

Expert Panel:

Using a Semantic Layer to Democratize the Enterprise Data Lakehouse

Moderated by James Kobiellus
Senior Research Director, Data Management, TDWI

Tuesday January 17, 2023

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JAMES KOBIELUS

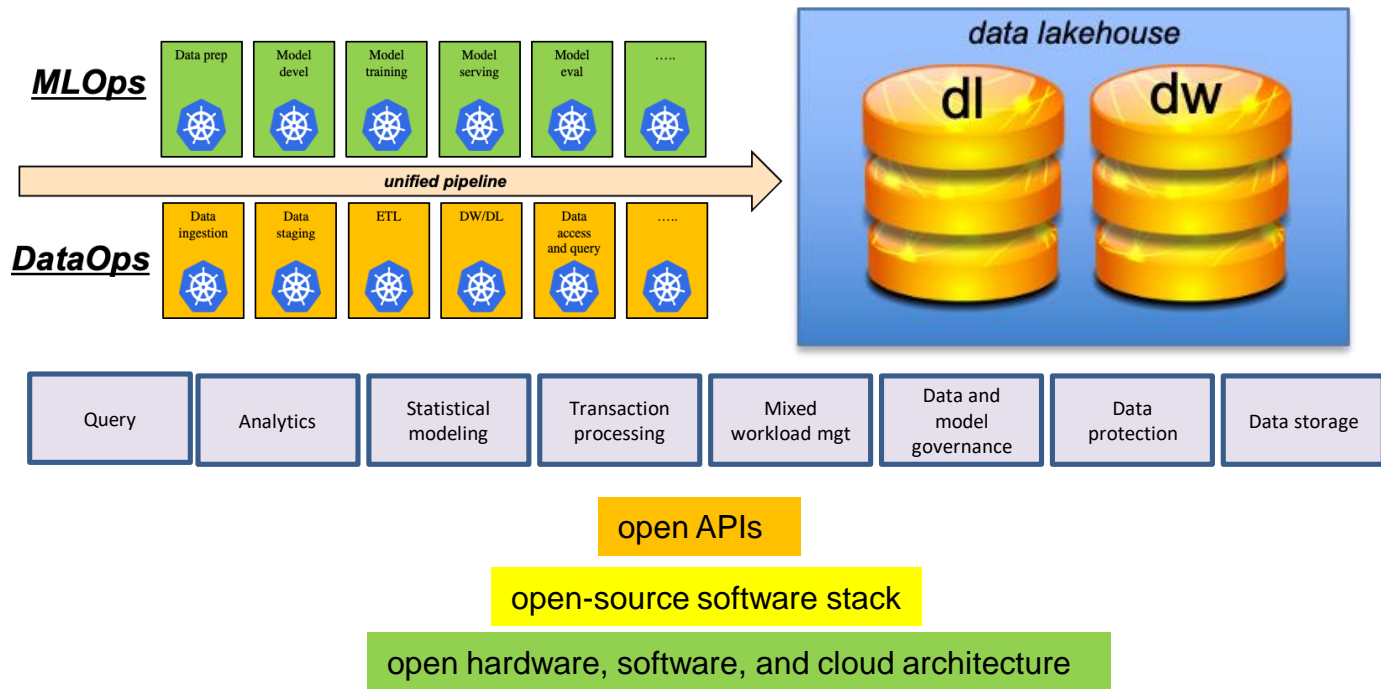
Senior Research
Director,
Data Management
TDWI

Takeaways

- Semantic layers are key lakehouse infrastructure:
 - Unify access to all enterprise data assets within an open lakehouse architecture
 - Present clear understanding of disparate data across lakehouse subject domains
 - Empower lakehouse users with self-service analytics
 - Accelerate data-driven insights through a high-performance lakehouse architecture abetted by contextual data quality rules and policies
- Data democratization hinges on semantic layers that deliver lakehouse simplicity, clarity, usability, and insight acceleration

