

What is Zetaris?

1. Unified Name Space

2. Federated SQL Engine

3. Morden Lakehouse for AI and Any data, Anywhere

Zetaris

Accelerating AI: Navigating the Future and Avoiding Pitfalls

by Vinay Samuel

CEO & Founder – Zetaris Modern Lakehouse



Where Is AI Going? Our Strategic Bets

The Rise of Agentic AI

By 2026, 82% of organizations plan to deploy autonomous AI agents

These systems move beyond chatbots to handle complex workflows—delivering 25-40% efficiency gains across industries.



Enterprise-Wide Integration

Leading companies are transitioning from isolated pilots to integrated AI ecosystems, driving 35% productivity gains through platforms like Salesforce Agentforce 2.0, Microsoft Copilot and, more recently, a ***shift to opensource and repatriation*** *to the data center on opensource platforms like* ***Zetaris Modern Lakehouse***

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Accelerating Beyond Chatbots to Agentic AI

Multi-Agent Architectures

Deploy specialized agents that collaborate — research agents gather data, analysis agents interpret it, and execution agents implement decisions. This approach resolves problems 45% faster than single-agent systems.

Enhanced Reasoning Engines

Modern models like Claude 3.5 and GPT-4 enable complex decision-making. Combined with retrieval-augmented generation (RAG), they reduce hallucinations and improve accuracy.

API-Driven Actions

Enable agents to trigger real-world processes—updating CRMs, scheduling meetings, or processing transactions—via secure integrations.

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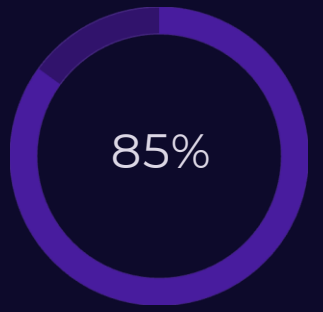
While 78% of companies now use AI, up to 85% of AI projects fail
(Gartner, Forrester, McKinsey - 2025)



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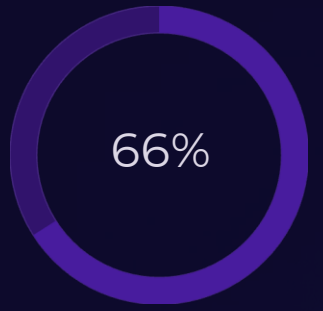
Why 85% of AI Projects Fail





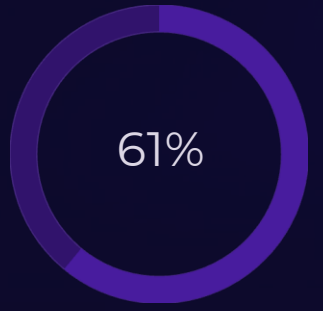
Data Readiness

Migration bound, low data quality, governance, or poor integration



Strategic Alignment

Of successful AI initiatives align with core business strategy, versus 24% for failed projects.



Trust Issues

Of employee's distrust AI, while 56% struggle to use it effectively.

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AI Projects Fail due to legacy data

Fragmented Data – No Real-time Access

Data exists in disparate locations and formats, making integration and unified access extremely challenging.

Manual Data Engineering

Manual transformation errors lead to inconsistent data, undermining model accuracy and reliability.

Cost, Speed, Performance & Platform Risk

Inefficient cloud processing causes bill-shock and struggles to deliver real-time insights required for AI.

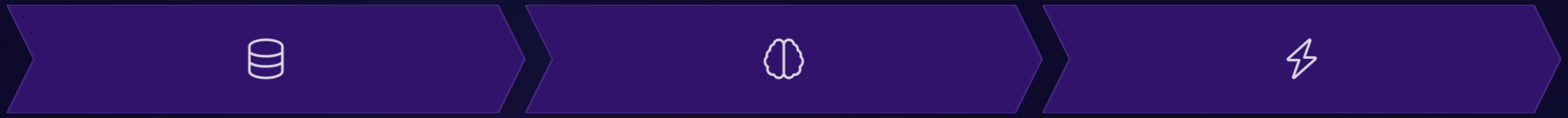
IP Loss Risk

Reliance on third-party solutions exposes proprietary data, threatening crucial intellectual property.

AI is not BI

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AI Architecture: The Foundation for Success



Data Fabric Foundation

Federated querying across all data sources without moving data, reducing integration complexity by 85% whilst maintaining governance.

Unified Intelligence Layer

Connects traditional analytics with advanced AI models through a common semantic layer, enabling seamless model deployment.

