

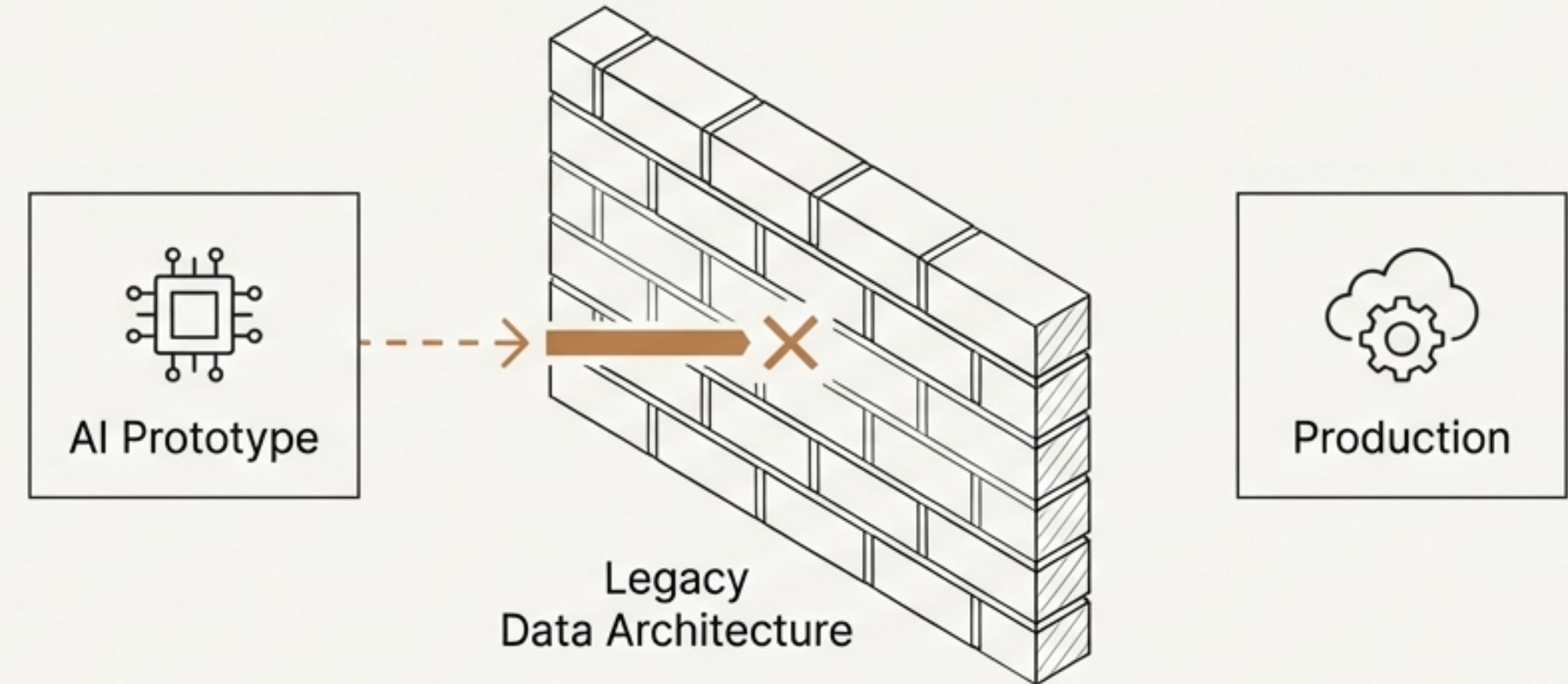
The Dashboard Is Dead. Long Live Intelligence.

Why your investment in traditional BI is
the #1 reason your AI strategy will fail.



95%

**The
Uncomfortable
Truth: 95% of
AI Pilots Fail.**



This isn't a modeling problem. It's a data problem.