Simplicity: Unifying Access to Enterprise Data

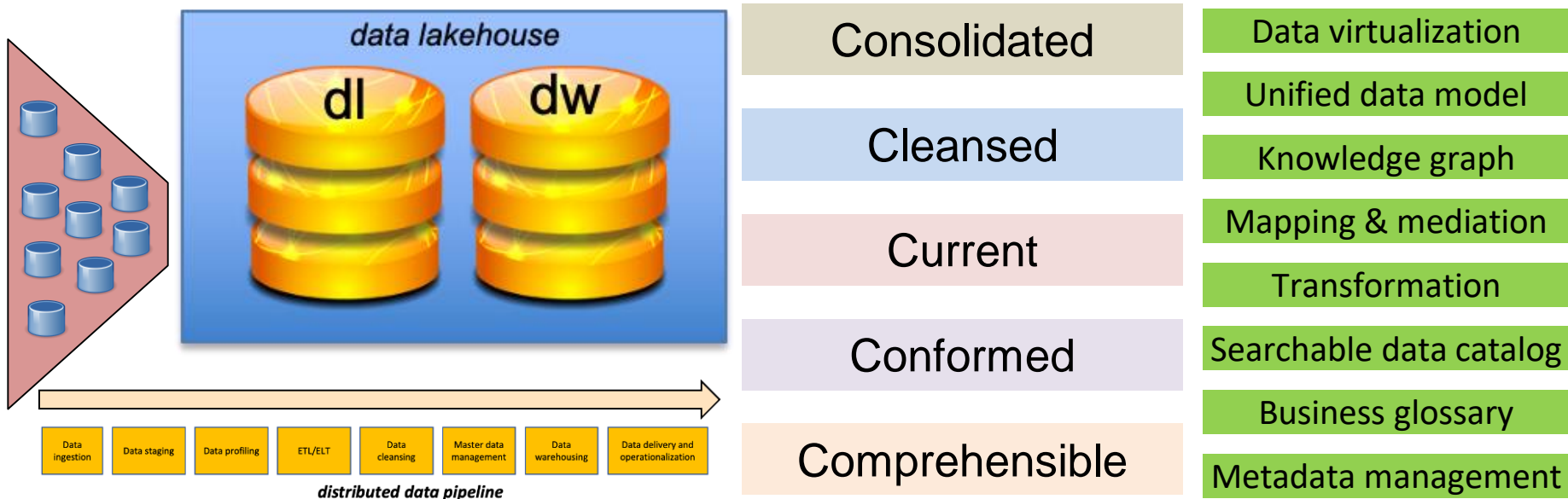
All users should enjoy unified access to all lakehouse data and analytics assets that they need to be productive.



- ✓ Unified view of data and analytic assets
- ✓ Unified DataOps and MLOps pipeline
- ✓ Unified experience for accessing, analyzing, manipulating, and processing it all
- ✓ Unified management, monitoring, and optimization tools
- ✓ Unified abstraction for programmability as cloud-native microservices

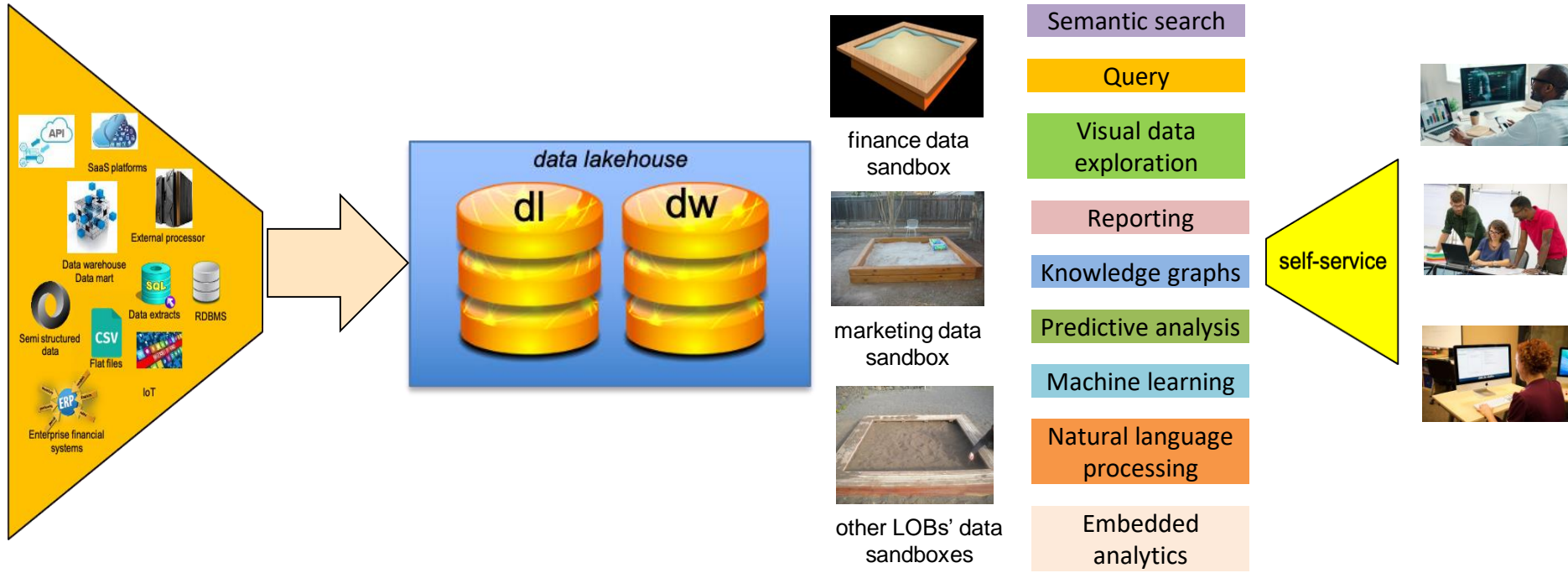
Clarity: Presenting Transparent Cross-Domain Semantics

