



The Enterprise Context Layer: Why AI Needs More Than Clean Data

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Enterprise AI Adoption

AI spending budget:
(2025, on average)

\$51m

Average Budget Growth

1.8%

IT

2025: IT Budgets and Spending

5.7%

AI



AI initiative status

24%

Transitioning
to production

31%

In production

2025: State of AI Study

AI is improving
Productivity and
Agility and
Reducing Costs

2026 AI Value

AI Outcomes

Total sample | Base n = 400



AI is enhancing Task Execution, Data Analysis and Process Optimization

2026: AI Value

Highest Value Objectives

Total sample | Base n = 400

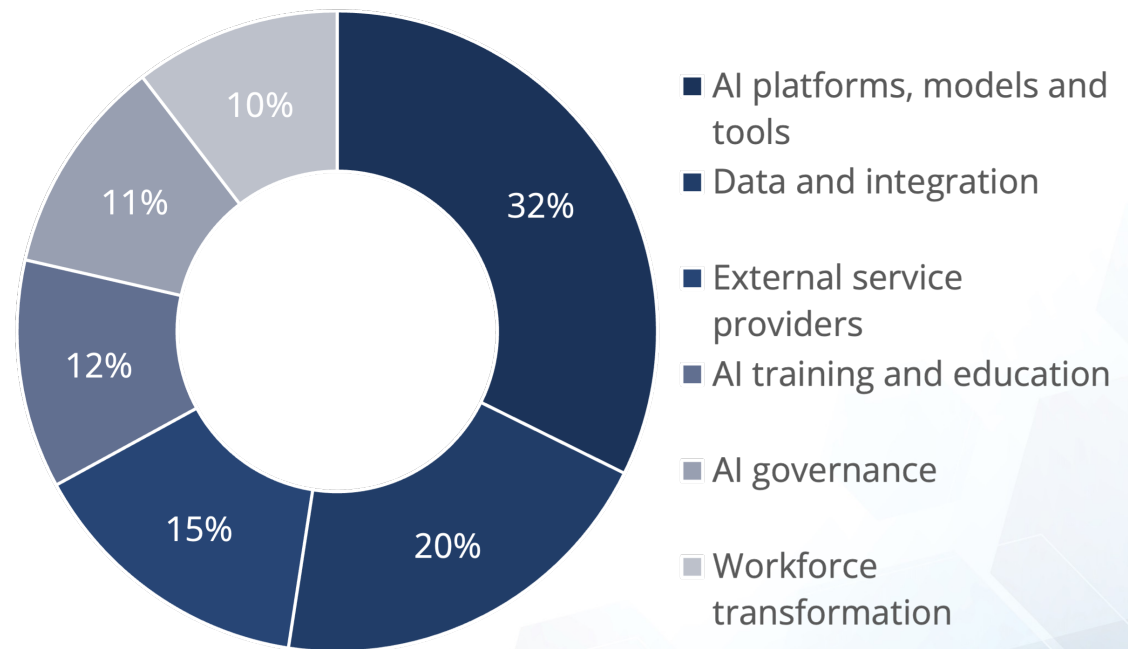


