



# EDM Webinar

## How to use a semantic layer to deliver actionable insights at scale

*A conversation with*



**Dave Mariani**  
Founder & CTO  
AtScale



**Bill Inmon**  
"Father of the Data  
Warehouse"

ATSCALE

  
**EDM Council**

# Moderated by **Mike Meriton**

## Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- EDM Council Co-Founder & First Chairman (2005-2007)
- EDM Council Finance Board Chair (2007-2015)
- Former CEO GoldenSource (2002-2015)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)



# Today's speakers

Moderator



**Mike Meriton**

Co-Founder & COO  
EDM Council



**Dave Mariani**

Founder & CTO  
AtScale



**Bill Inmon**

Founder and Chairman  
Forest Rim Technology  
"Father of the Data  
Warehouse"



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## Poll #1:

What's your level of familiarity with the term “**semantic layer**”?

A semantic layer is **a business representation of corporate data that helps end users access data autonomously using common business terms**. A semantic layer maps complex data into familiar business terms such as product, customer, or revenue to offer a unified, consolidated view of data across the organization.

[https://en.wikipedia.org › wiki › Semantic\\_layer](https://en.wikipedia.org/wiki/Semantic_layer) ⋮

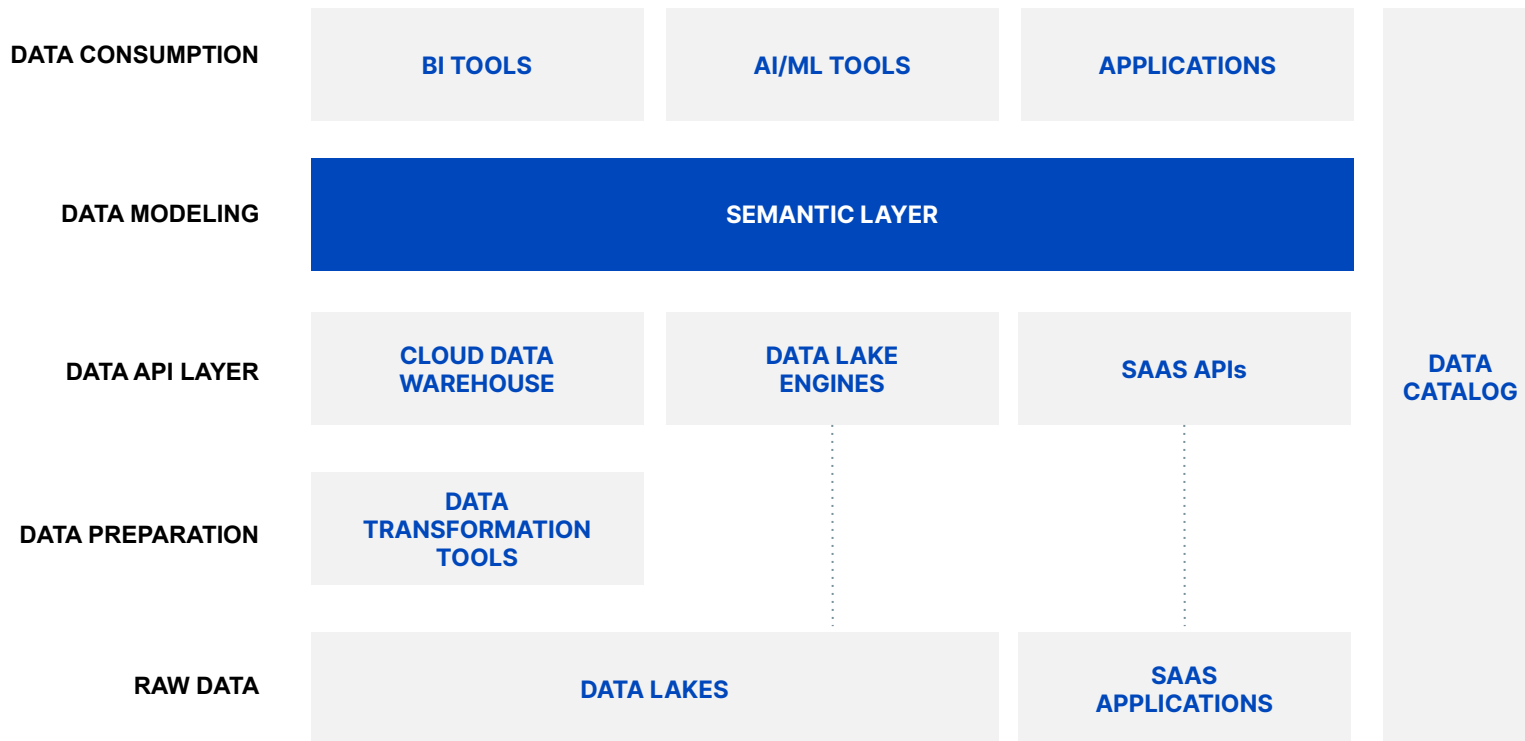
[Semantic layer - Wikipedia](https://en.wikipedia.org/wiki/Semantic_layer)

