AIR ready

DECISION INTELLIGENCE PLATFORM

An enterprise is worth the quality, speed, and volume of the decisions it makes.

OBASE AIR is your enterprise's nervous system for decisions. It senses what's happening across your data, makes sense of it in your own business language, and carries it through to decision and action — the moment it matters, not the next reporting cycle.

30+
Years of domain expertise

20+
Countries served

250+
Specialists

5
Pre-built domains

01 From data bottleneck to decision velocity

TODAY, WITHOUT AIR

- ✕ Executives navigate between reports and visuals
- ✕ Conflicting metric definitions erode trust in the numbers
- ✕ Insight-to-action cycles stretch into days and weeks
- ✕ Institutional knowledge stays locked inside BI tools

→

WITH OBASE AIR

- ✓ Ask any business question in plain language — answered in seconds
- ✓ One governed semantic layer; every number means the same thing
- ✓ Anomalies and forecasts surface before they cost you
- ✓ Every insight explainable, auditable, decision-ready

02 Decision intelligence, engineered for scale

AIR doesn't replace the decision-maker — it multiplies the organization's decision capacity across **three dimensions at once**.

THE DECISION EQUATION

#Decisions
How many decisions you can address at all — including the millions too small for humans today.

×

Speed
Cycle time from signal to action — weeks to minutes.

×

Quality
Consistency and accuracy of every decision — measured, not assumed.

COMPOUNDS INTO

Measurable enterprise value

03 What executives can do, day one

Natural language query
Ask any business question in plain language. AIR maps intent to governed KPI definitions — no SQL, no reporting backlog.

Anomaly detection
Shift from reactive to proactive. AIR surfaces issues across KPIs before they escalate.

Predictive foresight
Multi-algorithm forecasting reveals what will happen next — automatically selecting the best model for your data.

Dashboard summarization
Entire dashboards condensed into concise, decision-ready executive briefs.

Voice interaction
Speech-to-text and text-to-speech deliver fully hands-free executive briefings in a natural tone.

Navigation & routing
Ask, and AIR opens the right report or page instantly — conversational navigation across your stack.

Built to support knowledge workers, not sideline them. AIR lifts the reporting backlog off analysts and BI teams —freeing them for the high-value analysis only they can do, while every role gets self-service answers.

04 Live in four steps — no rip and replace

1 **Connect**
A governed analytical layer sits on top of your existing data — without disrupting ETL or current BI.

2 **Configure**
KPI definitions, business rules, and the domain ontology activate. Core capabilities work out of the box.

3 **Converse**
Executives interact in natural language — typed or spoken. AIR resolves intent and responds in real time.

4 **Decide**
Answers arrive as decision-ready summaries with full audit trail. Humans supervise; AI executes.

05 Why OBASE AIR

Institutional knowledge, pre-built
30+ years of sectoral expertise, pre-modeled for five domains and extensible to any other. Go live with a governed domain model from day one — not months of setup.

LLM-agnostic by design
Plug in OpenAI, Anthropic Claude, Google Gemini, Mistral, or any on-premise model. AIR's intelligence lives in the semantic layer — not the LLM.

Decision orchestration
A pricing move ripples into stock, margin, promo, and loyalty. AIR evaluates the domino effects before any decision is dispatched.

Human-in-the-loop governance
Every decision is explainable and auditable. Governance and accountability are built into the architecture, not bolted on.

When everyone runs similar models, advantage moves to the decision layer.

The edge is how fast you turn data into the right action — and the companies that reach that maturity by 2030 will set themselves apart.
OBASE AIR — production-grade, across retail, finance, telco, FMCG, and travel & hospitality.

Schedule a discovery call

YOUR KNOWLEDGE BASE
obase