



Democratizing Data + AI

Zainab Abbas, **Solutions Architect**



20,000+
global customers

\$4B+
in revenue

**Free Edition
now available**

Inventor of the **lakehouse**
&
Pioneer of **generative AI**



databricks
Data Intelligence Platform

Gartner-recognized Leader
Database Management Systems
Data Science and Machine Learning Platforms

Creator of



mlflow™





Agenda:

1. Introduction
2. Delta Lake
3. Unity Catalog
4. Data Intelligence Platform
5. Workshop (1 hr)



Every company wants to be a

Data + AI

company

**aggreko**

AstraZeneca

W wehkamp

Humana**Schneider Electric**

CONDÉ NAST

MARS**HSBC****cfpb**

sam's club

S&P Global**ZEISS****gousto****gsk****ROLLS ROYCE****CMS****RIOT GAMES****BNP PARIBAS****cvsHealth.****DOLLAR SHAVE CLUB****AMGEN****DAIMLER****Nasdaq****Starbucks**

**Leaders across every industry
are succeeding today**

devon**Grab****OPTUM****thyssenkrupp****COMCAST****Nationwide****zalando****NHS****COLAS****SHOWTIME****ExxonMobil****7-ELEVEN****U.S. Citizenship and Immigration Services****BECHTEL****SCRIBD****H&M****ABN AMRO****Quby****REGENERON****PUBLICIS GROUPE****BUTCHER BOX****TOTAL****Foot Locker****zynga****Biogen**

Discovered two new drug targets for Alzheimer's and Parkinson's in 15 minutes

ABN AMRO

10x faster delivery of new data and AI initiatives to stay ahead of the market

Rolls-Royce

50% extension in time between maintenance, saving costs and improving customer experiences

BURBERRY

Hyper-personalization for customers by reacting to real-time digital activity



But...

