Daasity Launches MCP AI Server to Turn Snowflake Data into Governed, Actionable Business Intelligence

New enterprise AI capability connects to Snowflake, enabling executives and teams to ask business questions, generate recurring reports and monitor performance



SAN DIEGO, CA, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Daasity, a Commercial Intelligence platform for CPG brands, today announced the launch of its MCP AI Server, an enterprise AI capability designed to connect to a company's Snowflake data environment and make trusted business information accessible through natural-language AI.

The Daasity MCP AI Server creates a governed intelligence layer between enterprise data and AI applications, allowing business users to query, generate recurring reports, receive alerts and analyze performance without manually navigating dashboards or writing SQL.

Instead of requiring companies to move data into another analytics environment, Daasity works with the customer's existing Snowflake architecture, allowing organizations to retain control of their data while making governed business metrics accessible to executives, analysts and AI applications.

"Companies have invested heavily in modern cloud data warehouses, and accessing that data still often requires analysts, dashboards and reporting tools," said Tim Vollman, CEO, Daasity. "The Daasity MCP AI Server changes that model. Executives can simply ask a business question, receive an answer based on governed company data, and continuously monitor the metrics that matter most to the business."

Early users are already seeing the potential for AI to dramatically reduce the time required to analyze complex business questions. Quinn Michael, VP of Marketing at TomboyX, said after using the Daasity AI solution:
"So far, it's incredible. It made all the right calls with a complex analysis from a single prompt that would have taken me a full day. What the Daasity MCP did was more impressive than any other tools I've used."

From Data Warehouse to Business Answer

The Daasity MCP AI Server connects AI applications with governed enterprise data models, metrics and business definitions stored within Snowflake.

Organizations can use the server to support capabilities including:
- Natural-language business questions — Ask questions such as “What drove the decline in contribution margin last month?”
- Packaged executive reports — Automatically generate recurring sales, marketing, inventory, contribution margin and operating-performance summaries.
- Proactive business alerts — Notify users when important metrics move outside predefined thresholds, including sales declines, inventory risks, margin deterioration or changes in marketing performance.
- Automated analysis — Identify trends, anomalies and performance drivers across multiple areas of the business.
- Governed enterprise access — Query trusted business information using standardized metrics and calculations within the customer’s existing Snowflake architecture.

The result is a progression from traditional business intelligence — where users search dashboards for answers — to a more proactive model in which AI can answer questions, monitor business performance and surface issues requiring management attention.

Built for the Complexity of Consumer Brands

Daasity has developed data models specifically for the complex commercial-data requirements of consumer brands, bringing together information from ecommerce, marketplaces, retail, advertising platforms, syndicated data and ERP systems.
Because these models standardize how key business metrics are calculated, the MCP AI Server can provide intelligence across multiple areas of the organization using a consistent set of governed business definitions.

Key data models utilized are by the MCP Server include: Omnichannel Sales, Marketing and Trade Spend, Inventory, and Contribution Margin.

AI Without Rebuilding the Data Stack

Daasity’s approach enables companies to add AI capabilities on top of their existing data infrastructure rather than creating another standalone data environment.
The MCP AI Server gives AI applications access to standardized business definitions, calculations and metrics so a question such as “Which channels generated the highest contribution margin last month, and what drove the difference?” can be answered using the same governed logic the organization already uses for reporting.

This allows companies to combine the conversational and analytical capabilities of modern AI with the governance required for enterprise decision-making.

About Daasity

Daasity is a Commercial Intelligence platform built for consumer brands. Daasity connects ecommerce, retail, marketplace, marketing, inventory and financial data into standardized data models that drive decisions for sales performance, marketing and trade efficiency, and contribution margin.
Daasity solutions are available through both SaaS and enterprise licensing models, allowing companies to deploy Daasity's data models and AI capabilities within their preferred architecture.

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