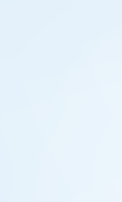


Activating Enterprise Data with AI and Analytics



David Schubmehl
Research Vice President, Conversational Artificial Intelligence, IDC



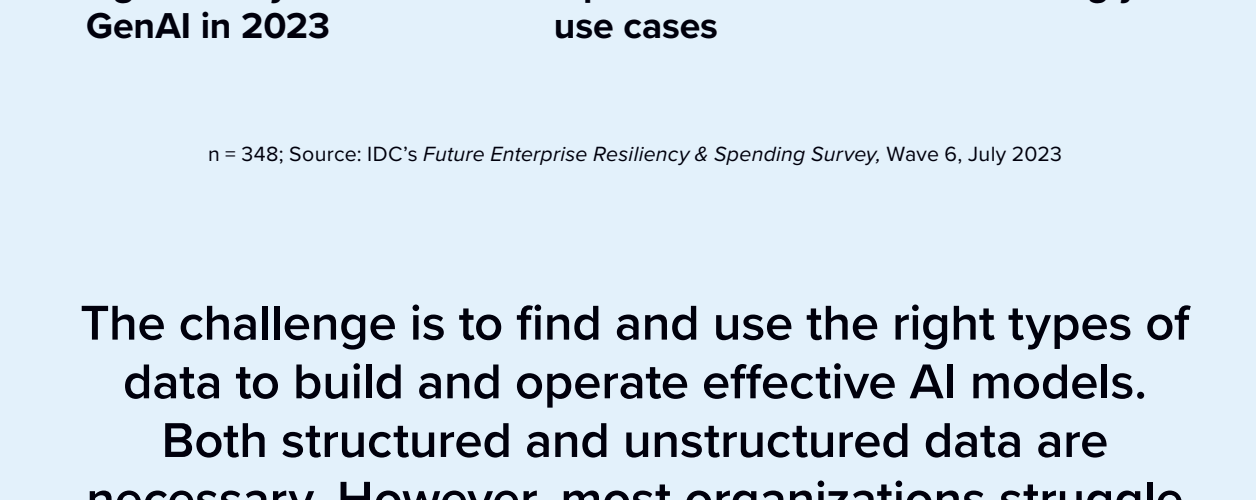
Dan Vessel
Group Vice President, Analytics and Information Management, IDC

The Role of Enterprise Data in AI

Combining Internal and External Data for AI Models

Organizations are rapidly adopting artificial intelligence (AI) and machine learning (ML). A growing number are evaluating or significantly investing in generative AI (GenAI).

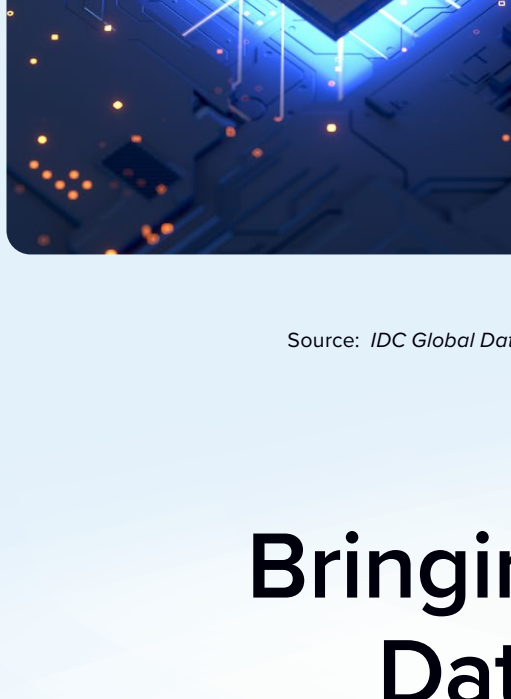
North American Organizations, AI Investment



n = 348; Source: IDC's Future Enterprise Resiliency & Spending Survey, Wave 6, July 2023

The challenge is to find and use the right types of data to build and operate effective AI models.

Both structured and unstructured data are necessary. However, most organizations struggle with accessing the right data for building AI models.