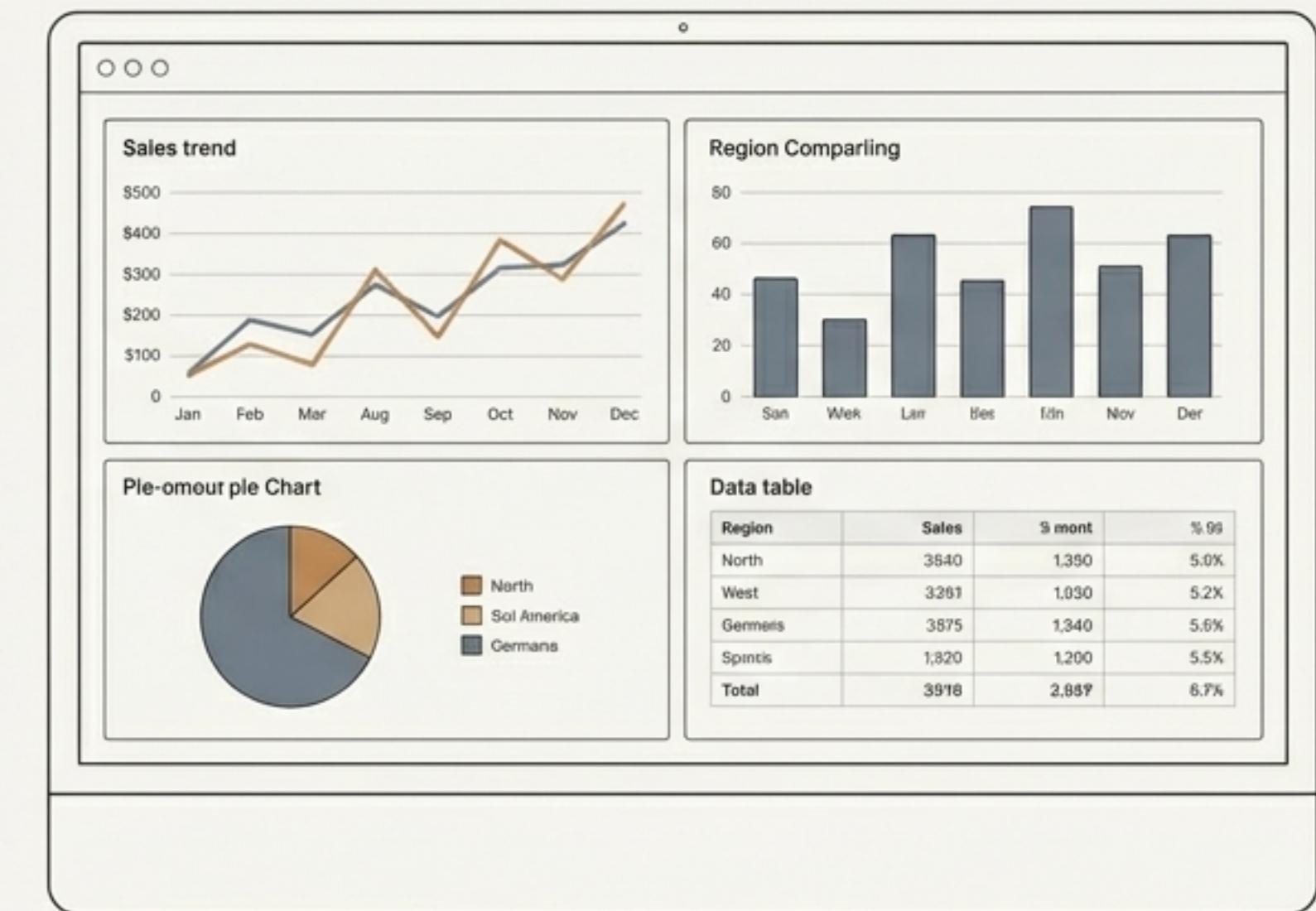
Executives believe they have “lots of data,” but they lack AI-usable data. Logic is trapped in dashboards, metric definitions are inconsistent, and there is no machine-readable context.

The culprit is hiding in plain sight: the very BI tools you rely on today.

Source: “95% of AI pilots have failed—not because the models didn’t work, but because the data wasn’t ready for AI.”

