**Activating Enterprise Data with AI and Analytics**

**The Role of Enterprise Data in AI**

Data is a key asset in today's data-driven world. Organizations are increasingly leveraging AI and analytics to transform their data into insights that drive better decision-making. However, managing and activating enterprise data can be a complex task, especially with the challenges of data silos, data decay, and data complexity.

**Challenges of Enterprise Data Activation**

- **Lack of AI governance and risk management solutions**: 77%
- **Lack of fairness, explainability, and security and contextual familiarity across a single data fabric**: 71%
- **Challenges of AI technology at your organization? (1 = least challenging, 5 = most challenging)**
  - Initial exploration: 47%
  - Value generation: 21%
  - Business and technology benefits: 32%
  - Knowledge of AI's real impact: 55%

**Bringing Together Data and AI**

By combining internal and external data, organizations can enhance their decision-making processes and drive innovation. AI can be used to analyze this data, enabling businesses to make informed decisions and improve operational efficiency.

**Value Generation**

- **Lack of adequate volumes and quality of decision making**: 70%
- **Lack of business users’ request for insights within their workflows, hampering innovation**: 61%
- **Lack of adequate volumes and quality of decision making**: 32%
- **Lack of business users’ request for insights within their workflows, hampering innovation**: 21%

**Recommendations**

1. **Capture and share contextual insights across the enterprise**: This can be achieved through data visualization tools and sharing of relevant insights within the organization.
2. **Identify data needs for developing and training AI models**: Organizations should first identify what data is required for specific AI models and use cases.
3. **Choose the right data for building AI models**: This involves selecting the most relevant and high-quality data for training AI models.
4. **Ensure availability of needed skills through hiring or outsourcing across the above technologies**: This ensures that the organization has the necessary expertise to implement AI effectively.
5. **Design an enterprise intelligence architecture**: This architecture should include integrated data management, business intelligence, and AI capabilities.

**Conclusion**

By activating enterprise data with AI and analytics, organizations can unlock significant business value, improve decision-making processes, and drive innovation. The key is to overcome the challenges and effectively leverage data to create a data-driven culture.