

A series of overlapping yellow geometric lines, primarily triangles and polygons, creating a dynamic, abstract pattern in the upper right corner of the slide.

KNIME Business Hub: Reliable, Enterprise-Ready Analytics & AI

July 22, 2025

Who We Are

Foundation



Origin in life sciences

Open-source commitment

Built for production environments
from day one

Focus

Data Workers

Granular, flexible platform designed for all

10,000+ community-built workflows

Analytic upskilling and complete lifecycle
support

Proven

5000+

Organizations across **40+**
industries and solution areas

At-a-glance:



+250

Headcount



+350k

Active users¹ in
60+ countries



+350

Enterprise
customers



Global

29% NA
49% Europe
22% ROW

SIEMENS

Deutsche
Telekom T

Continental



ING



BOSCH

P&G



Speakers



Ellen Amodei
Solution Engineer, KNIME



Cedik Zoungrana
Regional Sales Director, KNIME



Melis Dönmez
Associate Customer Success Manager,
KNIME

Agenda

1. Data & AI – Challenges & Opportunities
2. How Can KNIME Help You on Your Data Journey
3. The Value of KNIME Business Hub
4. Demo
5. Q&A

Are You Innovating With Data & AI?

26%

of organizations are reporting that they're creating tangible value from data & AI.¹

57%

of leaders report a data and AI literacy skill gap among employees.²

42%

report inaccurate & slow decision-making, due to poor data skills.²

“

Few organizations are currently implementing AI literacy programs. While the skills and capabilities of AI are concentrated to highly technical roles, the status of AI is rapidly changing as industry executives begin to realize the **importance of a workforce knowledgeable in data, analytics and AI.**

To build such a workforce, organizations require data literacy and AI literacy as core competencies.

- Melissa Davis, VP Analyst at Gartner

”

The Power of AI & KNIME Data Apps (Use Case)

🌟 AI Review Sentiment Analyzer 🤔😞

This demo data app analyzes product reviews using GenAI-powered sentiment analysis. The workflow includes custom prompt engineering and an LLM call to retrieve sentiment, combined with classical analytics to generate summary statistics.



→ Check out the workflow

→ Discover more data apps

Provide Analysis Preferences

Set your preferences for analysis and explore the results. 🇩🇪

Select a file for upload

Select file

reviews_to_analyze.table

📘 File upload is deactivated in this demo.

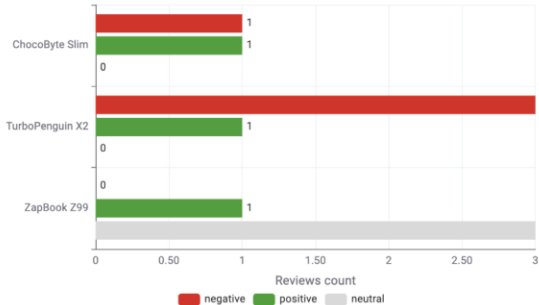
Select the type of sentiment analysis you would like GenAI to perform

