



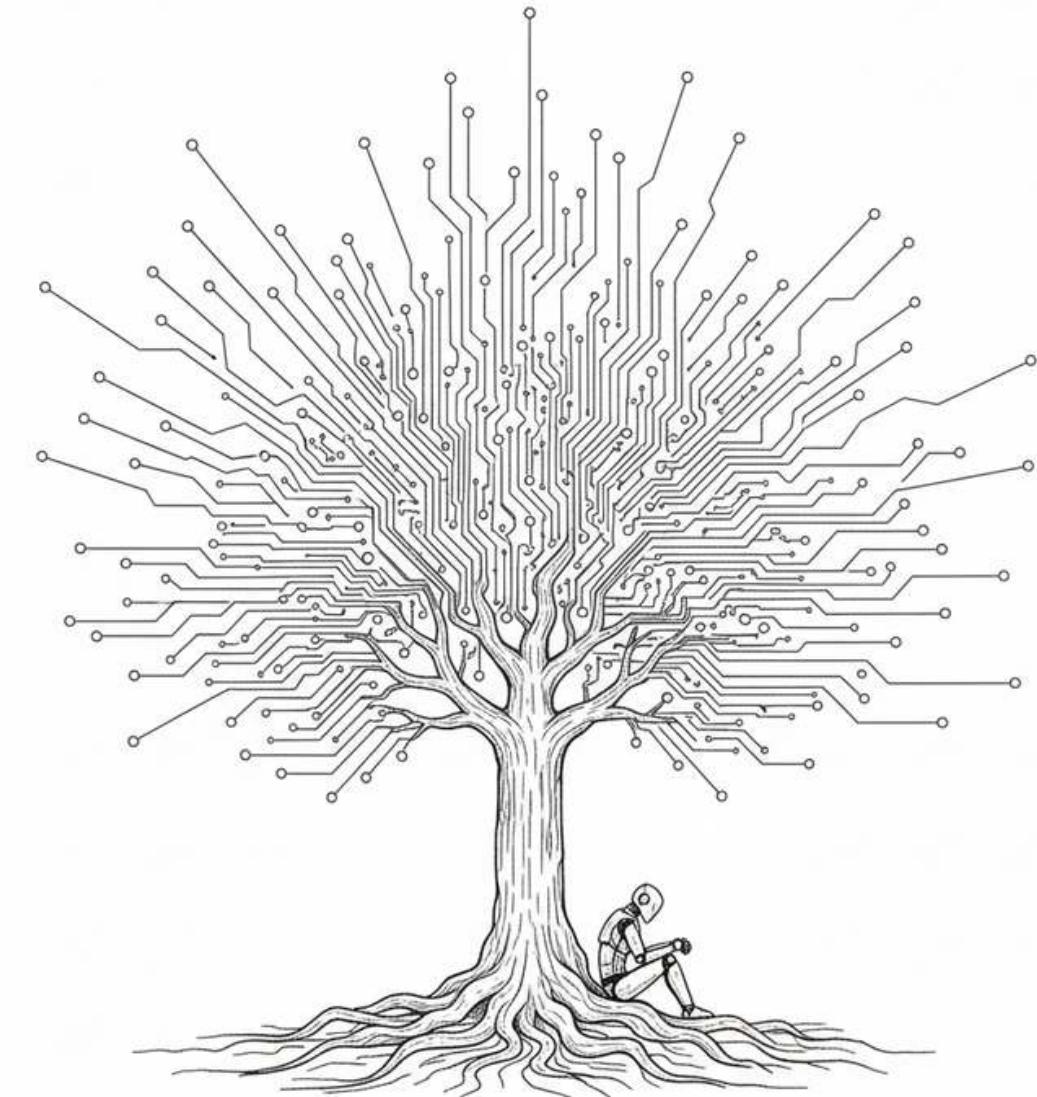
AI Agents & Knowledge Management

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Where you stand

YOU'RE A TECH COMPANY. YOU'VE ALREADY BET ON GENERATIVE AI, AND YOU WANT TO GO FURTHER.

- ChatGPT (or Gemini) brings **wrong answers**, lacking the relevant data or context
- Employees using AI tools inconsistently, increasing **noise and cognitive overload**
- Automations with Agents “mostly work”, but even 5% failure can bring high risk, especially for customer-facing use cases



Why AI underdelivers?

Considering that AI adoption is similar to team management:

