GENEDATA

Connected data. Shared intelligence.

The GeneData product overview
One governed foundation for engineering, analytics and AI.

GeneData capabilities and proposed workflows. Deployment scope requires validation.

The cost of disconnected data

Work slows when every team rebuilds context before it can act.

Repeated preparation

Engineers reconstruct source mappings while analysts reconcile competing versions of the same metric.

Unclear ownership

A broken source becomes a reporting problem, a model problem and an audit problem without a shared record.

Delayed decisions

Business teams wait for explanations of the numbers instead of discussing what to do next.

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The GeneData story

A shared control plane connects specialist work to business outcomes.

01 Platform

Modules and the data lifecycle

02 Workflows

Reconciliation and operational insight

03 People

Five roles with clear handoffs

04 Trust

Security, governance and AI oversight

05 Value

Capacity, cost and adoption

06 Delivery

A focused MVP and expansion

GeneData capabilities and proposed workflows. Deployment scope requires validation.

One foundation, multiple workloads

GeneData connects sources, transformations and consumers through shared metadata and policy.

Data foundation

GeneFlow ingestion and pipelines

Cortex SQL and open table storage

GeneCatalog definitions and lineage

Intelligence and consumption

Analytics and scheduled reporting

Data science and model lifecycle

Cortex AI agents and operational APIs

Shared control plane: identity, policy, metadata, lineage and operational evidence

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The data product lifecycle

A reusable data product has an owner, a contract and evidence that consumers can inspect.

Connect

Identify the source, credentials and permitted extraction method.

Prepare

Apply transformations and test the data contract before publication.

Publish

Register definitions, ownership, lineage and approved access.

Use

Serve analytics and AI with the same business context.

Security: scoped identity, controlled data access and traceable execution at every handoff.

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GeneFlow connects engineering work

Ingestion, transformation and orchestration share an execution graph.

Connect

Discover approved sources and register schema and origin when data enters the platform.

Build

Use the visual workspace or SQL, Python and Scala to define transformations.

Operate

Observe task health, freshness and quality. Review breaking changes and replay controlled windows.

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Cortex SQL and shared analytics

Open storage and workload-aware compute support governed analytical access.

Warehouse

Query approved data products and examine workload consumption before expanding capacity.

Semantic layer

Use shared business definitions across dashboards, reports and natural-language questions.

Evidence

Trace reported measures to their inputs and preserve the version used for a decision.

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GeneCatalog preserves business meaning

Datasets become useful when people understand what the fields mean and who owns them.

Discover

Search datasets and business definitions with classification and ownership.

Understand impact

Trace columns through transformations and identify affected consumers before changing a source.

Govern reuse

Apply access policies and preserve context when data products reach other teams.

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AI grounded in governed data

Cortex AI and GeneData connect model work to data permissions and review.

Data science

Govern notebooks, track experiments and associate models with training data and code.

Agent workflows

Supply approved context and tools for analysis, investigation and task coordination.

Human authority

Require review for material decisions. Keep the model output, source evidence and action record together.

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Five roles, one connected workflow

Each specialist owns a distinct part of the path to a dependable decision.

Role	Primary output	Handoff
Data Engineer	Tested pipeline and data product	Reliable inputs for consumers
Data Analyst	Defined metric and decision report	Evidence for business owners
Data Scientist	Evaluated model and monitoring	Controlled operational predictions
Data Modeler	Versioned business data model	Consistent contracts and meaning
Database Engineer	Reliable storage and recovery	Safe, performant data services

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Banking reconciliation: source to decision

Example implementation: match ledger activity to settlement records without losing exceptions.

Intake

Register file totals, currency, source IDs and processing date.

Match

Apply exact keys, currency rules and agreed tolerance tests.

Investigate

Route duplicates, missing records and mismatches to a reviewer.

Release

Publish an approved reconciliation with retained evidence.

Security: scoped identity, controlled data access and traceable execution at every handoff.

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Reconciliation evidence, record by record

Synthetic example. A tolerance cannot conceal a currency mismatch.

Record	Observed difference	Controlled outcome
T-301	CAD 1,250 equals CAD 1,250	Match and retain source references
T-302	CAD 780 versus CAD 779.50	Review against an approved tolerance
T-303	USD 2,200 versus CAD 2,200	Currency exception, never auto-match
T-304	Settlement record missing	Hold and investigate missing source

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Insurance data with a reviewable history

Example implementation: policy changes feed finance, actuarial work and servicing.

Capture

Read permitted policy changes with transaction identifiers.

Conform

Resolve policy versions, effective dates and product definitions.

Reconcile

Compare counts and financial control totals to source.

Consume

Publish approved views for analysis and model preparation.

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Operational use cases across industries

The same platform supports different business questions and data boundaries.

Retail

Connect orders, returns and inventory. Investigate lost margin using consistent product and channel definitions.

Manufacturing

Link events to asset and maintenance history. Separate sensor issues from evidence of equipment failure.

Education

Combine permitted student support data. Limit access by role and purpose before generating interventions.

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Security follows the data

A connected platform needs consistent rules at source access and every consuming surface.

Prevent inappropriate access

Scoped service and user identities

Classified data and purpose-based access

Encryption and controlled secrets

Demonstrate controlled use

Access and policy decision records

Lineage through transformations

Review, retention and deletion evidence

Review actual deployment settings, operators and recovery responsibilities before production

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Integration readiness is specific

Confirm each source and operation before committing the migration plan.

Connection	Public directory status	Evaluation focus
PostgreSQL / MySQL	Implemented connector	Permitted reads and incremental logic
SQL Server / S3	Implemented connector	Extraction settings and file formats
REST / CSV / JSON	Implemented connector	Authentication, paging and schema
Snowflake / BigQuery	Live validation required	Access, query bounds and scan costs

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Coexistence before replacement

GeneData can begin with a bounded workflow while existing systems continue to serve the business.

