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The Modern Data Architecture: Orchestrate or Be Orchestrated

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SVP Product and Engineering

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Meet Maya

A person first, before systems or data.



Maya

Regional sales director

Most of us either are Maya, work for her, or have her on our team.

Fact 1

Carries a revenue number

She is judged on it every quarter.

Fact 2

Wants to move quickly

She does not want to wait weeks for IT.

Fact 3

Fears being confidently wrong

Especially in front of her VP.

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What Maya actually needs to know

If we change the campaign, what happens to revenue, and can we deliver it?

Q1.1	Q1.2	Q1.3	Q1.4	Q1.5
Revenue and margin	**Product cost and specification**	**Marketing signal**	**Campaign history**	**Live stock**
What the numbers say today?	What can she honestly promise?	What is landing right now?	What worked before?	Can we ship it?

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Maya's answers are scattered across silos



She decides on the fifth she can see,

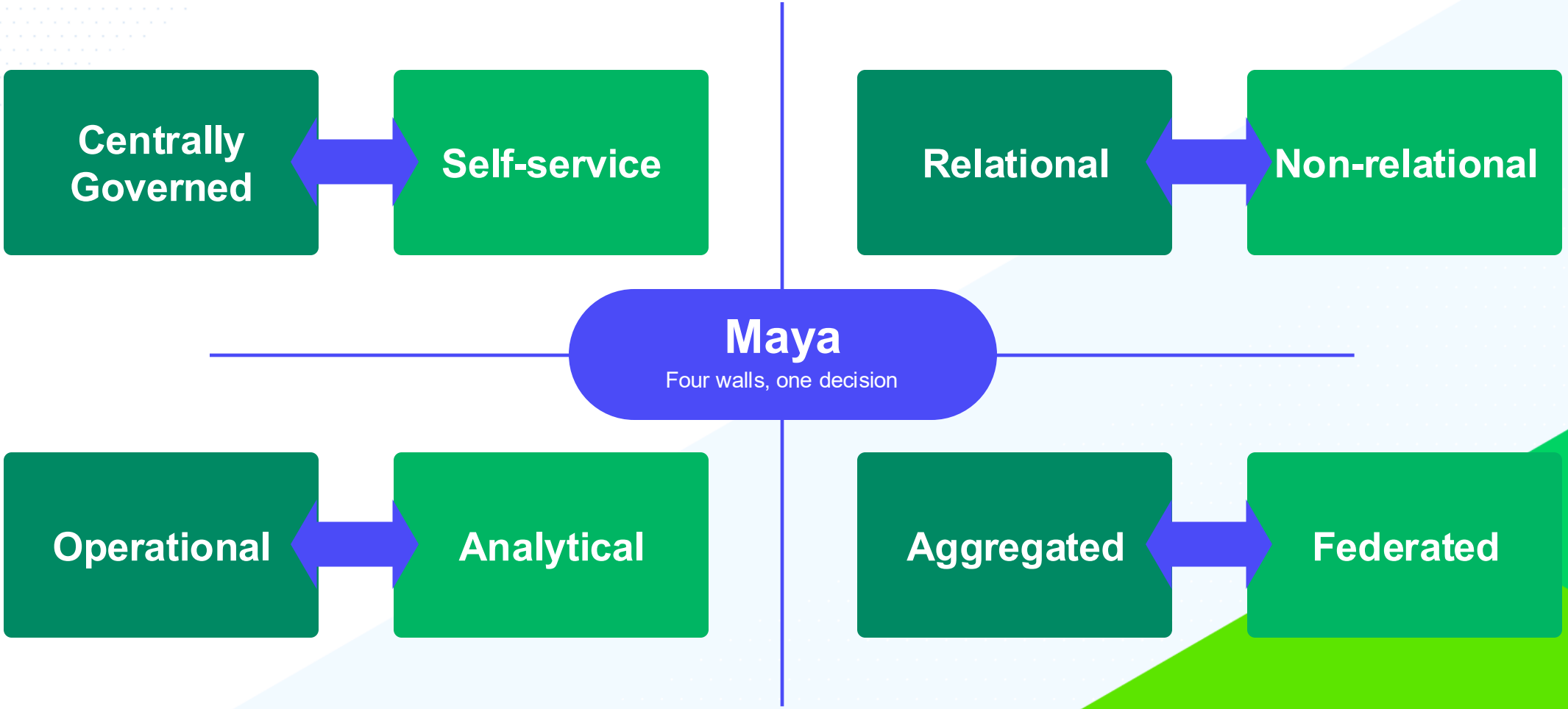
and guesses at the rest.

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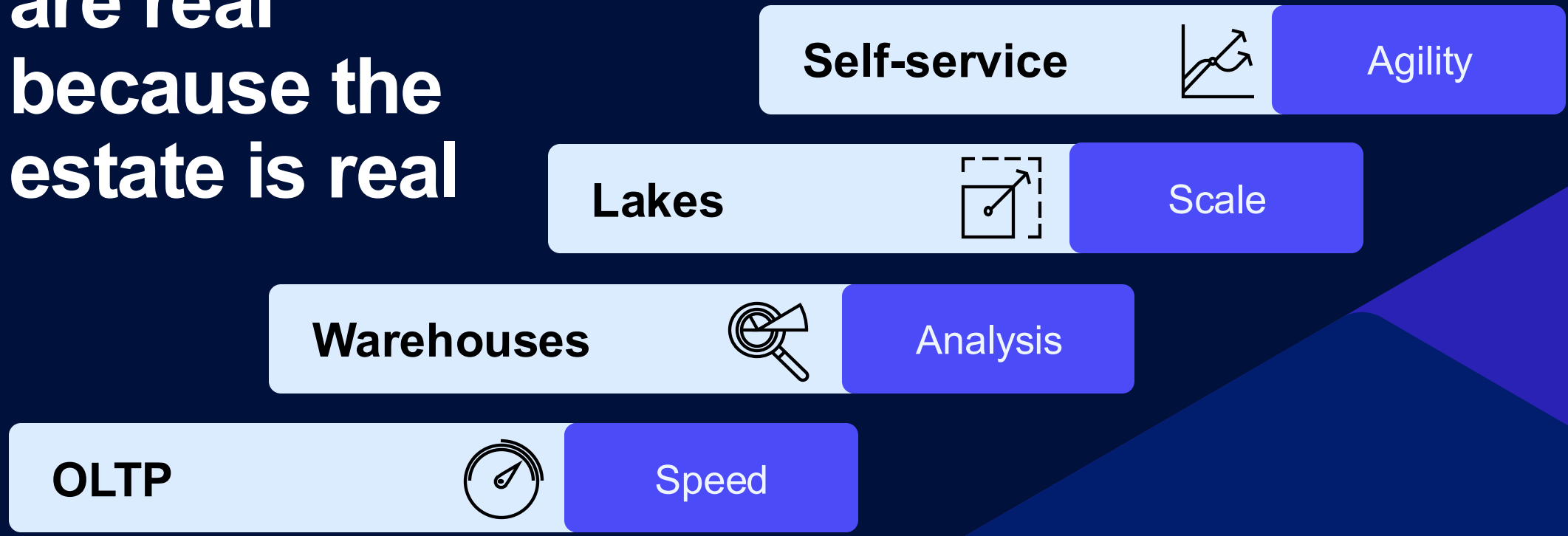
Four trade-offs, and they are Maya's four walls

The axes become practical blockers.



