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Built for change

AI architecture that outlasts uncertainty

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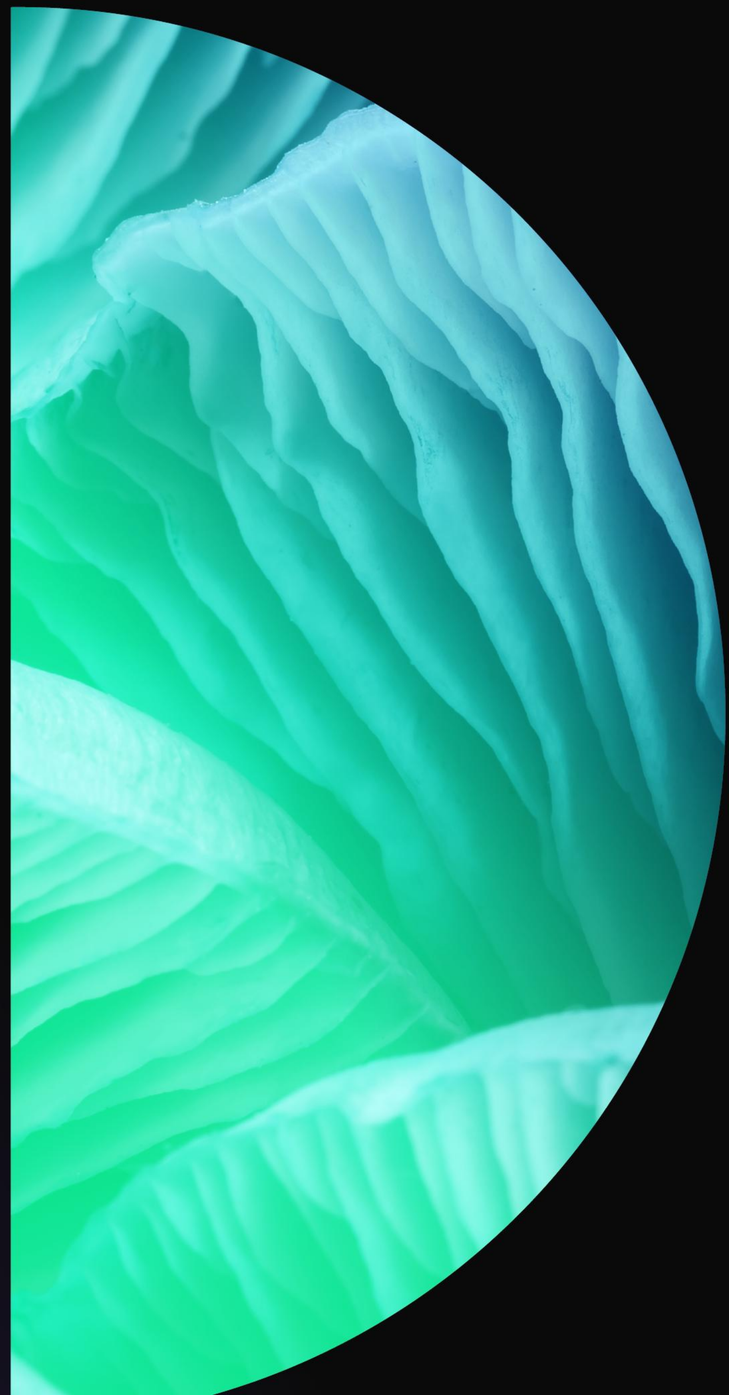
Friendly reminder…

There are multiple ways of solving the same problem.