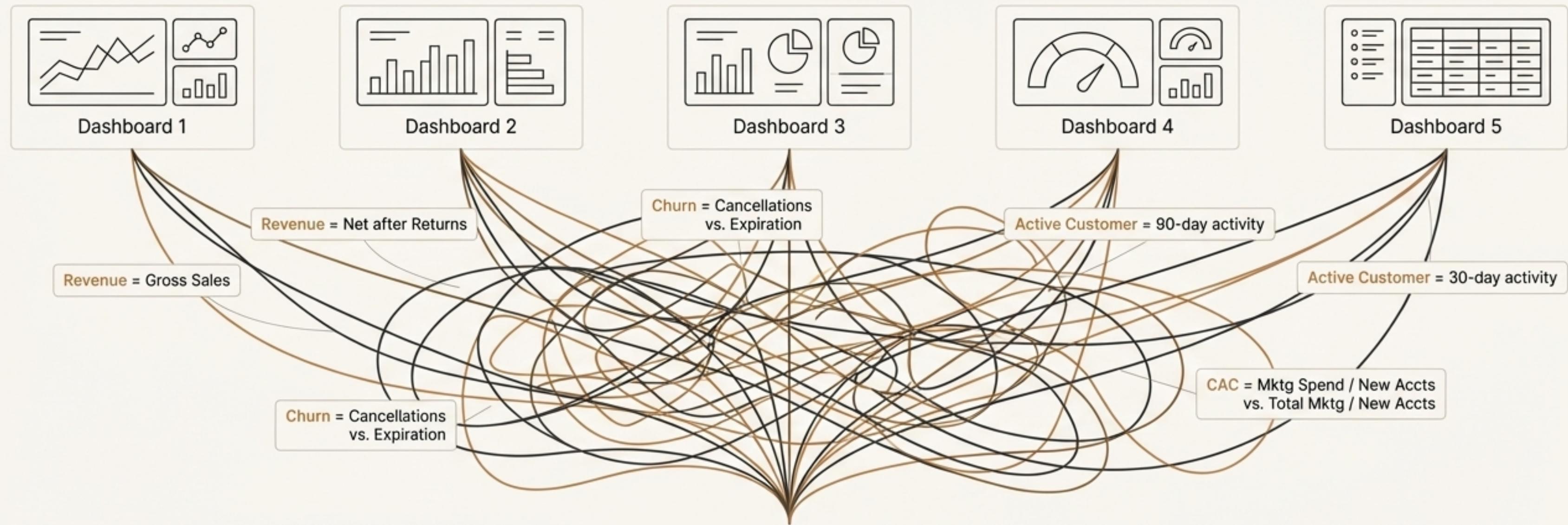
Traditional BI was built for a different era: pre-defined questions, visualized for humans.

Tools like Tableau, Looker, and Power BI were designed for static reporting. They are excellent at answering the “what” (e.g., what were sales last quarter?), but cannot answer the “why.” If a follow-up question wasn’t anticipated in the dashboard’s design, it becomes a dead end.



“Using a static dashboard is like trying to have a conversation with a wall: the wall looks good, but it won’t really talk back.”

Every dashboard reinvents the wheel, creating a “swamp of siloed logic.”



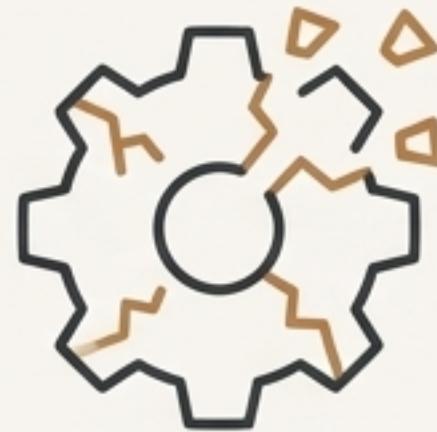
Each report encodes its own metrics and joins, leading to duplicated and brittle logic. Without a unifying layer, every team speaks a different data dialect. Basic terms like “revenue” or “customer churn” can have multiple, conflicting definitions across the organization, destroying trust.



Data Warehouse

Source: "Every team still speaks a different data dialect."

The hidden tax of the dashboard-centric model: It's slow, expensive, and fails to deliver value.



Brittleness & Sprawl

Constant maintenance is a hidden tax eating 40-60% of data team cycles. Dashboards get stale and turn into “trashboards,” eroding trust.



Slowness & Bottlenecks

Developing a new dashboard can take weeks. 72% of business leaders are dissatisfied with how long it takes to get answers.

