One firm. Five kingdoms.

Each team handles data differently.
Point a model at all of it, and it gives you
a very confident, very wrong answer.



Every private markets firm is a collection of data silos. IR runs on one set of tools. The deal team on another. Legal has its way of storing what it knows, while finance has its own approach. Meanwhile, outside counsel holds pieces nobody ever centralized. Every fund creates another, smaller silo with its own account of the truth.

Adding AI to the mix hasn't changed that; if anything, it's made the gaps between teams harder to breach. Every team that gets faster at working alone has that much less reason to ever look over its own walls.

85% of IT leaders state that data fragmentation is the single biggest barrier to scaling artificial intelligence.

Source: 2026 Forrester study

Give a lawyer AI, and they draft faster. Give an analyst AI, and they report faster. The gains are real, but too often they stop at an individual’s desk.

“Everyone is using their own tool, but it's not connected. It's a bit of a mess at the moment.”

Head of Legal, Global Investment Company

Most firms are still running on fragmented systems and low data maturity. Point a model at that mess, and teams get a very confident answer based on very incomplete information.

Firms can't fix a fiefdom by pointing a better model at it. It can only be fixed by doing the unglamorous work of mapping the context and building the ground truth first, which most in-house teams don't have the time, headcount, or appetite to do themselves. That's the part that generic AI can’t provide, no matter how good the underlying model gets.

Ground truth doesn't build itself. It takes people curating it: catching the exception, correcting the draft, teaching the system what it missed, one matter at a time. An AI-native services provider has already climbed every wall a single firm could never, ensuring the answers that come back are correct and complete.

“I could ask AI to do something, and my colleague could ask it to do something, and it will come up with two different results. It's important that everyone on the team is answering it in the same way.”

Senior Vice President, Investor Relations, Alternative Asset Management Firm Specializing in Global Credit Investments



“Ground truth: It's the only way you check whether an AI system got something right at scale, instead of eyeballing every answer yourself.”

Eric Hawkins, CTO at Ontra