Data Strategy in the Age of AI

Essential Evolution and Future Imperatives

D&A/AI ▶

35+ Fortune 500	7 of Top 10 Hi-tech Companies	5 of Top 10 Telco	4 of Top 10 Automotive	4 of Top 10 Pharma	3 of Top 5 Chemical MFG	3 of Top Big 5 Consulting

50+ Countries   **17,750*** Associates   **450+** Global Customers   **60+** Technologies   **70+** Strategic Alliances   **40+** IPs & Industry Solutions

CAPABILITIES

CORE DATA MANAGEMENT

Data Consulting (Audit, Strategy, Roadmap)

Data Operations (DataOps, Data Engg., Data Observability)

Data Management (Multi-Domain & Graph MDM, Augmented Data Governance, Data Catalog, AI Enabled Data Quality)

DATA MODERNIZATION

Data Platform Modernization on Cloud (Common Data Ingestion, Data Lake, Delta Lake, Lakehouse)

Modern Data Integration & Availability (Data Mesh, Data Fabric, Composability, Streaming Data, Event Driven Architecture)

DATA PROVISIONING

Data Marketplace

Data APIfication

Data as a Service

Feature Store

SELF-SERVE BI & REPORTING

Visualization as a Service

Report Rationalization

NLP/NLQ

Streaming Data Query & Analytics

AI

AI Platforms

AI Point Solutions

AI Consulting

AIOps | MLOps | ModelOps

Enterprise Scale AI

IPs

D·A·H·L·I·A   CDIF   InfoWise®   MDQoS   UDMF®   SPRINTER   DATA MESH   DMX   iDecisions®   VaaS   TechM amplifAI⁰⁻∞

RECOGNITION

AVASANT	ISG®	Everest Group®	Forbes	Gartner	FORRESTER	zinnov
Leader Data Mgt & Advanced Analytics 2023 Radarview	**Leader**	**Major Contenders**	America's Best **Mgt. Consulting Firms** 2022	**Magic Quadrant*** (Data & Analytics MQ Discontinued post 2022)	**Mid-Tier Service Provider**	**Leadership**

AI Aspiration ←→ Readiness…A big gap to be filled

01 More than a quarter of companies using AI have gen AI on their boards' agendas
[McKinsey Global Survey](#)

02 AI in Marketing: Only 35% of marketers currently use AI, highlighting challenges in bridging the gap between AI adoption and marketing
[Hubspot](#)

03 Generative AI is dominating discussions on AI, having increased productivity for developers and knowledge workers in very real ways, pushing GenAI to the Peak of Inflated Expectations on the Hype Cycle
[Gartner](#)
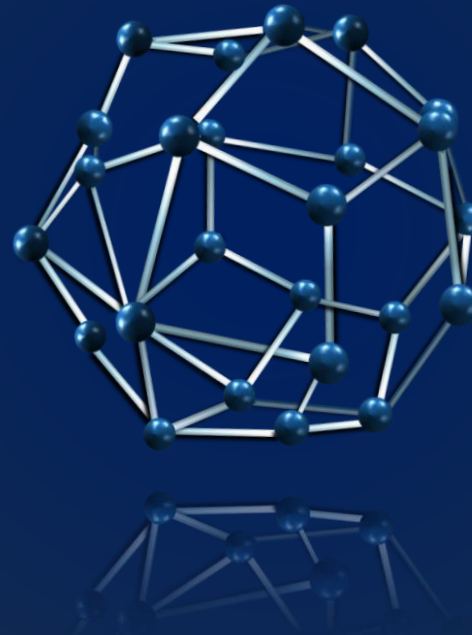
04 The number of AI regulations in the United States grew by 56.3%
[Stanford AI Index 2024](#)

05 Robust and standardized evaluations for LLM responsibility are seriously lacking
[Stanford AI Index 2024](#)

06 Though excitement about generative AI is very high, value has largely not yet been delivered. 93% of respondents agreed that data strategy is critical to getting value from generative AI, but 57% had made no changes to their data thus far
[MIT Sloan Management Review](#)

Developing AI Strategy for Your Organization: Key Questions to Focus

What are our core business objectives, and how can AI help achieve them?
- Align AI initiatives with the overarching business goals to ensure they contribute meaningfully to the organization's success.