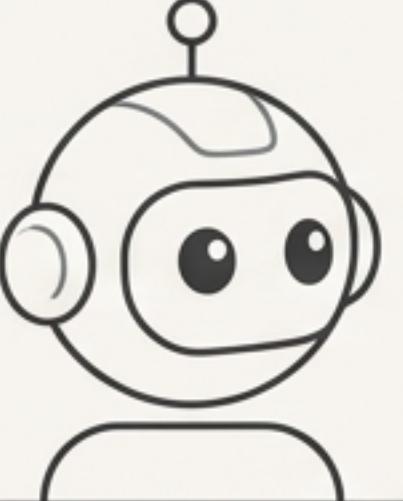


Low Adoption

Despite years of investment, only ~25% of employees actively use BI tools. Veteran analyst Cindi Howson notes they are “too difficult for mere mortals to use.”

AI cannot read dashboards. Feeding them raw tables is a recipe for disaster.

INPUT



Val1	Cat_A	Date_TS	Dim_2	Mtrc_X
0.56	12.3	0	15.2	0.01
0.56	12.3	0	15.2	0.01
12.3	3	4	5	5
0	4	5	5	5
1.61	3	4	7	3
0	4	5	5	...
0.01	4	6	10	5
0.01	3	5	10	4

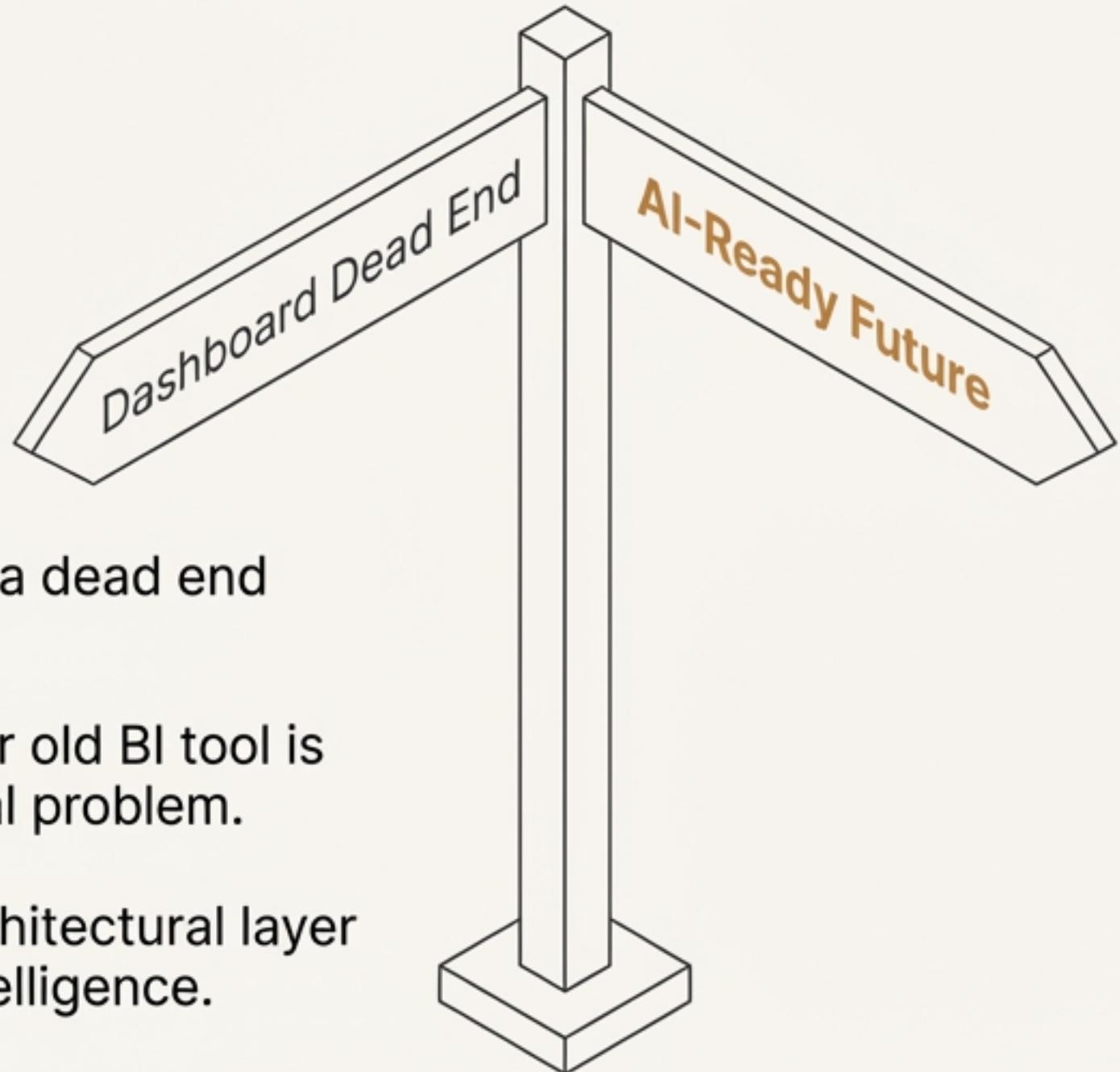


'Joined tables ≠ business logic.' A query might create a view for a chart, but the system still doesn't understand the business question being answered.

AI thrives on contextualized, well-structured data, not just "more data." LLMs need semantic context—business meaning—to function. Without it, they misinterpret metrics, infer invalid logic from joined tables, and hallucinate answers.

Source: As dbt Labs warns, without a semantic layer to define metrics and context, an AI may "generate recommendations based on flawed calculations."

You can't build a 2026 AI strategy on a 2016 data architecture.



