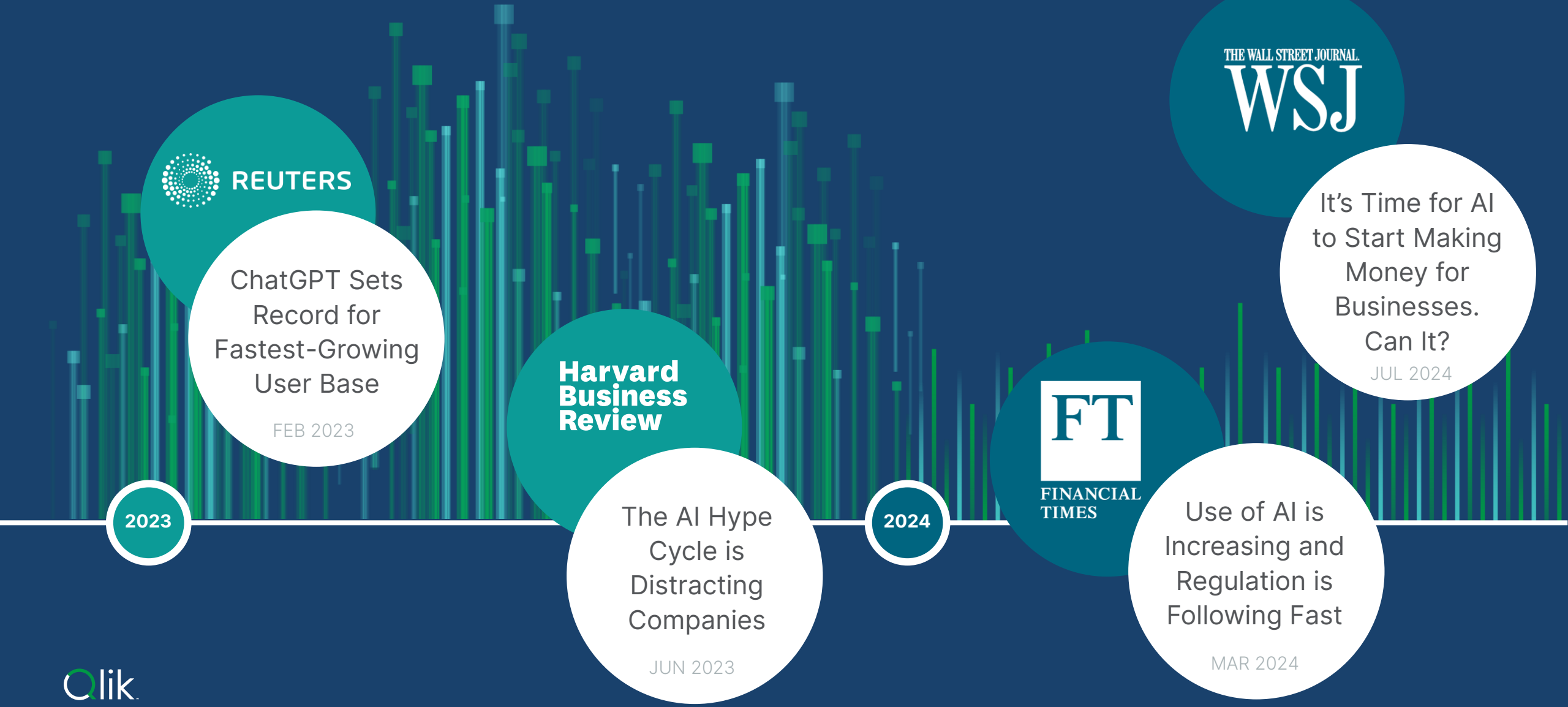
The New AI Reality

How playing the long game can drive value today, and in the future

Martin Tombs
Field CTO Analytics, Qlik

From Hype to Reality



Qlik

AI Reality

It’s early days for most organizations

FORMALIZED AI STRATEGY

25%

of organizations have a formalized AI strategy[1]

REALIZING VALUE WITH GENAI

18%

are achieving expected benefits to a “large” or “very large” extent[2]

(18%–36%, depending on benefit)

HAVE AI-SKILLED WORKFORCE

35%

have the AI skills needed in their enterprise to be successful[3]

IMPLEMENTING AI RESPONSIBLY

9%

feel “very prepared” to implement GenAI in a responsible manner[4]

SCALING GENAI

10%

are scaling one or more GenAI applications across functions/enterprise[5]

[1] “Untapped Insights: Unstructured Data & GenAI”, ETR Study Commissioned by Qlik (April 2024) [2] ”State of Generative AI in the Enterprise 2024”, Deloitte (May 2024), [3] “Generative AI Makes Natural Language Analytics a Reality”, 4 “Implementing generative AI with speed and safety”, McKinsey (March 2024), [5] “What GenAI’s Top Performers Do Differently”, BCG (February 2024)

Yet Waiting is Not An Option

> “You can be good at AI, or bad at business.”

