

Turning Enterprise Data into Business Context with Ontology in Microsoft Fabric

Organizations have more data than ever, but having more data does not automatically mean having better business intelligence. The challenge is helping people and AI understand what that data actually means within the business.

Microsoft Fabric introduces Ontology as a way to define business concepts, their properties, and the relationships between them. Instead of relying only on tables and schemas, an ontology creates a shared business vocabulary that can help people and AI work with data in a more meaningful context.



From Data to Business Meaning

Traditional data environments often require users and applications to understand different tables, field names, and relationships. This can make cross-domain analysis and AI scenarios more complex.

An ontology creates a consistent layer of business meaning by defining:

- **Entities** - the key business concepts such as Customers, Products, Shipments, and Stores
- **Properties** - the attributes and facts that describe those entities
- **Relationships** - the connections between entities that enable deeper and multi-step reasoning analysis

This creates a shared understanding that can be reused across business scenarios and AI agents.

Why Ontology Matters for AI

AI can produce more relevant and consistent results when it understands the business context behind the data, rather than working only with raw tables, columns, and schemas.

Within Fabric IQ, Ontology helps define business concepts, relationships, and shared terminology across enterprise data. This gives AI experiences a clearer understanding of how information is connected and what it means within the business.

Instead of interpreting each data source independently, AI can work with a more consistent layer of business meaning.

The result is a progression from:

Data → Meaning → Context → Intelligence



Building an Ontology in Microsoft Fabric

Creating an ontology requires a prepared Fabric environment and appropriate data foundations. Key prerequisites include a Fabric tenant and workspace, OneLake or Lakehouse data, a Power BI semantic model where applicable, Eventhouse for real-time scenarios, and appropriate Fabric access.

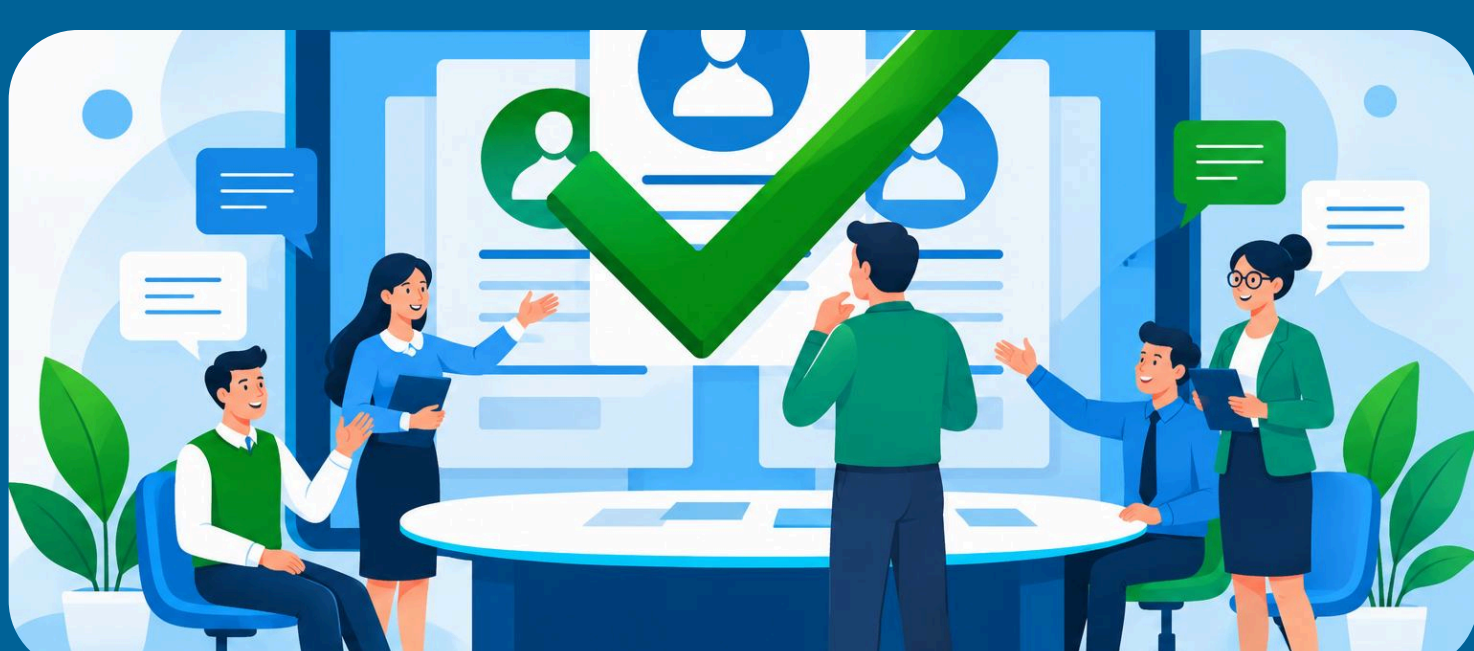
Once the business concepts and relationships are defined, the ontology can be used to provide structured context for data agents and support natural-language questions across connected business data.

Where Organizations Can Benefit

Ontology can be particularly valuable when organizations need to connect information across multiple business domains, such as:

- Customer and sales analysis
- Products and inventory
- Shipments and operational data
- Store and regional performance
- Real-time operational telemetry

The goal is not simply to create another data model. It is to establish business meaning that can be understood and reused across people, analytics, and AI agents.



Let's Explore Your Data Strategy

As organizations move toward AI-powered analytics and intelligent agents, establishing the right business context becomes increasingly important.

Reality Tech can help organizations evaluate their data architecture, identify business entities and relationships, and explore how Microsoft Fabric and Ontology can support a more connected and intelligent data strategy.

Book a quick call with our team to discuss how Ontology and Microsoft Fabric could support your organization's data and AI initiatives.

We look forward to helping you turn enterprise data into meaningful intelligence.

Best regards,
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Reality Tech
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