Distributed Processing

Edge-to-cloud computing fabric optimised for real-time inference, reducing latency by 73% compared to centralised architectures.

> Our architecture eliminates data silos whilst maintaining security—the critical barrier that prevents most enterprises from scaling AI beyond isolated use cases.

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The Open-Source Advantage in Enterprise AI

As AI becomes mission-critical, enterprises are increasingly turning to open-source technologies over proprietary solutions. An over-arching governance and processing framework is needed.

76%

Growth trajectory

Organizations planning to increase their use of open-source AI in coming years

60%

Cost efficiency

Report lower implementation costs with open-source AI compared to proprietary options

81%

Career impact

Developers who believe open-source AI experience is highly valued in their field

Performance Parity

Open-source models like Meta's Llama, Google's Gemma and Nvidia's NeMo are rapidly closing the gap with proprietary solutions

Adaptability

Provides developers the freedom to customize solutions specifically tailored to organisational needs

Risk-Aware Adoption

Leading organisations implement safeguards addressing cybersecurity (62%), regulatory compliance (54%) and IP concerns (50%)

> AI-forward organisations are 40% more likely to leverage open-source models—particularly in technology sectors where adoption reaches 72%

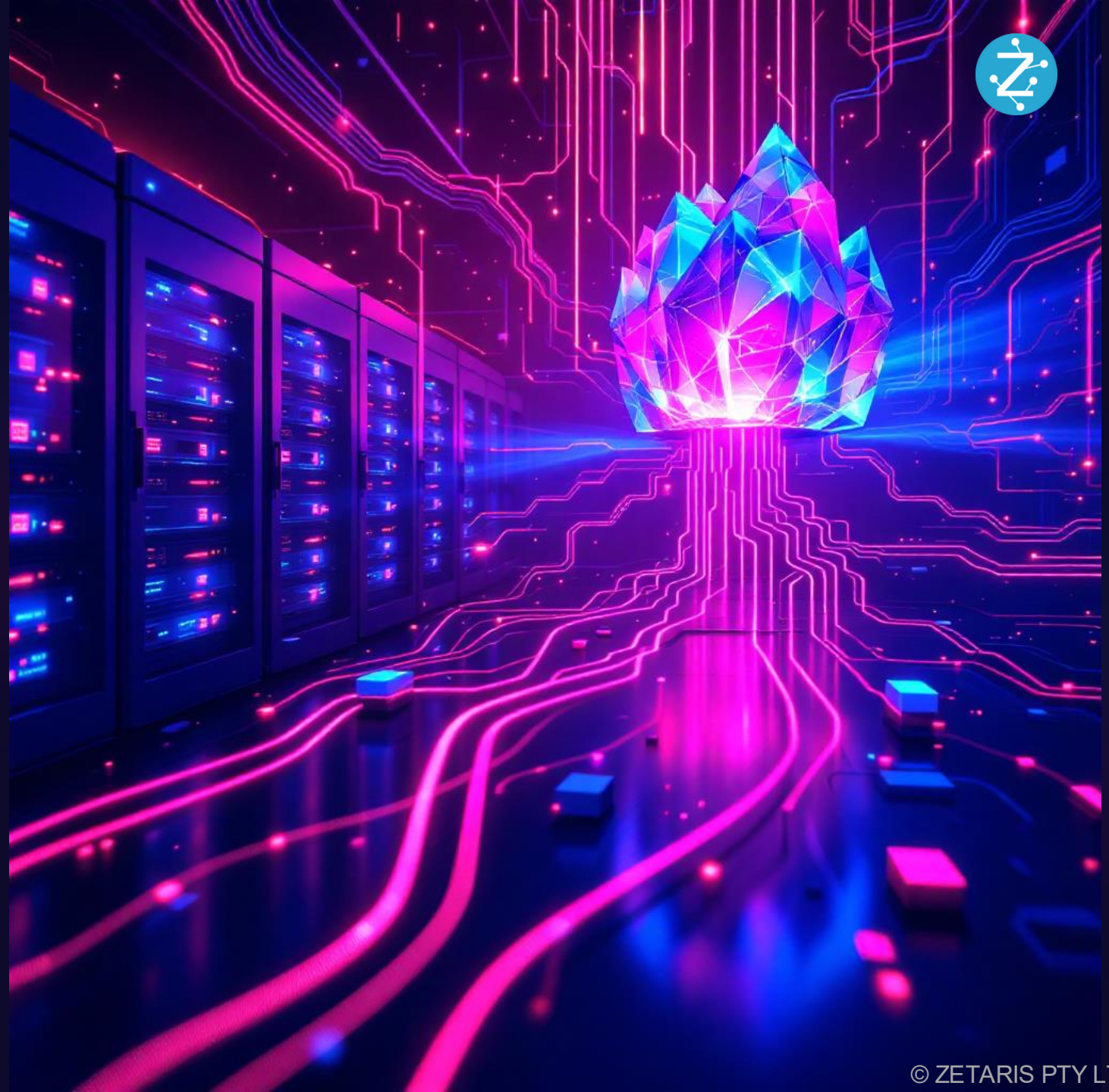
Open-source technology in the age of AI
April 22, 2025 | Report by McKensey

