

Standard Innovation

WEBINAR

How to trust your data with AI

A two-part approach to getting
numbers you can stand behind.



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ABOUT US

**We help music rights
investors turn their data into a
competitive advantage.**

We design, build and manage your data infrastructure so you can
deploy capital faster, operate at scale and report with confidence.

WHY IT MATTERS NOW

Same question, different answers

- AI is giving more people access to more data.
- But ask the same question twice and you can get two very different answers.
- It's not a new problem, and there are established ways to fix it.

Get it right and AI becomes a real advantage: faster answers, a team that scales, and numbers you trust.

What we'll cover:

The two-part process we use, and how to get started today.

1

Organisational foundations

How do you agree what your numbers mean?

2

Technical foundations

How do you make sure every tool gives the same answer?

3

How to get started

Practical first steps with the tools you already have.

Part 1 - the organisational side

PART 1 - ORGANISATIONAL

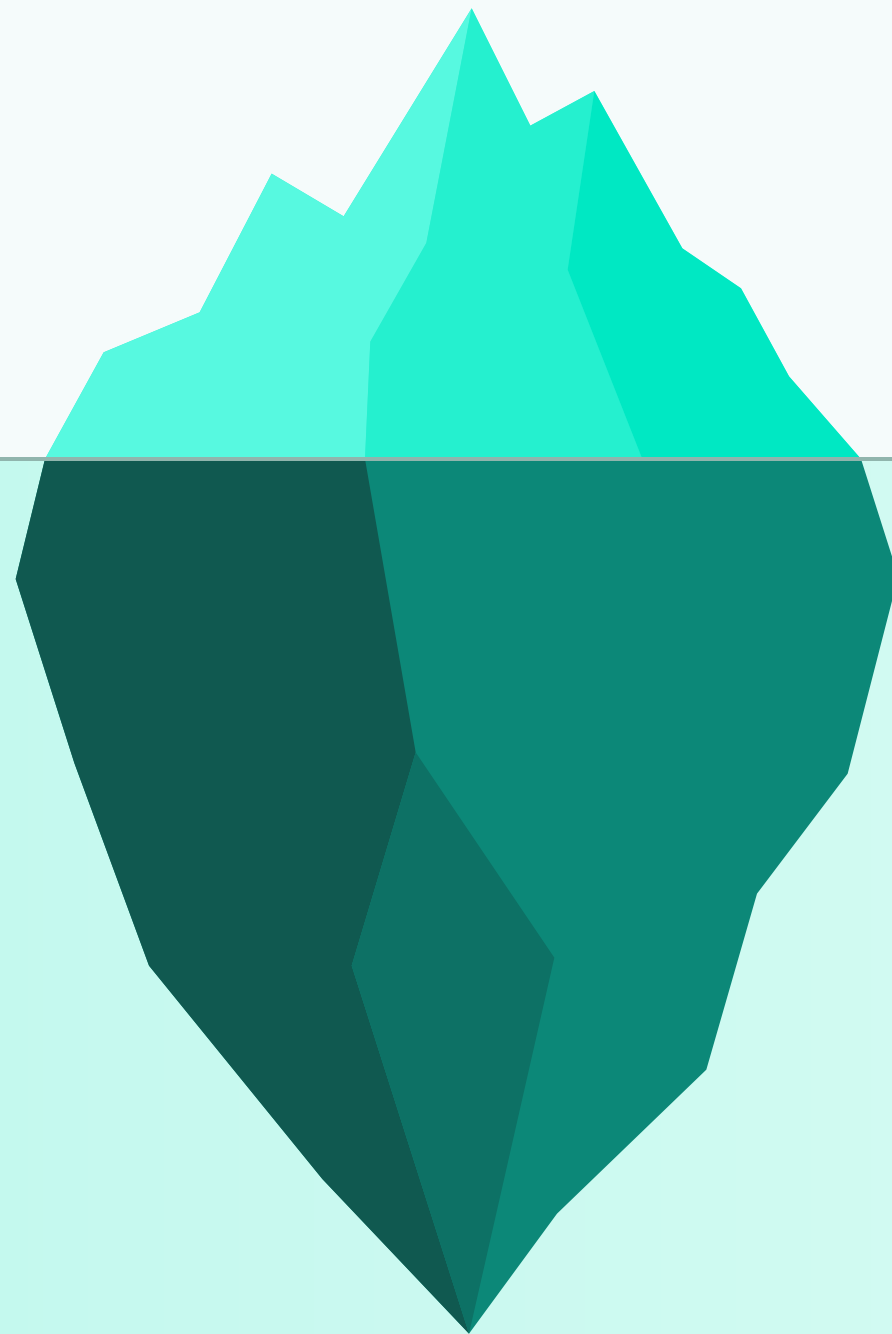
Same words, three different numbers

Example: What does "last 12 months" mean?

Who	What they mean by "last 12 months"	Number
Finance	The 12 months to the end of last month	\$1.05m
CEO	The 12 months to today	\$1.1m
Board	The 12 months to the latest statement date	\$1.0m

PART 1 - ORGANISATIONAL

The problem under the surface



The visible problem

Different answers to the same question

The underlying causes

No agreed definitions

No clear owners

Different data sources

AI before alignment

PART 1 - ORGANISATIONAL

The fix: a business glossary

Where your core business terms and definitions live. Example entry:

Term	Definition	How it's calculated	Source	Owner	Questions it answers
Last 12 months revenue	Royalty income in the 12 complete months before the latest statement date	Sum of received royalties, excluding the current incomplete month	Royalty statements	Finance	"What did this catalog earn last year?"

Part 2 - the technical side

PART 2 - TECHNICAL

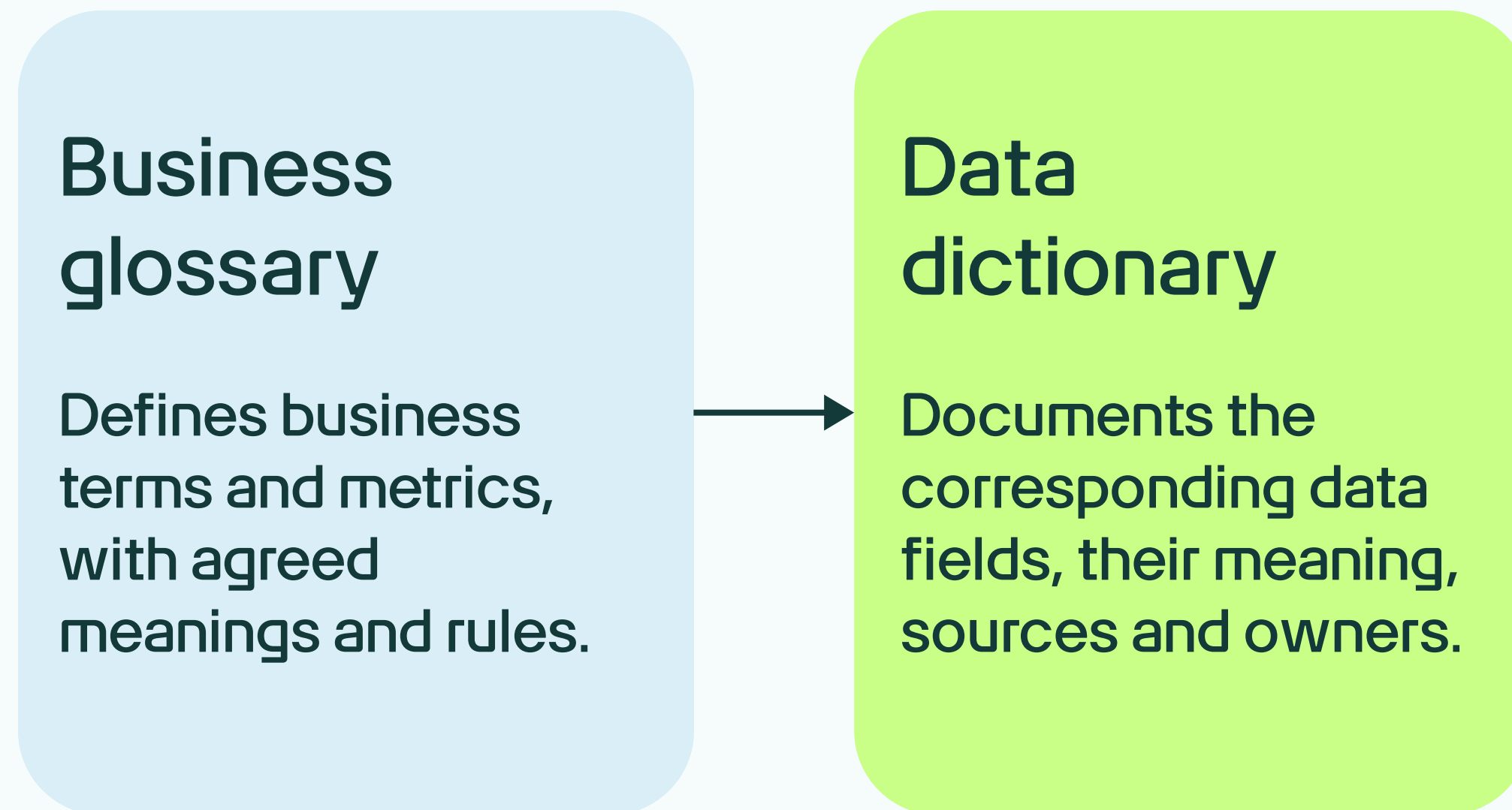
Fix 1. Map the agreed definitions to the data

