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AI Doesn't Know When It's Wrong: Here's How You Can

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Your data isn't ready for AI

THE MOMENT

89%

of organizations are now using AI

McKinsey

AI is running in your business. The pressure to make it work and scale on trusted data is real.

THE BACKFIRE

49%

of organizations don't trust their AI agents' decisions

MIT

AI acting on faulty data can cost millions and damage your reputation.

THE TRAP

40%

of agentic AI projects at risk of being cancelled

Gartner

AI initiatives that stall due to a lack of AI-ready data cause you to fall behind and lose share.

Getting your data right is the common thread. Your window is closing.

Sources: McKinsey State of AI 2026 - www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai#/
MIT/Google Cloud, Scaling AI Agents with Trustworthy Data, 2026— services.google.com/fh/files/misc/scaling_ai_agents_trustworthy_data.pdf ·
Gartner, June 2025 — gartner.com/en/newsroom/press-releases/2025-06-25-gartner-predicts-over-40-percent-of-agentic-ai-projects-will-be-canceled-by-end-of-2027

What limits your AI?



01

Your people, skills and AI technology



02

Your budget and how many tokens you can spend



03

Your data & context

THE PROBLEM

AI doesn't stop to question.

When the data is wrong, it acts anyway.

01 AI can't access data it needs

Siloed data creates blind spots.

02 AI trusts what it shouldn’t

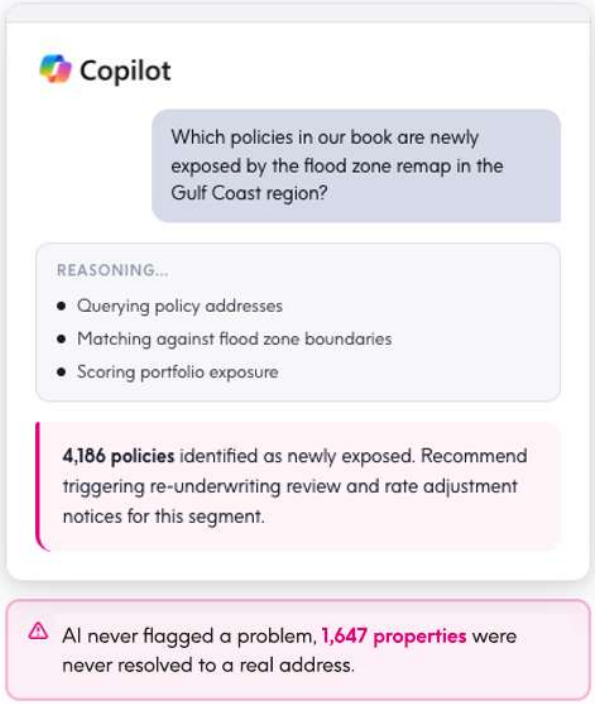
Bad data acted on confidently creates risks.

03 AI can’t explain the decision

Decisions lack traceability and accountability.

04 AI is missing critical context

Incomplete data leads to unsound decisions.



THE PROBLEM

AI doesn't know What It Doesn't Know.

That's why Context matters.

Questions AI Needs Answered	Where Does the Answer come from?
Which source is authoritative?	Governance
Is the data trusted?	Data Quality
How was it produced?	Lineage
Where is it used?	Lineage
Who owns it?	Stewardship
Has it been certified ?	Stewardship
Are there restrictions on its use?	Regulatory Context
What does it mean?	Business Context
How does it relate to other business concepts?	Business Relationships & Dependencies
What is missing from our internal view?	Location Intelligence & Enrichment

THE PROBLEM

Basic Example: One question. Two Very Different Answers.

Where is my sales data ?

Standard AI Response

"I found 4 sales datasets."
"I found 3 Power BI reports."
"The sales dashboard is here."
"The SALES_FACT table appears relevant."

✅ Fast
✅ Fluent

❌ No evidence
❌ No ownership
❌ No quality insight
❌ No business context
❌ No confidence

Governed Response

"The certified source is CUSTOMER_SALES_GOLD."
"The business owner is VP Sales Operations."
"Quality score: 98.2%"
"Used by 14 approved reports."
"Contains regulated customer information."
"Lineage verified from SAP through to Power BI."
"Last refreshed 3 hours ago."

