



Utilizing AI/ML in Data Analytics and Data Integration

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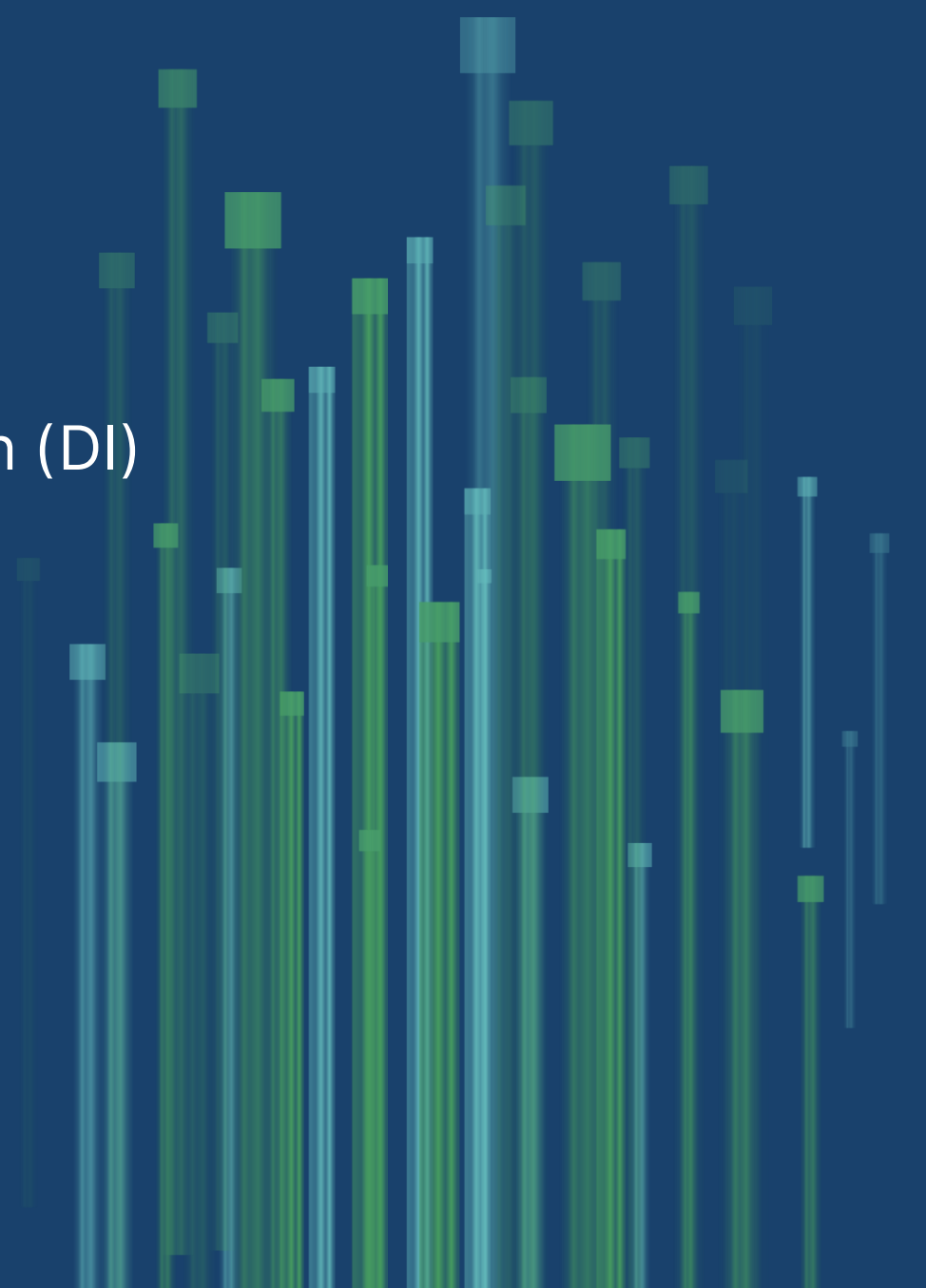
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Agenda

- Introduction
- Qlik's Utilization of AI in Data Integration (DI) and Data Analytic (DA) Solutions
- Using AI/ML in Data Analytics
- Future Uses of AI/ML in DI and DA



Best-in-class data integration, data quality, analytics, AI and machine learning.