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The walls are real because the estate is real

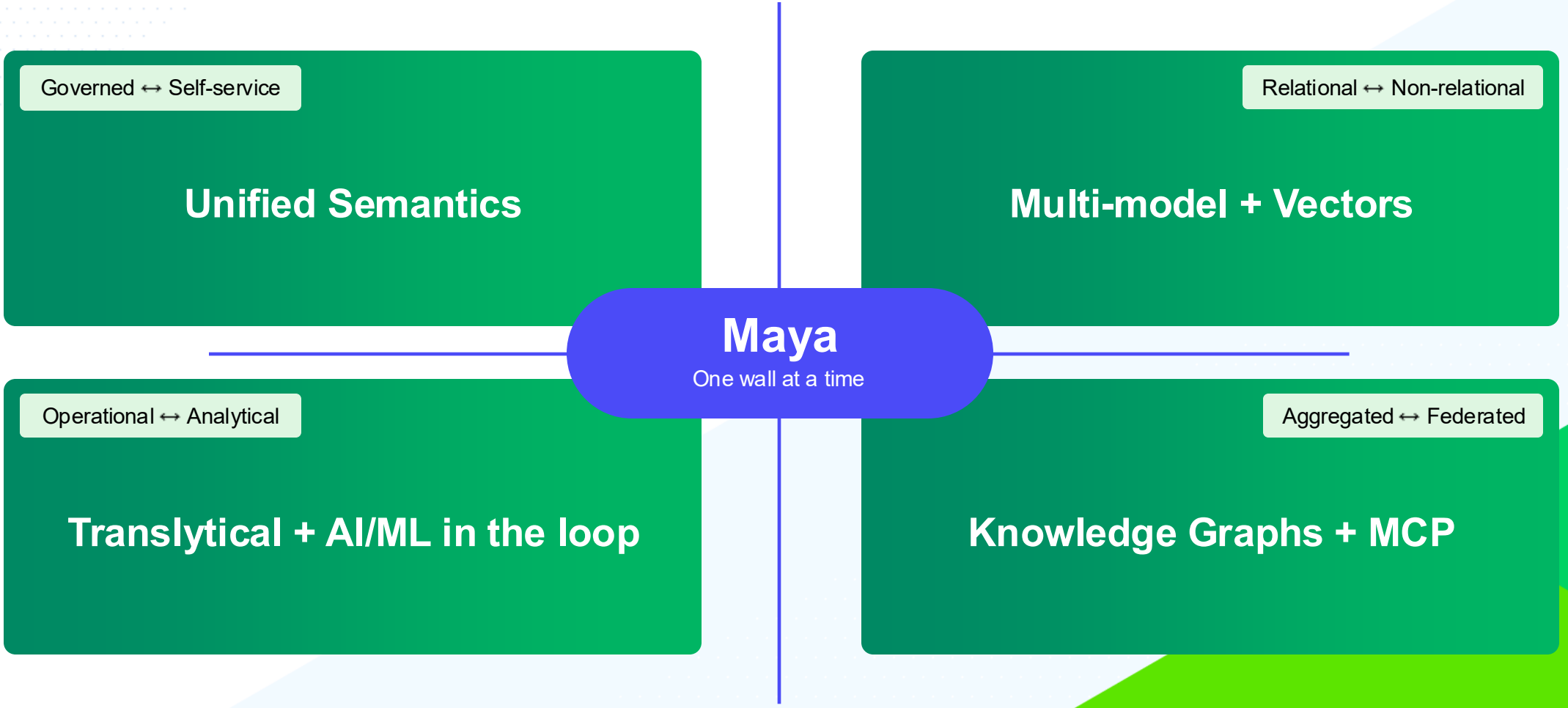


Each layer came with its own team, budget and tooling. People bridged the seams.

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Each divide is already dissolving

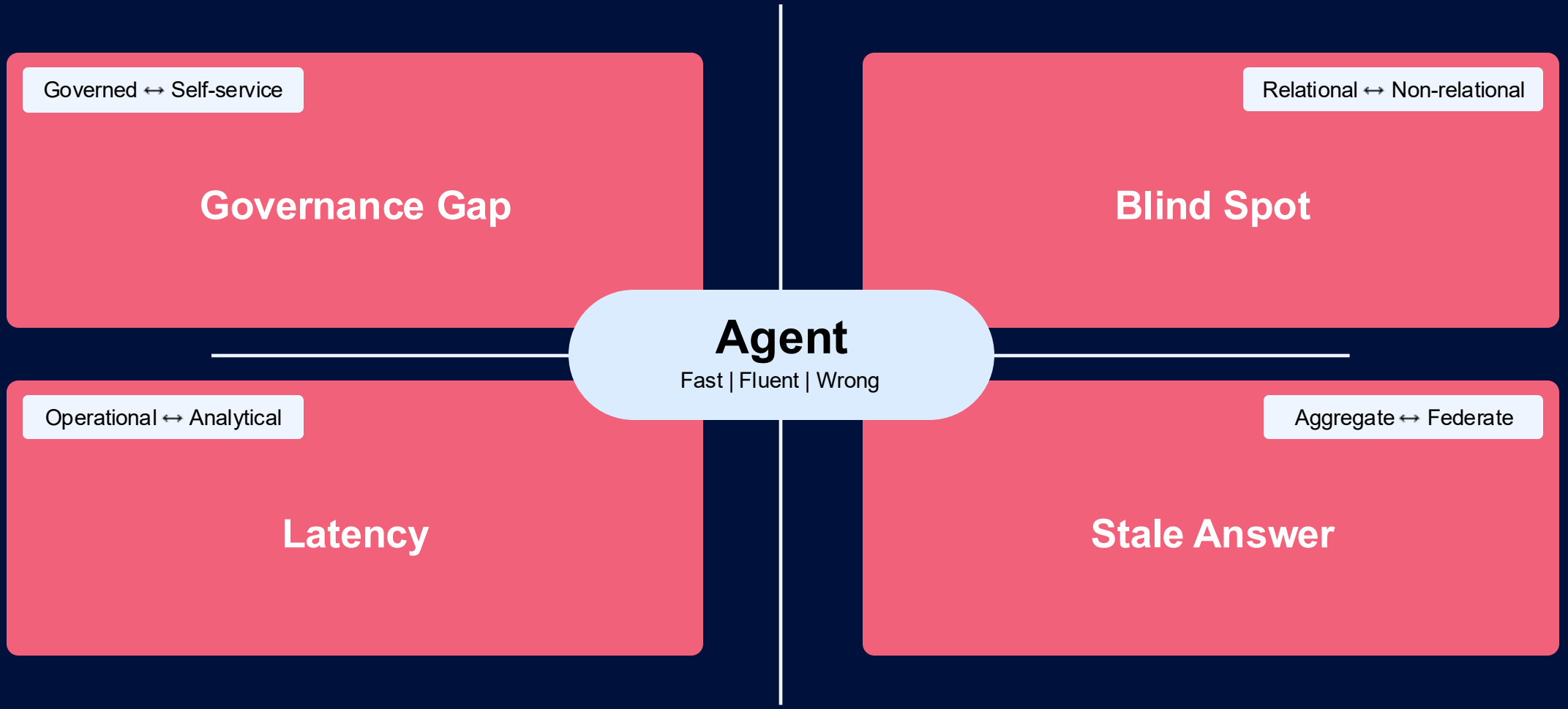
The hard lines are becoming gradients.



