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# Qlik, an Analytics and Data Integration Leader, Is Quickly Empowering AI Agents for Its Customers and Addressing Core Data Foundation Needs

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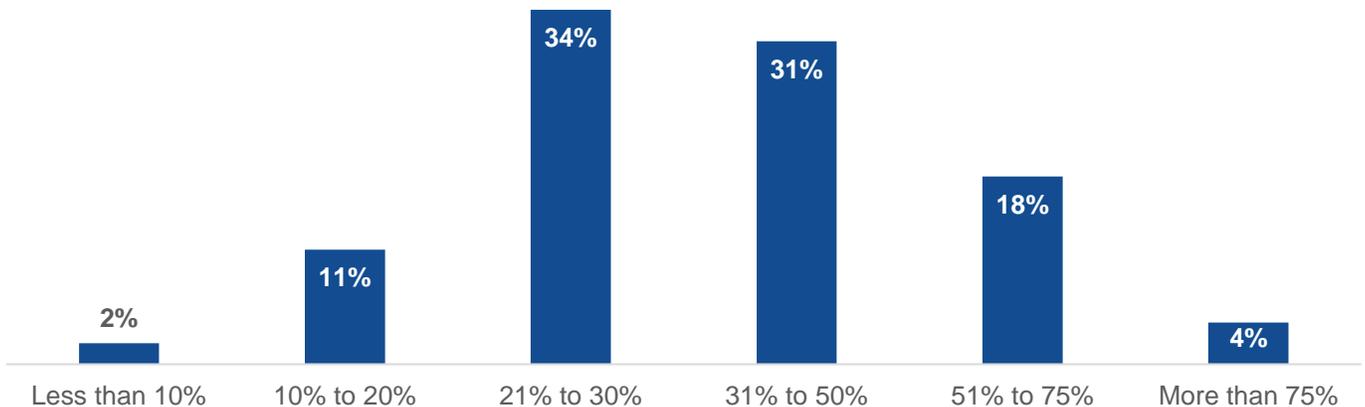
**Abstract:** As organizations rush to understand and deploy AI agents, they are quickly realizing the need for an AI-powered data platform that can help prepare their data for AI and analytics empowerment. The same data foundation is required for both, making the transition from an analytic platform to an AI platform a natural one. The same data quality, governance, and trust needed for analytics are necessary for generative AI and AI agents. With its new agent-building tools and data lake capabilities, including Iceberg, Qlik demonstrates thought leadership as it continues to meet market and customer demands.

## Data for AI Continues to Rise

Trusted data for AI is the core to AI success. According to Enterprise Strategy Group research, the majority (65%) of organizations feed 21% to 50% of their data into AI models, while an additional 22% of true data-driven organizations reported processing more than half of their data through AI models (see Figure 1),<sup>1</sup> highlighting the strong need for a data platform and tools that enhance data readiness, including data quality, governance, integration, real-time processing, scalability, and efficiency.

Figure 1. Data for AI

Approximately what percentage of your organization’s total data sources supply data for AI models on a daily or weekly basis? (Percent of respondents, N=383)



Source: Enterprise Strategy Group, now part of Omdia

<sup>1</sup> Source: Enterprise Strategy Group Research Report, [Data Readiness for Impactful Generative AI](#), April 2025.

## Data Quality Matters

Enterprise Strategy Group research found that 74% of respondents rated the impact of data quality on the success of their organization’s AI initiatives as critical or very high.<sup>2</sup> It’s clear that organizations prioritize accuracy and effectiveness in AI initiatives. This supports the need for data platforms that can take all of the needed steps for data validation, cleansing, and enrichment to enhance AI outcomes. Improving data quality directly impacts analytics and AI performance and strategic results.



