

The Intelligent Data Platform

Activating Your Unstructured Data for AI

IT Press Tour | October 5, 2026

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Agenda

- The State of the Market
- The AI Value Gap
- Addressing the Gap
- Customer Use Cases & Product Demos
- What's New from CTERA

Last Year...Focused on the Important of Leveraging AI

The CTERA Journey: 3 Waves of Innovation



Wave 1: Location Intelligence

Turning silos into a unified environment



Wave 2: Metadata Intelligence

Turning a unified environment into a data lake



Wave 3: Enterprise Intelligence

Turning a data lake into a data asset



**Everyone Is Buying AI.
Almost No One Can
Prove It Has Paid Off.**

The AI Value Gap

Adoption is near-universal, value is not. Nearly **90% of enterprises use AI, yet most never scale past pilots.**

Value creation is not keeping pace with deployment.



Source: McKinsey, State of AI 2025 / Deloitte, State of AI in the Enterprise

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What's the reason for the gap

PROBLEM 1

AI readiness you don't have

Pilots that never reach production.

- **Data Is Not Ready**
- **79%** report adoption challenges (up double digits YoY);
- Most deploy without baselines and measurable business KPIs

PROBLEM 2

Security that can't keep up

AI is moving your data faster than you can govern it.

- **67%** of executives believe their company has already suffered a breach from unapproved AI tools;
- GenAI data movement rose **80%** YoY, bypassing legacy DLP.

PROBLEM 3

Lack of resources/skills

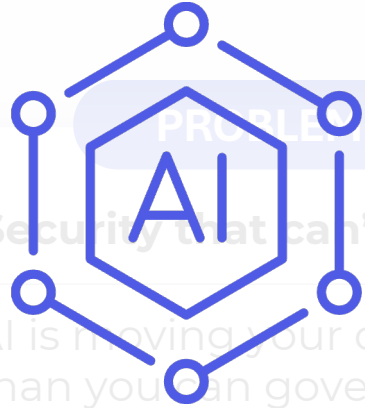
The next constraint is organizational readiness.

- **90%** face architectural bottlenecks when building AI agents
- Skills gap as an org challenge more than doubled (**4.8% → 10.4%**) in 6 months

Source (s):

- McKinsey's 2025 State of AI
- DoIT/Sapio Research
- WRITER, 2026 AI Adoption in the Enterprise survey.
- Cyberhaven, 2026 AI Adoption & Risk Report (Cyberhaven Labs).
- Data Management DM: Mandate & Priorities (1H2026 vs 2H2025) (Futurum)

What's the reason for the gap



PROBLEM 1

Security that can't keep up

AI is moving your data faster than you can govern it.

- **67%** of executives believe their company has already suffered a breach from unapproved AI tools;

**It's not that the AI failed;
it's that nobody has a trusted
AI Context Layer.**

PROBLEM 2

AI readiness you don't have

Pilots that never reach production.

- **79%** report adoption challenges (up double digits for AI agents)
- most deploy without guardrails or other mechanisms

PROBLEM 3

Lack of resources/skills

The next constraint is organizational readiness.

- **90%** face architectural bottlenecks when building AI agents
- Skills gap as an org struggles to train in 6 months

Source (s):

- McKinsey's 2025 State of AI
- DoIT/Info Research
- WRI's 2024 AI Governance Principles
- Cybertrust's 2024 AI Adoption Risk Report
- Data Management DM: Mandate & Priorities (1H2026 vs 2H2025) (Futurum)

Every storage solution needs:

- ✓ **CyberStorage layer**
that provides more value than just storing data
- ✓ **Embedded Context Layer**
that understands the data.



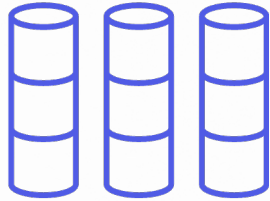
The winners will be organizations that **pair meaningful workflow redesign with** strong governance, carefully scoped agents, controlled data access, robust logging, human checkpoints for high-impact actions, and **proof that the technology improves commercial or operational outcomes.**



Who is CTERA

We unify unstructured enterprise data into a secure data fabric that **connects data to business outcomes.**

This is a data problem, not a model problem



Silos

data highly dispersed,
lack of visibility



Security

data movement
ungoverned

010011
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Readiness

data not
AI-ready

You can't close the AI Value Gap upstream.