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AI turned four trade-offs into four failures

An agent needs all four dimensions resolved at once.



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And she cannot afford it the old way

Maya needs to be right, and she needs to be right cheaply.

59 IT capital spending index below 2007 level

Source: *Goldman Sach CIO Survey, June 16 2026*

2/3 Of AI token spend funded by IT budget reallocation

Source: *Goldman Sach CIO Survey, June 16 2026*

20% Report measurable AI revenue

Source: *Deloitte State of AI 2026 survey (3,235 leaders)*

15% Can predict AI cost within 10%

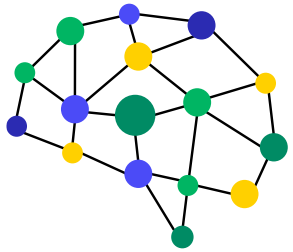
Sources: *Source: Goldman Sach CIO Survey, June 16 2026 / AMO Research June 22 2026*

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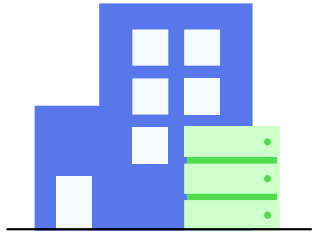
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So what does the organization need to provide?

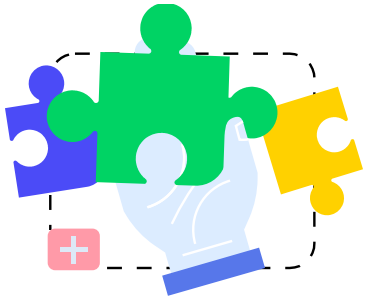
Which layer turns fragmented data into a decision she can trust and afford?



Model



Lakehouse

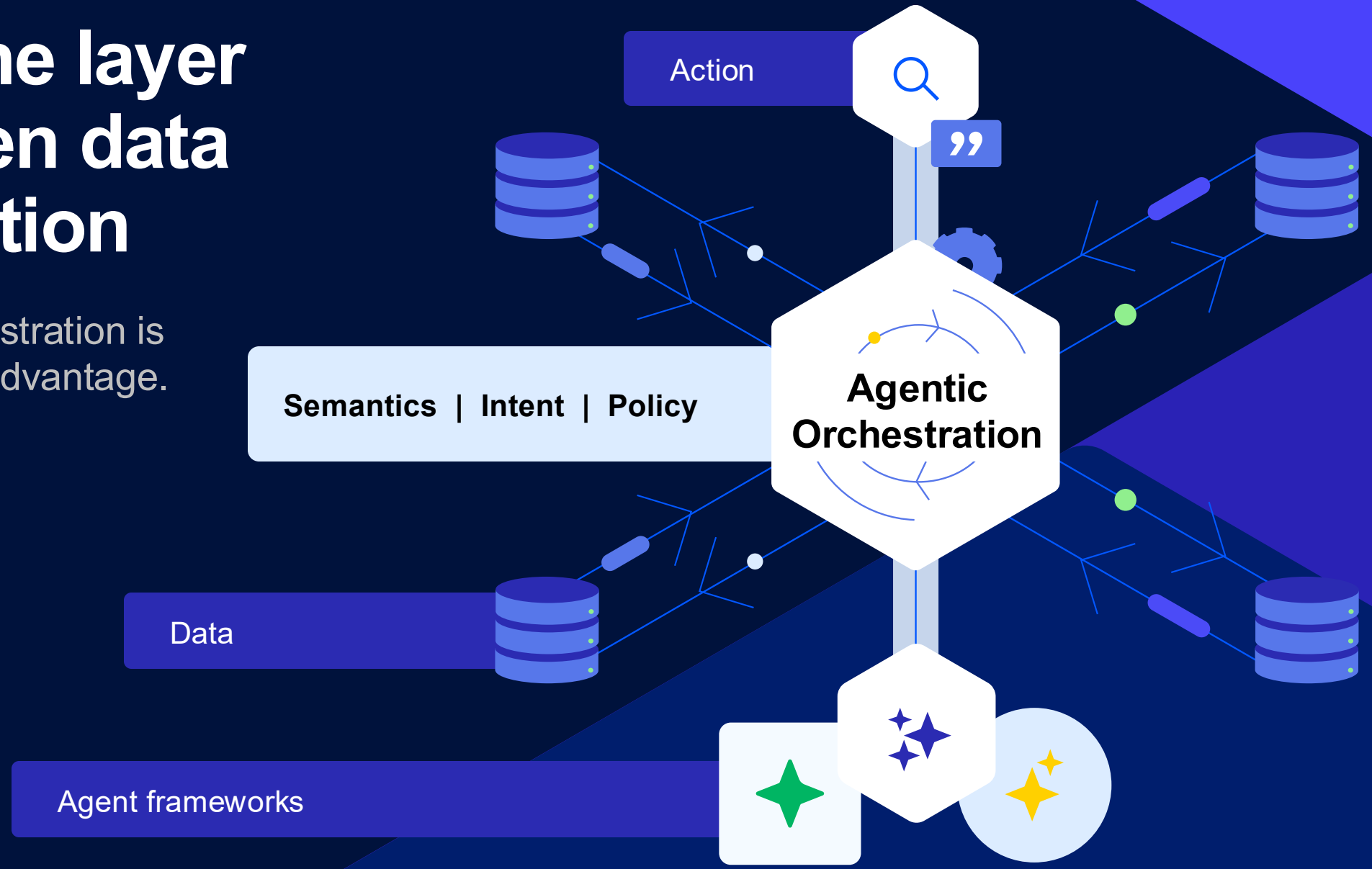


Control

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Own the layer between data and action

Agentic orchestration is the decisive advantage.



