



ARTIFICIAL INTELLIGENCE

Qlik Answers™

Personalized, generative AI-driven
answers from unstructured content

All too often, people who rely on information to do their jobs or make decisions operate without the knowledge and resources they need, driving widespread loss of value. The good news is that these resources usually exist – often in ever-growing reservoirs of unstructured data such as knowledge libraries, document repositories, and online content. Are you missing key opportunities to use your unstructured data to drive business results?

Now with Qlik Answers and generative AI, there's a better way.

Unstructured data has always offered huge untapped potential to drive transformative business results through better informing internal workers, external partners, and customers in areas such as knowledge management, customer support, casework, product assistance, and much more. People rely on the information contained in documents, knowledge repositories, and operational systems to inform their decisions and actions and guide them to success. However, even though the right content usually exists, people aren't getting the answers they need.

Until now, traditional search has been the only option to provide people with a means to find information. However, there's a big difference between search results and answers. Search only provides a list of possible sources where an answer could be found, requiring manual investigation and assembly of the right information. Moreover, built-in keyword search tools only work for a single source of content and use static ranking algorithms, often returning results that lack completeness and relevance.

And while search has largely failed, generative AI offers new potential to recapture value across your entire workforce. With generative AI and RAG (Retrieval Augmented Generation), you can now provide people with personalized, relevant answers to their questions, sourced from carefully curated unstructured content driving more effective business activities and better outcomes.

Fast Fact

80% of the world's data is unstructured.

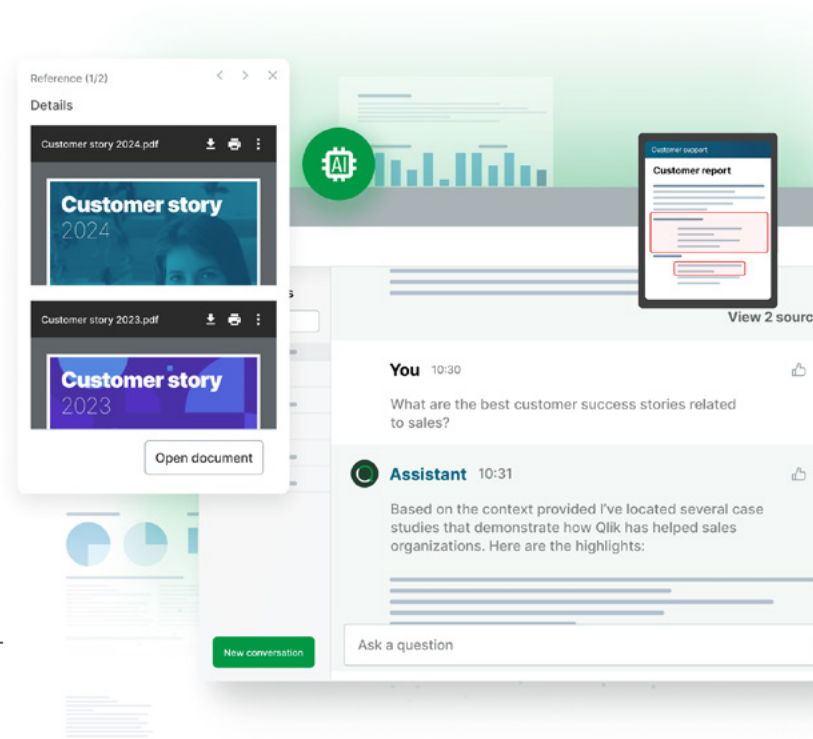
A decorative graphic consisting of a grid of binary digits (0s and 1s) in white and light blue, arranged in a pattern that resembles a stylized '101010'.

Source: Forrester, Predictions 2024:
Data And Analytics

What is Qlik Answers?