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Zetaris Modern Lakehouse for AI

Connect and query

any data, anywhere



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How Zetaris Overcome Pitfalls

Real-Time Data Access

Zetaris' Modern Lakehouse for AI enables federated querying across sources without data movement, accelerating analytics by 6x.

Instant Deployment

AI agents deploy in hours, not months, leveraging Hitachi's 99.999% resilient infrastructure.

Governed, Secure Pipeline

End-to-end lineage, compliance, and quality control prevent shadow AI risks.

Cost Efficiency

With extreme automation achieve 70% lower TCO for complex projects by optimizing existing infrastructure.



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AI Data Hub as a Service Architecture

Your Data

Structured, semi-structured and unstructured

Google Cloud Storage · Microsoft Azure Blob Storage · Amazon S3 · ORACLE · PostgreSQL · SAP · IBM · SQL Server · mongoDB · Epic · Cerner · teradata. · Spark · elastic · Google BigQuery · databricks · snowflake · kafka · trino · amazon REDSHIFT · OpenWeather · monday.com · Greenplum · Google Analytics · servicenow · druid · NETEZZA · ICEBERG · Apache orc · Parquet · SQLite · VERTICA · AVRO · DELTA LAKE · cassandra · MariaDB · Excel · IBM DB2 · xero · salesforce

...and many more

EverFlex

Your Centralized Data Hub offering for Data, AI & Analytics

- Self Service UI and REST API
- Inference, RAG & Agentic AI
- Data Virtualization Engine
- Open Data Lakehouse
- Real Time Query Engine
- Automated Data Pipeline

DATA INSIGHTS | **MODERN LAKEHOUSE** | **AI WORKBENCH**

Federated access to all your source data with smart query processing

Data Classification | Relationship Finder | Data Lakehouse Builder

Zetaris

HC² INFRASTRUCTURE LAYER

CISCO · RED HAT OPENSHIFT

GPU · VSP HITACHI · GPU

LAKEHOUSE

S3 · SQL

HCP

Your Data Access

AI powered
Enterprise Chatbot
(with RAG system)

Virtual Assistant · Agentic AI · ChatBot

Apps powered by Zetaris

tableau · python · data iku · Apache Superset · R · H2O.ai · Power BI · Excel

...and many more

Data Applications · Chatbots / Co-Pilots

AI & Analytics tools have **direct access** to all **your data** both **centralized** and **at source**

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Integrated Industry Specific Data Models and Applications

Industry Apps	Healthcare	Financial Services	Telecom	Retail
Data Science pre-built apps	Early Disease Detection	Credit Scoring	Predictive Maintenance	Market Basket Analysis
Pre-built Industry connectors	Digital Care	Loan Analysis	Industry Data Exchange	Next Best Over
Industry Specific Data model	Cardiac Pathways	Anti-Money Laundering	Workforce Management	Customer Lifetime Value
Data Quality exception handling	Specialist Referrals	Credit Fraud	Truck Roll Reduction	Supply Chain Optimization

Featuring 14 pre-built Industry Data Models and associated applications simplifying data integration and accelerating time to value.

Banking | Insurance | Rail | Manufacturing | Utilities | Defense | Gaming | Logistics | Media | Government | Construction | HR | Education

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Customer Stories









Outcomes

- **6 x faster project delivery** across data driven projects
- **30% reduction** in cloud costs
- Seamless integration across systems, cloud and on-prem

Company Bio

- Over 30,000 employees
- Over 19 million mobile services and over 3 million fixed-line services subscriptions
- Services includes, mobile, fixed-line, television & streaming, and business solutions

The Challenge

They wanted to create a “DataHub” that would address:

- Supplier and partner network dependent on producers giving them access to the data
- Disparate systems and siloed views of data

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The Zetaris Advantage

1

Before Zetaris

6–12-month AI implementation cycles with 85% failure rate.

