

Data in concert

Orchestrating harmony with a
modern data platform



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Introduction

47% of CXOs say data readiness is the top challenge in applying generative AI.¹

Generative AI (gen AI) is revolutionizing industries, driving unprecedented levels of innovation, and transforming how businesses operate. However, is your company ready for gen AI? Organizations need more than just vast amounts of data; they require a platform that harmonizes all components. Much like an orchestra needs a conductor, companies need a unified modern data platform to unlock gen AI's full potential. Without this, the promise of gen AI remains unfulfilled.

A solid data and AI foundation is like perfectly tuned instruments in a concert. It ensures that one of the most valuable business assets—proprietary data—becomes a competitive advantage. With the proper setup, businesses can unlock new opportunities for growth, innovation, and efficiency, making the harmony of gen AI's potential possible.



Setting the stage: the role of a modern data intelligence platform in the digital core



In today's fast-paced digital environment, achieving reinvention readiness is crucial for organizations that aim to remain competitive and capitalize on the transformative power of gen AI. The digital core integrates key technological components—digital platforms, a data and AI backbone and a cloud-first digital foundation—ensuring the seamless operation and growth of an organization's technology stack. This core drives an organization's ability to innovate, scale operations efficiently, and respond swiftly to market changes.

So, what exactly is a digital core? It's a new way of working with and thinking about technology. It allows an organization to articulate its technological components effectively, enabling continuous innovation and operational excellence.

The digital core comprises several interacting elements:

Digital platforms that open new business opportunities and drive growth by integrating various applications and services.

Data and AI technologies that transform raw data into actionable insights.

A robust digital foundation that includes cloud infrastructure, composable integration, comprehensive security measures, and a control plane.

According to Accenture research, companies with a mature digital core aren't just keeping pace with change—they're setting the standard. These organizations, positioned in the top 25 percentile of the **Digital Core Index**, which measures the technological maturity level of organizations, are leading the charge by reinventing twice as many functions with gen AI and are projected to generate twice as much value as their peers. This data underscores the impact of a robust digital core: it's essential for any company aiming to become reinvention-ready and seize the full potential of gen AI.²

Achieving reinvention readiness—where an organization can continuously adapt, innovate, and thrive in a rapidly changing environment—depends on a well-constructed digital core. Three foundational tenets support this readiness:

Building an industry-leading digital core tailored to specific business needs.

Boosting strategic investments in innovation.

Balancing technical debt to maintain flexibility.

Each element is crucial, and investing in a **modern data intelligence platform is critical to advancing all three**. A robust data platform not only underpins the digital core, ensuring that data is accessible and reliable, but also enables organizations to effectively leverage gen AI, drive innovation, and maintain agility in their operations.

While structured data has long been central to decision-making, unstructured data—from text and video to audio—can unlock even richer, more contextual insights. Unstructured data has so much potential because it provides a real-life, unfiltered representation of a company's business. The right data intelligence platform enables organizations to break down data silos and gain a more holistic view, ensuring both types of data are used.

Accenture's analysis indicates that companies advancing their digital cores through these three tenets—building, boosting, and balancing—are 60% more likely to achieve higher revenue growth and 40% more likely to see improved profitability than their peers. This 60:40 effect highlights how critical a well-constructed digital core is for companies striving to become reinvention-ready and fully capitalize on the opportunities presented by gen AI.



A unified platform can elevate proprietary data, which provides deep insights into customers, products, and operations.

Tuning your instruments: achieving data readiness



Central to the concept of reinvention readiness is the idea of data readiness. Organizations must ensure their data is well-prepared and harmonized before attempting to unlock the full potential of gen AI. Data readiness isn't just about quantity—it's about quality.

Poor data leads to faulty gen AI outcomes and undermines the entire initiative. Data quality is critical and involves several key factors:

- Consistency reduces errors and ensures seamless data integration.
- Completeness ensures that all necessary data is available for analysis, preventing skewed results.
- Timeliness guarantees that data remains up-to-date and relevant.

Gartner research highlights that data quality issues are a leading cause of AI project failures, costing businesses significantly when not addressed. This challenge becomes even more apparent with predictions that 30% of generative AI initiatives will stall at the proof-of-concept stage by the end of 2025 as organizations struggle to transition to full implementation due to unresolved data quality and readiness issues.³

Beyond structured data, there's an increasing need to draw value from unstructured data, such as customer interactions or real-time media streams, which can offer deeper business insights. To unlock the potential of unstructured data, it must be made more available by extending data architectures, security, and governance to make unstructured data more usable across your business.

Data readiness also seamlessly integrates these disparate data sources into a cohesive ecosystem. Just as important is having a modern platform that not only stores and manages data but also guarantees that the data is of high quality, well-integrated, and easily accessible.

A modern data intelligence platform facilitates this integration, breaking down silos and providing a comprehensive view of the organization's operations. Enhancing accessibility and integration enables the generation of actionable insights, empowering informed decision-making across the enterprise. Accenture's research identified that the highest performing companies are 2.4 times more likely to store their data in a specialized modern data platform in the cloud.⁴

Companies need well-integrated and responsibly governed data to leverage generative AI fully.

