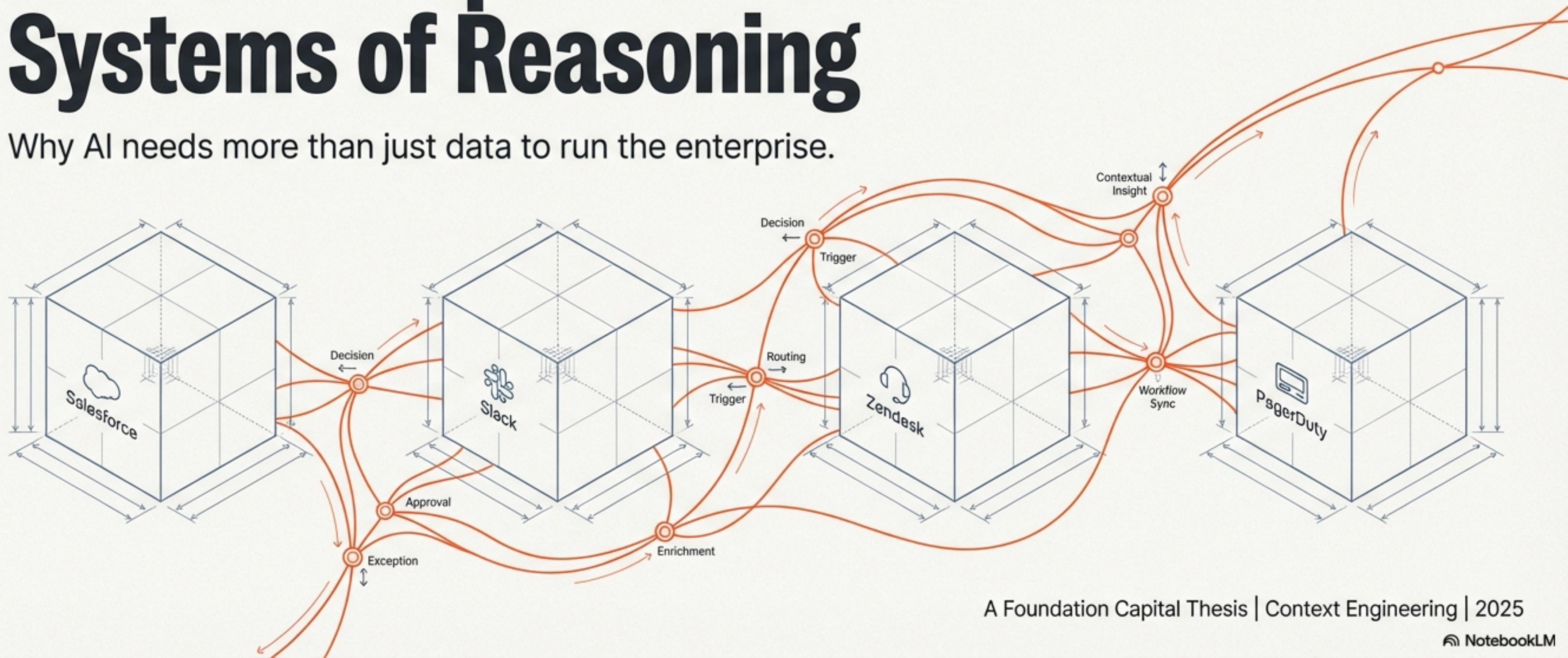


The Missing Layer: Context Graphs & The Rise of Systems of Reasoning

Why AI needs more than just data to run the enterprise.



THE TRILLION-DOLLAR LEGACY OF SYSTEMS OF RECORD

THE ERA OF CANONICAL DATA

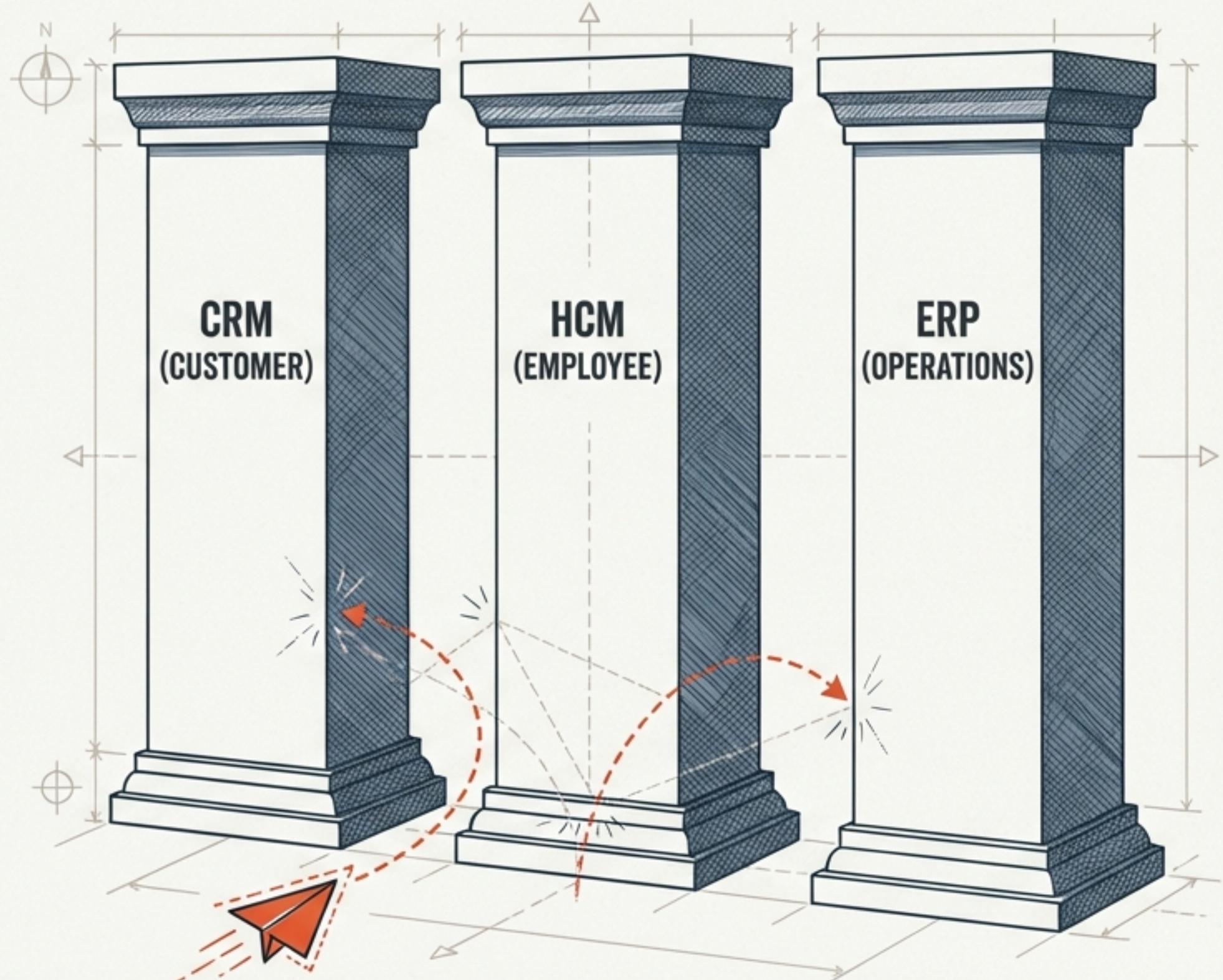
Companies like Salesforce, Workday, and SAP dominated by owning the “golden record.” Their value proposition was simple: Own the data, own the workflow, own the lock-in.

THE NEW DEBATE

With the rise of AI agents, the industry asks: Do these systems survive? Are agents just an interface, or do they change the underlying data plane?

