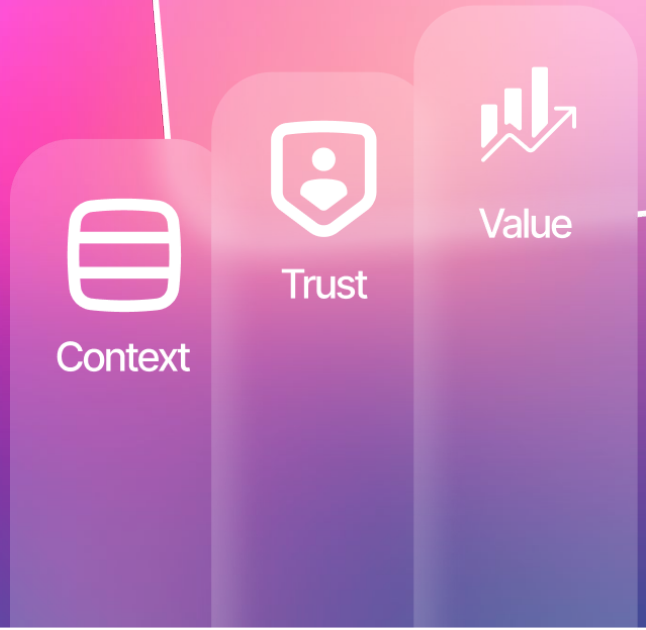
Beyond Context

Everyone's talking about context. You should be talking about value.

A practical playbook to connect context, trust, and value, and turn AI initiatives into a governed, measurable portfolio.



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Most AI initiatives fail for the same underlying reason

Enterprises have spent the last two years trying to build their context layer for AI: RAG pipelines, knowledge graphs, vector databases.

It's necessary work, but it only answers one question:
What does this data mean?
It doesn't answer whether the data can be trusted, or whether using it actually creates value.

This playbook argues for a third, often-skipped layer: a connected system of context, trust, and value that turns disconnected AI pilots into a governed, measurable portfolio.



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AI initiatives fail when data isn't ready for use.

60%

of AI projects with data issues are predicted to fail or be abandoned without data readiness.

Gartner-informed forecasts

44%

of organizations cite data quality as the top obstacle for AI success

BARC, global survey

92%

of AI professionals cite data quality and availability as their top deployment barrier

Databricks, State of Data + AI, 2025

Fixing this takes more than better data. It takes a governed layer between your data and the people who act on it.

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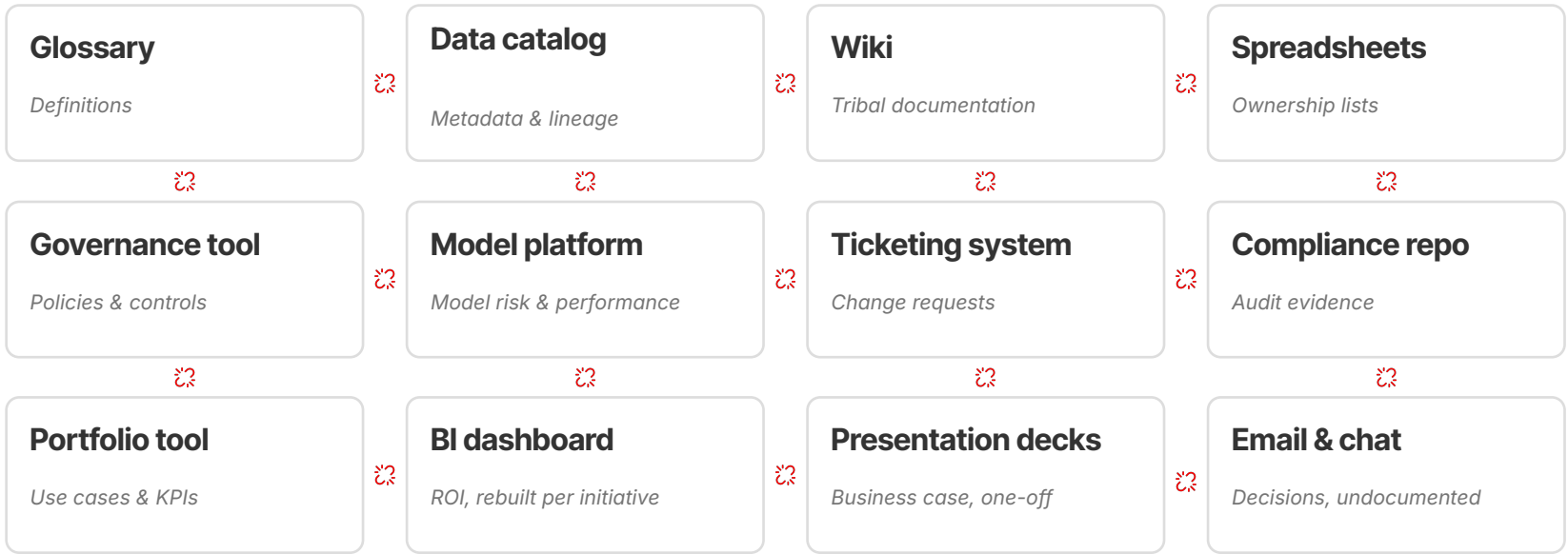
Enterprise knowledge lives in a dozen disconnected systems

