

Active Intelligence

THE NEXT ERA OF BUSINESS INTELLIGENCE

Optimizing Every Business Moment through Informed Action

Qlik



CONTENTS

THE CHALLENGE OF TRADITIONAL BI

Traditional BI's passive approach can't handle today's data-driven demands 3

INTRODUCING ACTIVE INTELLIGENCE

What is Active Intelligence? 4

- Intelligent data analytics pipelines 5
- Delivering real-time, up-to-date information 6
- Designed to trigger immediate actions 7

The top 5 benefits of Active Intelligence 8

The business outcomes of Active Intelligence 9

Active Intelligence in action 10

ACTIVE INTELLIGENCE WITH QLIK

Optimizing the business, moment by moment 11

Qlik's end-to-end approach 12

Traditional BI's passive approach can't handle today's data-driven demands.

In the digital economy, real-time agility has become essential. The faster an organization can respond to events as they evolve, the better it can compete. That means arming people and systems with up-to-date, real-time information and analysis in order to optimize every business moment.

Traditional BI can't stand up to those demands. It takes a passive approach through the batch loading of preconfigured, historical data sets that represent the past in an effort to predict the future. And what about the ability to understand and take informed action at the most important moment – now? Simply put, traditional business intelligence solutions were not designed for optimizing real-time decisioning and actions.

Today's organizations need a much more dynamic relationship with information. One where data has high business value because it reflects the current moment. And one where information flows continuously into everyday processes, empowering users to engage with it in intuitive ways at any time – creating in-the-moment awareness about every aspect of the business and the market.

FAILING TO ACTIVATE DATA COMES AT A COST

In a recent study by IDC,[1]



only 2% of organizations with weak data-to-insights pipelines **received high scores in decision-making.**

[1] IDC InfoBrief, sponsored by Qlik, "Data as the New Water: The Importance of Investing in Data and Analytics Pipelines," June 2020.

What is Active Intelligence?

The demands of the digital economy are driving needed change in the approach to modern BI. The new paradigm sets out to overcome the shortcomings of traditional, passive BI by delivering a state of continuous intelligence from real-time, up-to-date information designed to trigger immediate actions.

We call it Active Intelligence.

Active Intelligence:

ac-tive in-tel-li-gence | \ 'ak-tiv in-'te-lə-jən(t)s \

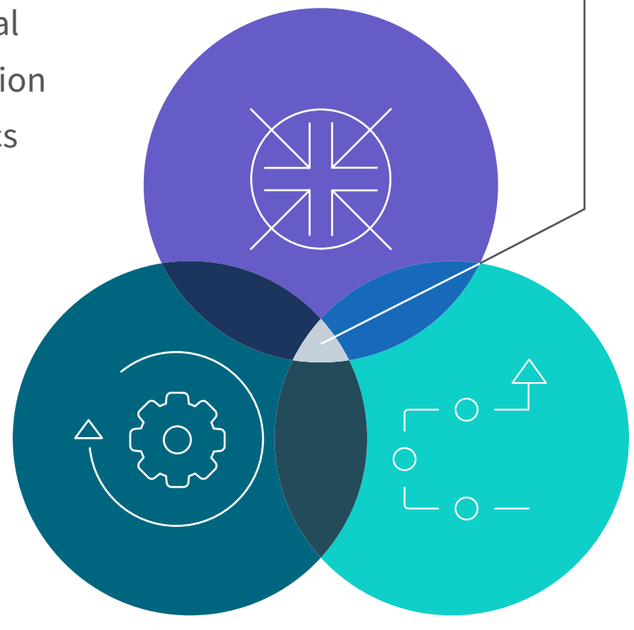
noun

A state of continuous intelligence where technology and processes support the triggering of immediate actions from real-time, up-to-date data.

Traditional BI	vs.	Active Intelligence
Uses preconfigured, curated data sets		Based on continuous intelligence from real-time, up-to-date information
Lacks a governed, end-to-end data pipeline leveraging automation to produce business-ready data		Establishes an intelligent data-to-analytics pipeline enabling the reflection of dynamic business content and logic
Designed to inform, not compel action		Designed to trigger immediate actions

Intelligent data analytics pipelines.

