



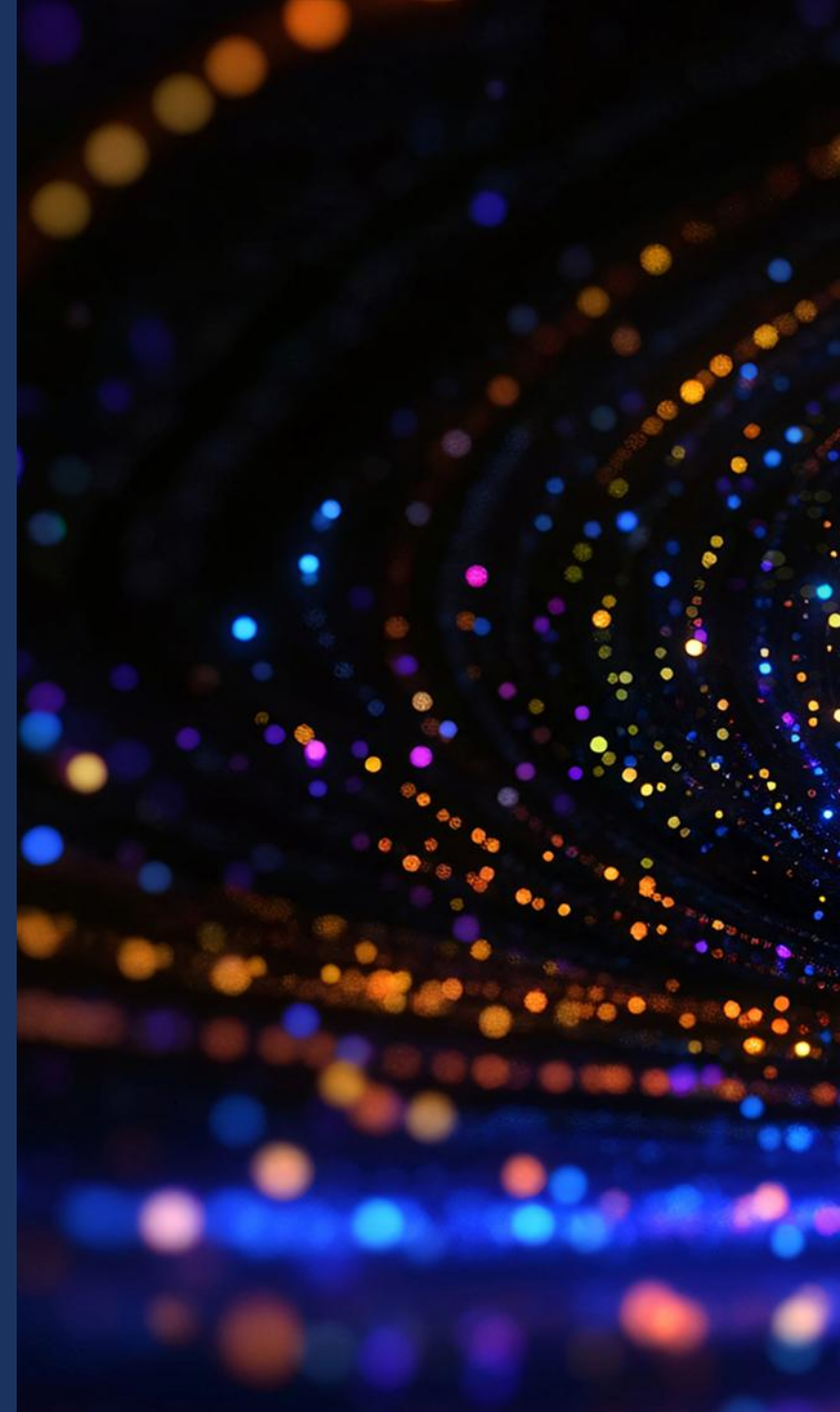
Data's Future: Platforms, Products, and Possibilities