AI spending is focused on platforms and tools as well as data and integration

2026: AI Value

AI Budget Breakdown

Total sample | Base n = 400

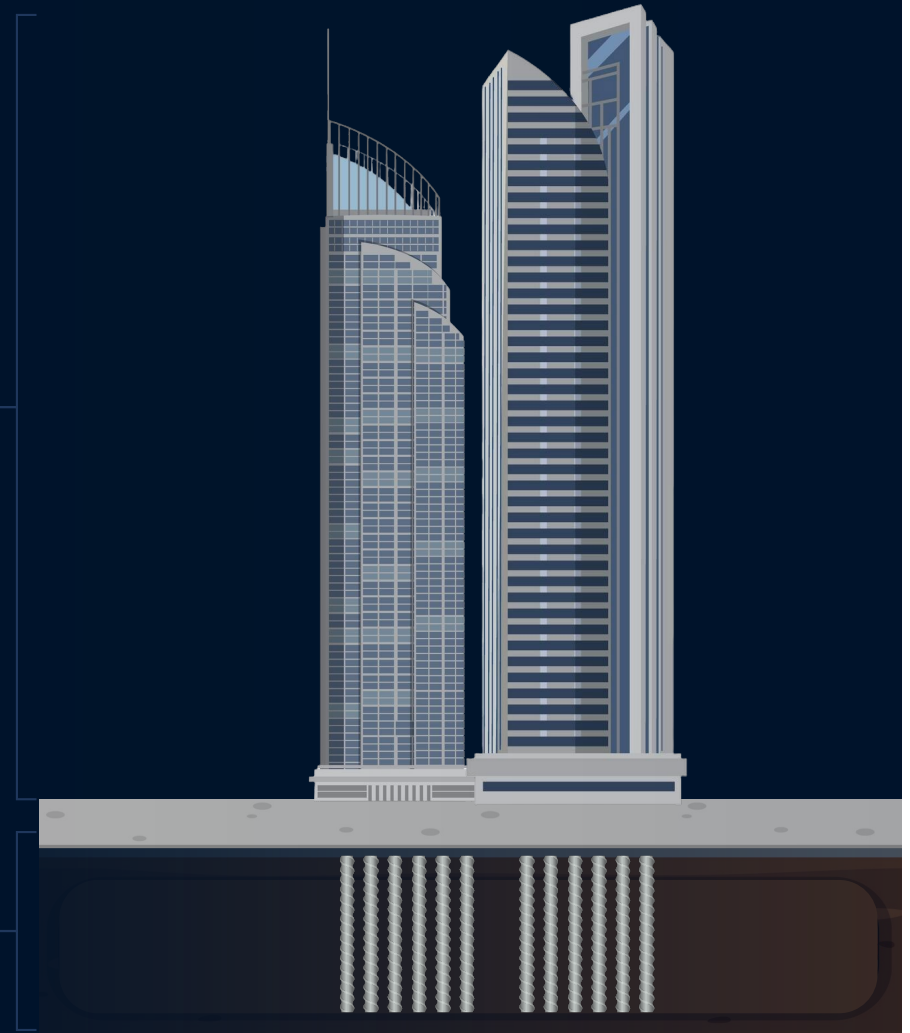


AI is Built on Strong Data Foundations

Clean, high-quality data
is a prerequisite for
success with AI

AI

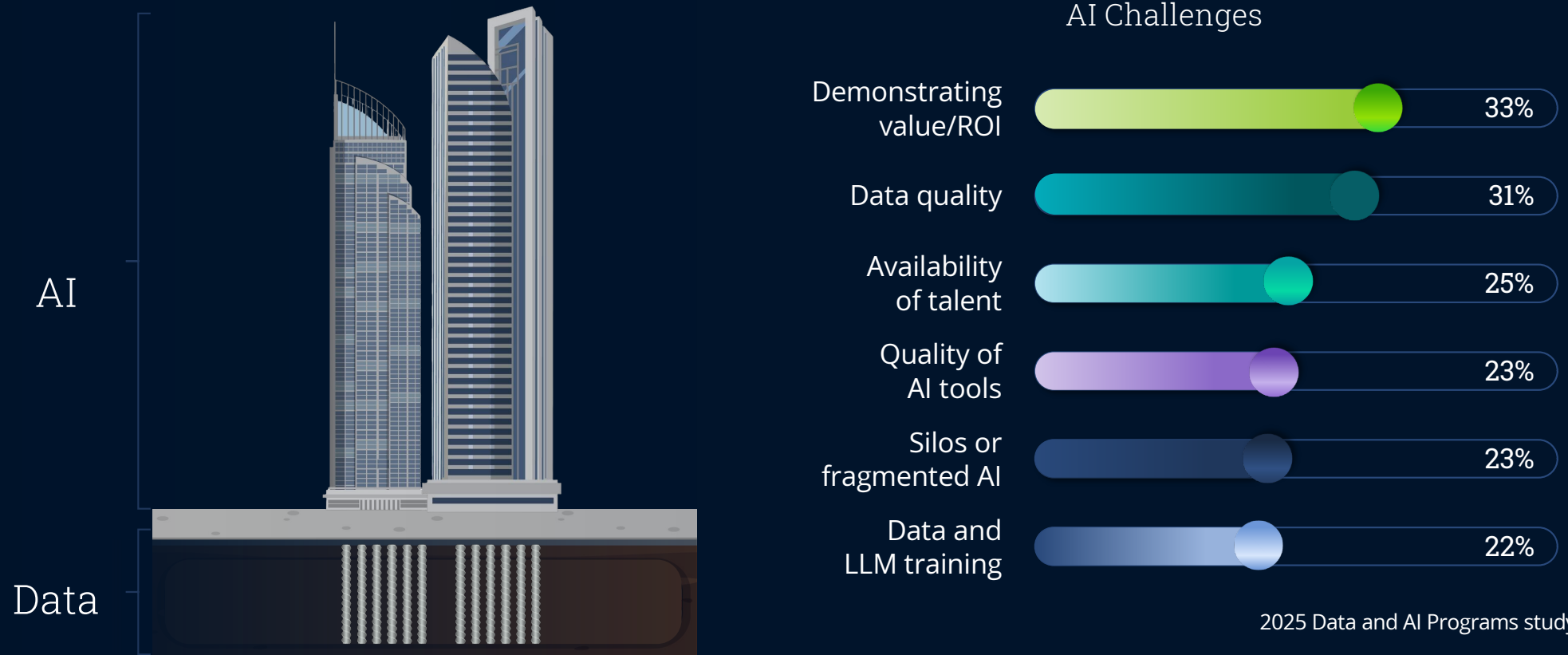
Data



AI is Built on Strong Data Foundations

Clean, high-quality data is a prerequisite for success with AI

AI Challenges



2025 Data and AI Programs study

AI is Built on Strong Data Foundations

Clean, high-quality data is a prerequisite for success with AI

AI Lessons Learned

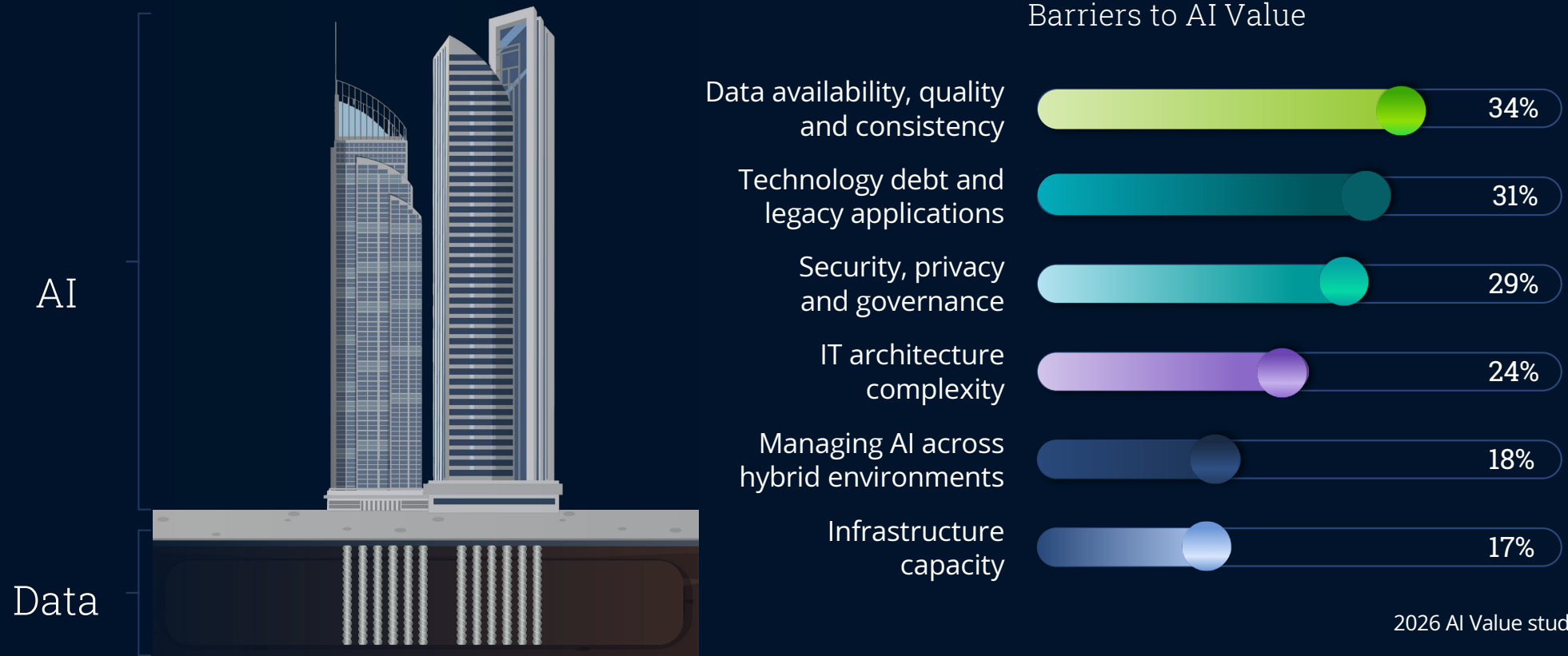