1. Take what applies
2. Question what isn’t clear
3. Forget what’s not applicable



Raise your hand if you:

- In 2024, accurately predicted how AI would advance by 2026
- In 2025, accurately predicted how AI regulation took shape in 2026
- In 2026, accurately predicted criticality of AI & data sovereignty

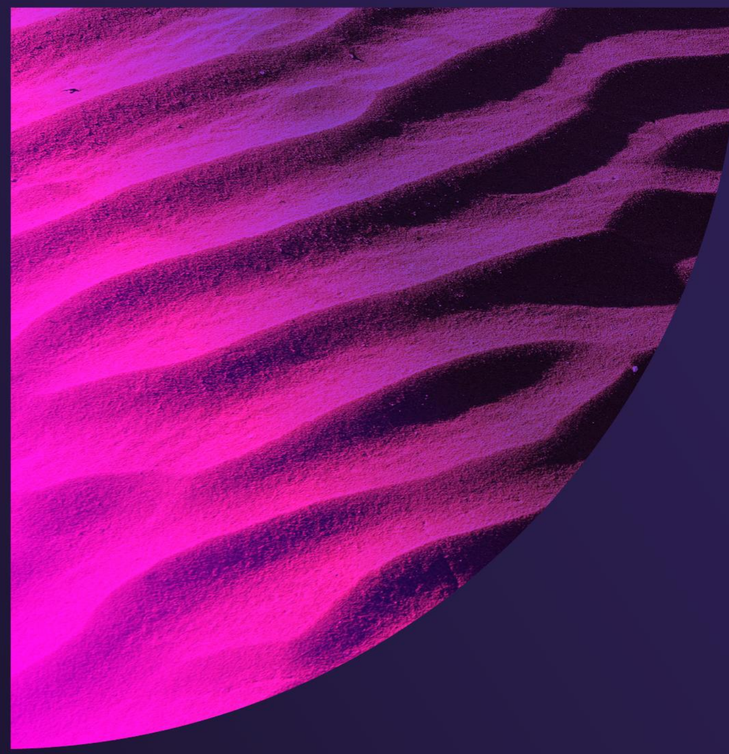
Raise your hand if you know for certain what will happen in 2027

What about 2028? What about 2030?



We can’t predict the future…

But we can prepare our teams for it by the decisions we make today



From reactive uncertainty to proactive flexibility

Global regulation
Will continue to evolve, oftentimes in different directions

AI acceleration
Overwhelming speed in progression and adoption

Black box enigma
Inferred meaning at every query without oversight or guidance

Data sovereignty
Keeping your data protected & compliant becomes critical

AI governance
Access, trust, and auditability become non-negotiable

Contextually grounded
Organizational meaning, rules, and metrics are the missing piece

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Data sovereignty

Who controls access and under which legal jurisdiction



Evolving deglobalization

Unpredictable regulations

- How do you remain compliant in contradictory environments?
- How will geopolitics impact new regulation?

Protecting intellectual property

- Where is your data being processed by the private AI labs?
- How is your data, your edge, being processed by them?



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The reality of our pain

- Data living in many places
- On-premises, in the cloud, and hybrid environments
- The long migration towards a single warehouse/lake



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The flexible future starts today