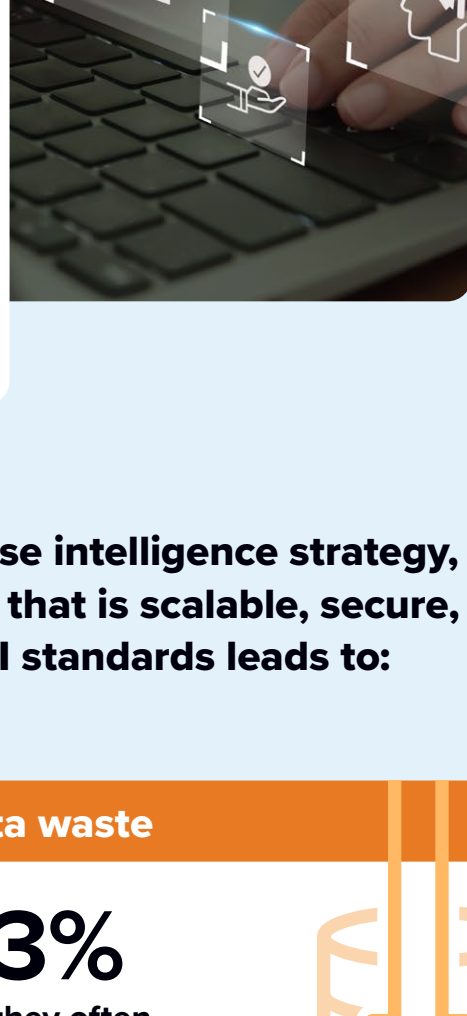
Of all the structured enterprise data created in 2022, **only 38% was analyzed, and even less (25%) was done so using AI and ML.** The use of unstructured data (the text, images, and video that are the domain of GenAI) is even lower.

Source: IDC Global DataSphere, Data Utilization for analysis and ML/AI

Bringing Together Data and AI

Challenges of Enterprise Data Activation

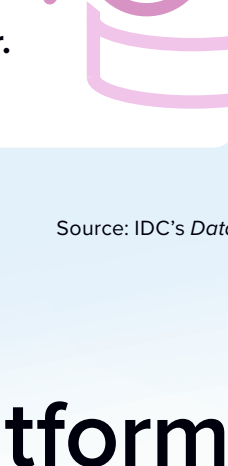
Most organizational leaders feel their organization's data is underutilized. **IDC research indicates that 55% of organizations have decentralized data management technology funding.** Technology silos can increase ongoing technology management and maintenance costs, slowing the ability to address business users' requests for insights within their workflows, hampering innovation.



The failure to embrace a unified enterprise intelligence strategy, its enabling architecture, and a platform that is scalable, secure, and uses open data, analytics, and AI standards leads to:

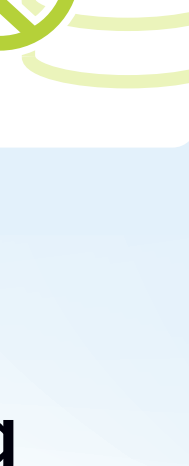
Data decay

75% of decision makers say that data loses its value within days.



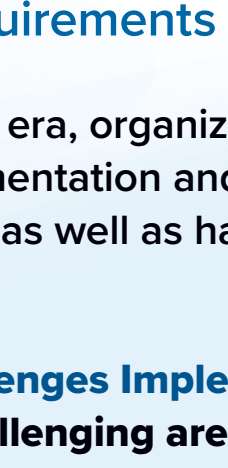
Data waste

33% say they often don't use data they receive.



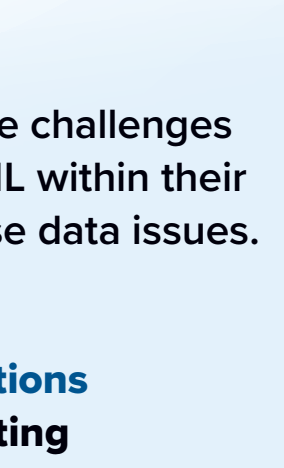
Data disconnect

61% say data complexity has increased compared to last year.



Data neglect

70% say that data is being underutilized.



