



Governed Agents

The foundation for enterprise AI.

Why metric trust is the gating factor for putting AI to work on your business data — and how OpenAI, AtScale, and Snowflake solve it together.

THE PROBLEM

Enterprise leaders want to put generative AI on their business data. They can't — because agents hallucinate metrics, invent definitions, and produce confident answers that don't match the dashboards leadership already trusts. The blocker isn't the model. It's the missing layer of governed business context between the data and the agent.

THE ARCHITECTURE



An OpenAI agent answers a business question by reasoning over metrics governed by AtScale's semantic layer, served from live data in Snowflake. The agent doesn't redefine the company's numbers — it uses the source of truth the business already trusts.



At WPP, we meet our clients where they are and help them deliver value from trusted AI. We're excited about what Snowflake, AtScale, and OpenAI are doing together — combining data, governed semantics, and reasoning to give agents the foundation enterprises can actually trust to put AI to work in their business.



Shane McAndrew
CEO, North America, Choreograph (WPP)



How it works

A campaign performance scenario — the workload every CMO, CFO, and analyst needs to trust.

THE USE CASE

The Challenge

Marketing leaders ask agents questions like “Why is ROAS down on connected TV?” Without governance, the agent calculates ROAS its own way — producing a number that doesn't match the CMO's dashboard. Trust collapses. The agent gets abandoned.

The Solution

With AtScale's semantic layer between OpenAI and Snowflake, the agent uses the same metric definitions the company has already approved. Every answer is traceable to a governed definition. The agent isn't a separate source of truth — it's an interface to the source of truth the business already trusts.

What Enterprises Get

Agents that answer KPI-heavy questions with the same numbers as the dashboard. Auditable definitions for every metric. A foundation that scales from one workflow today to dozens tomorrow without rewriting the governance underneath.

WHAT THE AGENT ANSWERS

What was our ROAS on the Summer Sprint campaign?

Why is ROAS down on connected TV specifically?

What's our incremental reach adding CTV to YouTube?

Governed Agents
www.atyscale.com

Three Reasons Why This Matters Now

01

Metric trust is the gating factor

Reasoning quality means nothing if the inputs are wrong. Governance isn't a feature — it's the prerequisite for production AI.

02

Governance lives in the semantic layer

Prompting agents to “use the right number” doesn't scale and isn't auditable. The definition has to live where the business owns it.

03

The architecture is open

Built on platforms enterprises already run — Snowflake for data, AtScale for semantics, OpenAI for reasoning. No rip-and-replace.



See it live

Snowflake Summit 2026
[OpenAI pavilion](#)

Scan to schedule a deeper conversation.

OpenAI AI models that power the reasoning behind enterprise agents.

AtScale The universal semantic layer governing enterprise metrics.

Snowflake The AI Data Cloud — one platform for data and AI.



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