Finding success at scale is
difficult for most organizations



Data estate is fragmented

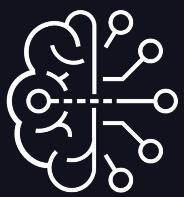
Governance



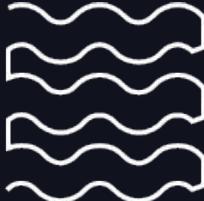
Orchestration
and ETL



Generative
AI



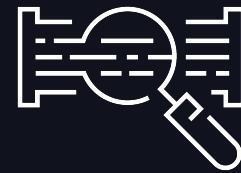
Data Lake



Data
Science



Streaming



Data
Warehouse



BI



It's a complexity nightmare
of **high costs** and
proprietary formats

Machine
Learning



Stitching altogether

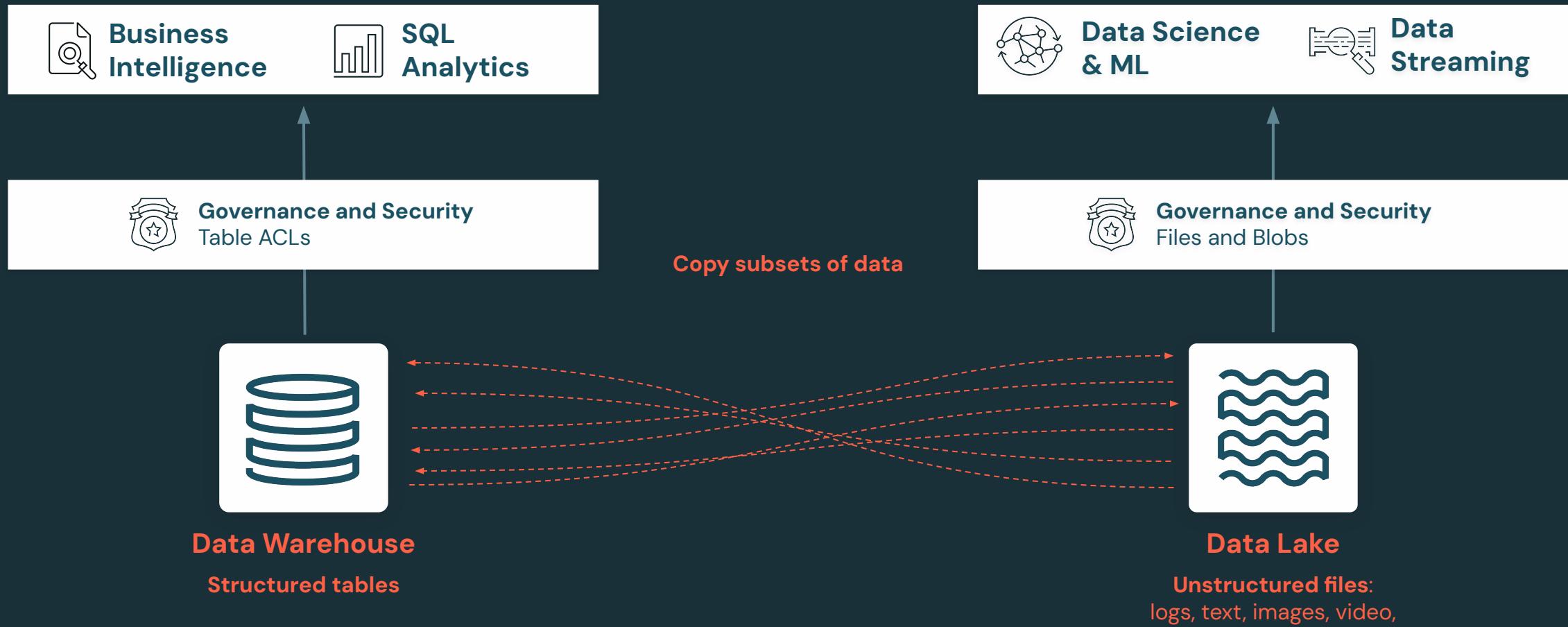
Every team has a different setup



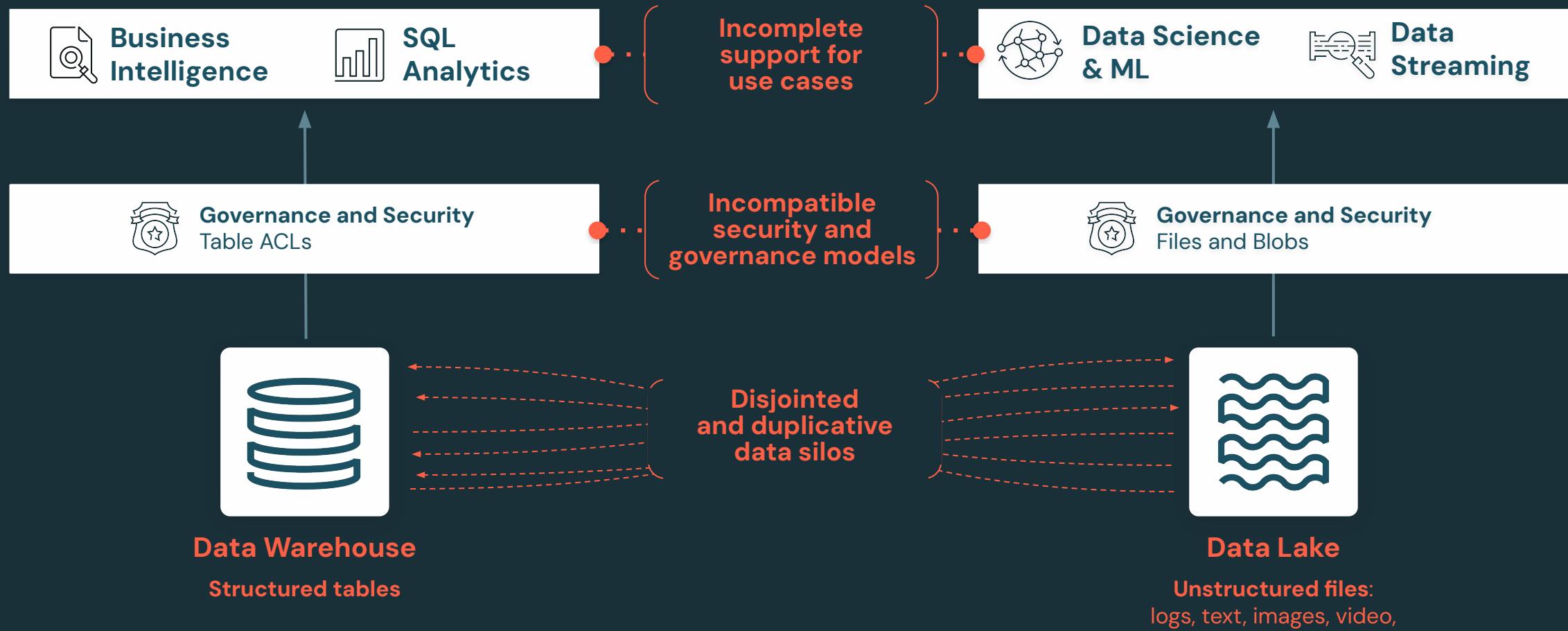
Discover, query, and govern all your data
in any system



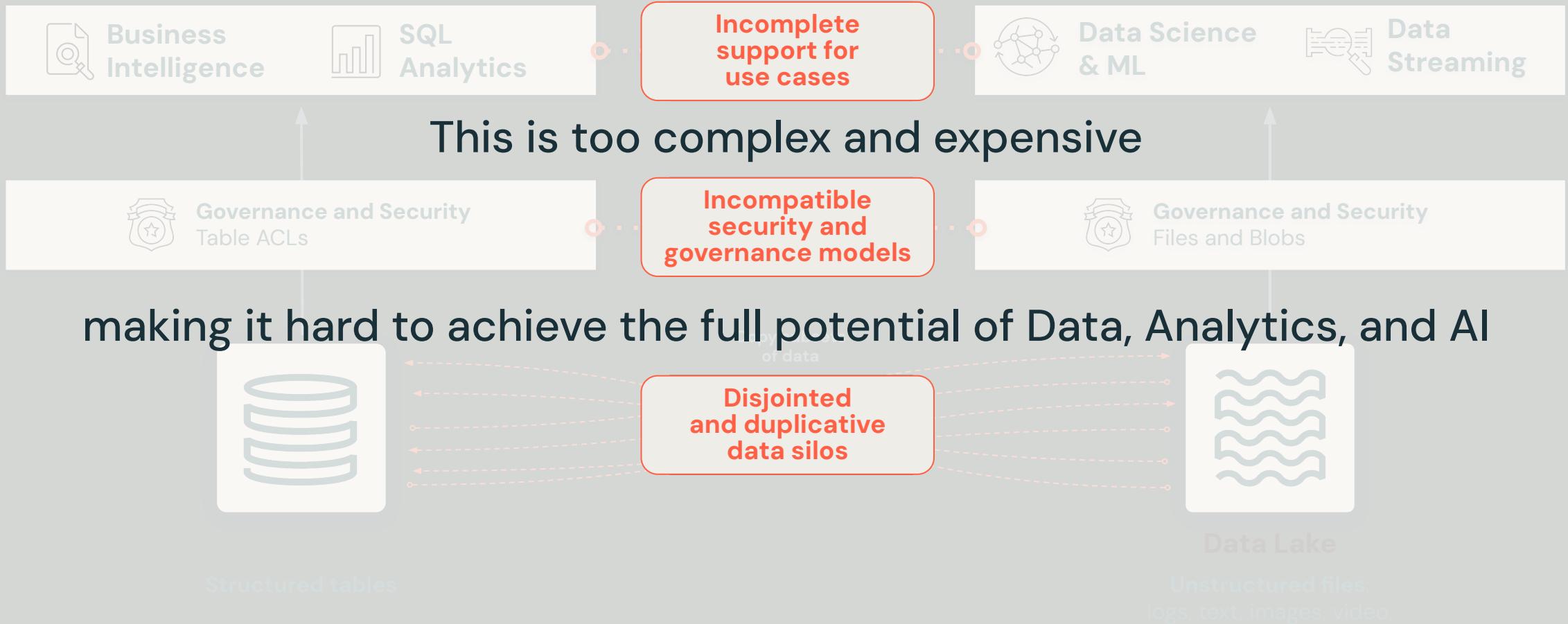
Realizing this requires two disparate, incompatible data platforms