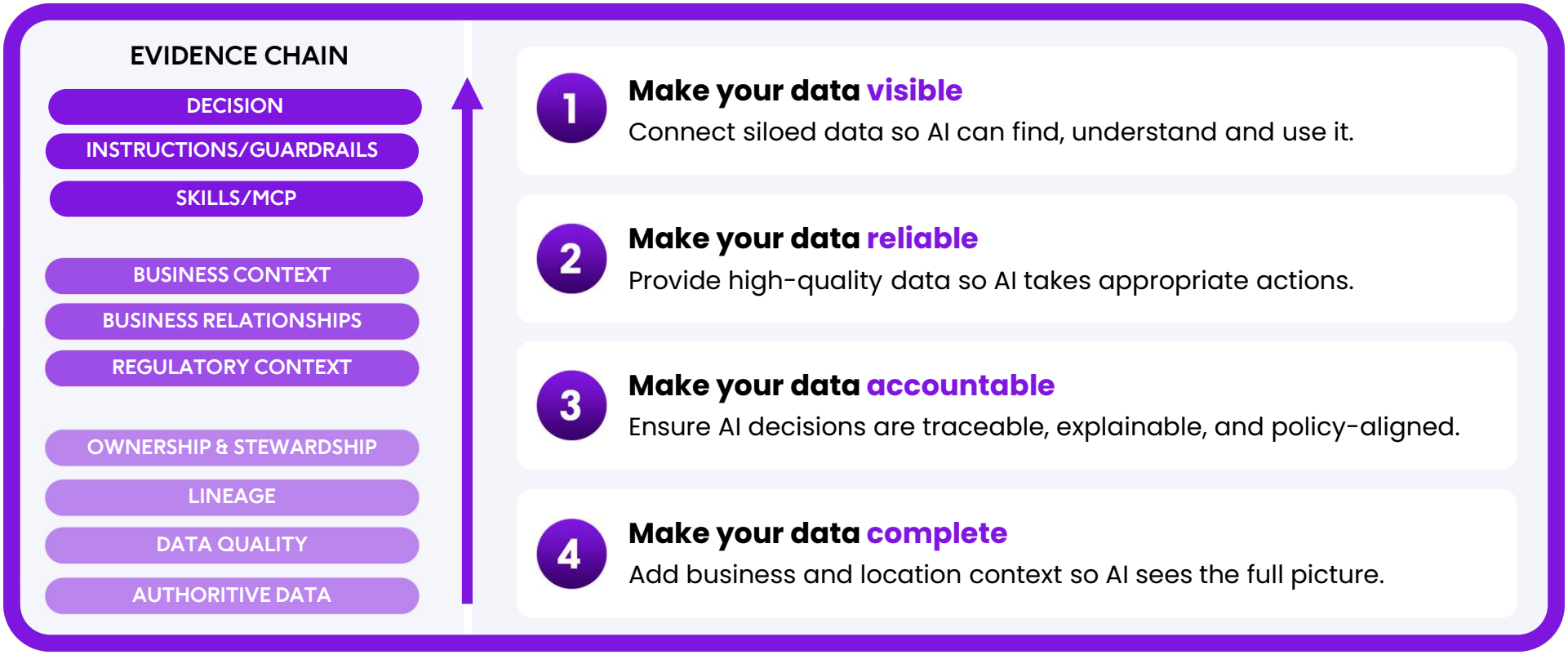
✅ Trusted
✅ Explainable
✅ Governed
✅ Accountable
✅ Business-ready

Both answers sound intelligent, but only one can be trusted!

The FIX

Trust Requires An Evidence Chain

Trust isn't created by AI, it is created by Evidence

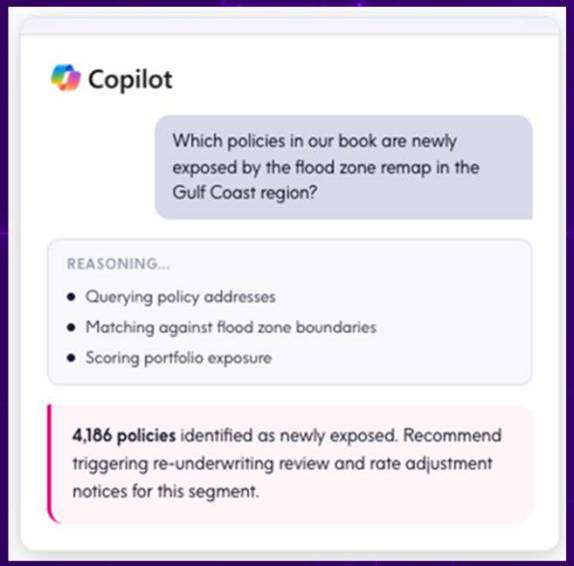


THE FIX

Recap : AI doesn't stop to question.

Correctly answers only with context & evidence

Which policies in our book are newly exposed by the flood zone remap in the Gulf Coast region?

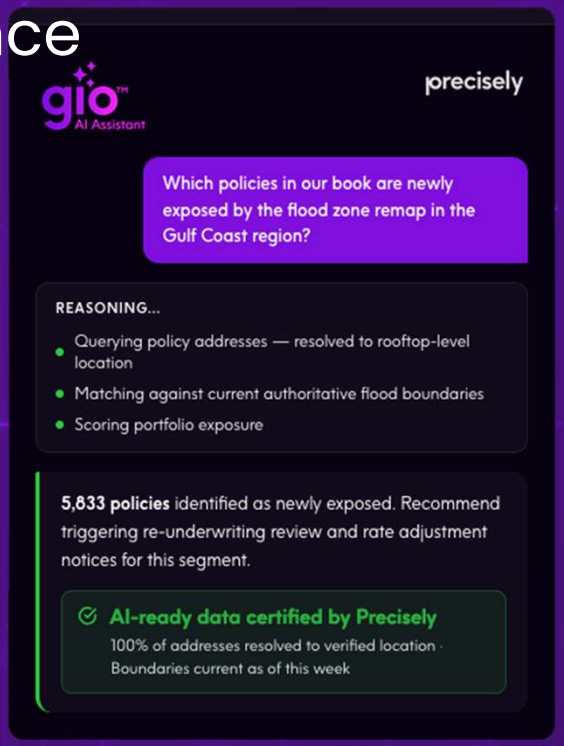


❌ AI never flagged a problem, **1,647** properties were never resolved to a real address