Navigating the Evolution of Data for a Smarter Future

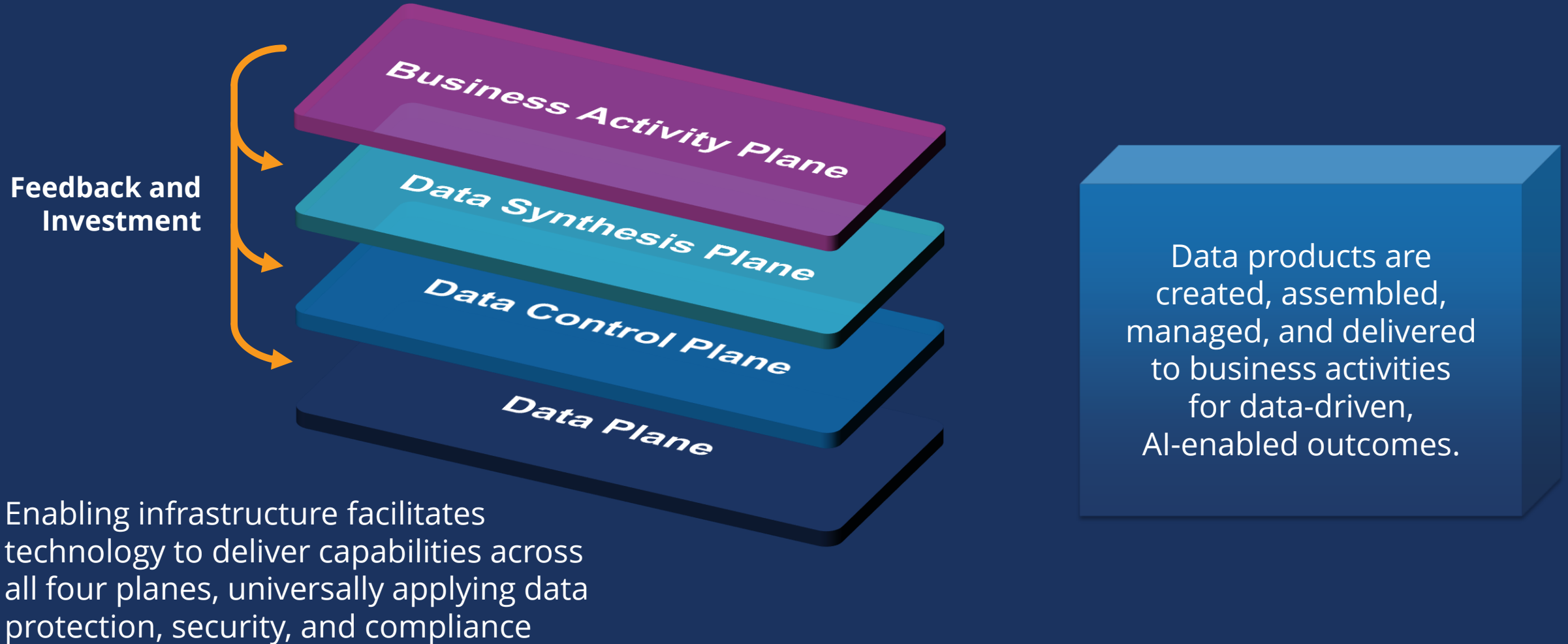
Stewart Bond
Research VP, IDC

Agenda

- Enterprise intelligence architecture for AI-ready data
- The future of enterprise intelligence
 - Data plane
 - Data control plane
 - Data synthesis plane
 - Business activity plane
- The future of data people
- Advice for technology vendors



Enterprise intelligence architecture for AI-fueled business

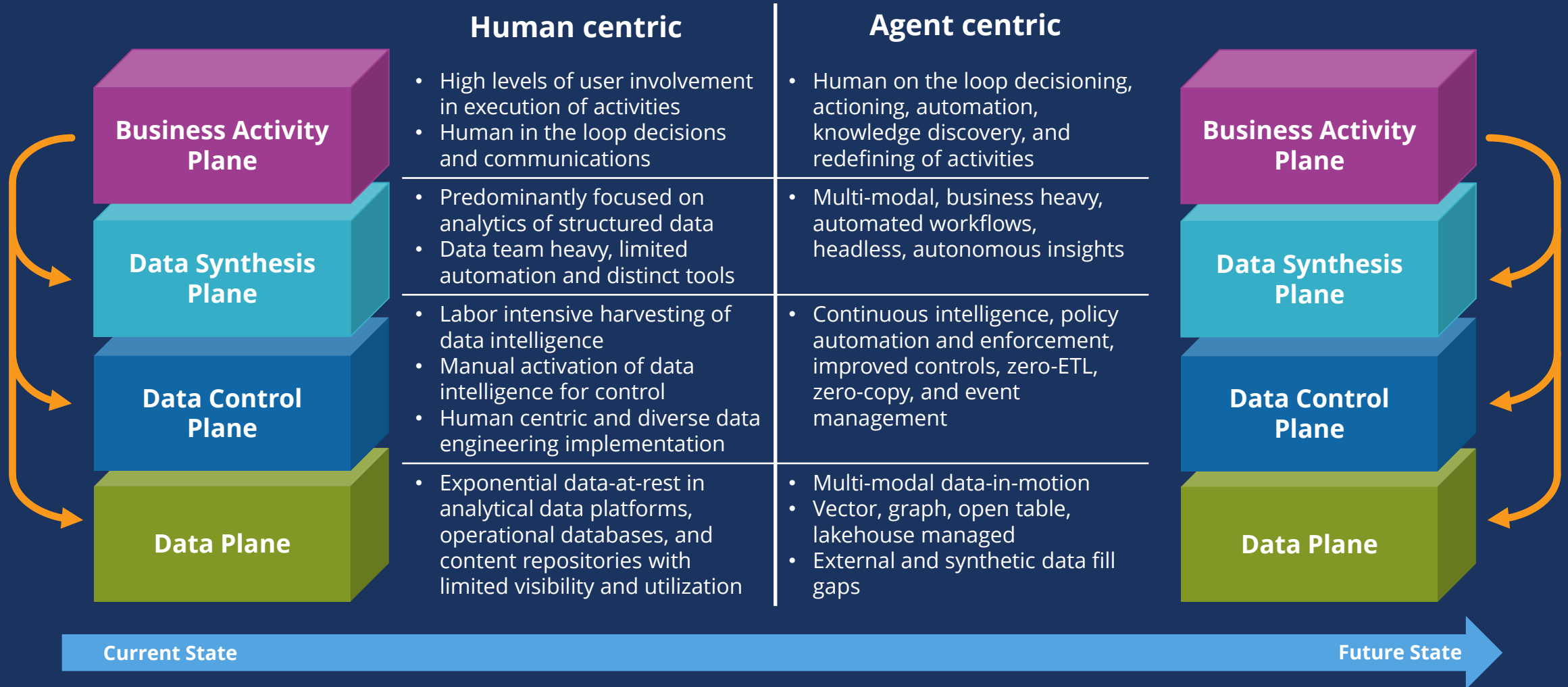


Enterprise priorities driving AI strategy in 2025

What are the most important issues to address in AI strategy in 2025?

