



# Putting Data to Work

Welcome

Stewart Bond

Research VP, IDC



## Stewart Bond

Vice President

Data Intelligence and  
Integration Software

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“Organizations that shift from centralized control to federated, intelligent, and event-driven data ecosystems will lead in the agentic AI era. Success requires balancing agility with trust, scaling automation responsibly, and aligning governance models to ensure data remains a catalyst for innovation and business resilience.”



# Why do we have a track focused on data?



## No AI without Data

**86%** of organizations have increased their focus on data management to support Generative / Agentic AI

Source: IDC Office of the CDO, November 2025, N=417



## Trust in the Outcome

**Data Quality** and **Security** are the Biggest Challenges and the Highest Priorities



## Convergence

**One Database Engine** supporting Converged Workloads and **Unified Data Platforms** will dominate data management for real-time decisions and actions

Source: IT Data Management Quick Poll Q1, February 2026, N=107



## Data at Work

**70%** of organizations focus on operational improvements to measure the business value of agentic AI features within applications





# Putting data to work

## Data in Action



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



**Roger Beharry Lall,**  
Advertising Technologies  
and SMB Marketing  
Applications Research

## Trust Before Autonomy



**Jennifer Glenn,**  
Information and Data  
Security Research



**Stewart Bond,**  
Data Intelligence and  
Integration Research

## Ask Us Anything



**Jennifer Hamel,**  
Enterprise Intelligence  
Services Research

## Enabling Agentic AI with Data Platforms

**Marlanna Harrington,**  
Data Platforms Research



**Devin Pratt,**  
Data Management  
Research



 IDC

DIRECTIONS

