

# Turn data access into data trust.

Modern data platforms make enterprise data easier to access. CluedIn makes business-critical data easier to trust, improve and use.



## 1 The problem



Access does not tell you which record is correct.



Business knowledge lives in people, spreadsheets and local rules.



Dashboards show problems, but they do not fix them.



AI and analytics fail when data cannot be trusted.

**Access does not equal trust**

## 2 The CluedIn solution

CluedIn sits above your existing data estate to capture business knowledge, add semantic and entity-level context, and let governed AI agents keep data usable, explainable and ready for **humans, analytics and AI**.

## 3 What trusted data looks like

Enriched, accurate and complete golden records.

|                                                                                                                                                  |                                          |                                        |                               |                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|----------------------------------------|-------------------------------|-------------------------------------|
| Customer<br><b>Acme Corporation</b> <span>Trusted</span><br>Customer ID<br>CUST-00012345<br>Industry<br>Manufacturing<br>Region<br>North America | Owner<br>Data Steward Team               | Lineage<br>6 sources                   | Quality score<br>96%          | Rules applied<br>12                 |
|                                                                                                                                                  | Approval status<br><span>Approved</span> | Source confidence<br><span>High</span> | Last reviewed<br>May 14, 2025 | AI-ready status<br><span>Yes</span> |

## 4 Why CluedIn?



### Business knowledge without code

Capture domain expertise without forcing users into technical tools.



### Semantic context for AI

Give AI the meaning, relationships and business context behind your data.



### Entity-level trust

Resolve, enrich and maintain trusted customer, product, supplier and asset data.



### Governed AI agents

Profile, enrich, validate, match and remediate with approvals and auditability built in.



### Fix it, not just flag it

Move from issue detection to governed action and continuous improvement.



### Trust controls built in

Lineage, explanations, human review and rollback paths where configured.

Gartner

FORRESTER

Bloor

Dresner  
ADVISORY  
SERVICES



Trusted enterprise data for  
AI, analytics and operations.



www.cluedin.com

# The value CluedIn delivers

Trusted data. Measurable impact.

CluedIn helps enterprise teams move faster because data is not just accessible. It is governed, contextual, explainable and ready to use.



## Make AI and analytics more trustworthy

Give AI and analytics governed, contextual and approved data to work with.



## Reduce manual data work

Let agents handle repetitive quality, enrichment, validation and matching tasks.



## Capture business knowledge before it disappears

Turn tribal knowledge into governed, repeatable data operations.



## Build governance into the work

Generate lineage, rule history, approvals and audit trails automatically.



## Move at the speed of AI, with control

AI executes, humans govern, every action is explainable.

## Production proof

**KOMATSU**



**10M**  
records/day processed



smaller data teams,  
less manual effort.



Governed AI operating on real  
enterprise data.



Data quality, matching, enrichment  
and validation **at scale**



Trusted data for analytics and AI



This isn't a proof of concept, it's a  
production data and AI platform  
delivering measurable business  
outcomes.

NIPUN SHARMA  
CHIEF DATA & AI OFFICER, KOMATSU



### Connect

Work with your  
existing  
data estate.



### Understand

Add context,  
meaning and  
relationships.



### Improve

Continuously  
improve quality,  
completeness and  
accuracy.



### Govern

Apply policies, approvals  
and auditability at every  
step.



### Use

Deliver trusted data to  
people, apps, agents  
and AI.