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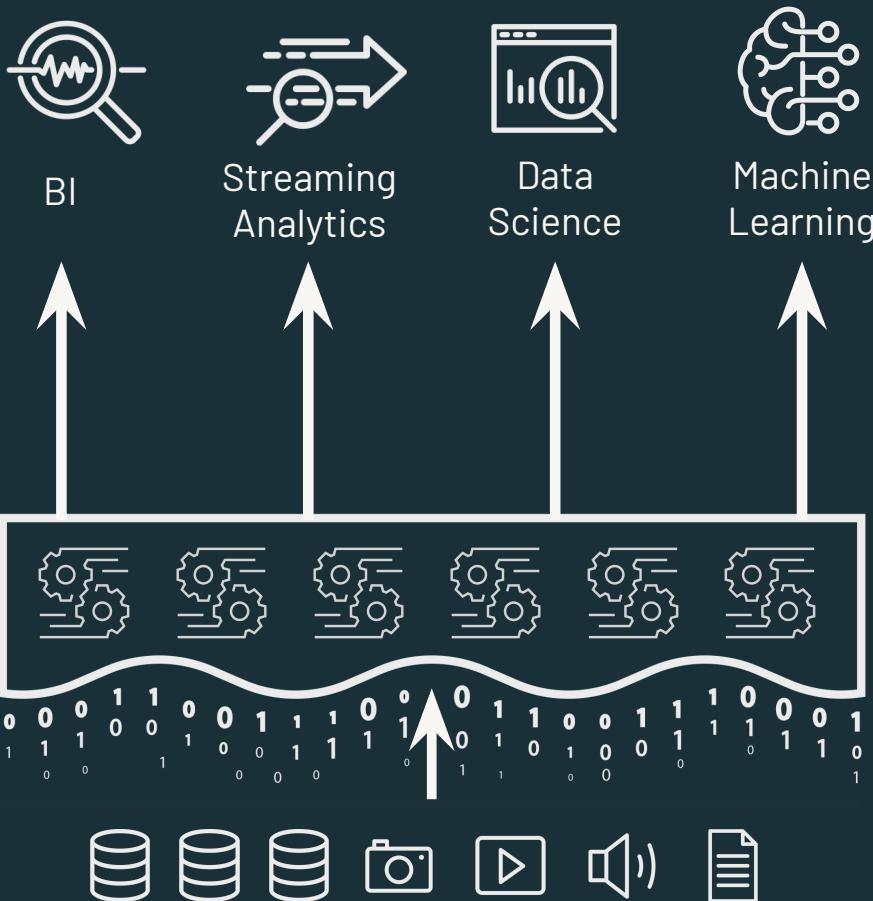
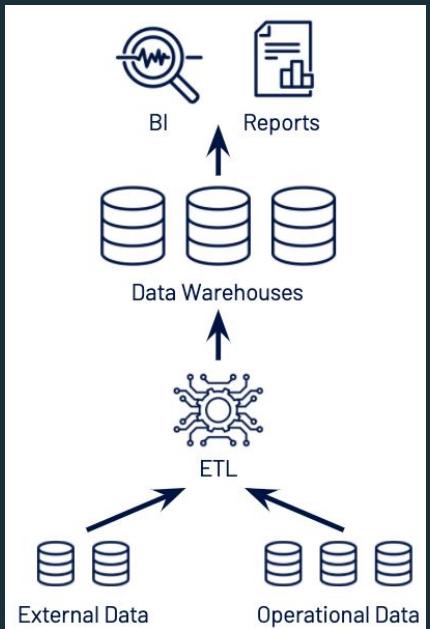