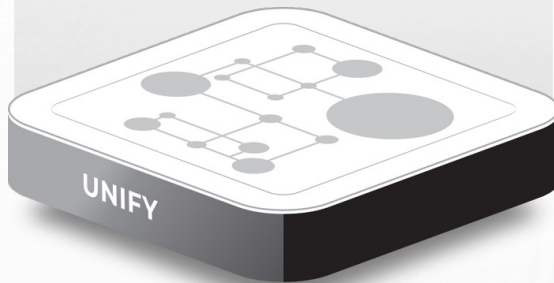
You close it at the data foundation.

What closing the gap actually requires

Unified access across edge/cloud, governance and control over what AI can touch, and data that's clean, permissioned, and production-ready.

UNIFY

Single scalable,
accessible
environment



PROTECT

Ensure compliance,
security, and
recovery



UNDERSTAND

Gain visibility,
context, and
insight

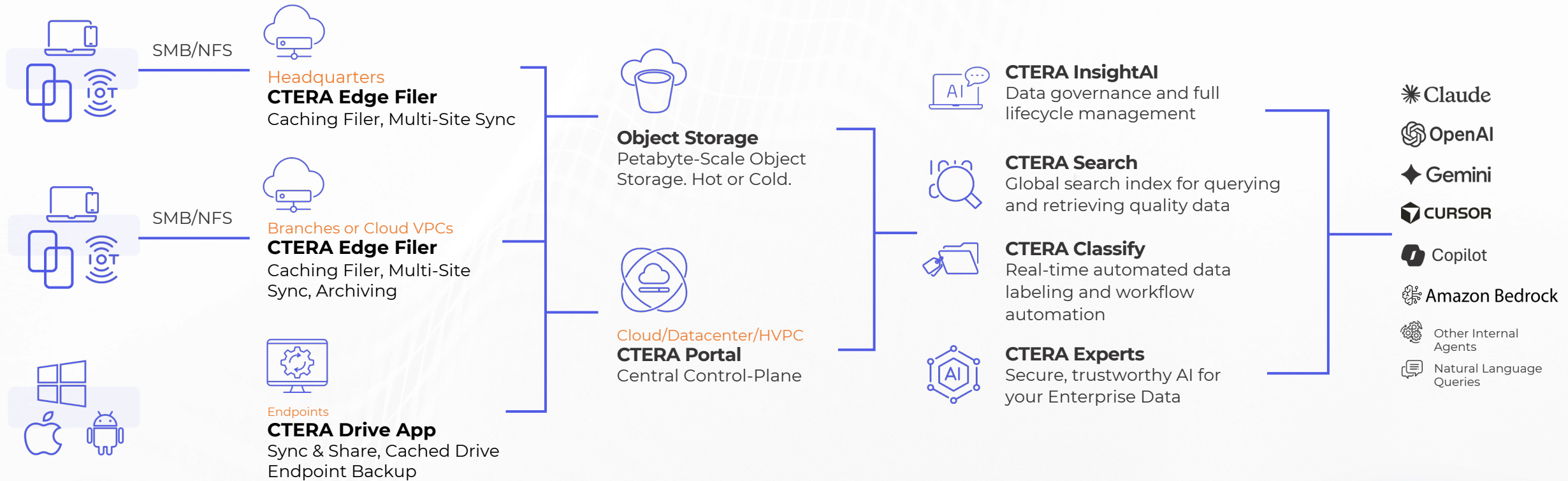


ACTIVATE

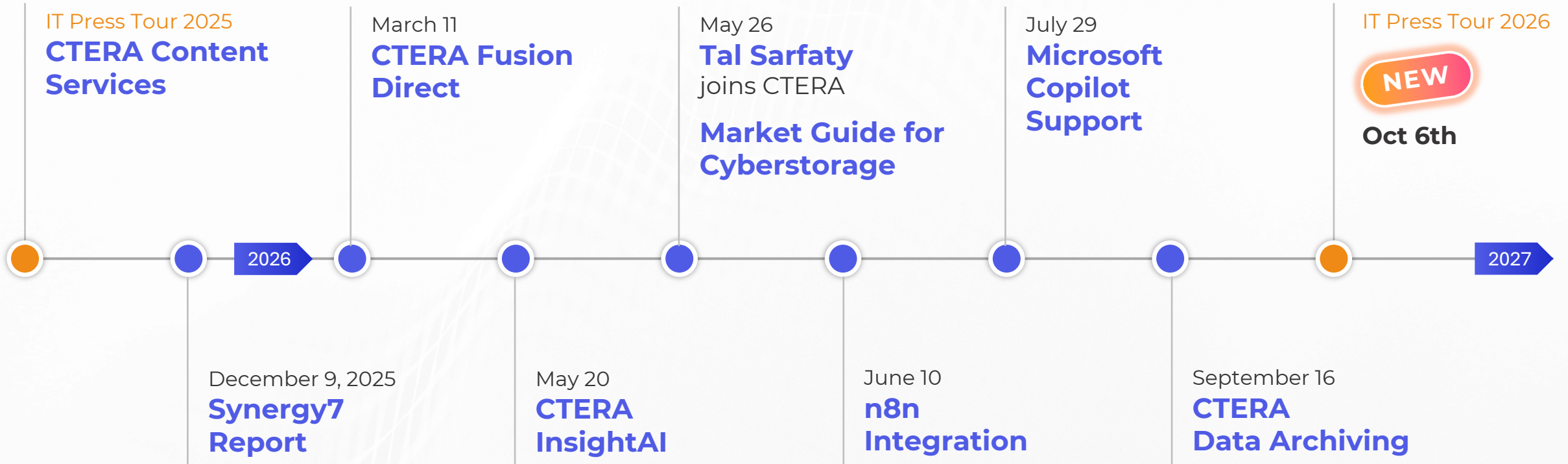
Make data usable,
intelligent, and
actionable



Intelligent Data Platform: Architecture



Building the foundation that closes the gap



Customer Use Cases



Metadata First
Intelligence for
Manufacturing



Activating
Mortgage Data



Medical-Legal AI
Pipeline

Customer Use Case #1

Metadata-first intelligence across a manufacturing petabyte-scale global estate



The Challenge:

1+ PB across 4 portals, with no folder-level view of growth, staleness or access.



The Solution:

CTERA InsightAI scans metadata only: no file reads, no egress fees.



Key Capabilities:

- Growth analytics per share and folder
- Automatic recommendations for ROT archiving
- Faster audit log search for investigations

