

The invisible foundation of AI

success

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AI

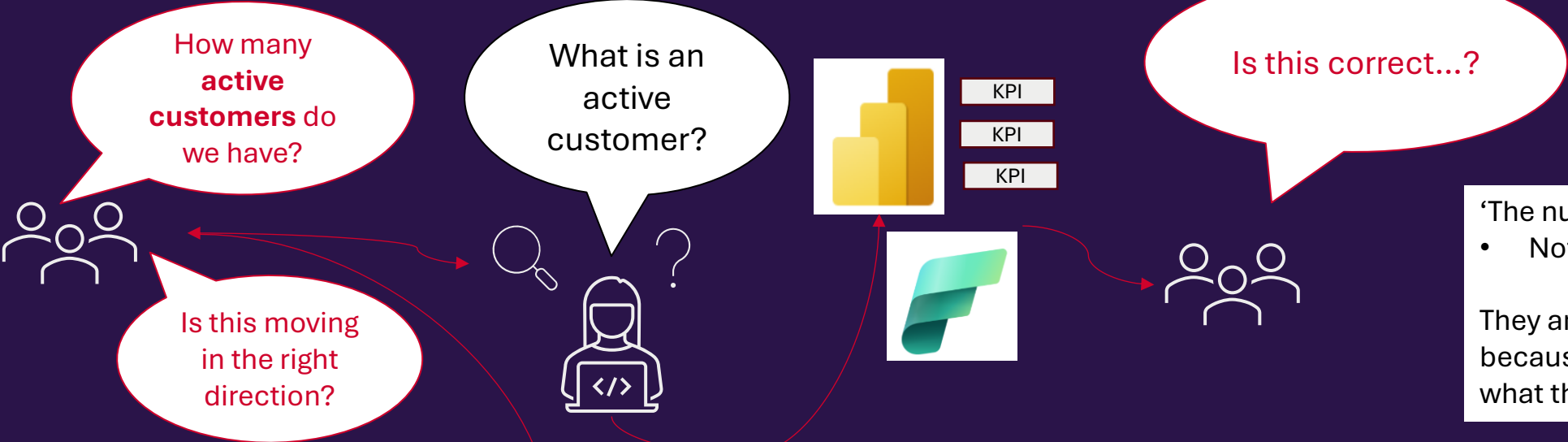
95 % OF THE ATTENTION



Data

95 % OF THE WORK

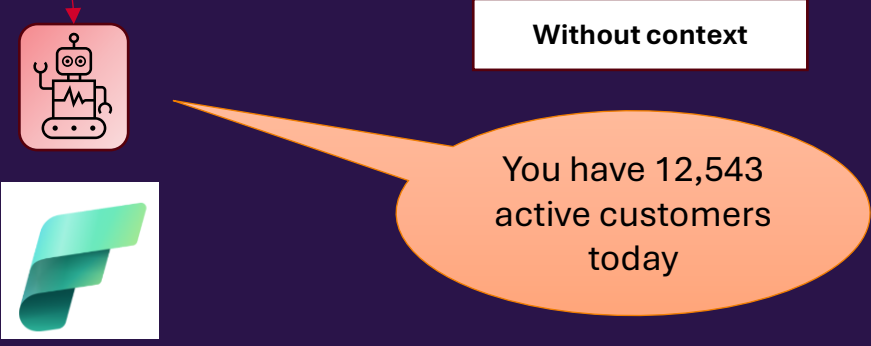
Context: Data alone is not enough



'The numbers are wrong'

- Not because of code

They are **perceived** as wrong because we do not agree on what they mean.



Guessing, presented as fact



Data without context:

- AI fills in the gaps on its own

This is not an AI error.

It is a consequence of missing **context**.



How **healthy** are our fish?

Are we within our **biomass** limits?

What do we mean by '**healthy**'?
How do we calculate '**biomass**'?

From DATA to Context-Driven AI

What needs to change?