50+ offices
around the world



~3,600
employees



12 state of the art
development centers across North
America, Europe and Asia



>\$1B invested
in innovation

Leading companies
count on Qlik & Talend



>40,000
customers



1,850
partners



235,000+
community
members

Gartner® Magic Quadrant Leadership

-  Data Integration Tools
7 consecutive years
-  Data Quality Solutions
4 consecutive years
-  Analytics and Business Intelligence Platforms
13 consecutive years

Extensive

Data Software Portfolio



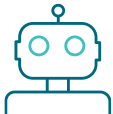
Data Integration
Qlik



Data Quality



Analytics



AI & Machine Learning

Supporting 500+ Charities and NGOs
impacting the world



Qlik & Talend Data Solutions

Comprehensive, best-in-class capabilities



Data Integration & Quality



Data & SAP Connectors



Replication/CDC Streaming



ELT & Data Warehouse Automation



SaaS App Connectors



ETL/Data Transformation



Data Preparation



Quality & Governance

Analytics, AI & Machine Learning



Search & Conversational



Augmented Analytics



Embedded Analytics



AutoML



Dashboards & Analytic Apps



Self-Service Visualization



Geospatial / Mobility



Alerts & Reporting

Foundational Services



Catalog & Lineage



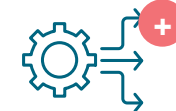
Security & Compliance



Application Automation



API Creation



Orchestration





A Long Track Record of AI Leadership

Delivering AI & ML capabilities for

5

YEARS

Chat-based experience in

10

LANGUAGES

AutoML enabling generation of

>185k

AI MODELS

“ We’ve seen first-hand the benefits of combining Qlik’s AI-powered solutions with our own capabilities to drive transformation. ”



Our customers are...

Building a trusted data foundation for AI

AIRBUS

Schneider Electric



Finding and acting on insights with AI-enhanced analytics

FUJITSU

CaixaBank

intuit

Building and deploying AI for advanced use cases

ARH

Appalachian Regional Healthcare



WEBER STATE UNIVERSITY

A//AI Matters

Traditional AI



Processes and returns expected results, such as analyses or predictions

Both

hold huge potential

Generative AI



Produces newly synthesized content, based on training from existing data

How to be AI-Ready?



Data Variety

The ability to bring data together from multiple sources is essential to use AI



Governance

Data must be organized and trusted to be used as a source for AI



Consumable Insights

AI outputs must be consumable in context with other analytics to be understood



Connected Systems

Bring the AI output into operational systems and processes to trigger action

Reality Check

ONLY **20%**

say their data fabric supports Generative AI very or extremely well

Establish A Trusted Data Foundation

With data integration and quality

Smart data
movement &
integration



Secure point-to-
point replication
architecture

Continuous
update of
your data



Real-time data
streaming for
best relevancy

Optimized
transformation
of your data



Data models and
transformation
logic for tuning

Access to
quality data



Automatic cleanse
and profiling of
data in real time

Governance
of your data



Catalog & lineage
to automatically
validate data

Leverage The Power of A//AI

With AI-enhanced analytics experience

Traditional AI

Generative AI

Automated insights



How did my sales last quarter compare to the prior year?

Predictive modeling



What will my sales look like next month and what's driving it?

Intelligent alerting



Alert me if you detect a customer's spend exceeding a certain threshold.

Natural language processing



Extract and categorize names of people, companies and contract value.

Content generation & summarization



Generate real-time information about my customer while I am talking to them.