All users should be presented with a clear, consistent explanation of lakehouse data's meanings, connections, and contexts.



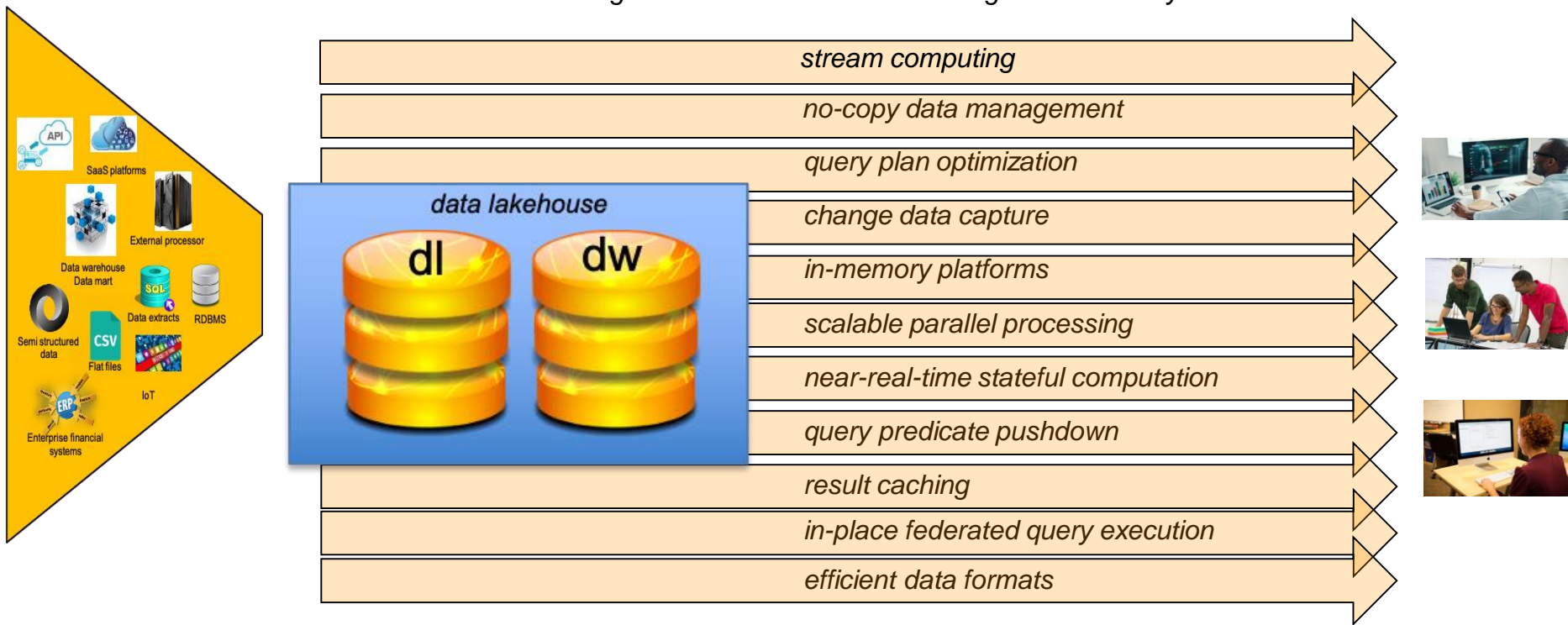
Usability: Empowering Users with Self-Service Analytics

All users should have the right tools they need to explore, analyze, model, and otherwise consume lakehouse data assets.



Acceleration: Delivering Insights at the Speed of Thought

All users should consume data-driven insights in real time delivered through a low-latency lakehouse infrastructure.





THANK YOU!!!!!!