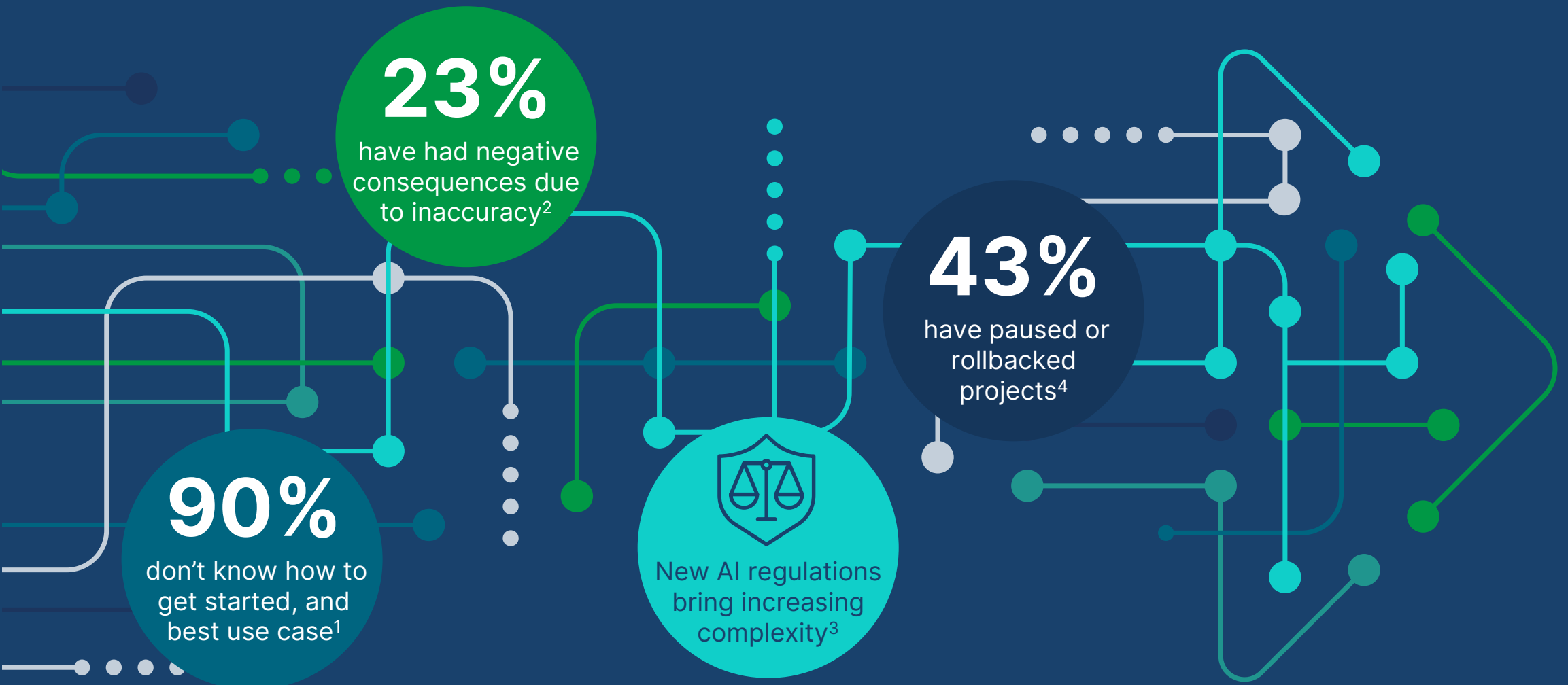
Nina Schick, Qlik AI Council

97%

of executives believe generative AI will transform their enterprises and industries[1]

[1] “Reinvention in the age of generative AI”, Accenture, January 2024

But the Path is Unclear – and Risky



[1] "What GenAI's Top Performers Do Differently", BCG (February 2024) [2] "The state of AI in early 2024: Gen AI adoption spikes and starts to generate value, McKinsey (May 2024), [3] "Adapting to AI regulations in the U.S. and Europe: Impacts on CIOs and global enterprises", CIO.com (July 2024), [4] "AI Governance: Balancing Policy, Compliance and Commercial Value", DLA Piper (September 2023)

To Be Good at AI,

Play the Long Game

The AI Long Game

Diversify Your Path

1

so you can maximize your chances of success

Walk Before You Run

2

so quick wins create space for longer term wins

Don’t Skip Steps

3

to stay the course and go faster!

