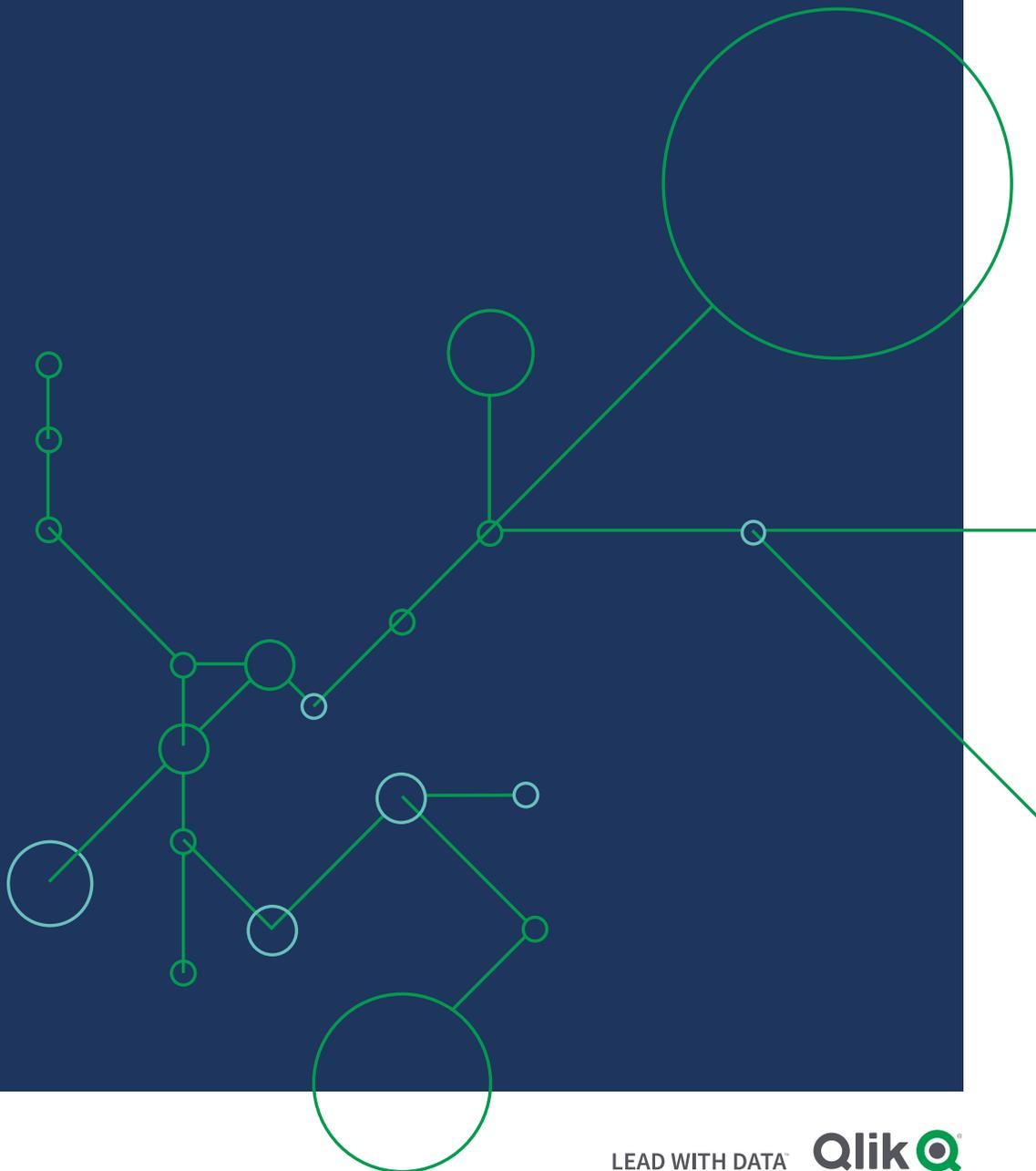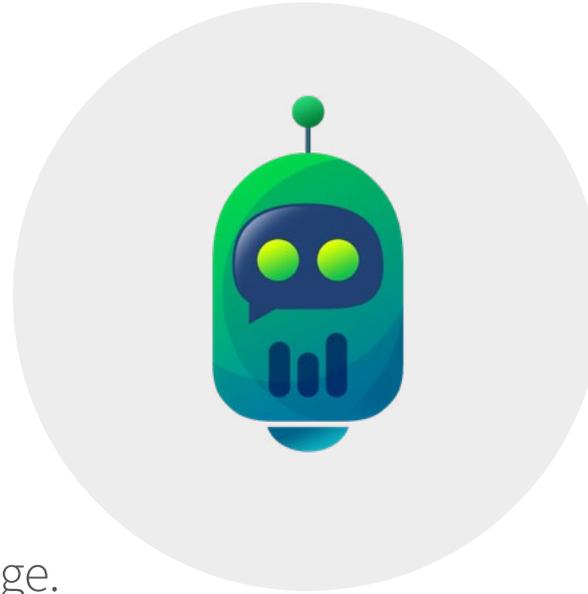# Qlik Insight Bot

AI-Powered Conversational Analytics

LEAD WITH DATA® Qlik Q

Qlik Insight Bot™ offers an AI-powered, conversational analytics experience, giving everyone a faster and easier way to ask questions, get insights, and make data-driven decisions using natural language.

