

Denodo Metric Views

Governed Business Metrics for Trusted Analytics and AI

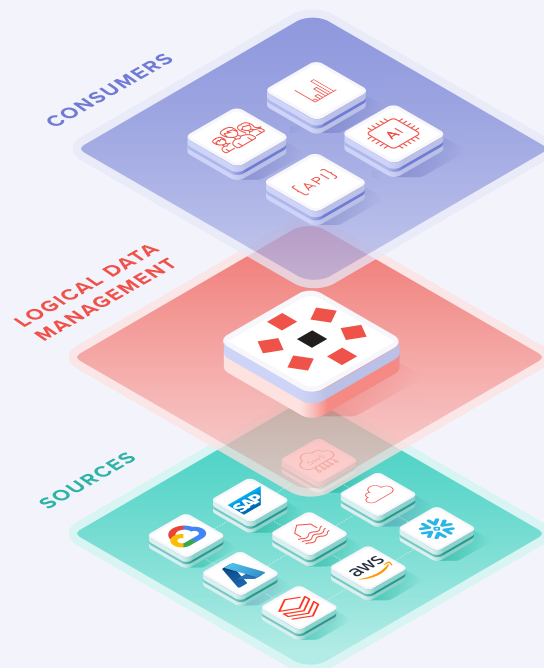
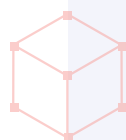
Every organization depends on business metrics to measure performance, guide decisions, and align teams. Revenue, profit, customer churn, refund rate, or trial completion rate are metrics that are often treated as simple calculations, but in practice they depend on business rules, filters, relationships, time grains, and approved definitions.

The challenge is that these definitions are frequently recreated across SQL queries, BI dashboards, spreadsheets, data products, and AI tools. One team may calculate revenue one way, another may apply different filters, and an AI assistant may infer a formula or join path that looks correct but does not match the approved business definition. The result is metric drift, inconsistent reporting, reduced trust, and slower decision-making.

Common challenges include:

- Inconsistent KPI Definitions:** Critical metrics are often rebuilt across different dashboards, reports, or applications. Even small variations in formulas, filters, or joins can produce conflicting results.
- Too Much Reliance on Custom SQL:** Business users and analysts often need to resolve metrics conflicts in order to understand complex schemas, join paths, and aggregation logic, before they can answer a business question. This slows self-service and increases the risk of error.
- Limited Governance over Business Logic:** Many organizations govern access to data, but the logic used to calculate business metrics is often managed separately in downstream tools, making them harder to document, secure, reuse, and audit.
- AI Ambiguity and Hallucination Risk:** AI agents and conversational analytics tools need clear business definitions. Without governed metrics, they may guess at formulas, joins, or aggregations, resulting in answers that are technically valid but incorrect in terms of the business understanding.

To improve trust in analytics and AI, organizations need a consistent way to define, govern, discover, and reuse business metrics across the enterprise. Denodo Metric Views provide that capability by extending the Denodo Semantic Layer with governed, reusable KPI definitions. As part of Denodo's data layer for AI, Metric Views help create active context by giving AI systems, analytics tools, and business users a shared, trusted understanding of business performance.



A Governed Semantic Foundation for Business Metrics

Denodo Metric Views enable data teams to define KPIs directly in the Denodo Platform, as reusable semantic objects. Instead of embedding metric logic inside individual SQL queries, dashboards, or AI prompts, organizations can define the metric once, document it, govern it, and make it available for consistent use across BI tools, applications, data products, the Denodo Data Marketplace, and AI agents.

Metric Views bring together the elements required to calculate a business metric correctly, including the tables in scope, relationships across tables, valid dimensions, attributes, built-in filters, and metric formulas. Once created, users can select the governed metric and the dimensions they need, while Denodo automatically generates the appropriate query based on the underlying semantic model. This strengthens semantic trust by enabling critical KPIs to be calculated from approved business definitions rather than a variety of definitions drawn across tools, teams, and AI experiences.

It also helps users focus on the business question rather than the technical complexity behind it. Instead of taking time to determine which tables to join, which aggregation to apply, or which filter defines an active customer, a user can work with approved business metrics such as “Total Revenue,” “Profit,” “Refund Rate,” or “Year-over-Year Sales Growth.”

For IT and data teams, Metric Views provide a centralized way to manage KPI logic as part of a broader semantic and governance strategy. For business users, they provide a more trusted and intuitive path to self-service analytics. For AI agents, they provide the semantic grounding needed to answer business questions using approved definitions rather than inferred logic.



The Power of Denodo Metric Views for Your Organization

Denodo Metric Views help organizations improve trust, consistency, and reuse across analytics and AI by making business metrics part of the governed semantic layer. With Metric Views, organizations can maintain:

I Consistent Metrics across Tools

Metric Views help eliminate metric drift by creating a single governed definition for important KPIs. Once defined in Denodo, metrics can be reused across BI tools, dashboards, data products, applications, and AI interfaces. When exposed through governed data products, Metric Views help to provide reusable data assets with not only trusted data, but also trusted business measures that consumers can apply consistently.