2

With Zetaris

2–4-week deployment with 70% higher success rate.

Our "data anywhere" approach eliminates the need for costly migrations and complex integrations.



Industry AI Applications

14 Industry Accelerators

AI Nurse

Patient monitoring and care recommendation systems with real-time data analysis.

AI Banker

Personalised financial guidance with automated risk assessment capabilities.

AI Property Assessor

Market analysis and valuation tools with predictive pricing models.



6 Key Success Factors for AI Excellence

Query-First Architecture

Automate data engineering by taking queries to the data rather than centralising it. Perform data quality checks at source to eliminate the primary cause of AI failures.

Unified Governance

Implement a single pane of glass for visibility across all AI and data assets, ensuring comprehensive oversight and control.

Platform Framework

Leverage platforms like ThunderLake (Zetaris-Nvidia collaboration) to effectively harness open source innovations while maintaining IP ownership and governance.

Build to Own IP

Secure your business's intellectual property by building your AI capabilities rather than solely relying on external vendors.

Semantic Layer Integration

Establish a unified semantic layer providing AI with consistent, accurate data views across all sources.

AI-Specific Infrastructure

Recognise that AI requires specialised infrastructure—not repurposed BI systems—with 100% data quality and real-time processing capabilities.

> Success in AI deployment requires fundamentally rethinking your data architecture, not merely adapting existing systems.

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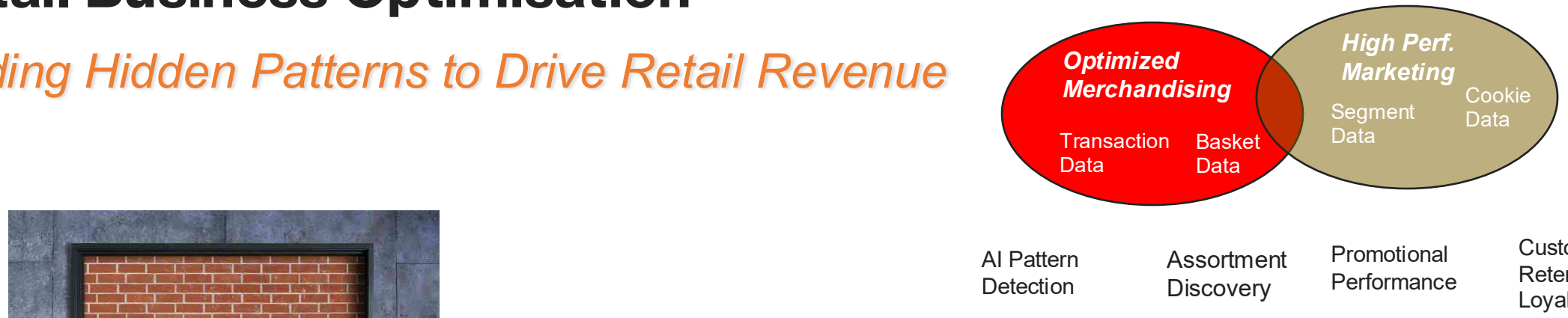
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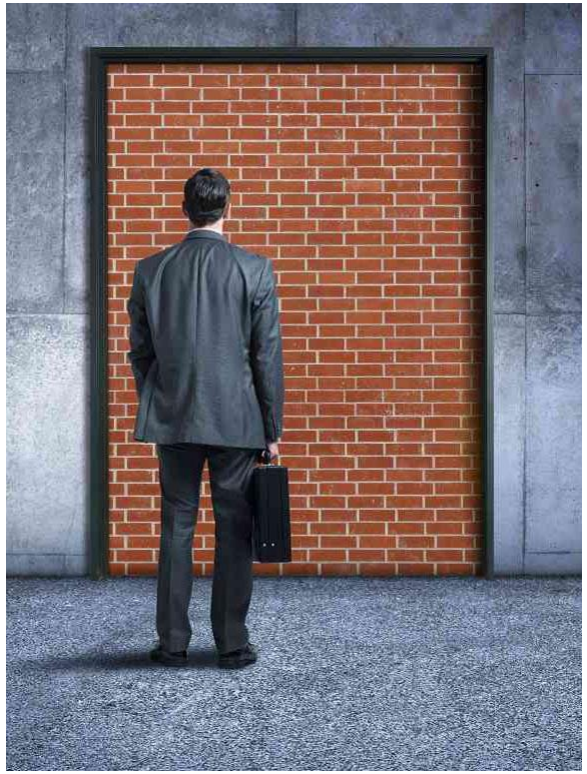
Customer Win – CGI

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AI-Driven Analytics Lab
Retail Business Optimisation

Finding Hidden Patterns to Drive Retail Revenue





Break down the wall *between you and your customer:*

Local Assortments – Treat each store & catchment as if it was your only site

Targeted Promotions - Market each individual product to each individual customer segment – ON THE WEB and STORE

Customer Retention and Loyalty - Service each customer as if it was your one and only customer

Pattern Detection – Enable the discovery of hidden revenue drivers and inhibitors using AI and disparate data join & analysis.