How will we measure the success of our AI initiatives?
- Define clear metrics and KPIs to track the performance and impact of AI applications

How will we stay agile and adapt to the evolving AI landscape?
- Keep abreast of AI advancements and be prepared to pivot strategies as necessary to remain competitive.

Can I use AI as a differentiator
- Focus on value creation and differentiation and avoid over indexing on efficiency and cost savings

Continuous recalibration
- Perpetual Iteration of your AI strategy through rapid experimentation and being agile is key for staying ahead

Infusing AI into Organization culture
- An AI First approach within business strategy. Driving AI literacy by creating AI Evangelists, Practitioners and Ethics champions.

Challenges of Traditional Data Strategy in AI Adoption

AI and Personalization

AI should be at the forefront of your data strategy to create personalized experiences. This requires different class of data, processing and consumption

Purpose and Type of Data

Define the purpose for collecting data and determine the types of data required. This will guide the methods for collecting, unifying, and activating data

Data Quality & Management

Ensure that you are working with quality data that is de-duped, error-free, and labeled appropriately. Good data management practices are crucial for minimizing issues such as poor predictions or inadvertent biases

Governance and Compliance

Develop a governance framework that ensures secure, privacy-compliant data access. This includes understanding all data feeds, where the data goes, how it is shared, and who has access to it.

AI Trust and Ethics

Address the AI trust gap by grounding your AI models with the necessary customer context to provide accurate responses and avoid AI hallucinations, where AI provides false information.
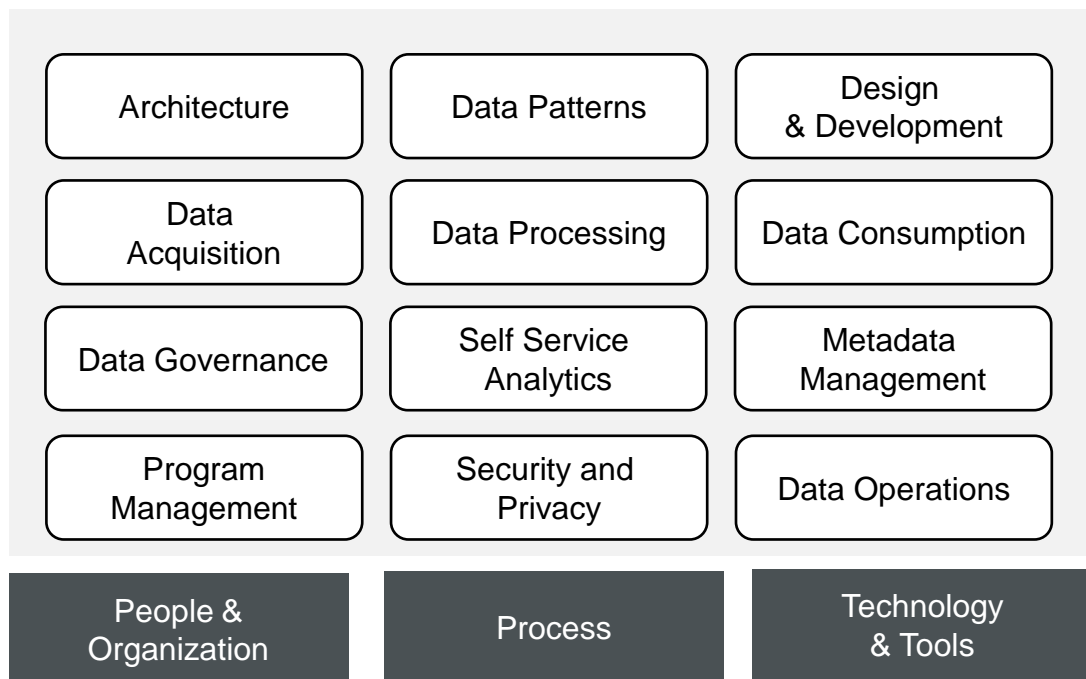.

