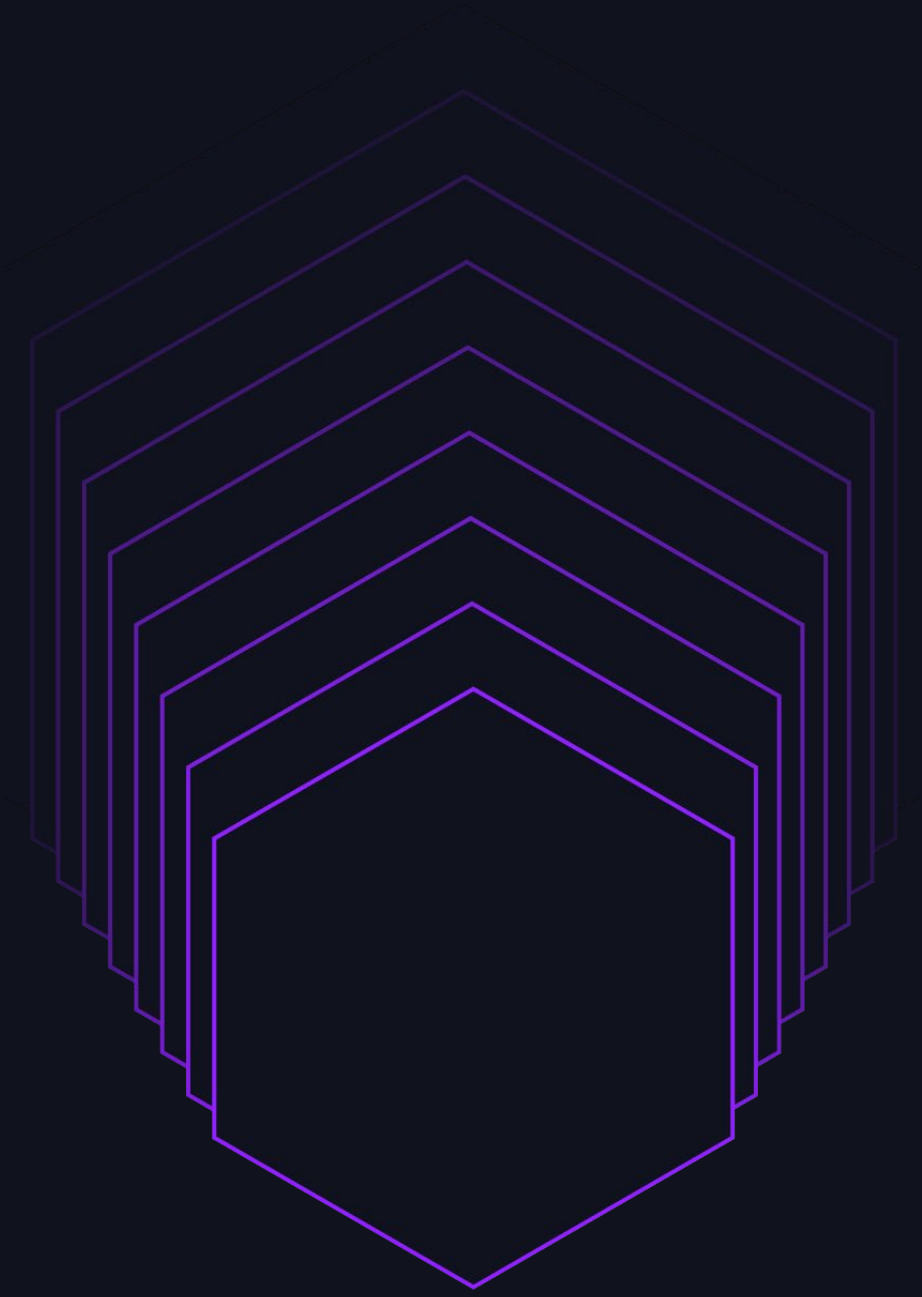
DATA+AI SUMMIT BY databricks

Navigating the GenAI Storm: Intelligent Data Platform Design



databricks × avanade

Mou Rakshit, Daniel Materowski

2024.06.13

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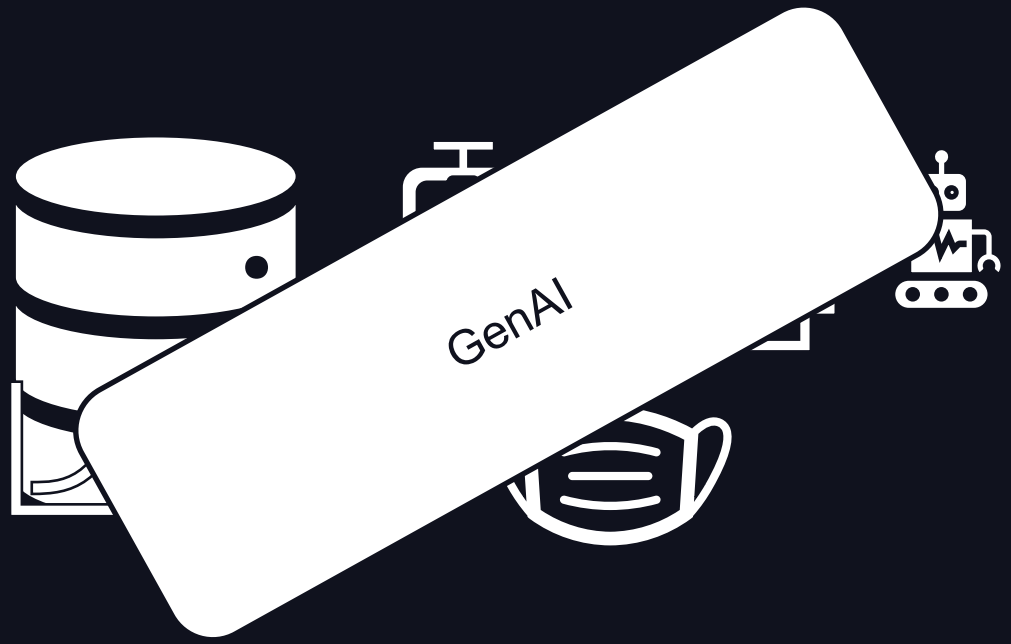

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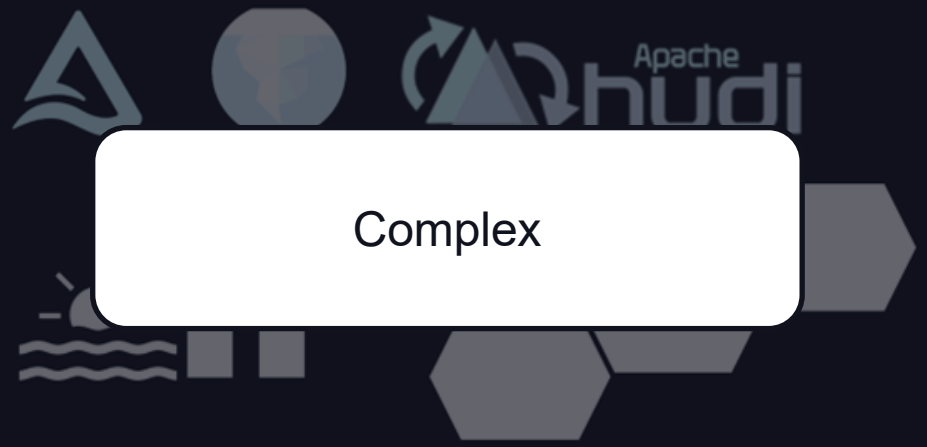