THE REALITY

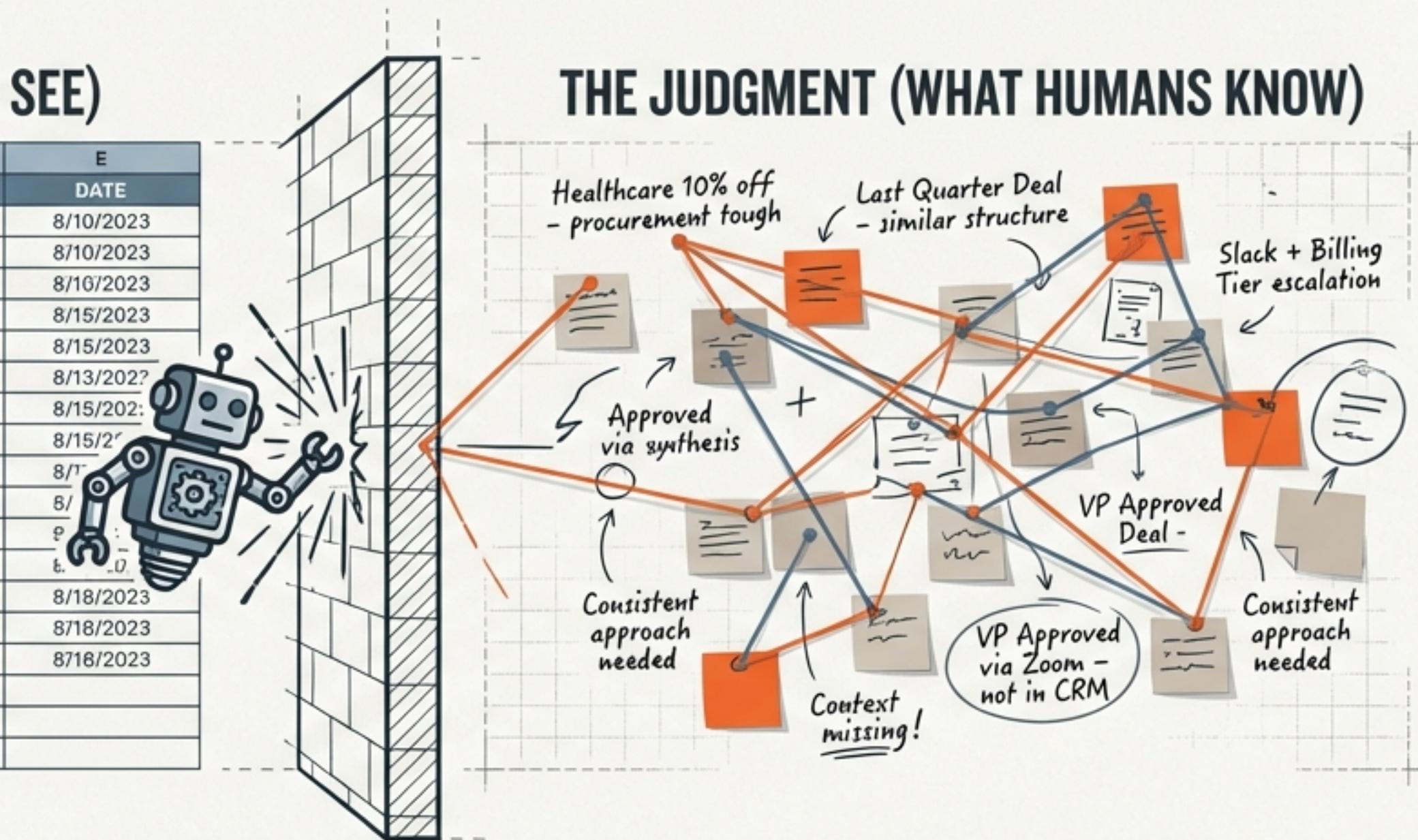
Agents are cross-system and action-oriented. While the view “Long Live Systems of Record” argues agents just need data access, this misses the critical “**missing layer**” required to run an enterprise: **Context**.



AGENTS ARE HITTING A WALL CALLED ORGANIZATIONAL MEMORY

THE DATA (WHAT AGENTS SEE)

	A	B	C	D	E
	ID	CLIENT	TIER	PRICE	DATE
1	1	_____	A3	\$200	8/10/2023
2	2	_____	A4	\$100	8/10/2023
3	3	_____	A3	\$300	8/16/2023
4	4	_____	A2	\$400	8/15/2023
5	5	_____	B1	\$300	8/15/2023
6	6	_____	B2	\$300	8/13/2022
7	7	_____	A1	\$300	8/15/2022
8	8	_____	A1	\$300	8/15/2022
9	9	_____	A1	\$100	8/15/2022
10	10	_____	A3	\$300	8/15/2022
11	11	_____	A1	\$300	8/15/2022
12	12	_____	A2	\$350	8/15/2022
13	13	_____	A3	\$200	8/18/2023
14	14	_____	A3	\$300	8/18/2023
15	15	_____	A4	\$350	8/18/2023
16					
17					
18					



TRIBAL KNOWLEDGE

"We give healthcare companies 10% off because procurement is brutal."
(Not in CRM)

PRECEDENT

"We structured a similar deal last quarter—be consistent."
(No system link)

CROSS-SYSTEM SYNTHESIS

"Escalated because of a Slack thread AND a billing tier."
(System only sees 'Tier 3')

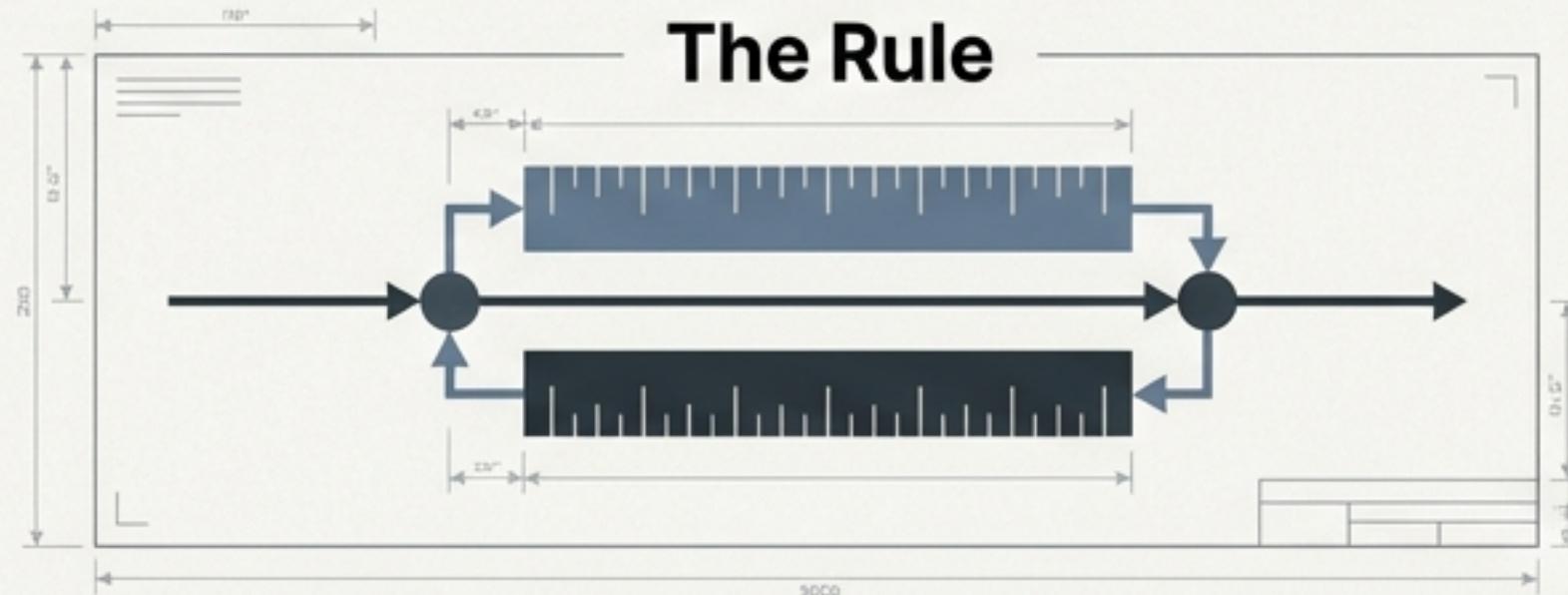
INVISIBLE APPROVALS

VP approved via Zoom.
CRM shows price, not the approver.

DEFINING THE CONTEXT GRAPH: A SYSTEM OF REASONING

A Context Graph is not the model's chain-of-thought.
It is a queryable, living record of decision traces
stitched across entities and time.