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Keon Shahab

Solutions Architect
Databricks

Databricks

The Lakehouse

Inventor and pioneer of the
data lakehouse

Gartner recognized leader in both

- Database Management Systems
- Data Science and Machine Learning Platforms

Creator of highly successful OSS data
projects



Raised over \$3B in investment

4500+ employees across the globe

tdwi TRANSFORMING DATA WITH INTELLIGENCE™

Global adoption

Over 7000 customers, from F500 to unicorns

FINRA

NASA

Walmart+

nu

RIOT
GAMES

Biogen

DOORDASH

HSBC

AstraZeneca

REGENERON



INMOBI



VOLVO
VOLVO GROUP

Expedia

TD Bank

ATLASSIAN

Disney

CONDÉ NAST

Capital One

accenture

JPMORGAN
CHASE & CO.

FedEx

Adobe

Nationwide

Electrolux

CVS

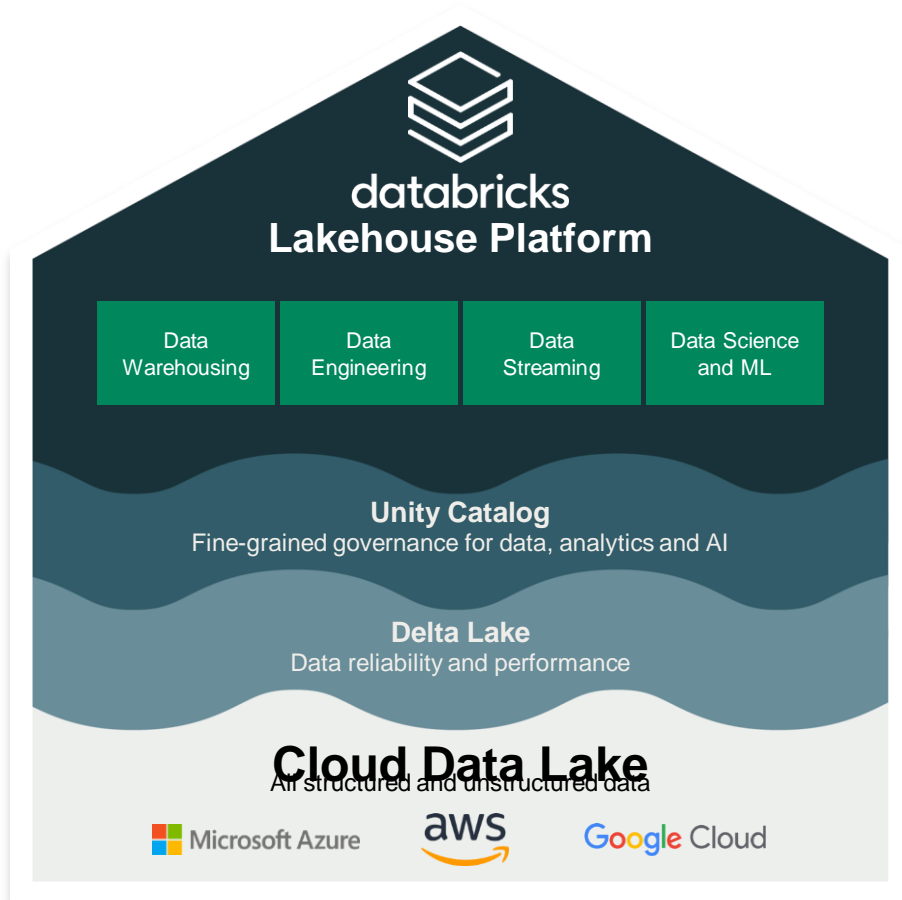
BRIDGESTONE

COMCAST

ABN-AMRO

stripe

ThermoFisher
SCIENTIFIC



Databricks Lakehouse Platform

Simple

Unify your data warehousing and AI use cases on a single platform

Multicloud

One consistent data platform across clouds

Open

Built on open source and open standards



Navin Sharma

VP, Product
Stardog

STARDOG

Democratizing data for Analytics and AI with Enterprise Knowledge Graphs

Navin Sharma
VP, Product



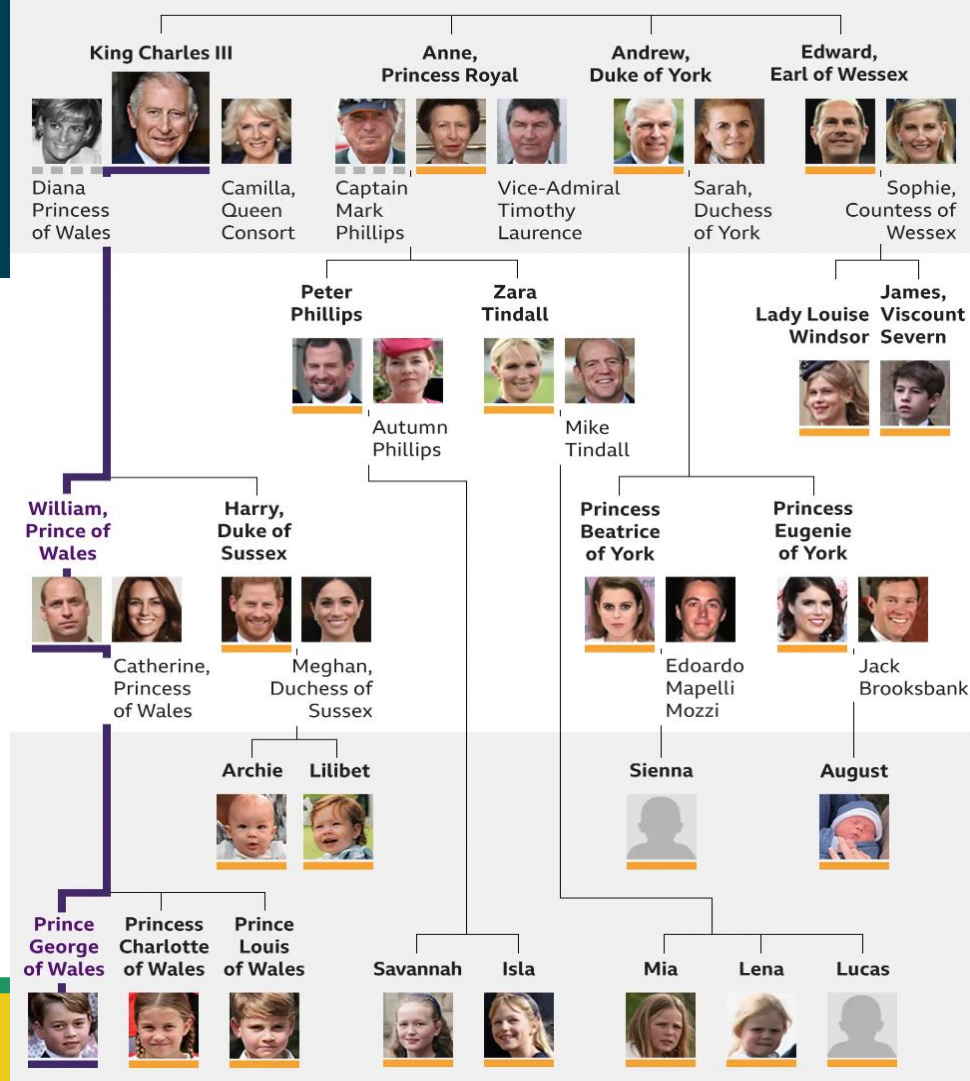