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AI-Driven Analytics Lab – What is it?

Maturity Acceleration Opportunity

Modern Lakehouse Platform, Experts Working with Your Team

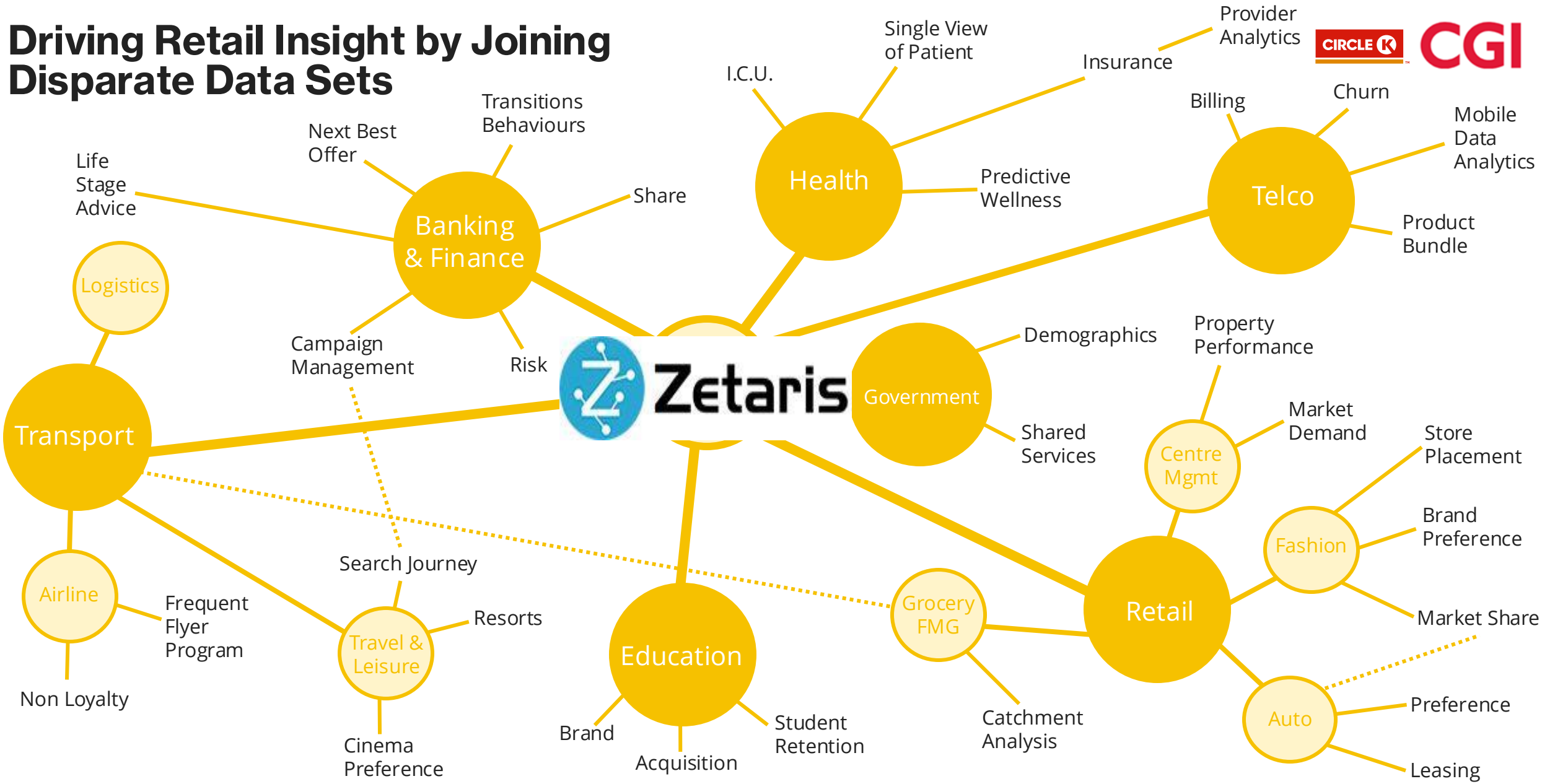
Building Competitive Advantage

Pre-built AI Algorithms, LLMs, and Agentic AI

Implementation of Real-Time Operational Analytics to Drive Outcomes

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Driving Retail Insight by Joining Disparate Data Sets