Rules vs. Traces



The Rule
Tells an agent what *should* happen in general.
Example: Use official ARR for reporting.

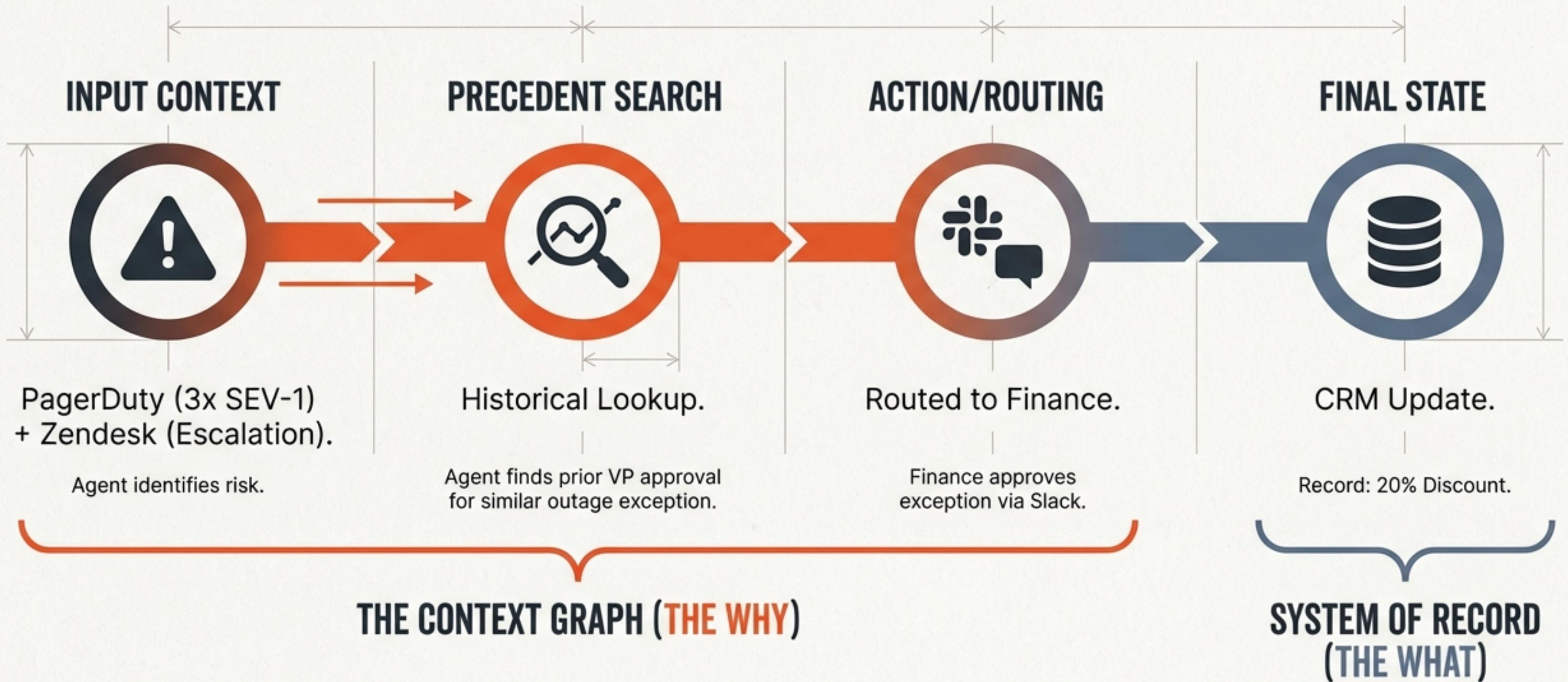


The Decision Trace
Captures what *actually* happened in specific cases.
Example: Used X definition, under policy v3.2, with VP exception, based on precedent Z.

Goal: Turn “what happened” into searchable precedent for “why it was allowed to happen.”

THE ANATOMY OF A DECISION TRACE

Scenario: A 20% renewal discount is approved.



CONTEXT ENGINEERING: THE SEMANTIC WEB UNLOCKED BY LLMS

The Technology

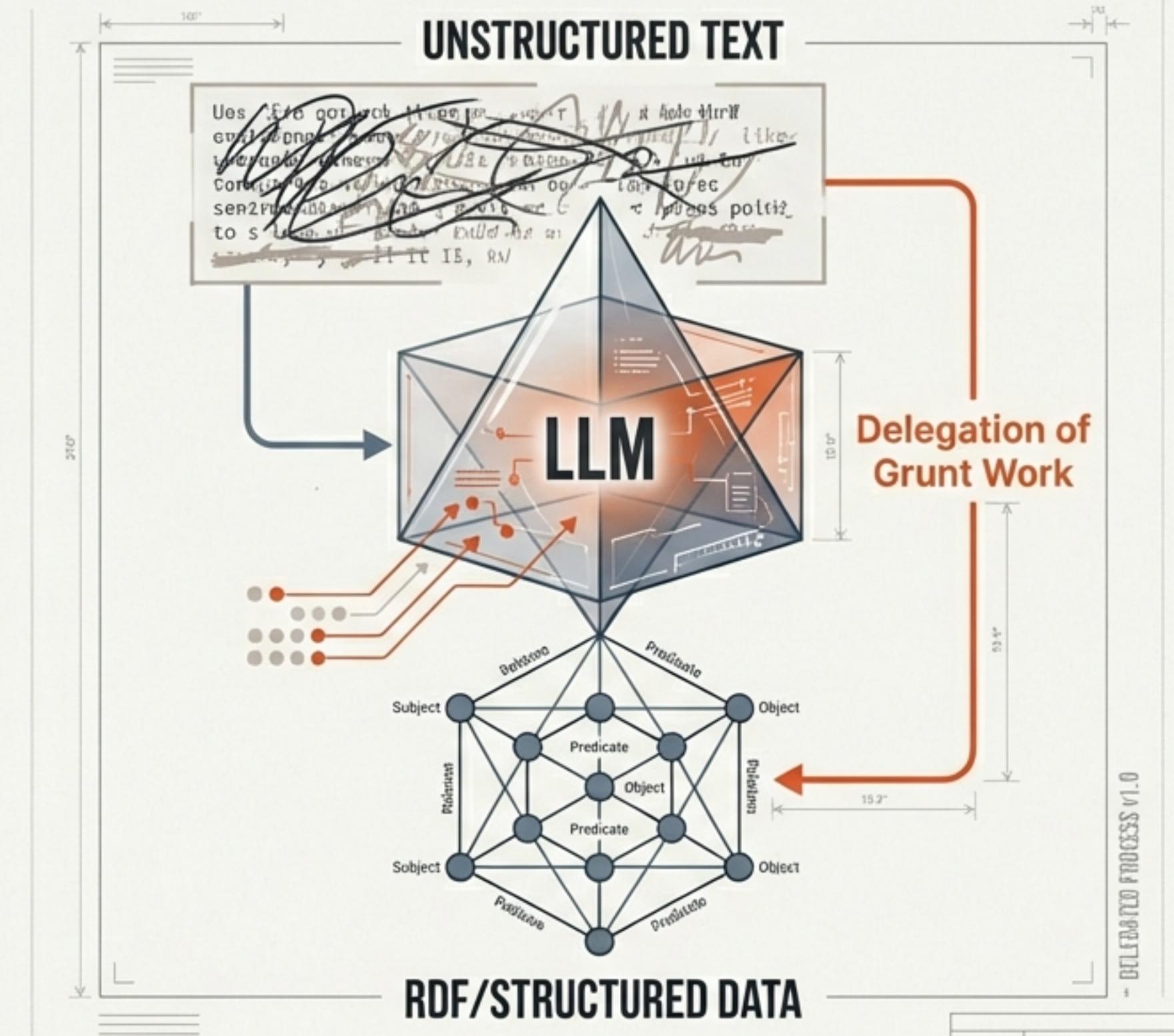
Technically, Context Graphs are the realization of the Semantic Web (RDF, Ontologies, SPARQL).