- Zero data movement
- Deployment agnostic
- Bring-your-own-LLMs



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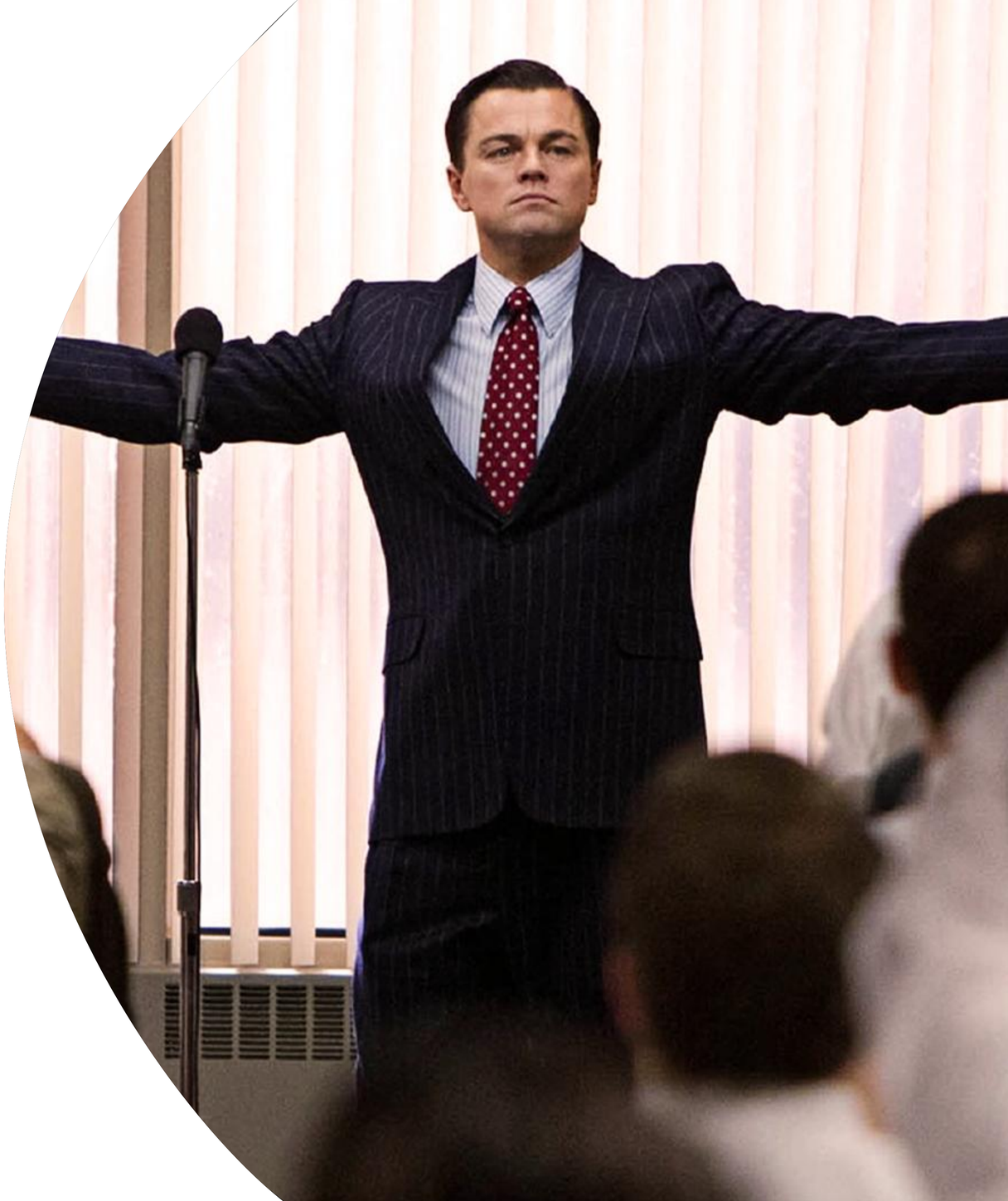
AI governance

Staying in control without hindering progress



“What is your AI strategy?”

- Open season on AI tools
- MCP has become M(Sea)P
- Shadow AI creeping in
- Unmanageable levels of requests



“You shall not pass!”

- Data becomes the bottleneck
- Pilots end up in purgatory
- Governance becomes a nightmare
- “We feel like we’re falling behind”



Flexible governed AI system

AI doesn’t touch the data, it asks for it

Every AI action is tracked in the system & monitored

Every AI query is auditable and traced back to data

Based on specific use cases, with guardrails & parameters set in place

Not confined to a single model or provider

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Contextually grounded

Required organizational knowledge for creating impactful outcomes for AI



“You’re absolutely right!”

Eagerness at the cost of trust

- **Without understanding our business,** AI will hallucinate
- **Without organizational context,** it will infer joins and meaning you never approved
- **Without standard definitions,** each person gets a different answer



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“We call it football, not soccer”

- Defined definitions and metrics
- Business labels and rules
- Supporting unstructured data
- Deterministic answers



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“Context…So hot right now”

- Look beyond industry terminology and inconsistencies and ask
  “What does this mean for us?”
- Your data and associated knowledge evolves over time, so this is not a one-and-done deal
- Start with a small set of data to get off the ground



