

Semantic Layer



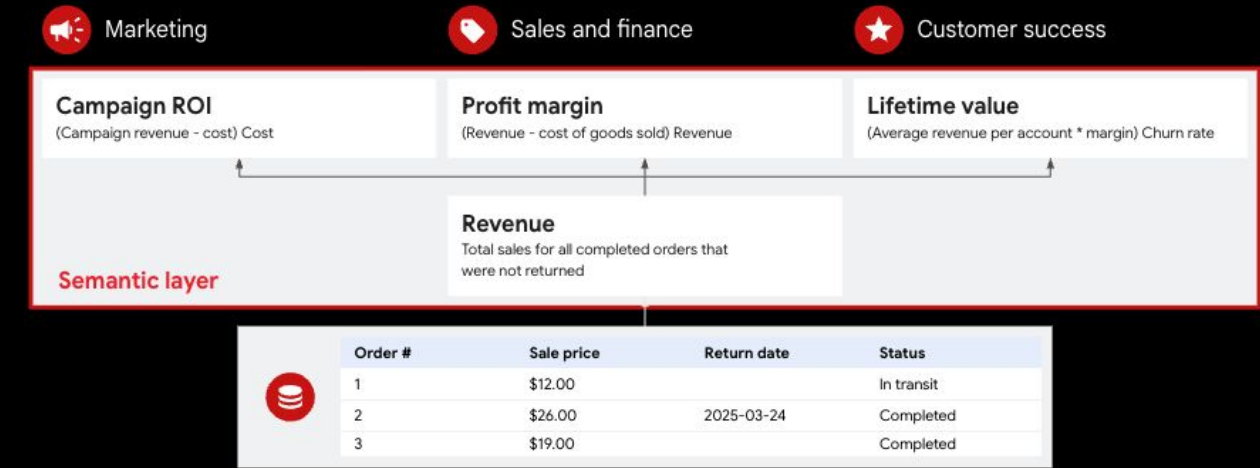
The Data Foundation for Scalable Analytics and AI

WHAT IS

A business logic layer that sits between raw data and the people or systems that use it.

It transforms complex, technical data into clear, consistent, and business-friendly definitions, enabling everyone in the organization to work with the same metrics.

Think of it as a "menu" for your data: Users don't need to understand the kitchen (SQL, tables, pipelines). They just choose what they want.



WHY IT MATTERS

Organizations face:

- Fragmented data across multiple sources
- Inconsistent metric definitions
- Lack of trust in dashboards
- AI generating unreliable answers

KEY BENEFITS

Single Source of Truth

- Centralizes business logic and definitions
- Ensures consistency across teams & tools
- Eliminates conflicting metrics
- Consolidates data from multiple platforms

Self-Service Analytics

- Enables non-technical users to explore data
- Reduces dependency on data teams

Governance & Security

- Enforces role-based & row-level access
- Centralizes compliance (e.g., GDPR)
- Ensures controlled data access

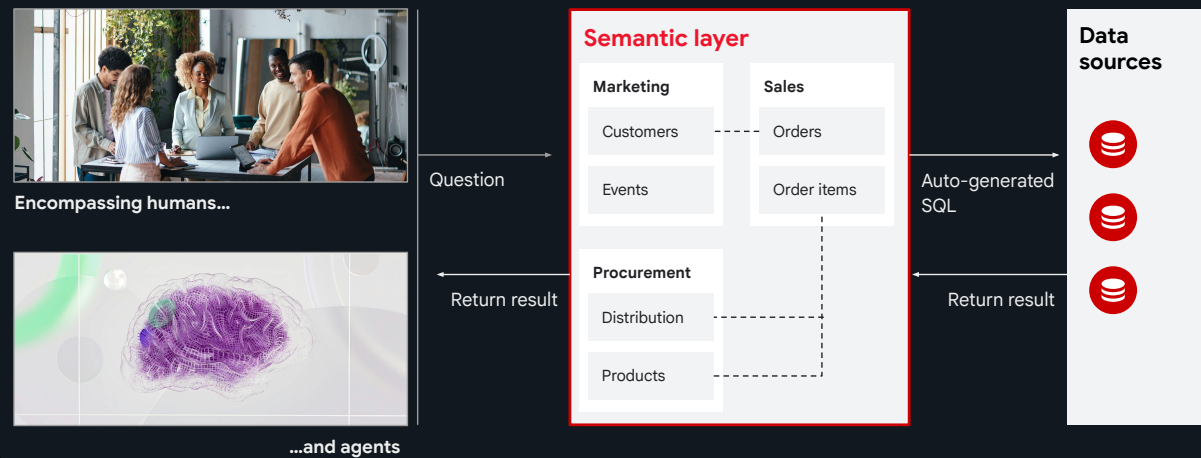
Performance & Scalability

- Optimizes queries and reduces load
- Improves dashboard responsiveness and scalability

Build products quicker

- Accelerates data modeling
- Simplifies debugging & iteration

AI + CONVERSATIONAL ANALYTICS



With LLMs, users can now interact with data using natural language. However, while LLMs excel at comprehension and reasoning, they lack inherent knowledge of a company's specific business logic.

A semantic layer provides that missing context and ensures:

- Accurate and consistent answers
- Context-aware query generation
- Reliable inputs for AI models
- Up-to-date logic aligned with the business
- Fewer errors in outputs
- Greater trust in AI-driven insights
- Accelerates analytics adoption

WHEN DO YOU NEED ONE

You should invest in a semantic layer when:

- Multiple teams rely on shared KPIs
- Metrics differ across dashboards
- Business logic is becoming complex
- You want to scale self-service analytics
- You are enabling AI or embedded analytics

Would you like to explore how a semantic layer could benefit your organization? [Contact us](#) to dive deeper into use cases, pricing and implementation strategies.