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The data Set - British Royal Family

Person ID	Full Name	Gender
0	Queen Elizabeth II	F
1	King Charles III	M
2	Diana, Princess of Wales	F
3	Anne, Princess Royal	F
4	Captain Mark Phillips	M
5	Andrew, Duke of York	M
6	Edward, Earl of Wessex	M
7	Sophie, Countess of Wessex	F
8	William, Prince of Wales	M
9	Catherine, Princess of Wales	F
10	Harry, Duke of Sussex	M
11	Meghan, Duchess of Sussex	F
12	Peter Phillips	M
13	Autumn Phillips	F
14	Zara Tindell	F
15	Mike Tindall	M
16	Sarah, Duchess of York	F
17	Lady Lousie Windsor	F
18	James, Viscount Severn	M
19	Princess Beatrice of York	F
20	Princess Eugenie of York	F
21	Edoardo Mapelli Mozzi	M
22	Jack Brooksbank	M
23	Sienna	F
24	August	F
25	Archie	M
26	Lilibet	F
27	Prince George of Wales	M
28	Princess Charlotte of Wales	F
29	Prince Louis of Wales	M
30	Savannah	F

Parent ID	Child ID
0	1
0	3
0	5
0	6
1	8
1	10
2	8
2	10
8	27
8	28
8	29
9	27
9	28
9	29
10	25
10	26
11	25
11	26
3	12
3	14
4	12
4	14
12	30
12	31
13	30
13	31
14	32
14	33
14	34
15	32



Not your grandfather's Semantic Layer

Notice that the data has only members and parent-children information. Semantic Terms like Brothers, Sisters, Siblings, Aunts, Uncles etc do not appear anywhere in the data.