The Catalyst

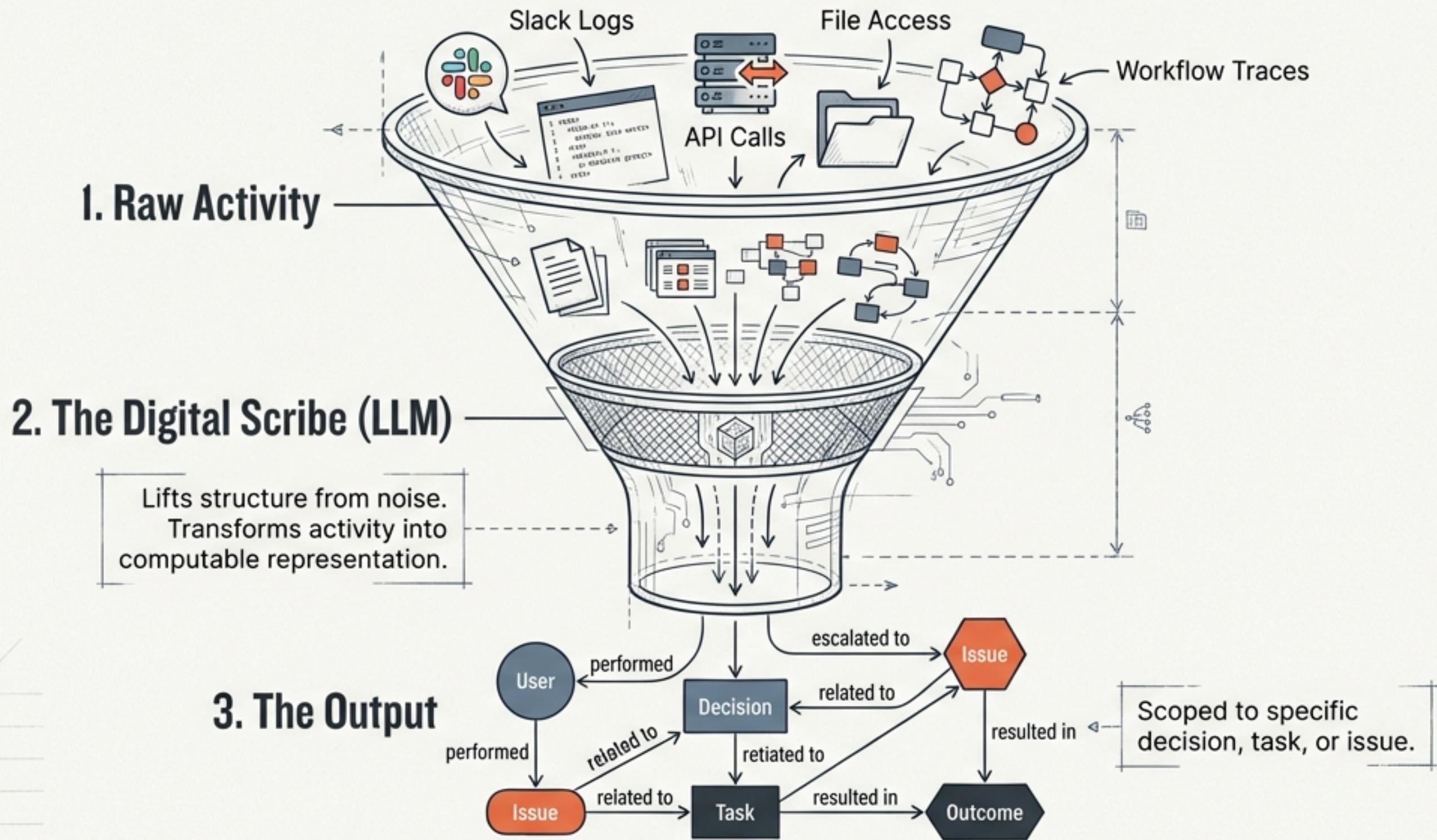
Why now? Historically, creating ontologies and lifting structure from text was an expert bottleneck.

The Shift

LLMs act as “Generic RDF Clients.” We delegate the grunt work to the LLM—lifting structure from text, selecting shared vocabularies, and emitting syntactically correct RDF.



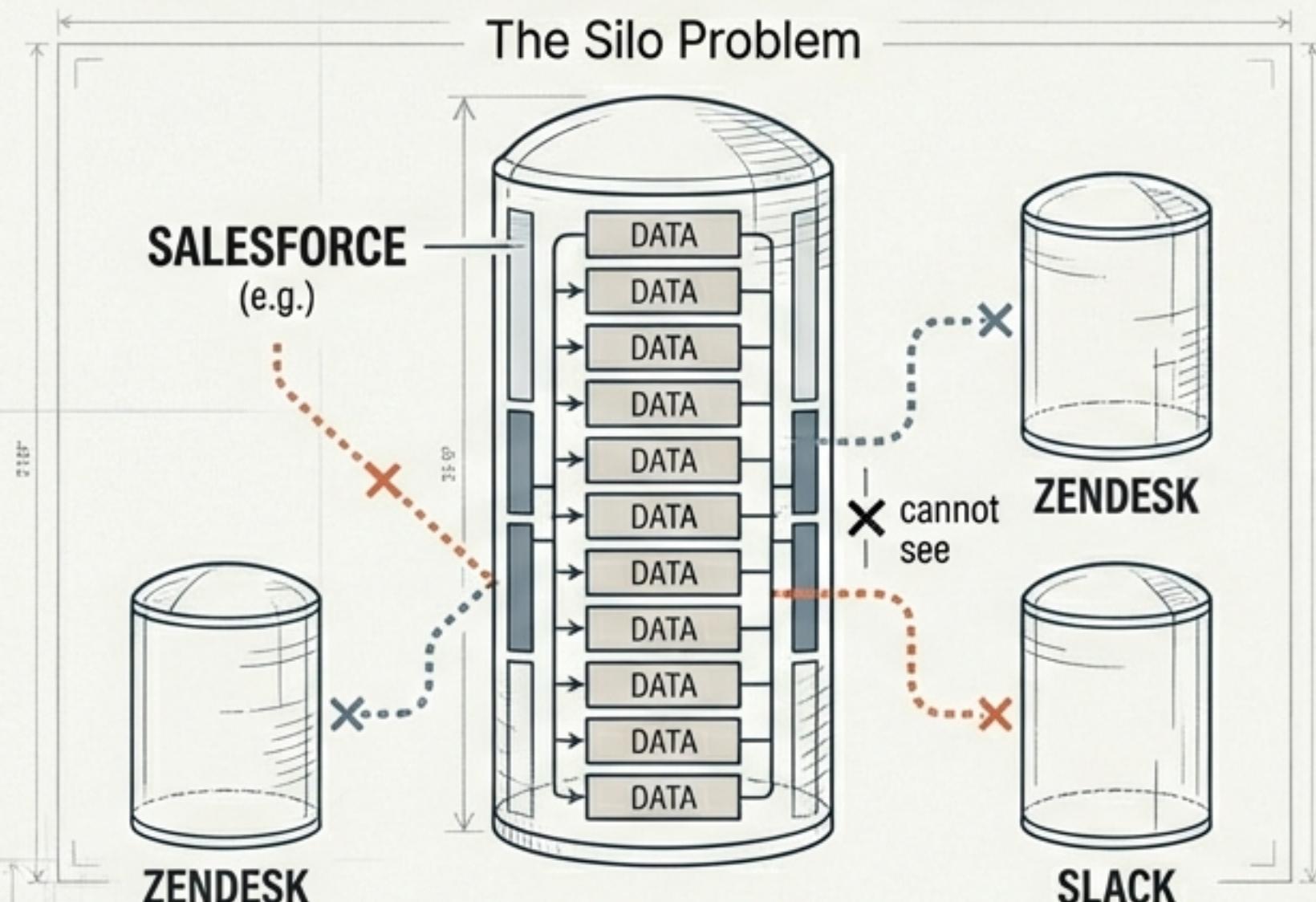
FROM RAW ACTIVITY TO COMPUTABLE GRAPHS



"The notation (Turtle, JSON-LD) is incidental. The ontology is the invariant."