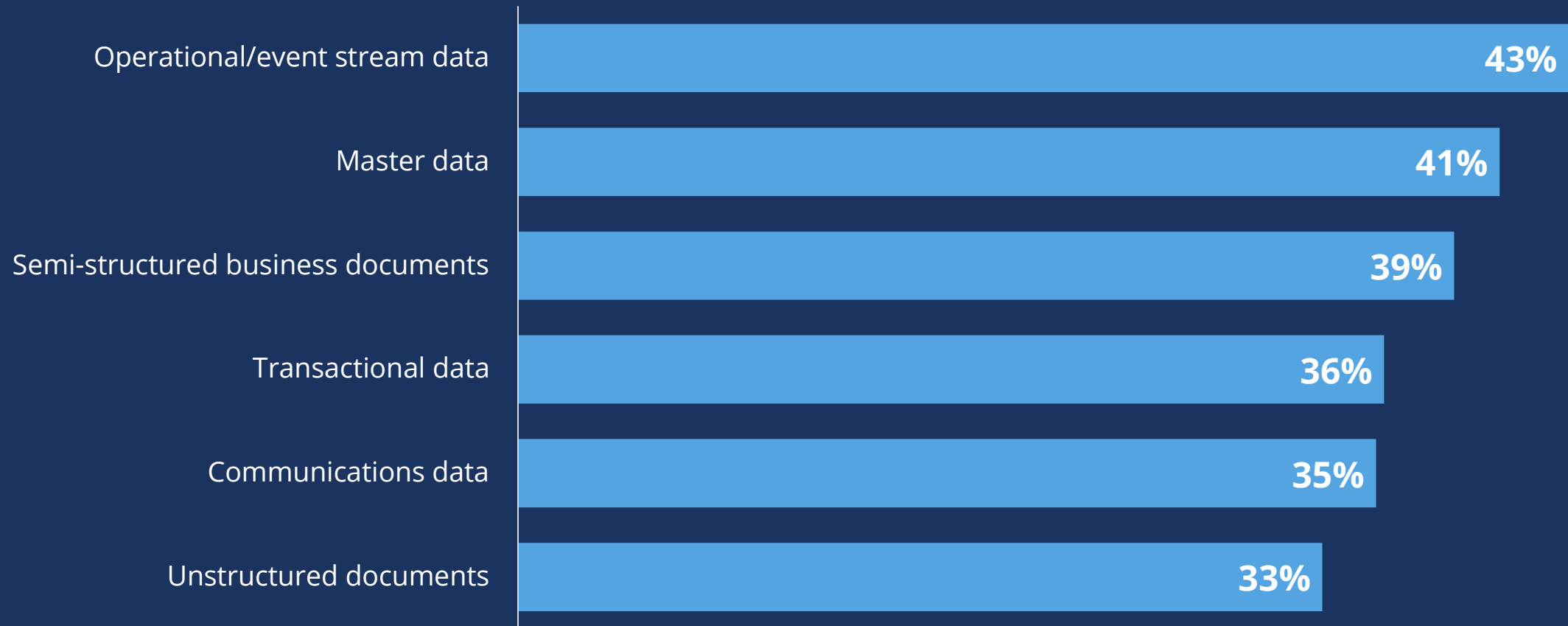


AI-ready data disruption



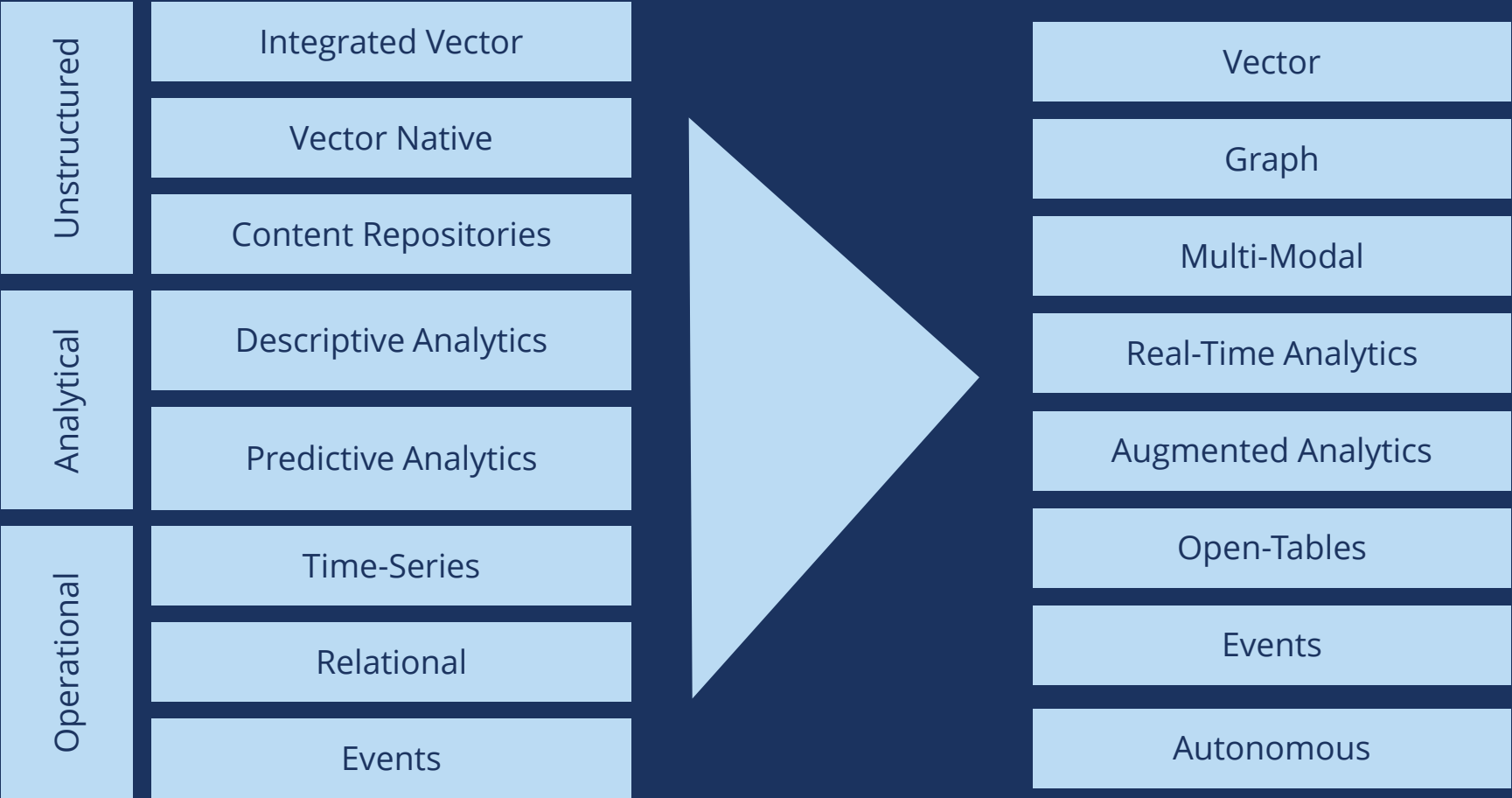
All types and sources of data are being used with AI this year

Which types of data will be the most important for your organization to use in AI efforts through 2025?



