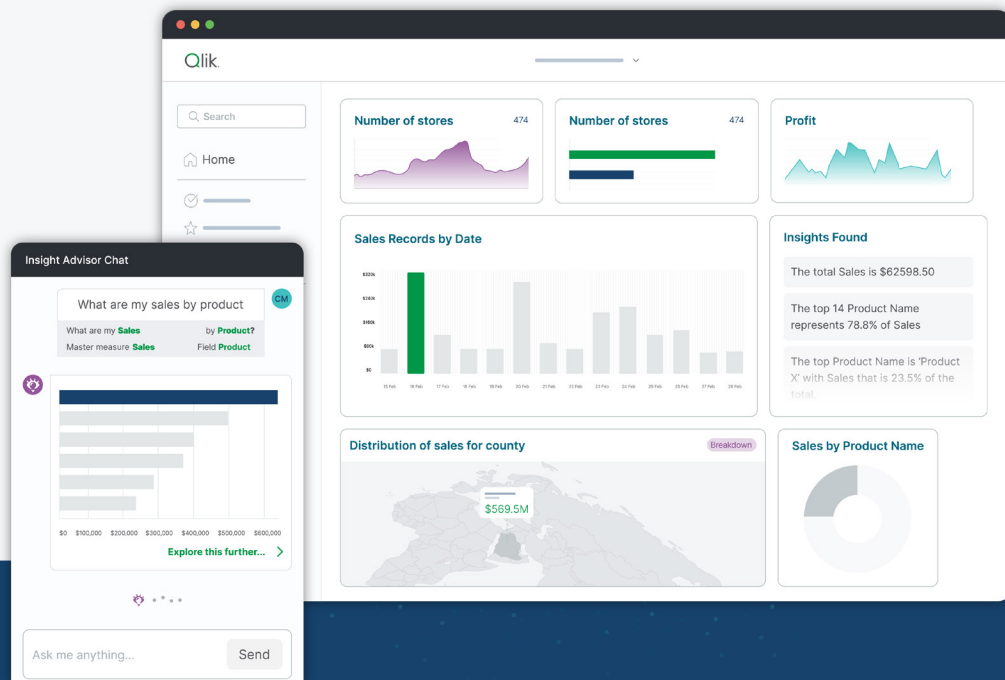
Generative AI

This form of AI — which produces newly synthesized content based on training from existing data — is of course a very powerful new technology, and most companies are rolling it out now or planning to invest in it. But it is not the answer to every use case.

Agentic AI

This emerging form of AI — which is capable of making decisions, planning actions, and learning from its experiences — is set to be transformational for organizations in the future, but largely used to enhance the power of both humans and other forms of AI, not replace them.

Our product strategy encompasses predictive AI, generative AI, and agentic AI to deliver an AI-led decision-making platform where automated intelligence and human intuition work together to support, augment, and automate decisions.



AI-Powered Analytics

AI has always been foundational to Qlik Cloud® Analytics, our flagship analytics offering. From analytics creation and data prep to data exploration — with natural language search, conversational analytics, and natural language generation — Qlik Cloud® is designed to enhance everything users do with AI.

Today we offer a full range of AI-enhanced analytics capabilities on top of our game-changing analytics engine, serving all types of users and use cases. This includes generative AI-driven natural language analytics, automated insight generation, and AI-assisted authoring. Qlik also offers connectors to enable its customers to integrate third-party generative AI models in their analytics apps, load scripts, and automations. Qlik Cloud customers have the option to leverage our AI accelerator program to integrate large language models into their applications.

What's Next

We have exciting enhancements coming this year including a new agentic user experience, as well as AI-driven proactive monitoring, anomaly detection, and more.

