



Your AI Initiatives Are Failing!



It's not the models.
It's not your team.
It's your SAP data. Stripped of meaning.

Enterprise AI Has a Meaning Problem

Enterprise AI adoption has hit a wall. Despite unprecedented investment, the majority of AI projects stall before reaching production. For SAP customers, the failure rate is even higher, and the reason has nothing to do with AI capabilities.

95%

of GenAI pilots fail to deliver measurable P&L impact
MIT State of AI in Business 2025

42%

of companies abandoned most AI initiatives in 2025
(up from 17% in 2024)
S&P Global Market Intelligence

2x

higher AI failure rate vs. traditional IT projects
RAND Corporation

The root cause is not the technology.
It is the missing link: a governed, structured business reasoning layer that connects how your enterprise operates to how your AI behaves.

This document explains why enterprise AI fails without that layer, and how Cirql One solves this at its root.

The Business Logic Dilemma

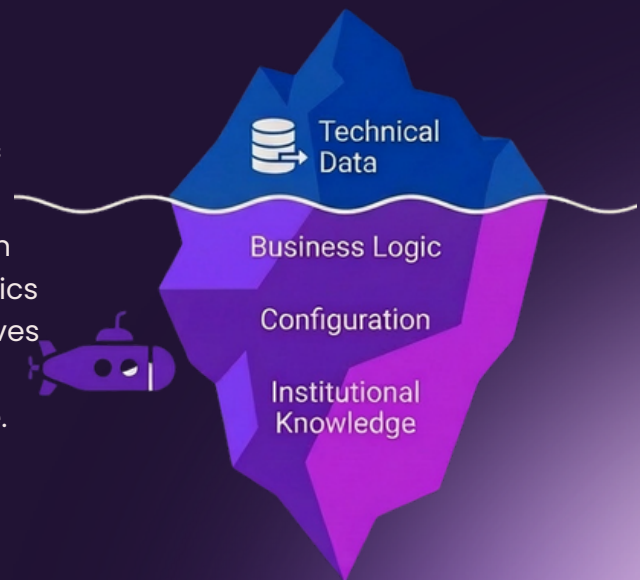
Why enterprise AI breaks down at scale

Enterprises are deploying AI agents at machine speed, but the business logic, rules, and governance structures that should govern them still operate at human speed. The result: inconsistent outputs, logic rebuilt from scratch for every project, and AI that cannot be trusted at scale. The problem runs deepest in SAP-driven enterprises: SAP systems run 87% of global commerce and contain decades of critical business logic locked inside structures AI cannot interpret. But SAP is just one source, the same challenge exists across every enterprise system.

Why Business Logic Defeats AI

Logic Is Fragmented Across Systems

A single business process can span dozens of tables, applications, and configurations. The pricing logic in SAP KONV, the approval rules in your ERP, and the KPI definitions in your analytics layer represent institutional knowledge that lives in the minds of specialists and in customizing settings, not in a form AI can readily consume. Each AI initiative rediscovers the same knowledge from scratch.



Meaning Is Hidden in Configuration

What does 'BSEG-SHKZG = H' mean for your business? That a posting is a credit. AI doesn't know that. Business meaning lives in customising tables, company-specific extensions, and decades of institutional logic. Without this context, AI models hallucinate or produce technically correct but business-meaningless results.

Governance Still Operates at Human Speed

Data dictionaries tell you field types and lengths. They don't tell you that your fiscal year runs April–March, which cost centres roll up differently for management reporting, or who has the authority to approve which decisions. AI needs governed business context: the rules, definitions, and delegation structures that make outputs trustworthy at scale.

**Your SAP system already contains the business logic AI needs.
No one has made it readable for humans or machines.**

The Cost of the Status Quo

- Data teams spend 70%+ of project time on data preparation and reverse-engineering business logic
- Each AI initiative rebuilds the same business knowledge from scratch
- Inconsistent interpretations create conflicting AI outputs and eroding trust
- AI pilots show promise but collapse when scaled to real business complexity

What Changes When Business Logic Becomes AI-Ready?

Based on early co-innovation work with companies from retail, manufacturing and energie utility industries, early results indicate measurable acceleration across AI and data programmes:

- Early results point to 50–80% reductions in semantic discovery and data product preparation effort
- Use cases that previously took months to govern and deliver are reaching first connection in weeks
- BW or DWH migrations run up to 5× faster when business context is preserved from the start
- One layer of semantic truth, consumed consistently across AI, analytics, and automation



Cirql One: The Business Context Layer for Enterprise AI

Cirql One builds the governed platform that enterprises have been missing. We transform enterprise systems into structured, reusable business reasoning, so AI agents, analytics, and automation have the context and governance they need to operate reliably at scale.