Realizing this requires two disparate, incompatible data platforms



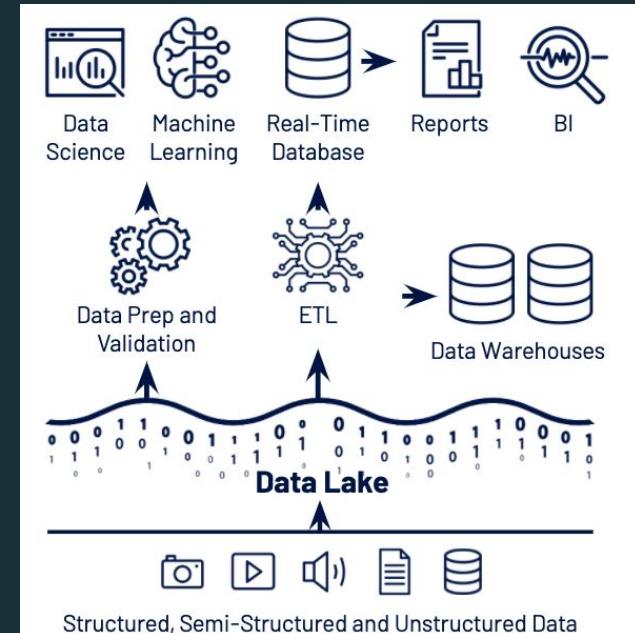
Lakehouse

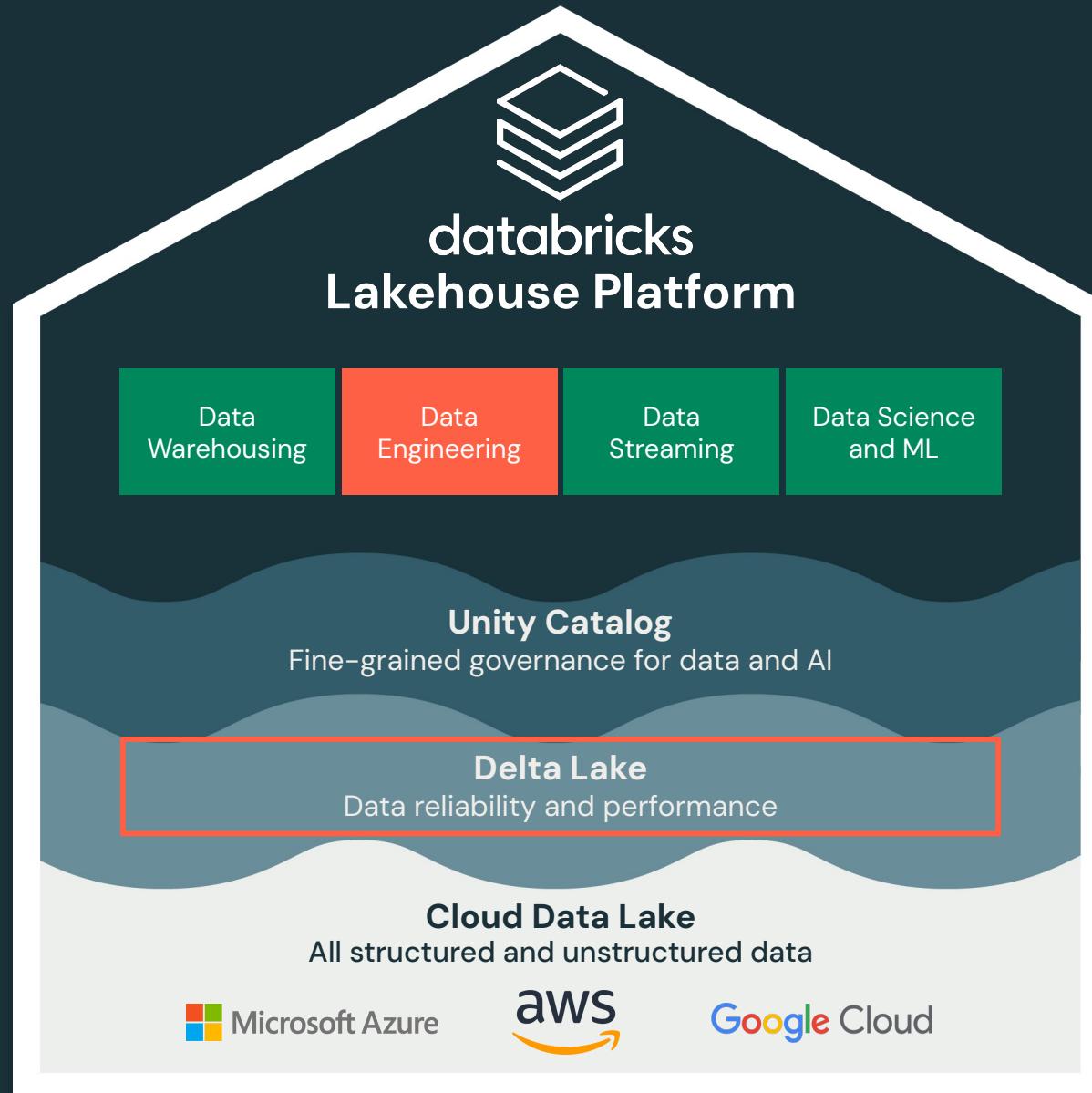
Data Warehouse



Structured, Semi-Structured and Unstructured Data

Data Lake





Databricks Lakehouse Platform

Simple

Unify your data warehousing and AI

Open

Built on open source and open standards

Multicloud

One consistent data platform across clouds

