

C-Level Guide to Data Strategy Success with GenAl

Managing the Modern Day Game of Thrones

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Real World Lived Experience



Robin Sutara EMEA Field CTO

Robin spent 23 years at Microsoft, most recently as the CDO of Microsoft UK. She led many internal projects at Microsoft focused on their own digital and data transformation in various roles—learning that people and process are just as important as technology



Dael Williamson EMEA Field CTO

Dael was a CTO of Accenture & Avanade
Microsoft Business Group, and a customer
at Virgin. He has led Business Transformation
across a number of global brands—some have
been successful, most have been stalled, a
few have failed massively

Leading Edge of Innovation



With

9000

customers worldwide, we see patterns across many of Databricks' customers from F500 to digital natives

History of Databricks







2013 Founded at UC Berkeley







In a September 2022 MIT Study, more than half of executives expect Al to be widespread or critical in business functions by 2025.

What about the rise of Generative Al?

The Al Revolution

Is AI a threat to or an opportunity for my business?

Is the

hype real? Is this

an iPhone

moment?

How exactly can I use AI to gain a competitive advantage? How can I use my data with AI? How do I keep my IP?

The Evolution and Future of Work

Trade and Exchange



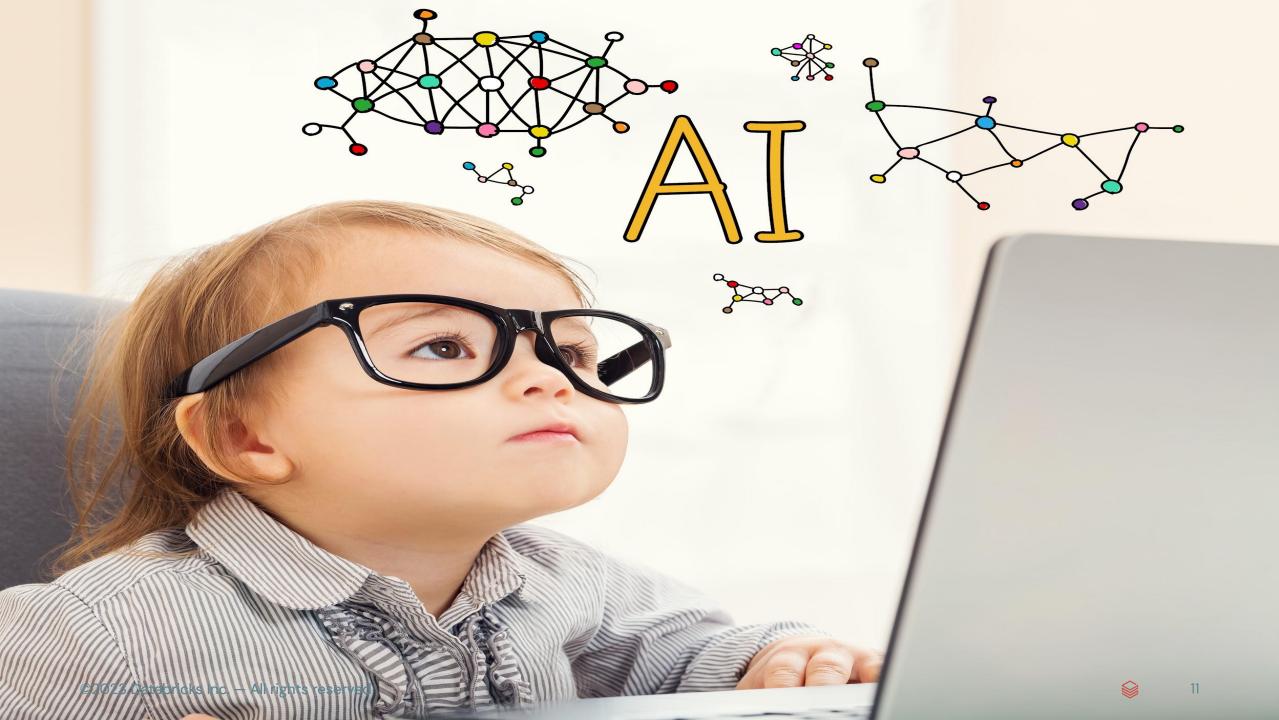
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The Evolution and Future of Work

Knowledge Sharing and Management













SONY

BORDERS



YAHOO!



