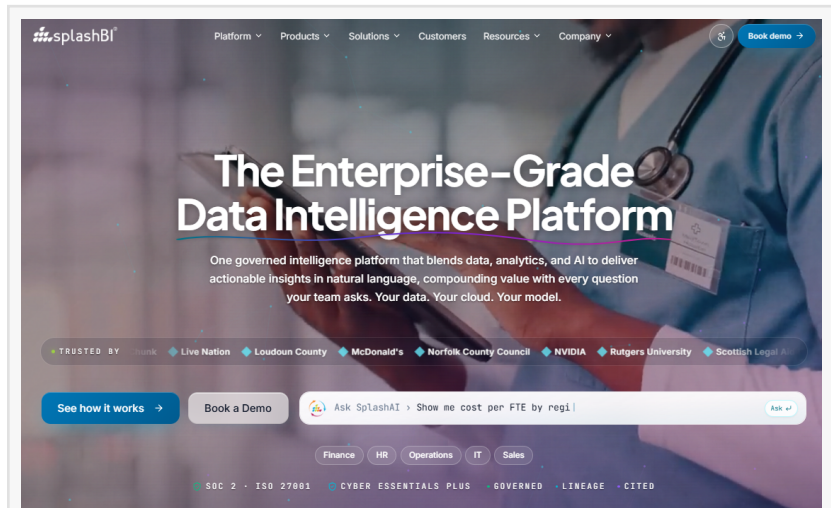


SplashBI Unveils New Positioning as The Enterprise-Grade Data Intelligence Platform

Evolution moves the company beyond reporting into a governed platform that blends data, analytics, and AI, compounding value with every question customers ask

DULUTH, GA, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- [SplashBI](#), which serves 550+ enterprise customers including several Fortune organizations and governments, today announced a new market positioning: The Enterprise-Grade Data Intelligence Platform. The move marks the company's evolution from a reporting and analytics tool into a governed platform that unifies data, analytics, and AI to deliver actionable insight in natural language.



Customers can bring their own data, their own AI model, and their own cloud provider, and can run SplashBI, all on the same governed foundation.

"For twenty years we helped enterprises report on what happened. The platform we've built now helps them see what's happening and what's next, without ever putting their data at risk. That's the difference between a reporting tool and an intelligence platform," said Naveen Miglani, CEO of SplashBI.

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Naveen Miglani, Co-Founder and CEO of SplashBI

Three pillars, one governed system

The new platform architecture is built on three connected capabilities:

- **Data Aggregation:** Teams stop rebuilding context their systems already had. Data from Oracle, Workday, Salesforce, and other core systems arrives already carrying its business meaning and lineage, unified through 100+ pre-built connectors into a single governed layer rather than reconstructed by hand downstream, every cycle.

- **AI × BI Flywheel™:** Governed BI gives the AI layer what generic tools cannot assemble on

demand: a semantic model that already knows what revenue, headcount, and margin mean here, and row-level security that already knows who may see them. Answers arrive grounded rather than guessed, each carrying its source SQL and underlying transaction. From there it compounds. Every business term captured and every benchmark run refines the semantic layer, so the next question starts from a richer foundation than the last. The compounding happens inside the customer's own semantic layer, and the system never trains on customer data.

- Cross-Domain Intelligence: Questions that span Finance, HR, Sales, and Operations resolve in the moment they are asked rather than across four teams and several weeks, because a pre-built data model holds every domain to shared definitions. New predictive insights, powered by SplashML, extend that same governed model forward, so teams can build forecasts on their own historical data rather than waiting for what ships out of the box.

The three capabilities are not a stack of features. Each makes the others more valuable: aggregation gives the model its context, the model makes that context worth querying, and every query enriches the context further. It is why an accumulated domain model built across hundreds of ERP and HCM implementations is worth more in the AI era.

"Generic AI hallucinates because it is guessing at schema. Ours resolves against a governed semantic layer, so the ceiling on answer accuracy is the quality of the model underneath it, not the model in front of it," said Kiran Pasham Reddy, Co-Founder and Chief Architect of SplashBI.

Built on the customer's terms

The platform is designed around openness rather than lock-in: customers can bring their own data, their own AI model, and their own cloud provider, and can run SplashBI, all on the same governed foundation. We call it FlexBI.

Proof at enterprise scale

SplashBI processes 12.5 trillion rows and replicates 28 billion records daily across its customer base, with 97% customer retention. Recent outcomes include a 3x return on analytics investment at a multi-hospital health system, \$130,000 in recurring annual savings for a local government, and reconciliation cut from one week to one day at a city government.

The repositioning follows recent industry recognition, including a Star Performer and Leader placement in the PEAK Matrix® 2026, Best People Analytics Platform at the HR.com Awards 2026, and Gold-level ISV Partner of the Year from the UKOUG Community Awards 2026.

Availability

The Enterprise-Grade Data Intelligence Platform, including SplashAI and the latest SplashBI Tahoe release, is available now to new and existing customers. More information is available at splashbi.com.

About SplashBI

SplashBI is the enterprise-grade data intelligence platform that blends data, analytics, and AI to help Finance, HR, Sales, and Operations teams get answers in natural language, without giving up governance, security, or control of their data. SplashBI serves 550+ enterprise customers and is SOC 1, SOC 2 Type II, and ISO 27001 compliant. Learn more at splashbi.com.

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