

Give Context to AI and Analytics

Context Management

AI and analytics become harder to trust when business meaning, policies, and knowledge are spread across systems.

Metrics may live in dashboards, rules in documents, access controls in separate tools, and business context inside prompts or people's heads. AI can retrieve information, but without shared context it may apply the wrong definition, miss a policy, or return answers that are difficult to explain.

This is where many AI initiatives slow down. If context is not defined, governed, and traceable, outputs may sound plausible without being reliable.

Context Management gives AI and analytics a governed contextual layer. It brings consistency, governance, and production-readiness to AI and analytics across the organization.

How Context Management Makes AI Trustworthy

Context Management applies five core capabilities that make AI analytics reliable at scale.

1. Data Semantics

Define metrics, dimensions, and business logic once in a single semantic model, ensuring AI, agents, dashboards, and APIs all use the same definitions. This keeps outputs consistent, no matter how a question is asked.

2. Governance

Set limits for what AI can access and do. Enterprise-grade controls define data access, usage policies, and agent behavior so AI operates within clear boundaries by default.

3. Grounding

Ground every response in verified sources. AI answers are backed by structured analytics and approved enterprise content, with traceability to the underlying source material.

4. AI-guidance

Tell AI how to reason, explain, and prioritize. Business instructions, analytical intent, and memory help AI stay aligned with business goals, terminology, and expected behavior.

5. Observability

Track how context affects outcomes over time. Teams can monitor prompts, inputs, outputs, and costs end-to-end to understand what context was used, what changed, and why results evolved.

What You Get With Context Management



More Reliable AI and Analytics

Shared definitions, grounded knowledge, and guided behavior improve consistency across dashboards, APIs, assistants, and agents.



Enterprise Control by Default

Governance is applied at the foundation, helping reduce misuse, leakage, and unsafe actions while supporting enterprise security and policy requirements.



Explainable, Traceable Outputs

Answers can be traced back to approved data and content, making AI behavior more transparent and auditable in production.



A Production-Ready Foundation for AI

Context Management helps organizations move from AI experimentation to enterprise-scale deployment with the shared meaning, governance, and observability required for trusted AI.

GoodData's Governed Foundation for Production-Ready AI

[Context Management](#) extends GoodData with the controls required to make AI and analytics consistent, governed, and explainable at scale. It supports both structured and unstructured data and applies governance across assistants, agents, dashboards, and embedded applications. This helps enterprises close the gap between AI experimentation and real production value.