Unify and own your data

Reduce unnecessary costs
from multiple copies of data

Break free from lock-in
with open formats you control

Adopt the lakehouse data formats that are right for your organization



Iceberg

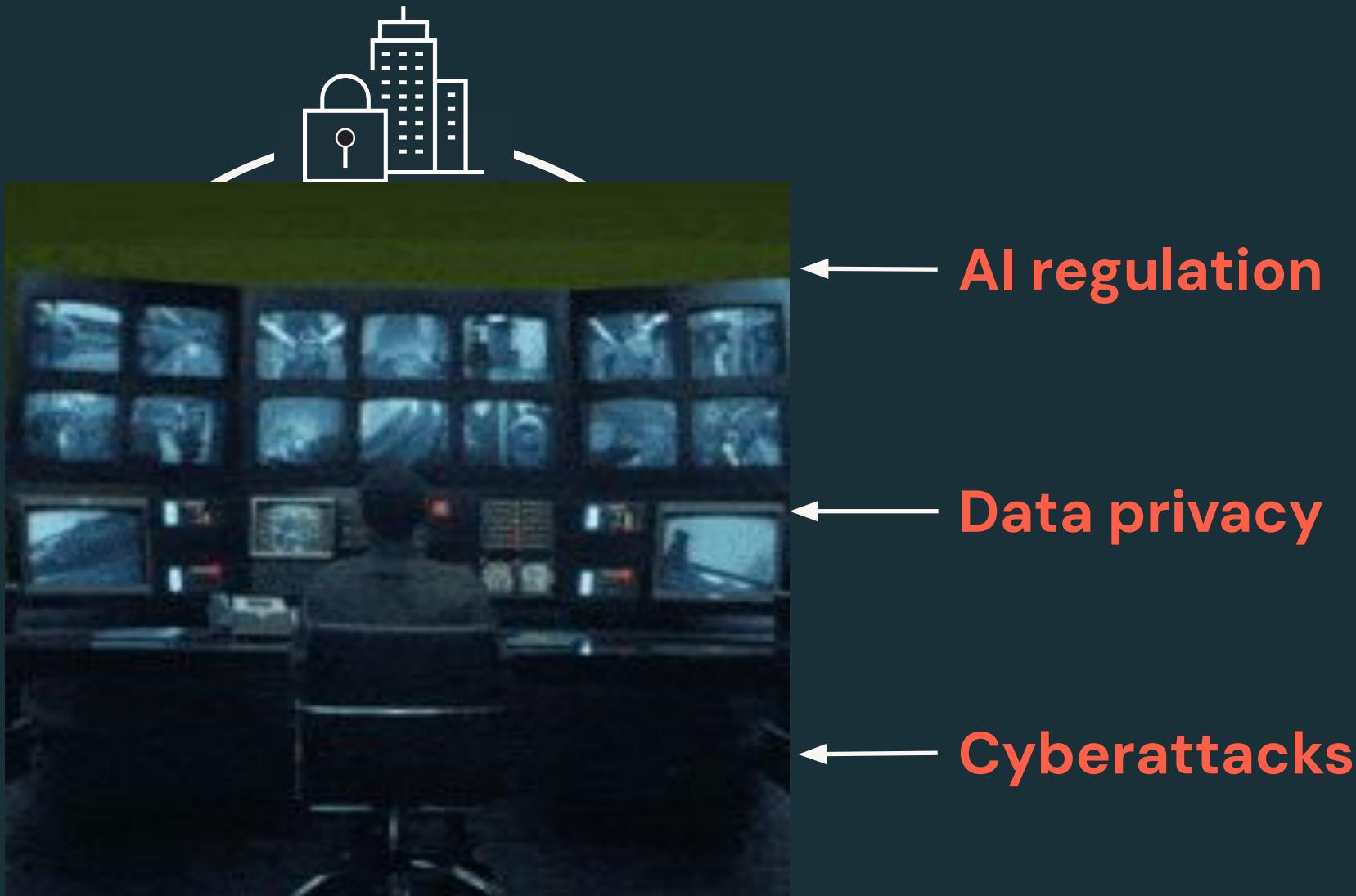


Delta Lake

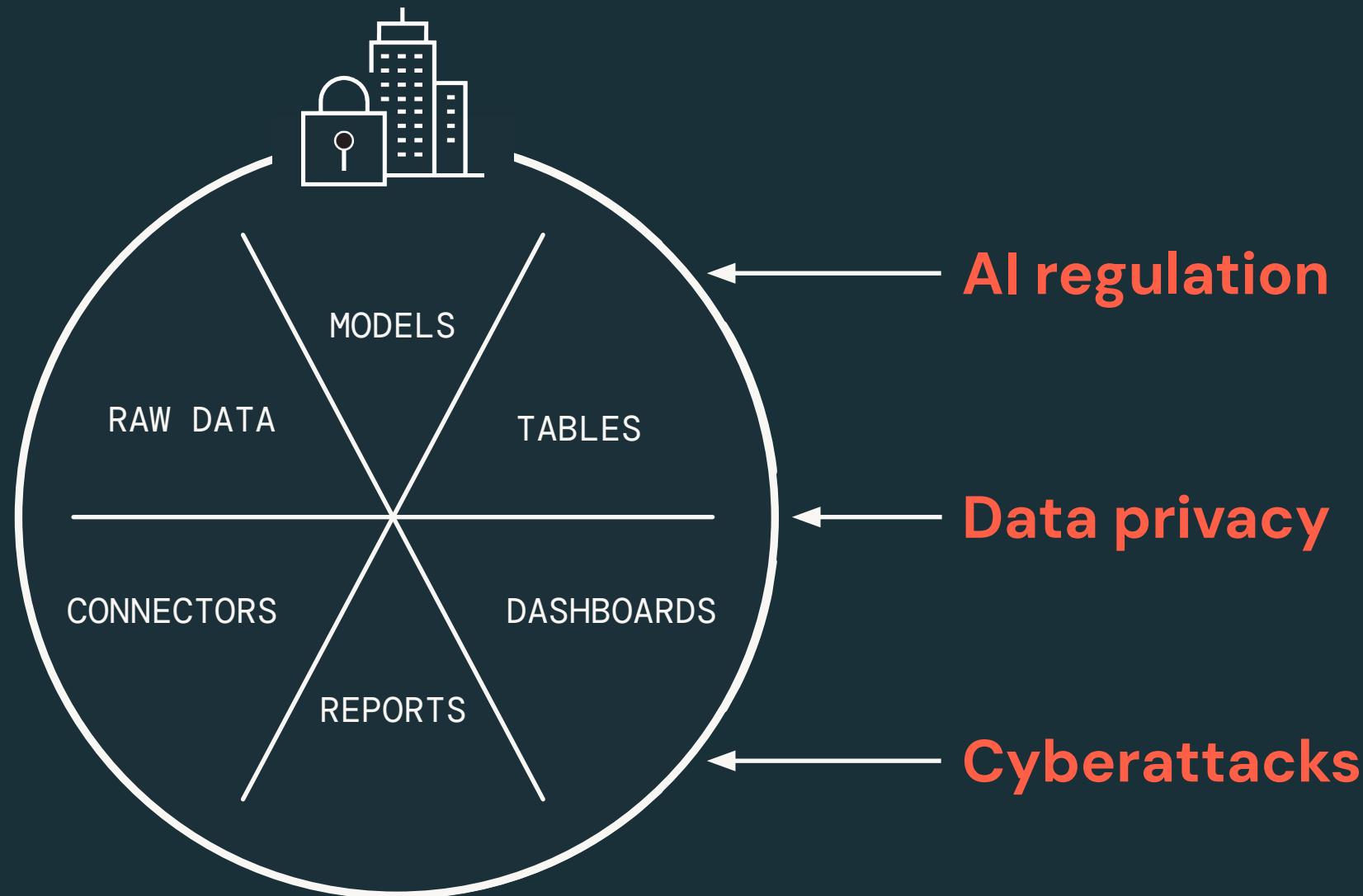


Parquet

Governance of the entire data estate is hard

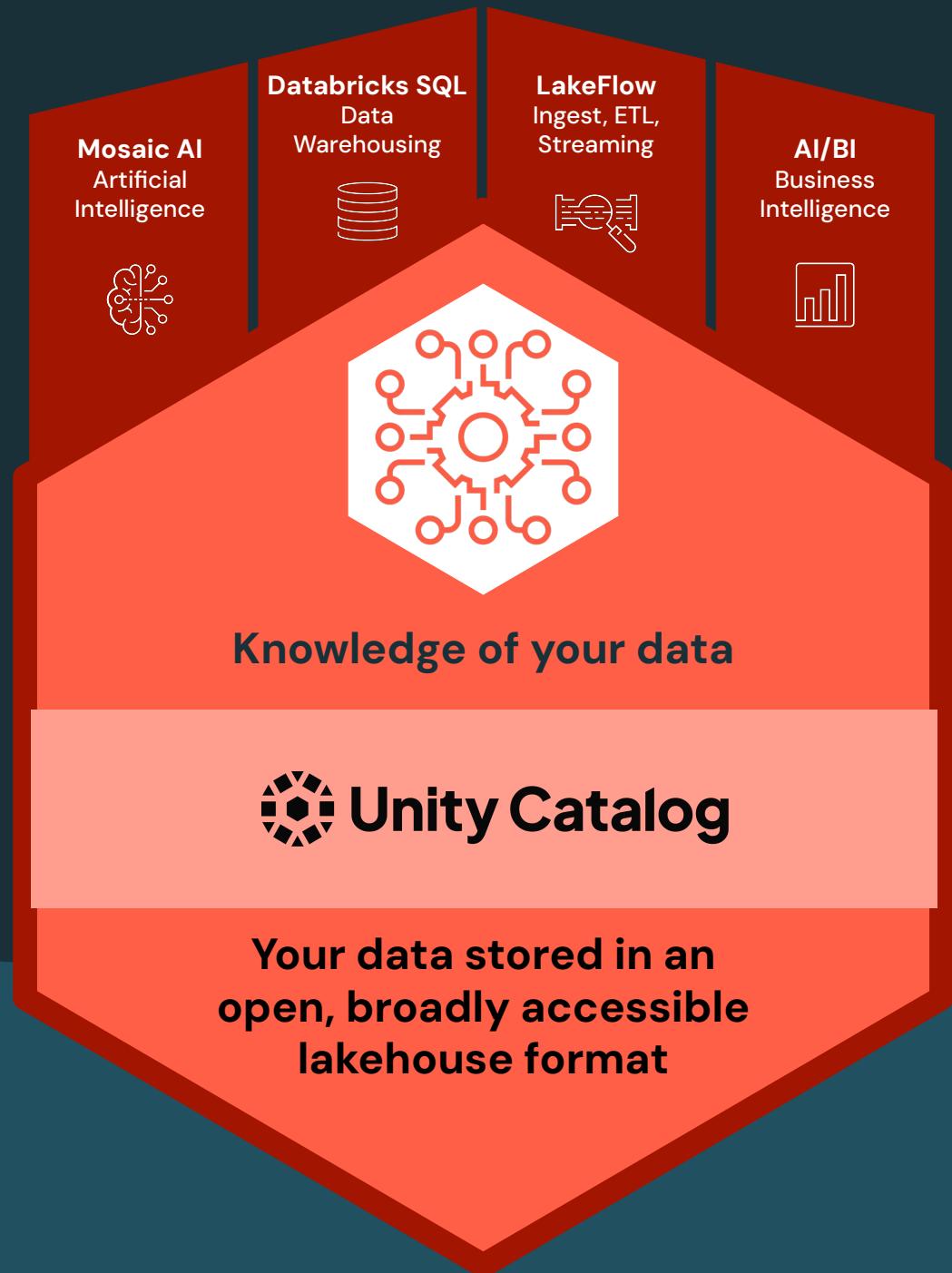


