



EXECUTIVE BRIEF

How AI Understands Enterprise Data

Valid SQL. Wrong Business Answer.

AI can generate technically correct SQL and still misunderstand what the business is asking.

THE BUSINESS QUESTION

“Which customers completed an order in the last 12 months?”

QUERY A · WITHOUT BUSINESS MEANING

```
WHERE created_at in last 12 months
```

The SQL runs. Wrong meaning.

Filters on when the order was created, so it can include orders that were never completed.

QUERY B · WITH BUSINESS MEANING

```
WHERE completed_at in last 12 months
```

The SQL runs. Right meaning.

Filters on when the order was actually completed, which is what the business asked.

The database can execute both. Only one answers the business question being asked.

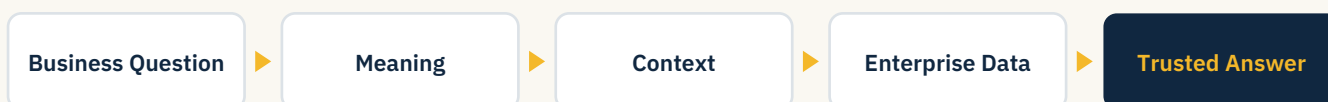
Syntax asks:

Can this SQL run?

Semantics asks:

Does it mean the right thing?

This is the challenge enterprise AI faces at scale. Access to data doesn't automatically give AI an understanding of what that data means in the context of the business question being asked.



EXECUTIVE TAKEAWAY

Access gives AI data. **Context helps AI understand it.**



FROM ONE FIELD TO A BUSINESS DECISION

Give AI More Than Access to Your Data

As business questions become more complex, AI may need to correctly interpret multiple sources, definitions, relationships, policies and business rules at the same time.

A MORE COMPLEX QUESTION

“Where should we focus our sales effort over the next 90 days?”

Customer

Product

Sales

Market

Supply

Instead of interpreting one field correctly, AI may now need to understand how multiple business concepts relate to one another.

Business Question

Business Context

Governed Data Products

AI / Agent

Evidence

Human Decision

AI supports the decision with trusted context and evidence. The human decision-maker stays in control.

WHERE LATTICE FITS

Lattice is a zero-code Data Product Workbench that helps organizations create governed, contextually rich data products across their existing enterprise data.

The same governed data products can be reused across:

People

BI

Applications

Workflows

AI

Agents

Create once. Govern once. Use everywhere.

Lattice works with the data platforms, governance investments and infrastructure organizations already have, rather than requiring them to replace what already works.

PRACTICAL EXAMPLE

Consumer Goods: Growth Action Advisor

The Growth Action Advisor shows how AI can use governed customer, product, market and supply data products, with the business context needed to interpret them, to identify growth opportunities and the evidence behind them. The human decision-maker stays in control of what happens next.

lattice.com/industries/consumer-goods

SEE THE DEMONSTRATION

Watch the example and explore the full guide to how AI understands enterprise data.

data-tiles.com/how-ai-understands-enterprise-data

Scan the code or click the link.