1 Diversify Your Path

Mixing it up to reduce risk of failure

Source: "Untapped Insights: Unstructured Data & GenAI", ETR Study Commissioned by Qlik (April 2024)

1 Diversify Your Path

Generative AI isn't the solution to everything

"LEFT BRAIN"

Predictive AI

Processes and returns expected results, such as analyses or predictions

51% of AI spending

"RIGHT BRAIN"

Generative AI

Produces newly synthesized content, based on training from existing data

49% of AI spending

Both

hold huge potential!

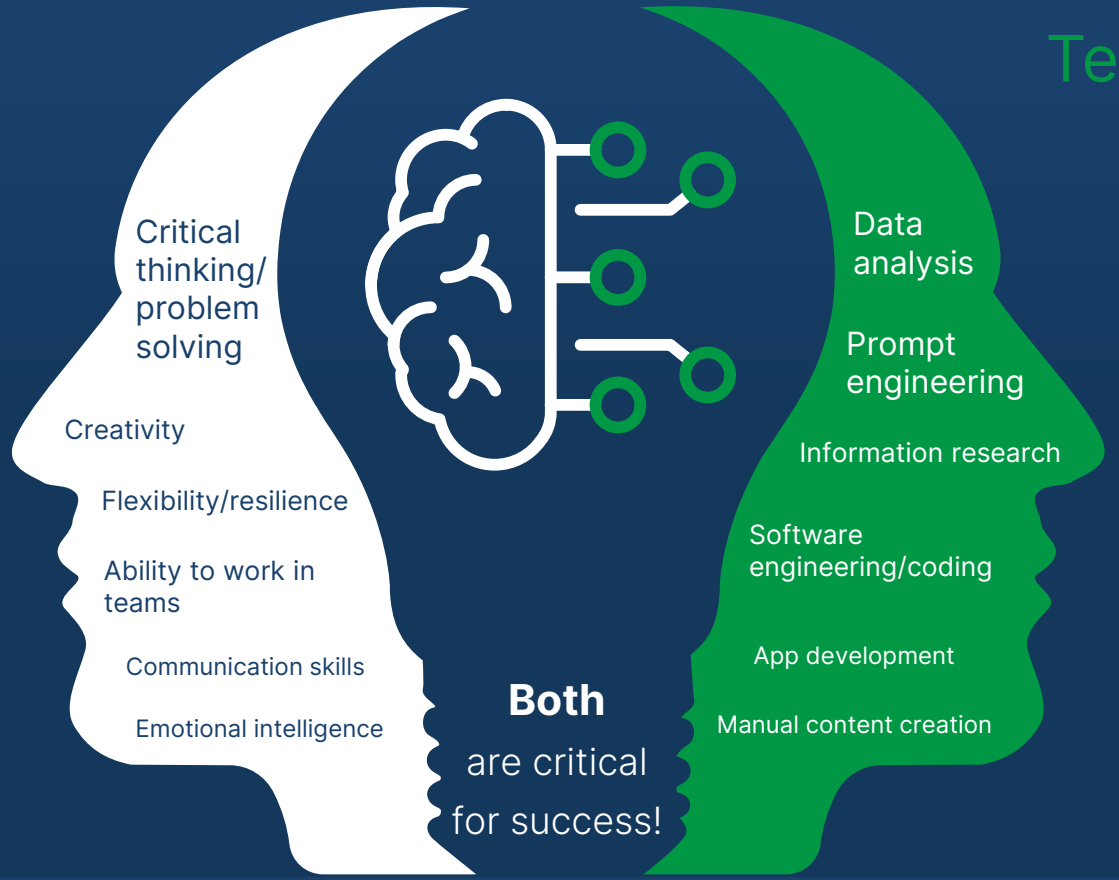
Sources: "What GenAI's Top Performers Do Differently", BCG (February 2024); ISG Market Lens AI Study (February 2024)

1 Diversify Your Path

You need more than just AI experts

Human-Centered Skills

Facilitate effective human-AI collaboration, enhance adaptability and innovation, and ensure ethical use of technology



Technology-Centered Skills

Develop, implement, and optimize AI systems effectively, troubleshoot complex problems, and stay at the forefront of technology

Source: “Now decides next: Getting real about Generative AI”, Deloitte (April 2024)

Walk Before Your Run

Get your data AI-ready

Garbage in garbage out

Data is the foundation.

2 Walk Before Your Run

Get your data AI-ready

Data should be **diverse** to remove bias in AI systems

Data should be **timely** to make accurate and informed predictions

Data should be **consumable** to get your data ready for ML training and LLM integration

Data should be **accurate** to ensure reliability and trustworthiness in AI

Data should be **discoverable** to enable use of relevant and contextual data

Data should be **secure** to safeguard the reputation of your AI

Source: "The Six Principles of AI-Ready Data", Qlik White Paper (May 2024)

2 Walk Before Your Run

Take advantage of AI in your existing applications

Automated insights

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

Intelligent alerting

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

Predictive analytics

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

Natural language

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

Content generation

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

2 Walk Before Your Run

Smaller models can deliver fast value with less risk and complexity

"Companies are looking for simpler and cheaper ways to deploy artificial intelligence..."