Qlik's AI/ML Capabilities

A full suite of AI features working together

Advanced Analytics (AI) Integration

Direct integration with 3rd party data science platforms via APIs, allowing business users to explore in real-time



Insight Advisor

AI assistant in Qlik Sense® for insight generation, task automation, natural language interaction (NLP/NLG)

Qlik AutoML™

Automated creation of machine learning models from historical data to test scenarios and predict future outcomes



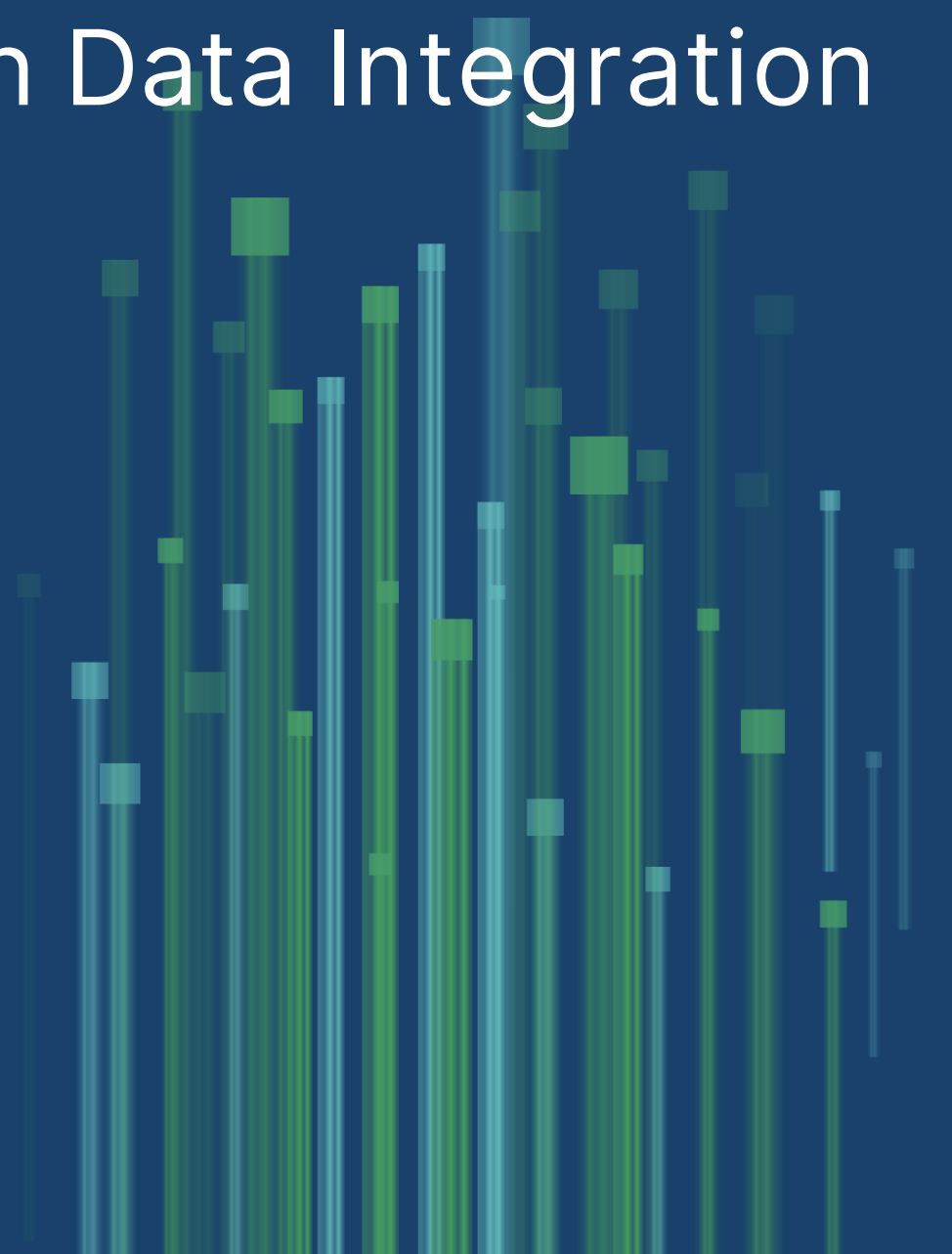
Demonstration

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Future Uses of AI in Data Integration

- Generative for Code Generation
 - Qlik Scripting Creation
 - Push Down SQL Generation
- Unstructured Data Support
 - Kyndi Integration
 - RAG Capabilities
 - Retrieval-Augmented Generation





The Good News

✓ It's early days

Only **39%** have a formalized AI strategy today

✓ All AI Matters

Traditional AI remains prominent and a value driver

✓ We can help

Qlik staige™



Thank You

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