Key Metrics & Outcomes

> 1 PB

unstructured data managed

4 Regions

EU, APAC, U.S. East, U.S. West

33 Filers

virtual edge, plants & offices

Use Cases - CTERA InsightAI



Security & threat investigation



Compliance & governance



Storage cost optimization



Chargeback & consumption

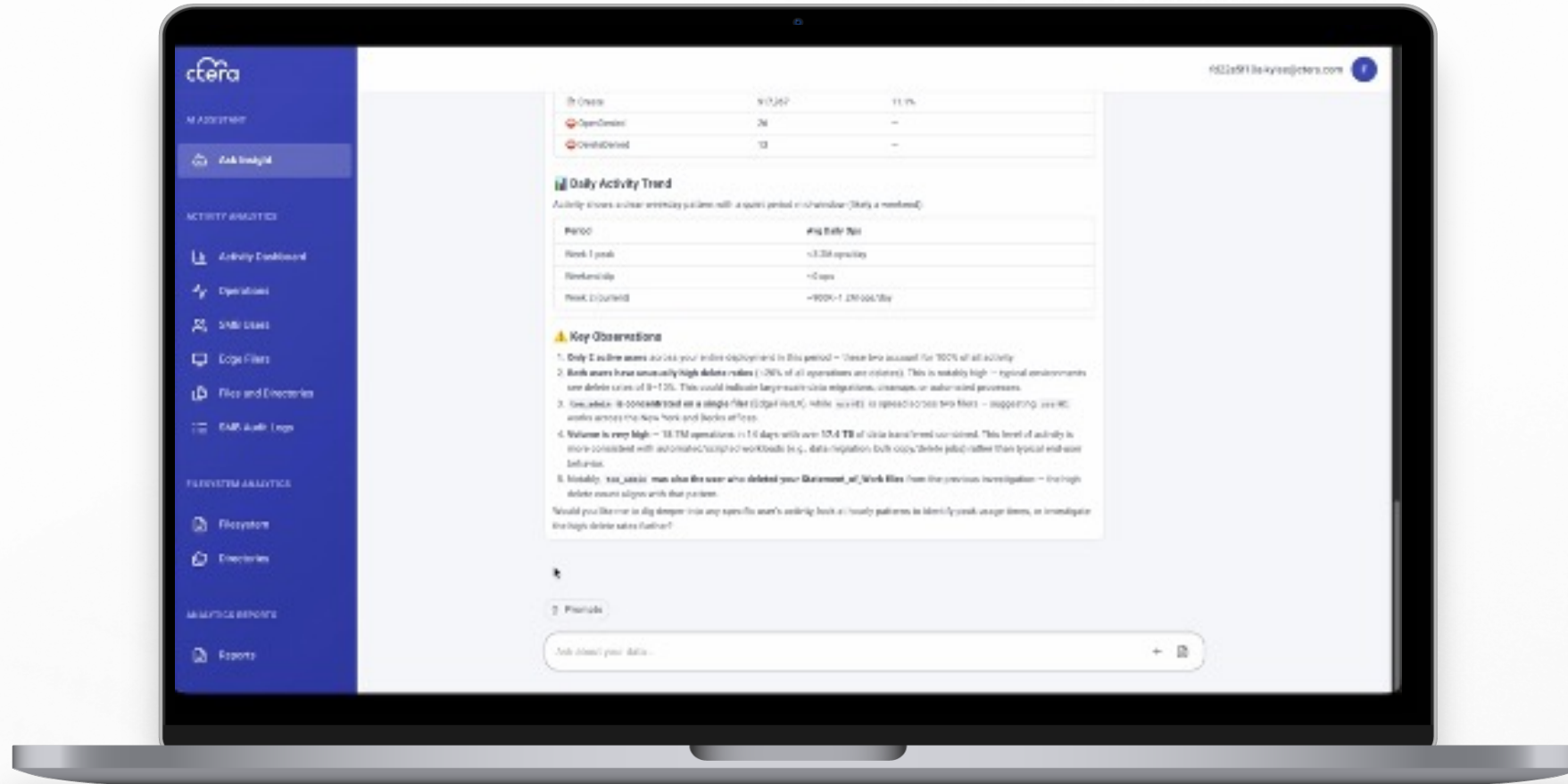


Operational efficiency



Dataset discovery

Product Demo – CTERA InsightAI



Customer Use Case #2

Making mortgage data searchable, smart, and strategic



The Challenge:

~27 TB of commingled mortgage records across distributed file shares resulting in high search friction.



The Solution:

CTERA Portal deployed on Microsoft Azure Blob storage with physical edge filers in Minneapolis and D.C.



Key Capabilities:

Content-aware search across loan files, agentic experts via MCP in Microsoft Copilot Studio, and automated PII tagging and access review cycles.

Key Metrics & Outcomes

Transforming

27 TB

dead files into an active, intelligent knowledge base.

3 Sites

(Minneapolis, Washington D.C., and Azure DR) unified under single-pane-of-glass management.