This reduces the risk of different teams producing different answers to the same business question.

I Stronger Governance of Business Logic

Denodo already enables centralized governance across distributed data sources. Metric Views extend this governance to the business logic used to calculate KPIs. IT and data teams can define approved formulas, valid dimensions, relationships, and filters, while continuing to apply permissions, row-level restrictions, global security policies, and metadata controls across the underlying data model.

I Simpler Self-Service Analytics

Metric Views reduce the need for users to write custom SQL or even to have to understand complex data models before answering business questions. Users can select governed metrics and dimensions through a more guided experience, so they can focus on insights rather than joins, aggregations, and formula logic.

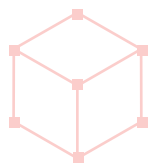
I More Reliable AI and Conversational Analytics

As AI agents and conversational tools become more common, they need access to trusted business context. Metric Views provide a governed map of KPIs, relationships, and valid dimensions that AI systems can use to reduce ambiguity and avoid guessing at business logic. By providing AI systems with approved metric definitions and valid dimensional context up front, Metric Views can also reduce unnecessary reasoning overhead and help AI to provide more precise answers with less trial-and-error. This helps improve the reliability of AI-generated answers and supports more trusted agentic AI experiences.



**DEFINE ONCE. GOVERN
CENTRALLY. REUSE
EVERYWHERE.**

Denodo Metric Views enable organizations to define critical business metrics once in the Denodo Semantic Layer and reuse them consistently across BI tools, applications, data products, marketplaces, and AI agents. This helps reduce metric drift, improve trust in analytics, and give AI systems the governed business context they need to deliver more reliable answers.



GARTNER®

By 2027, organizations that prioritize semantics in AI-ready data will increase their agentic AI accuracy by up to 80% and reduce costs by up to 60%.