Future state of data management

Data Plane

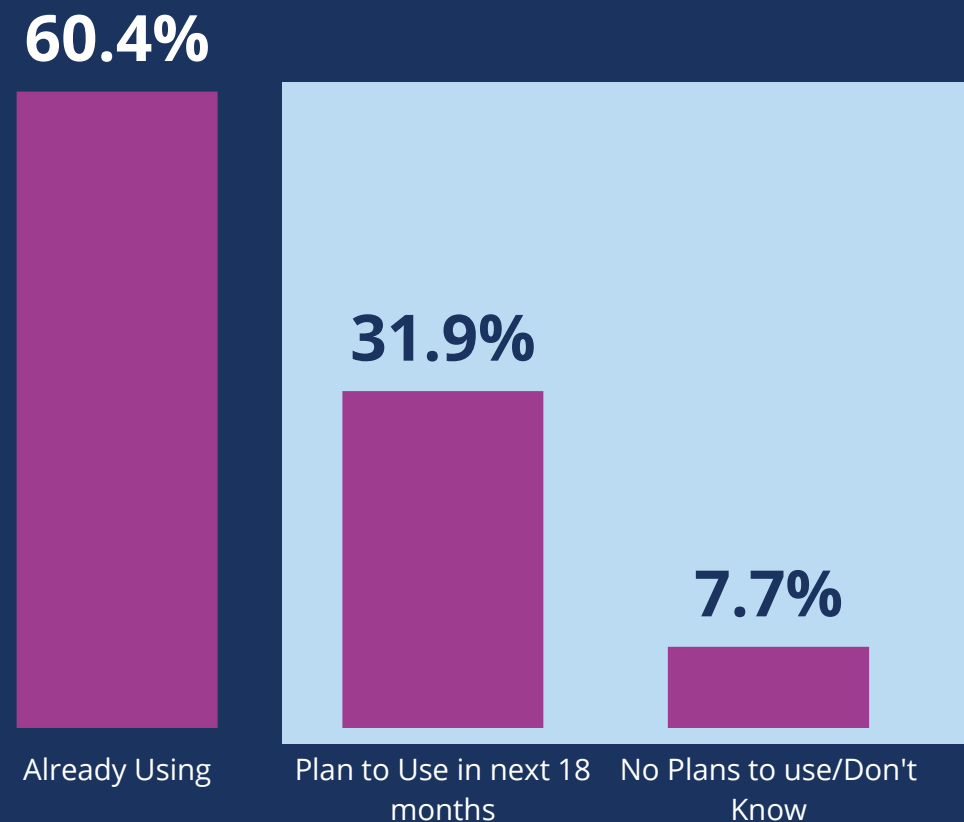


Devin Pratt
Data Management
Research

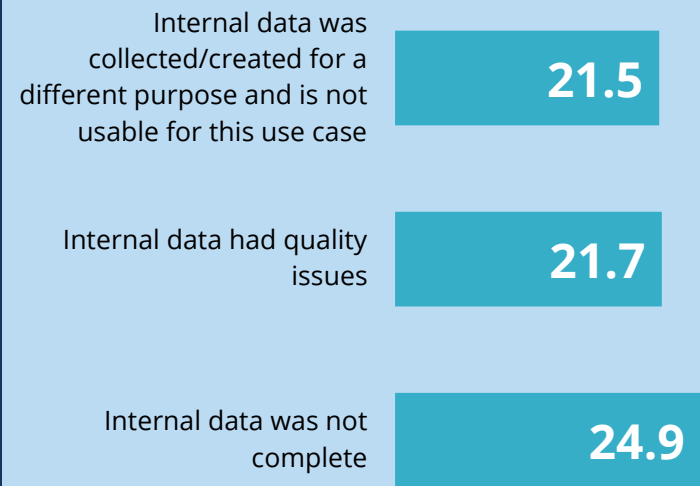
Current State Future State

Organizations are also sourcing external data for AI

Planning to utilize internal data to train GenAI



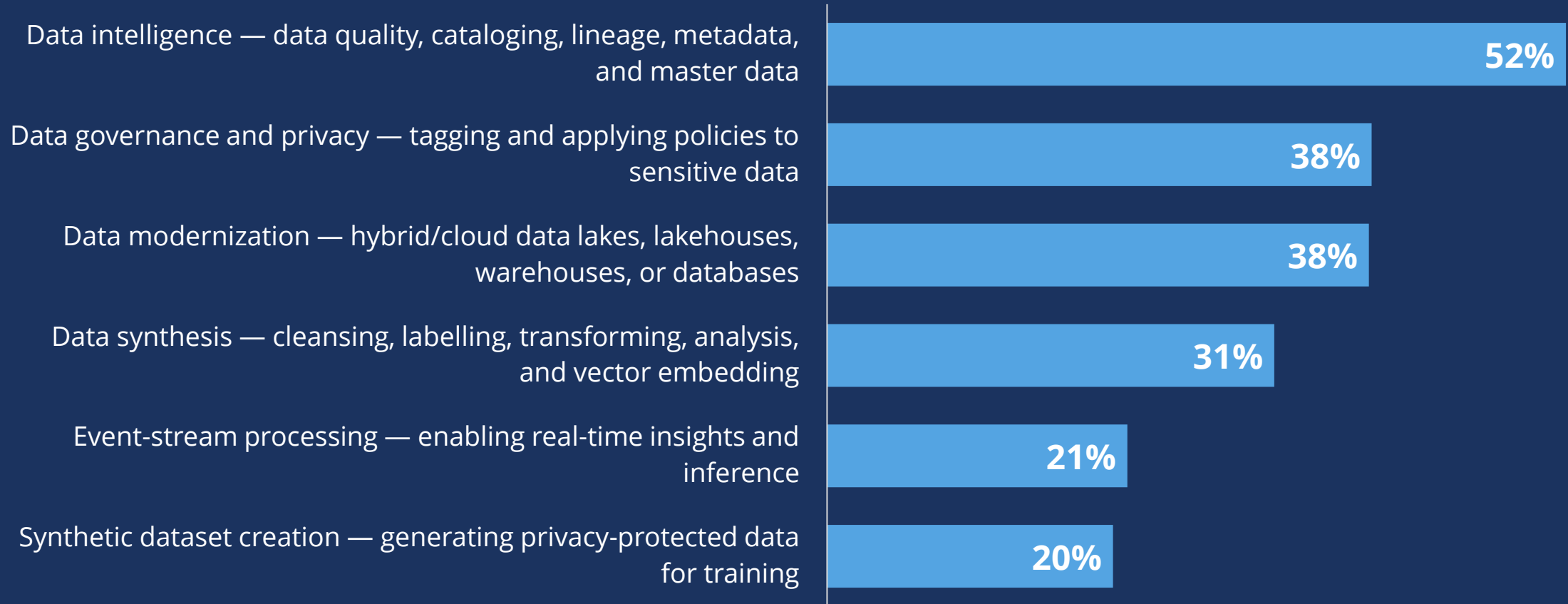