It can be readily accessed from within Qlik Sense® as well as through popular collaboration tools such as Slack®, Skype®, Salesforce®, and Microsoft Teams®. It is built on top of our open API framework and the Qlik® Associative Engine, adding to the powerful AI and natural language capabilities of our Cognitive Engine. With Qlik Insight Bot, more people in your organization can ask questions and get immediate answers from their data, through chat and even using voice.

AI for Everyone

Creating a data-literate world is a key part of our vision, and AI plays a big role in making analytics accessible to everyone. At Qlik, we refer to AI as Augmented Intelligence – combining, not replacing, human intuition with the power of machine intelligence. We bring together two revolutionary technologies: (1) our one-of-a-kind Associative Engine, which uniquely supports exploration by understanding the relationships among data values across all sources; and (2) our Cognitive Engine, which suggests new insights to explore based on the data set and user-defined search criteria. The result is a powerful collaboration between human and machine intelligence, surfacing insights that would otherwise have gone undiscovered.
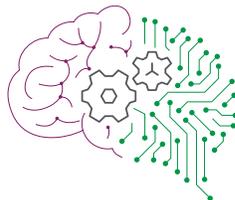
Associative   +   **Cognitive**

**Associative Indexing
+ Augmented Intelligence
= AI^2**

Conversational, Natural-language Insights

The Qlik Insight Bot delivers the power of associative and augmented analytics in a natural-language, conversational experience that gives people a faster and easier way to ask questions, generate insights, and make data-driven decisions. It can be readily accessed from within Qlik Sense as well as through popular collaboration tools such as Slack, Skype, Salesforce, and Microsoft Teams. Natural Language Processing (NLP) automatically trains itself and learns from user inquiries over time, and Natural Language Generation (NLG) delivers insights for not only what is happening, but also why – and where to go next. Insights include auto-generated charts, interpretations, key drivers, period-over-period calculations, predictions for measures, and even comparative analysis. Users can set alerts for KPI (key performance indicator) thresholds, share and collaborate conversationally, and even interact using voice – with Amazon Alexa® integration.
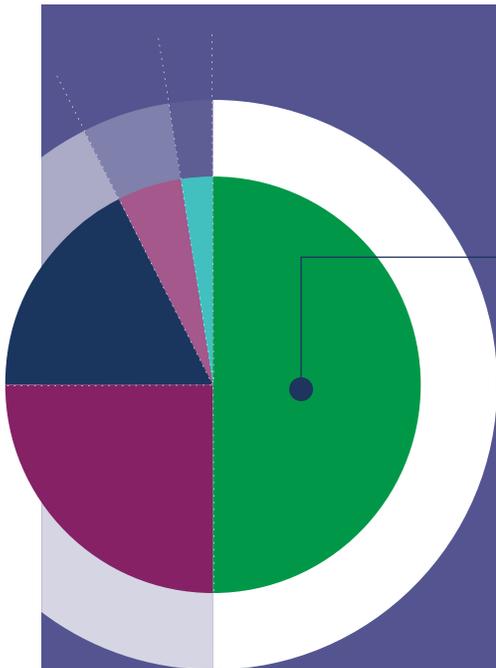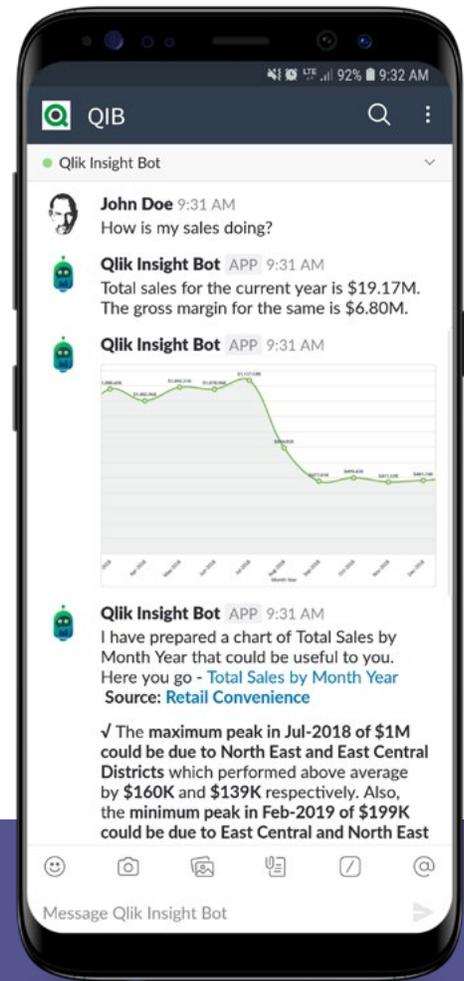
According to Gartner, by 2020

"50 percent of analytical queries will be generated via search, natural-language processing or voice, or will be automatically generated."