Examples of **Statements about the data** -

“Queen Elizabeth *has_Child* Charles”

“Harry *has_Child* Archie”

Examples of **Semantic model, expressed with annotated business rules annotated without changes to the underlying source data or source data model.**

These are statements about the Domain (irrespective of the data)

“If person has child then person is parent”

“A grandparent is the parent of a parent.”

“The male sibling of a parent is the Uncle of the child”

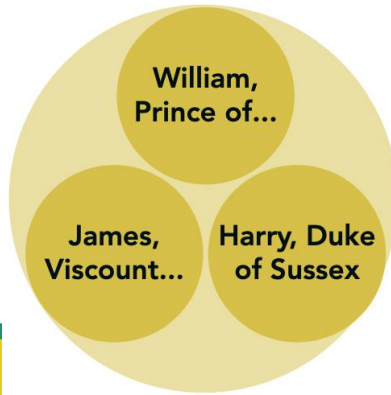
Examples of **Statements that enrich the data with Semantics**

“Queen Elizabeth is the **Grandmother** of Prince William”

“Harry is the **Uncle** of Charlotte”

Stardog takes statements from Subject Matter Experts and expresses them in a way that easily manipulates and expresses data into knowledge ie Semantically Enriched Data.

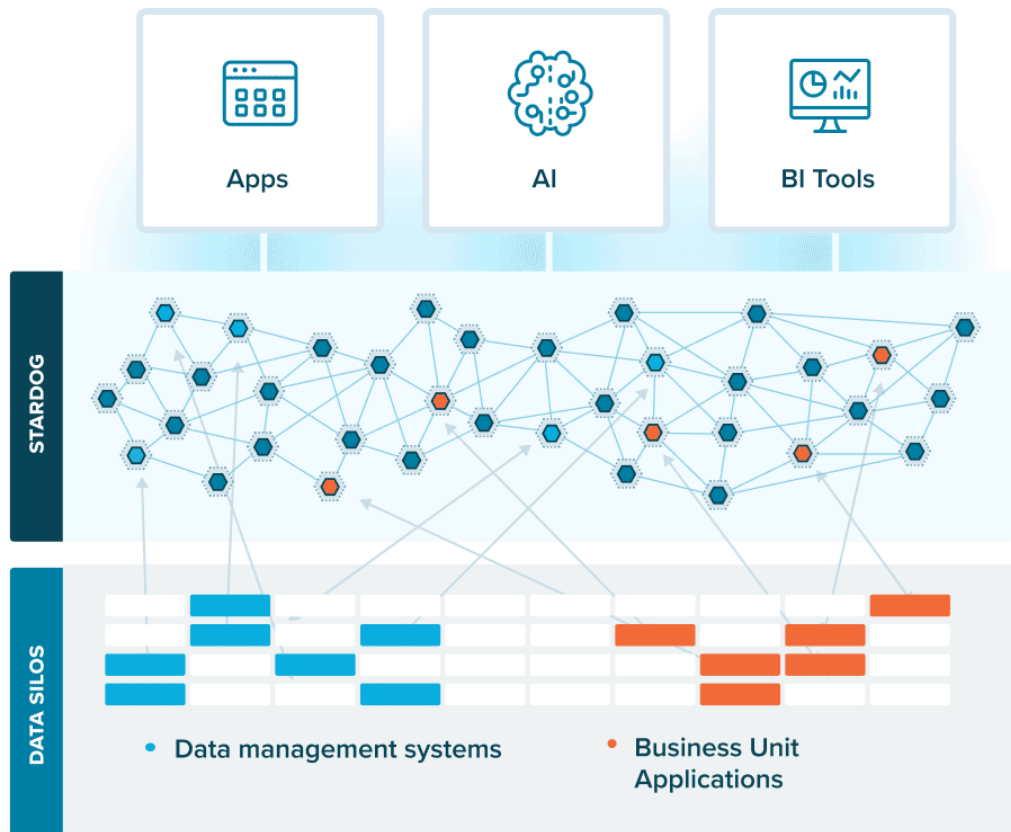
Find the nephews of any aunts