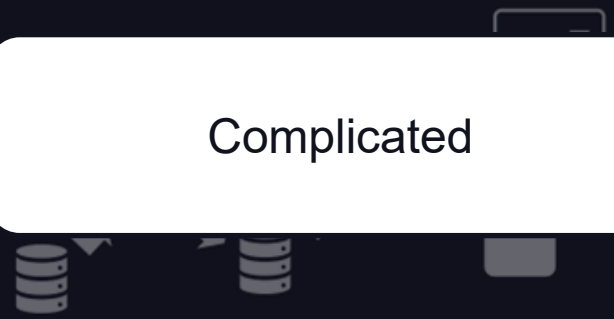
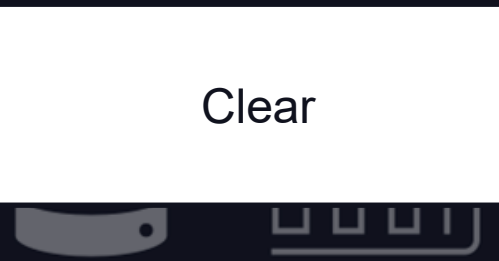


Complex



Complicated

Chaos



Clear

Cynefin framework

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The Complex environment

Flux and unpredictability

Many competing ideas

No right answers, emerging patterns

“Unknown unknowns”