Gio Reasoning

- ✓ Identified authoritative policy records
- ✓ Validated location accuracy
- ✓ Applied current flood boundaries
- ✓ Evaluated regulatory obligations
- ✓ Traversed business relationships
- ✓ Calculated portfolio exposure
- ✓ Produced traceable recommendation

Gio leveraged context and evidence from the Precisely Platform



✅ AI didn't just provide an answer
It provided the evidence behind the answer.

Why Context Wins

AI becomes more valuable when it can understand, explain and justify its answers

1

Faster

Reduce time spent finding and validating data

Authoritative sources
Trusted information
Faster decision making

2

Better

Improve the quality of decisions

Business context
Data quality
Business relationships

3

Safer

Make AI Accountable

Regulatory context
Lineage
Explainable outcomes

4

Smarter

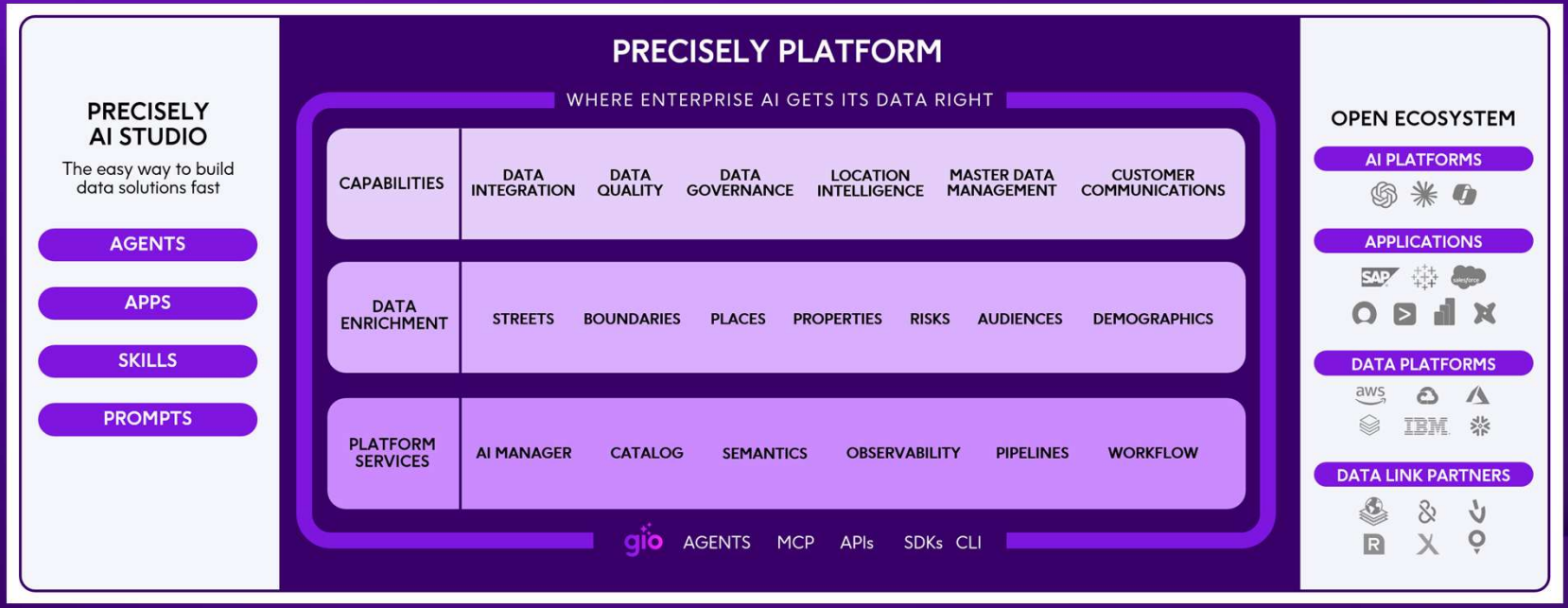
See beyond internal systems

Location Intelligence
Enrichment
External risk & opportunity

AI doesn't become trustworthy because it has more data.
AI becomes trustworthy when it has the context to understand, explain & justify its answers.

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Thank you



IDC

IDC names Precisely a Leader

"Precisely is well aligned for enterprises that want to unify data quality with proprietary location intelligence and enrichment to add real-world context, and for teams pursuing AI and analytics initiatives that need governed, explainable AI through a fabric offering choice, control, and trust."

IDC MarketScape: Worldwide Data Intelligence Platform Software 2026