2025 State of AI study

AI is Built on Strong Data Foundations

Clean, high-quality data is a prerequisite for success with AI

Barriers to AI Value



2026 AI Value study

The Fundamental Challenge of GenAI



Generative and agentic AI are inherently
probabilistic



Enterprise decision-making is inherently
deterministic

Any enterprise AI use case needs to ensure
that the generated output is grounded in
real data and trusted information.

Context is Everything

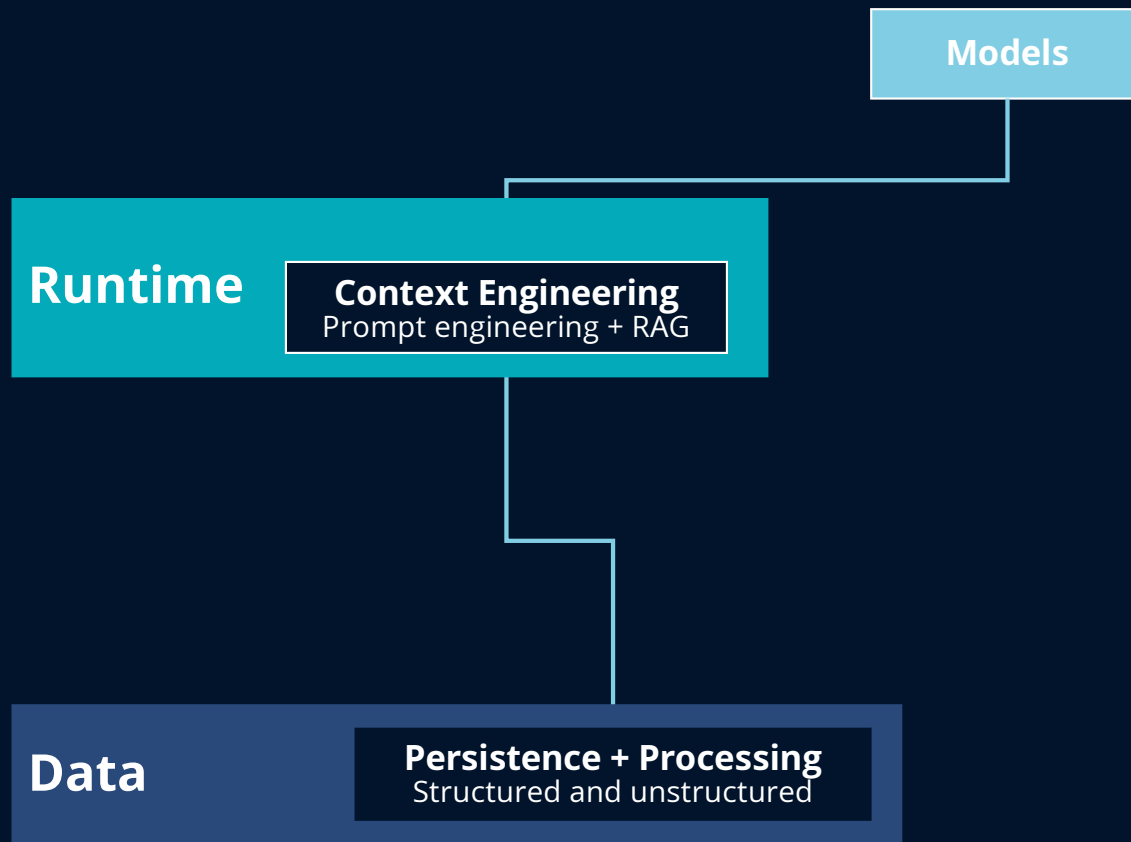
Enterprise trust in generative and agentic AI can only be delivered through grounding the output of models in enterprise content and data.