Simple sentiment analysis

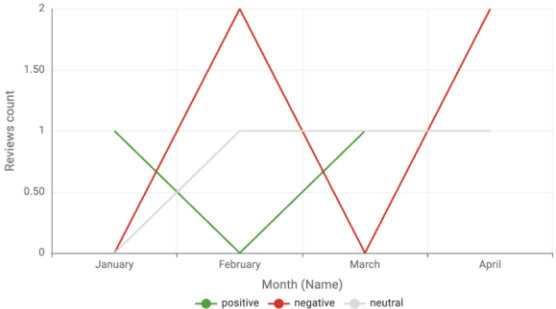
Analyze sentiment

Results

Sentiment by products



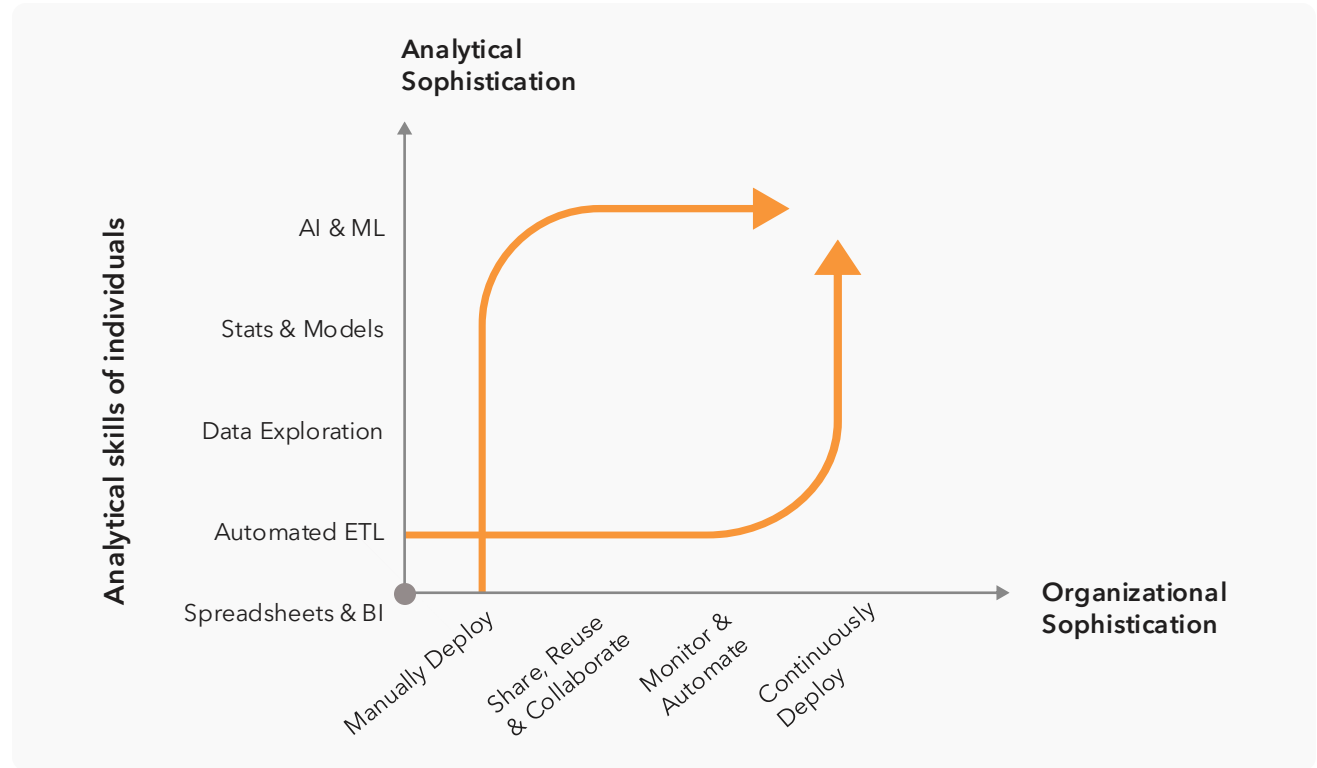
Sentiment by time



Reduce Time to Action

Why Not?

- Scale DSML via self-service
- Capitalize on GenAI
- Bridge Skill Gaps



Abstract geometric lines in the top right corner of the slide, consisting of several overlapping triangles and polygons in a light yellow color.

How Can KNIME Help?

KNIME Business Hub: Am I a Good Fit?

KNIME Business Hub is for anyone looking to...