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Analysts saw it coming, The market gave it a name

R.I.P. Data Warehouse: The warehouse becomes an analytical control plane, AI-native Database Management System (DBMS) take 54% of spend by 2029

– Robin Schumacher, Gartner (G00852460)

Unstructured Data Readiness: Unstructured is 70 to 90% of data and only 15% is AI-ready

– Sharat Menon, Gartner (G00857923)

The AUDE Race: Databases become Agentic Unified Decision Engines—50 to 60% of new DB spend by 2031

– Robin Schumacher, Gartner (G00855030)

Define a Context Layer: Context engineering appears in 80% of enterprise AI tools by 2028, and no off-the-shelf context layer exists yet

- Christopher Long, Andrés García-Rodeja, Michael Gonzales & Radu Miclaus, Gartner (G00859319)

Agentic AI & DBMS: Machine users rise from 10 to 75% of DB workloads by 2029

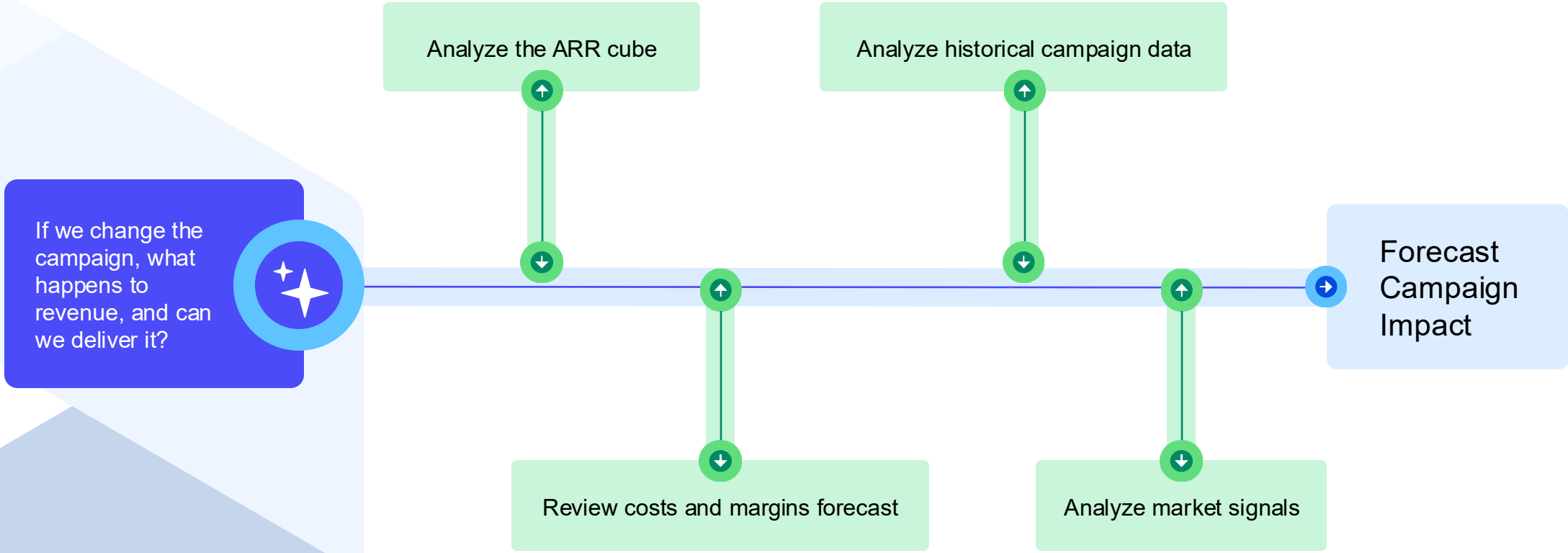
- Robin Schumacher & Arunasree Cheparthi, Gartner (G00855677)

This new category, the AI context platform, is $28bn in 2026, growing to $78bn by 2030. Semantics lifts agentic accuracy by up to 80% and cuts cost by up to 60%

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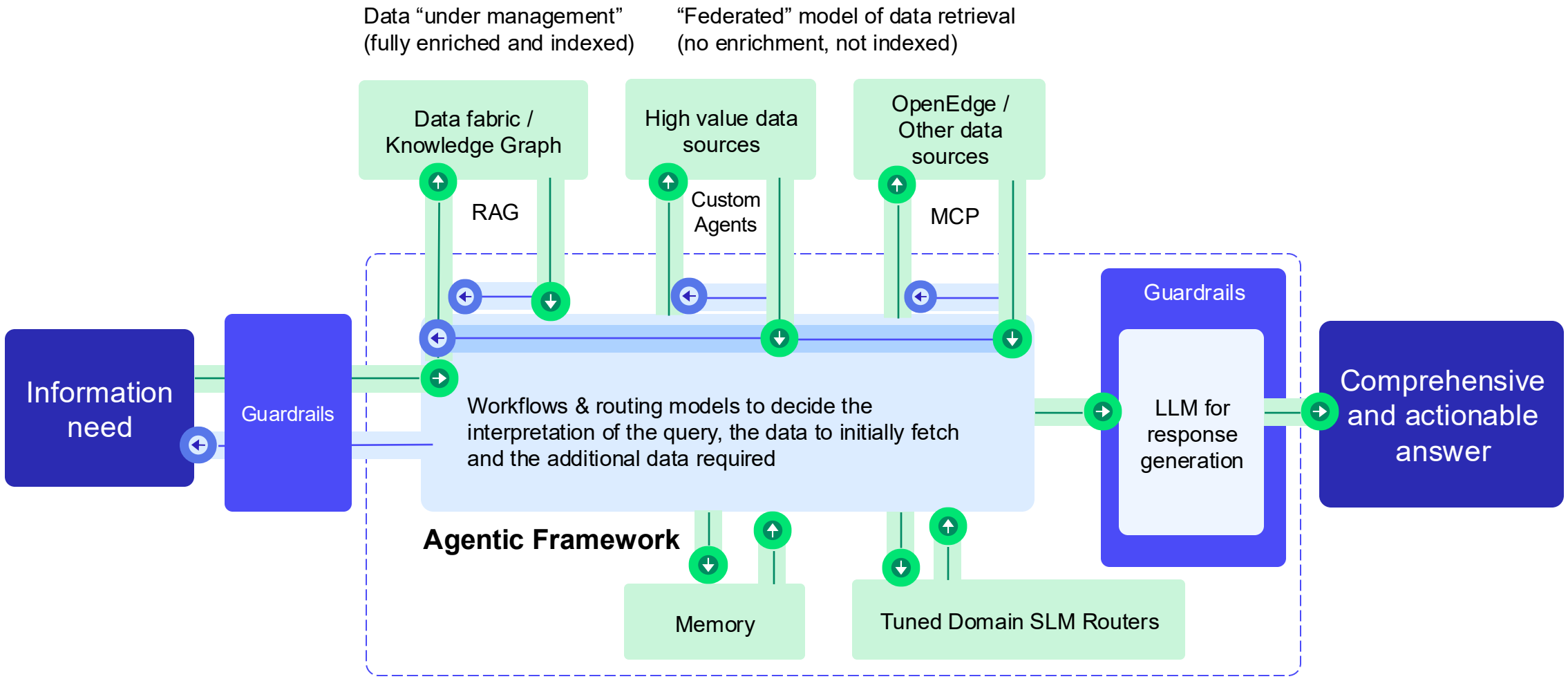
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Maya’s thought process