Traditional BI comprises a series of solutions for data ingestion, integration, delivery, analytics, collaboration and storytelling that haven't been brought together into a unified pipeline. Active Intelligence closes the gaps among those components, creating a multidirectional conduit for the continuous flow of data and information across the organization. This intelligent data analytics pipeline enables fresh data to reach users almost as soon as it comes in the door.



ACTIVE INTELLIGENCE

Consolidates data from multiple data sources

Active Intelligence integrates data of varying types and forms, combining current and historical data to create dynamic sets that increase the opportunity for uncovering unique, surprising and actionable insights.

Creates data movement and transformation automation

Leveraging technologies like real-time change data capture, data warehouse automation and data lake creation, Active Intelligence vastly accelerates the movement of data across the organization by automating processes like data integration and transformation.

Preserves lineage

To keep data governed, transparent and trustworthy, Active Intelligence uses metadata to preserve data lineage through the pipeline.

INTRODUCING ACTIVE INTELLIGENCE

Delivering real-time, up-to-date information.

Active Intelligence makes the most up-to-date information available in the most important moment: now. Whether driving automated metrics and insights within dashboards or embedding them directly into machine-driven processes, Active Intelligence combines data at rest with data in motion, reflecting the pulse of the data and delivering insights in the business moment.



EMBEDDED, ALWAYS-ON INTELLIGENCE

Because Active Intelligence is executed moment-to-moment, data analytics platforms support a full range of analytics use cases that can be embedded directly into business and machine-driven processes.

+

AUGMENTED ANALYTICS WITH AI AND MACHINE LEARNING

Data analytics are designed to enhance human intuition, using AI and machine learning algorithms to surface real-time events and predictions for deeper analysis and collaboration – or to drive immediate actions.

+

COLLABORATION ACROSS THE ENTIRE DATA PIPELINE

The historical gap between data producers and consumers is closed, enabling a range of roles to work together to both define and enhance needed data sets.

INTRODUCING ACTIVE INTELLIGENCE

Designed to trigger immediate actions.

Traditional BI was designed to inform humans, and by extension it could be used to inform action. It was not designed to compel action, and certainly not to trigger it autonomously. Active Intelligence, as its name implies, is about both informed decision-making and impelled action.



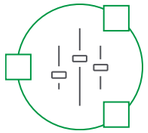
DYNAMIC ALERTING AND EVENT TRIGGERING

At the heart of Active Intelligence are augmented analytics woven directly into operational processes that can take or trigger actions when specific conditions are met.



DELIVERING ALERTS TO USERS

Active Intelligence also compels action in the moment by generating alerts for users, in context and personalized with suggested actions.



ORCHESTRATED ACTIONS

Active Intelligence enables the orchestration of events and actions based on triggers and conditions that arise, as they arise.

