





(S) UNIFIED AI CORE (RAG + DATA LAKE)

Give each team real-time AI **ASSISTIVE** support, content generation, and research. Forecast trends, identify risks, and PREDICTIVE anticipate opportunities Recommend specific next steps to PRESCRIPTIVE improve outcomes Blend internal data (HubSpot, RAG MODEL Aircall, Sharepoint) (future:

Snowflake) + external sources

(web, public data sets, APIs)