Lack of Infrastructure

GPUs and NPUs availability and deployment, enterprise level AIMLOps setup to support large scale AI implementation
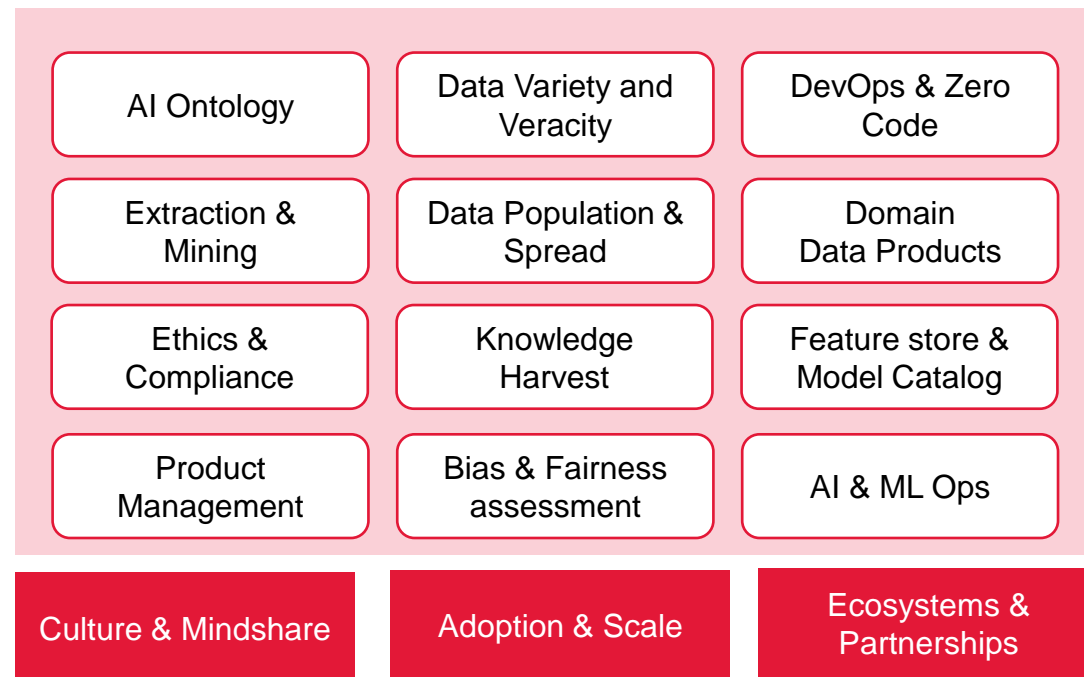
Rethinking Data Strategy: Essential Shifts for AI Initiatives