A semantic layer provides the **agility, consistency, and control** needed to scale enterprise BI and AI





# Where does a semantic layer fit in the stack?

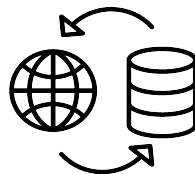


## Poll #2:

How important is **standard data definitions** to your analytics users? (1= Low and 5= High)

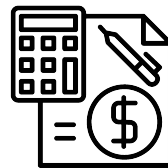


# How is a semantic layer used?



## CLOUD ANALYTICS OPTIMIZATION

Speed of thought analytics on live cloud data, agile data integration with minimal data movement.



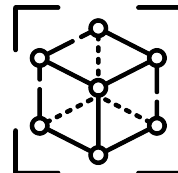
## ENTERPRISE METRICS STORE

Single source of governed enterprise metrics that can be self-served from any AI/BI tool.



## BRIDGING AI AND BI

Common view of data assets and platform for publishing AI-generated insights to decision makers.



## OLAP MODERNIZATION

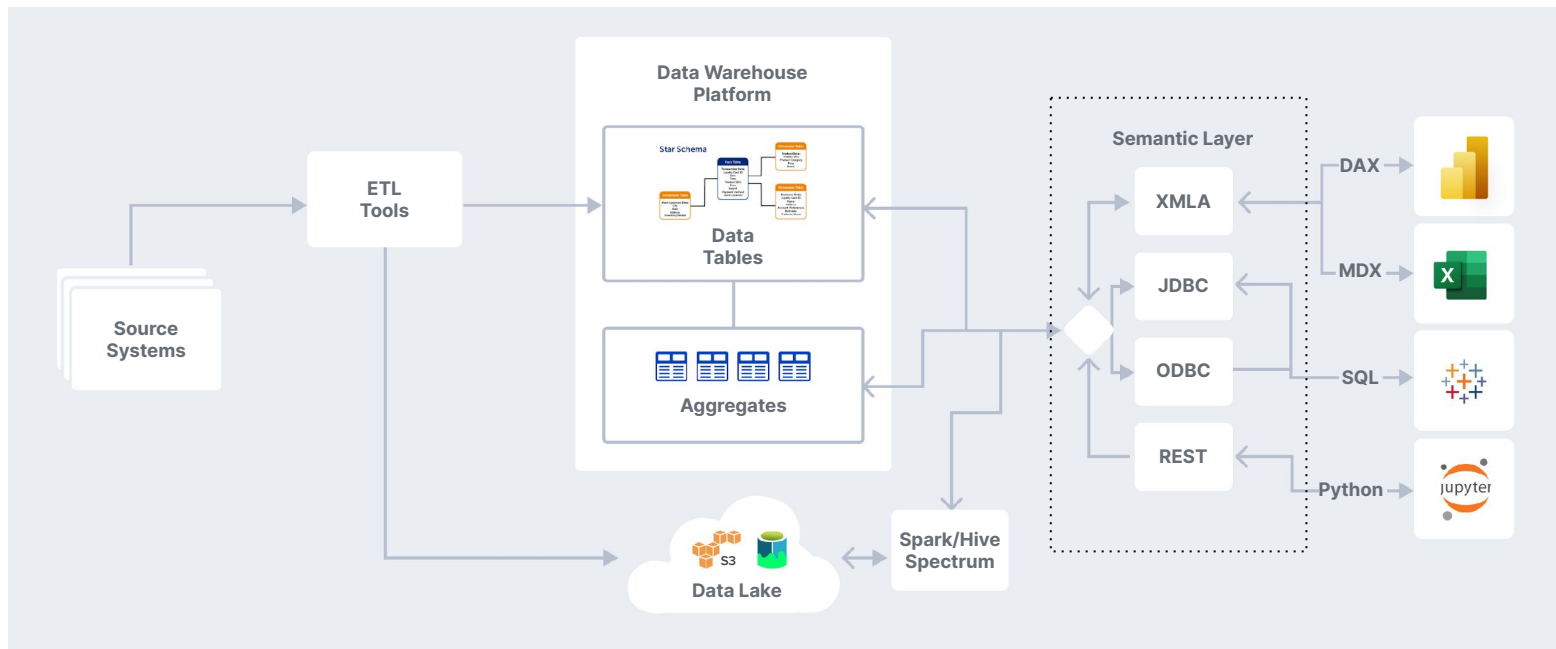
Migrate legacy OLAP (e.g. SSAS) models to modern cloud-first infrastructure.