Why enterprises sought external data



Lynne Schneider
Data Collaboration
and Monetization
Research
Location and
Geospatial
Intelligence
Research

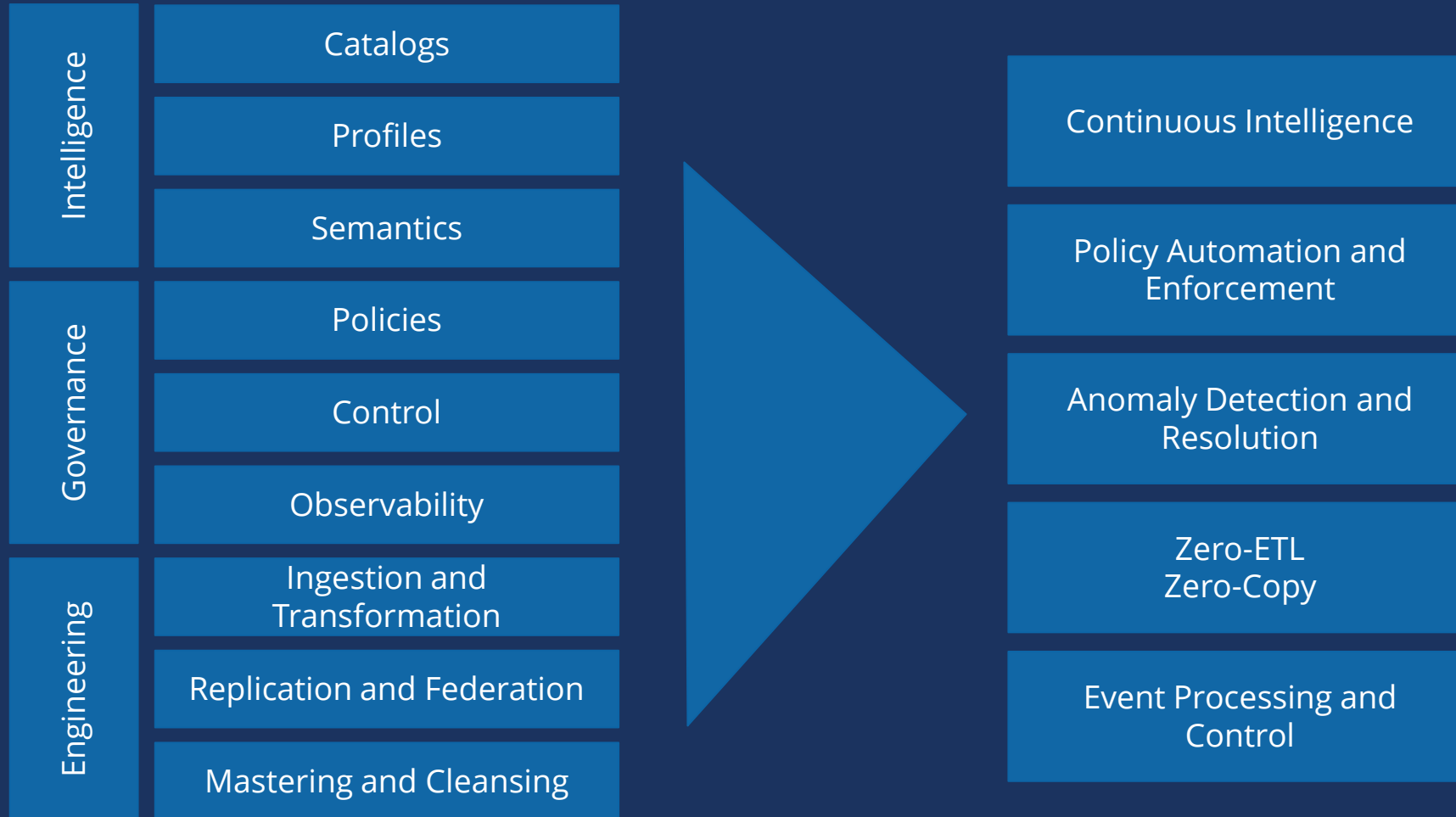
Data control plane functions are in focus for AI data readiness

What is your organization's most important data-related area of focus and investment?