Observe

Baseline the current flow and locate ownership gaps.

Connect

Use approved reads and controlled source credentials.

Compare

Run equivalent outputs and reconcile discrepancies.

Expand

Retire redundant work only after acceptance.

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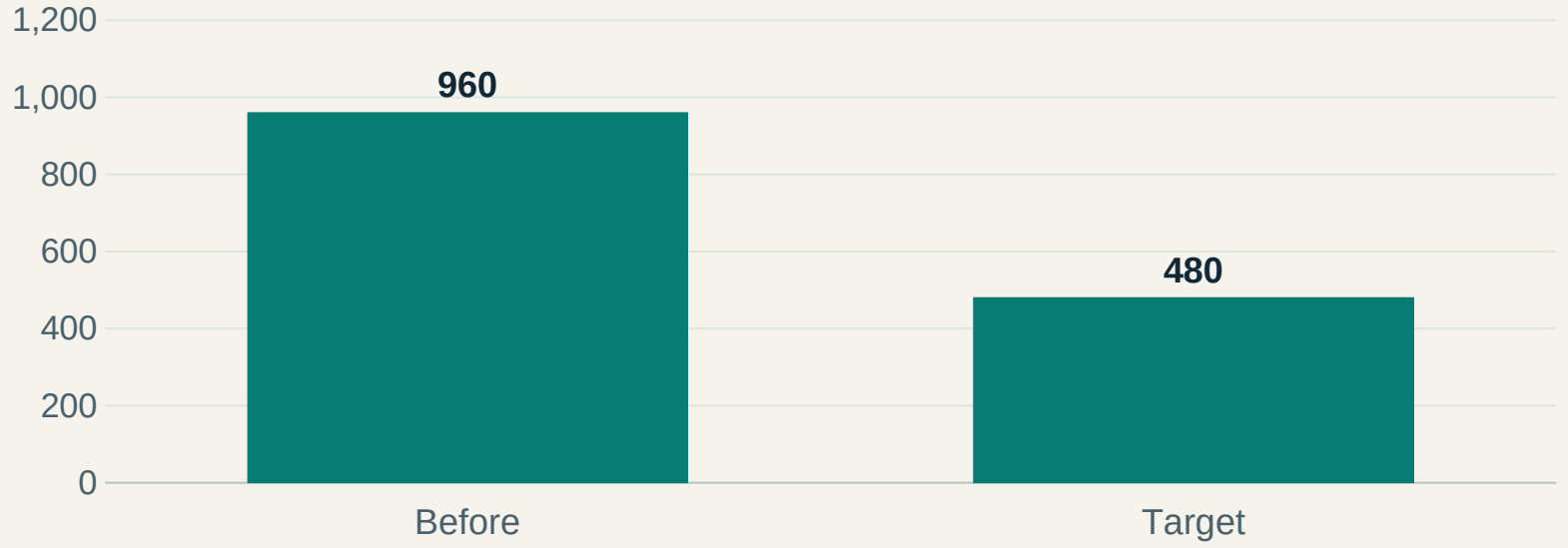
A capacity case with transparent assumptions

Illustration: 20 recurring workflows each run 12 times per year.

Annual preparation hours



480 hours

Potential capacity released

20 × 12 × (4 − 2) hours. This is a planning assumption, not a result.

Synthetic planning example. Assumptions are illustrative, not measured customer outcomes.

Value depends on the complete cost

Use the same period and currency for benefits and all incremental costs.

Measure	Calculation	Illustrative result
Capacity value	480 hours × 75 currency units	36,000 per year
Recurring cost	Example incremental service cost	18,000 per year
Setup cost	Example one-time implementation	12,000
Year-one net	36,000 − 18,000 − 12,000	6,000
Year-one ROI	6,000 / 30,000 total cost	20%

Illustrative economics in currency units, not a GeneData price quote. Capacity must translate into realised benefit.

The evaluation that matters

A useful demonstration follows your exceptions as closely as your successful records.

Business evidence

Choose a recurring decision and its accountable owner. Agree the baseline time, quality and reconciliation measures.

Technical evidence

Prove one connection, one controlled failure, one replay and one consuming output.

Control evidence

Test denied access, reviewer authority, data retention and recovery before expanding the scope.

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A measurable first delivery

Genellipse scopes an MVP within six weeks around one agreed workflow and its acceptance tests.

Stage	Working output	Acceptance evidence
Weeks 1–2	Defined data product and source access	Source access and baseline agreed
Weeks 3–4	Pipeline, metrics and controlled review	Exception and security tests pass
Weeks 5–6	Working business workflow and runbook	Approved output with retained evidence
Expansion	Add sources and consuming teams	Review value and operating capacity

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Security evidence before scale

GeneData’s Trust Center makes workload-specific review part of adoption.

Identity and data

Validate SSO, role boundaries, row and column controls, encryption and secret ownership against the chosen deployment.

AI and operations

Agree permitted models, data sent to providers, human approvals, recovery tests and retention responsibilities.

Assurance status

SOC 2 controls are mapped, without an attestation. ISO 27001 certification is not held. Request current control evidence.

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Product references and example scope

Detailed workflows show implementation designs. Numerical examples use synthetic assumptions.

Platform capabilities	data.genellipse.ai/product/overview
Role-specific material	data.genellipse.ai/product/overview
Integration readiness	data.genellipse.ai/integrations
Controls and assurance	data.genellipse.ai/trust

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Your next data workflow

Bring the business question, the source systems and the people accountable for the result. Genellipse will help define the architecture, implement the workflow and measure the outcome.

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