This is what it actually looks like inside most enterprises today



Definitions live in one tool, ownership in another, risk in a third, and ROI in a slide deck nobody updates after the kickoff.

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Context takes many forms, and most of them work in isolation

Eight mechanisms, eight different questions; none alone gives you one governed meaning across the enterprise.

Mechanism	What it answers	What it doesn't answer
Business glossary *Human-curated definitions of business terms*	What does this term mean, in business language?	Technical structure or relationships across systems
Metadata *Schema, owner, and sensitivity tags*	What is this field, technically?	Whether the definition is agreed enterprise-wide
Semantic layer *Shared metric definitions used in BI*	Does this metric mean the same thing in every report?	Usually scoped to BI, not the full enterprise vocabulary
Knowledge graph *An explicit network of entities and relationships*	How does this concept relate to that one?	Only as good as the curation behind it
Ontology *Governed vocabulary and rules across domains*	Is “Client” in Commercial the same as “Compte client” in Finance?	Needs deliberate governance to build and maintain
Vector database *Stores data as embeddings for similarity search*	What's semantically similar to this?	Similar isn't the same as correct or approved
RAG *Retrieves context to ground an LLM's answer*	What's the most relevant snippet to answer this prompt?	Only as trustworthy as what it retrieves
Enterprise search *Natural-language search for governed assets*	Where do I find the right asset?	Doesn't confirm it's still accurate or owned

DataGalaxy's Context layer keeps all of them pointed at the same governed definition.

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But enterprises need more than context.

AI success requires three layers working together, each answering a question the others can't.



Context

Gives AI the business meaning behind data: what it is, where it came from, and how it relates to everything else.



Trust

Determines whether AI should rely on information: who owns it, how it's governed, and whether it's certified.



Value

Connects AI initiatives to measurable outcomes: adoption, and the KPIs that justify the investment.

Layer	Typically owned by	Fails silently when…
Context	Data & analytics teams	definitions drift across teams and tools
Trust	Data governance / stewardship	no one is accountable when quality slips
Value	Business & AI product owners	Impact is assumed instead of measured

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Context explains meaning. It doesn't determine reliability or impact

RAG, knowledge graphs, and metadata answer real questions, just not all of them.
A well-built context layer answers the left column below. Everything to its right needs trust and value on top of it.