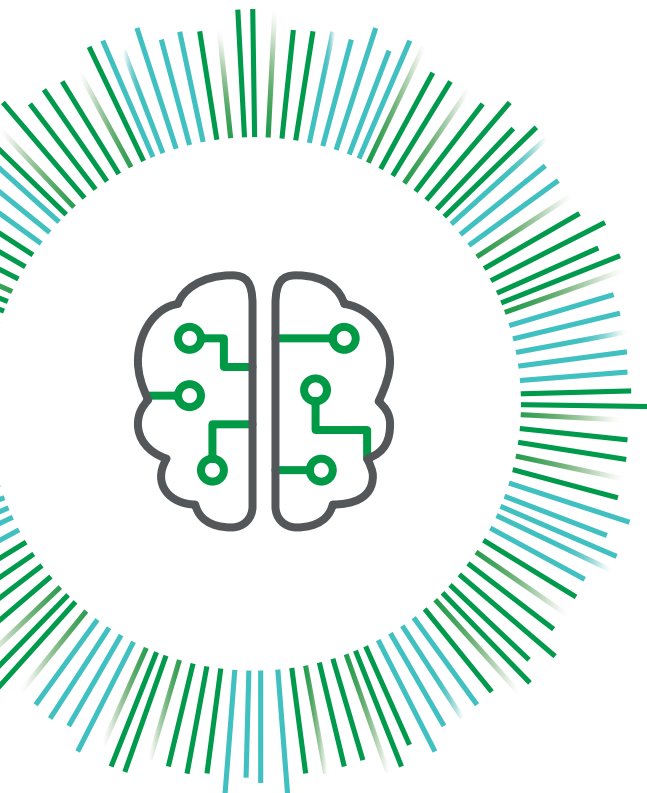
Qlik Answers is a plug-and-play, generative AI-powered knowledge assistant that provides business users with personalized, contextually relevant answers to questions sourced from unstructured content. Generative AI-provided responses are derived from a number of underlying sources and documents that have been carefully curated into domain-specific knowledge bases. You just ask it a question and get an answer — it's that simple. Answers are reliable and consistent, and with full explainability, you'll always know where things came from and have access to those sources — ensuring consistency, trust, and transparency.

Through this solution, users have all the information they need at their fingertips, in real time, to better support business activities and decisions. Unlike traditional search, generative AI delivers personalized answers to questions instead of just raw content. This means that users now have fast access to the right knowledge and insight from previously untapped sources, supporting faster and more effective use of information without having to manually piece it together, and ultimately better business performance across the board.

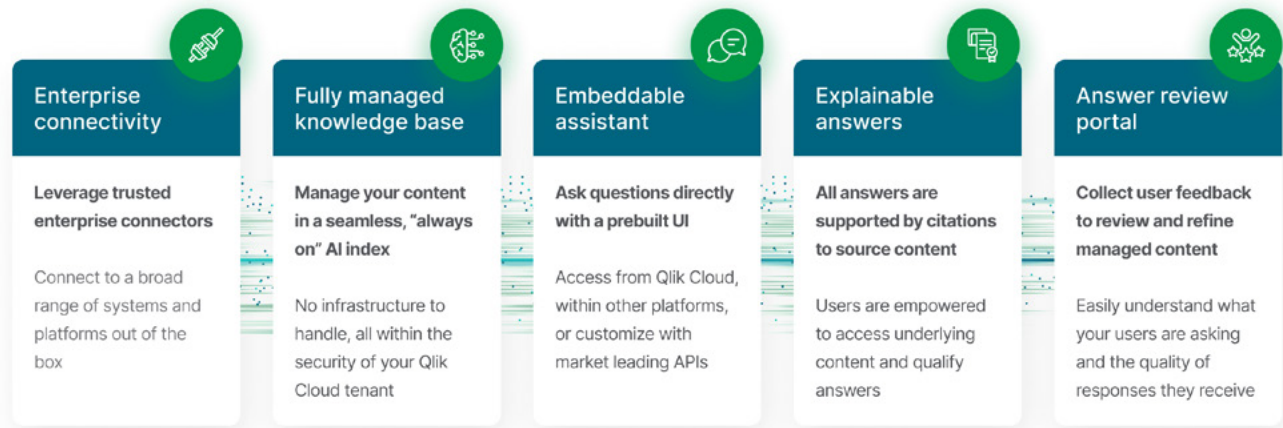


The benefit of plug-and-play

Generative AI-driven solutions are new, and this often implies that customers have to custom-build solutions. However, this approach can create significant challenges. As this technology is an unknown for most organizations, it requires extensive experimentation and customization to reduce risk of inaccuracy or hallucination. Yet organizations often lack the technical expertise and skill sets to properly design and build these solutions. Furthermore, companies often have to work with technologies from multiple vendors and manage multiple relationships — and the complexities and costs that result. The risk is longer time to value, increased cost, and even project failure.