Future state of data control

Data Control Plane



Stewart Bond
Data Intelligence
and Integration
Research

Data products will be key to facilitating data exchange among agents, but challenges will arise in standardization

Domain data products

Customer

Supplier

Employee

Product / Thing

Asset

Site

Chart of accounts

Operational data products

Bills of material

Work orders

Delivery schedules

Production metrics

Contracts

Financial data products

Day sales outstanding

Operating costs

Freight costs

Account balances

Bookings

Business analytics

Churn models

Recommendation engines

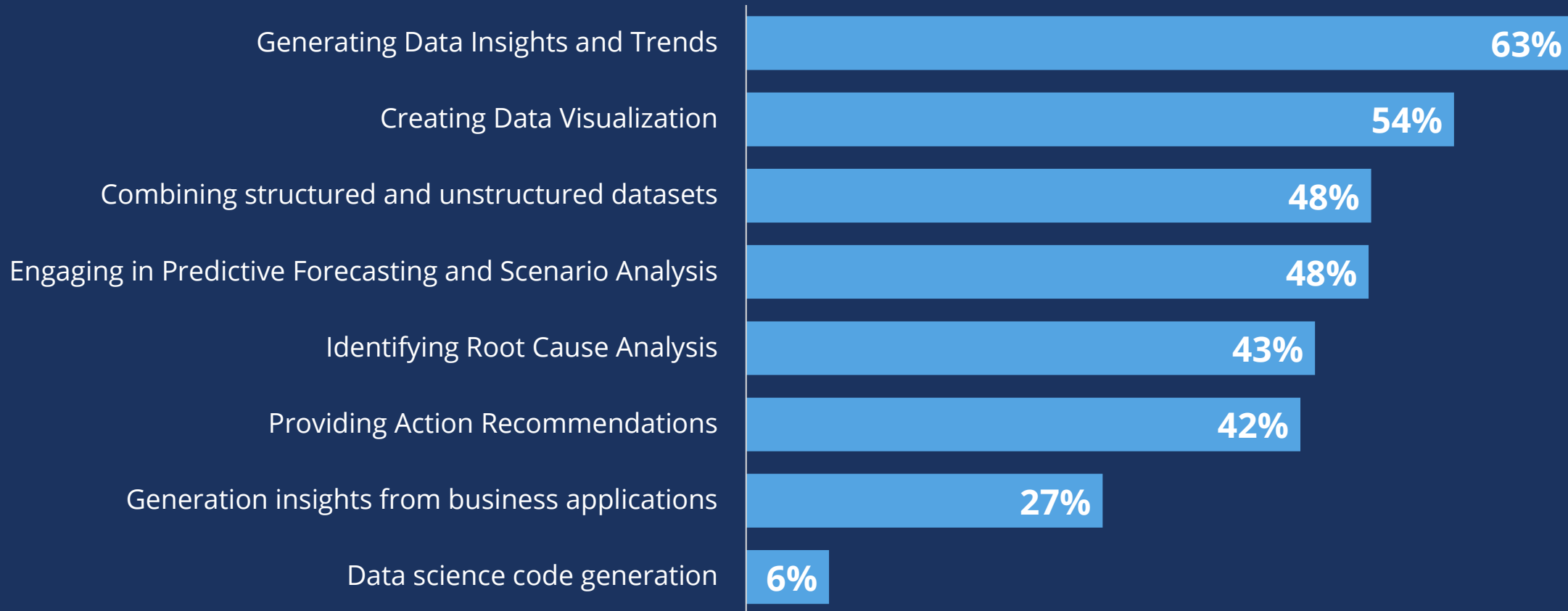
Simulation engines

Forecasting engines

Risk models

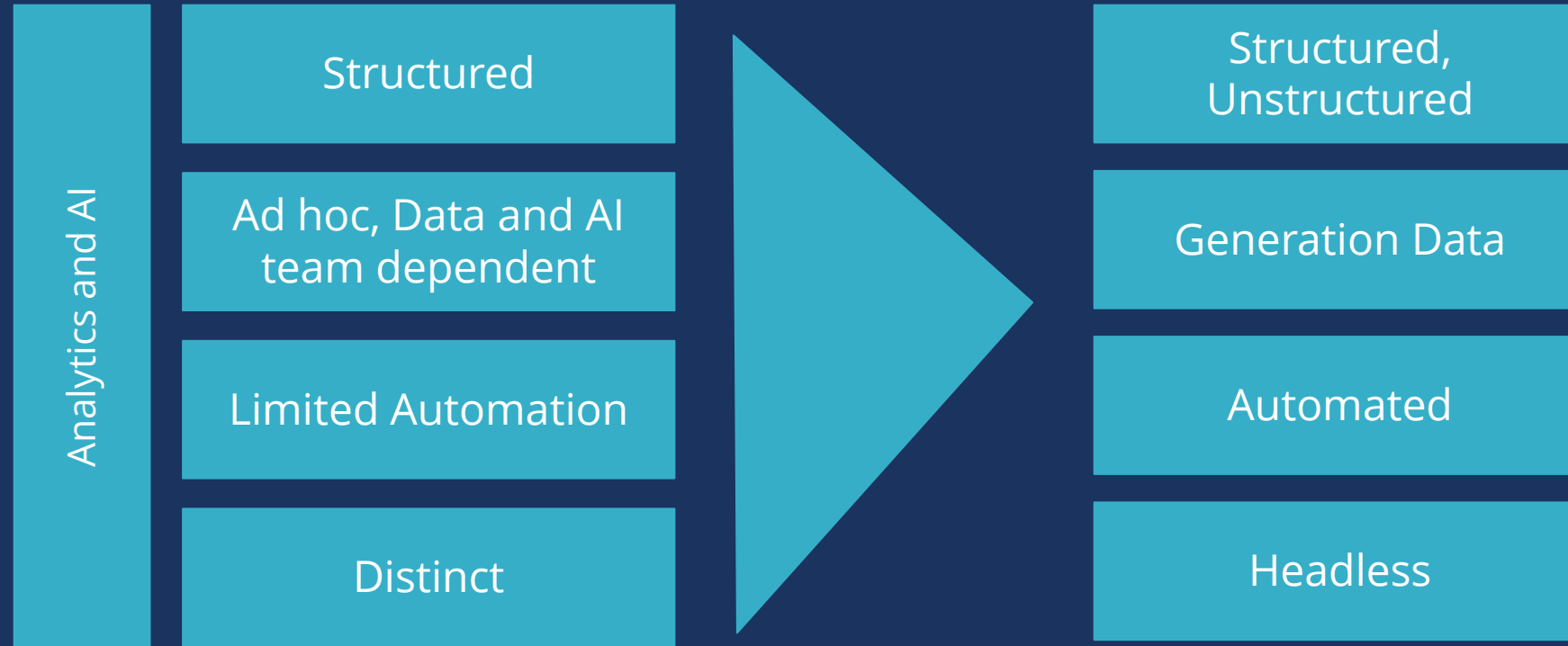
AI will enable headless BI and democratization of insights

Which of the following use cases do you believe GenAI technologies can make the most impact when it comes to BI/analytics?



