**---- [COMPACT VERSION: 4m] ----**

### [Opening: Set the Stage]

Hello everyone,

Let me start with a simple truth: **AI is only as powerful as the data it learns from**. Yet many organizations struggle—not due to lack of ambition, but because they lack the right foundations.

We all chase innovation—predictive maintenance, intelligent automation, generative AI. But **innovation without impact is just a noise**. And impact requires a solid data strategy and governance framework.

### [Introduce Yourself & Context]

I’m Wojciech Pazdzierkiewicz. Over the past 20 years, I’ve worked across Security, Identity & Access Management, and IT Infrastructure. For the last decade, I’ve focused on building **Digital Cloud Data Platforms**—the kind that power real-world AI and machine learning.

And here’s what I’ve learned: **without the right cloud infrastructure and governance, AI becomes a challenge—not a transformative force**.

### [From R&D to Real Impact]

At PwC, we treat R&D as a mindset. It’s how we explore emerging technologies and solve complex problems.

One example: we developed deep learning models to analyse time series data—detecting anomalies and synthetic patterns.

Why does this matter?

* In **system monitoring**, it helps us identify not real but artificially generated failures.
* In **fraud detection**, it helps us spot synthetic or manipulated data.
* In **data integrity**, it helps us build trust in AI-generated outputs.

### [AI in Software Development]

AI is also reshaping software development. If you're using **Coding Assistants** to automate repetitive tasks, and next, as a follow up, if you are exploring **Virtual Developers** to manage entire ticket lifecycles, and finally, if you are considering **Agentic Teams** where multiple AI agents collaborate to ship projects—are you really confident in your ability to ensure quality, maintain trust, and scale safely?

### [PwC’s Agentic Development Solutions]

We help clients navigate this shift with solutions like:

* **SDLC Canvas**: AI translates business goals into features, user stories, and test cases—automating planning and improving consistency.
* **RapidCraft**: AI turns text into UI components and production-ready code—accelerating design workflows.
* **Code Intelligence**: AI analyzes large codebases—automating documentation, unit testing, and legacy code refactoring.

### [The Foundation: Data Strategy & Governance]

But none of this works without clean, well-structured, and trustworthy data.

To harness AI for business value, we must:

* Define data ownership and stewardship
* Ensure data quality and accessibility
* Build platforms that support experimentation and scale

(and finally)

* Embed governance and compliance at every layer

### [Cloud Platforms as Enablers]

And this is where **cloud platforms** play a critical role. Let’s look at how the major cloud providers support this journey:

**Microsoft**

* *Azure Machine Learning:* End-to-end ML lifecycle management—data prep, training, deployment, and MLOps.
* *Azure AI Foundry*: Unified platform for building agentic AI applications.

**Google**

* *Vertex AI*: Unified platform for ML model development, training, and MLOps.
* *BigQuery ML*: Build ML models directly in BigQuery using SQL.

**Amazon Web Services (AWS)**

* *SageMaker*: Comprehensive ML platform for building, training, and deploying models.
* *Bedrock*: Managed service for generative AI with access to foundation models (Anthropic, Meta, Cohere).

Each offer robust platforms that combine scalable storage, unified analytics, governance capabilities, and enterprise-grade AI/ML development tools. It helping us **ingest, unify, govern, and deploy AI securely and consistently**.

### [Closing: The Takeaway]

So, what’s the takeaway?

**AI doesn’t start with algorithms—it starts with data**. And with the right strategy, governance, and cloud infrastructure, we can turn data into a strategic asset—fuelling innovation, driving efficiency, and unlocking new opportunities.**---- [LONG VERSION: 6m] ----**

[Opening: Set the Stage]

Hello, everyone,

Let me start with a simple truth: **AI is only as powerful as the data it learns from**. And yet, many organizations still struggle to unlock its full potential—not because they lack ambition, but because they lack the right foundations.

We’re all chasing innovation—predictive maintenance, intelligent automation, cybersecurity, generative AI. But innovation without impact is just a noise. And impact requires something deeper: **a solid data strategy and governance framework**.

