



SOLUTION BRIEF

# Seamless Intelligence: Elevate User Experiences and Business Success Through AI-Powered Data Integration and Embedded Analytics

In today's ongoing quest to achieve a competitive advantage, the need for a continuous flow of real-time data into everyday business processes cannot be underestimated. This is particularly relevant for independent software vendors (ISVs), data providers, and digital businesses — with a multitude of customers who urgently want to differentiate themselves by providing an innovative user experience and reliable decision making from high-quality, analytics-ready data.

Data that drives AI-powered decision making and action in real time presents a significant opportunity for ISVs, data providers, and digital businesses. There's a catch, though. They must go beyond limited data access and analytics capabilities and move to trusted, end-to-end data integration and AI-powered analytics solutions.

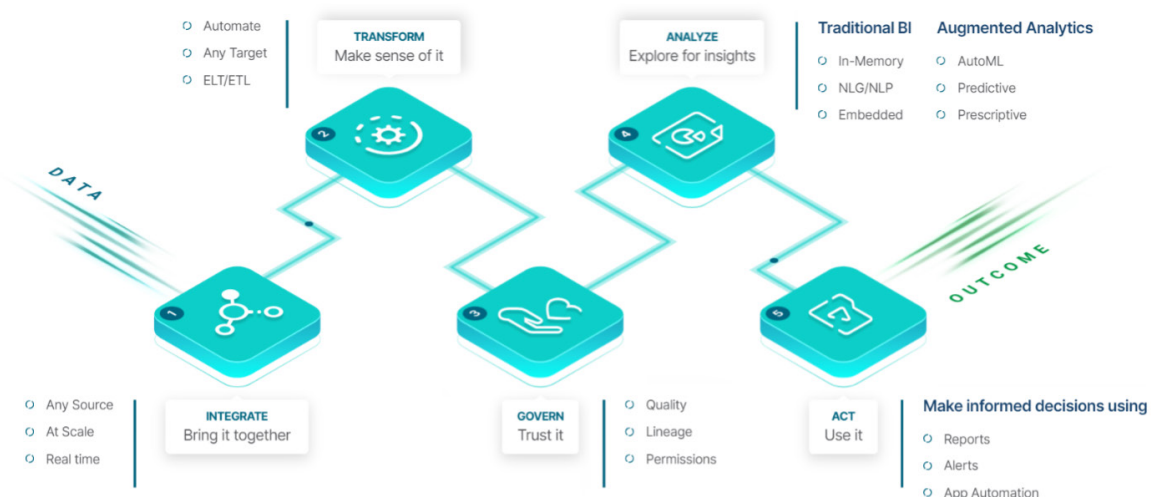
## Extract the best value out of your customers' data — in real time

Enterprises today have huge volumes of data from multiple structured and unstructured datasets that can be a game-changer when properly utilized. Your customers may not even fully realize the impact this

data can have on their business, because they haven't been able to harness it all properly with artificial intelligence (AI) and machine learning (ML). They simply don't have the resources, skills, technology, or time to take their data to the next level.

With Qlik's data integration and embedded analytics solutions, you have the power to transform your customers' entire businesses by using data from all aspects of their organization — from CRM and ERP to the supply chain and beyond. You can design customer-specific, AI-powered products and services to help them reveal hidden patterns, address complex challenges, and seize new opportunities from internal and external data sources, both structured and unstructured.

Best of all, as you ensure your customers get the most value from their data, you now have the opportunity to bring monetized offerings to market in ways that neither you nor your competitors have even thought of yet. As you share with your customers the power of Qlik's AI-driven solutions and what they can do with multiple data sets and data sources, they are going to want more — and you'll be ready to deliver.



# Discover a faster way to drive better business outcomes

Qlik's trusted data integration and AI-powered embedded analytics allow you to unlock the power of data to uncover new business opportunities and provide real-time, data-driven experiences for your customers.

| Qlik Solution                | Capabilities  | Benefits   |
|------------------------------|---|--|
| Embedded Analytics           | <ul style="list-style-type: none"><li>• Game-changing analytics for data-driven decisions and AI-powered insights</li><li>• Market-leading analytics engine purpose-built for data discovery</li><li>• Automation and orchestration for multitenant deployments</li><li>• AI-intelligent alerts and reporting delivered to the user's inbox or any platform</li></ul>               | <ul style="list-style-type: none"><li>• Analytics embedded directly in your product offerings</li><li>• Integration and orchestration flexibility between Qlik and your software</li><li>• Extensive control through low-code or no-code APIs</li><li>• Empower users to stay informed about KPIs and make well-informed decisions promptly</li></ul>  |
| Data Integration and Quality | <ul style="list-style-type: none"><li>• Trusted data foundation to power AI, ML, and analytics solutions</li><li>• Real-time agility with automated data movement, transformation, and quality</li><li>• Enterprise-grade security and governance that ensures transactional consistency</li><li>• Real-time data pipelines with continuously updated business-ready data</li></ul> | <ul style="list-style-type: none"><li>• Platform-agnostic approach for ingesting data into popular repositories</li><li>• Easy-to-build data pipelines with low-code, AI-assisted user experience</li><li>• Automatic data movement with ETLs continuously streaming to data targets</li><li>• Catalog tracking of moves, updates, and transfers</li><li>• Unified approach to data quality and governance</li></ul> |
| AI and ML                    | <ul style="list-style-type: none"><li>• Seamless, self-service AI-powered models for end users</li><li>• Predictive AI with no-code ML</li><li>• Real-time generative AI content for data science</li><li>• Associative exploration and real-time what-if analysis</li></ul>  | <ul style="list-style-type: none"><li>• Simple, no-code experiences</li><li>• Integrated AI workflows wherever needed</li><li>• Connections to any existing data sources</li><li>• Interpretation and manipulation of structured and unstructured data</li></ul>   |

## About Qlik®

Qlik transforms complex data landscapes into actionable insights. Our platform-agnostic technology portfolio leverages pervasive data quality and advanced AI/ML capabilities. We excel in integration and governance solutions that work with diverse data sources. Our real-time analytics uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities.

**Visit our website** to learn more about how Qlik can help you solve your customers' data integration and quality challenges and optimize data movement for cloud, hybrid, and on-premises environments.



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