Governance of the entire data estate is hard





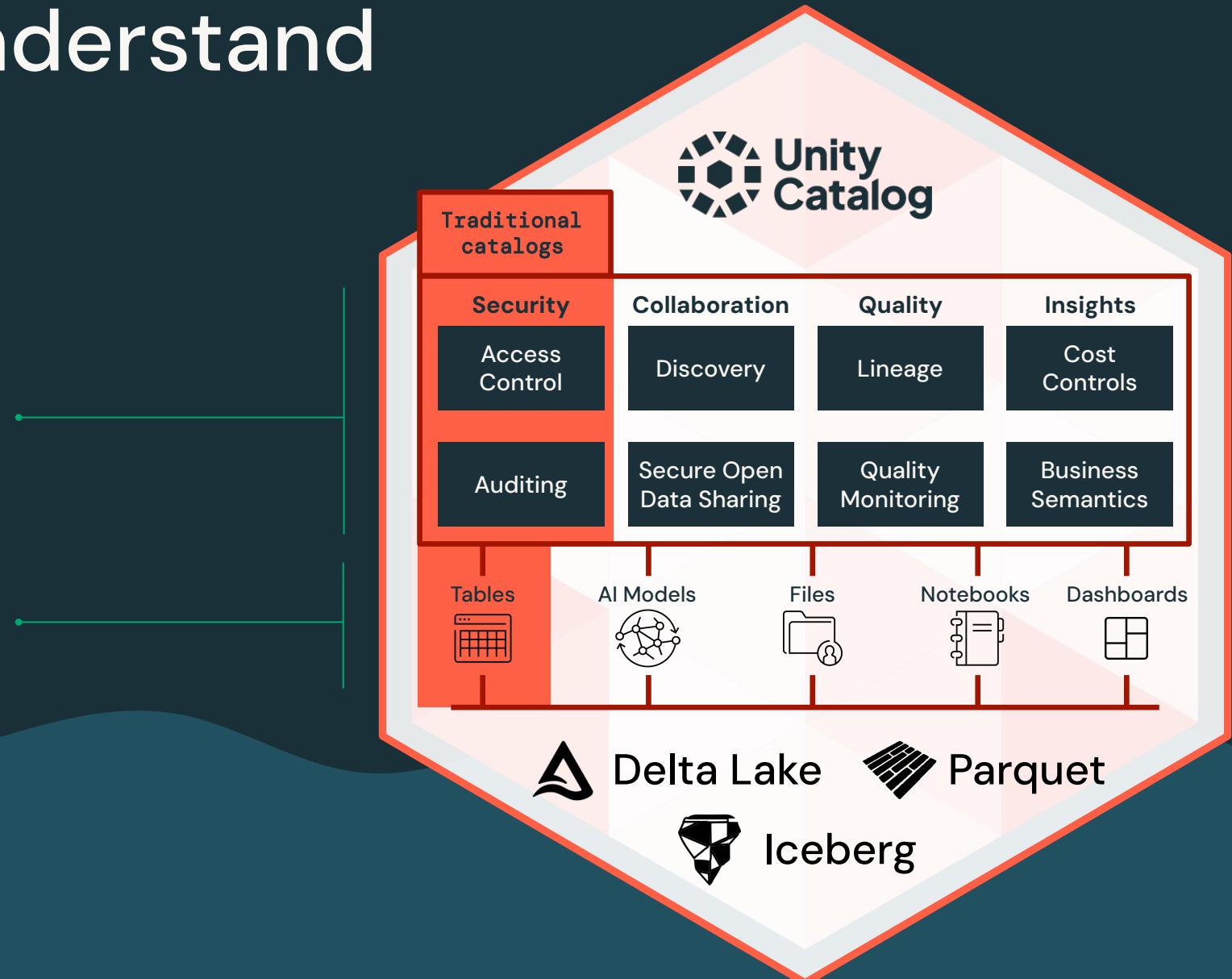
Data Intelligence Platform



Protect and understand your data

Unified capabilities
for **every use case**

Unified governance
for **all assets**





Data Intelligence Platform

Unified data
and governance

AI tuned to
your business

Production AI that reasons on your data is elusive