### Market Insight

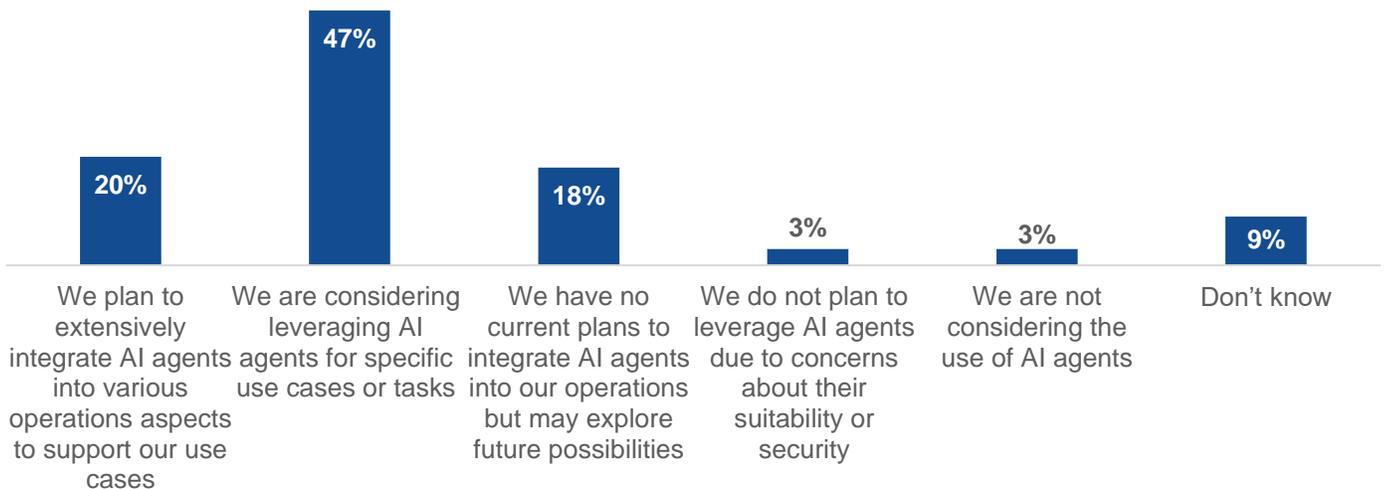
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## Demand for AI Agents

The interest in AI agents cannot be understated. Enterprise Strategy Group research found that over two-thirds (67%) of organizations are planning for or considering AI agents (see Figure 2).<sup>3</sup> This represents a significant opportunity for organizations to build agents across their environments to increase productivity, enhance the quality of decision-making, advance innovations, and more. But the barrier of first building trusted data foundations as data products, with the ability to build, test, and deploy agents in the same data platform, exists for most organizations. Without the right data platform partner, building and deploying agents will be challenging.

Figure 2. AI Agent Opportunity

### How does your organization plan to leverage AI agents, if at all? (Percent of respondents, N=755)



Source: Enterprise Strategy Group, now part of Omdia

<sup>2</sup> Ibid.

<sup>3</sup> Enterprise Strategy Group Research Report, [The State of the Generative AI Market: Widespread Transformation Continues](#), September 2024.