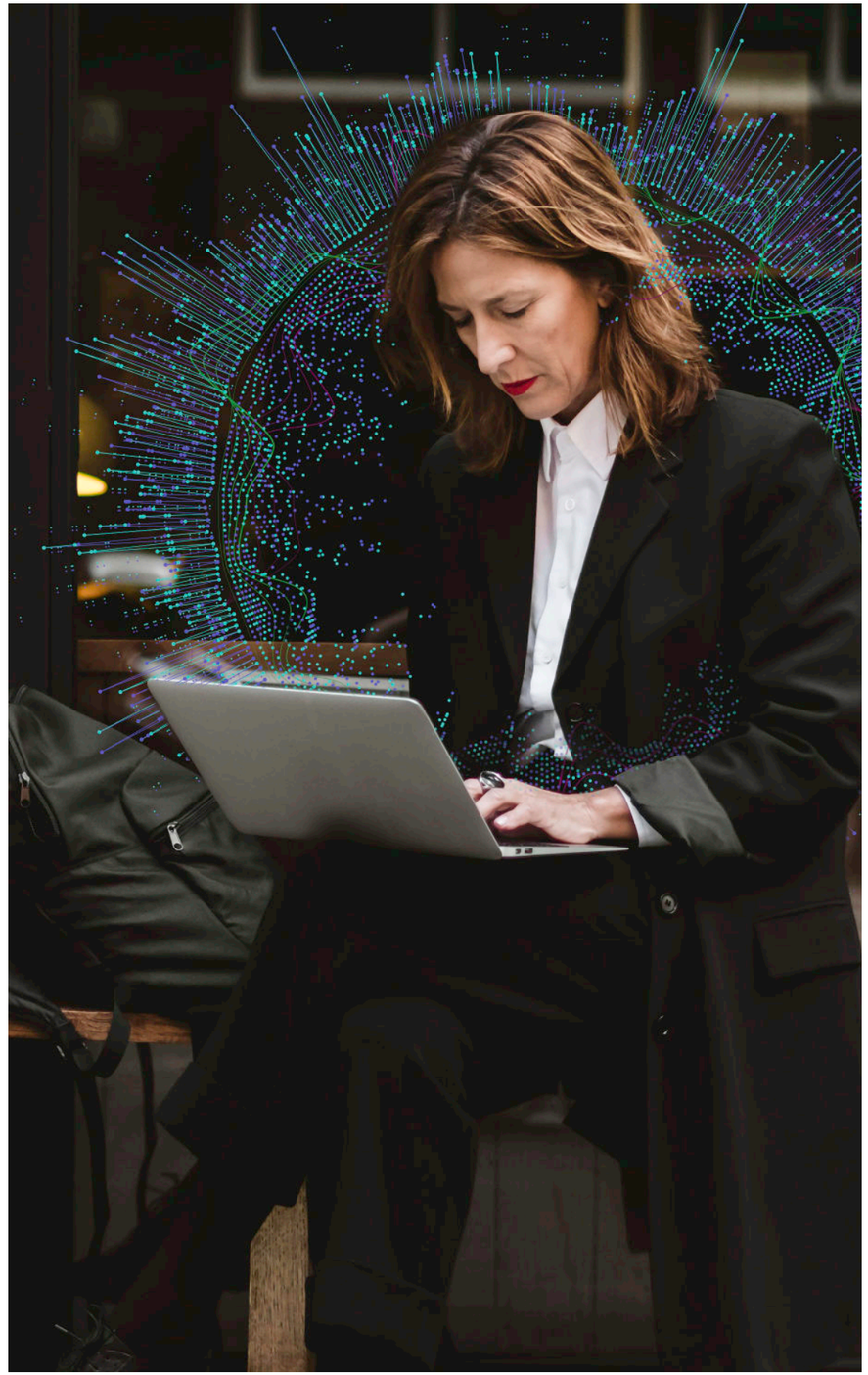
INTRODUCING ACTIVE INTELLIGENCE

The top 5 benefits of Active Intelligence.

Active Intelligence closes the gap between what's happening in the business right now and the information and insights available. As a result, it introduces tremendous opportunity for boosting innovation, accelerating value and sharpening competitive edge.

With Active Intelligence, organizations can:

1. **See and immediately respond** to trends, connections and shifts within the business and in the market
2. **Reinvent strategy, processes and products** for the digital world, even on a moment-to-moment basis
3. **Collaborate beyond historical barriers** by bringing together data producers and data consumers
4. **Accelerate business outcomes** by increasing agility and efficiency in every area of operations
5. **Gain trust** in the insights uncovered and actions taken

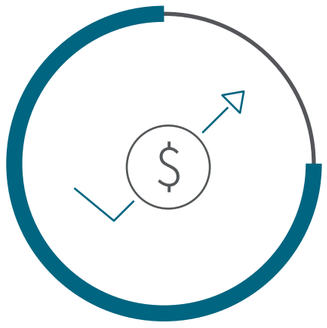


The business outcomes of Active Intelligence.

An IDC survey[1] of 1200 global organizations revealed clear advantages to establishing Active Intelligence. A majority of businesses with strong data-to-analytics pipelines reported seeing increases in key metrics:



76%
OPERATIONAL EFFICIENCY IMPROVED



75%
REVENUE INCREASED



74%
PROFIT INCREASED

[1] IDC InfoBrief, sponsored by Qlik, "Data as the New Water: The Importance of Investing in Data and Analytics Pipelines," June 2020.

THE HUMAN ELEMENT

Active Intelligence is enhanced with a data-literate workforce. That's the final component in creating a dynamic system where all parts – including people – work together to ingest, analyze and act on data.