WHO IT'S FOR

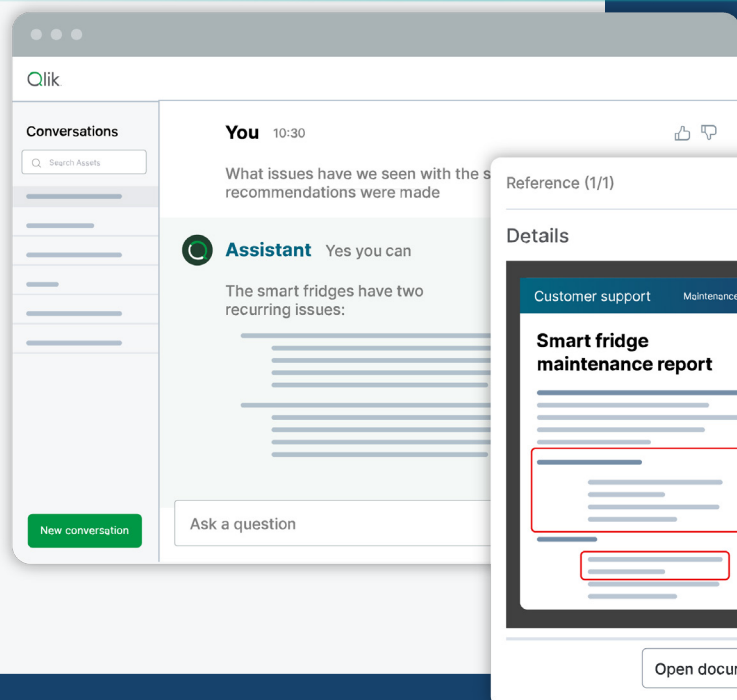
Application Creators and Users

These professionals are looking to build and use AI-infused applications for more powerful data analysis to support decision making — and do it in a way that is intelligent, automated, embedded, and intuitive (hence easier to adopt).

Generative AI

In July 2024, we launched [Qlik Answers™](#), a plug-and-play, generative AI-powered knowledge assistant.

This solution allows organizations to deliver answers from a variety of unstructured data sources. The ability to analyze unstructured data enables Qlik to deliver unique value to our customers, as it's commonly believed that 80% of the world's data is unstructured. A study that the firm ETR conducted on our behalf in April 2024 also found that while companies understood the value potential of being able to deliver insights from unstructured data, less than one third felt their organization was well equipped to do so.



PILLAR 1

PILLAR 2

With Qlik Answers, organizations can now take advantage of an out-of-the-box, self-service solution that allows users to get personalized, relevant answers to their questions in real time with full visibility into source materials. As with all Qlik products, our customers can also be assured that their data stays private. Moreover, with Qlik Answers, users will only have access to data that is curated for a specific use case, from trusted internal sources. With multiple, domain-specific knowledge bases being accessible to assistants, organizations stay in control of what content users can access.

To help ensure a successful implementation, our pricing and packaging for Qlik Answers includes starter services delivered by our customer success organization.

What's Next

We have exciting enhancements coming in 2025 for Qlik Answers, combining structured data analytics, unstructured content, actions and automations, and more.

WHO IT'S FOR

Decision-Makers and End Users

These professionals want to leverage AI in a self-service way to get insights and answers that will help them make the best predictions and decisions for their area(s) of responsibility.

TECHNOLOGY PARTNERS

Qlik maintains relationships with an extensive ecosystem of leading technology vendors to ensure the interoperability and flexibility of our portfolio.

In June 2024, we signed a Strategic Collaboration Agreement (SCA) with AWS for new targeted investments for generative AI solutions.

Other key partnerships include Databricks and Snowflake.

Predictive AI

Since 2021, Qlik has been offering an AI solution for predictive analytics, [Qlik AutoML](#).

Qlik AutoML provides a guided, no-code machine learning experience that empowers analytics teams to perform predictive analytics without the support of data science teams. With AutoML, users can generate ML models and predictions with full explainability, and freely explore predictive data and test scenarios using the Qlik engine.

What's Next

In 2025, we will provide expanded use cases for machine learning and assisted, automated dataset preparation.

How we support our customers

Our customer success organization offers a robust portfolio of [services](#) to ensure our customers quickly and thoroughly realize the value of their investment in Qlik's AI solutions.

Starter Services:

Consulting and education services to get up and running with our products. Available for all major products across our portfolio.

AI Accelerator Program:

Services to integrate popular large language models into Qlik Cloud Analytics applications.

AI Literacy Training:

Live instruction for AI skills development, and a new AI Specialist Certification making its debut at Qlik Connect in May 2025.

Advanced Services:

Outcome-based engagements to support more complex AI implementation scenarios.

Signature Services:

All-inclusive VIP services for the best customer care.

AI Advisory and Governance

In order to continue developing innovative AI products and capabilities — and to ensure we do so with ethical integrity — we have put in place a rich ecosystem of AI expertise to help steer our strategy and direction. Above all, we are deeply committed to the responsible development and deployment of our technology in ways that earn and maintain people's trust.

Principles for Responsible AI

We have created a set of principles guiding the responsible development and deployment of our technology, available publicly at qlik.com/Trust/AI. These principles are:

Reliability: We design our products for high performance and availability so customers can safely and securely integrate, analyze, and use data to make informed decisions.

Customer control: We believe customers should always remain in control of their data and how their data is used, so we design our products with fine-grained security controls, including down to the row (data) and object level.