Question	Context	Trust	Value
Where does this data come from?	✔	✔	—
Who owns it?	—	✔	—
Is it accurate and current?	✔	✔	—
Can I use it safely?	—	✔	—
Is it compliant?	—	✔	—
Which AI initiative depends on it?	—	—	✔
Is it being adopted?	—	—	✔
Is it creating business value?	—	—	✔

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Every step of your data & AI initiatives hits a blocker and context is just one of them

✕ AI agents don't produce value

Lack of context



Business users & AI agents
✕ Can't find the right data



Data & AI owners
✕ Can't design products people use

Lack of confidence



Data & AI engineers
✕ Can't see what breaks downstream when data changes



Governance teams
✕ Can't prove compliance without long manual audits

Lack of impact



C-leaders
✕ Can't prioritize initiatives or prove ROI



CDOs
✕ Can't show the board what AI delivers

Data & AI infrastructure

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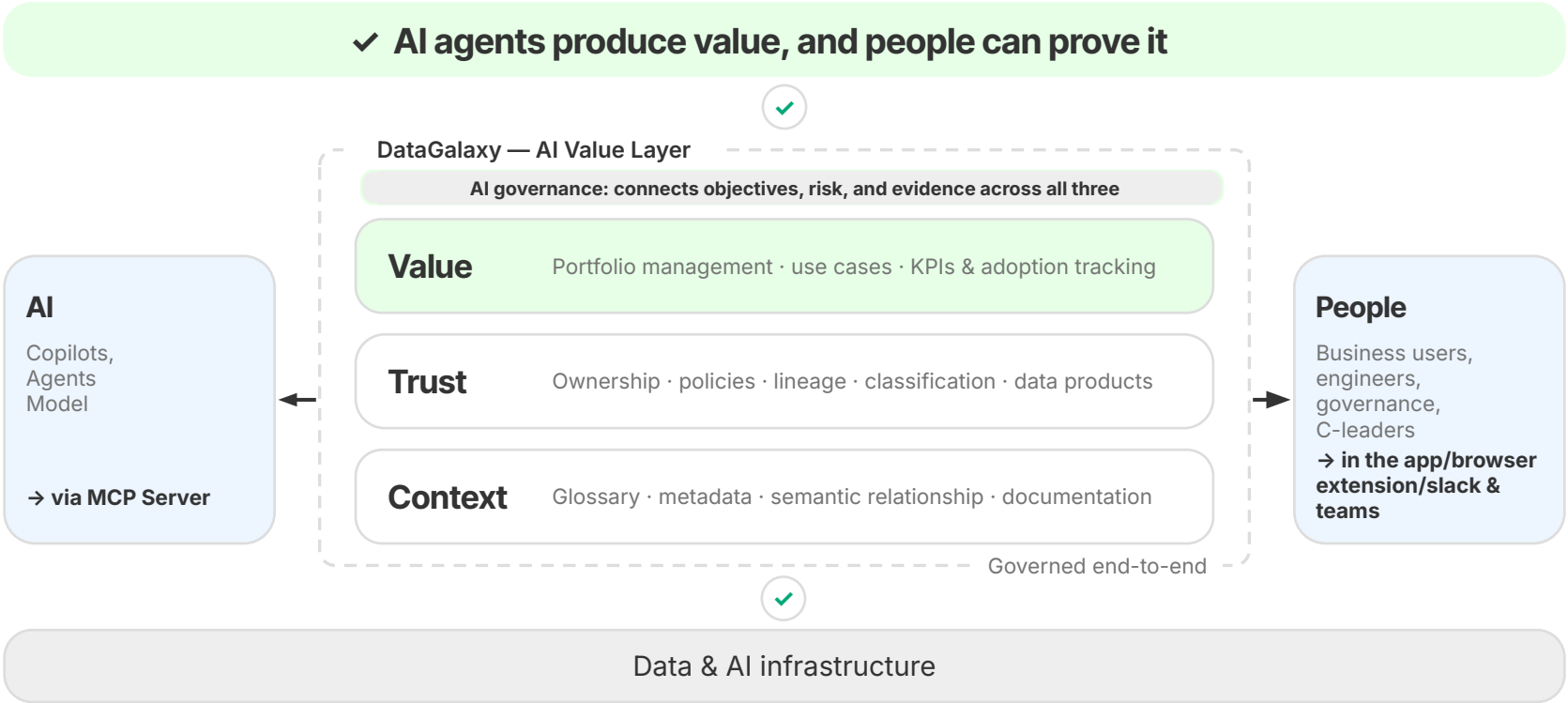
The AI Value Layer: From Context to Impact