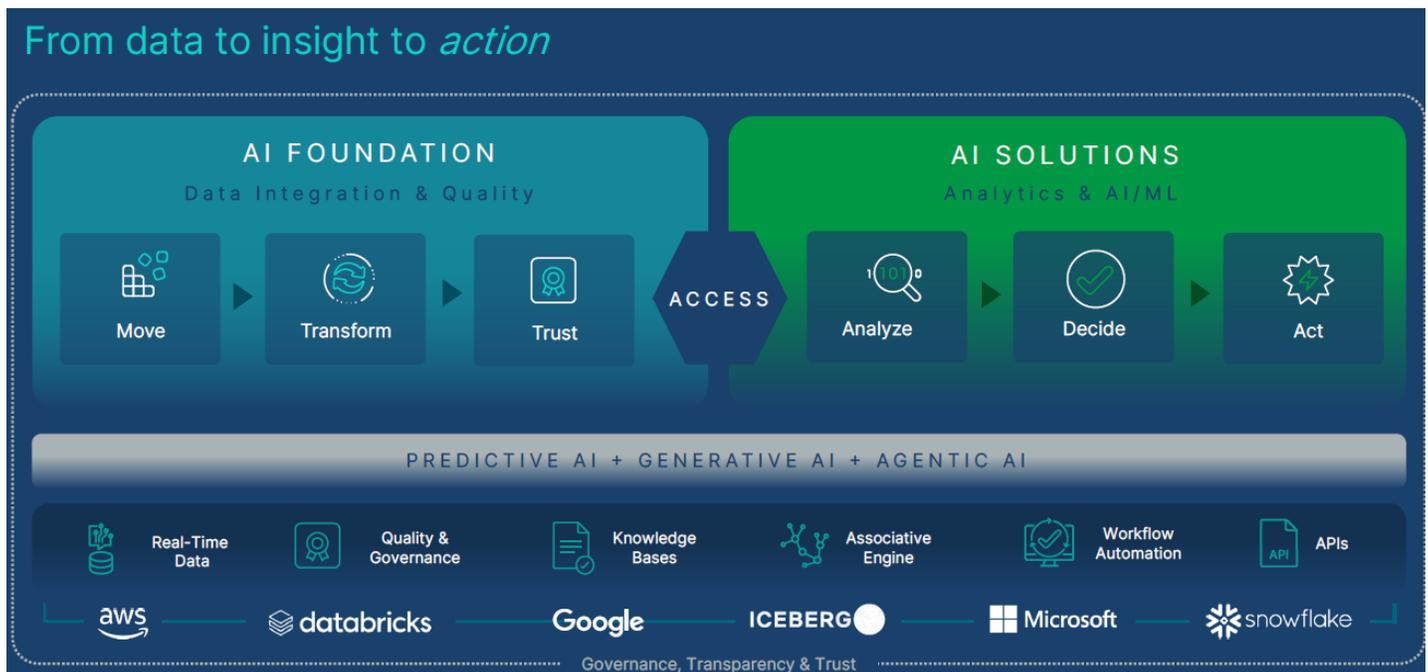
## Qlik AI-powered Data Platform: Transforming Data into Decisions

Qlik helps organizations go from data to insight to actions with its AI-powered end-to-end platform, which creates trusted and governed data foundations ready for analytics and AI, including AI agents (see Figure 3).

Qlik stands at the forefront of data innovation as a developer of comprehensive data integration, analytics, and AI solutions. The company delivers a robust suite of self-service data visualization tools, guided analytics applications, predictive AI, generative AI, and embedded solutions that empower organizations to harness the full potential of their data assets. With flagship offerings, including Qlik Cloud Analytics and Qlik Talend Cloud, Qlik provides user-driven analytics capabilities supported by expert consulting, training, and support services.

Qlik is revolutionizing the data landscape with three groundbreaking initiatives. Its new Agentic Experience introduces advanced AI agent capabilities across the platform, seamlessly handling both structured and unstructured data while shifting focus from traditional dashboards to actionable decisions. This includes Qlik Answers, an innovative assistant designed for intuitive data engagement. The Qlik Open Lakehouse features Apache Iceberg integration for high-volume data ingestion, processing an impressive 5 million events per second while operating on existing storage infrastructure, such as S3. Complementing these advancements is its data-as-a-product approach, which leverages Qlik Talend for quality assurance, incorporates a Data Marketplace for publishing data products, and utilizes the Qlik Trust Score to measure critical factors like timeliness and discoverability, with generative AI enhancing search and discovery capabilities.

Figure 3. Qlik's AI-Powered, End-to-end Platform



Source: Enterprise Strategy Group, now part of Omdia

## Conclusion

Qlik's competitive edge stems from its unwavering commitment to trusted data foundations, efficient streamlining from raw data to decisions, and natural interfaces that foster intuitive interaction, all built on the fundamental principle that optimal outcomes emerge when data, machines, and humans work in harmony.

Enterprise Strategy Group strongly recommends that Qlik should be considered by any organization seriously looking to empower its environment with AI agents and analytics. Qlik's focus on building trusted data as a foundation for successful AI and analytics is crucial for AI success.

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