-Gartner Magic Quadrant for BI and Analytics, 2019

Bridge the Gap Between Conversational and Visual Analytics

Qlik Insight Bot uniquely works with Qlik Sense, bridging the gap between visual discovery and conversational analytics. Conversational analytics provide a great way to quickly ask questions and get answers, available to everyone through simple, natural language interaction. However, open-ended questions and situations often require visual discovery to dig deeper and uncover hidden insights. Standalone natural language products are limited in their ability to drive discovery without being combined with a rich, visual discovery experience.

Because Qlik Insight Bot is built on top of our Associative Engine, users can ask questions in a conversational manner and then seamlessly dive into Qlik Sense visual analytics apps based on the results, with the context (selection state) retained. Unlike standalone products, this unique approach offers the best of both worlds – allowing users to enter an experience conversationally and then transition to visual exploration for deeper understanding and discovery.

Drive Data Literacy, Adoption, and Value

With Qlik Insight Bot, your organization can reach far more users, driving adoption and data literacy with a faster and easier way for people to make data-driven decisions. Qlik Insight Bot delivers the associative and augmented intelligence capabilities of Qlik Sense to the edge of your organization, making it easier for everyone to interact, share, and collaborate with data – wherever and however they work. Because it works across Qlik Sense apps, Qlik Insight Bot makes analytics more accessible and allows people to find the right insights even if they don't know where to look. And, the ease of use and increased access provided by Qlik Insight Bot delivers additional value to our existing QlikView® customers looking to adopt Qlik Sense for migration or dual-use.

The Associative Difference®

When you're using data to transform your organization, you need the expertise of your entire workforce – and that means enabling everyone to freely explore their data. Most query-based tools, however, limit non-technical users to predefined questions based on partial subsets of data. This blocks free exploration and puts the brakes on discovery.

Qlik does things differently. At the heart of our platform is a one-of-a-kind, high-performance Associative Engine, built from the ground up for interactive, free-form exploration and analysis. With Qlik, users of all skill levels can easily search and explore in-context, across multiple datasets, in any direction. By revealing both related and unrelated data, our associative engine helps users consistently discover hidden insights that would be missed with query-based tools.
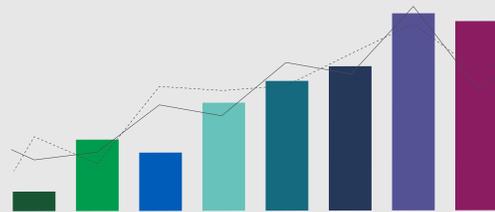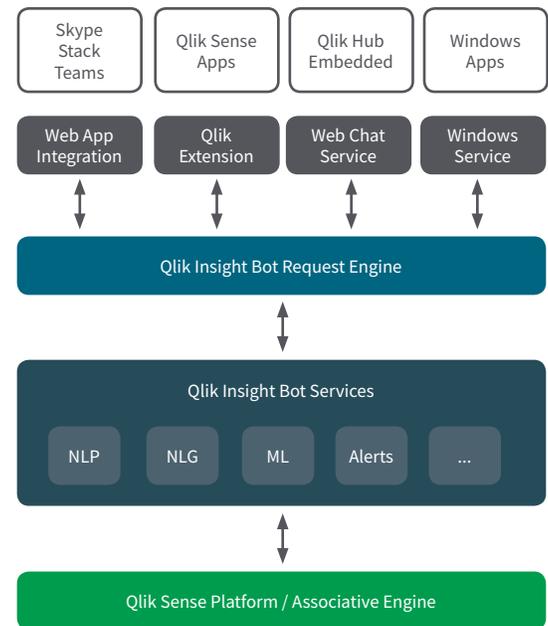
Smart, Secure, and Scalable

Qlik Insight Bot runs on top of the Qlik Sense platform and APIs, allowing it to deliver the power of the Qlik Associative Engine in a conversational, natural-language experience. It is built using a modern, scalable containerized architecture that can be deployed both on-premises and in the cloud. It utilizes a number of advanced AI capabilities and technologies, including:

- Intelligent, self-learning Natural Language Processing (NLP)
- Natural Language Generation (NLG) for insight delivery
- Rules engine for configurable responses
- Recommendation engine to guide users
- Collaboration and alerting
- Robust data access security
- Web app, Windows app, and Qlik Sense interfaces
- WebChat for portal and OEM integration
- Management / administration UI

Qlik Insight Bot is a value-added product to Qlik Sense, currently available as part of an early-access program (EAP) with open access planned for 1H 2019. It is offered on a per-site subscription basis, available to all licensed Qlik Sense users.

Skype Stack Teams	Qlik Sense Apps	Qlik Hub Embedded	Windows Apps
Web App Integration	Qlik Extension	Web Chat Service	Windows Service

Qlik Insight Bot Request Engine

Qlik Insight Bot Services

| NLP | NLG | ML | Alerts | ... |

Qlik Sense Platform / Associative Engine

Qlik Q®

About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 48,000 customers around the world.

qlik.com