Use Cases – CTERA Content Services



Text Extraction



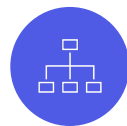
Search + RAG



Classification



Summarization

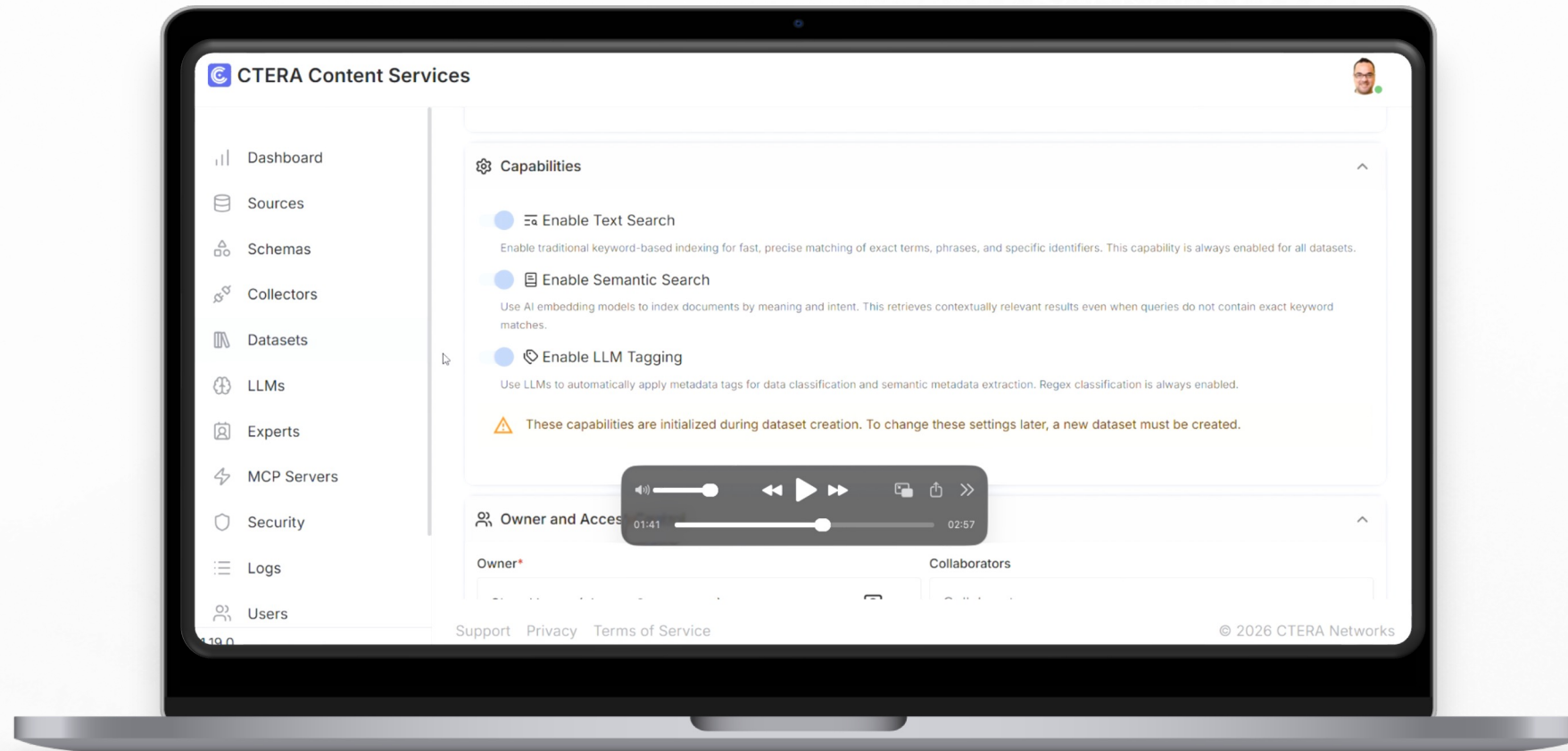


Structured Field
Extraction



Context Layer
For AI Agents

Product Demo – CTERA Content Services



Customer Use Case #3

Building and enabling a Medical-Legal AI Pipeline



The Challenge:

Turn scanned, handwritten medical files into case narratives fit for legal review.