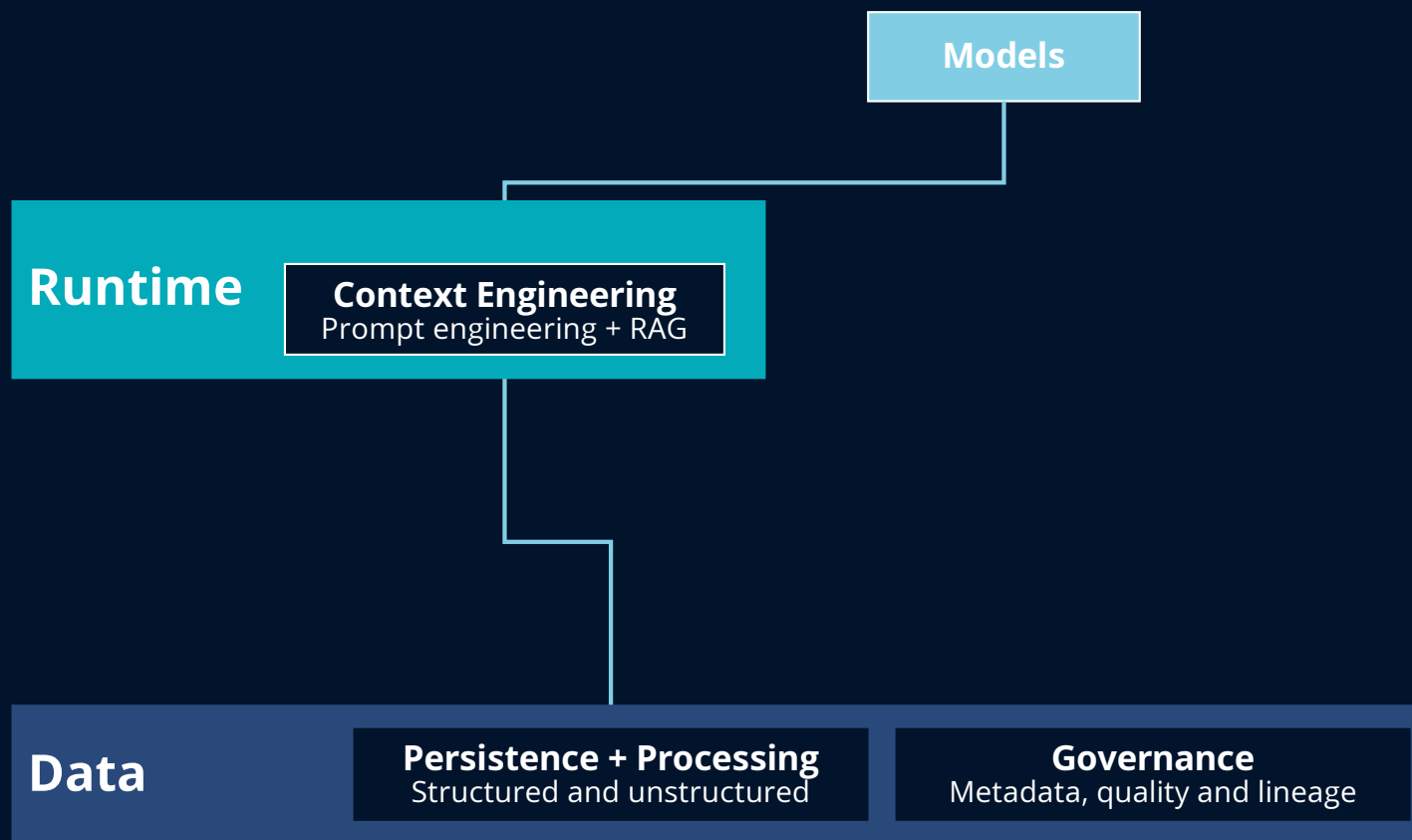
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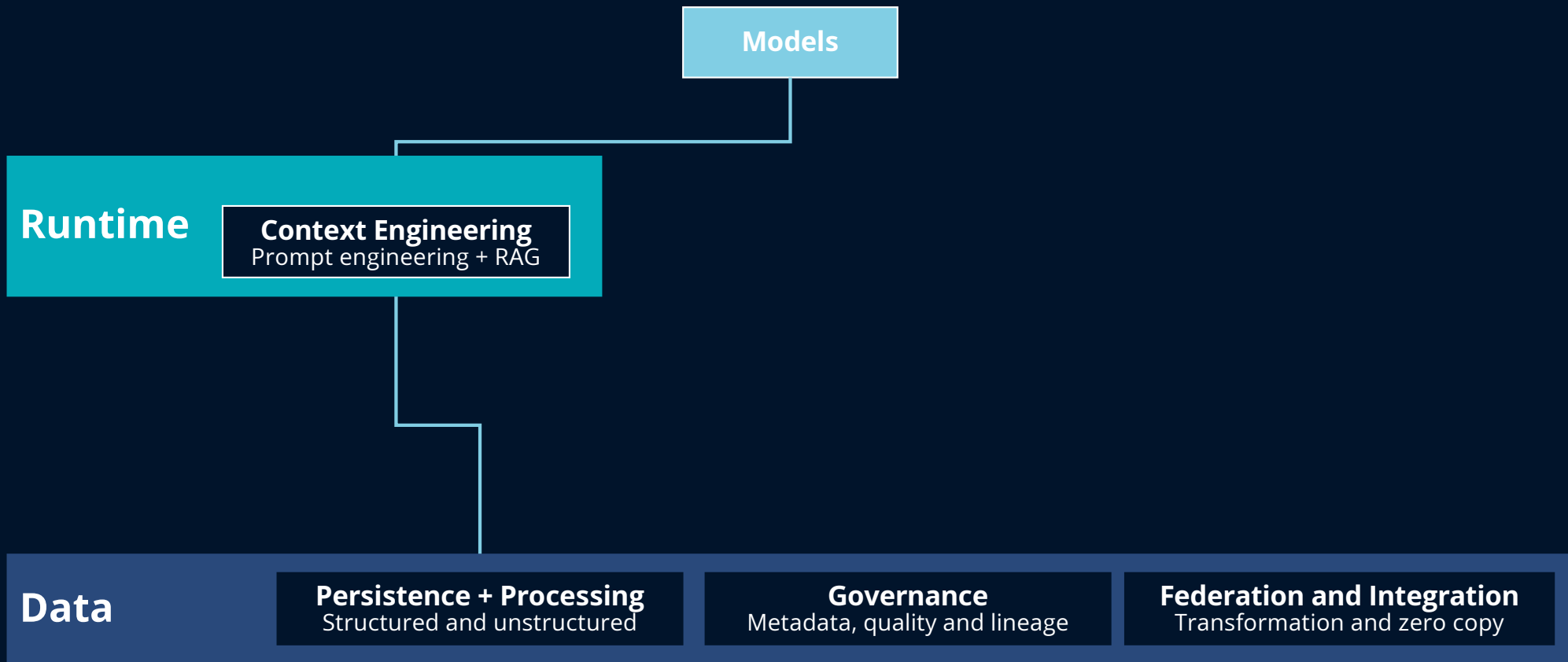
The Evolving Context Stack for Enterprise AI