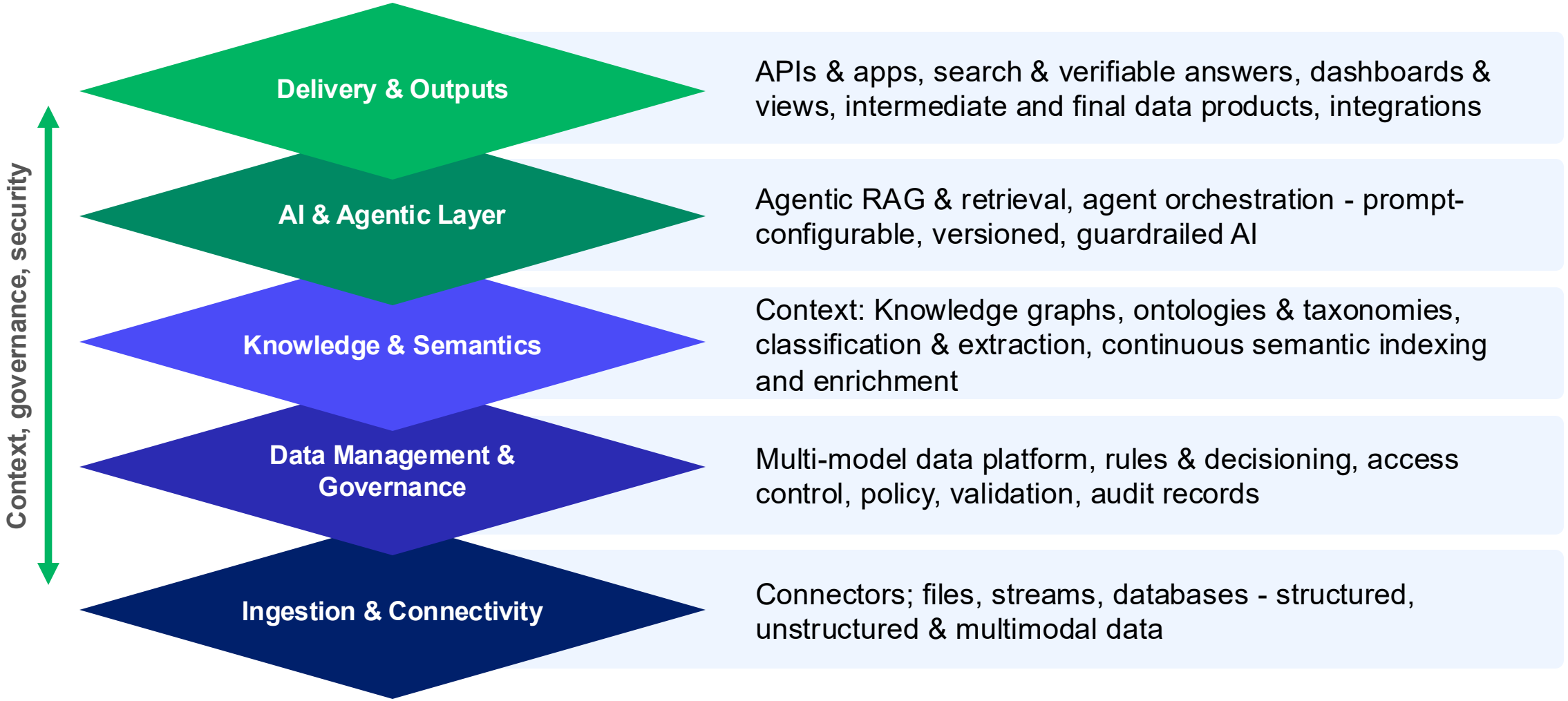
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From answering Maya to working for Maya