- Wall Street Journal, July 2024

- Faster to train, deploy and run
- Less expensive
- Easier to integrate into existing systems
- Specialized capabilities for better results

Source: "These AI Models Are Pretty Mid. That's Why Companies Love Them.", Wall Street Journal (July 2024)

Don’t Skip Steps

Establish a responsible AI framework

AI Policy

Outlines your organization's principles, guidelines, and standards for the ethical development, deployment, and use of AI

Data Governance

Systems and processes to ensure the quality, integrity and security of the data used in your AI systems

Governance Committee

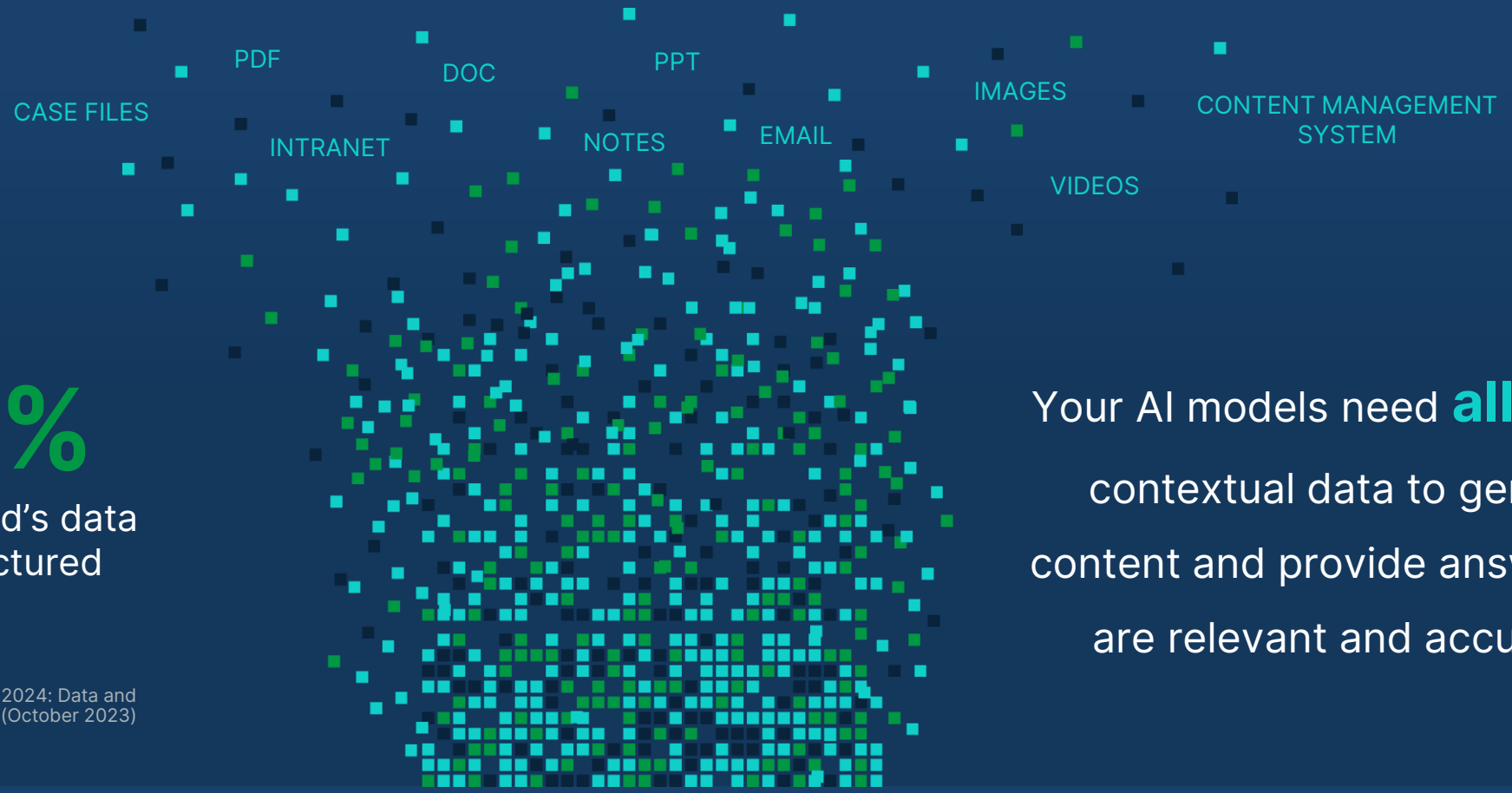
Cross-functional team oversees ethical use, regulatory compliance, risk management, and strategic alignment of your AI systems

Vendor Control

Process holds your vendors accountable for their AI practices, ensuring they align with your ethical standards and governance framework

Don’t Skip Steps

Unstructured data is your untapped treasure



80%

of the world’s data is unstructured

Source: “Predictions 2024: Data and Analytics”, Forrester (October 2023)

Your AI models need **all** the right contextual data to generate content and provide answers that are relevant and accurate...