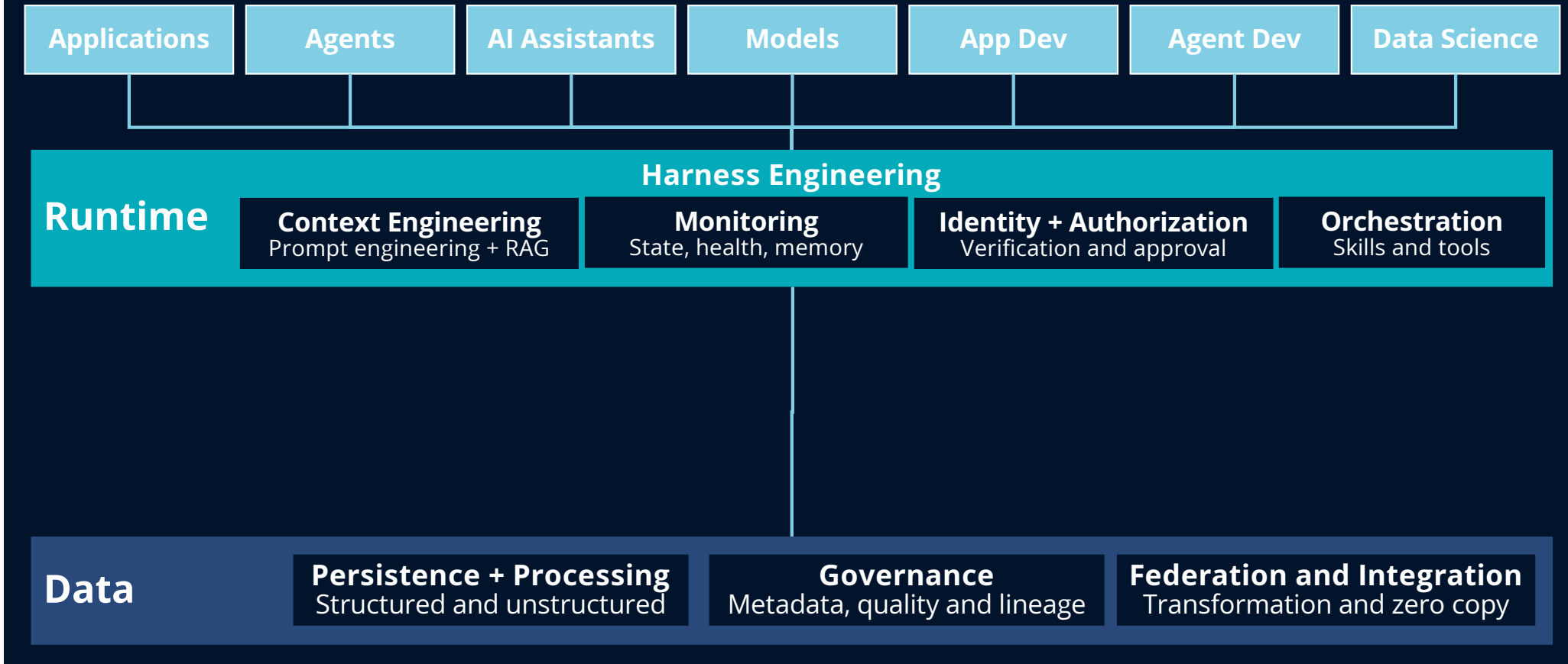
The Evolving Context Stack for Enterprise AI