Future state of data synthesis

Data Synthesis Plane



Megha Kumar

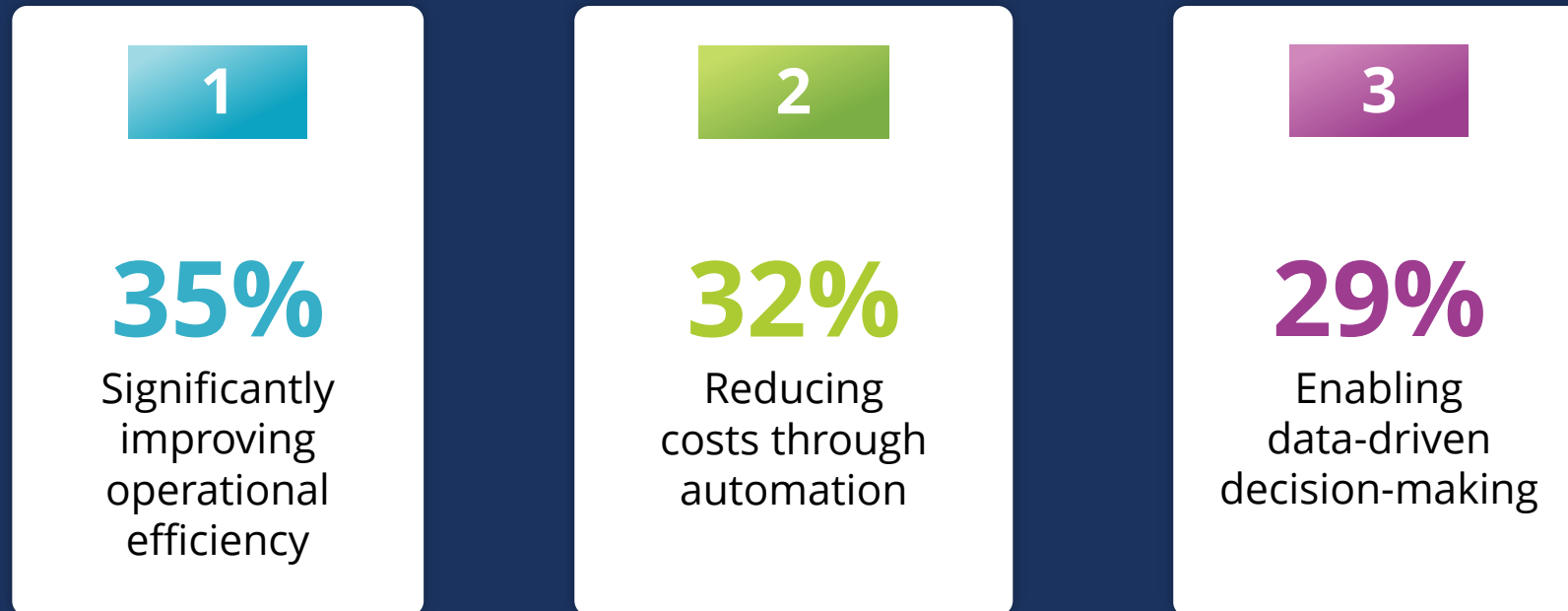
Enterprise
Intelligence,
Business Analytics
and Decisioning
Research