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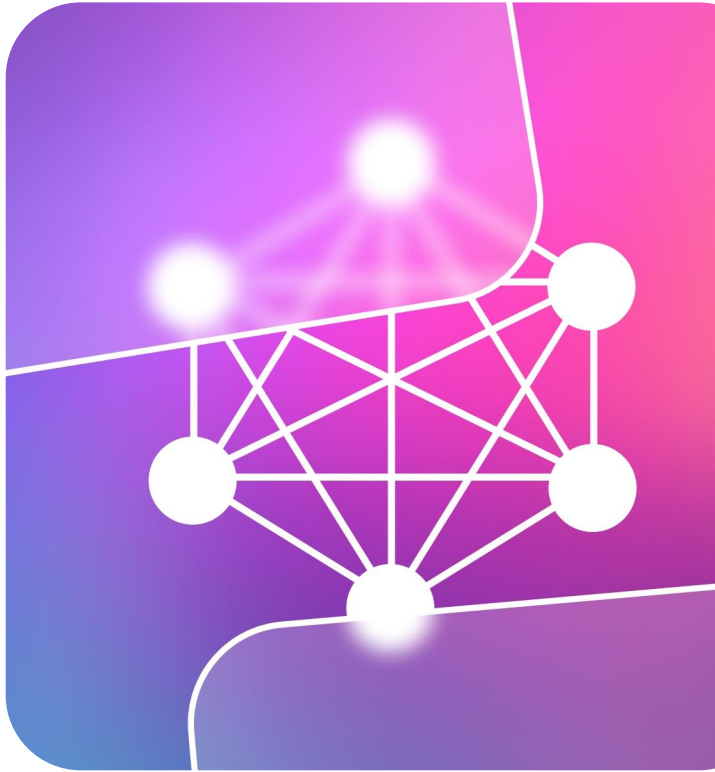
Context creates understanding.

It gives AI the business meaning behind data. Every other layer depends on it.

- **Business glossary:** shared definitions everyone trusts
- **Metadata:** technical and business context in one place
- **Semantic relationships:** how concepts connect across systems
- **Documentation:** the “why” behind every dataset



Common pitfall

Business glossaries live in spreadsheets nobody maintains. Definitions drift, and trust erodes.

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Trust creates confidence.

It determines whether AI should rely on information, and who answers for it if something goes wrong.

- **Ownership & stewardship:** a named owner for every critical asset
- **Lineage:** visibility into where data comes from and goes
- **Data quality:** measurable, monitored, and improving
- **Data & AI products:** packaged, reusable, and accountable
- **Certification:** a visible signal of what's safe to use
- **Policies & rules:** clear standards for access and use
- **Compliance & security:** built in, not bolted on



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Value creates impact.

It connects AI initiatives to measurable business outcomes. Most programs skip this layer, even though it justifies every dollar spent on the other two.

- **KPIs & metrics:** tied to business objectives, not vanity numbers
- **ROI & business value:** tracked per initiative, not just in aggregate
- **Adoption & usage:** proof that people actually rely on it
- **Portfolio management:** a single view across every AI initiative



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What changes when you close the gap.

Most AI pilots stall in the gap between context, trust, and value, not because the models are weak.

Without the Value Layer

- AI pilots stall in the trust gap between IT and the business
- Governance is reactive, created after an incident rather than before
- Value is anecdotal rather than measured, which makes further investment hard to justify
- Every team reinvents its own definitions and processes
- Steering committees rely on slide decks instead of live data

With the Value Layer

- Context, trust, and value are managed as one connected system
- Every AI initiative has an owner, a certification status, and a KPI
- Governance scales with adoption instead of blocking it
- Business and technical teams share one source of truth
- Leadership sees impact and risk on one live dashboard

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One framework, every role.

The same gap between context, trust, and value shows up differently for every role. Closing it resolves each one.

