

Thinking AI is magic will
sink your data strategy

Step 2: AI-powered enterprise

Step 1: Connect printer to computer



Lance Ulanoff  @LanceUlanoff · Aug 4, 2013



You Should Be Afraid of Artificial Intelligence
on.mash.to/11DFWoY Me: thought-provoking [#longread](#) by
[@johnchavens](#)



John Porter
@jaipo

[@LanceUlanoff](#) [@johnchavens](#) once my pc can reliably
connect to my printer, then I'll be afraid of artificial
intelligence.

7:13 AM · Aug 4, 2013



See John Porter's other Tweets



By their own admission, organizations aren't ready

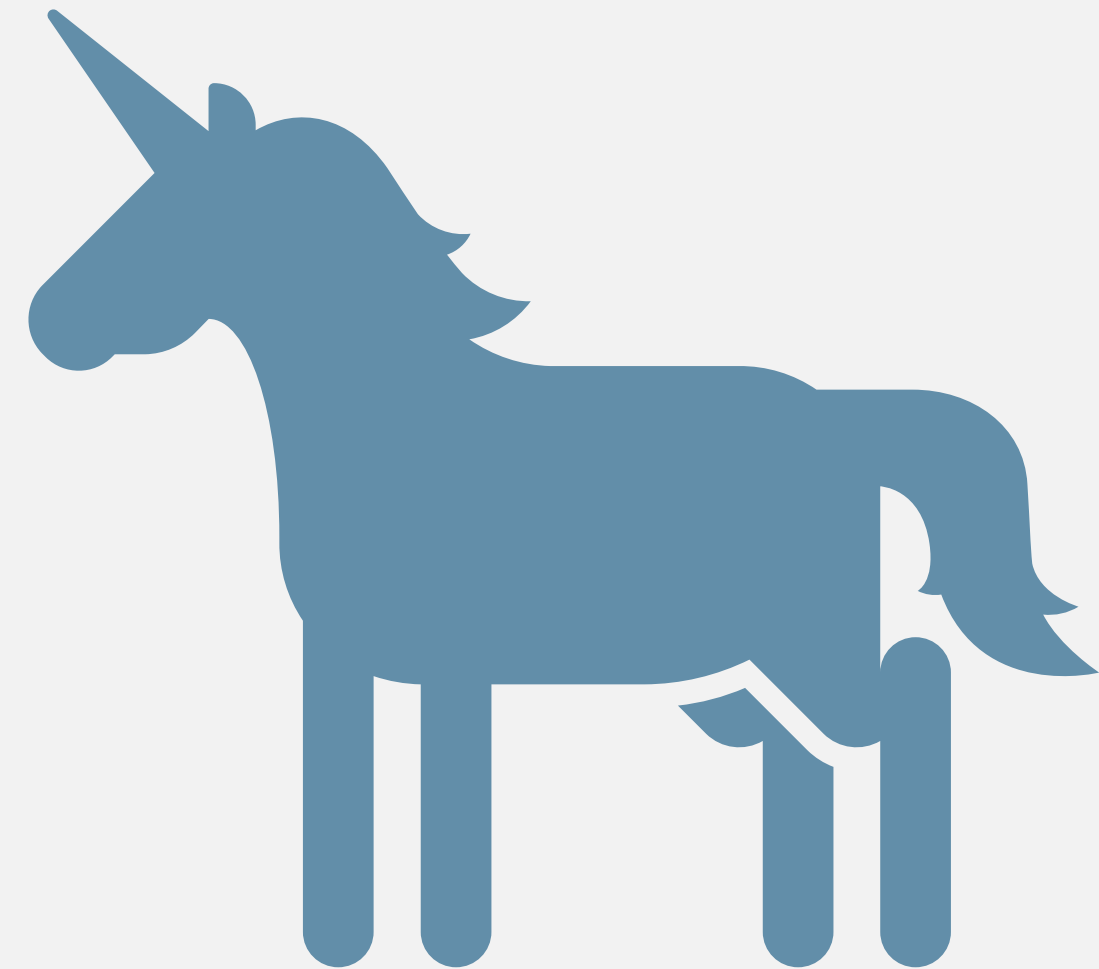
- 71.7% of firms report that they have yet to forge a data culture
- 69.0% of firms report that they have not created a data-driven culture
- 53.1% of firms state they are not yet treating data as a business asset
- 52.4% of firms claim that they are not competing on data and analytics.

NewVantage Partners, “[Big Data and AI Executive Summary 2019](#)”



But AI sounds like magic, so it must be easier!

- Can you walk before you can run with data?
- Why not: If AI is magic, how hard can it be to implement?



Skipping a step on the data journey is perilous

“Companies that rush into sophisticated artificial intelligence before reaching a critical mass of automated processes and structured analytics can end up paralyzed.”

- Nick Harrison and Deborah O'Neill, “If Your Company Isn’t Good at Analytics, It’s Not Ready for AI” (Source: [*Harvard Business Review*](#))



Build institutions to guide the journey

- The data academy will upskill the talent and procedures you have now
- Data takes work over time: it's never magic!



LET'S TALK

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