Don’t Skip Steps

Building an ecosystem you can lean on, all along the way

Internal

AI Engineers

AI Strategists

Data Scientists

AI Power Users

Domain Specialists

...

External

AI Council

Customer Advisory Board

Technology Partners

AI Ethics Committee

Peer Groups

...

The AI Long Game

Diversify Your Path

1

- Pursue >1 use case and >1 model
- Leverage predictive AI too
- Don’t forget human-centered skills

Walk Before You Run

2

- Get your data AI-ready
- Leverage AI in your existing apps
- Start with smaller models

Don’t Skip Steps

3

- Build a responsible AI framework
- Unlock your unstructured data
- Lean on a broad ecosystem

How Qlik Has Played the AI Long Game

Long Track Record of AI Innovation

Delivering powerful AI and ML capabilities and solutions for over 6 years

Diverse AI Portfolio

Providing solutions across the data value chain leveraging all forms of AI

AI Applications @ Qlik

Using multiple AI models for multiple use cases including Qlik support chat bot and enterprise search for sales

AI Council

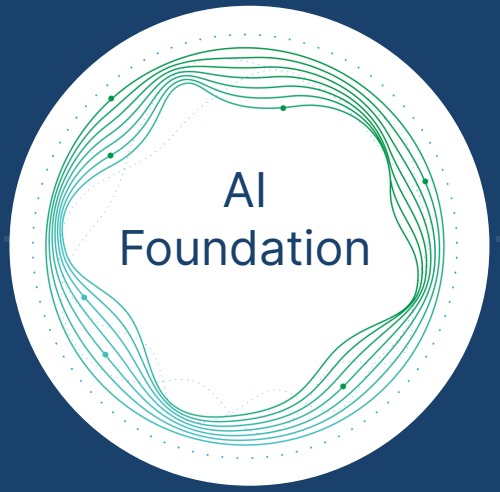
Established external council of renowned AI subject-matter experts to help guide Qlik's strategy and actions

AI Governance Program

Published AI policy, formed committee and enabling workforce on responsible AI and driving AI literacy