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Zetaris Retail Insight Lab - Common Use Cases

Big Data Analytics

- External Sources
- Large Streams
- Hidden Pattern Recognition
- Machine Learning
- Hadoop, Spark
- Data Discovery
- Opportunity Discovery

Targeted Insight

- Specific Business Question
- Domain / Industry Specific
- Digital Business
- Campaign Management
- Data Marts
- Data Mart Visualisation

Data Warehouse

- Reporting
- Business Intelligence
- DQM
- Single View
- Decision Supports
- Data Asset Inventory

Operational Analytics

- Business Process Automation
- Monitoring
- Customer Management
- Process Apps
- Governance
- Measurement

Data Monetisation

- Industry Data Products
- Product Augmentation With Data Services
- Data Services

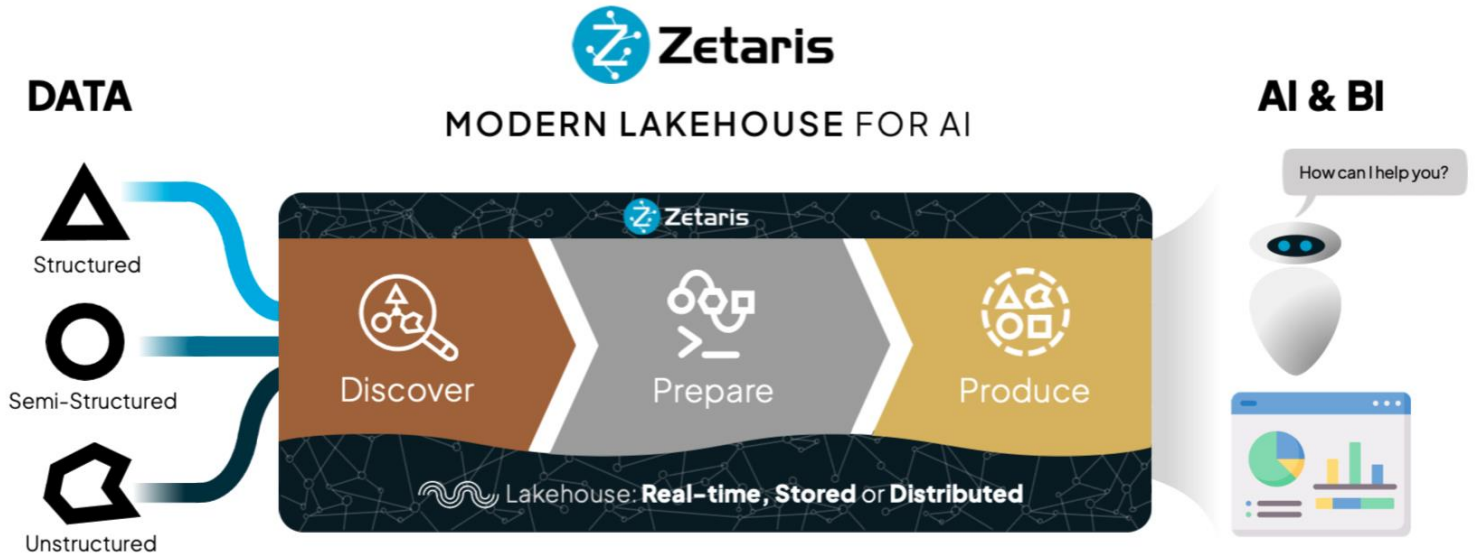
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How can Zetaris help?

INTEGRATION, PREPARATION, ENABLEMENT and **DELIVERY**

Our Solution

By connecting to any data, anywhere, we deliver a **Modern Lakehouse**, that facilitates data integration, preparation and governance, reducing software complexity, and allowing businesses to accelerate their **AI** & Analytics projects.