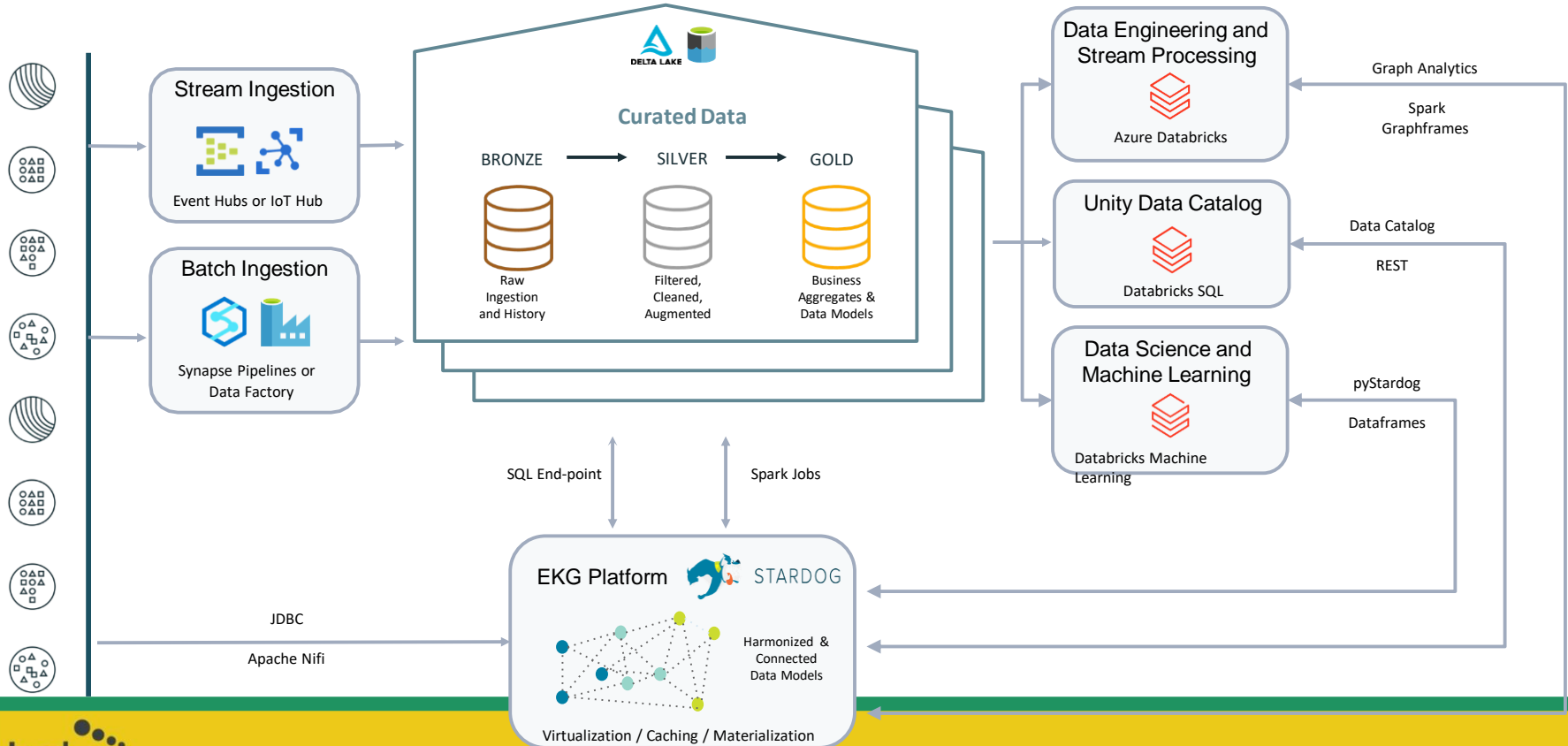
What is an Enterprise Knowledge Graph?

Enables a flexible, semantic data layer for answering complex queries across a diverse but connected enterprise data landscape by:

- **Harmonizing** data, metadata & rules based on business meaning
- **Limiting** data sprawl with federated data access to heterogeneous sources
- **Enabling** citizen data users to self-serve in context.



Semantic Lakehouse Reference Architecture



Enabling use-cases across industries with connected data needs, like, but not limited to

HCLS

Drug discovery

Pre-clinical R&D

Molecule-to-market

Manufacturing

Digital twin & thread

Product 360

Bill of Materials

Financial Services

Customer 360

Financial crimes

Operational Risk



STARDOG

Supercharge your analytics & AI directly within your applications



jupyter insurance Last Checkpoint: 02/03/2022 (unsaved changes)