How We Can Help You

Our portfolio brings your AI strategy to life

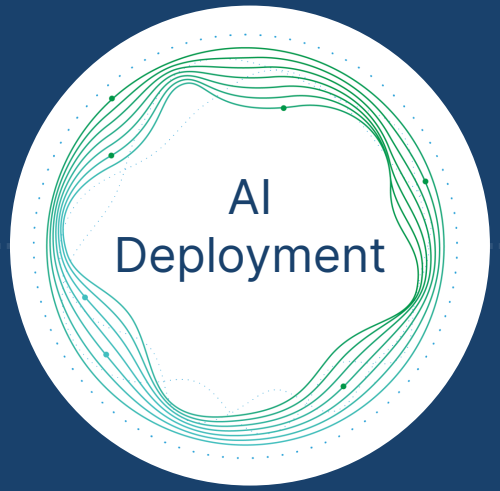


DATA INTEGRATION & QUALITY

Establish a trusted data foundation for AI

ANALYTICS

Find and act on insights with AI-powered analytics



SELF-SERVICE AI

Build and deploy AI models

Qlik

The Breadth of What We Do

DATA

Trust

Move

Transform

Access

Analyze

Predict

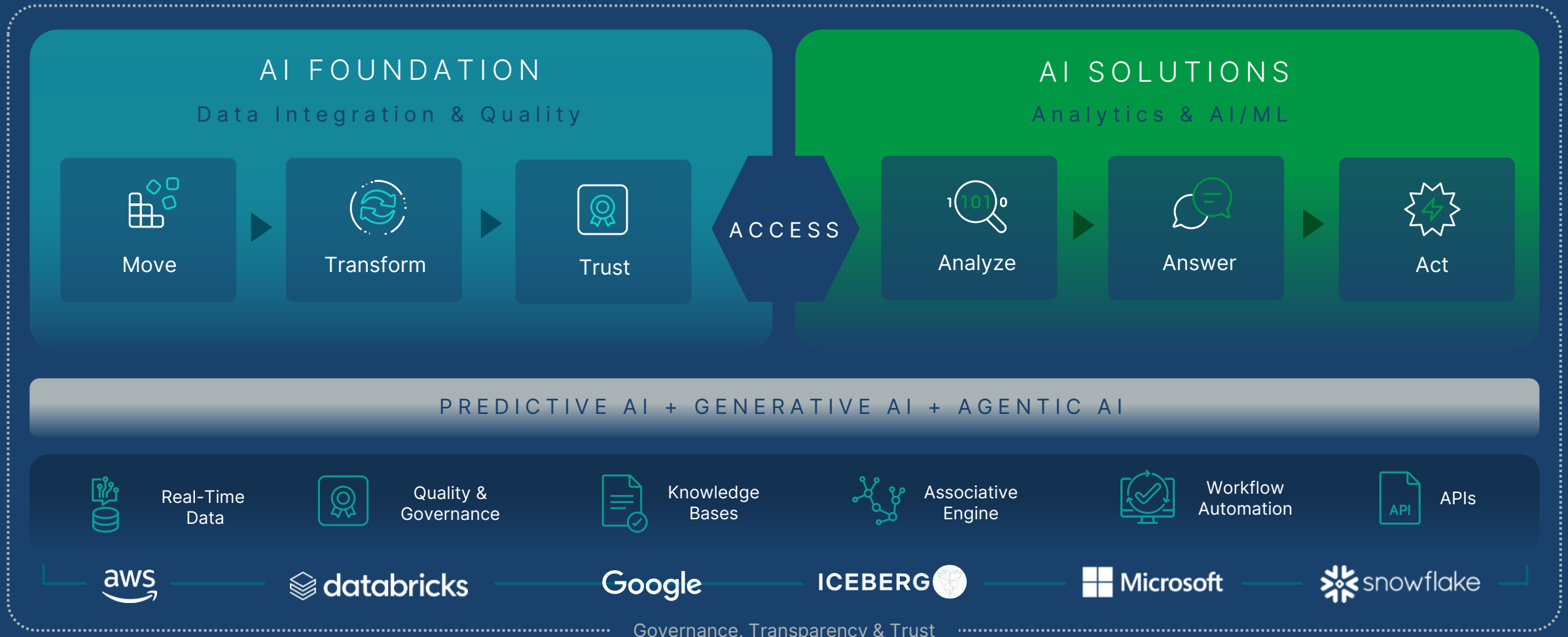
Answer

Act

OUTCOME

A Complete, End-to-End Platform

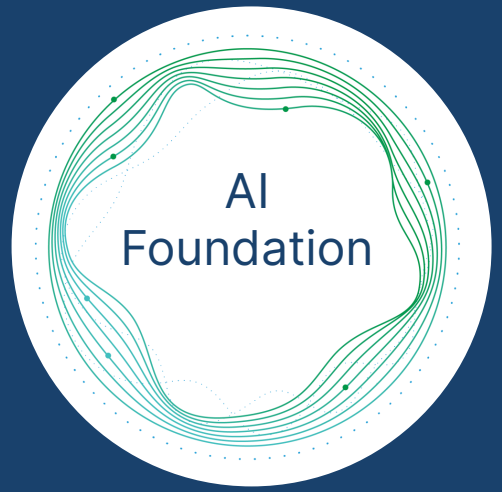
From Data to Insight to *Action*



Qlik's roadmap, strategy and future development plans may be changed by Qlik at any time and for any reason without notice. This information is provided for informational purposes only and does not include a commitment or warranty

Qlik Talend® Cloud NEW

Comprehensive data integration and quality solution



DATA INTEGRATION & QUALITY

Establish a trusted data foundation for AI

- Includes support for vector databases and multiple LLM's that help you build data pipelines to support Retrieval Augmented Generation (RAG) applications
- Enables you to use custom SQL to collate data sets for training machine learning models
- Assesses trustworthiness of AI datasets by providing a Trust Score