Transparency and explainability: We design our products to make it clear when customers engage with AI. We strive to make clear the data, analysis, limitations, and/or model used to generate AI-driven answers so our customers can make informed decisions on how they use our technology.

Observability: We design our products so customers can understand lineage, access, and governance of data, analytics, and AI models used to inform answers and automate tasks.

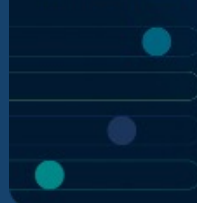
Inclusive: We believe diversity, equity, inclusion, and belonging drive innovation and will continue to foster these beliefs through our product design and development.

Insights

In addition to helping our customers bring their AI strategy to life with our products and services, we also frequently publish our professional point of view and guidance on AI.

This includes blogs and articles, annual trends, benchmark reports, how-to guides, webinars, and engagements with leading publications and programs.

Generative AI Benchmark Report



Qlik

Qlik has a process and staff in place to monitor any upcoming legislation that would impact our business, such as new AI laws. As legislative changes occur, we assess these laws and adjust our AI compliance program accordingly.

AI Council

In January 2024 we established an [external council](#) of renowned AI subject matter experts from around the world. This esteemed group helps guide Qlik's product direction and roadmaps in addition to advising and sharing best practices on the evolving regulatory landscape and responsible use of AI.

This council has proven hugely beneficial to our company and to our customers. Its members have not only provided incredibly insightful feedback and guidance to Qlik on its strategy and initiatives, but also shared guidance directly to our customers and partners during Qlik events via Qlik blogs, press releases, and key media engagements.



Dr. Rumman Chowdhury



Kelly Forbes



Dr. Michael Bronstein



Nina Schick

Customer Successes

Our AI strategy is also informed by the thousands of customers creating value by using Qlik's solutions. These customers provide feedback through their Qlik representatives, at meetings and events, and by participating in the Qlik Ideation program. Many have also shared testimonials [publicly](#), including those appearing here.



IndianOil



AI Committee and Leadership

We have an established, cross-functional team in place to ensure our AI strategy is effective and remains so in this fast-changing landscape. We also have dedicated AI leadership and roles, including:

- **Head of AI:** This role focuses on integrating AI into Qlik's operations and everything the company delivers for customers and partners — ensuring that AI is truly a part of everything Qlik does and delivers.
- **AI engineering roles:** This ~40-member team is dedicated to the development and innovation of our AI and ML products.
- **AI business roles:** These product marketing and product management roles focus on the development, positioning, and launch of our AI products.

Ultimately, the execution of Qlik's AI strategy is driven not just by employees in dedicated roles, but by the broader organization, across all functions.

Executive Advisory Board

In 2019, we formed an advisory board comprised of technology executives from global companies such as HARMAN, Ford, Airbus, and UPS. This group provides feedback and guidance on Qlik's corporate strategy, positioning, and product roadmap.

Our senior leadership team meets regularly with this board, both in person and virtually. Members also make themselves available one-on-one when specific input is needed.



AI at Qlik

As we counsel our customers on their AI strategy and provide solutions to help them bring that strategy to life, we also practice what we preach by deploying AI in the service of our own business. This includes providing our employees with the resources available to them to advance their skills in AI and ensuring that everyone is using AI responsibly.

AI Applications

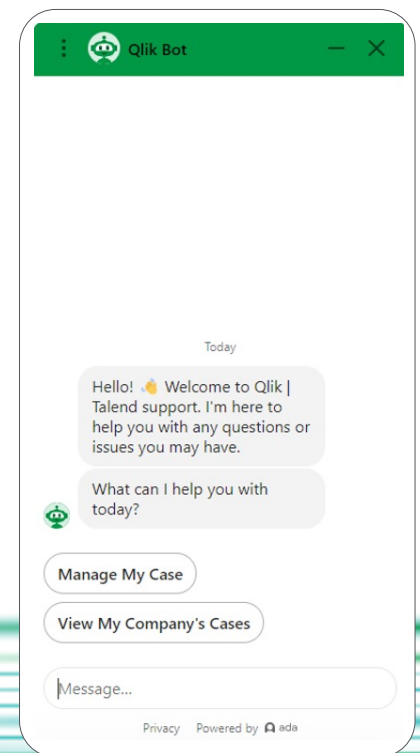
We have deployed AI solutions across several internal use cases to enhance efficiencies and improve customer experience.

