## Why MicroStrategy AI?

### MicroStrategy vs. Qlik

The integration of artificial intelligence (AI) has become a pivotal factor in empowering organizations to derive deeper insights from their data. Learn how MicroStrategy is advancing AI-powered analytics and what sets us apart from Qlik.

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**Explore the top ways that MicroStrategy outperforms Qlik.**

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<th>MICROSTRATEGY</th>
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| **Advanced Natural Language Querying**
Understand the “why” behind your data. Ask questions using the conversational AI assistant. Tailored visualizations and custom narratives answer your questions. | **Dated Natural Language Querying**
Inefficient natural language processing. Questions must exactly match attribute/metric names. |
| **Auto Dossier Creation**
Generates Dossiers in seconds. Specify the data you are interested in, let the AI assistant do the rest. | **No Comparable Offering**
No published plan for similar feature. |
| **Auto SQL Generation**
Generates accurate and efficient SQL Queries. Optimizes existing SQL statements. Explains complex SQL statements in natural language. | **Limited Features for Architects**
Suggested associations between data sets are the only AI feature catering to architects. Plans for AI-generated SQL transformation logic, but there are no published examples. |
| **AI for All**
AI features that empower all users. From architects to analysts to the end consumer. | **AI for the Few**
AI features tailored to consumers. Few AI tools catering to architects or developers. |
| **Seamless AI Integration**
AI features developed internally. Seamless interactivity and consistent product interfaces. | **Fragmented AI Features**
Many AI features incorporated in the platform via acquisitions. Qlik’s new Staige product suite is essentially a rebranding of its existing AI features, and as of September 2023, it lacks a clear plan for future enhancements. |
| **Deep Integration with Azure OpenAI Service**
Passes context from Semantic Graph to generate relevant, powerful content. Users know that all AI generated insights can be trusted. | **Minimal Integration with ChatGPT**
ChatGPT integration can only provide simple attribute summaries. No context passed to ChatGPT. Users cannot be sure the insights are trustworthy. |
| **Semantic Graph to Ensure Responsible AI**
Trusted AI-generated answers. Provides centralized and reusable data structure. Ensures that the data is always accurate, and all users get the same answers. | **Inconsistent Object Definitions**
Many objects are stored at the dashboard level. Additional resources required to ensure that AI will generate the same answers for all users. |
| **Application Governance**
AI features automatically respect Access Control Lists and security limitations at the user level. Build on our trusted BI capabilities to fast-track AI deployments. | **Decentralized Security**
Must manually configure security for each workspace, which may introduce data security issues. |
| **Consumption-Based Pricing**
Pay only for what you use. | **Tiered Pricing**
Lack of transparency. AI features included in different subscriptions. Organizations must pay for premium plans to receive all AI features. |

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See the MicroStrategy difference

Deploy AI with trusted BI. Learn how: [www.microstrategy.com/ai](http://www.microstrategy.com/ai)

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