

Modernising your data estate for agentic AI

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You modernised your platform, did you
modernise your data?

A migration moves
your data. It
doesn't make it
trusted.

Duplicates, stale values and mixed
definitions move too.



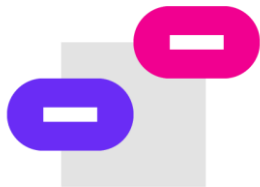
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AI has moved from insights to execution



Trigger refunds

Money leaves the business with no one checking first.



Route service approvals

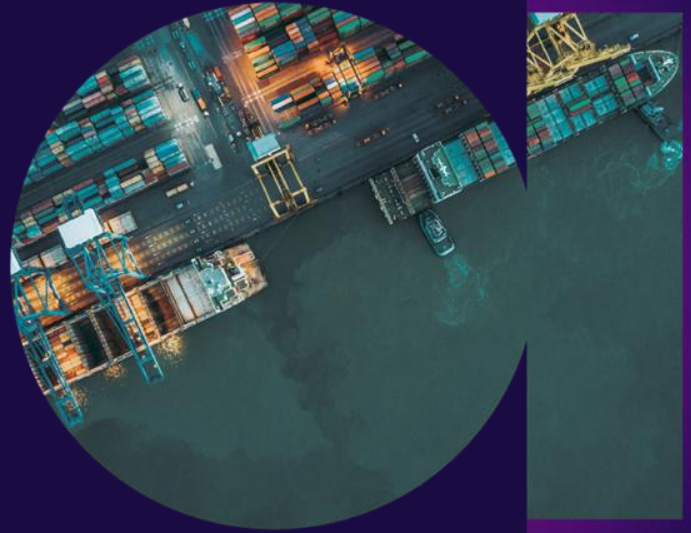
Decisions made at machine speed.



Generate compliance reports

Regulated outputs built on whatever data is there.

Is your data ready
for a machine to
act on?



The real risk is plausible but wrong data

What gets caught

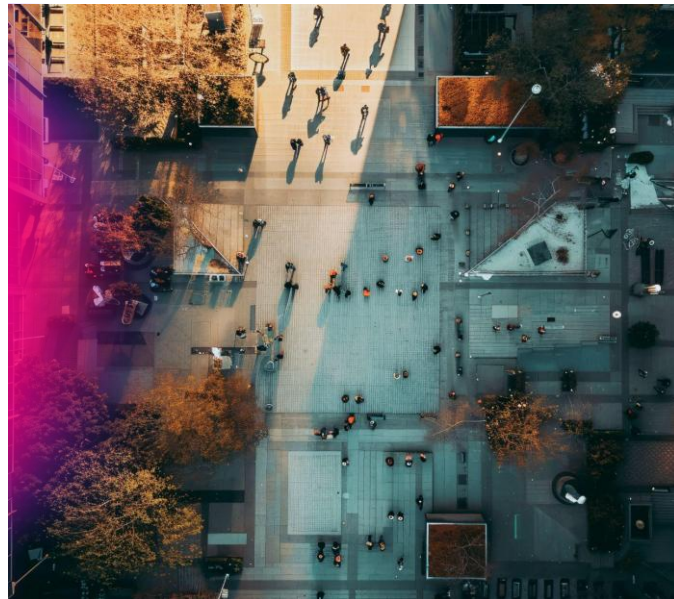
Obviously broken data. Agents often flag it.

- Dates in the future
- Impossible values

What gets through

Data that looks right but is wrong.

- Duplicate customer identities
- Stale addresses
- Stale reference data



One merger. Every claim paid twice.



The set-up

Two insurers merge. Their customer records are never fully combined.

What happens

A customer submits a claim. Two agents each find one record. Neither sees the other.