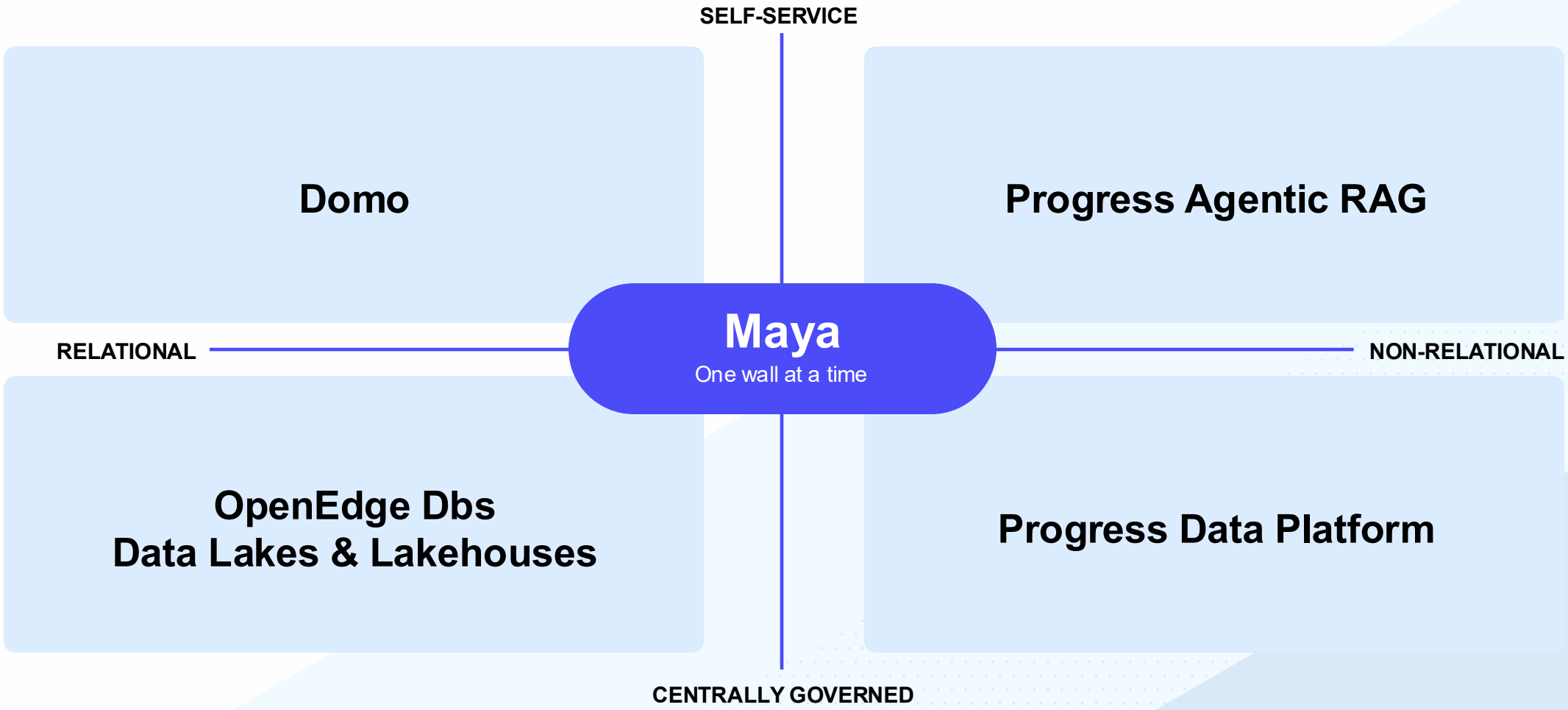
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Enterprise Intelligence Architecture: Our View



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Domo completes the map



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Governed Data Control Plane

Business Users | Agents | Data Scientists

Agentic Data Orchestration

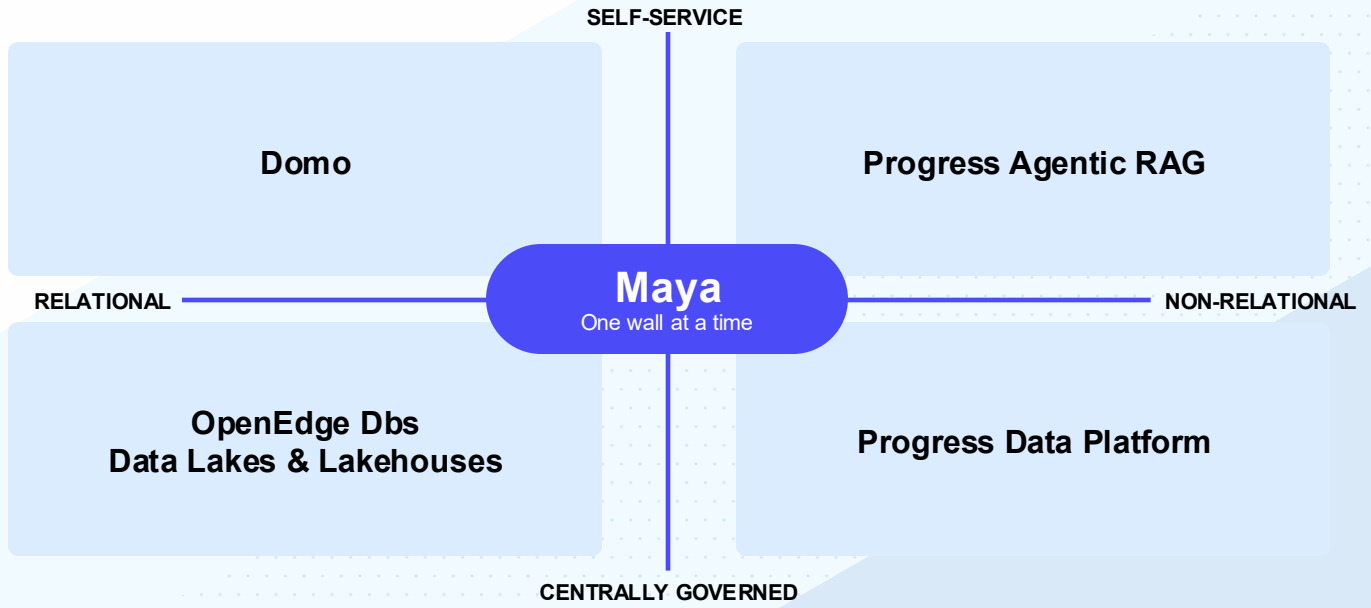
Federated data: Live retrieval via MCP

Aggregated Data: The knowledge graph & context layer

Semantic & Policy Layer (Corticon, Semaphore)

Data Ingestion Layer:

Magic ETL
Flux / Flow Director
DataDirect | Corticon
Semaphore | NUA



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A fleet of small models, not a fortress

Specialized small models make Maya's answers affordable

Architected for Efficiency by Design

- **No Proprietary Frontier Model:** Avoids the costly "arms race" of building giant foundation models internally.
- **Task-Tuned Small Model Fleet:** Specialized micro-models execute embeddings, routing, ontology, query rewriting & evaluation.
- **Late-Stage Frontier Invocation:** Expensive frontier models are called only at the final step to draft the answer.