In Game of Thrones Everyone Dies

NORTEL





(or Loses Their Position)









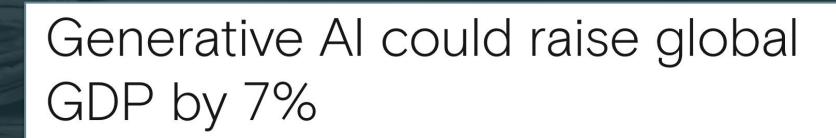






Are you playing Game of Thrones or Leading a Revolution?

Strategy



The Identity Crisis Issue







The Biggest Problem... Culture

Organisational politics

Me > we (ego)

Scientific management



Hierarchies and consensus

Culture vs. organisational design

Command & control vs. self management

The Biggest Problem... Culture Behavior

Organisational politics

Me > we (ego)

Scientific management



Hierarchies and consensus

Culture vs. organisational design

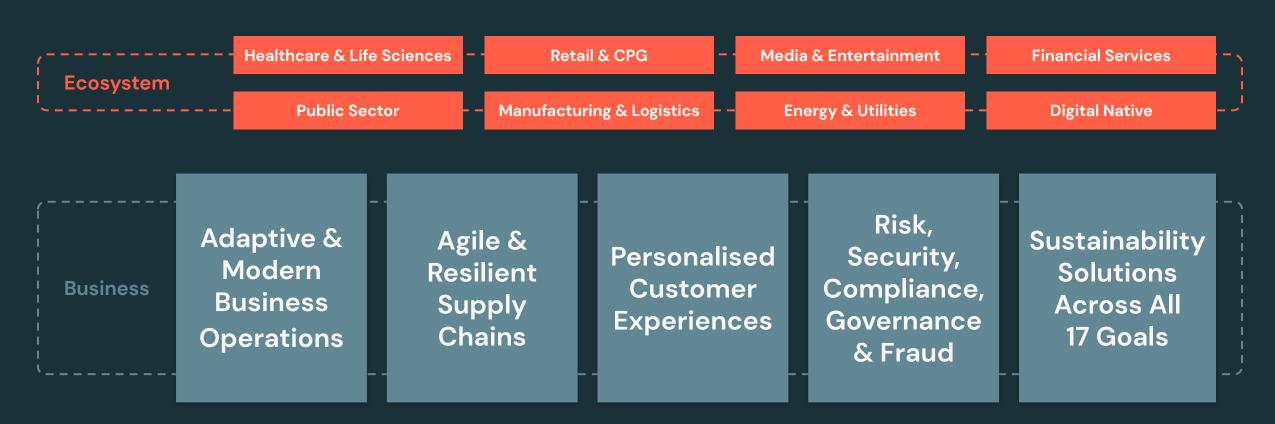
Command & control vs. self management

Trade and Exchange



Industry Unbundling and Re-bundling

Data-driven enterprise is unlocking adaptive organizational agility



Trusted Data-forward Organizations (Powered by Lakehouse)



Knowledge Sharing and Management

ChatGPT's killer enterprise use case will be managing knowledge, says EY CTO



you are a consultant working for a Manufacturing customer. You need to find a really impactful use case using generative AI for impacting supply chain efficiency where multiple companies are involved and the current process is via email exchange. What would you suggest to your customer



As a consultant, I would suggest that the customer explore the use of generative AI to improve the efficiency of their supply chain process. Specifically, I would recommend the implementation of a generative AI-powered platform that enables multiple companies to exchange data and collaborate more efficiently.