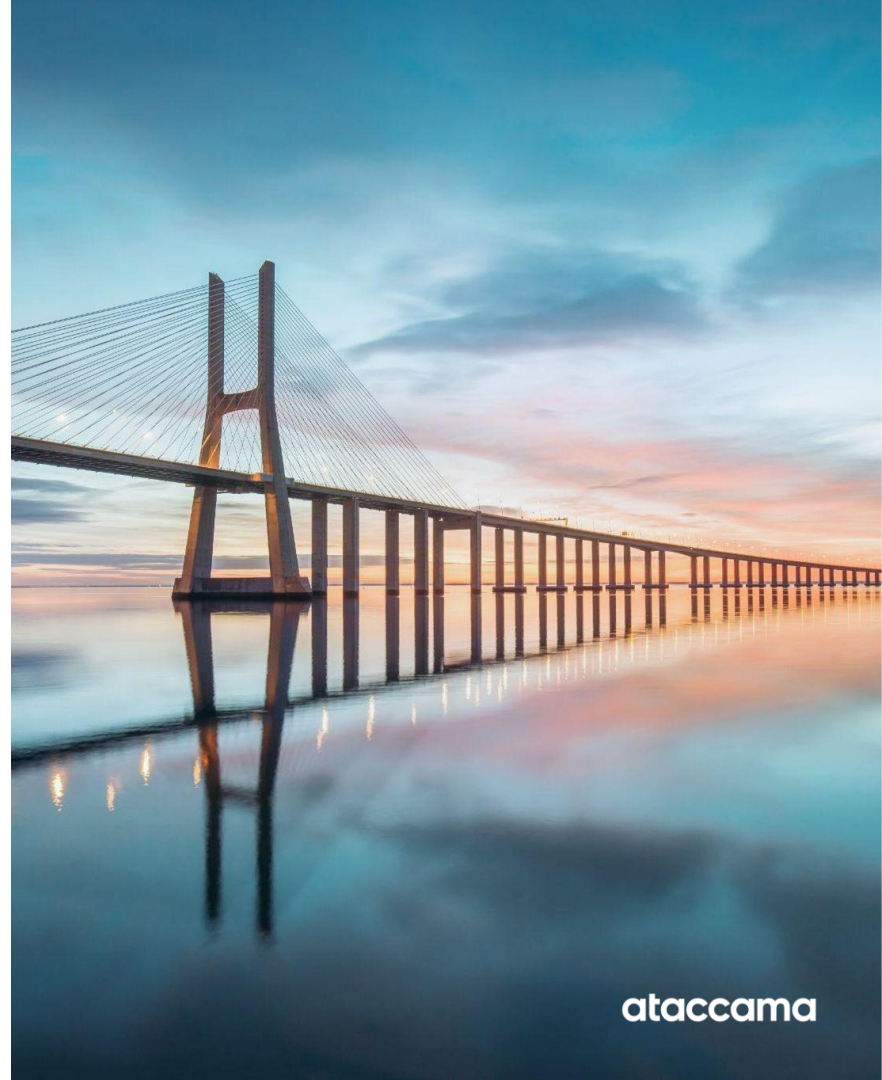
- The claim is settled twice
- Repeated across thousands of records
- Hard to unwind



The model can't solve a trust problem

An agent acting
on bad data
doesn't know it's
wrong.

The architecture around it has to.



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So what does an
agent actually
need?



5 layers of Modern AI Stack



Most teams assume Layer 3 exists. It does not.



Layer 3: Data Trust Layer

Validates, governs, resolves and certifies data, so it is safe to act on.



Layers 1 and 2

Source systems and the AI Data Cloud. Already in place for most.



Layers 4 and 5

Agentic orchestration and value realisation. Where the attention is now.

Gate the gold layer before agents act



Raw data lands fast.

- Copied from source systems
- Duplicates and stale values included

Cleaned and joined.

- Standardised and matched
- Still not certified

Certified for action.

- Cleared by the Data Trust Index
- The only tier agents act on

Catalogued is not the same as trusted



Validate and fix quality
at the source



Resolve every entity to
one record



Give every dataset a
named owner



Publish machine-
readable trust signals

The Data Trust Index tells agents when to act



Proceed

The dataset meets the threshold. The agent acts automatically.



Pause

The dataset falls short. A human reviews before the workflow moves on.

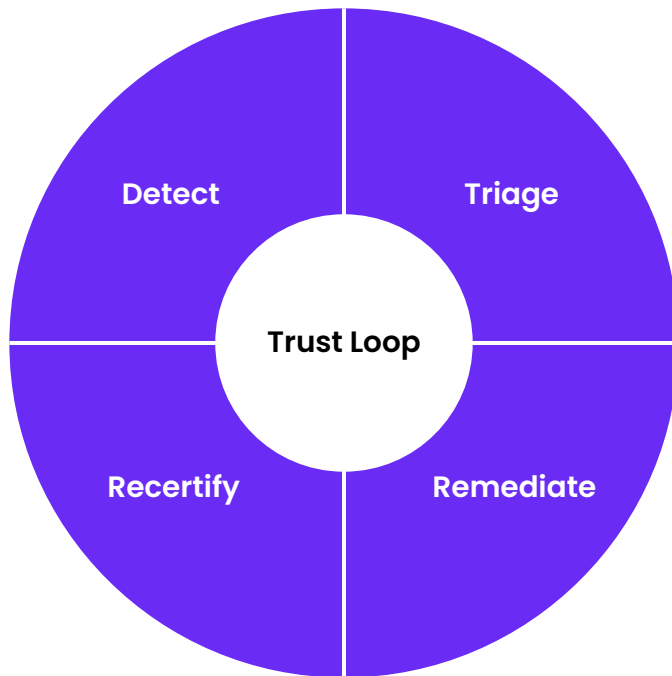


Escalate

There is a certification gap. It goes to the named owner.

Trust is a loop, not a one-off project

Detect
Spot anomalies, drift and stale data as they emerge.



Recertify
Update the Data Trust Index to clear data for agents again.

Triage
Use lineage to see which pipelines and agents are exposed.

Remediate
Route to the owner. Fix automatically where rules allow.

Models are a
commodity.
Certified data is
your edge.



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Download the blueprint



Scan to download the ebook

The Modern AI Stack: A Blueprint for Trusted
Agentic AI

Talk to Ataccama and Emisha after the
session.



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Thank you

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