Business glossary

Defines business
terms and metrics,
with agreed
meanings and rules.

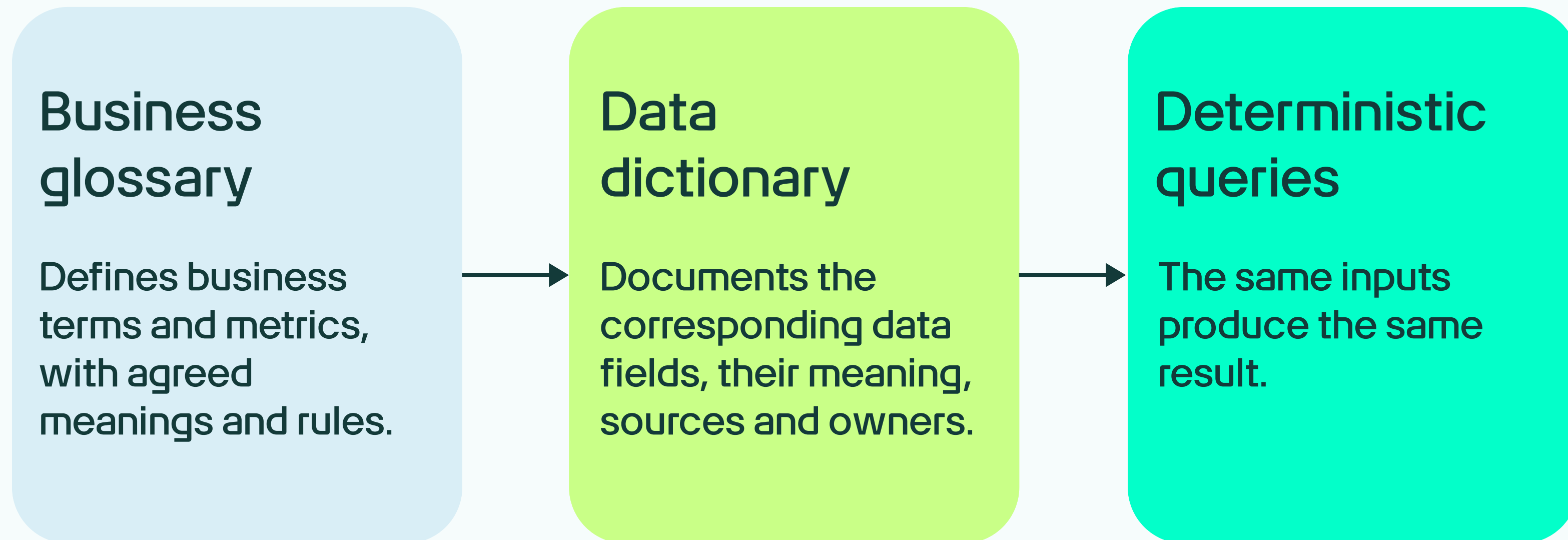
PART 2 - TECHNICAL

Fix 1. Map the agreed definitions to the data



PART 2 - TECHNICAL

Fix 2. Turn those definitions into queries



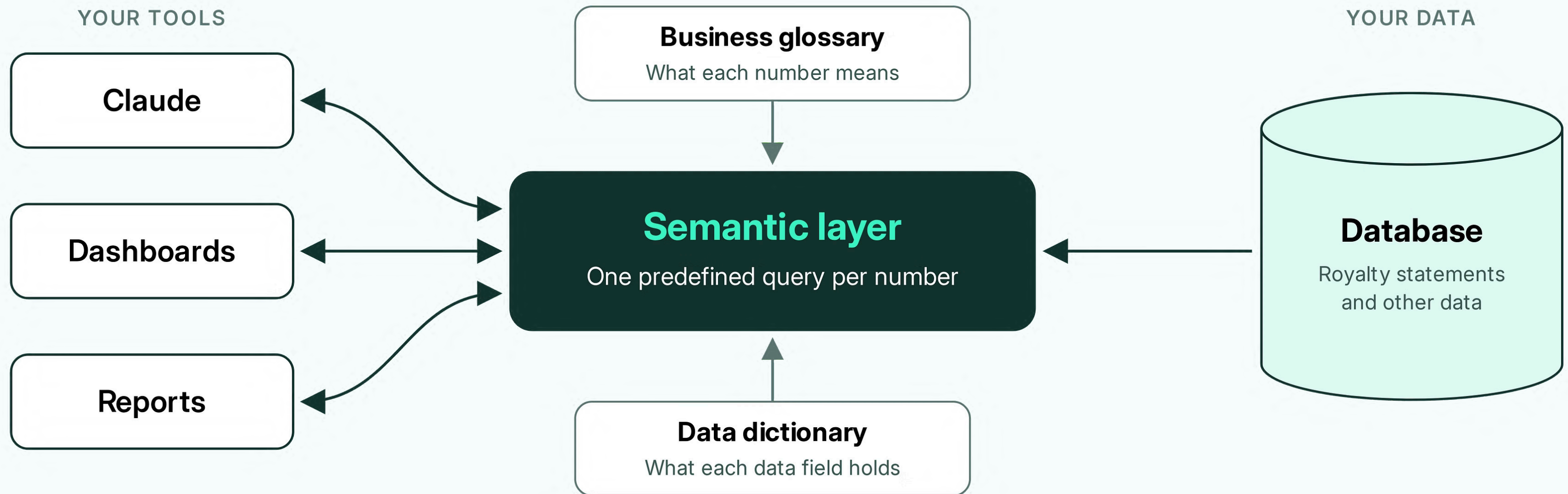
PART 2 - TECHNICAL

Example challenge: same question, different queries

Business question	Query	Number
	SUM(amount) WHERE payment_date BETWEEN '2025-10-01' AND '2026-09-30'	\$1.05m
Can you give me the last 12 months of revenue?	SUM(amount) WHERE payment_date BETWEEN '2025-10-08' AND '2026-10-08'	\$1.1m
	SUM(amount) WHERE statement_date BETWEEN '2025-09-01' AND '2026-08-31'	\$1.00m

PART 2 - TECHNICAL

How it works: the semantic layer



PART 2 - TECHNICAL

Traps to avoid



- ⚠ Asking an LLM to write SQL.
- ⚠ Letting each tool calculate the same number its own way.
- ⚠ Having your LLMs go round the queries you've written.

Recap

RECAP

Two parts, working together

**Organisational
foundations**

Agree what your
numbers mean

+

**Technical
foundations**

Make every tool use
those definitions

=

**Consistent
numbers,
every time**

RECAP

Three things to do this week:

1. List your top five metrics, write down how each is calculated and the data that feeds it, and get everyone to agree.
2. Define the queries and put them in one place.
3. Point your AI tools at those queries, and test.

Get it right and AI helps
your team make faster,
better decisions, based
on numbers everyone
trusts.



HOW WE HELP

We help music investors build data foundations they own and can trust

1. Find the right place to start
2. Prove value early
3. Build on what works

GET IN TOUCH

Know where to start with your data

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Book a 30-minute call