THE INCUMBENT'S DILEMMA: SILOS AND SNAPSHOTS

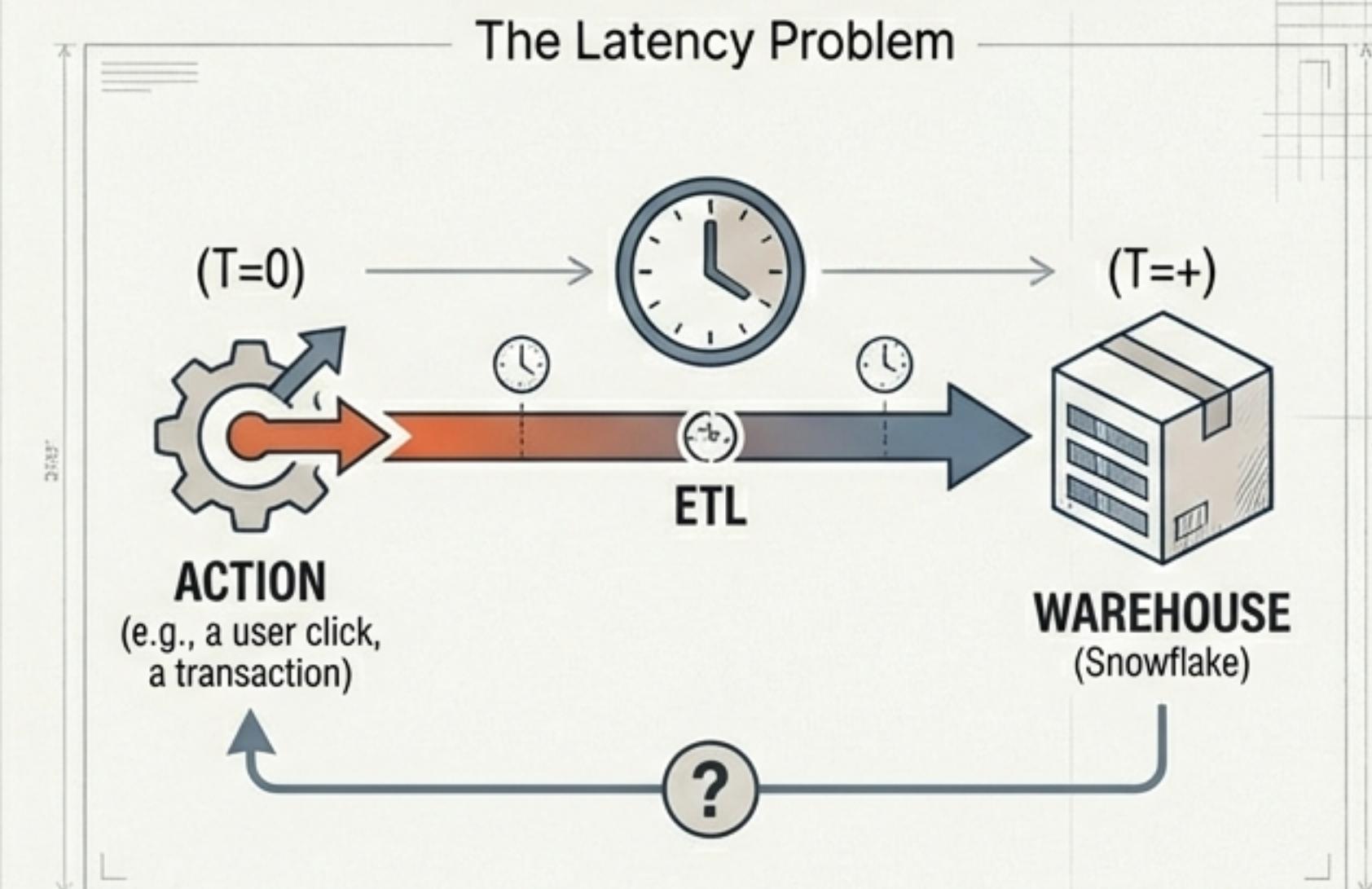
OPERATIONAL INCUMBENTS (e.g., Salesforce)



Only sees own data.

Stores 'Current State', not "Decision Lineage".

DATA PLATFORMS (e.g., Snowflake)

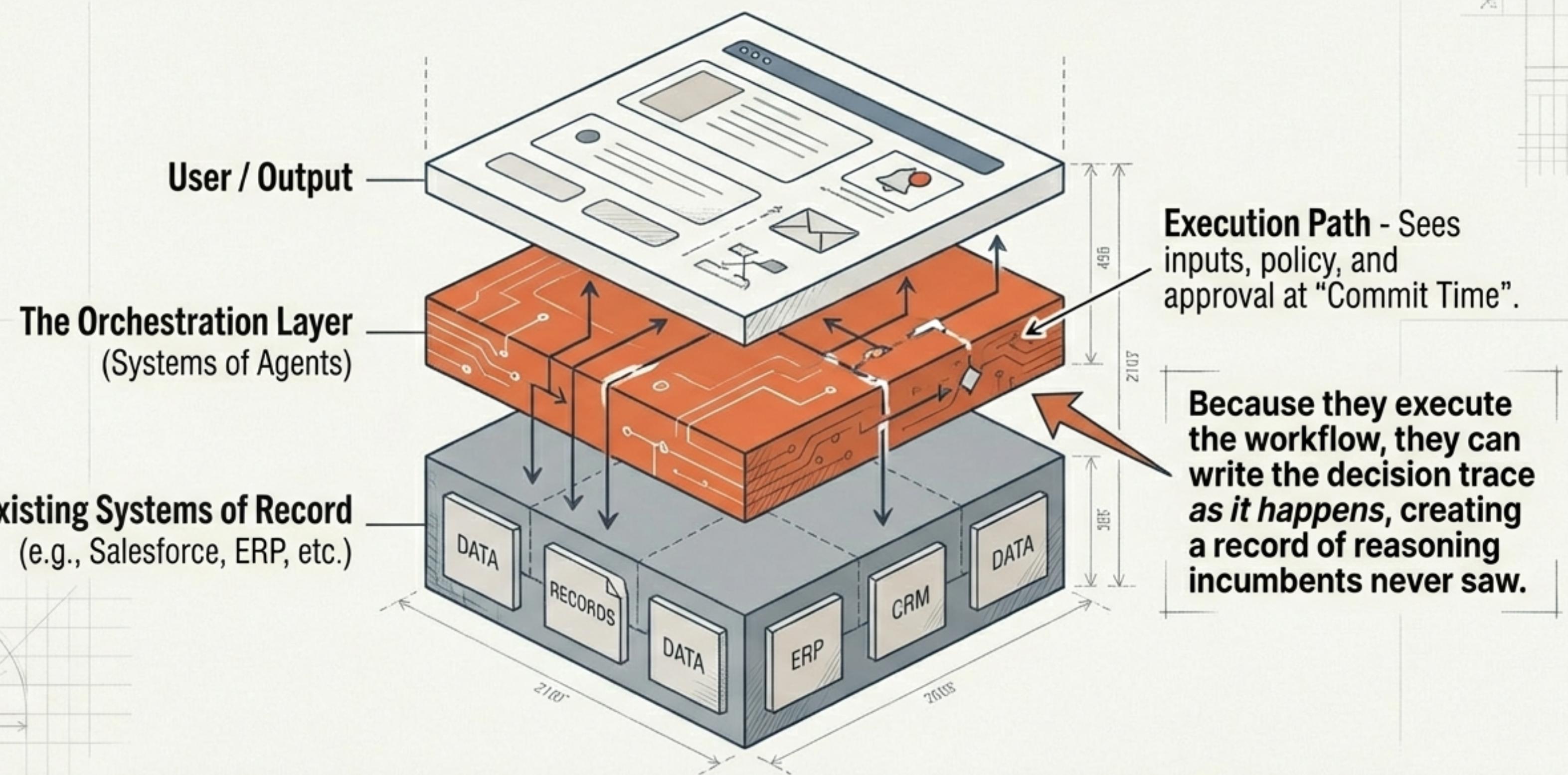


Read-Path, not Write-Path.

Data arrives via ETL **after** the decision is made.