The dashboard-centric model is a dead end
for AI.

Layering a chatbot on top of your old BI tool is
a temporary fix for a foundational problem.

To compete, you need a new architectural layer
designed for machine-driven intelligence.

The Solution: An Independent, AI-Ready Intelligence Layer.

This is the missing piece that makes data understandable, trustworthy, and consistent for every system and user. It sits between your data warehouse and your consumption tools (AI, BI, Apps), acting as a semantic “brain” for your entire data ecosystem. It defines your business logic once for all users and all machines.

Source: “If you want to be AI-ready, a semantic layer is non-negotiable.”



From brittle data pipelines to an intelligent supply chain.



Unified Semantics

Define “revenue,” “churn,” and “LTV” once.
Use it everywhere, consistently.



AI-Ready Context

Machines understand business language,
not just raw SQL.



Governance & Guardrails

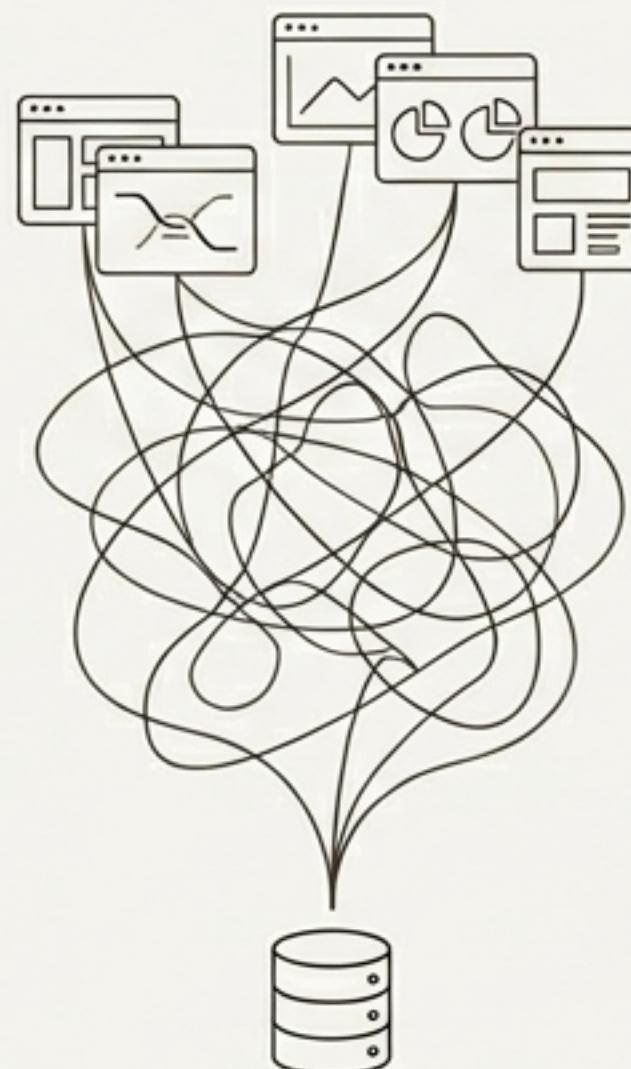
Prevents hallucinations, metric drift, and
ensures all AI queries pull from trustworthy data.