Role	Before	After the AI Value Layer
CDO / VP of Data	Can't prove governance drives business value.	One dashboard ties every AI initiative to an owner, a KPI, and an ROI figure.
Data Governance Lead	Manual tracking in spreadsheets. No single source of truth.	Certification and ownership are automated and enforced inside the catalog.
Business Data Owner	Governance feels like IT's job. No visibility into quality or ownership.	A plain-language glossary and self-service access to certified data.
AI / Data Science Lead	AI initiatives are disconnected, with no trusted context for models.	Governed context and lineage feed models directly through MCP Server.
Compliance / Risk Officer	Manual audits. Unclear where regulated data lives.	Automatic classification and lineage make evidence audit-ready anytime.

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Context helps AI answer questions.
Trust helps organizations rely on those answers.
Value ensures every AI initiative drives measurable outcomes.

The AI Value Layer connects all three.

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AI governance turns Context, Trust, and Value into informed, controlled decisions



Three questions governance must answer

Context

Do we understand the data, its definitions, lineage, and ownership?

Trust

Can we demonstrate accountability, control, and compliance?

Value

Is the initiative being adopted and delivering its intended outcomes?

Governance continuously connects these three dimensions across the AI lifecycle.

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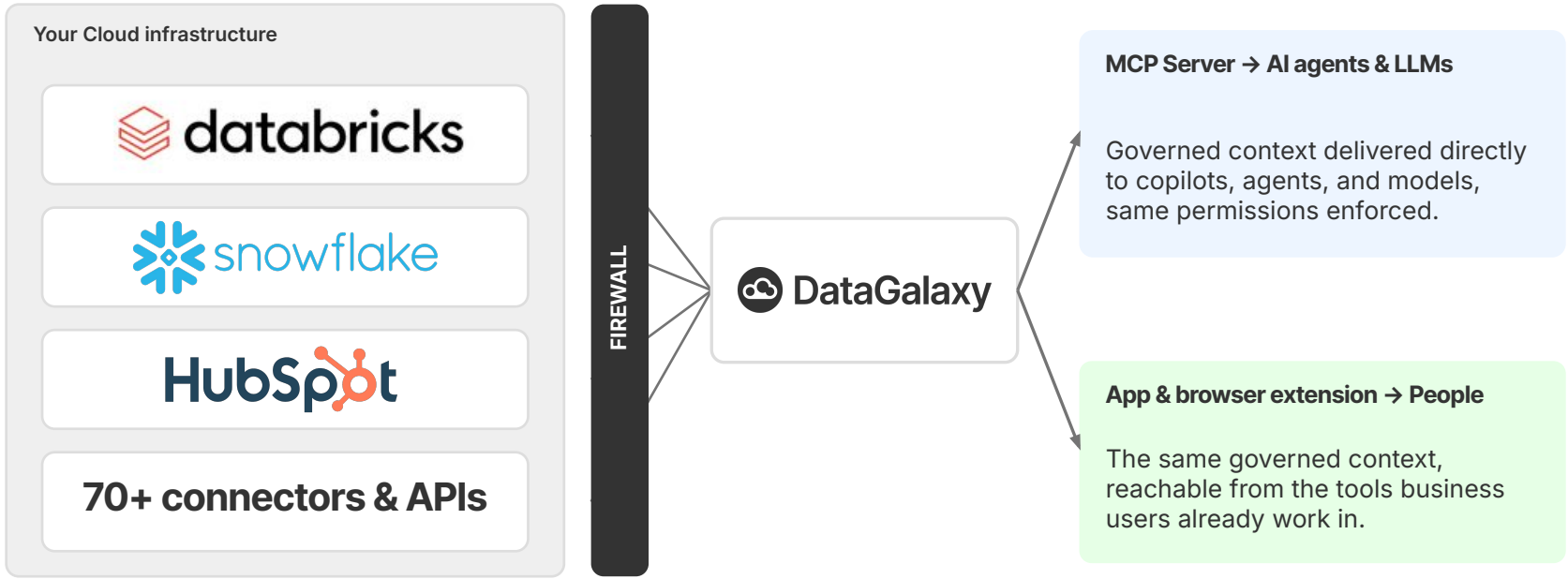
Governed data reaches AI agents the same way it reaches people

It's the real architecture underneath the platform.



