



the insight layer

Use Case Portfolio

Semantic Layer and Organizational Lexicon Mapping

Problem: Organizations struggle with inconsistent terminology across departments, making it difficult to align data, automate workflows, or reuse GenAI prompts effectively.

Walkthrough: An HR analyst is asked to generate a diversity dashboard using internal data. However, terms like "equity," "representation," and "inclusion" are used differently across departments.

Insight Layer Walkthrough

Builds and maintains a living organizational glossary mapped to actual usage in documents, dashboards, and chats. This supports reliable automation, reduces rework, and helps GenAI systems use organizationally relevant language with higher confidence.

KPIs

01 Accesses an internal semantic layer populated with terms, definitions, and context-specific meanings

02 Assigns confidence scores to language use based on how often terms appear in approved documents or tagged contexts

03 Highlights ambiguous terms and provides dropdown options to standardize or clarify usage

How the Insight Layer Helps

- % of terms with confidence scoring
- Reduction in terminology-related rework
- Increase in standardized prompts
- Improved semantic alignment

Shared Knowledge by Role and Context

Problem: New employees or team members often face a steep ramp-up due to outdated or fragmented documentation and lack of access to relevant decisions.

Walkthrough: A new sales operations analyst is onboarding and wants to understand key sales metrics and processes.

Insight Layer Walkthrough

Overcomes stale documentation by continuously surfacing dynamic, contextual knowledge organized by role and responsibility. Enables just-in-time knowledge delivery tailored to what the user needs—not just what was written down months ago.

KPIs

01

Presents a curated onboarding view with role-specific Insight Units from peers, including annotated reports, email threads, and dashboard logic

02

Highlights decisions made in the last two quarters related to territory realignment and incentive plan changes

03

Surfaces common questions, historical workarounds, and go-to subject matter experts

How the Insight Layer Helps

- Time to full productivity for new employees
- % of onboarding materials generated or recommended by Insight Layer
- Decrease in ramp-up questions asked to teammates
- Increase in knowledge sharing engagement by existing staff

Shareholder Reporting and Hallucination Risks

Problem: Executives use GenAI to generate or update formal documents like earnings reports or investor summaries, risking hallucinations or outdated data.

Walkthrough: A finance lead starts updating a quarterly earnings deck using GenAI. As the AI generates new narrative sections, the Insight Layer overlays information.

Insight Layer Walkthrough

Validates GenAI outputs against canonical sources (prior reports, databases, internal approval logs), reducing hallucination risks while allowing flexibility in narrative tone. It also assists in segmenting content by factual rigor, highlighting where factual accuracy is mandatory and where editorial voice can safely be used.

KPIs

01

Highlights text areas that differ significantly from last quarter's wording

02

Alerts that one financial metric is inconsistent with the verified finance database

03

Displays a side panel showing links to board-approved phrasing and legal disclaimers

How the Insight Layer Helps

- % Reduction in factual inconsistencies in GenAI-generated content
- Time saved in manual QA and compliance reviews
- Fewer rejected or escalated versions of shareholder reports
- Increased stakeholder confidence in AI-assisted financial materials

Prompt Engineering for Everyone

Problem: Non-technical users struggle to get the right outputs from GenAI tools due to unclear prompting, overgeneralized replies, or misunderstanding of tool capabilities.

Walkthrough: A marketing manager wants to write social copy for a new product launch using the company's GenAI assistant. They're unsure how to prompt it effectively.

Insight Layer Walkthrough

Detects intent, fills in context, and draws from internal examples to guide better prompting without requiring technical fluency.

KPIs

01

Autocompletes the prompt using a successful structure based on past campaigns

02

Recommends brand tone and engagement guidelines

03

Provides real-time previews based on similar prompts used by peers

How the Insight Layer Helps

- % Improvement in first-attempt prompt success rates
- Time saved writing and rewriting prompts
- User satisfaction with GenAI outputs
- Number of reused or recommended prompts from the prompt library

Information Silos

Problem: Different teams unknowingly duplicate work, rebuilding analyses, re-researching known facts, or rewriting similar reports.

Walkthrough: A product analytics team starts an A/B test that closely resembles a test previously run by marketing.

01 Detects similarity to prior test design and findings

02 Links to previous performance dashboards and conclusions

03 Surfaces feedback that impacted the previous rollout

Reveals related work across time and teams to minimize duplication and encourage reuse of validated insights.

KPIs

How the Insight Layer Helps

- % Decrease in duplicated projects or analyses
- Time saved by reusing existing artifacts or insights
- Estimated cost savings from reused assets
- Increase in cross-team content discovery rates

Data without Storytelling

Problem: Reporting often focuses on numbers—clicks, conversions, churn—but lacks the story behind the data. Without context, decision-makers are left guessing about what actually caused the changes.

Walkthrough: A leadership team reviews a report showing a drop in customer engagement.

Insight Layer Walkthrough

Connects the dots between metrics and real-world context, turning data into a decision-ready story. It helps leaders not just see what changed, but understand why it changed.

KPIs

01

Analyzes time-aligned events such as campaign launches, feature releases, or known incidents

02

Pulls relevant customer success notes and marketing feedback from across channels

03

Identifies patterns and proposes narrative explanations based on similar past scenarios

How the Insight Layer Helps

- % of dashboards or reports with linked narrative context
- Time saved explaining “why” behind the metrics
- Improved decision-making confidence
- Reduction in repeated clarification requests