The shift from traditional data strategy to an AI focused data strategy represents a fundamental evolution in how organizations leverage their data assets to drive value and innovation. Traditional approach prioritize on data collection, storage and analysis while a transformative shift for AI readiness centers on harnessing the full spectrum of data and power of advanced analytics
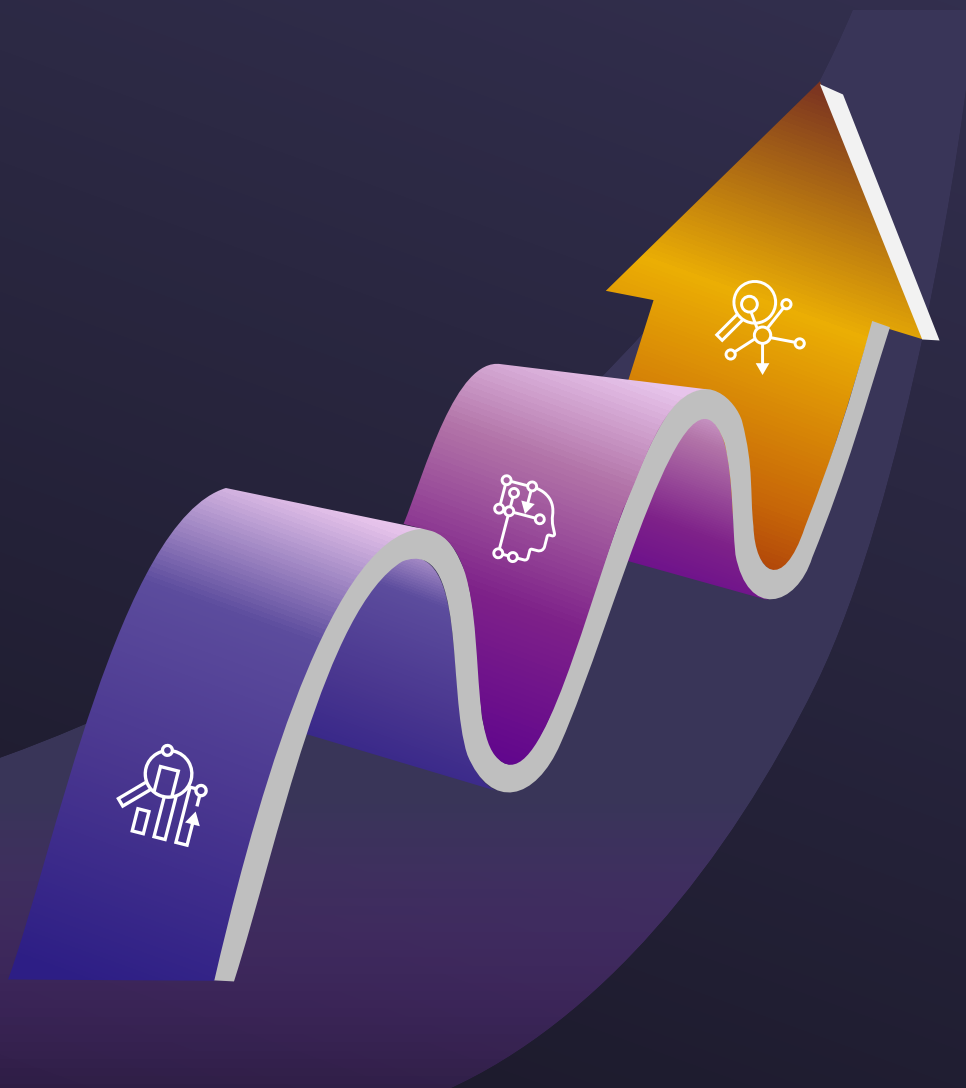
Traditional Approach

Architecture	Data Patterns	Design & Development
Data Acquisition	Data Processing	Data Consumption
Data Governance	Self Service Analytics	Metadata Management
Program Management	Security and Privacy	Data Operations
People & Organization	**Process**	**Technology & Tools**

Re-imagined Approach

AI Ontology	Data Variety and Veracity	DevOps & Zero Code
Extraction & Mining	Data Population & Spread	Domain Data Products
Ethics & Compliance	Knowledge Harvest	Feature store & Model Catalog
Product Management	Bias & Fairness assessment	AI & ML Ops
Culture & Mindshare	**Adoption & Scale**	**Ecosystems & Partnerships**

Transforming Data Architecture to Empower AI

01 Create a layered AI architecture with predefined boundaries. This will help localize impact of changes and technological advancement in AI techniques and tools

02 Modularize the architecture design with APIs, microservices and Data/ Features/ Insights 'As a Service' methodology for easy plug and play of vendor products.

03 Move towards ''Small Data'' that can help build Narrow transformer for Industry domain specific context and enterprise's proprietary knowledge

04 Synthetic data generations – Use of AI to create & enrich data that can extend training beyond current capabilities and expand new horizons for algorithmic advancements

05 Cloud native approach for data storage enabling petabytes of data with extended history available for AI systems. Additionally nontraditional data such as unstructured, image, video, sensor and other enterprise collaboration software

06 Making data Trustworthy- reliable, policy based self governed data can help reducing bias and improve accuracy of AI models

07 Feature store/mart – Highly curated, transformed and engineered feature set for improved accuracy, reduced training time and enhanced generalizability