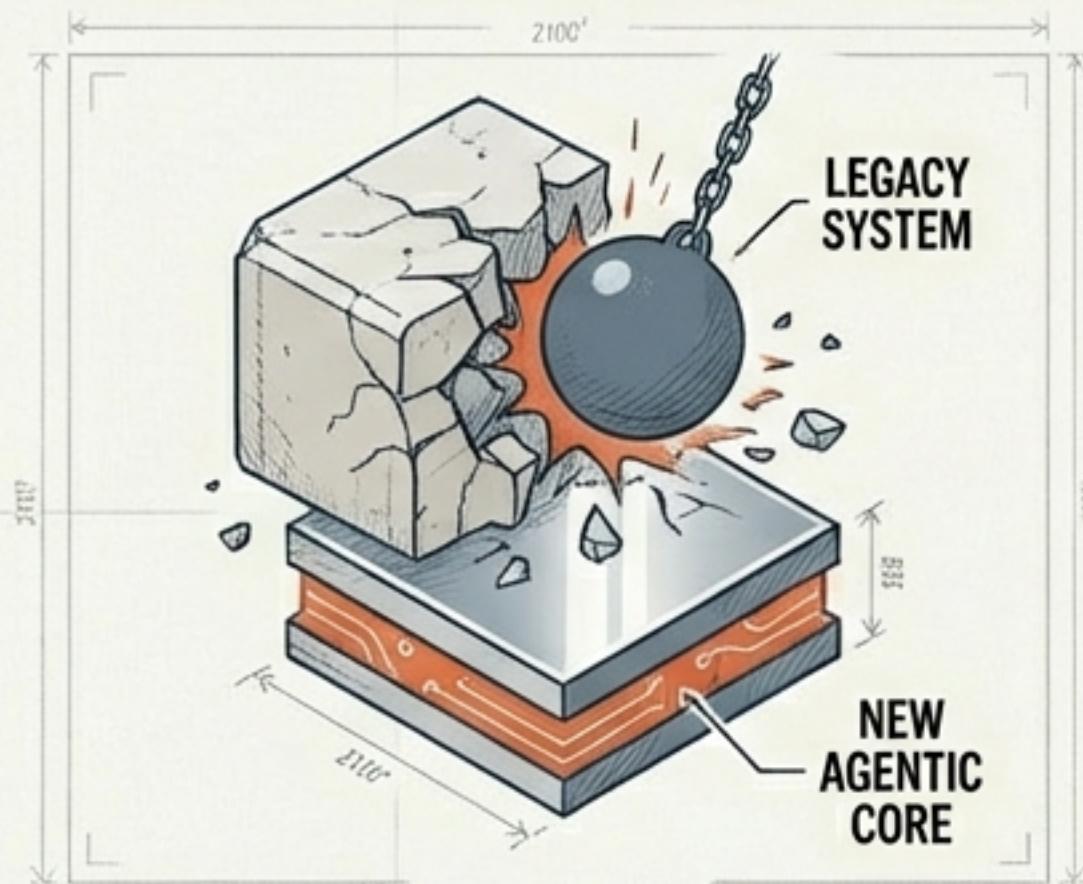
The 'Why' is lost in transit.

THE STRUCTURAL ADVANTAGE OF THE ORCHESTRATION LAYER



THREE PATHS TO BUILDING THE SYSTEM OF REASONING

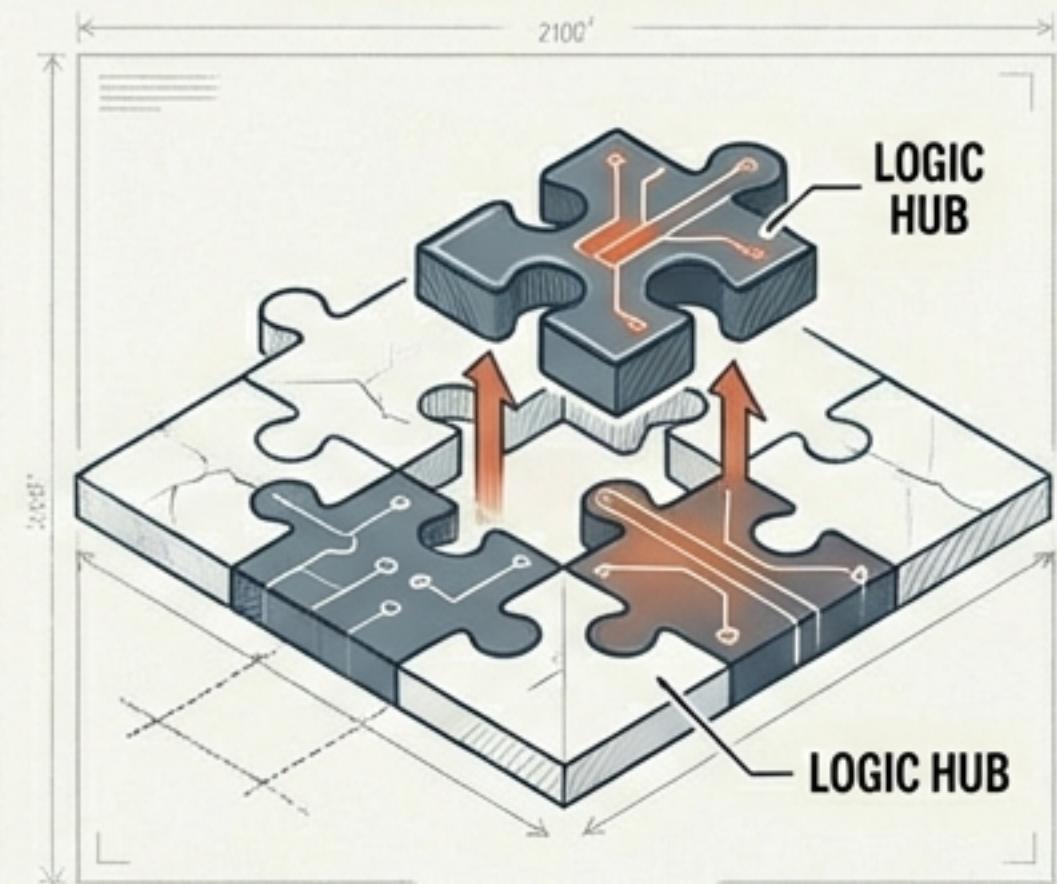
REPLACE THE SYSTEM OF RECORD



Rebuild the core (CRM/ERP) around agentic execution.

Regie replacing Outreach/Salesloft.

