

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.

Explore the top ways that MicroStrategy outperforms Qlik.



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.

Auto Dossier Creation

Generates Dossiers in seconds. Specify the data you are interested in, let the AI assistant do the rest.

Auto SQL Generation

Generates accurate and efficient SQL Queries. Optimizes existing SQL statements. Explains complex SQL statements in natural language.

AI for All

AI features that empower all users. From architects to analysts to the end consumer.

Seamless AI Integration

AI features developed internally. Seamless interactivity and consistent product interfaces.

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.

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.

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.

Consumption-Based Pricing

Pay only for what you use.



Dated Natural Language Querying

Inefficient natural language processing. Questions must exactly match attribute/metric names.

No Comparable Offering

No published plan for similar feature.

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 the Few

AI features tailored to consumers. Few AI tools catering to architects or developers.

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.

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.

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.

Decentralized Security

Must manually configure security for each workspace, which may introduce data security issues.

Tiered Pricing

Lack of transparency. AI features included in different subscriptions. Organizations must pay for premium plans to receive all AI features.

See the MicroStrategy difference

Deploy AI with trusted BI. Learn how: www.microstrategy.com/ai

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