Analytics-as-Code

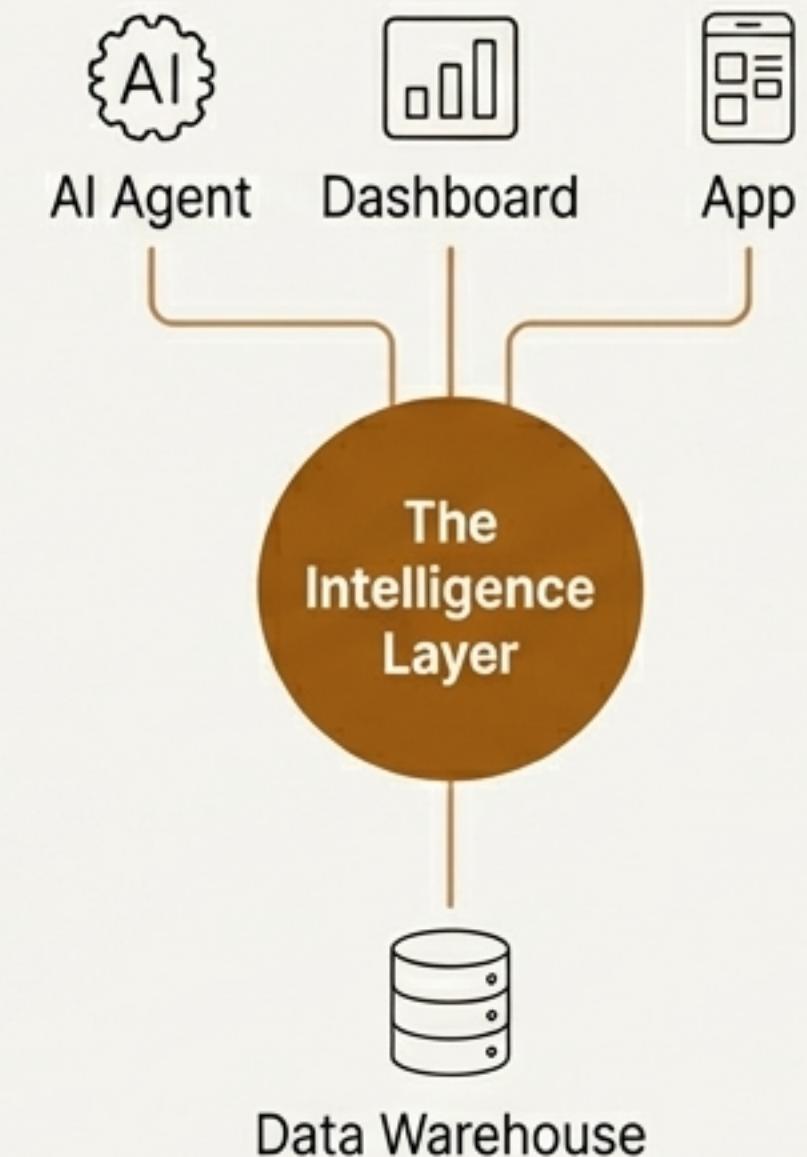
Enables versioned, testable, and deployable
business logic, moving analytics from art to
engineering.

BEFORE



Data Warehouse

AFTER



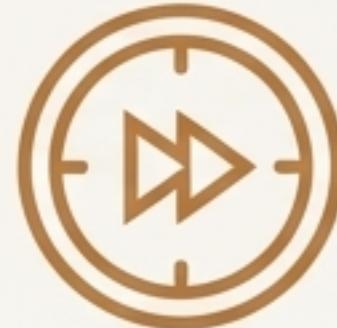
AI Agent

Dashboard

App

The
Intelligence
Layer

The Business Impact: Velocity, Trust, and Scale.



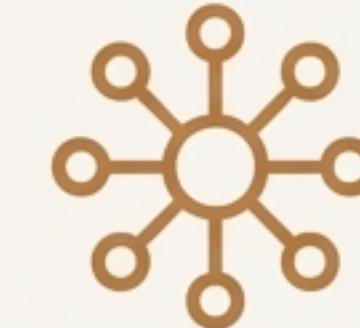
Accelerate Time-to-Insight

Conversational BI interfaces powered by an intelligence layer can cut the time to get insights by up to **60%**. Go from weeks to seconds.



