

Some of the questions we help answer

Kellerton helps organisations make better use of data and AI. We bring business priorities, information requirements and technology choices together, so investment is based on what the organisation needs to achieve. We can help develop your plans or provide an independent view alongside your existing team and advisers.

Where should we use AI — and should we buy, build or wait?

We help assess where AI can improve business performance and how it should fit into your processes, systems and operating model. This includes specialist applications, copilots and agents, and whether shared capabilities should form an agentic AI extension to your data platform.

How do we get our data ready to make effective use of AI?

AI needs access to information it can find and interpret in context. We help define the data and information architecture: shared business definitions and semantic layers for structured data; taxonomies, metadata and retrieval approaches for documents and knowledge. This includes the foundations for retrieval augmented generation (RAG), with appropriate access permissions.

How can AI help us manage our data and get answers from it?

AI can also improve the way data is managed and used. We help assess opportunities in master data management, metadata discovery, classification and data quality, as well as chat based reporting. The questions include where automation is useful, how answers will be checked and where human judgement is still needed.

What should our data strategy cover beyond AI?

AI is one part of a wider data strategy. Reporting, financial performance, operations and information shared with customers and partners still matter. We connect these requirements to data platforms, business systems, ownership, skills and ways of working, setting priorities around business benefit and the changes needed to deliver it.

How do we control access and understand how decisions were made?

We help establish proportionate governance covering ownership, quality, access controls, monitoring and human oversight. This includes tracing data from source to use, and recording the information, rules and approvals behind AI supported decisions.

Experience behind the advice

Our advice draws on Chris Kwouk's work helping a UK regulator turn business priorities into a data strategy and master data management plans; advising a major retailer on product data, architecture and process change; and helping commercial law firms assess reporting architecture and data platform investment. This includes work delivered through other consultancies.

To discuss your priorities with Chris, contact enquiries@kellerton.co.uk.