All connector access is metadata read-only. DataGalaxy does not require or manage access to your underlying data.

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Addressing the objections.

Three reactions come up in almost every conversation about adding trust and value on top of context.

“We don't have time. We need to ship AI now.”

Skipping trust and value doesn't save time, it defers the cost. Untrusted data resurfaces as rework, incident response, or a stalled rollout, usually later and more expensively.

“Isn't this just data governance with a new name?”

Governance is part of the Trust Layer, but the Value Layer is new: most governance programs stop at policy and never connect back to KPIs or adoption.

“Won't more process slow AI down?”

Ad hoc trust slows AI down more than structured trust does. Every unresolved question about ownership or quality becomes a manual escalation later.

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This is a category, not a feature of a catalog.

A catalog tells you what your data means. Governance tells you if you're allowed to use it. Neither tells you if it's working.

vs. generic catalogs

They document and stop. The AI Value Layer treats documentation as the starting point, not the finish line.

vs. governance platforms

Defensive by design: control, compliance, risk avoidance. The AI Value Layer reframes governance as the mechanism that proves value.

vs. status quo

Hand-built KPIs decks, rebuilt per initiative, that die when the person who made them leaves.

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Two connected platforms, one source of truth



DataGalaxy Catalog

Organises & governs metadata

→ Automated Data Catalog & 70+ connectors

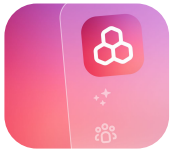
→ Business Glossary & Data Dictionary

→ Data Lineage & impact analysis

→ Policies, rules & Governance module

→ AI suggestions, Blink, browser extension

Native connector



DataGalaxy Portfolio

Manages data & AI value · separate instance

→ Demand management & use-case portfolio

→ Prioritization, AI governance

→ Product certification & lifecycle

→ Value lineage & value tracking (ROI)

→ Hosts the CDE certification workflow add-on

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Bringing Context to GetLink

To improve data discovery and establish a shared business language, Getlink deployed a centralized data knowledge platform powered by DataGalaxy.

DataGalaxy enabled Getlink to:

- Provide unified search across teams and subsidiaries
- Standardize KPIs, definitions, and business language
- Clarify ownership and meaning of data assets
- Enable self-service access to trusted data

The impact was clear: faster reporting cycles, reduced time spent searching for information, and stronger alignment around trusted data across the organization.

3,000+

employees accessing trusted data

2 days saved

per service request on data search

40% faster

reporting cycles



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Bringing Trust to Malakoff Humanis

To support its data protection and compliance strategy, Malakoff Humanis deployed a centralized governance framework powered by DataGalaxy.

DataGalaxy enabled Malakoff Humanis to:

- Secure clients' data with clear ownership
- Faster legal and compliance investigations
- Lower GDPR exposure through better visibility
- Quicker access to trusted information

The impact was clear: stronger regulatory compliance, faster legal processes, reduced financial risk, and increased trust in data across the organization.

3%

of turnover in avoided GDPR fines

50%

acceleration in legal search

100%

of clients' data secured against turnover



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Bringing Value to Sage

To support its data and AI transformation, Sage deployed a centralized digital portfolio to operationalize the Data Engagement Model (DEM).

DataGalaxy Portfolio gave Sage:

- End-to-end visibility across data products and use cases
- A trusted, compliant foundation for data and AI initiatives
- Value tracking to prioritize and scale what delivers impact

The impact: clear traceability from strategy to outcomes, faster decision-making, and measurable value at scale.

70%

Efficiency in managing the DEM process.

800+

Yearly users processing demand through the portfolio

1500+

Pieces of demand gone through the DEM

17 Teams

Onboarded and managing demand from Portfolio



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The future of enterprise AI isn't just about context.

It's about connecting context, trust, and value into measurable business outcomes.

That's the AI Value Layer.

See your Context, Trust, and Value Layers mapped in a working session with our team.

Book a demo



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