INTELLIGENT ENTERPRISE · INDUSTRY LEADER KEYNOTE

Your AI Is Only as Smart as Your Definitions

Grounding enterprise decisions in verified context and continuous evals

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Summit sponsored by Hex

START WITH ONE QUESTION

“What did this contract contribute in Q3?”

FINANCE CLOSE

$1,000

September revenue earned

SALES BOOKINGS

$12,000

Full contract value signed

AI ASSISTANT

Ask first

Bookings or earned revenue?

Illustrative contract: $12,000 signed September 1. Service runs for 12 equal months.

THE PROBLEM

What belongs in the board pack?

What Sales can verify

- Signed contract value
- Signature date
- Service start date
- Contract term

What Finance must settle

- Which metric the slide needs
- Which quarter it covers
- Whether the books have closed

The contract supplies the facts. The board question determines which facts to use.

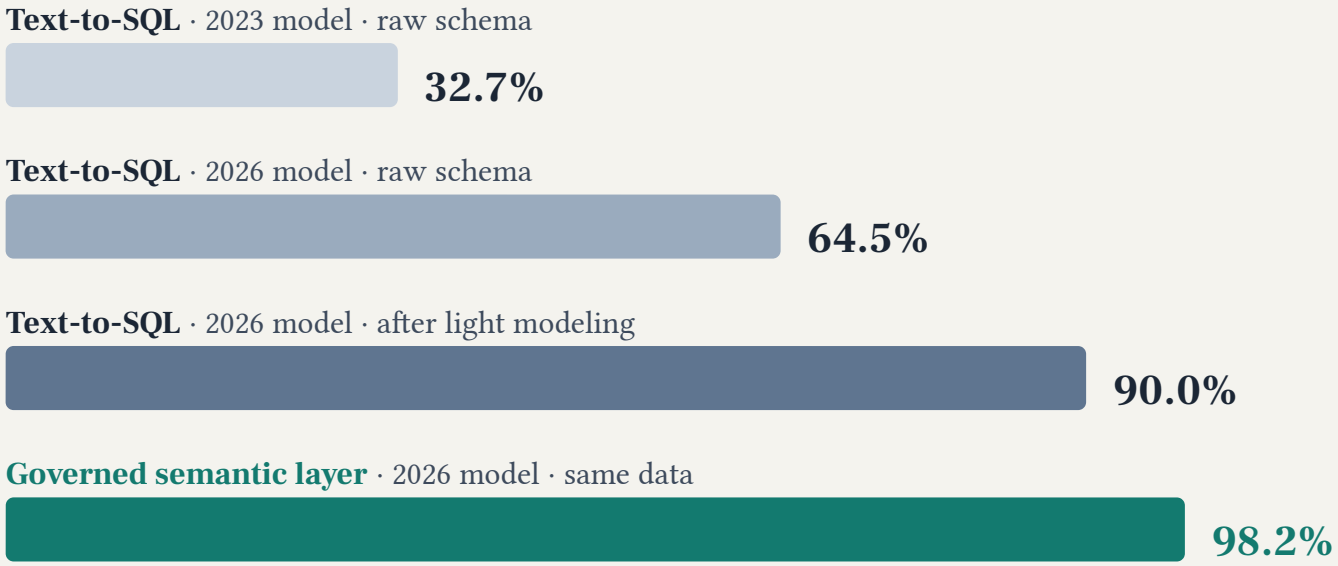
THE THESIS

AI doesn’t create meaning. It inherits it.

Here, the choice is between the date of signature and the month of service.

THE EVIDENCE

Accuracy rose as the test setup changed



READING THE RESULT

The last two bars use Sonnet 4.6 on the same modeled data. The query method changes.

Source: dbt Labs, 2026 benchmark update · 11 questions × 20 runs, one dataset

THE FRAMEWORK

Four layers of definition

04	**Decisions**	What did we decide, and why?
03	**Ownership**	Who answers for this number?
02	**Context**	Where did it come from, and can I trust it right now?
01	**Metrics**	Does everyone mean the same thing? **The foundation.**

LAYER 01 OF 04

Define the metrics

- Bookings count the signed value on the signing date.
- Earned revenue follows the months of service.
- Finance approves the definition and its effective date.
- Dashboards and assistants use the same approved rule.

THE TEST

For September, do the dashboard and the assistant both return $1,000?

LAYER 02 OF 04

Define the context

- Attach the dated September close to the answer.
- Show which version of the revenue definition was used.
- If the close is open, label the figure provisional.

THE TEST

Can the assistant tell you whether the September figure is final?

LAYER 03 OF 04

Define the ownership

- Sales verifies the signed value and the signing date.
- The Controller approves revenue for the board pack.
- The data team traces the answer to its source.

THE TEST

Who can approve the $1,000 for the board slide?

If the amount changes, the Controller can explain why.

LAYER 04 OF 04

Define the decisions

- The board pack shows $1,000 of Q3 earned revenue.
- The sales review retains $12,000 of Q3 bookings.
- Save the approved amount, source snapshot and owner.

THE TEST

Could a colleague reconstruct the board figure after the next close?

CONTINUOUS EVALS

Three tests for the next release

Known answer

Q3 earned revenue? Expect $1,000 and the approved close.

Unclear question

Q3 business? Ask whether the user means bookings or revenue.

Open close

Final revenue? Say it is pending and name the owner.

Rerun these tests when the data, definitions or model changes.

MONDAY MORNING

Three moves to make next week

1

Pick one board decision

Start with a figure someone challenged at the last review.

2

Name the metric owner

Agree on the rule, the source and when the figure is final.

3

Keep the failed question

Save the approved answer. Run the test before the next review.

ONE QUESTION FOR THE REST OF TODAY

“Whose definition is that built on?”

Ask it of every demo, every dashboard and every agent you see.

Thank you

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