- Democratize data science, analytics, and AI across an enterprise
- Empower data-driven decisioning through self-service analytics and collaboration
- Govern AI usage to ensure compliance
- Control data usage and sharing across teams and entire organizations
- Minimize IT bottlenecks with centralized administration
- Improve operations and productivity with automation

Analytic Breadth

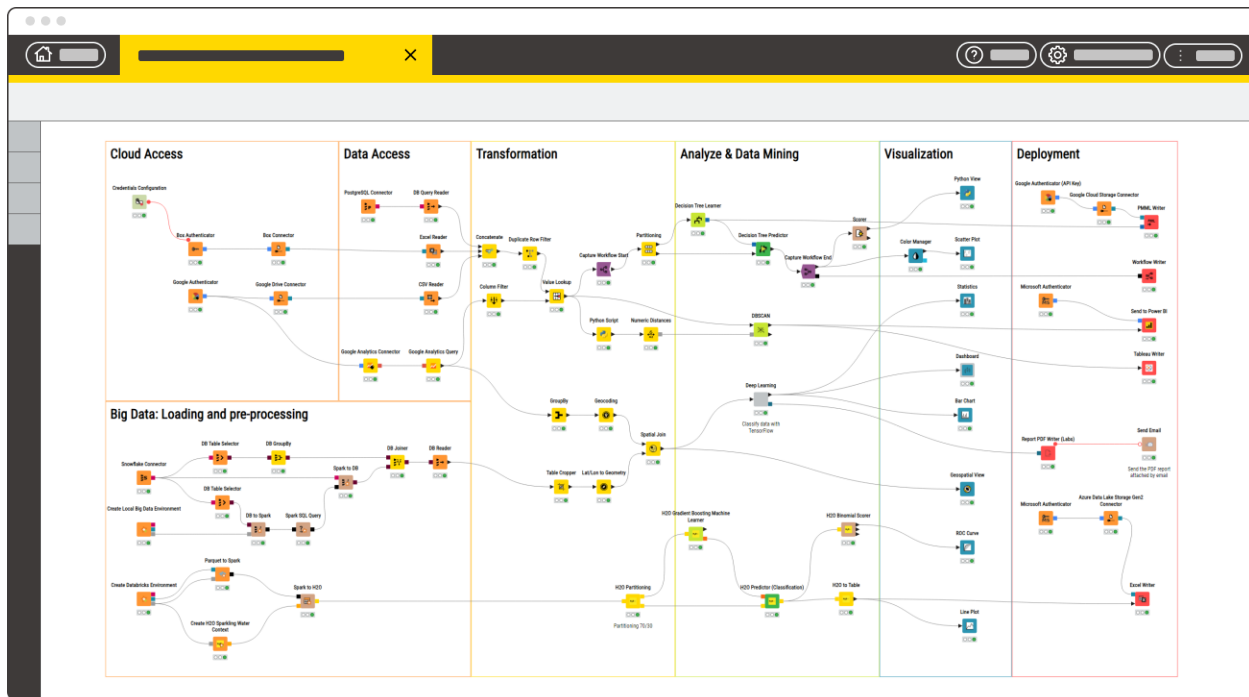
Leaders and COEs must deliver “all the use cases” in the business

MARKETING	CUSTOMER SERVICE	FINANCE	HUMAN RESOURCES	OPERATIONS	IT & SECURITY	LEGAL	R&D	PRODUCT
Customer Segmentation	Ticket Prioritization	Fraud Detection	Employee Churn Prediction	Inventory Optimization	Network Anomaly Detection	Regulatory Compliance Monitoring	Experiment Analysis	Product Usage Analysis
Churn Prediction	Response Time Analysis	Credit Scoring	Recruitment Analytics	Supply Chain Optimization	System Performance Monitoring	Contract Analysis	Drug Discovery	Feature Adoption Tracking
Sentiment Analysis	Staff Forecasting	Expense Forecasting	Employee Sentiment Analysis	Demand Forecasting	Access Control Analysis	Litigation Risk Prediction	Clinical Trial Data Analysis	User Feedback Analysis
Campaign Effectiveness	Sentiment Analysis	Revenue Forecasting	Training Needs Assessment	Predictive Maintenance	User Activity Analysis	Intellectual Property Analysis	Product Development Tracking	Competitive Analysis
CLV	Escalation Prediction	Portfolio Optimization	Diversity and Inclusion Analysis	Logistics Route Optimization	Incident Response Automation	Data Privacy Compliance	Innovation Process Optimization	Innovation Pipeline Management
Personalization	Service Satisfaction Analysis	Anomaly Detection in Financial Data	Employee Productivity Analysis	Warehouse Space Utilization	Malware Detection	Case Management Optimization	Patent Analysis	Product Testing Analysis
Attribution	Chatbot training & Monitoring	Investment Analysis	Compensation Benchmarking	Quality Control Analysis	Log Analysis	Due Diligence Analysis	Manufacturing Process Optimization	Feature Request Prioritization
KYC (Know your Customer)	Upsell Opportunity Identification	Variance Analysis	Succession Planning	Supplier Performance Monitoring	Patch Management Optimization	Legal Document Automation	Scientific Data Modeling	Defect Detection