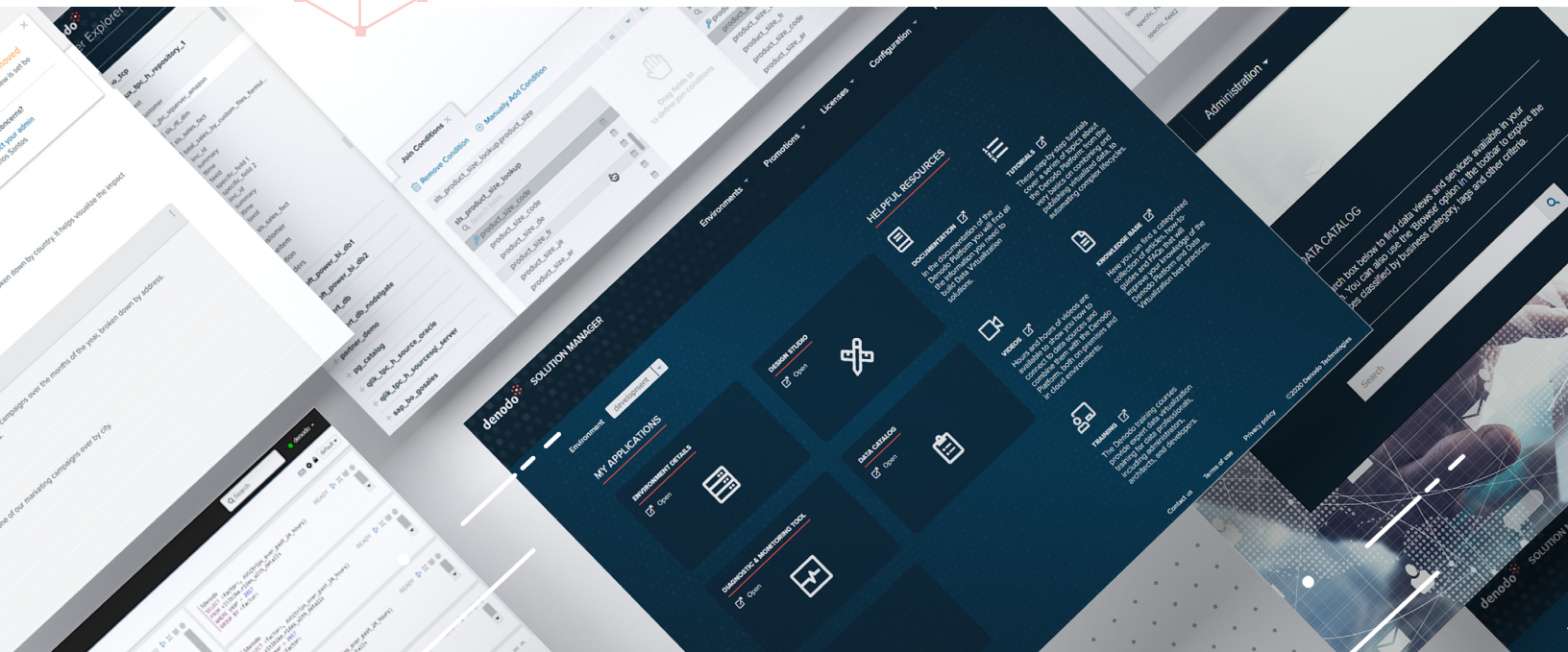
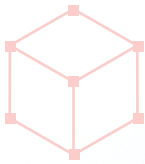
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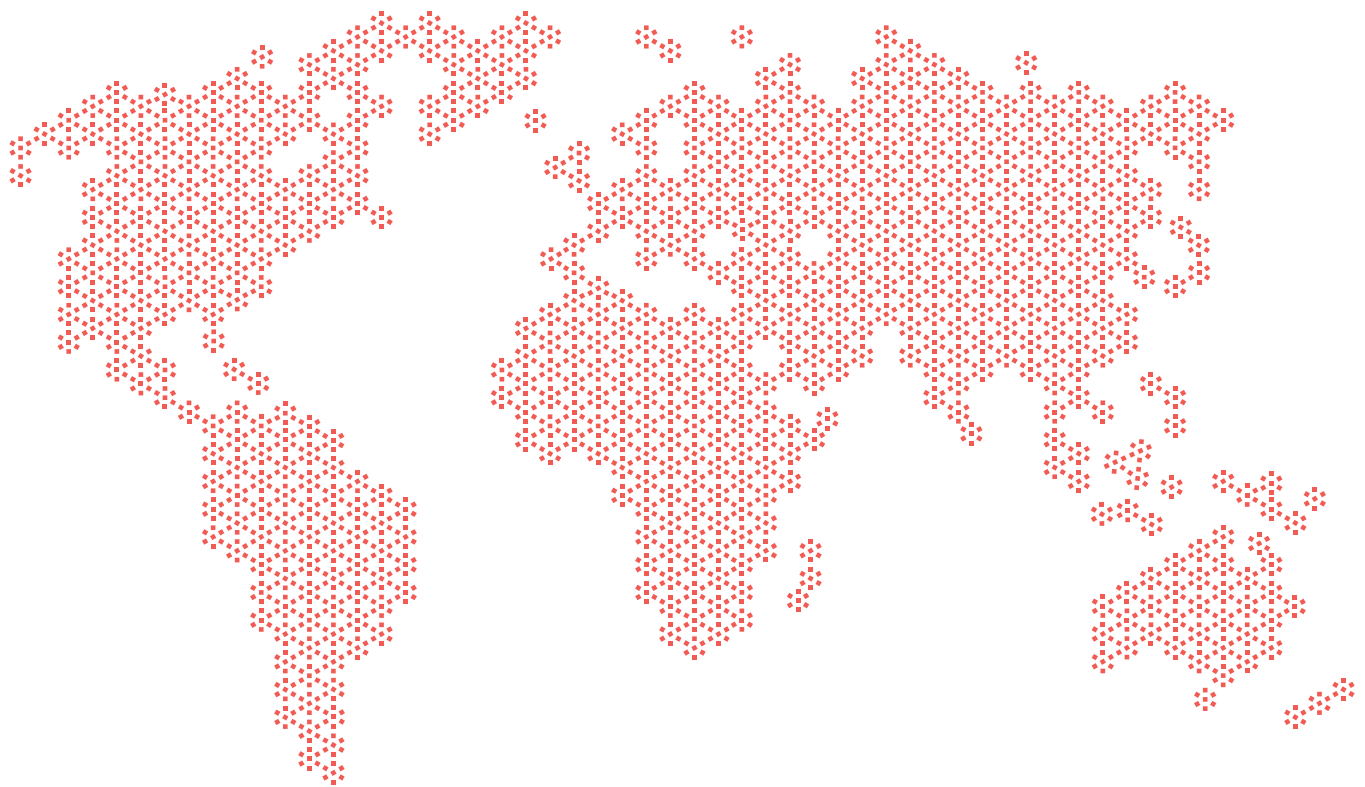
Governed Metrics for Trusted Decisions

Trusted analytics and AI depend on more than access to data. Teams also need confidence that the metrics used to measure performance are defined consistently, governed properly, and applied the same way across every tool and use case.

Metric Views help provide that consistency by turning important KPIs into governed, reusable business definitions. This enables business users, analysts, application teams, and AI agents to work from the same approved understanding of metrics such as revenue, profit, churn, refund rate, or customer lifetime value.



To learn more, visit our [community](#) — and discover how Denodo delivers governed business metrics for trusted analytics and AI.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

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