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Retail Data Products Already Identified

We have over 50 industry applications supported by our Zetaris Industry Applications.
For Example:

- Retail Item Deletion – what not to sell
- In/Out Property Search – where do they go before and after our property
- Retail Wizard – Market Share
- Assortment Optimization
- Customer Life Stage Needs Analyser (over 200 customer behaviour event detectives)
- Merchant branch analysis for Bunnings/ Staples/ Officeworks – B to B retail wizard
- Replenishment by catchment dynamics
- On-line off-line search journey identification
- Direct Debit Optimizer - Target for DD by geo segment – never churn always pay
- Item Level Retail Performance
- AND, many more

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Phase 1 deliverables

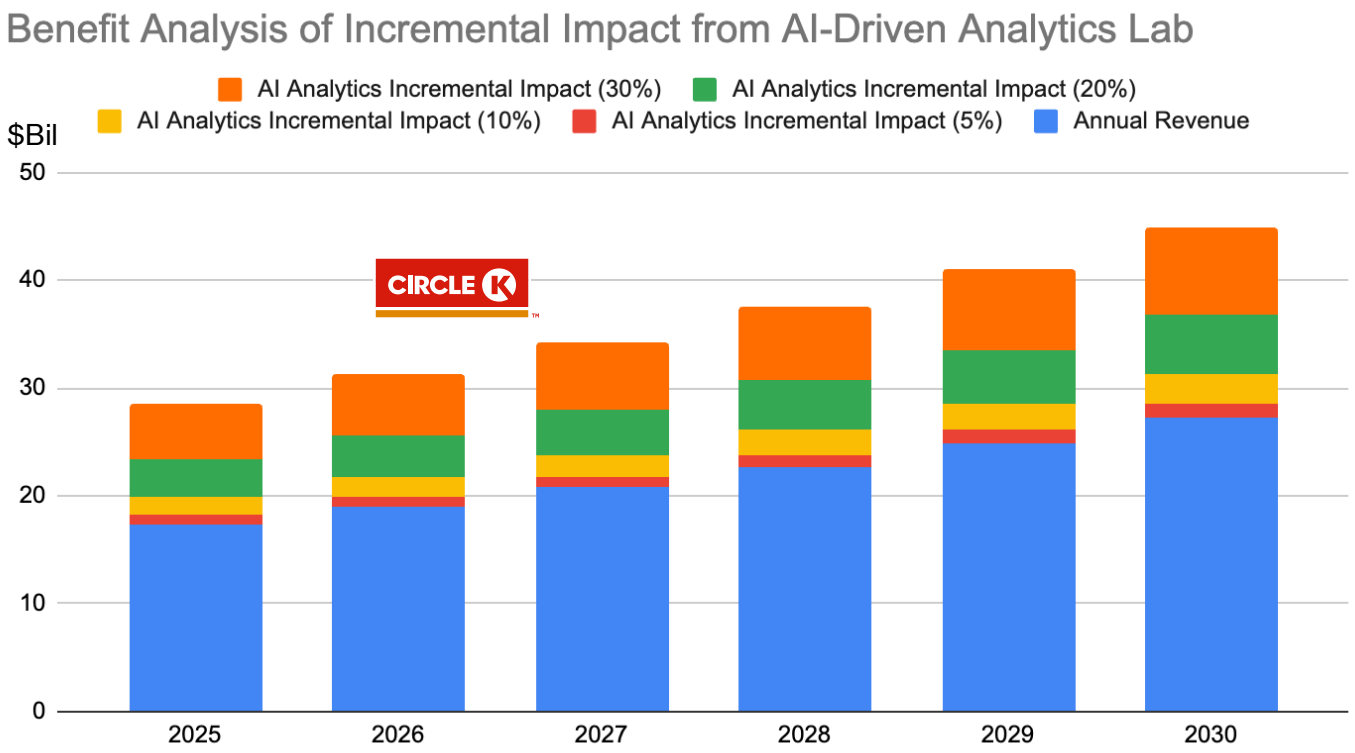
- Insights Lab tech setup
- Data identification & curation
- Team formation – Augmented with Clients' Innovation Team
- Project prioritisation
- Development roadmap
- Training of XXX technical resources
- Delivery of 1st data product
- Phase 2 and 3 deliverables to be determined in Phase 1

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AI-Driven Analytics Lab Impact Analysis for Retail Stores

Studies and industry reports consistently show that retailers implementing AI-driven analytics experience notable sales increases. For example, a recent survey found that 69% of retailers reported an increase in annual revenue after adopting AI, with many seeing sales uplifts between 5% and 30% depending on the depth of AI integration.