AI & Data Reference Architecture Blueprint
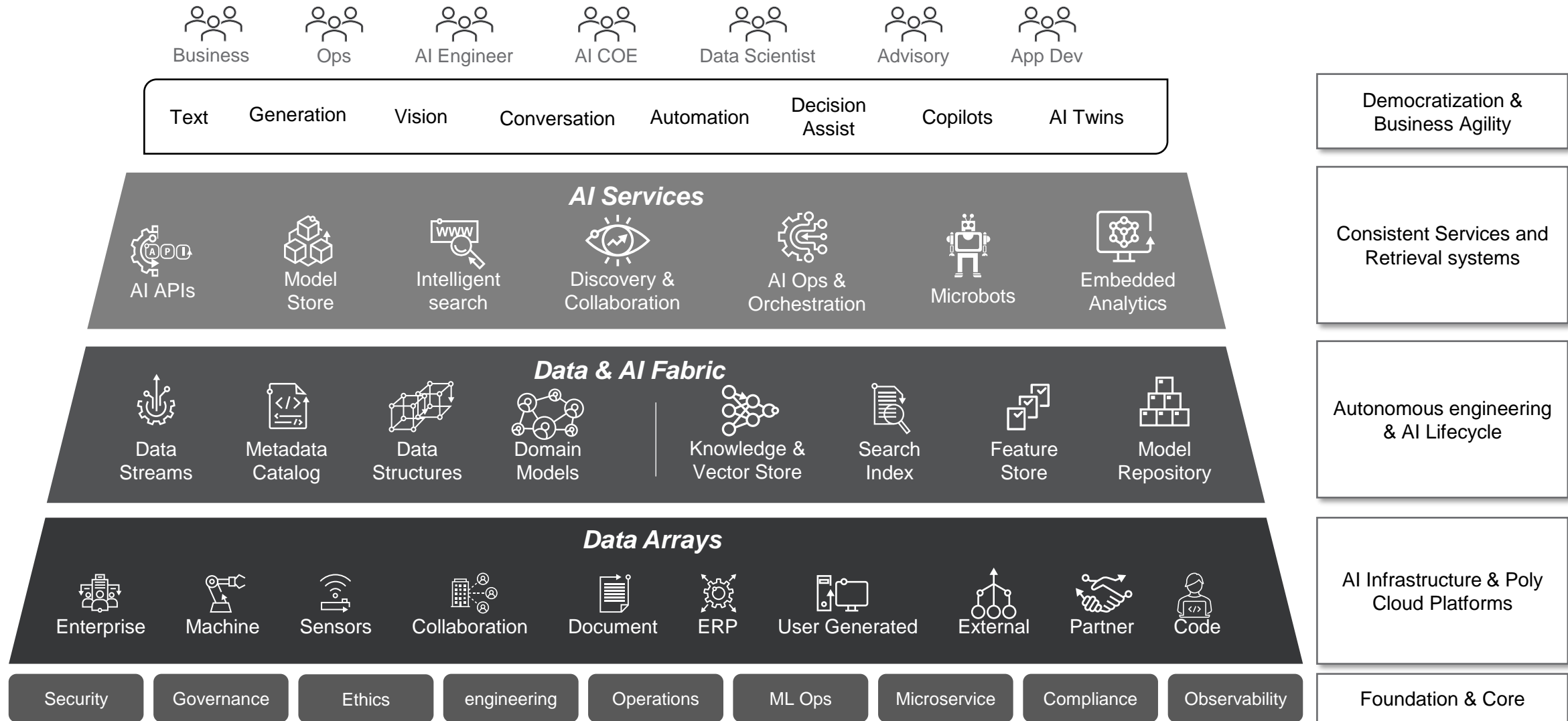
Next Steps: Joining the AI Journey - How Can We Shape Your Future?

Our solutions connect businesses, enhance their decision-making with AI, and grant them greater autonomy. This fosters a long-term, mutually beneficial relationship with the evolving marketplace

D&A/AI

Preparing Enterprise for AI through disruptive data strategy

Amplify and scale AI adoption through rapid experimentation and Innovation

Partnership with Industry leaders and innovators

AI Powered industry solutions to unlock unique business potentials

Use case-based business value realization framework

Creating Trust in Data through responsible governance

Thank You

Disclaimer