Put the Power of Data Into Domain Expert Hands

Intuitive nature helps you make data & AI a core competency

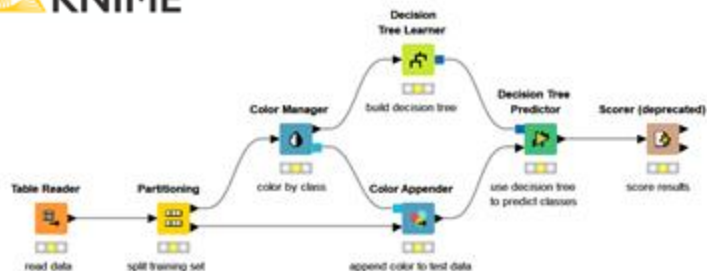
- **Low barrier to entry:** allow anyone to work with data across your organization
- **Common language:** for use by experts across disciplines.
- **Reliable:** reproduceable, re-usable and future-proof.
- **Explainable & auditable:** use to collaborate & explain to compliance, internal audit, etc.



Integrate With Your Current & Future IT Landscape

A complete analytics platform for end-to-end data science

300+ Data Sources



REST, Edge



Data Apps



BI & Report



Advanced Methods

- Automated Consolidation
- Advanced data Manipulation
- Text, Image Voice

AI/ML Libraries



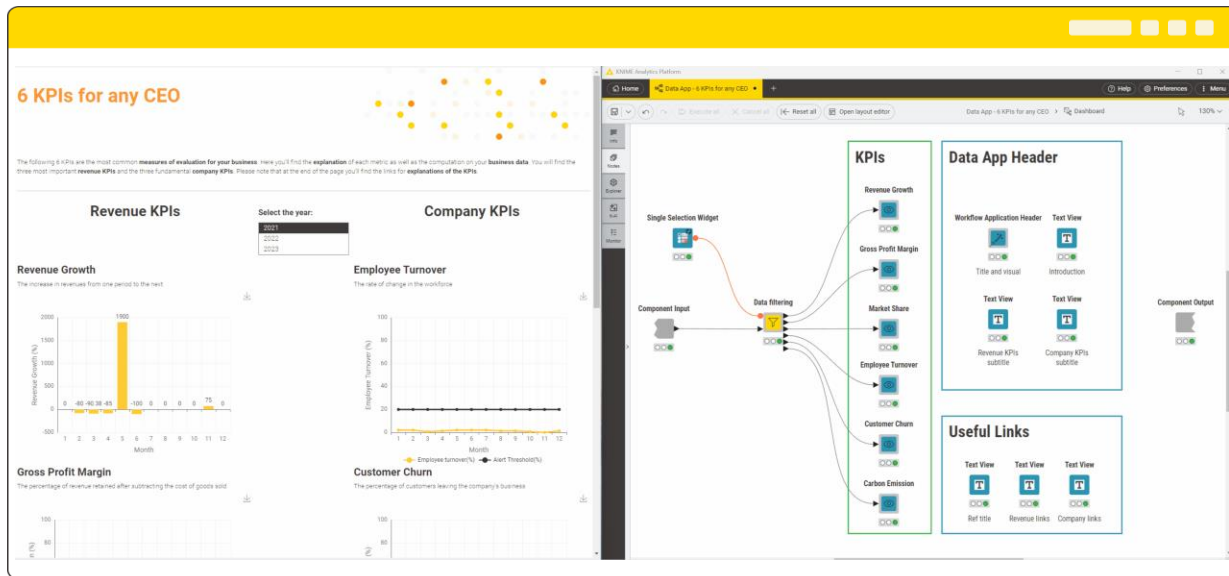
Scripts/Languages



Distributed
& Cloud Execution



Build Data Apps Using the Same Intuitive Environment

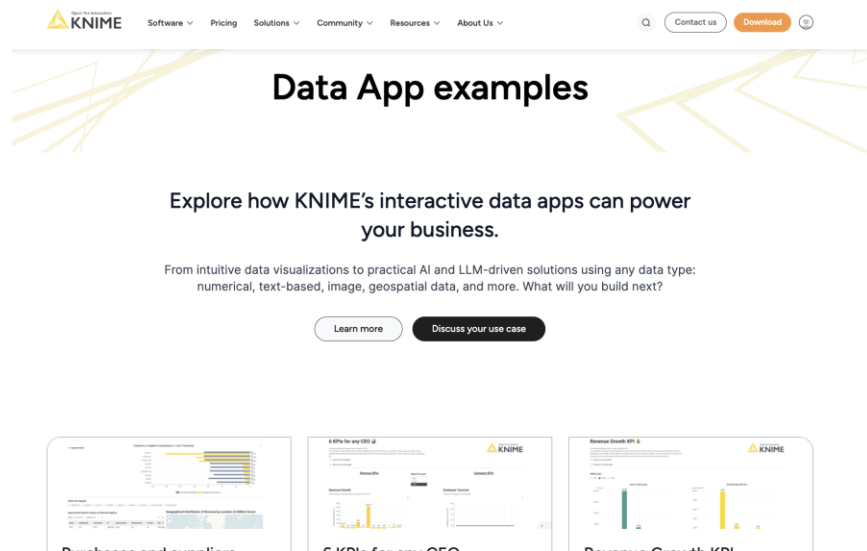


- Build data apps with no-code/low-code framework
- End users can execute workflows of any complexity, without interacting with underlying workflow
- Fold in interactivity, or step-by-step guidance
- Enable access through a login or through a shareable link

More Than Just Visualizations, Reports or Dashboards

Explore what KNIME data apps offer with real customer examples

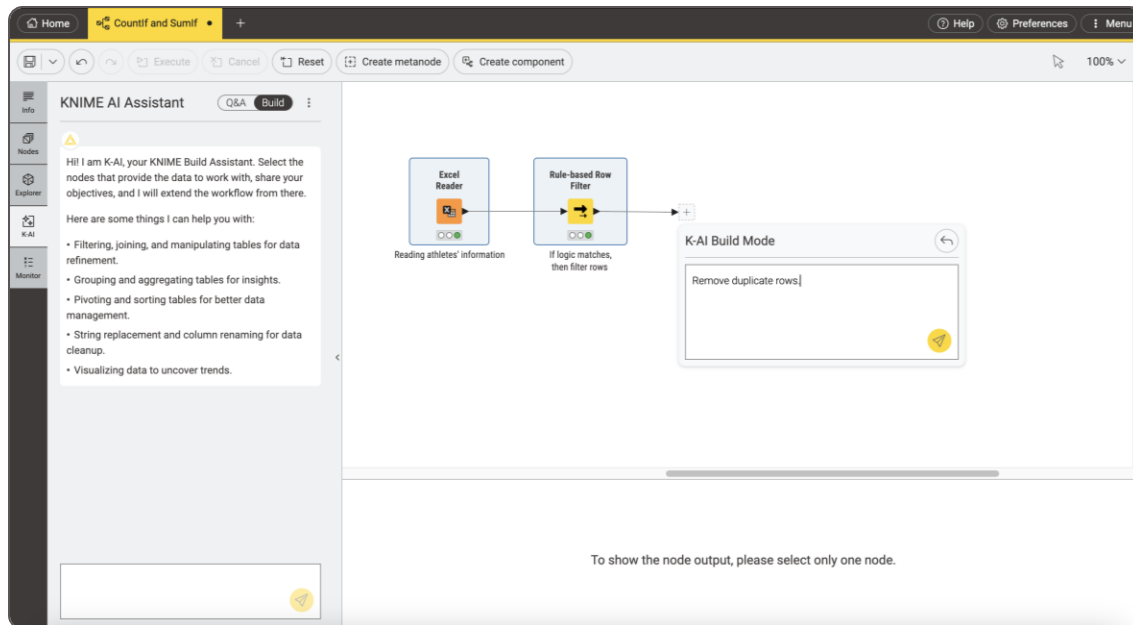
- <https://www.knime.com/data-app-examples>