>70%

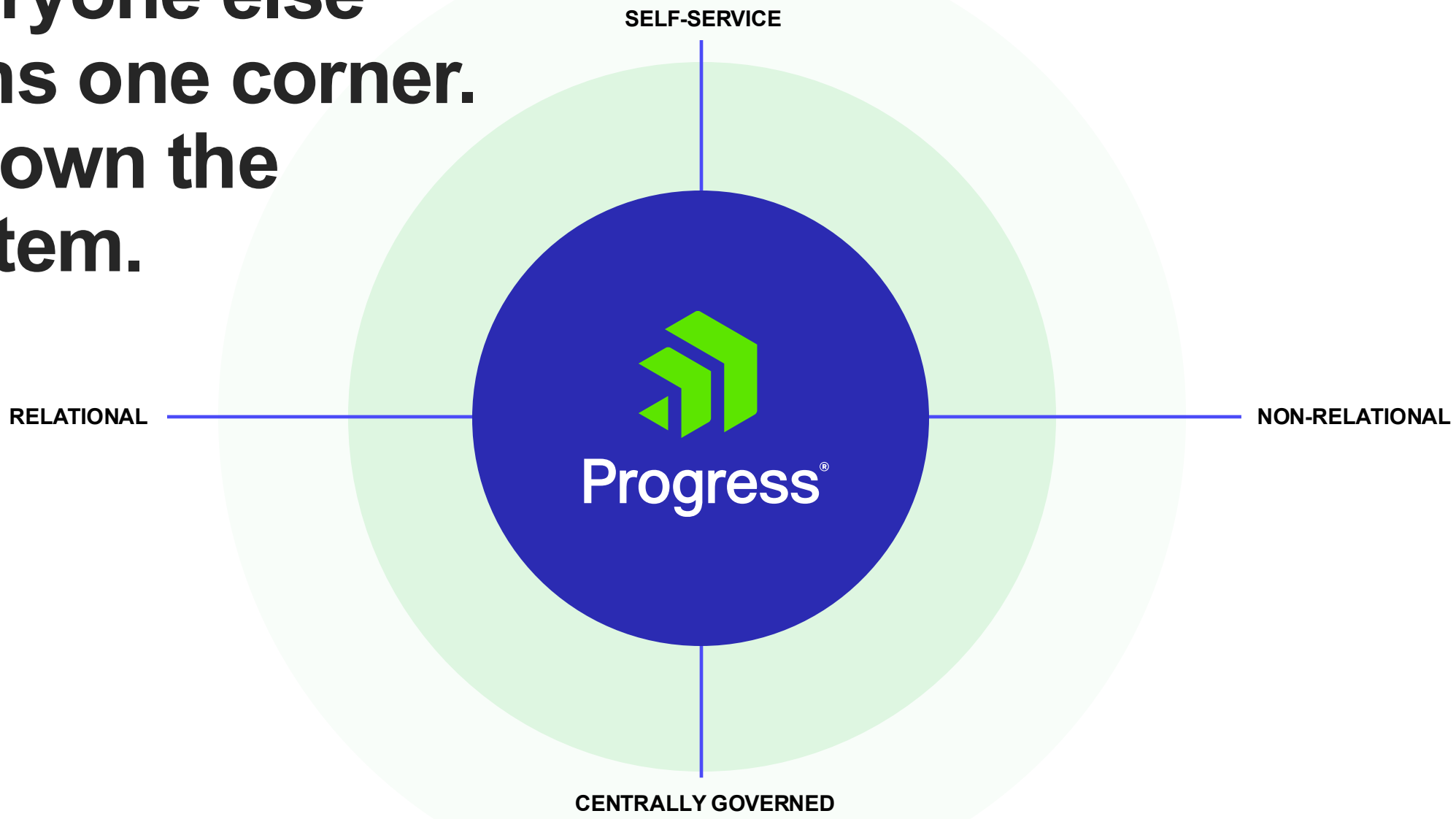
Reduction in Token Cost
Direct margin improvement by design

+210%

Domain Model Growth (2026)
Source: Gartner AI Forecast

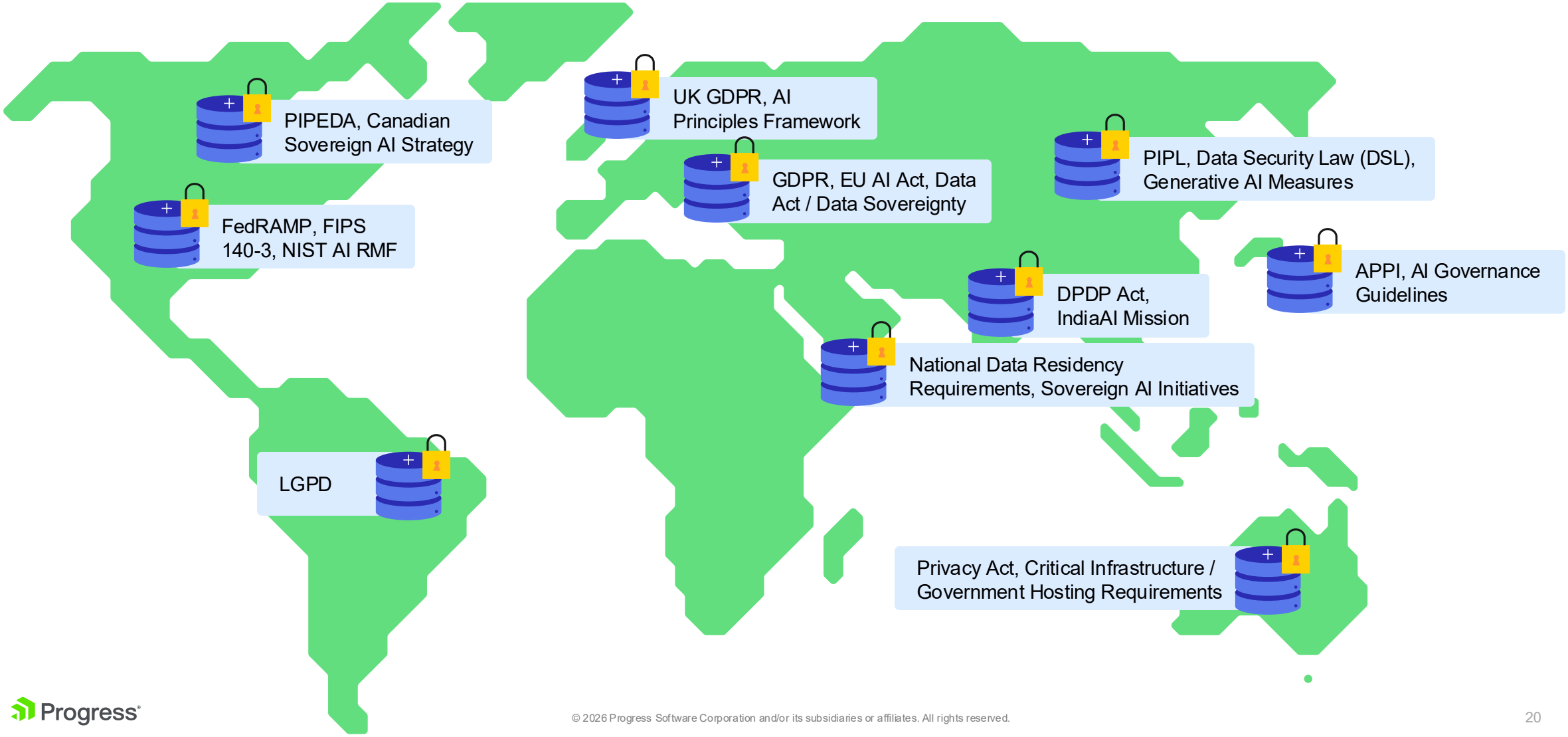
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Everyone else owns one corner. We own the system.