The Solution:

A **CTERA Classify** pipeline, built on real case files.



Key Capabilities:

- Models chosen for quality, speed and cost
- Custom prompts and JSON schemas for extraction
- Built-in accuracy checks to catch regressions

Key Metrics & Outcomes



Messy scans become queryable data



Fully automated, file to narrative



Regression tests on every model change



FDE from prototype to production

NEW

Under Embargo

CTERA Introduces Forward Deployed Engineering to Close the AI Skills Gap and Accelerate Enterprise Deployments

- Starts with the data.
- Prepare data AI can use safely.
- Build into existing workflows.
- Transfer ownership.

NEW

CTERA Introduces Forward Deployed Engineering to Close the AI Skills Gap and Accelerate Enterprise Deployments

New service embeds CTERA engineers inside customer environments to prepare governed data, build AI workflows around real business processes, and enable operational success

NEW YORK, NY – October 6, 2026 – [CTERA](#), a leader in intelligent data management, today announced CTERA Forward Deployed Engineering, a new service that places CTERA engineers inside customer environments to operationalize specific AI use cases in production on the organization's own unstructured data. Each engagement is tied to a defined business outcome, works against real enterprise file data, and is designed to leave the customer's team able to run and extend what was built.

Most enterprises now have access to capable AI models and tools. Far fewer have AI delivering reliable results in production. [Futurum's 1H 2026 Data Intelligence Decision Maker](#) survey of 818 data leaders found that a shortage of specialized talent is the fastest-rising factor behind AI project failures, and that the organizational challenge insufficient skills and expertise more than doubled in six months.

The challenge is sharpest with unstructured file data, where much of an organization's knowledge lives. File data estates built up over decades are often duplicated, stale, and inconsistently permissioned. Pointing AI at that data without proper preparation can produce confident but wrong answers, or surface information to people who should not see it. Both outcomes erode trust. AI initiatives depend on.

"Enterprises are struggling to operationalize AI because they lack enough of the s

CTERA Forward Deployed Engineering

Put AI to Work in Production on Relevant, Accurate Data

CTERA engineers inside your environment until AI runs in production.



Embedded expertise

Engineers join your team, at your cadence



Data prepared for AI

Classified, permissioned, and governed in place



Carried into production

Built, integrated, validated, and adopted

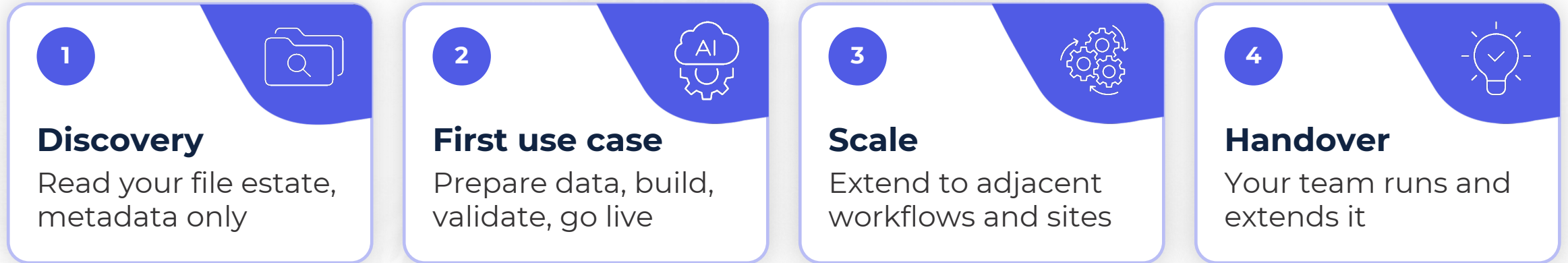


Customer team runs it

Co-built and documented for handover

How CTERA Forward Deployed Engineering Works

Start from real business data and workflows data, finish running in production



CTERA is Closing The AI Value Gap



Understanding what You
Have



Curation and Governance



Safe, Dependable
Enterprise Context for AI
Agents

NEW

Plus engineers who stay with
you until **AI runs in production**





Thank You!