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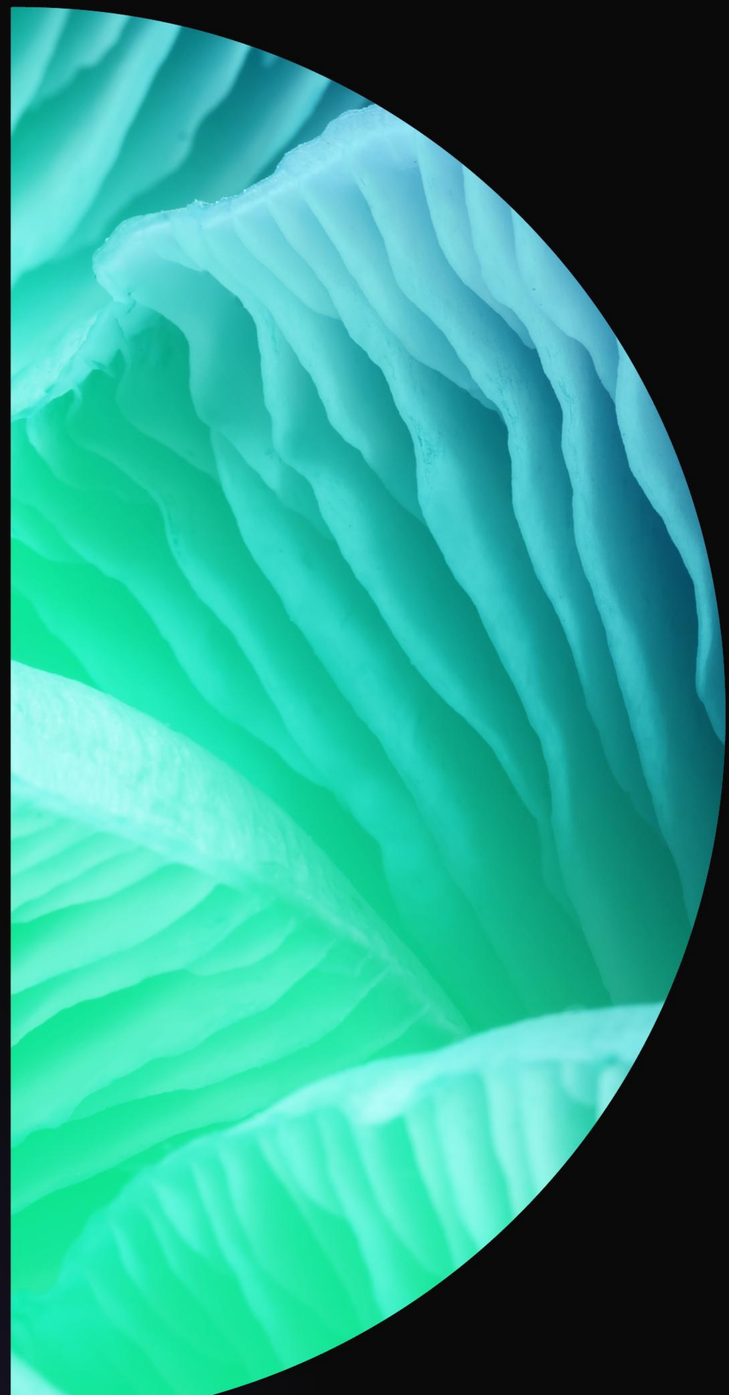
Simba Agentic Intelligence

An independent, unified semantic layer that sits between your data & AI.

Sovereign. Governed. Contextual.



Where trusted data and AI finally connect

Structured sources

snowflake

databricks

elasticsearch

Google Big Query

mongoDB.

APACHE Spark™

Microsoft Fabric

And more…

Data access

Connects directly to live sources

Automated data engineering

Prepares and standardizes data

Business context & rules

Applies business meaning and intent

Access & governance

Maintains control, trust, and auditability

REST APIs

Exposes AI agent endpoints so developers can embed governed data access into products and build custom AI applications.