Building a data-literate workforce doesn't simply mean up-leveling data skills with training. It also includes taking advantage of advances in technology – particularly Augmented Analytics, which provide natural-language search, conversational analytics, augmented insights and other support for users at any skill level.

And the benefits of data literacy go beyond enhanced understanding of the business. Increasing data literacy also boosts confidence in data-driven decision-making, which in turn raises the likelihood of taking action. And it's action, not data, that transforms a business.

Active Intelligence in action.

Active intelligence can be operationalized at many levels – from customer experience, fraud detection and IoT-enabled manufacturing to any process enhanced by the ability to respond to what's happening in the moment.

Here are just a few examples:

SUPPLY CHAIN OPTIMIZATION

A supply chain delivers far more value when managed based on current conditions. Combining the latest sales, economic and seasonal data with inventory, logistics and other supply-side dynamics can drive just-in-time decisions that move with the market.

PERSONAL CUSTOMER EXPERIENCES

Engaging customers with real-time insights builds connection, loyalty and lifetime value. For example, customer care reps can personalize issue resolution, and shoppers trying to purchase items that suddenly go out-of-stock can receive dynamic new offers.

PREDICTIVE MAINTENANCE WITH IOT

IoT data and 5G technologies power Active Intelligence use cases in manufacturing, utilities and beyond. Real-time and historical data and AI/ML processing can predict and trigger proactive maintenance, driving peak performance and business continuity.

VALUE-BASED HEALTHCARE

Combining personal health, population and medical condition data could power an Active Intelligence application that instantly processes risk factors against a patient's medical history, personalizing complex diagnostics and guiding value-based actions such as early intervention.

FRAUD DETECTION AND MITIGATION

The rise in fraudulent financial activities demands and Active Intelligence-driven approach. Monitoring in-progress transactions to spot anomalies, alert personnel or block transactions as they happen is one way Active Intelligence is making a big impact in the industry.

EMERGENCY PLANNING AND LOGISTICS

Emergencies are, by definition, real-time, dynamic events. Government and private sector organizations can evaluate current weather and disaster information against operational data to predict conditions and adjust personnel, equipment and processes as situations evolve.

ACTIVE INTELLIGENCE WITH QLIK

Optimizing the business, moment by moment.

Just as we pioneered the modern BI era, Qlik is once again leading the charge to Active Intelligence. We're the first vendor to deliver a full suite of products designed to work together to transform raw data into insights and drive orchestrated actions. Through the combination of Qlik's Data Integration and Data Analytics platforms, your business can evolve into a state of continuous intelligence, driven by up-to-date information and leading to immediate informed actions.



DATA INTEGRATION

Our real-time Data Integration platform supports your unique data strategy, independent of cloud service or location. We specifically designed our platform to free your data and transform it into analytics-ready information at the speed of business. Data sets are continuously updated and managed via an enterprise data catalog, bridging the gap between data producers and consumers. This unique, high-performance, real-time approach keeps your business perpetually up-to-date.



DATA ANALYTICS

Qlik's cloud-native Data Analytics platform is built on modern artificial intelligence and machine learning capabilities to unlock hidden insights in your data. Our open approach enables the full range of analytics use cases – from self-service exploration and discovery to embedded analytics. And our one-of-a-kind, patented Associative Engine adds peripheral vision to data exploration, finding correlations and insights other tools would simply miss. Plus, with automated alerting and mobile support, users are never in the dark.



DATA LITERACY AS A SERVICE

DLaaS is our approach for customer success, designed to drive a data-informed culture in your business. It includes around-the-clock support for all critical issues, personalized and bundled always-on services aligned with your goals and product-agnostic data-literacy consulting and education.

ACTIVE INTELLIGENCE WITH QLIK

Qlik's end-to-end approach to Active Intelligence.

Our platform frees data from its silos so users can easily find it – and it enables anyone at any skill level to understand data, so they can quickly act on it.



How can Qlik help your organization achieve Active Intelligence?

Start Here

ABOUT QLIK

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

Qlik

qlik.com

© 2020 QlikTechInternational AB. All rights reserved. All company and/or product names may be trade names, trademarks and/or registered trademarks of the respective owners with which they are associated.