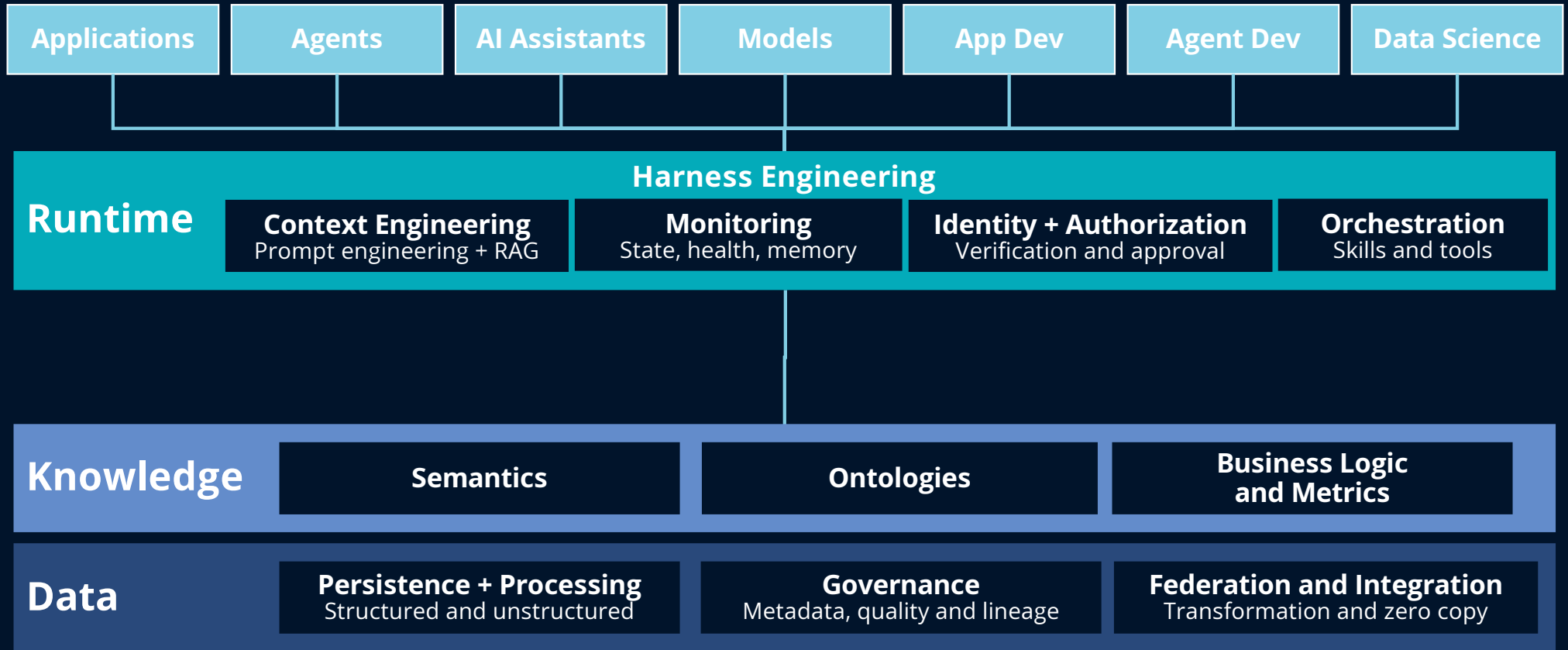
The Evolving Context Stack for Enterprise AI



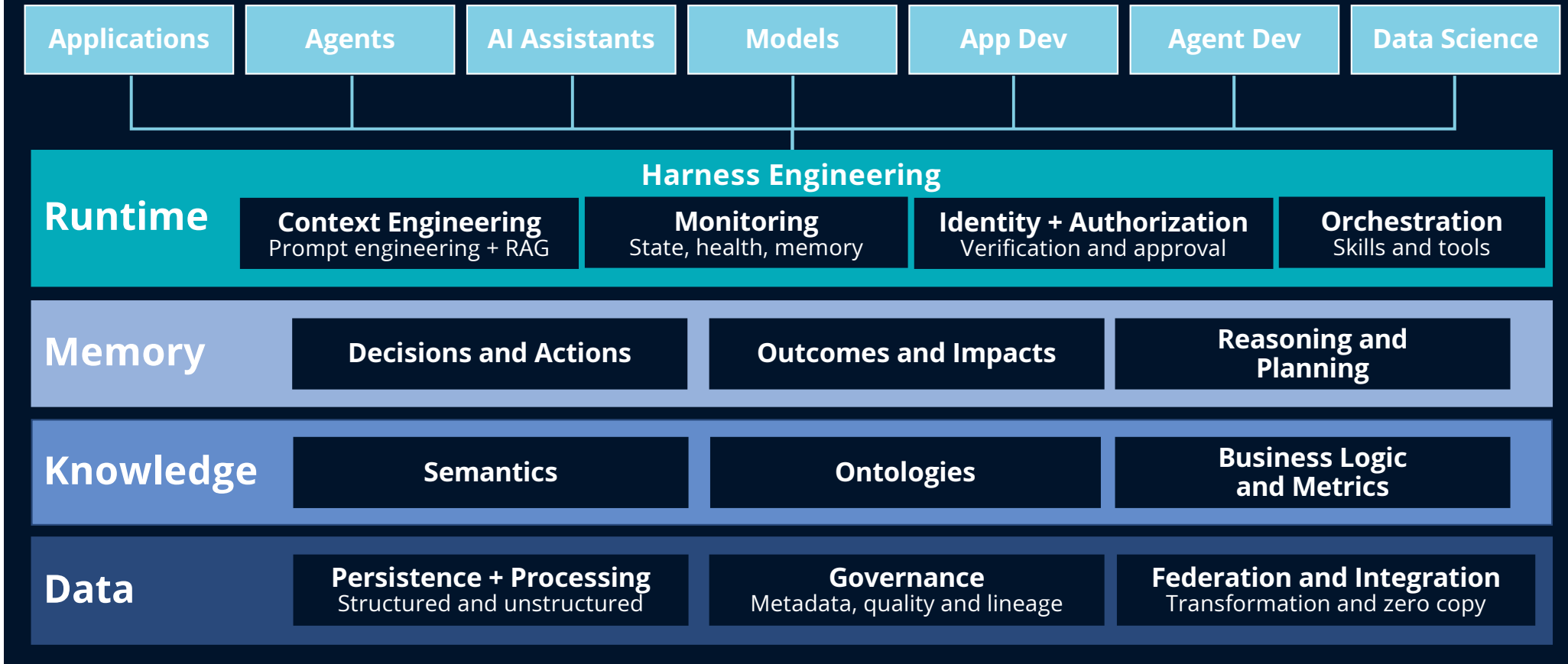
The Evolving Context Stack for Enterprise AI