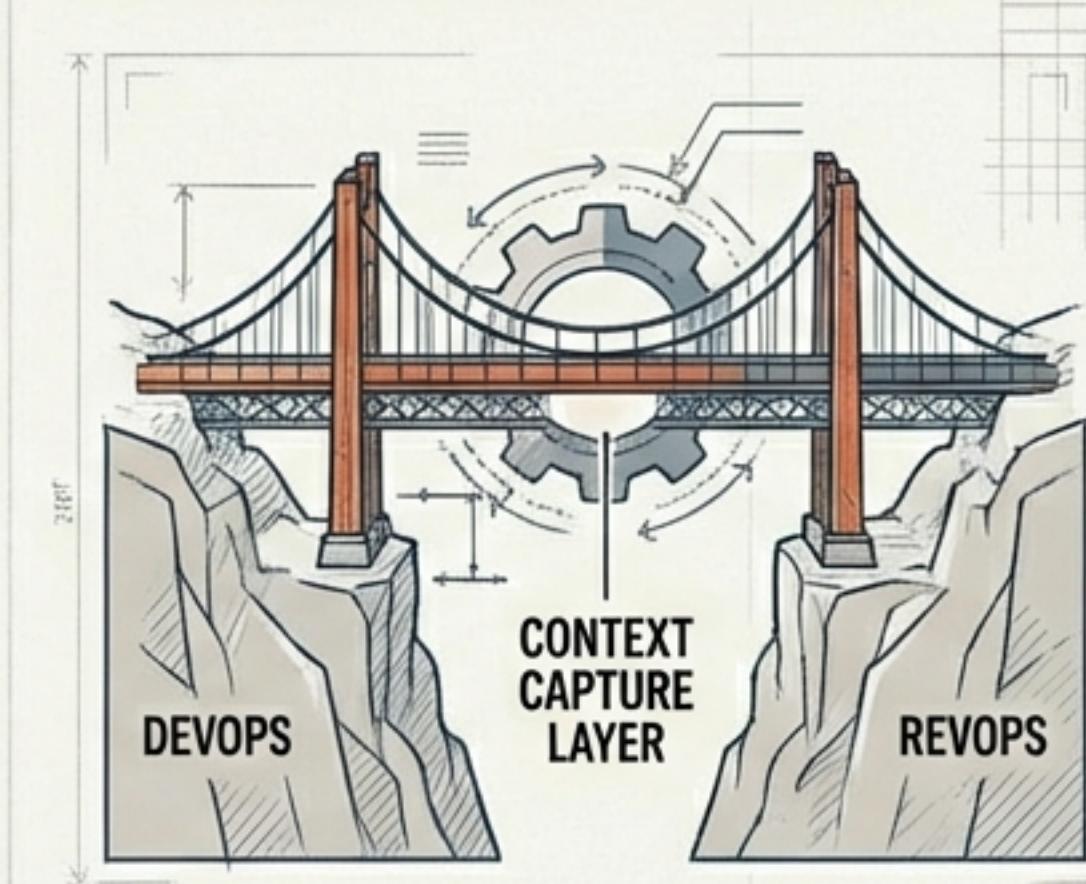
REPLACE THE MODULE



Target specific sub-workflows where exceptions concentrate. Be the source of truth for logic, not the ledger.

Maximor for Finance reconciliation.

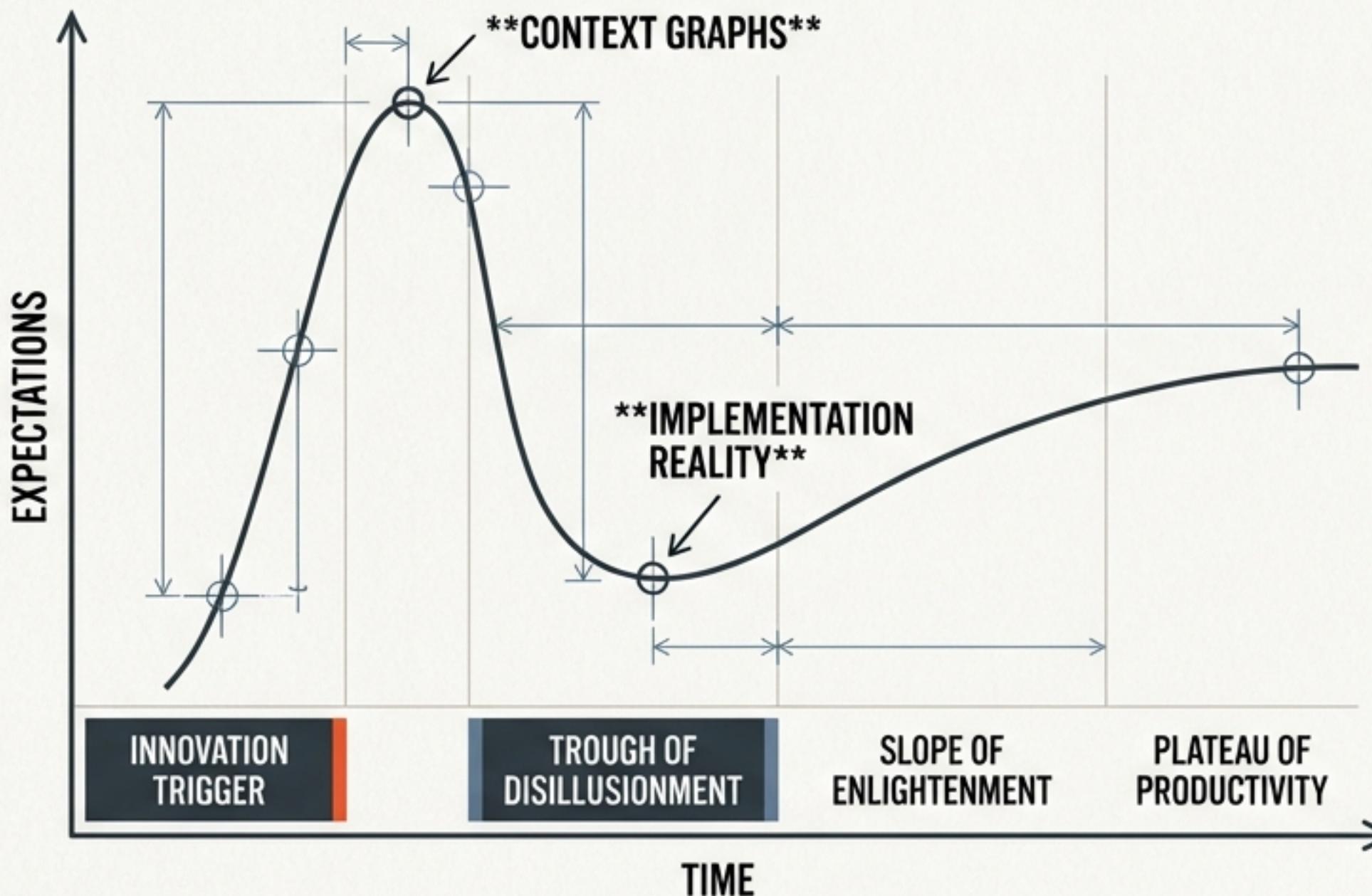
CREATE NEW SYSTEMS OF RECORD



Capture context lost in "glue" functions (DevOps, RevOps). Answers "Why did this break?"

PlayerZero for SRE/DevOps.

THE PRAGMATIC REALITY: AN ELEGANT IDEA VS. MARKET MATURITY



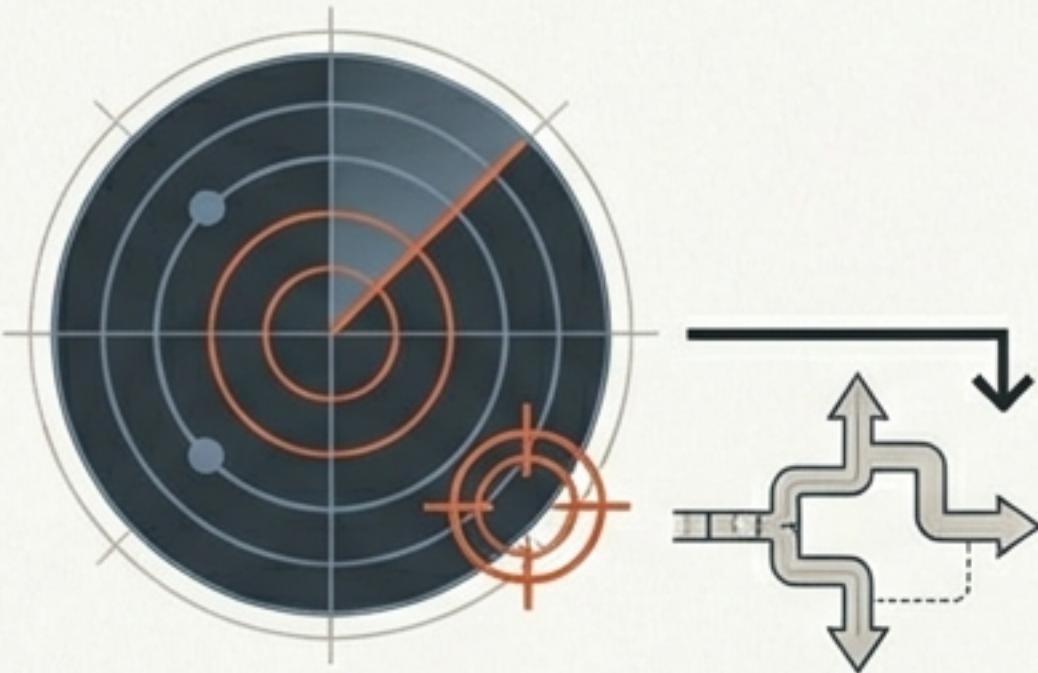
THE SKEPTIC'S VIEW (DHARMESH SHAH):

"Asking companies to capture decision traces when they don't have basic data unification is like asking for a **three-car garage** when they **don't own a car**."