Qlik staige™

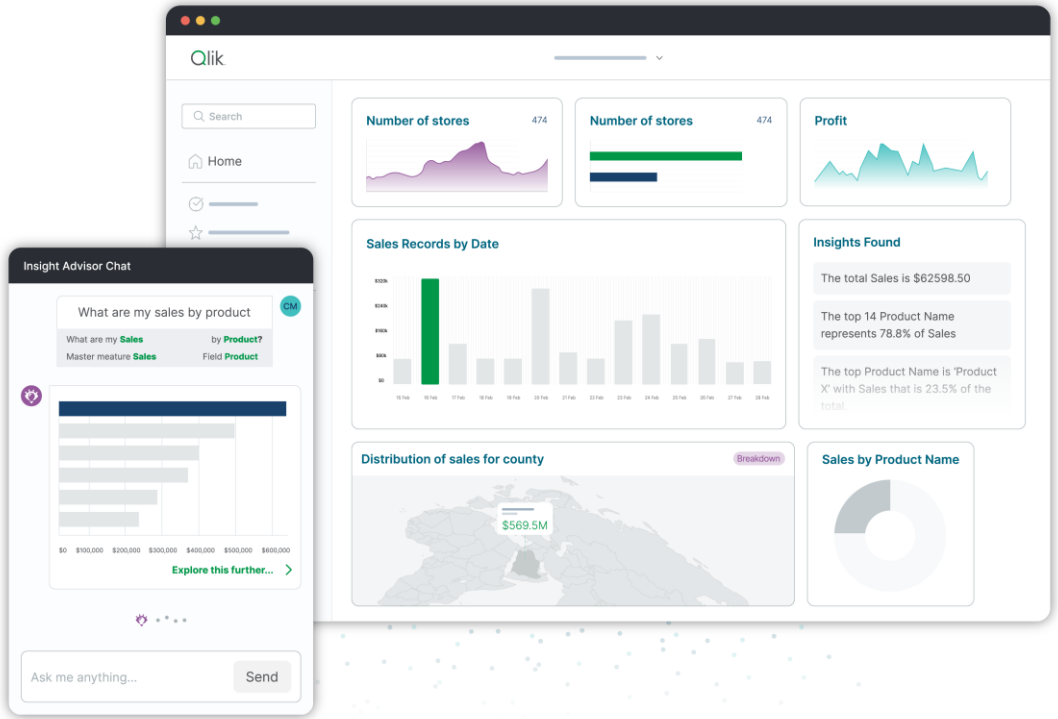
Qlik Cloud® Analytics

Our platform unlocks the power of AI & ML for everyone

ANALYTICS

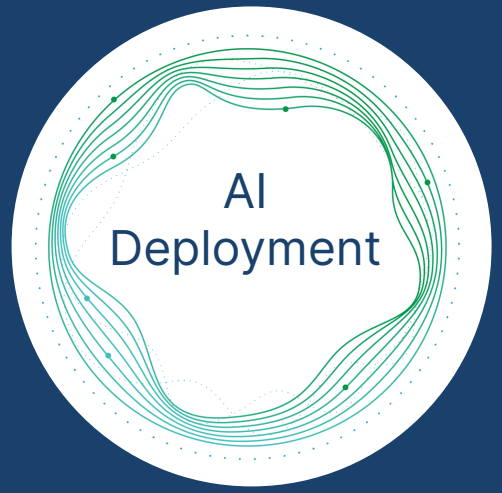
Find and act on insights with AI-powered analytics

- Auto-generates insights and provides answers via natural language
- Proactively deliver alerts when AI detects important changes
- Integrates with third party data science and generative AI models



Qlik AutoML®

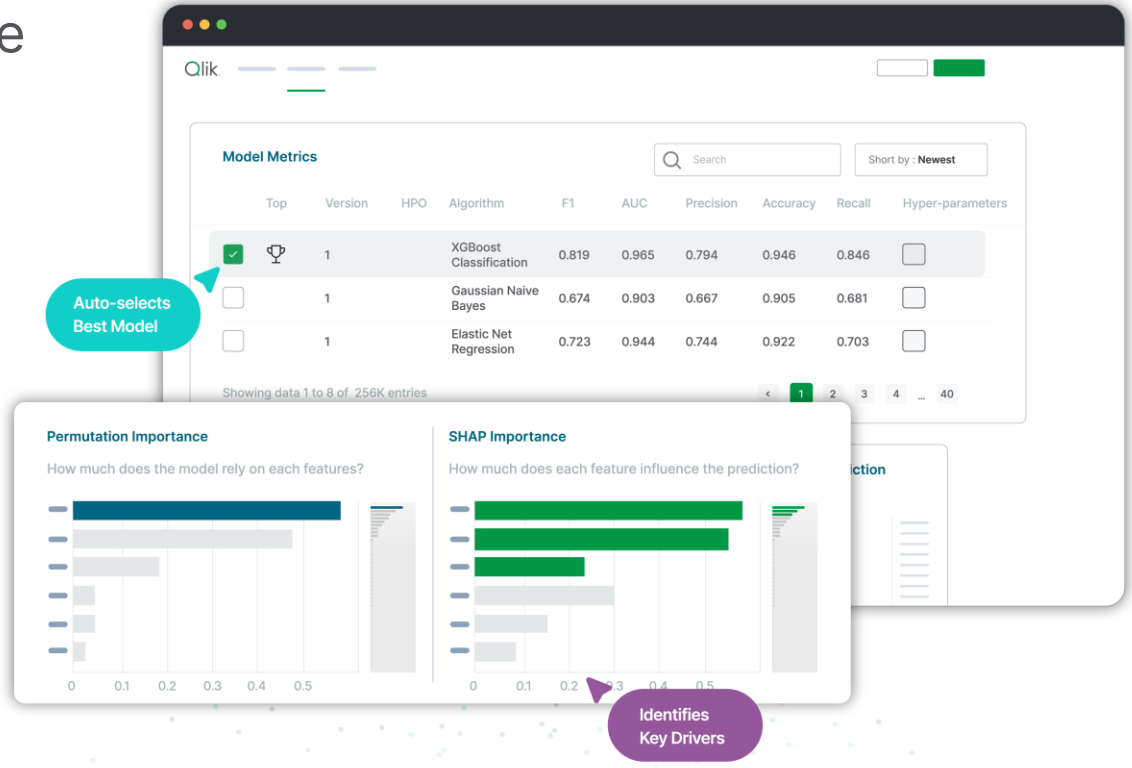
Guided, no-code machine learning experience