How we work today

- We publish data
- We document afterwards (or don't)
- We don't agree on definitions
- Ownership is unclear

AI gets access to data – but not context

How we need to start working

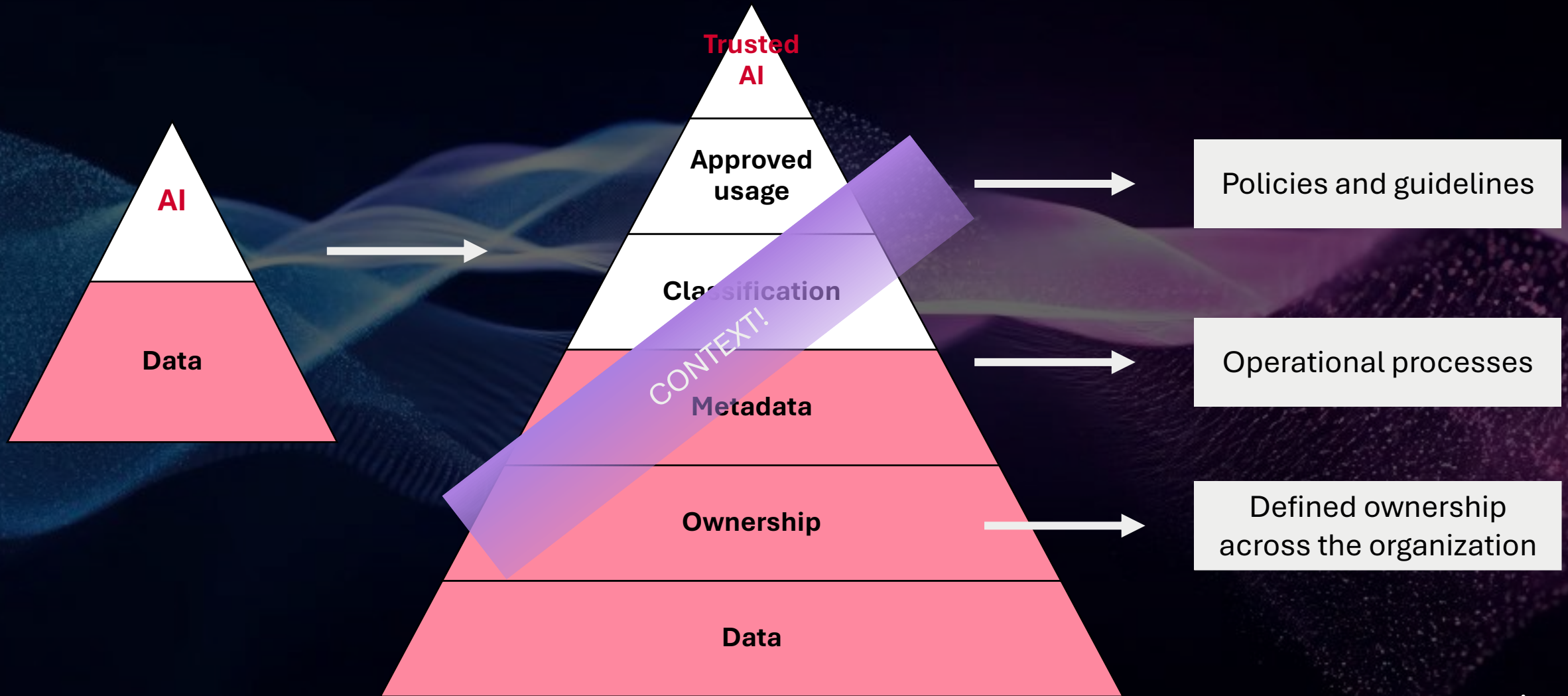
- Define concepts before use
- Make context machine-readable
- Connect data to clear ownership
- Classify and govern usage

AI gets access to data AND context!

AI doesn't always need more data — it needs more context

Context and Ownership: The foundation for trusted and valuable AI

Making data understandable (and safe!) for both humans and AI



Ownership and roles for Context

Who is actually responsible for data?

«Data is IT's responsibility»

«Data is a business product»



Platform/IT



Developer



Business Expert



Owner



Responsible for business value



Responsible for data quality



End User



Requestor



Platform/IT

Technical enabler

Technical responsibility



Data Owner

Responsible for **meaning and usage**



Data Steward

Quality and compliance

Why is this critical?



No trust → No adoption → No VALUE



Focus on what makes AI work

Data → Context → Trust → Value

Stop asking:

- Can we use AI to solve this?

Start asking

IS OUR DATA READY FOR THIS?

THANK

YOU!