

JUNE 2025

Moving Beyond Conversational Analytics With Qlik's Agentic Experience

Mike Leone, Practice Director and Principal Analyst

Abstract: Organizations increasingly demand intelligent, autonomous analytics to overcome data silos and slow decision-making, seeking proactive solutions beyond static reports. Qlik's new agentic experience addresses this by providing an AI framework with specialized agents that reason, plan, and initiate actions, enabling customers to integrate their own agents for streamlined data-to-decision workflows.

The Demand for Intelligent, Autonomous, and Accessible Analytics

The convergence of natural language processing (NLP) and advanced analytics is fundamentally reshaping how businesses interact with data, moving beyond static reports to dynamic, insightful dialogues. This shift is driven by a critical need for speed and agility in decision-making, especially given rapid market innovation. Enterprise Strategy Group research indicates that a majority (67%) of organizations are planning to integrate or considering integrating AI agents into business operations,¹ underscoring a growing appetite for intelligent, proactive data solutions that create a more proactive and integrated approach.

But the current state of analytics continues to pose significant challenges for organizations aiming to improve the accuracy and timeliness of data-driven decision-making. Between the constant struggle with data silos, inconsistent data quality, and the difficulty of translating raw data into actionable strategies, it's no surprise that an overwhelming 78% of organizations agree it takes too long for them to act on insights from business intelligence (BI) tools,² a direct cause of concern and business limitation. Further, many organizations lack the internal expertise to effectively leverage their data assets. The result? Missed opportunities and costly delays.

Market Insight



78% of organizations agree it takes too long for them to act on insights from BI tools.

Key Highlights

- 67% of organizations are planning to integrate or are considering integrating AI agents into various operational areas of their businesses.
- Qlik unveiled its agentic experience, a framework, powered by specialized AI agents, which will provide the flexibility for customers to integrate their own AI agents.
- By providing intuitive, proactive insights and automated actions across a complex, distributed data estate, customers will be empowered to accelerate data-to-decision journeys and boost enterprise productivity.

Organizations require analytics platforms that consolidate diverse data sets, streamline analysis, and enable fast, informed decision-making to empower all users, business and technical alike. While conversational interfaces and embedded chatbots are delivering early value, particularly when incorporating enterprise data, companies demand even more: trustworthiness, speed, and

¹ Source: Enterprise Strategy Group Research Report, [The State of the Generative AI Market: Widespread Transformation Continues](#), September 2024.

² Source: Enterprise Strategy Group Research Report, [Unleashing the Power of AI in Analytics and Business Intelligence](#), May 2024.

contextualized insights with explainability and strong data governance. These requirements point directly to advanced automation and proactive action. **Insert: Agentic AI.** Agentic AI leverages autonomous agents to perceive, reason, plan, and execute complex, multi-step tasks, enabling the automation of entire data pipelines—from discovery and transformation to quality checks and self-healing—and translating real-time insights into automated actions, thereby moving beyond reactive analysis to proactive, autonomous optimization and strategic advantage.

Introducing Qlik's Agentic Experience

Qlik's introduction of agentic experience will serve as an agentic AI framework for customers. At its core, the framework will leverage specialized AI agents that don't just respond to direct queries but can reason, plan, and even initiate actions based on identified opportunities or risks. This moves past typical dashboards and reports, enabling systems to actively monitor data, anticipate needs, and deliver contextual insights. For instance, Qlik Answers, building on its prior capability with unstructured data, will integrate both structured and unstructured information to provide comprehensive, trusted answers and automate subsequent actions.

Within agentic experience, background agents like the discovery and conceptual pipeline agents can be viewed as eventual intelligent, data platform collaborators. The discovery agent will identify anomalies and suggest actions, while the pipeline agent will translate desired outcomes into automated data pipeline designs. And with an open architecture, Qlik's agentic experience will enable customers to build and deploy their own custom agents, empowering them to leverage diverse data and Qlik's specialized agent network for faster insights and actions.

Analyst Insight

Qlik's new agentic experience aims to bridge the gap between data, decisions, and outcomes, with a goal of helping customers overcome a lack of seamless data access, slow time to insight, and limited user adoption. Much of agentic experience highlights Qlik's deep understanding of the market need for intelligent automation and self-service analytics. And Qlik is looking to achieve this through natural language interactions. By extending the chat interface of Qlik Answers to not only empower organizations to analyze both structured and unstructured data, which is an excellent capability on its own, but also to serve as the entry point to agentic experience, the ability to interact with data through natural language, combined with automated action capabilities, will significantly lower the barrier to entry for all employees.



Much of agentic experience highlights Qlik's deep understanding of the market need for intelligent automation and self-service analytics."



- **Mike Leone**, *Practice Director and Principal Analyst, Enterprise Strategy Group*

The success of agentic experience hinges on several critical factors. The quality and reliability of the underlying Qlik-provided AI agents are paramount. It's not just about accuracy and relevancy of answers, which Qlik customers can attest is already delivered via Qlik Answers, but explaining the reasoning in a clear and understandable way will go a long way in delivering greater trust. This explains why Qlik is emphasizing the "trusted answers" aspect so heavily. For organizations to trust actions taken by underlying agents, providing more information about agent guardrails and how these guardrails will be extended to customers should be prioritized by Qlik. Additionally, Qlik should be focused on delivering additional specialized agents that will enhance how organizations can interact with and act upon data and insights.

The accelerating demand for intelligent, autonomous analytics highlights a critical shift in how organizations seek to leverage data, moving from static reports to dynamic, proactive solutions. Qlik's new agentic experience directly addresses this by providing an AI framework where specialized agents reason, plan, and initiate actions, offering not only built-in capabilities but also the flexibility for customers to integrate their own custom agents. Embracing such advanced, AI-driven frameworks is becoming essential for businesses aiming to overcome data silos, accelerate decision cycles, and achieve greater agility in today's complex market.

©2025 TechTarget, Inc. All rights reserved. The Informa TechTarget name and logo are subject to license. All other logos are trademarks of their respective owners. Informa TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice.

Information contained in this publication has been obtained by sources Informa TechTarget considers to be reliable but is not warranted by Informa TechTarget. This publication may contain opinions of Informa TechTarget, which are subject to change. This publication may include forecasts, projections, and other predictive statements that represent Informa TechTarget's assumptions and expectations in light of currently available information. These forecasts are based on industry trends and involve variables and uncertainties. Consequently, Informa TechTarget makes no warranty as to the accuracy of specific forecasts, projections or predictive statements contained herein.

Any reproduction or redistribution of this publication, in whole or in part, whether in hard-copy format, electronically, or otherwise to persons not authorized to receive it, without the express consent of Informa TechTarget, is in violation of U.S. copyright law and will be subject to an action for civil damages and, if applicable, criminal prosecution. Should you have any questions, please contact Client Relations at cr@esg-global.com.

About Enterprise Strategy Group

Enterprise Strategy Group, now part of Omdia, provides focused and actionable market intelligence, demand-side research, analyst advisory services, GTM strategy guidance, solution validations, and custom content supporting enterprise technology buying and selling.

 contact@esg-global.com

 www.esg-global.com