Build Trust in AI

A governed semantic layer aligns all metrics to a single definition, ensuring AI systems query trustworthy data and answers are explainable.



Democratize Data Access

Non-technical users can engage with data through natural language, making data-driven decisions more inclusive across the organization.

GoodData is the Intelligence Layer for the AI-Native Enterprise.

We provide the **governed semantic brain** and **orchestration layer** that makes your BI stack—and your AI stack—actually work, reliably and at scale. We complement your warehouse (Snowflake, Databricks), we do not replace it.



We don't compete on features. We compete on AI readiness.

Legacy BI Tools Compete On...

- Dashboards & Visuals
- Filters & Drill-Downs
- SQL Modeling
- Human-Scale Reporting

GoodData (The Intelligence Layer) Competes On...

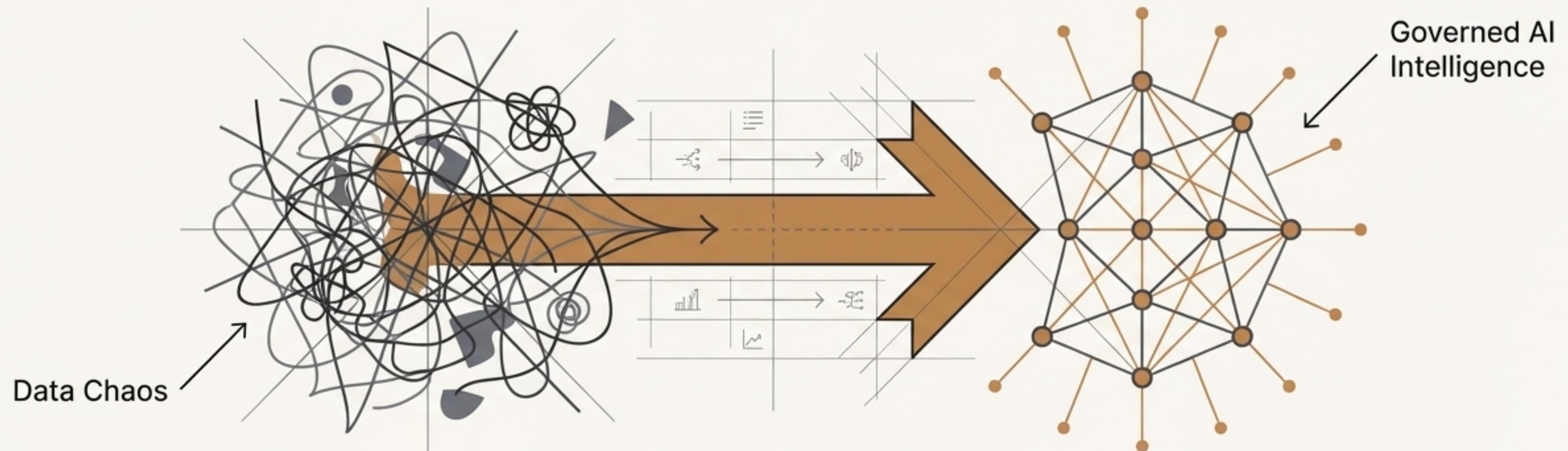
- **AI Readiness & Governance**
- **System-Wide Consistency**
- **Machine-Readable Business Logic**
- The Ability for AI to **Explain “Why”**

“We’re not another BI tool. We are the Intelligence Layer that makes your entire data stack actually work.”

Three questions every leader must answer now.

- 1.** How will you govern your AI when you can't even govern your dashboards?
(How many versions of 'revenue' exist in your organization today?)
- 2.** When an executive asks a follow-up question, can your systems answer, or does it create another ticket for an analyst?
- 3.** How will you get your AI prototypes into production without hitting the data roadblock that kills 95% of them?

The future of intelligence isn't more dashboards. It's less friction.



Every company needs an AI data strategy to stay competitive. The reason pilots fail is that data isn't ready—definitions are inconsistent and logic is buried in dashboards. The fix isn't another BI tool; it's an Intelligence Layer. GoodData provides that layer, turning your warehouse into a true system of intelligence and making AI and data inseparable.

GoodData

Let's build your Intelligence Layer.

Start the journey from prototype to production.

[Request a Demo](#)[Contact Sales](#)[Learn More](#)

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