Simba Agentic Intelligence

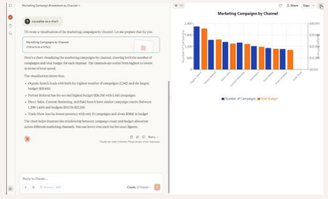
Delivery and consumption

Enterprise AI tools

Copilot

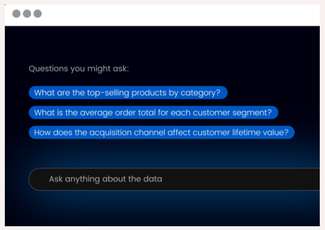
Claude

ChatGPT



Custom applications

- Data driven AI chat
- Agentic data prep tools
- Agentic AI wizards
- Other AI apps



Business intelligence / embedded analytics

Logi Symphony
from insightsoftware D+A

Power BI

+ a b l e a u



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Use Cases

Payment processing company

Case study

- **Location:** South Africa
- **Challenges:** heavily regulated industry, with data living in many places
- **Use case:** Simba Intelligence’s agents integrated within their product’s chatbot



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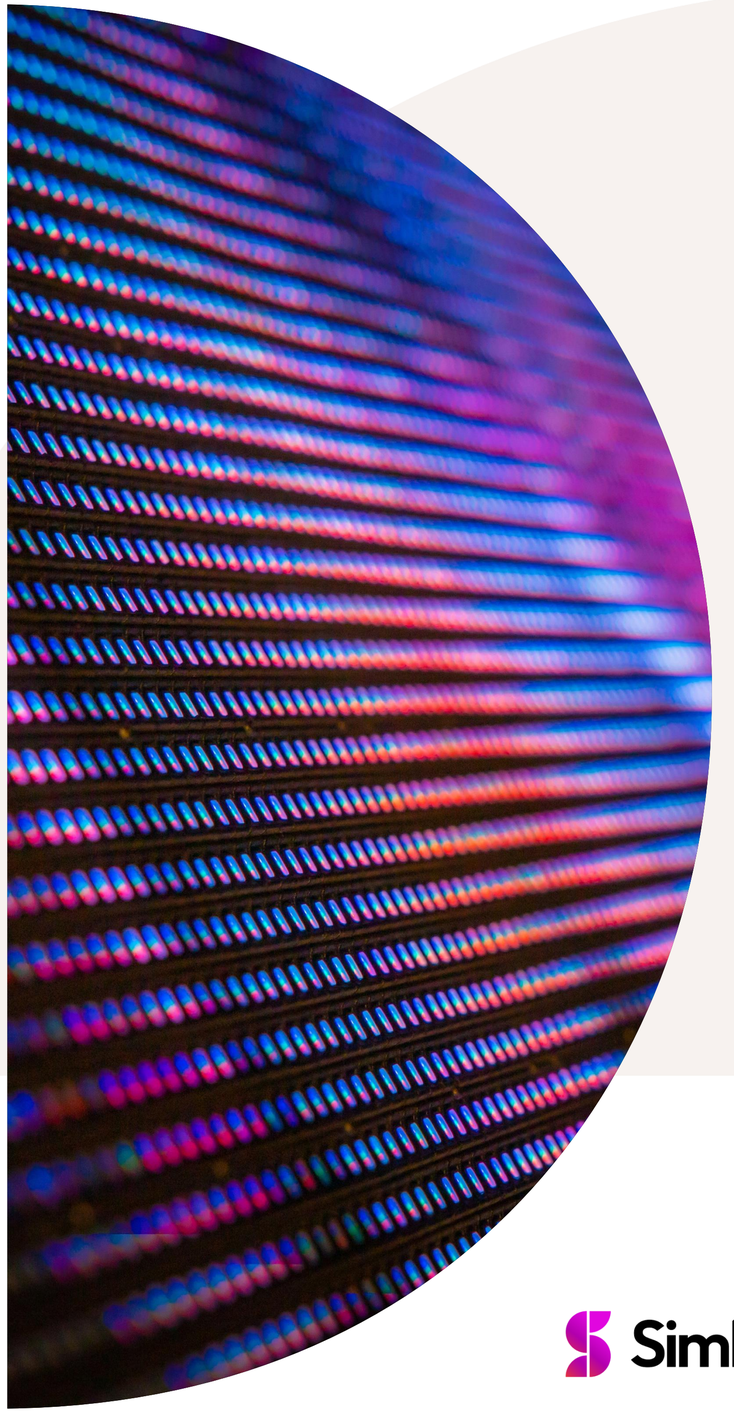
Insurance company