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## Poll #3:

How important is **trust in data** to your analytics users? (1= Low and 5= High)

# How to Deploy a Semantic Layer



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# Live Audience Q&A

# What does AtScale do?

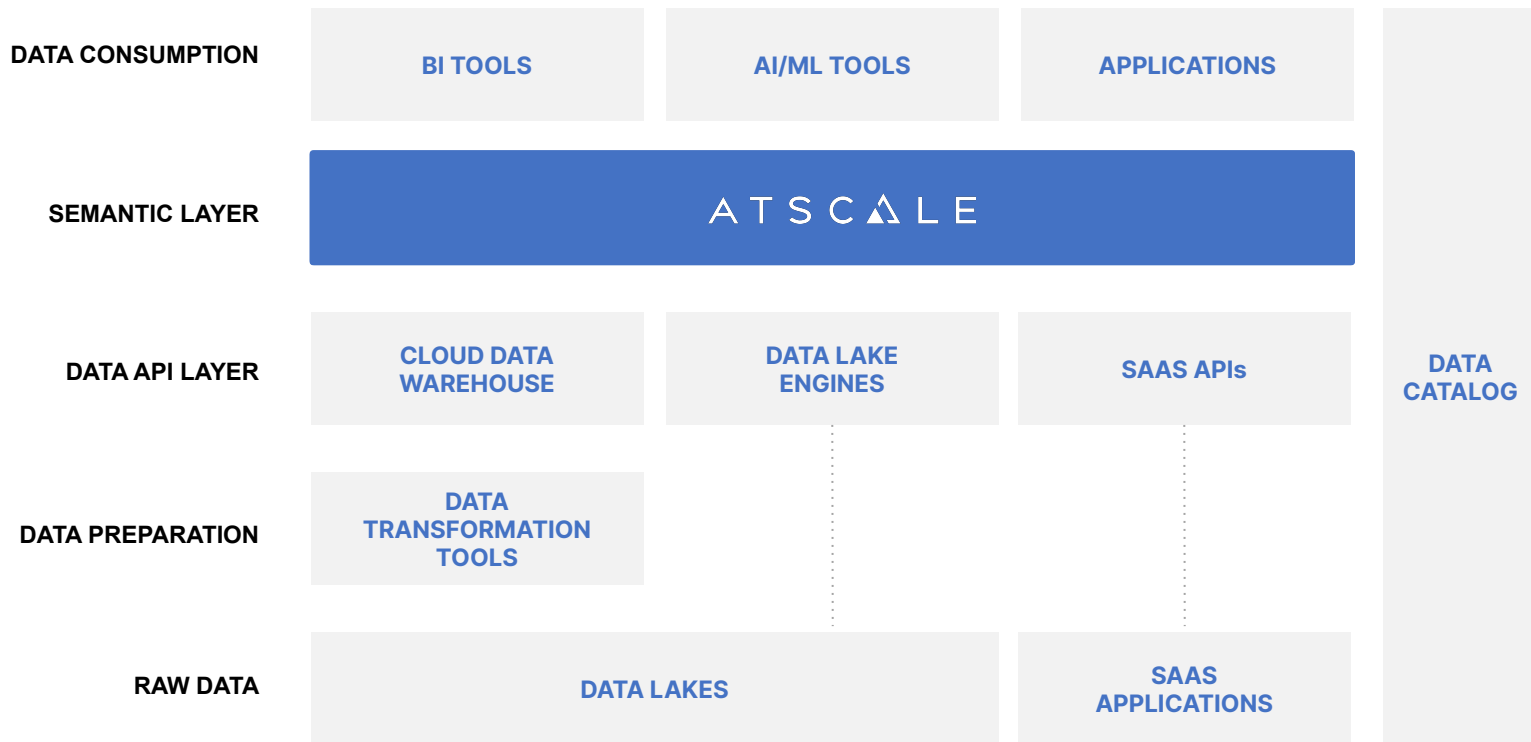
The industry's only **universal semantic layer** platform delivering **fast**, **secure** and **governed** data for BI and AI/ML teams.

- AtScale **does not move data**.
- AtScale **leverages existing** BI and cloud data infrastructure.
- AtScale **integrates with existing** data security infrastructure.





# Where does a Semantic Layer fit in the data stack?



# TPC-DS 10TB Benchmark: Improvements with AtScale

Test	Improvement Factor with AtScale				
	BigQuery	Redshift	Snowflake	Synapse	Databricks
Query Performance <sup>1</sup>	4x Faster	11x Faster	3x Faster	6x Faster	4x Faster
User Concurrency <sup>2</sup>	11x Faster	31x Faster	12x Faster	11x Faster	15x faster
Improved ROI <sup>3</sup>	3x Better	4x Better	16x Better	2x Better	6x Better
Complexity <sup>4</sup>	76% less complex SQL queries				

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1. Elapsed time for executing 1 query five times
2. Elapsed time executing 1 (x5), 5, 25, 50 queries
3. Compute costs for cluster time (Redshift, Snowflake) or bytes read (BigQuery) for user concurrency test
4. Complexity score for SQL queries for number of: functions, operations, tables, objects & subqueries (AtScale = 258, TPC-DS = 1,057)



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[www.atscale.com](http://www.atscale.com)