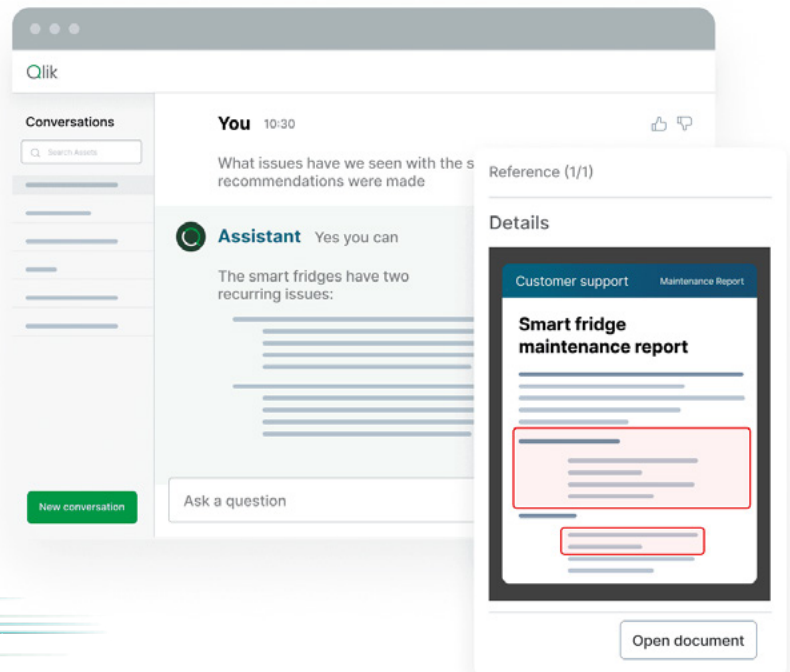


But there's a better way. Qlik Answers is a complete, out-of-the-box, and self-service oriented solution, simplifying deployment and ensuring ease of use and quality. Customers will no longer have to cobble together and manage multiple pieces of technology. Qlik takes care of the heavy lifting, combining and encapsulating powerful, cutting-edge semantic search, generative AI, and RAG techniques under the hood into a simple, cost-effective, plug-and-play solution. With Qlik, you can reduce risk, shorten time to value, and drive ROI right now.



With this solution, you can take advantage of Qlik's trusted enterprise connectors to access a broad range of systems and platforms out of the box. Unstructured content can be indexed where it resides without the need to move it — you simply create knowledge bases in Qlik Cloud® and point them at repositories of unstructured content. You then create AI assistants to answer user questions based on one or more knowledge bases, all in a few simple steps. Assistants are easily embeddable within workflow and operational apps for easy access. Users ask questions and are provided generative answers with access to underlying sources. And they can provide feedback on the quality of answers which can be used to better curate content.

Qlik has always emphasized explainability, data quality, and lineage — and Qlik Answers is designed to provide trustworthy and consistent answers with full transparency into source content, curated into domain-specific knowledge bases. With full explainability and trusted enterprise connectors, you'll always know where generative AI-driven answers came from and have access to those sources.

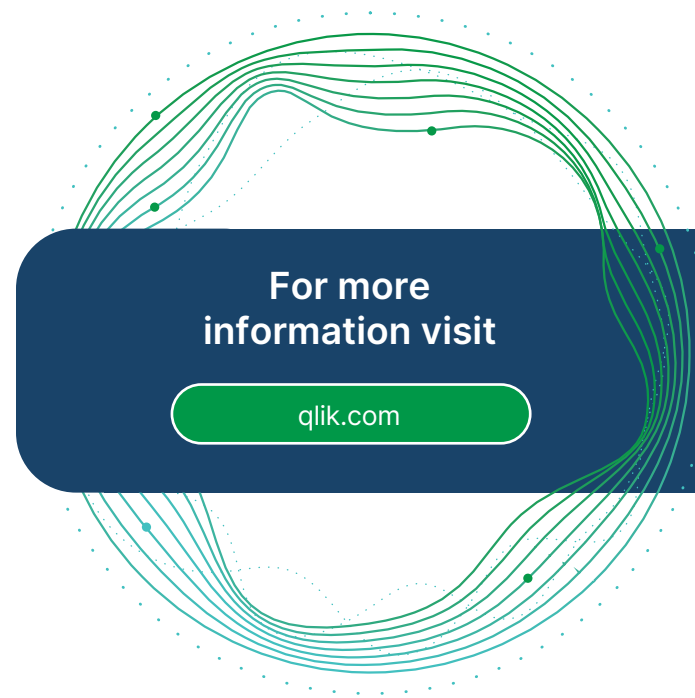


Why Qlik for AI

Qlik's AI strategy is targeted at unlocking new areas of value right now through AI in a simple, low-risk manner. We seek to help customers harness and democratize the power of data and expand into new use cases in ways not possible with existing vendors and technologies. We aim to do this with fast, simple solutions that are self-service-oriented and designed for ease of use, speed of implementation, and cost efficiency.

With Qlik, you can deploy your data, analytics, and AI capabilities on a fully independent, end-to-end platform without having to deal with vendor fragmentation and point solutions. Qlik delivers a full range of AI solutions that take advantage of best-in-class security, governance, and full compliance with modern security certifications.

Qlik Answers offers a practical, targeted way to directly support decisions and drive tremendous value from mountains of untapped unstructured data, complementing our powerful analytics capabilities for structured, quantitative data. Our long-term vision is to combine AI-driven insights from both structured and unstructured data to provide a complete experience to business users, supporting all their information needs. With our proven track record of innovation in analytics and AI, our one-of-a-kind Associative Engine, and recent acquisition of Kyndi (an innovator in natural language processing, search and generative AI), we bring the expertise and technology to make this a reality in a unique and powerful way.



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.

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