Case study

- **Location:** EU
- **Challenges:** heavily regulated industry, with high AI demand from customers
- **Use case 1:** utilizing Simba Intelligence’s MCP within Claude
- **Use case 2:** Simba Intelligence’s white-labeled chat embedded within their product for customers



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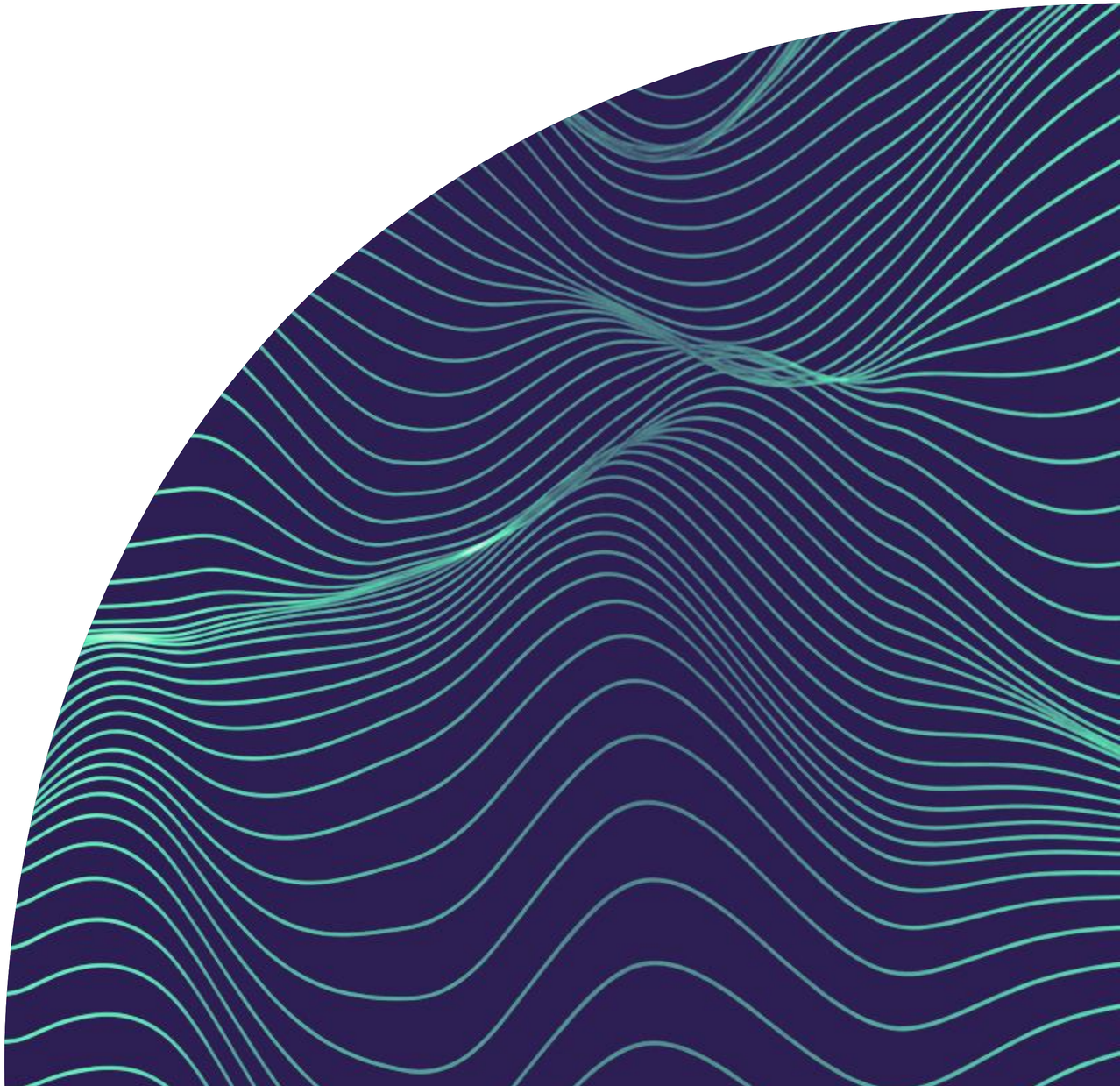
Autotech company