Source: IDC's Data Valuation Survey, 2022

A Platform for Thriving in the Era of AI

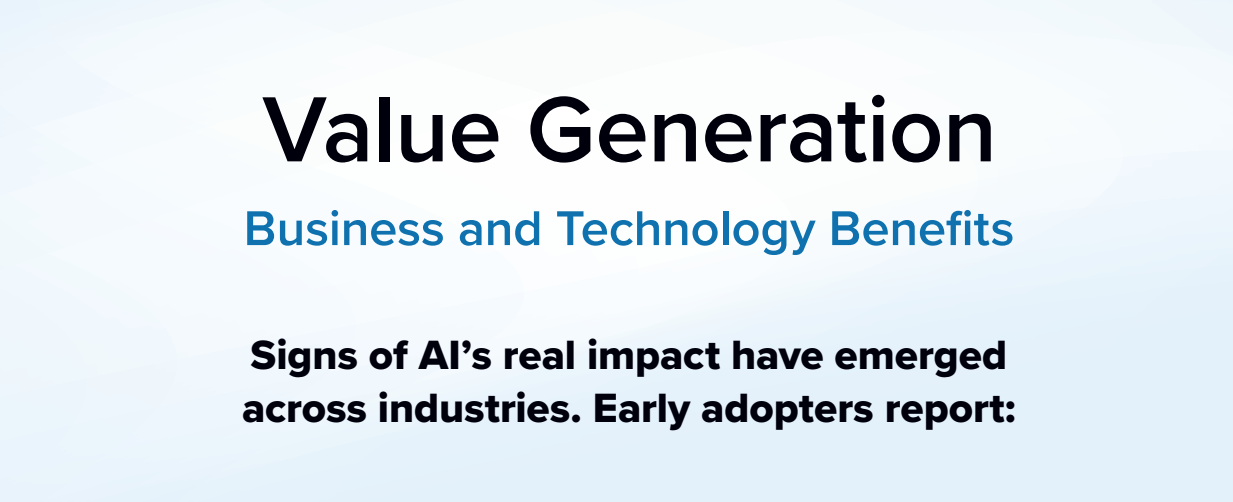
Requirements and Expectations

To thrive in the AI era, organizations must overcome challenges around the implementation and deployment of AI/ML within their business functions as well as handle all the enterprise data issues.

Top Challenges Implementing AI/ML Solutions

How challenging are these for implementing AI technology at your organization?

Rated on a scale of 1 to 5 (1 = least challenging, 5 = most challenging)

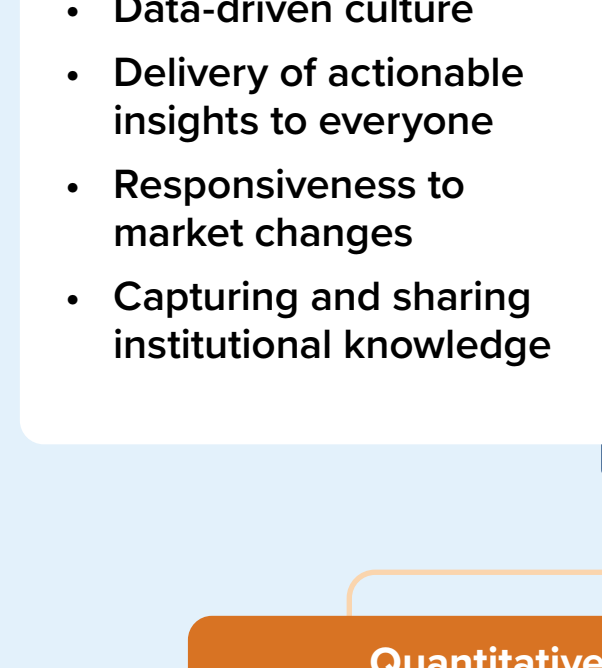


n = 2,053; Source: IDC's 2022 AI StrategiesView Survey, May 2022

Value Generation

Business and Technology Benefits

Signs of AI's real impact have emerged across industries. Early adopters report:



Customer and employee retention metrics have been reported to show **32% improvement each.**

There are two types of benefits from investments in data, AI, and analytics platforms and practices:

Qualitative Enterprise Intelligence Benefits

- Quality of decision making
- Data-driven culture
- Delivery of actionable insights to everyone
- Responsiveness to market changes
- Capturing and sharing institutional knowledge

Capabilities that measure development, access to, and sharing of contextual insights and the actions they drive.

Quantitative Business Benefits

- Increased operational efficiency
- Improved customer satisfaction
- Revenue growth
- Improved employee productivity
- Increased profits

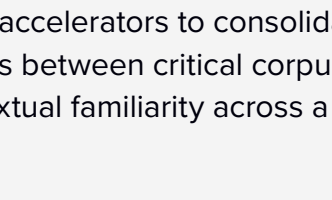
As a result of investments in data, AI, and analytics, these benefits, on average, improved 16% over the previous year.

Source: IDC's Future of Enterprise Intelligence Survey, June 2023

Recommendations

- Develop an enterprise intelligence strategy.
- Design an enterprise intelligence architecture encompassing data lakehouse, data intelligence and integration, business intelligence, and AI capabilities.
- Ensure availability of needed skills either through hiring or outsourcing across the above technologies.
- Identify decision-making needs across different users and use cases within the organization.
- Identify opportunities for decision augmentation and decision automation.
- Identify data needs for developing and training AI models.
- Consider the need to combine internal structured enterprise application data with unstructured and structured data from external applications and services.

Message from the Sponsor



When evaluating build vs. buy options, consider partnering with technology vendors that provide pre-packed accelerators to consolidate/harmonize the data, pre-deliver integrations between critical corpus of data, and provide security and contextual familiarity across a single data fabric.

[Click here to learn more](#)