Experimentation

Quality
Cost
Privacy

Production

85% do not make it
into production

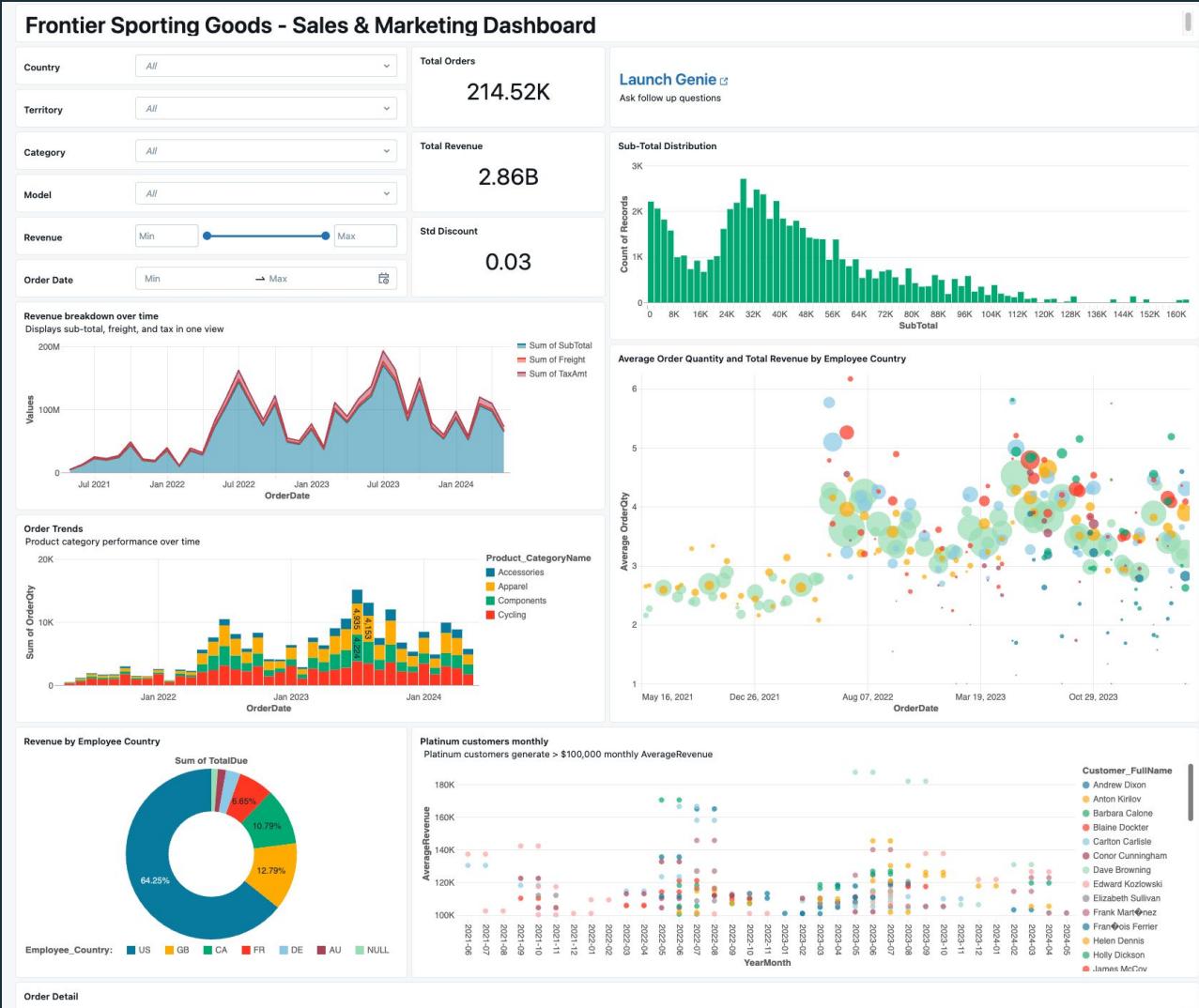
85% dollars spent
haven't shown a return



What is
Data Intelligence

for analytics and BI?

BI that lets you talk with your data



Which customer segments outperformed the baseline in my top 10 most successful campaigns last quarter?



What is
Data Intelligence

for AI applications?