Current State

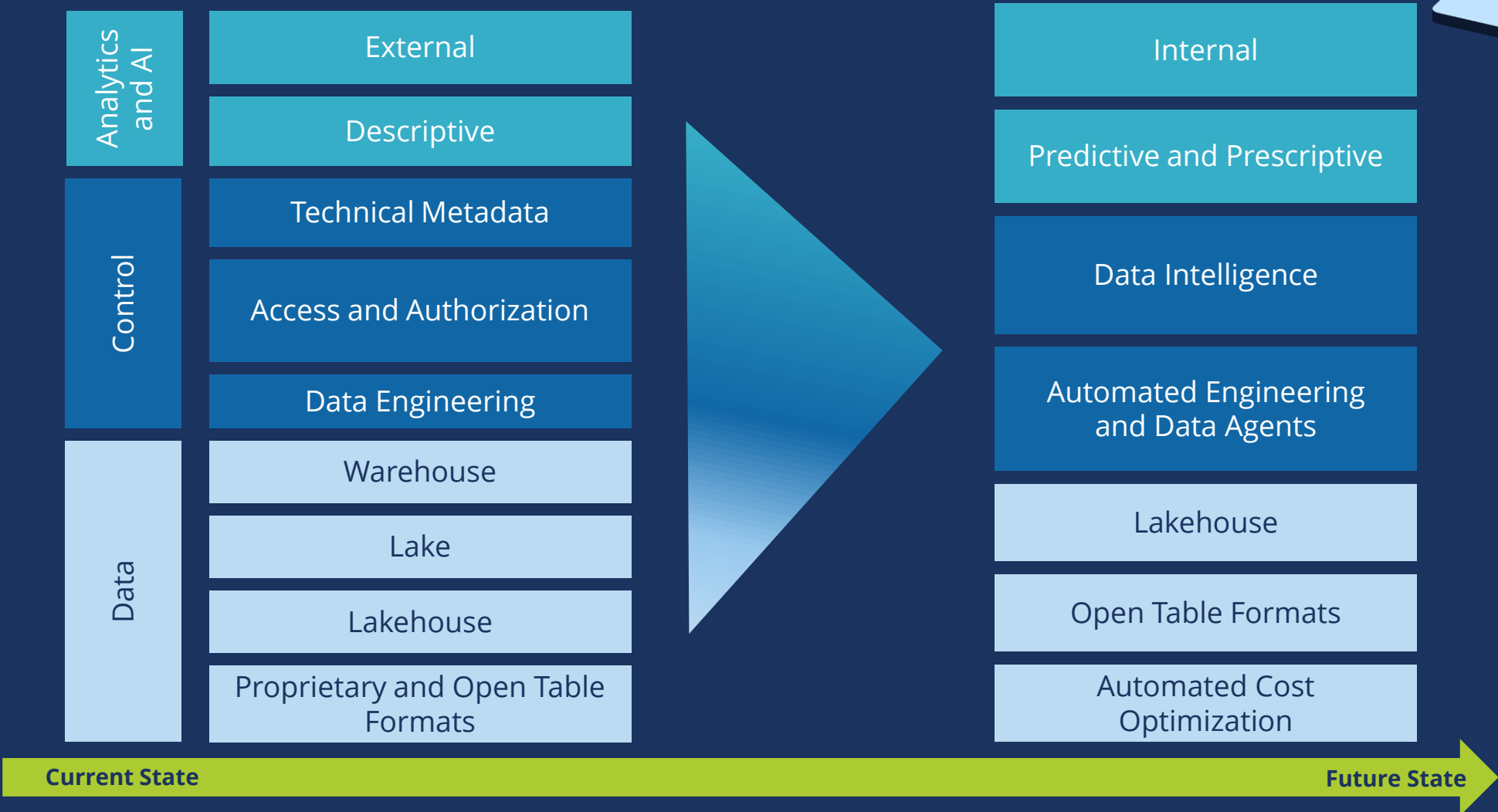
Future State

Data platforms can contribute the top three business benefits being asked about of IT

Which of the following agentic AI-related business benefits are most sought information or advice from IT?



Future state of data platforms



Marlanna Bozicevich
Data Platforms Research

AI ready data will enable agentic AI in the evolution of workflows

What is the level of agreement with each of the following statements related to how the introduction of AI agents within enterprise applications?

1

83%

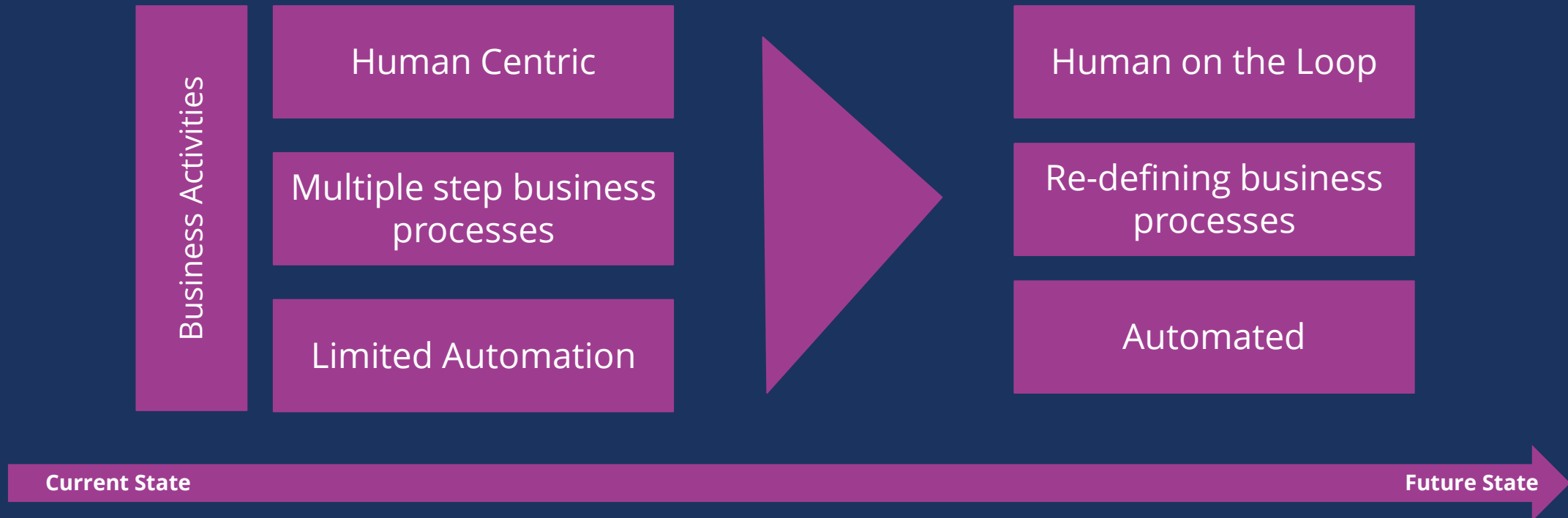
AI agents create a new intelligence layer over apps, eliminating barriers to switching between apps

2

80%

AI agents are the new enterprise apps

Future state of data-driven business activities



Future of data people

By 2028, 60% of chief data and analytics officers in G2000 companies will rival the CIO in terms of influence on enterprise spending in technology.

Future roles within data teams

Data and model orchestrators

Managing and making data and models accessible

Data FinOps

Managing model selection and workload placement

Overall agent accountability

Will it be the CDO? Or will it be the COO or CHRO?

Technology vendors: help data teams achieve their goals

1

Implementing AI to improve productivity of data operations

AI capabilities are now table stakes in data software, from databases to data synthesis

2

Increasing the influence of data and analytics leadership on technology budgets

Demonstrate the real business value of your products, helping to build business cases

3

Establishing/improving data processing and utilization to optimize costs

Intelligent data storage and compute for cost optimization with flexible pricing

4

Reskilling/upskilling data workers to leverage AI

Change management is now a significant part of customer onboarding and success

5

Sourcing of trusted external proprietary data for AI training and embedding

Facilitate internal and external data sourcing for AI training and tuning

6

Establishing/improving data product management and delivery practices

Have a data product strategy; Agents will consume and communicate in data products



For additional information

Stewart Bond
sbond@idc.com
In/StewartLBond

■ IDC.COM

■ LINKEDIN.COM/COMPANY/IDC

■ TWITTER.COM/IDC