The Evolving Context Stack for Enterprise AI



The Evolving Context Stack for Enterprise AI



Everything is Context

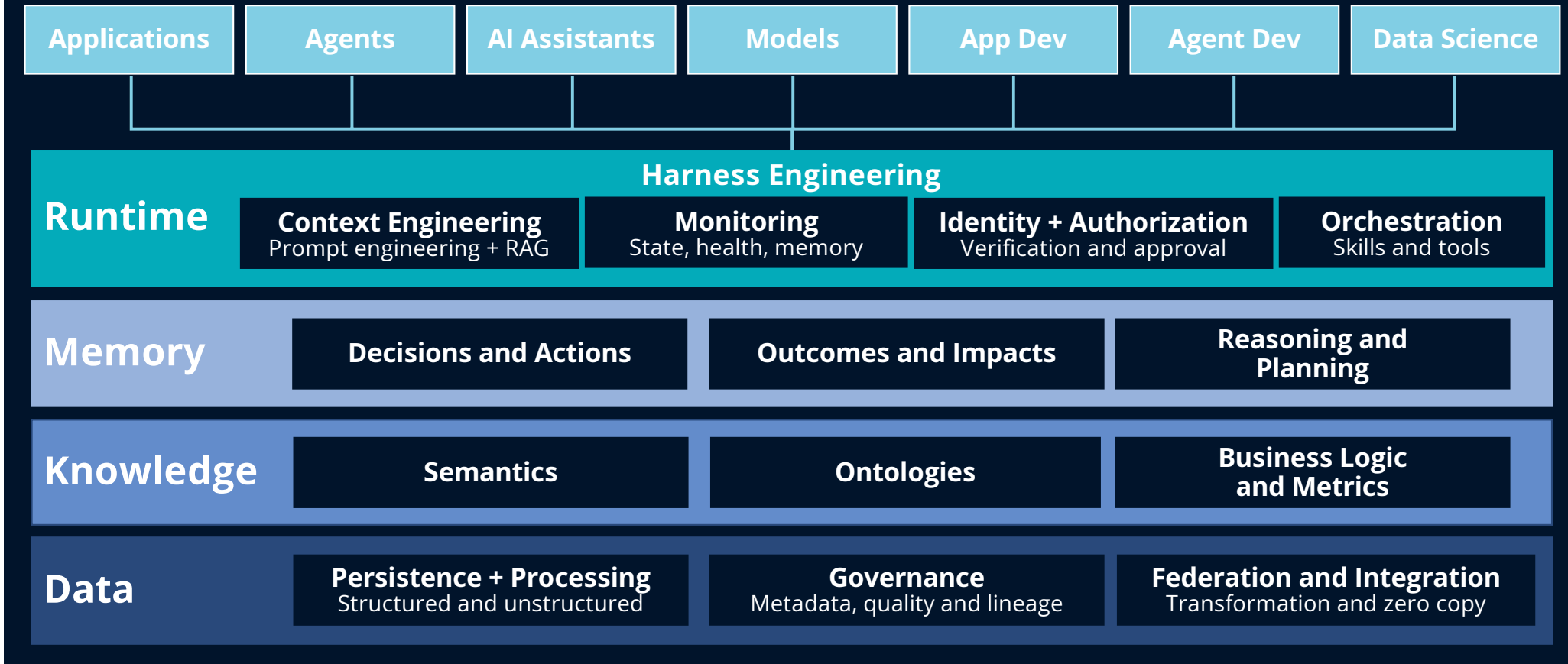
Enterprise trust in generative and agentic AI can only be delivered through grounding the output of models in enterprise content and data, and monitoring, identity and orchestration, and knowledge of definitions, and metrics and meaning, and memory of actions, outcomes and planning.