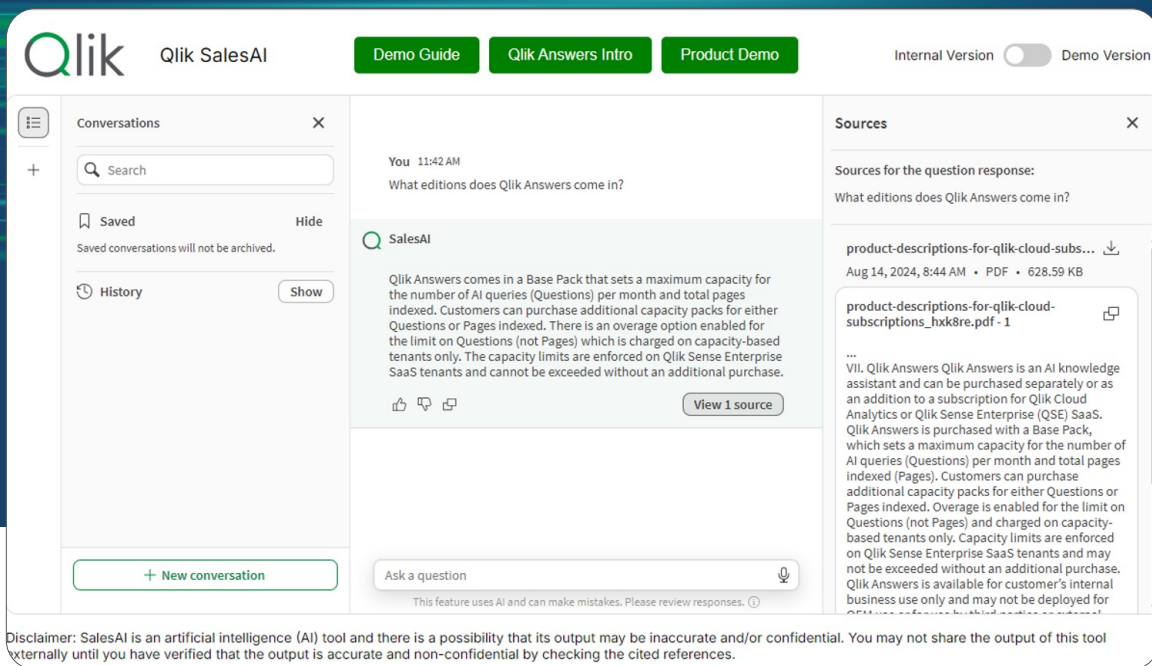
Customer Support

In 2023, we introduced a new support chatbot based on GenAI technology from Ada. This persona-based user copilot provides an answer in seconds by pulling from information across all our web properties. It can also take further action or hand off to a live agent or business development representative for prompt engagement and timely follow-up.

This GenAI chatbot has not only allowed our support organization to be more efficient in managing support volume and solving customers' questions, but it has also improved the customer's experience — as evidenced by a CSAT score that is in line with industry benchmarks and exceeds the average for our industry.

As a bonus, our bot was recognized last year in a [case study](#) published by Gartner. This piece highlights our dedication to delivering customer value swiftly and efficiently, particularly through our innovative use of generative AI to provide “one question, one answer.”





Sales Enablement

In July 2024, we launched a new generative AI experience for our sales organizations, powered by Qlik Answers. [“SalesAI”](#) is an answer tool that allows a sales professional to ask a question and get a fast answer without having to search through document libraries and intranet pages or ask their colleagues. This application — while designed for sales — is available to all Qlik employees, and has already generated thousands of answers.

Marketing

The Qlik bot powered by Ada is available for both customer support (support.qlik.com) and marketing (qlik.com). Business development representatives can use it to send follow-up communications via SalesLoft, an engagement platform designed to help us connect with prospects and customers.

Our marketing organization previously launched an initiative to explore new AI applications and share insights. Led by a committee of experts within that team, this group is designed to help ensure that Marketing is equipped with the latest tools and knowledge to take full advantage of AI.

Human Resources

We are investigating the deployment of an AI talent intelligence platform to improve talent acquisition (quality of candidates, time to hire) and talent management (skill development, career advancement). We are also looking at extending our use of Qlik AutoML for predictive analytics and utilizing Qlik Answers for several use cases to streamline interactions between unstructured data and our internal People Analytics users.

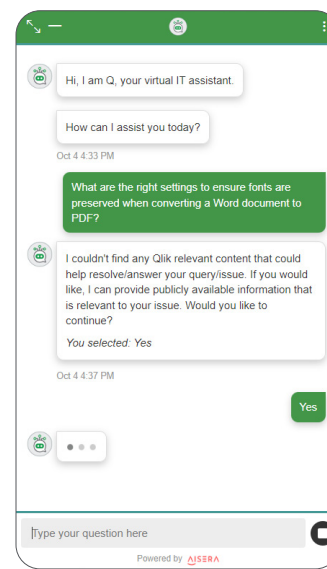
Legal

We are evaluating a third-party tool for contract review and are interested in leveraging Qlik Answers for our KPI application in the future.