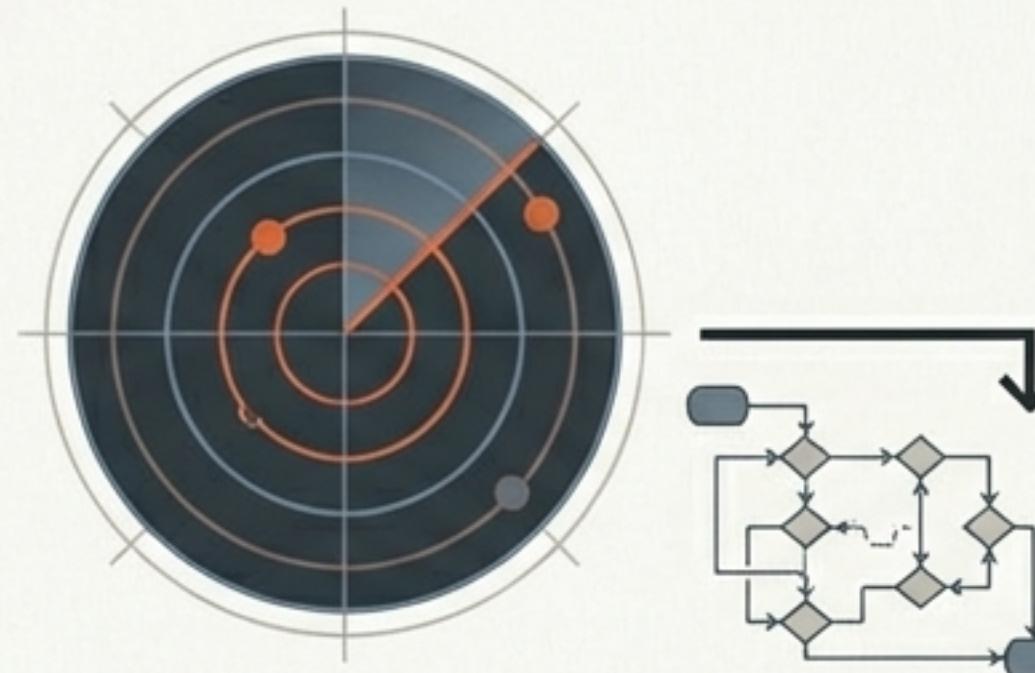
- ⌚ 1. Companies still fixing basic silos.
- ⌚ 2. Agents not widely deployed yet.
- ⌚ 3. Cannot instrument an orchestration layer that doesn't exist.

SIGNALS OF READINESS: WHERE TO BUILD NOW



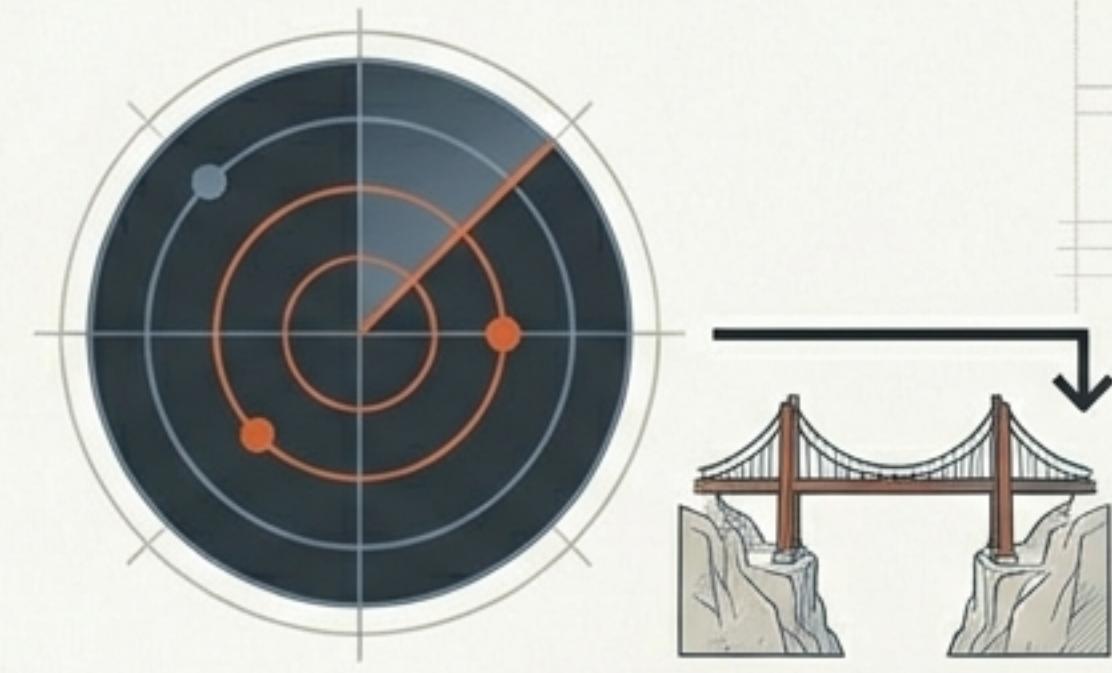
SIGNAL 1: HIGH HEADCOUNT MANUAL ROUTING

If 50 people are manually routing tickets, the logic is too complex for rules but perfect for Context Graphs.



SIGNAL 2: EXCEPTION-HEAVY WORKFLOWS

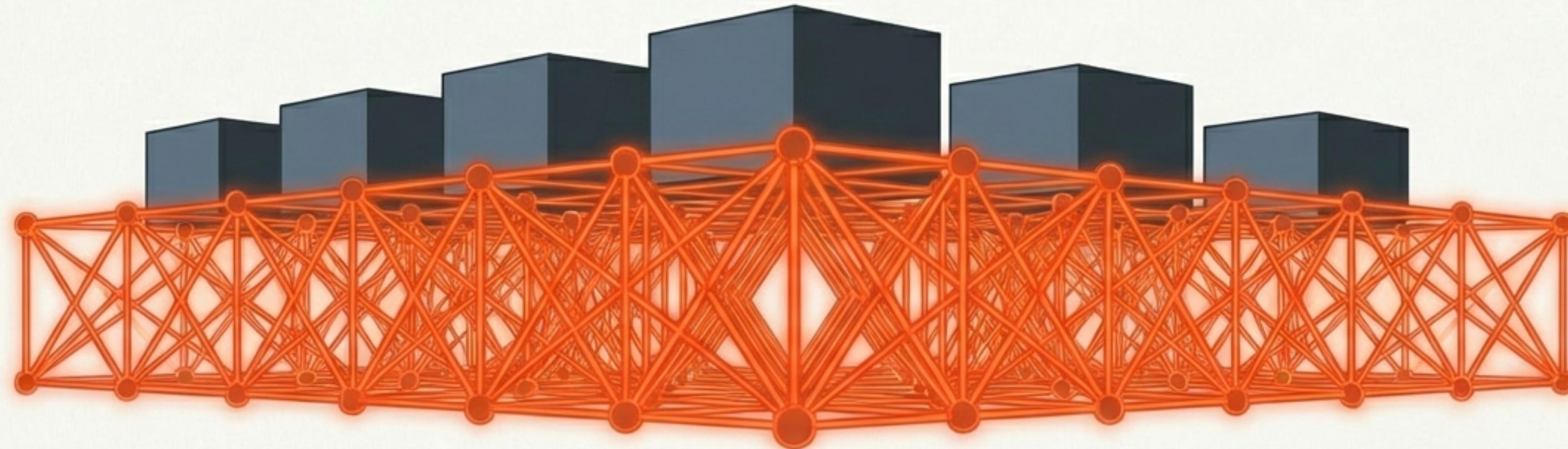
Areas where “it depends” is the standard answer. (Deal desks, underwriting, compliance).



SIGNAL 3: THE ‘GLUE’ FUNCTIONS

Roles that exist solely to bridge systems (RevOps, DevOps, Security Ops). They carry the context software misses.

THE INEVITABLE FUTURE OF ENTERPRISE SOFTWARE



The value of software is moving from 'What happened' (Data Objects) to 'Why it happened' (Decision Context). Whether through startups or incumbent evolution, the Context Graph will become the enduring layer.

The next trillion-dollar platforms will be those that turn organizational judgment into queryable, durable software.