Where traditional data platforms move data, Cirql One moves meaning.

Cirql One is not a data warehouse platform.
It is not an SAP replacement.
It is not a chatbot wrapper around LLMs.

It is the governed reasoning layer that sits between your enterprise systems and your AI.

Application Layer
(AI Apps & Use Cases)

Context Layer
(Core Intelligence)

Foundation Layer
(Data & Integration)



Business Data Products: Your Semantic Foundation

At the core of Cirql One are governed Business Data Products — semantic assets that package data, business context, and decision logic into reusable, AI-ready building blocks. Each asset is a governed unit that can be deployed across systems and evolves over time, acting as a living layer that:

- Unifies technical metadata with business meaning
- Encodes enterprise-specific logic such as pricing procedures, fiscal variants, delegation of authority, posting rules
- Provides AI with the governed context it needs to reason accurately and consistently
- Deploys to any analytics platform: Snowflake, Databricks, Microsoft Fabric, SAP Datasphere, etc.
- Creates a shared language between business teams, data and IT, and AI systems

Three Product Pillars

Business Context Harvesting

Automatically extract meaning, KPIs, customizing logic, and governance rules from SAP and enterprise systems and convert decades of institutional knowledge into machine-readable data..

Business Data Products

Formalize semantics, business rules, and authority structures into reusable, governed reasoning assets that compound in value across every AI use case.

Decision Logic Layer

Deliver governed logic to AI applications, analytics, and automation systems, so every output is explainable, defensible, and consistent with business intent.

From Semantic Foundation to Immediate Value

AI needs governed meaning, not raw tables.

Our activation-layer applications consume the same semantic backbone, delivering value without ERP migrations or architectural overhauls.

Build your semantic layer once. Use it everywhere: for AI, analytics, dashboards, and automation.

Talk to Your Data —

powered by your Business Data Products, not generic AI

Natural language access to enterprise data grounded in your Business Data Products, not generic model assumptions. Ask questions in plain English; get answers that reflect your actual pricing logic, fiscal rules, and authority structures because the semantic layer already knows your business.

BW / DWH Migration —

preserving the business semantics your reporting depends on

A migration accelerator that captures and preserves your KPIs, business rules, and reporting logic as governed semantic assets before you migrate to Snowflake, Databricks, Datasphere, or Fabric. This ensures your Business Data Products move with you, not just your raw data.



From Enterprise Complexity to Governed AI in Weeks

Cirql One's platform automates the journey from raw enterprise data to governed, AI-ready semantic assets. Our approach combines 30+ years of codified SAP expertise with AI-powered discovery and human-in-the-loop validation.

The Customer Journey

1. **Connect & Harvest:** Our AI Semantic Harvester automatically discovers enterprise entities, relationships, customisations, and governance structures. We compare findings against our semantic reference model to propose initial semantics with confidence scores.
2. **Review & Validate:** Business experts review AI-proposed mappings through our Review Centre. Approve, adjust, or enrich them to ensure the semantic layer reflects how your business actually operates, not how a generic model assumes it does.
3. **Build & Enrich:** Build governed Business Data Products from base semantics. Add KPIs, business rules, and delegation of authority structures. In our Modelling Studio, link concepts across domains and extend, enrich, or branch base semantics with customer-specific logic.
4. **Deploy & Operate:** Deploy your data products to Snowflake, Databricks, Microsoft Fabric, SAP Datasphere, and more. Operate as a versioned, governed service with full lineage and audit trails.
5. **Consume & Interact:** Humans, AI agents, APIs, and applications consume the semantic layer directly. It is continuously enriched and reused across use cases and powers natural-language queries, agentic workflows, and trusted analytics from one governed source of truth.



Built for AI That Reasons Like Your Business

Why Cirql One

- **SAP-native expertise:** 30+ years of deep SAP knowledge collated into our platform
- **EU AI Act ready:** every Business Data Product includes the audit trails and authority structures deployers need under Article 26
- **AI-accelerated:** Automated discovery reduces months of manual work to weeks
- **Platform-agnostic:** Deploy to any modern data platform without lock-in
- **Complementary to SAP BDC and Datasphere:** they give you the data platform, Cirql One gives it meaning
- **Build once, reuse everywhere:** Every semantic asset compounds value across AI, analytics, and automation
- **Open by design:** Preserve flexibility across AI vendors, cloud platforms, and SAP's own roadmap



Ready to build your Business Context Layer?

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