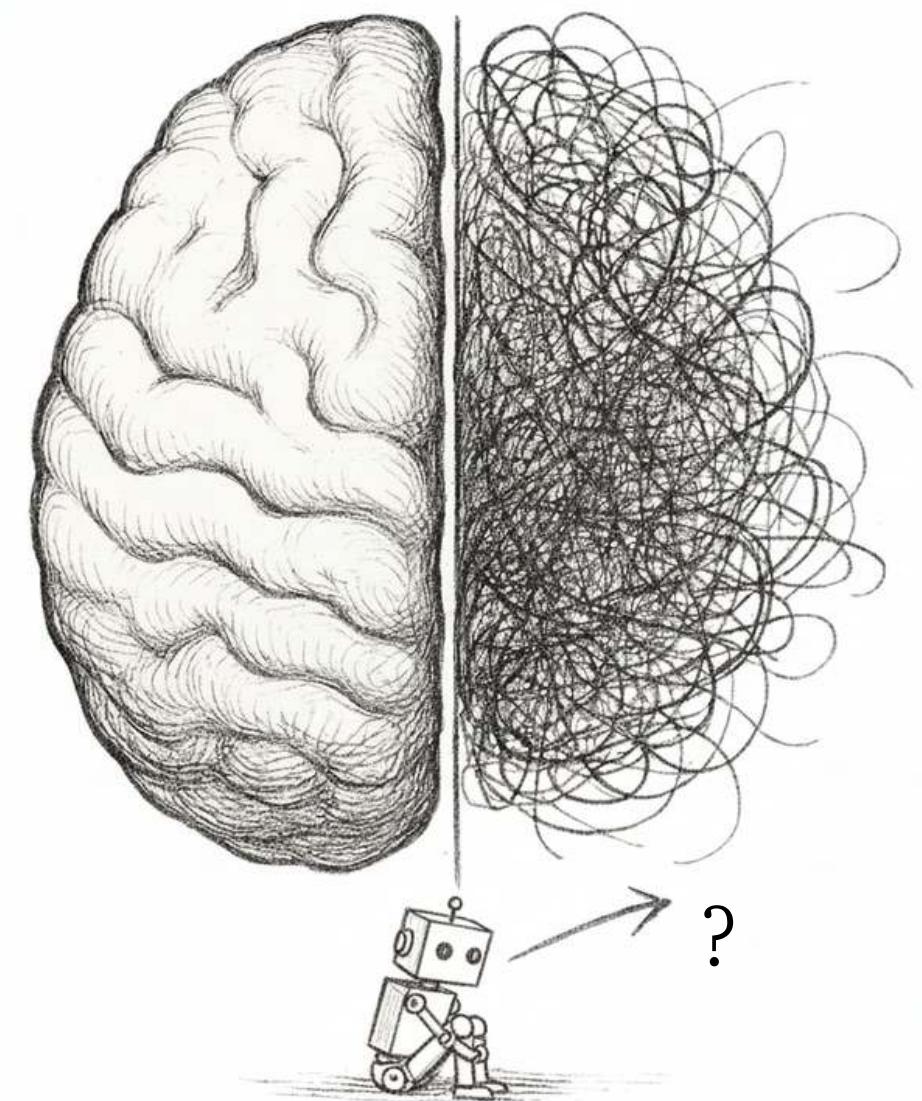
- How do you **trust** your collaborators to do the work correctly?
- How do they **understand** what you need them to do?
- What systems, tools and processes do you have in place to **ensure** that instructions are followed and information flows as expected?

→ Effective adoption of AI requires accessible and structured **knowledge**.

→ Agents bring lasting value if they **access** the right data, **retrieve** context, **remember** past failures, and are **monitored** in an effective way.

*What gets **measured** gets managed.*
— Peter Drucker

*Risk comes from not **knowing** what you're doing.*
— Warren Buffet.



Why Knowledge Management Is Crucial



AI NEEDS EXPLICIT KNOWLEDGE

- AI Agents only use what's written, structured and **findable**.
- "Knowledge" is now docs, chats, logs, code, transcripts – **not just tables** of data.
- Scattered or outdated knowledge means fragile, unpredictable AI.



DELEGATION THROUGH DATA AND RULES

- To delegate to AI you must **spell out** what to do, context, inputs, exceptions, outputs, and how to judge quality.
- Goals and **rules** must live in a shared playbook, not in people's heads.
- Most "AI problems" are actually **gaps** in process and knowledge.



STAKES ARE HIGHER AT SCALE

- Agents consume AND produce data. Sometimes they hallucinate or make errors. Without **data governance**, quality degrades in a loop.
- Once AI touches customers or regulation, traceability is mandatory.
- You need to **keep track** of: why this answer, based on what, updated when.

What I Do

Translate Complexity

- Trained as an Engineer, passionate about languages and cultures.
- Worked as a developer, co-founder and manager.
- Bridge between Data, Product, Operations and Marketing.

Build Foundations

- Built data & AI platforms at Tile (USA) and Cora (Brazil).
- Created and led a 50-person Data org for a SME bank.

Push the Frontier

- 3 years hands-on with GenAI, RAG, memory, evals, guardrails.
- Infrastructure for agents: context engineering, monitoring, MCP.



Audit in 3 Phases

TOOLS AND AGENTS ASSESSMENT

1. What value can you expect from AI tools and Agents?



- Review of AI Experiments
- Which data your Agents need or produce
- Existing KPI, monitoring, and observability gaps
- Shadow IT and vendor lock-in analysis

DATA INFRA AND KNOWLEDGE MAP

2. Data models and knowledge sources: what needs to evolve?



- Maturity of data models
- Data quality and accessibility
- Batch or real-time data
- Silos and integration points
- Tacit knowledge vs. documented systems

OBSERVABILITY AND GOVERNANCE

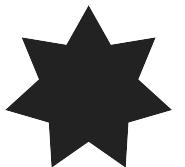
3. How to ensure sustainable AI performance?

- Team-level readiness KPIs
- Data strategy for continuous tests, evals and guardrails
- Observability of models, costs, security and MCP
- Metrics of “alignment” and feedback loops

DELIVERABLES: MAPPING OF DATA, KNOWLEDGE AND ACCESS.

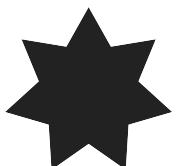
WORKSHOP TO DEFINE QUICK WINS AND READINESS METRICS

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