Case study

- **Location:** global, across North America, EMEA, and APAC
- **Challenges:** growth through acquisitions, resulting in many BI solutions
- **Use case 1**: Simba Intelligence being built as their source of truth that points to each BI solution
- **Use case 2**: Simba Intelligence integrated with Simba Self-Service Analytics to pair the “What?” with the “Why?”





“So, where do I go from here?”

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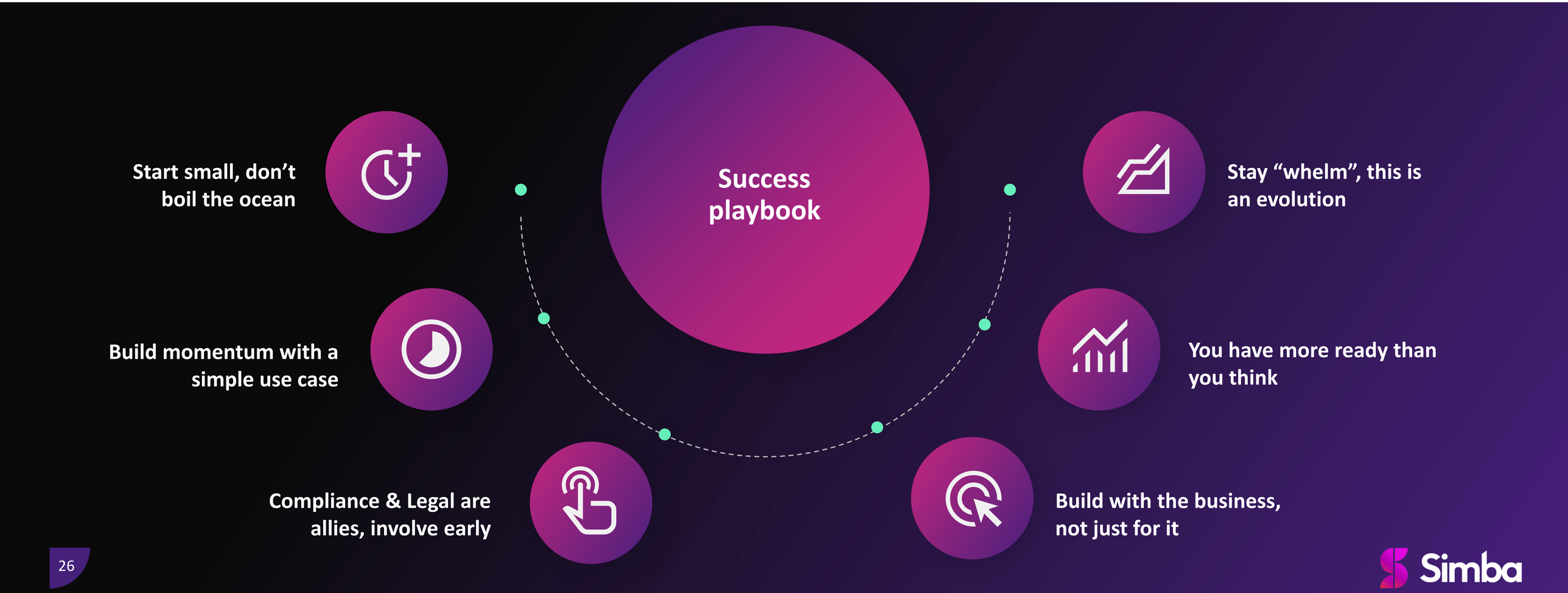
It’s a marathon, not a sprint

Getting out of the “Zero” zone



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Key takeaways:

1. **Data sovereignty** provides protection in an ever-changing world
2. **AI governance** applied early becomes an enabler, not blocker
3. **Organizational context** keeps hallucination in check

Visit **Booth 27** to learn more.

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