The Workflow as Collaboration Tool Between Humans & AI

KNIME ensure transparency for:

- Workflows built by humans
- Workflows built by humans, helped by AI
- Workflows built by AI, checked by humans



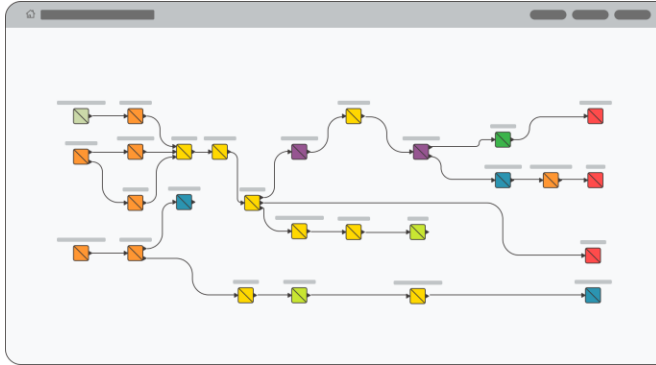
KNIME Software:

Balance innovation and control

Increase Innovation

KNIME Analytics Platform

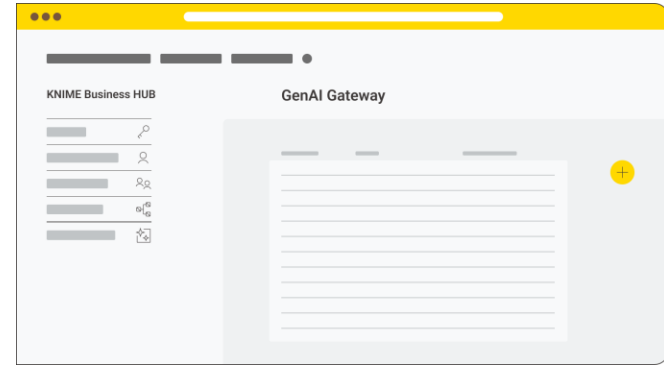
Bring the power of intuitive workflows to your entire organization



- Build & execute workflows of any complexity
- 1000s of blueprints & workflows for a fast start
- AI assistant (K-AI) for onboarding & high efficiency

KNIME Business Hub

Safeguard data work at scale to accelerate innovation



- Govern centrally, workflows & AI models
- Ensure safe automation & deployment
- Roll out best practices, globally

Reduce Risk

Agenda: Demo

This demo will cover:

- Contract Evaluation and PDF Parsing using GenAI and Data Apps
- Building GenAI workflows in the Analytics Platform
- Introduction to Governance Features and the GenAI Gateway
- Uploading and Automating GenAI Workflows on the Business Hub

Demo



Abstract geometric lines in the top right corner, consisting of several overlapping triangles and polygons in a light yellow color.

Q&A

Let's Stay in Touch



Reception



Stage



Networking



Expo



Contact Us!



www.knime.com



[@knime.bsky.social](https://bsky.social/@knime)



[/company/knime.com](https://company.knime.com)



[@knimesoftware](https://www.instagram.com/knimesoftware)



[KNIMETV](https://www.youtube.com/KNIMETV)



Contact Us!

Thank you