IT

In October 2024, we expanded our internal support capabilities with the delivery of a new AI chatbot powered by Aisera. The new virtual agent offers employees a simple way to request IT assistance. It can provide answers to common questions by serving up self-help articles. It can open tickets for system access, such as NetSuite and Salesforce, reach out

for required approvals, and provision access once approved. It can also open tickets for requests to be added to a group or distribution list. Support via service agents also remains available to employees.

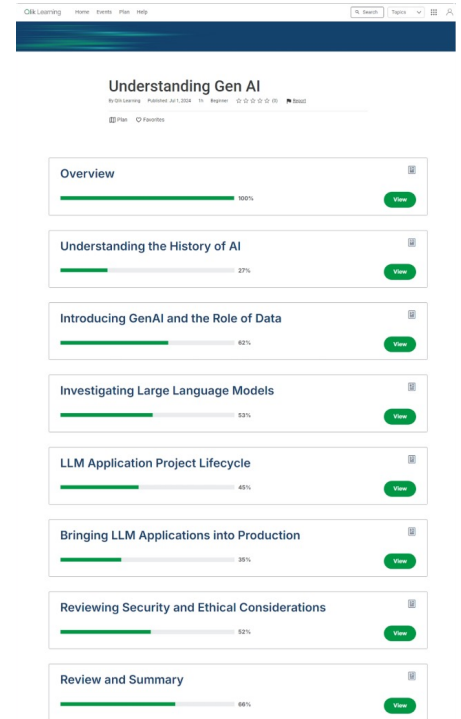


AI Literacy

Qlik provides a rich catalog of resources to our global workforce of around 3,000 employees to help raise their skills in AI. Objectives include basic and more advanced AI literacy, understanding how to use AI in their daily jobs, and being able to articulate our point of view and go-to-market. This includes:

- **An all-in-one resource center** in SharePoint that allows employees to easily find everything Qlik does around AI in one place - internal enablement, AI policy, product positioning and assets, thought leadership, news features, and much more.
- **Free external courses** available to all employees in Percipio, from short videos to full-length, multiple-hour self-paced training, so all employees can learn as they choose.
- **Internal enablement** not just on our products, but also on AI in general. This includes enablement that teaches the foundations of AI and ML, as well as a new, more in-depth course on understanding generative AI.

Overall, we believe that Qlik benefits from a workforce that includes a blend of skills. It's important to have people with technology-centered skills to develop, implement, and optimize AI systems effectively and stay at the forefront of technology. However, we also need people with human-centered skills who can facilitate effective human-AI collaboration, enhance adaptability and innovation, and ensure ethical use of the technology. We achieve this balance through a combination of strategic recruitment and talent development.



Responsible AI

As we provide resources to elevate our workforce's skills, we also want to ensure our employees' ethical and compliant use of any AI products developed by Qlik and any AI tools used within our organization. We accomplish this by having an internally published, easily accessible AI policy that every employee must review and is expected to comply with. We regularly advise our customers to do the same.

This policy sets out the parameters for use of AI at Qlik and applies to all Qlik employees and contractors. The rules are designed to balance the benefits of using generative AI with the protection of Qlik's confidential information, customer expectations, and intellectual property — while complying with all applicable laws, regulations, and ethical standards. The policy is organic and will be amended in accordance with future AI laws to ensure Qlik remains compliant.

In January 2025, we further standardized compliance with this policy as part of our mandatory enablement process. This accompanies mandatory AI literacy and AI compliance training for all team members.

Key Resources

The following public resources provide details on our products, point of view, and more.

Portfolio:

[Qlik Talend Cloud](#)
[Qlik Cloud Analytics](#)
[Qlik AI/ML Solutions](#)
[Integration and Connectors](#)
[Qlik Services](#)

Thought Leadership:

[Qlik Blog](#)
[Qlik eBook | 5 Pitfalls That Undermine Your AI Readiness](#)
[Qlik White Paper | The 6 Principles of AI Ready Data](#)
[Qlik Benchmark Report | Unstructured Data & Generative AI](#)
[Qlik 2025 Trends](#)
[Qlik Webinar Series | Visionary Voices in AI](#)

Trust & Governance:

[Qlik Trust & Responsible AI](#)
[All Qlik Legal Policies](#)

News:

[Qlik Press Releases](#)

Customers:

[Customer Stories](#)



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 uncover 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.

qlik.com