

Simba Intelligence from insightsoftware

Product Summary

Simba Intelligence is an AI Semantic Platform that gives AI systems governed, driver-level access to live enterprise data. It is designed to allow corporations and independent software vendors (ISVs) to embed AI-based analytics into applications without the need to move or copy source data from operational systems. Queries run through a semantic layer and retrieve data from data warehouses or other source systems as needed without mass data movement.

Vendor Snapshot

The company insightsoftware was created in its current form in 2018, through a merger of earlier companies Global Software and Hubble. The company is headquartered in Raleigh, North Carolina. The company generates over \$600 million in annual revenue, and has over 34,000 corporate customers, with over 1,500 partners and more than 2,600 employees. It is a global company with deployments in over 150 countries.

The Business Problem

At present, large language models (LLMs) offer a natural language query environment for business users, but a raw LLM has no semantic understanding of a corporate data landscape. Moreover, allowing an LLM direct access to corporate systems such as ERP or supply chain would have several serious drawbacks and risks. Users (via the LLM) think in business concepts (like customer and product), but are usually unaware of the physical table structures that actually hold this data. For example, if customer data is held in an SAP system, then the underlying customer master table is called KNA1, and the unique customer identifier is a column called KUNNR, which is hardly obvious to an end user. Consequently, some sort of semantic layer is needed to map business terms like “customer” onto the physical locations (or locations) that contain the data related to customer. In addition to this issue, an LLM that takes a user prompt and generates a SQL query may inadvertently cause performance issues against live operational systems. It is more feasible to provide access to an environment designed for analytic access, such as a corporate data warehouse or data lake.

The challenge is to provide an environment that allows a business user to query business systems via natural language, but to do this in a safe manner that does not impact operational performance and does not open up new security concerns. LLMs have significant inherent security weaknesses, and when asked questions outside of their training data, they hallucinate, making up fabricated but plausible answers. Clearly, any corporation will want to minimise these issues when implementing AI. Without governed, contextual, and verifiable access to enterprise data, LLMs produce hallucinations and inherently inconsistent answers that cannot be trusted in production.

Product Capabilities

Simba Intelligence draws upon the well-established Simba connectivity suite, which has connectors to hundreds of mainstream finance and other corporate systems, including SAP. It goes further than just API connectivity. Simba Intelligence uses virtual views to provide a mapping layer sitting between the end user and the underlying physical databases that contain the corporate data. These views are built with the help of AI technology and can be optionally cached in memory to aid performance. The end user is provided with a conversational interface that allows natural language queries like “what are our most profitable customers?”. Because the user is interacting with the semantic layer, that layer is fully aware of the security roles and restrictions and can apply governance rules. This layer supplements the LLM with the semantic map of the underlying data which allows the LLM to construct meaningful queries to the underlying data, such as SQL SELECT statements to retrieve data from databases. The software provides a multi-context protocol

(MCP) that links LLMs to governed data. REST APIs are provided so that developers or ISVs can embed governed data access into their products and build customised applications as needed.

The AI-generated answers are traceable back to the data source, with data lineage and auditability shown. This is particularly relevant in regulated environments such as finance, pharmaceuticals and government. Unlike traditional BI tools that focus on dashboards and visualisation, Simba Intelligence focuses on governed, AI-driven semantic query access for embedded analytics use cases.

The Missing Layer Between Enterprise Data and AI

Simba Intelligence takes an "AI Agent-first" approach, fundamentally reimagining how users interact with data through AI agents. Meanwhile, competitors focus on traditional embedded analytics and data connectivity solutions.

Capability	Simba Intelligence	Traditional BI	ETL Processes
AI Agent Integration	✓	x	x
Natural Language Queries	✓	✓	x
Zero Data Movement	✓	x	✓
Enterprise Governance	✓	✓	x
Real-time Enterprise RAG	✓	x	x
Context-Aware Semantic Layer	✓	x	x

AI Agent-First Approach

Built around AI agents for intelligence, storytelling, and RAG applications with natural language query capabilities.

Zero Data Movement

Query across sources without physically moving data, maintaining data locality while providing unified access.

Governance-First Design

Enterprise-grade security and compliance built into the core architecture.

Conversational Interface

Users can "ask anything" in natural language and get insights without technical expertise.

Enterprise-Ready by Design

Built on decades of data and analytics innovation; trusted by Fortune 500 enterprises.

Deployment and Use Cases

At present, the product is for sale, but in a limited early release to a group of customers. The product should be generally available in Q1 2026. For this reason, there are no public customer case studies on Simba Intelligence so far, but the vendor should develop these as soon as possible to support the product launch in a few months.

Competitive Landscape

Simba Intelligence competes with products such as Tableau and Qlik, Sisense, Power BI and CData. Because most use cases involve white label embedding within other applications, the main competitors are products with this same capability, such as Tableau Embedded Analytics, Domo and Sisense.

Opportunities and Challenges

The semantic layer of Simba Intelligence shields end users from direct access to operational systems, respects existing security and access rules, and provides lineage by specifying the sources used in queries. By enhancing an LLM with the semantic map that is built, the LLM can produce more meaningful queries, which reduces the likelihood of hallucinations. Challenges include the need to work with data governance teams, the latency of accessing operational systems in real time, and relying on the quality of data in the source systems, which is by no means a certainty. The product is quite new in the market, and so it needs customer proof points in the form of well-documented case studies that demonstrate its value.

Recommendation

Simba Intelligence should be considered by corporations that want to enable their business users to access and analyse corporate data via an AI interface, but in a controlled and safe manner. It should also be considered by vendors that wish to white-label an embedded analytics product that has these capabilities. The current success rates of corporate AI projects leave much to be desired, so Simba Intelligence has the potential to become a key enabler of secure, context-aware analytics across the enterprise landscape.