

Acuvate is helping enterprises build an ontology based on Microsoft IQ. This ontology is a living model of your business activities such as how an airline operates through flights, passengers, and airports; or how a beverage manufacturer operates through products, recipes, customers and suppliers, allowing business users to ask any question about past, current and future state of their activities without the need for IT staff to get involved.

Ontology is perhaps a new term for many users, but it has been in existence with some suppliers for a while. However, with Microsoft fully embracing this approach, it is now getting lots of attention, and people are starting to realize the benefits.

Modern data platforms unify where data lives, but do not establish what it means



Over the last number of years, enterprises have invested heavily in data modernization, and platforms such as Microsoft Fabric have successfully unified enterprise data. Information is now consolidated and accessible across systems and teams.

Access, however, is not the same as understanding. The platform recognizes that a record exists, but not that it represents a product, that the product is manufactured at two plants, or that its margin is governed by a recipe and a supplier agreement. As a result, business users still depend on IT to answer routine questions, scenario analysis becomes a development effort, and generative AI assistants respond fluently but without the business context required to be reliable.

Industry research reflects the scale of the gap:

An estimated **73% of enterprise data remains unused**. The intelligence already exists within the organization. What has been missing is a shared layer that allows people and AI to reason over it consistently.

Questions every enterprise holds the data to answer — but its AI still cannot:

“Why did this happen?”

The number is in one system, the reason in a document, and the decision in an email. Nothing connects them.

“Are we exposed?”

Answering means joining a metric to a policy and to a contract — work no assistant can do without shared meaning.

“What should we do?”

A decision needs context across every silo at once. Today that takes three people and two days.

An ontology is a living model of your business — in your own terms

A complete ontology is defined across four dimensions:



Entities

The business objects the organization manages, such as Product, Plant, Supplier, and Customer.



Relationships

How those entities connect and depend on one another, for example, a plant that produces a product, or a recipe that contains an ingredient.



Rules and policy

The shared definitions, business logic, lineage, and constraints that ensure terms such as cost and margin hold a single, consistent meaning across functions.



Actions

The operations an agent may perform, such as reorder, reroute, or flag risk, so that systems can act within policy rather than simply retrieve information.

In essence, these turn scattered data into a model your business can question directly — the distinction between a system that retrieves information and one that reasons over it.

Having this ontology in place, it can be used for multiple business purposes:



Self-serve business Q&A

Business people ask questions in plain language and get grounded answers, with no need for an IT analyst in the loop. Be aware that a complete ontology can address questions about the Past, Current, and Future state of your business.



Enterprise search and knowledge graph

One connected, navigable view of the business across every silo.



Analytics and dashboards

Built on shared definitions, so figures reconcile across teams instead of diverging.



Live operational monitoring

Watch the business against its own rules and surface violations as they occur.



Copilots and agents

One option among these: assistants that reason with real business context rather than guesswork.

Microsoft IQ spans the following four Microsoft defined domains



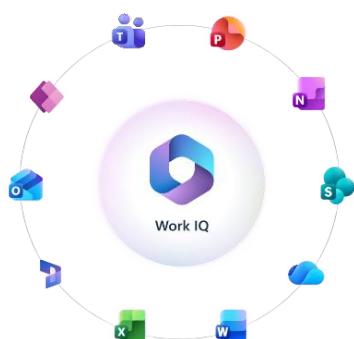
Fabric IQ — business entities and operational data.

Fabric IQ organizes structured data in OneLake into a living ontology of entities, relationships, rules, and metrics, governed in a single layer. It supports conversational analytics in business terms, and an operations capability that monitors live data, identifies rule violations, and acts on them with appropriate approval.



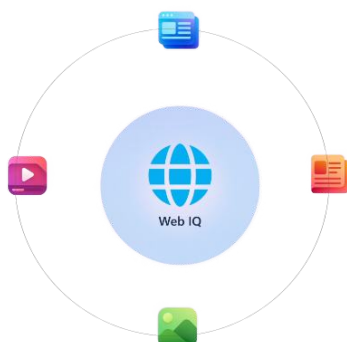
Foundry IQ — policies and authoritative documents.

Built on Azure AI Search, Foundry IQ grounds AI in the organization's documents and policies through reusable, permission-aware knowledge bases, with citations and compliance enforced. It delivers this as a managed service, removing the retrieval pipeline that enterprise teams would otherwise build and maintain.



Work IQ — organizational ways of working.

Work IQ provides context on how people work across Microsoft 365, capturing collaboration signals and the memory behind decisions. It is the intelligence layer behind Microsoft 365 Copilot and is available to custom agents through open APIs.



Web IQ — external market intelligence.

Web IQ grounds AI in the open web, providing current, citation-ready intelligence on prices, news, and market developments, so that decisions reflect present conditions rather than historical assumptions.

Grounded across all four layers, Copilot & Agents reason with shared meaning, operate within policy, and remain fully auditable.

Acuvate's Ontology Services

A structured engagement that reaches production in 6 to 10 weeks.

Acuvate will, with the active input from business people, develop the relevant ontology. We can start small (where the business has challenges) and grow over time. An ontology does not require a whole-enterprise program to begin. Start with one high-value domain and the data you already hold, prove the value, and extend the area by area — from structured data, to documents, to collaboration, to the open web — as confidence grows. Do this with the close involvement of the relevant customer business staff.



Discover

Map the data landscape, identify the relevant entities, and establish the shared business vocabulary and definitions.



Design

Develop the ontology schema, relationships, and business rules, with governance and lineage established from the outset.



Deploy

Implement across Fabric, Foundry, Work, and Web IQ, integrate Copilot and agents through MCP, and align security and permission models.



Evolve

Extend entities, refine rules, and broaden coverage as domains and use cases expand.

Governance, security, and lineage are embedded from the first phase of the engagement, rather than introduced later.

Why Acuvate

“A global Data & AI partner that operationalizes the model, not only the architecture.”

- Microsoft Solutions Partner — Data & AI, with deep Fabric IQ expertise.
- 19+ years of enterprise data and AI experience, serving over 200 enterprises worldwide, including many in the Fortune 500.
- Practitioner depth across the modern Microsoft estate — Fabric, OneLake, Azure AI Search, Copilot, and MCP.
- Proven accelerators, including AcuPrism, AcuNow, and BotCore.
- Full delivery lifecycle across architecture, deployment, integration, and managed support.

Acuvate translates semantic models into operational capability — knowledge graphs, grounded Copilots, enterprise search, and policy-bounded agents that are governed, cited, and auditable.

Acuvate is your partner in establishing this.

advisors@acuvate.com

www.acuvate.com

Where Acumen Drives Innovation