Here's an example of how this could work:

The generative AI platform would use natural language processing and machine learning algorithms to analyze and interpret the content of email exchanges between the various companies involved in the supply chain process. It would then generate insights and recommendations that could be used to optimize the process and reduce the time and effort required to complete each step.

For example, the platform could automatically identify and flag any delays or bottlenecks in the supply chain process, and suggest alternative routes or solutions to help keep things moving smoothly. It could also generate predictive analytics to help companies forecast demand and manage inventory more effectively, and provide real-time visibility into the status of each order, shipment, and delivery.

In addition, the platform could leverage the power of generative AI to automate certain tasks, such as data entry and order processing, and help streamline the overall supply chain process. This could significantly reduce the time and effort required to complete these tasks, freeing up resources for more value-added activities.

Overall, by implementing a generative AI-powered platform to improve supply chain efficiency, the customer would be able to significantly improve collaboration and communication with other companies involved in the process, reduce costs, and improve customer satisfaction by delivering products faster and more reliably.





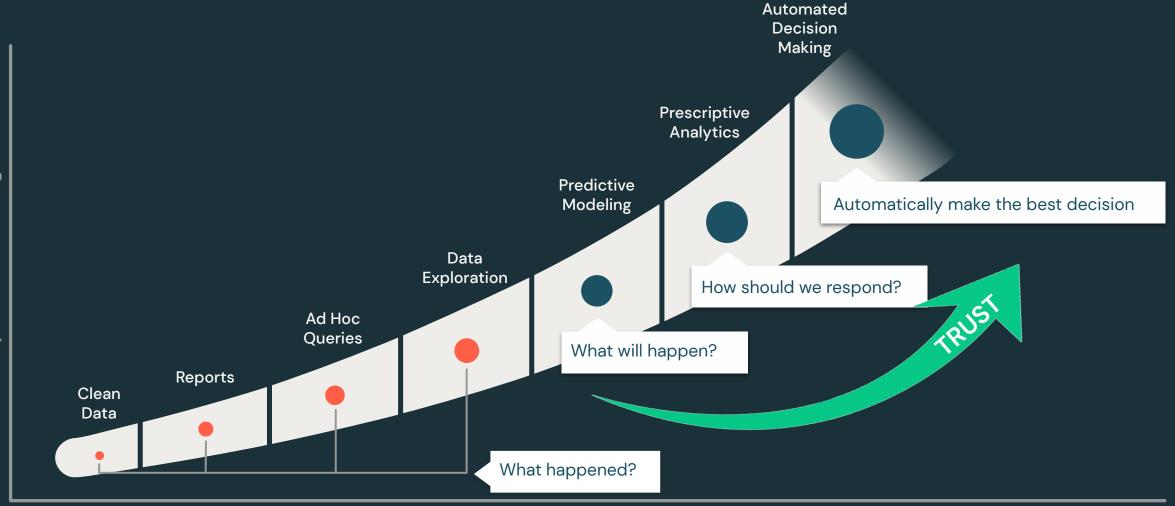
Industrial/Process Revolution





Governance

The Importance of Trust



Data + Al Maturity



"The Data & Al Network Effect" That None of Us Can See Yet

(Trade & Exchange)

Knowledge (Re-imagine the Printing Press) Productivity
(from Industrial to
Al revolution)

Governance (Emergent, Trusted, Frictionless)

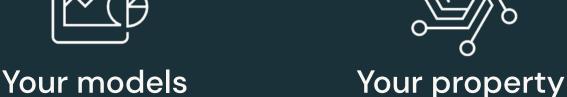
Trusted Data-forward Organizations (Powered by Lakehouse)

Why Databricks Lakehouse in 2023?

Deliver faster innovation at lower cost (the picks and shovels)









So how will Al help you with your revolution?



databricks