File Edit View Insert Cell Kernel Help

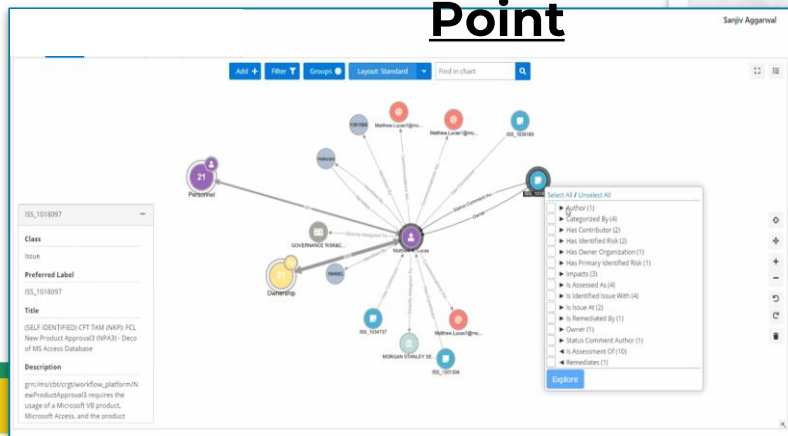
Run Code

Welcome to pystardog

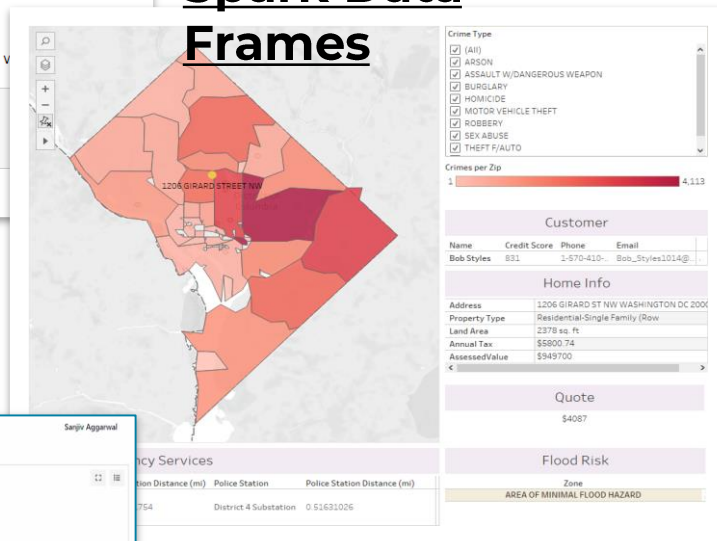
Press the Restart & Run All button to run all the cells in this notebook and v

```
In [1]: import io
import stardog
import pandas as pd
import seaborn as sns
```

SQL End- Point



Python/ Spark Data Frames



GraphQL/RE ST APIs

journey

<https://www.stardog.com/get-started/>

Stardog Free

Everything you need to learn and build knowledge graphs as a single developer. No credit card required.

\$0/month
(Free)

Start Free now!

RECOMMENDED

Stardog Essentials

A perfect fit for jump-starting your proof of concept and getting to your first knowledge graph.

\$99/month

Start Essentials now!

Stardog Enterprise

Our mission-critical, large-scale production environment for your enterprise.

Let's talk

Contact us!

Databricks users? Look for Stardog under Partner Connect

The screenshot displays the Databricks Partner Connect interface within the Microsoft Azure environment. The top navigation bar includes the Microsoft Azure logo, the Databricks logo, a search bar, and a '+ P' button. A left sidebar contains navigation icons for workspace, clusters, jobs, and other features.

Get started

With Databricks SQL, you can query your data lake, visualize the results, and easily share insights with your team.

The next few steps will help you get started quickly.

As an admin

- Configure data access ✓
- Grant permissions ✓
- Review SQL warehouses ✓

Explore Databricks SQL

Search by partner name

hightouch

Hightouch syncs customer data into tools your company relies on – Salesforce, Facebook Ads, Marketo, Netsuite, and 100+ others.

Semantic layer

STARDOG

The Stardog Enterprise Knowledge Graph Platform provides a foundation for a flexible semantic data layer designed to answer complex queries across data silos.

Panel Discussion



What is a
semantic
layer?

How can a semantic layer accelerate the democratization of your enterprise data lakehouse?

How can enterprises leverage a semantic layer to harmonize data models with standard, well-understood concepts and vocabularies?

How can knowledge graphs support flexible viewing of semantic relationships among business concepts across connected data domains in your enterprise lakehouse?

How can a graph database enable fast, efficient, robust, and ACID-compliant semantic processing of connected data domains?

How can business vocabularies be enhanced through application of contextual data quality rules within a semantic layer?

QUESTIONS?



CONTACT INFORMATION

If you have further questions or comments:

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