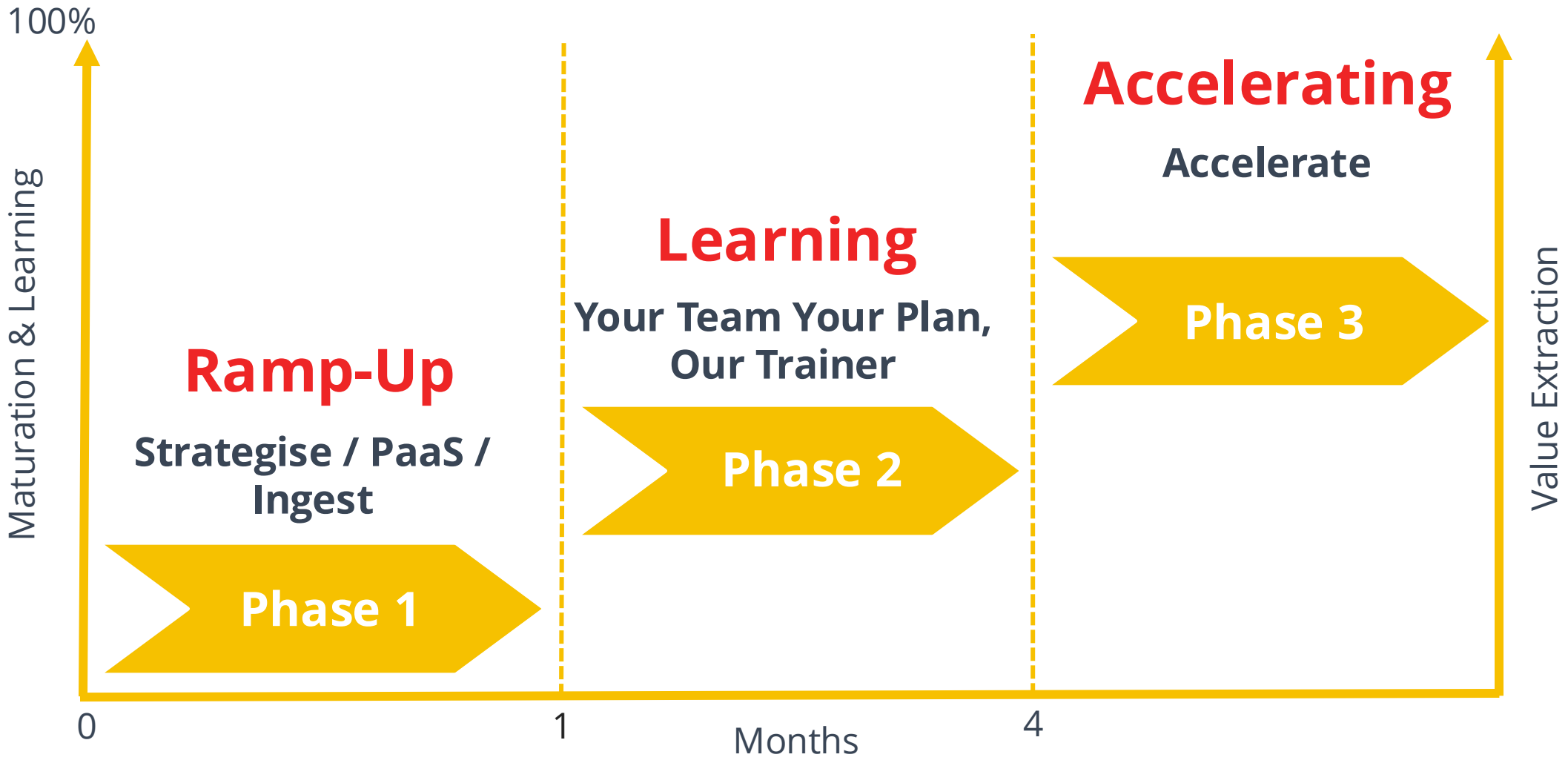
- State of AI in Retail and CPG: 2024 Trends, NVIDIA



Circle K will gain conservatively $947 million incremental revenue in 2026 as a return on its investment.

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Creating your Fast Start



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Potential Insights Lab Proposal

The Zetaris Insights Lab includes:

- Software as a service licensing for the Zetaris Platform
- Use of Zetaris Industry Apps (Industry Logical Business Models) as raw materials for developing industry data products
- Zetaris Forward Deployed Engineering and Analytics team
- Cloud infrastructure (for fast prototyping with no real data) or Appliance can be provided if required (quoted separately)

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Example Engagement

Full Insights Lab - subscription per month

- SAAS
- 2 FTE Field Eng.
- 1 tb license (8 cores)
- Full product capability driven by Zetaris
- Can be procured under the existing MSA as a specific SOW

Data Lic

- Monthly per use case

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