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Your data, your geography, your rules



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Agents that learn the business by watching it, not by rebuilding it

The Old Way

Top-Down Process Rebuild

Consultant Mapping
↓
Static Process Binders
↓
Obsolete on Arrival

Heavy, rigid and quickly outdated

The New Way

Live Observational SOP Induction

1 Real Execution

3 SOP Induction

2 Quiet Sensing

4 Amplified Judgment

Corticon
Governs Rules

Semantic Layer
Names Concepts

Memory
Holds History

You do not rebuild your process corpus. Your agents learn it by observation and keep it current by never stopping.

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Strategy only counts when it becomes a customer outcome

$120M additional topline in six months

125% quota attainment vs an 80% baseline

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Start where you are, Build towards context

AI Activation

Purpose-built enterprise safe AI

Need for immediate AI value. Often driven by one team or function. Has narrow, well-defined use cases (Discovery, Q&A, Summarization, Decision Support).

Objective: Rapid deployment, clear business outcomes, minimal platform overhead, demonstrates AI credibility fast.

AI Expansion

New data and governance demand

Multiple teams seeking AI. Multiple, siloed data sources added. More stringent security expectations.

Solution Fit: Flexible, extensible integrations, consistent shared context across agents, automated, policy-driven governance, reusable logic and retrieval orchestration capabilities.

Agentic Data Foundation

Reliable, Repeatable AI

AI now proven. Trust, compliance, and lineage matter. Knowledge must be shared across teams.

Solution Fit: Unified access to structured and unstructured data. Governance, security, and policy enforcement. Semantic enrichment for deeper AI responses. Reusable knowledge layer for agents.

Scaled Agentic Intelligence

Sustainable AI

AI embedded into workflows. Agents reason, orchestrate and act. AI outcomes affect customers, revenue, and operations.

Solution Fit: Agentic RAG operating on trusted, governed knowledge. The Progress Data Platform becomes the invisible backbone. AI is no longer assistive but now operational.

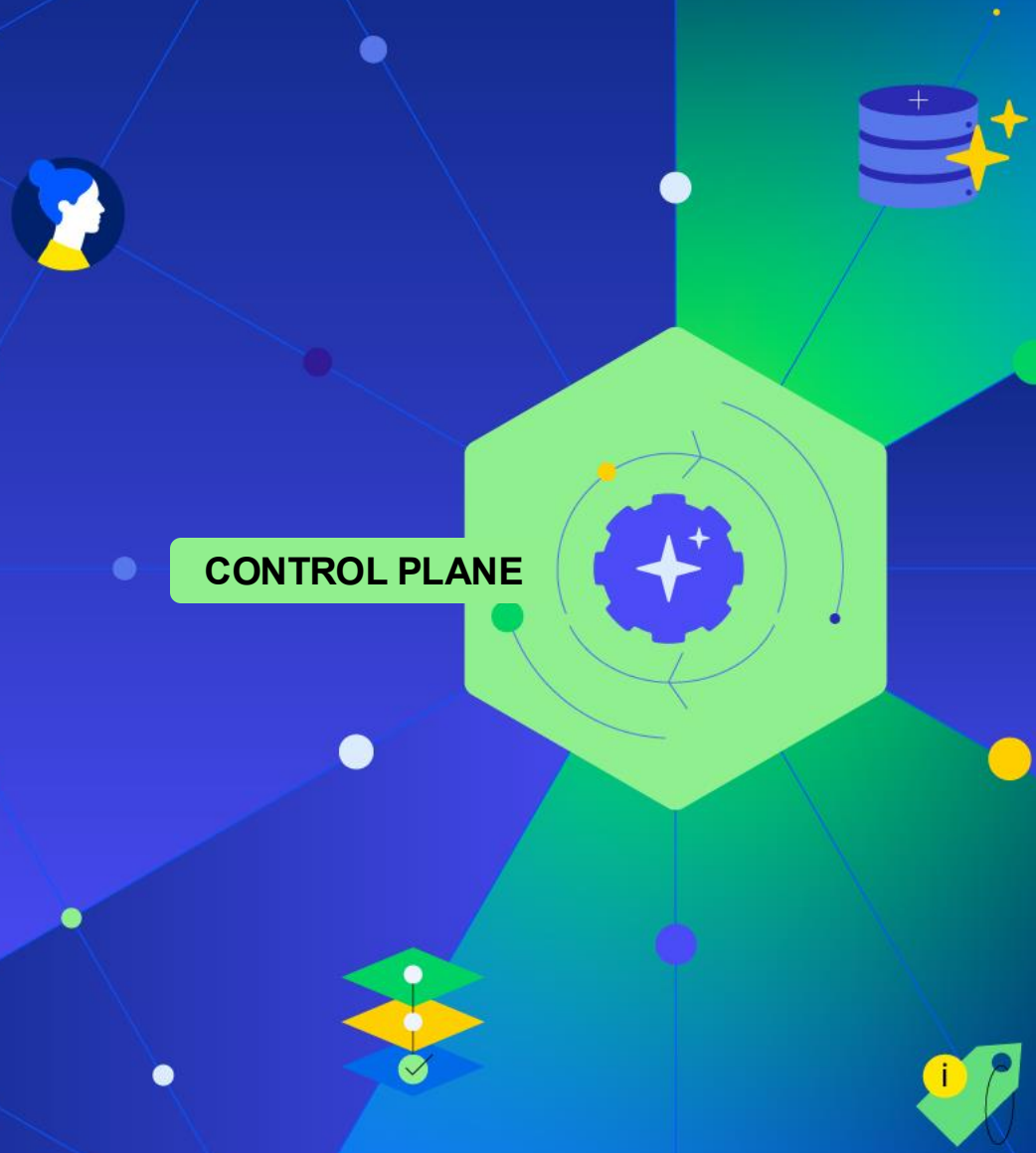
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The control plane wins

Whoever sits in the path learns the business.

The winner owns governed context, the memory of how work is done, and the orchestration between data and action.

**ORCHESTRATE,
OR BE ORCHESTRATED**



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