SELF-SERVICE SOLUTIONS

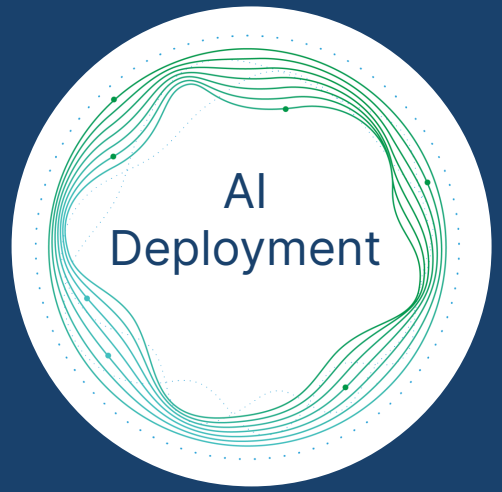
Build and deploy AI models

- Auto-generate predictive models with unlimited tuning and refinement
- Select and deploy the best-performing models based on scoring and ranking
- Make predictions with full explainability



Qlik Answers™ NEW

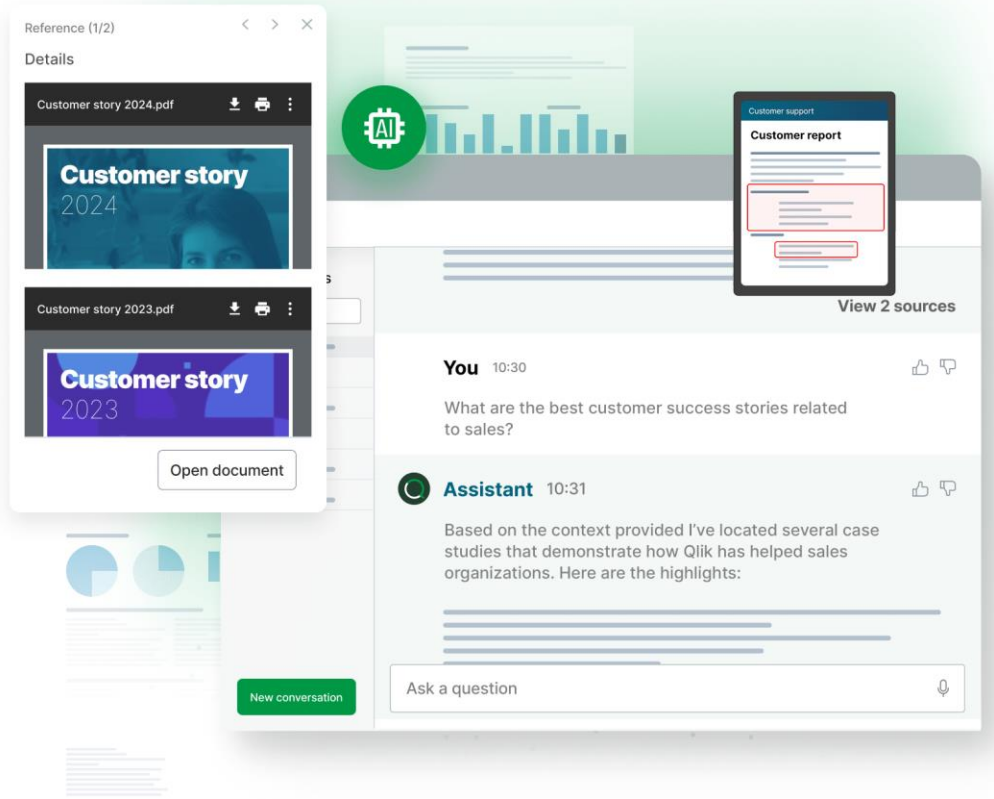
Plug-and-play, generative AI-powered knowledge assistant



SELF-SERVICE SOLUTIONS

Build and deploy AI models

- Inform workers in real-time, with personalized, relevant answers
- Deliver reliable and consistent responses with full explainability
- Take advantage of an out-of-the-box, consolidated, self-service solution



Thank You

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