General Intelligence

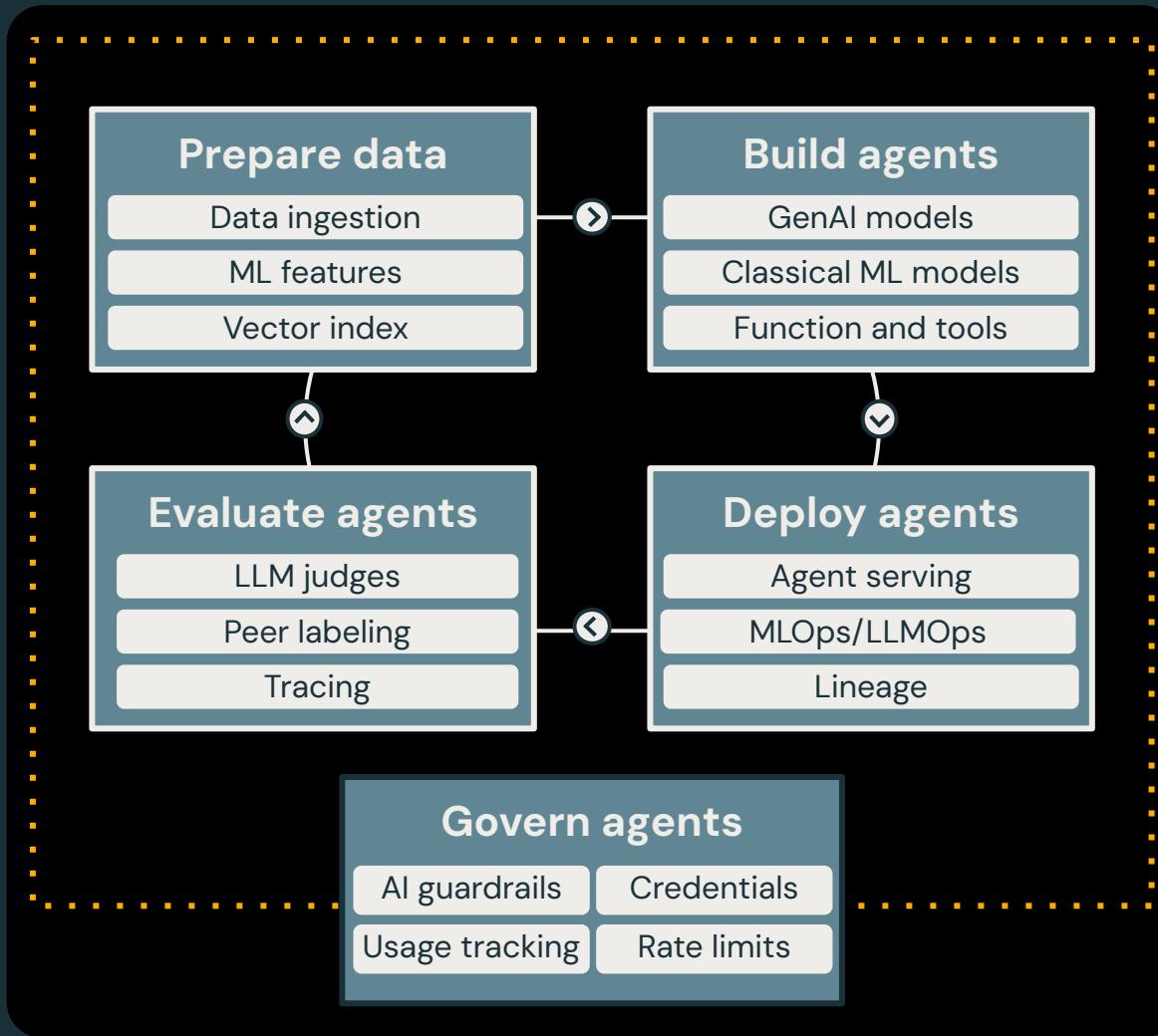
Large models
trained on the entire web
leveraging scaling laws

vs

Data Intelligence

AI agents that **reason**
on your customer data
and solve domain-specific
problems

The most complete agent systems platform



Agents that reason over your data across every enterprise system

Support for all existing and future AI models

Build trust with guardrails, evaluation, and monitoring





COOP have now launched their "AskCAP" bot through teams! (genie connected to teams)

- Now they can ask questions like "How many bananas did we sell at the COOP in Arninge?"
- next step is to ask "how can we sell more bananas then COOP arninge"

Coopnet Startsida ▶ Nyheter ▶ AskCAP – din genväg till Coops dataskatt



The image shows a green, rounded rectangular icon containing a white illustration of a small, friendly-looking robot. The robot has a screen on its chest displaying a blue bar chart with an upward arrow. The word "CAP" is printed in large, bold letters on the front of its torso. The background of the icon is a gradient of light green.

AskCAP – din genväg till Coops dataskatt

Nu är AskCAP lanserad – en smart AI-chatbot som gör det möjligt för alla medarbetare på Coop Sverige att ställa frågor direkt till vår dataplattform CAP. Det är som ha en personlig dataanalytiker i fickan – tillgänglig direkt i Teams. Kör igång direkt.



Free edition for students

- Build AI applications and agents
- Collaborate on data science and ML projects
- Explore and analyze real datasets
- Create interactive dashboards
- Design and test data pipelines
- Access the Databricks Assistant





Join us: 10 December 2025

Data + AI World Tour Stockholm

Data + AI World Tour showcases the power of data intelligence. Discover how leading companies near you are empowering their entire organisation by taking control of their data and building custom AI.



REGISTER NOW



- KEYNOTES
- CUSTOMER STORIES
- PRODUCT & INDUSTRY SESSIONS
- TRAININGS
- WOMEN IN DATA
- EXECUTIVE FORUM



Workshop

- Register for Databricks Free Edition. [HERE](#)
 - Download Vehicle dataset. [HERE](#)
-
- Form a group of 5 students MAX
 - Explore the dataset and perform analytics (30-40 min)
 - Use notebooks and dashboards
 - Show the results





databricks