[Introduce Yourself with Purpose]

I’m Wojciech Pazdzierkiewicz. Over the past 20 years, I’ve worked across Security, Identity & Access Management, and IT Infrastructure. For the last decade, I’ve focused on building **complex Digital Cloud Data Platforms**—the kind that power real-world AI and machine learning solutions.

And if there’s one thing I’ve learned, it’s this: **without the right cloud infrastructure and governance, AI becomes a persistent challenge instead of a transformative force**.

[The R&D Mindset: Innovation with Intent]

At PwC, we don’t treat R&D as a department—it’s a mindset. It’s how we explore emerging technologies, solve complex problems, and stay ahead in a rapidly evolving digital landscape.

Let me share a story that brings this to life.

[Story: Intelligent Time Series Analysis]

We recently worked on a project focused on **Intelligent Time Series Analysis**—detecting anomalies and recognizing artificially generated data.

Using deep learning models like LSTM networks, autoencoders, and isolation algorithms, we analysed multivariate time series data to uncover subtle deviations—signals that traditional methods often miss.

Why does this matter?

* In **system monitoring**, it helps us identify not real but artificially generated failures.
* In **fraud detection**, it helps us spot synthetic or manipulated data.
* In **data integrity**, it helps us build trust in AI-generated outputs.

This is just one example of how we turn data into insight—and insight into impact.

[The Shift in Software Development]

Now let’s talk about something many of you are already experiencing: **the transformation of software development through AI**.

Across our Cloud & Digital teams, we’re not just experimenting with AI—we’re embedding it deeply into the **Software Development Lifecycle (SDLC)**. And this shift brings both **opportunity and complexity**.

* If you’re using **Coding Assistants**, you’ve seen how AI handles repetitive tasks—scaffolding, test creation, boilerplate code.
* And next, as a follow up, if you’re exploring **Virtual Developers**, you’ve watched AI agents take on entire tickets—writing code, running pipelines, opening pull requests.
* And finally, if you’re considering **Agentic Teams**, you’re entering a world where multiple AI agents collaborate, coordinate, and ship projects—with human oversight.

Exciting? Absolutely. But it also raises questions: **How do we ensure quality? How do we maintain trust? How do we scale safely?**

[PwC’s Solutions: Agentic Software Development]

At PwC, we’re helping clients navigate this shift with a suite of solutions designed for **Agentic Software Development**:

* **SDLC Canvas**: AI translates business goals into features, user stories, and test cases—automating planning and improving consistency.
* **RapidCraft**: AI turns text into UI components and production-ready code—accelerating design workflows.
* **Code Intelligence**: AI analyzes large codebases—automating documentation, unit testing, and legacy code refactoring.

These aren’t just concepts—they’re in use today. And the results? **Faster delivery, improved accuracy, and a more efficient development lifecycle.**

[The Foundation: Data Strategy & Governance]

But none of this works without **clean, well-structured, and trustworthy data**.

To truly harness AI for business value, we must start with data. That means:

* Defining clear **data ownership and stewardship**
* Ensuring **data quality, lineage, and accessibility**
* Building platforms that support **experimentation and scale**
* Embedding **governance and compliance** into every layer of the data stack

And this is where **cloud platforms** play a critical role.

[Cloud Platforms as Strategic Enablers]

Let’s look at how the major cloud providers support this journey:

**Microsoft**

* *Azure Machine Learning:* End-to-end ML lifecycle management—data prep, training, deployment, and MLOps.
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**Google**

* *Vertex AI*: Unified platform for ML model development, training, and MLOps.
* *BigQuery ML*: Build ML models directly in BigQuery using SQL.

**Amazon Web Services (AWS)**

* *SageMaker*: Comprehensive ML platform for building, training, and deploying models.
* *Bedrock*: Managed service for generative AI with access to foundation models (Anthropic, Meta, Cohere).

These aren’t just tools—they’re **strategic enablers**. They help us:

* Ingest and unify data from diverse sources
* Ensure data quality and governance
* Enable scalable analytics and experimentation

(and finally)

* Deploy AI models securely and consistently

[Closing: The Takeaway]

So, what’s the takeaway?

**AI doesn’t start with algorithms—it starts with data.**

And with the right strategy, governance, and cloud infrastructure, we can turn data into a strategic asset—fueling innovation, driving efficiency, and unlocking new opportunities.