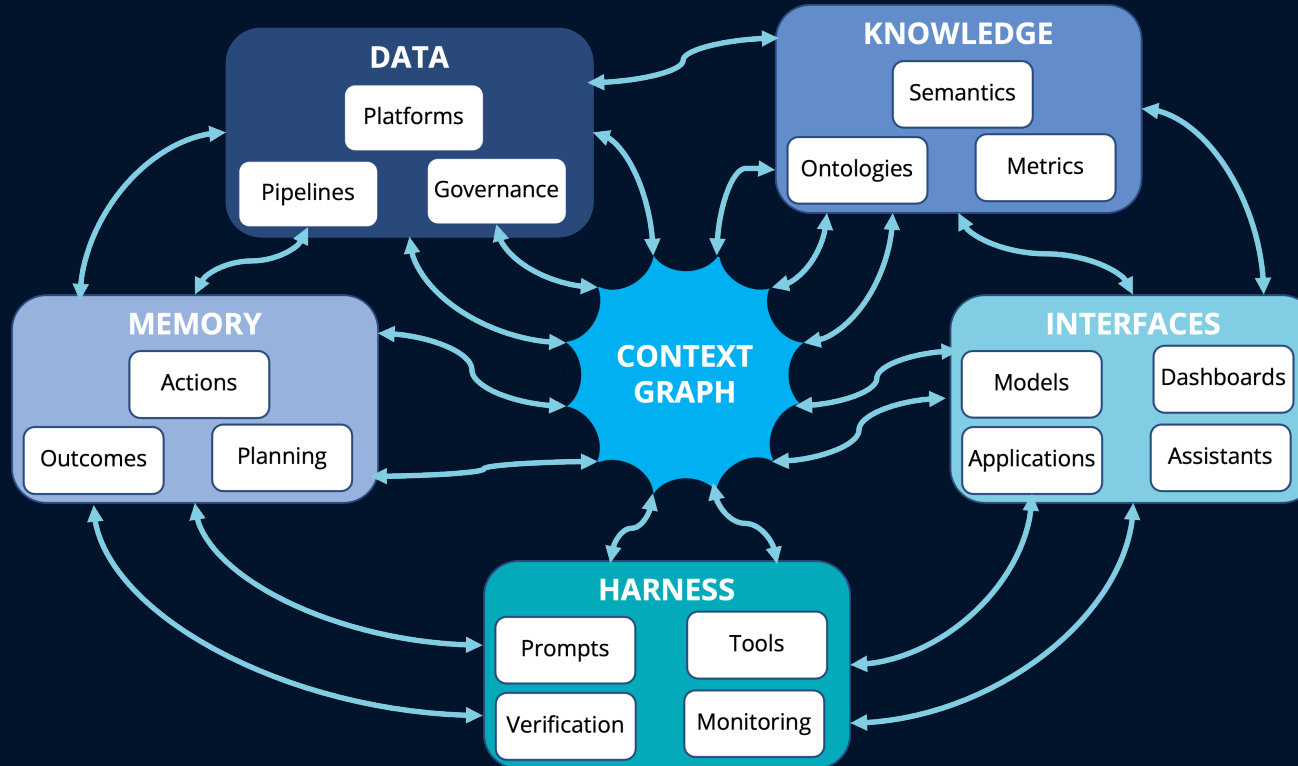
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The Evolving Context Stack for Enterprise AI



The Evolving Context Graph for Enterprise AI

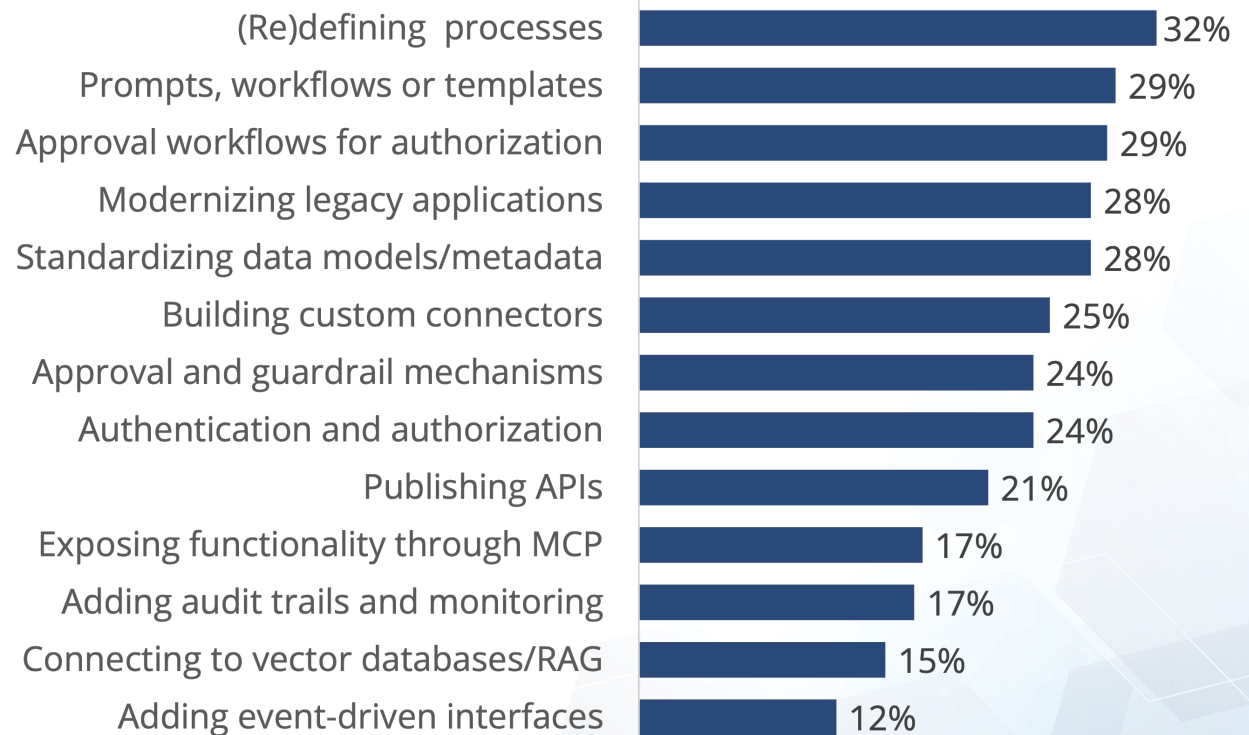


AI Agents
require process
and workflow
adaptation

2026: AI Value

AI Agent Approaches

Total sample | Base n = 400



Key Takeaways

1

Enterprise AI requires grounding in real data and trusted information.

2

Agentic AI requires more than prompt engineering and access to clean data

3

Context involves a combination of data, memory and knowledge.

4

Relationships, processes and workflows are the core of a context graph.



Thank you!

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