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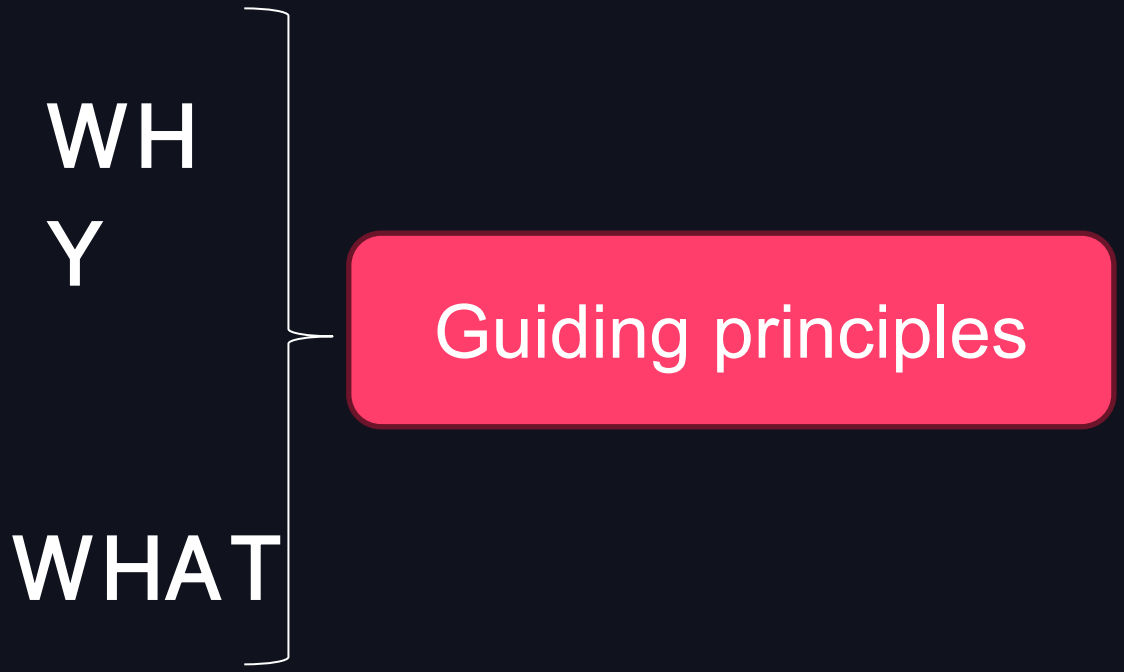

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What do we know?

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Build on Open Standard Lakehouse Architecture

Lower TCO

Accelerated Innovation

Open Interoperable Ecosystem

No Vendor Lock-in

- 74% of global enterprises have adopted Lakehouse *

* MIT Technology review insights & Gartner report

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Today's Data Platform is *Distributed* and *Modular*

83% of large organizations have **10 or more** data and AI systems, while 28% have *more than 20* *.

On average, organizations use 2.6 public and 2.7 private clouds.*

Centralized and monolithic

Siloed and hyperspecialized ownership

* SOURCE: MIT Tech Review Insights

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Unified Data and AI Governance is a must have

Access Control | **Sharing** | **Discovery** | **Lineage** | **Monitoring**

80% of organizations seeking to scale digital business, will fail, because they do not take a modern approach to data and analytics governance*

* Gartner

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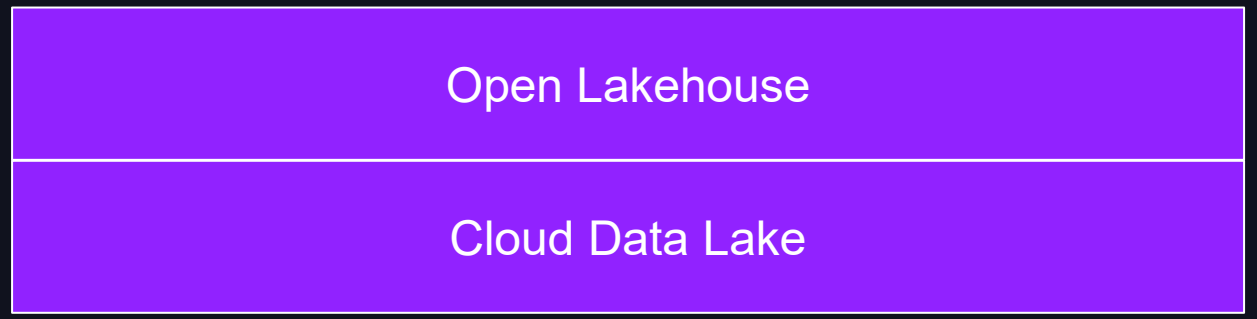
Open Lakehouse at the core



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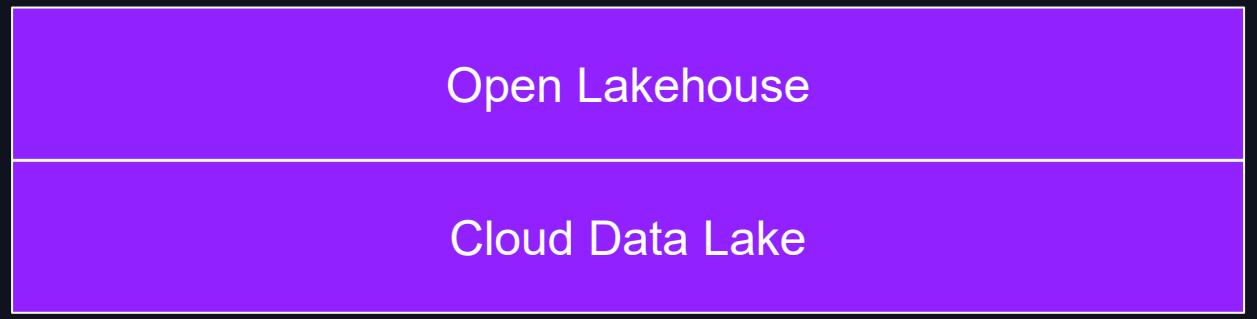
Open Lakehouse at the core

Loosely Coupled, but Cohesive Foundation

(Distributed domain oriented)



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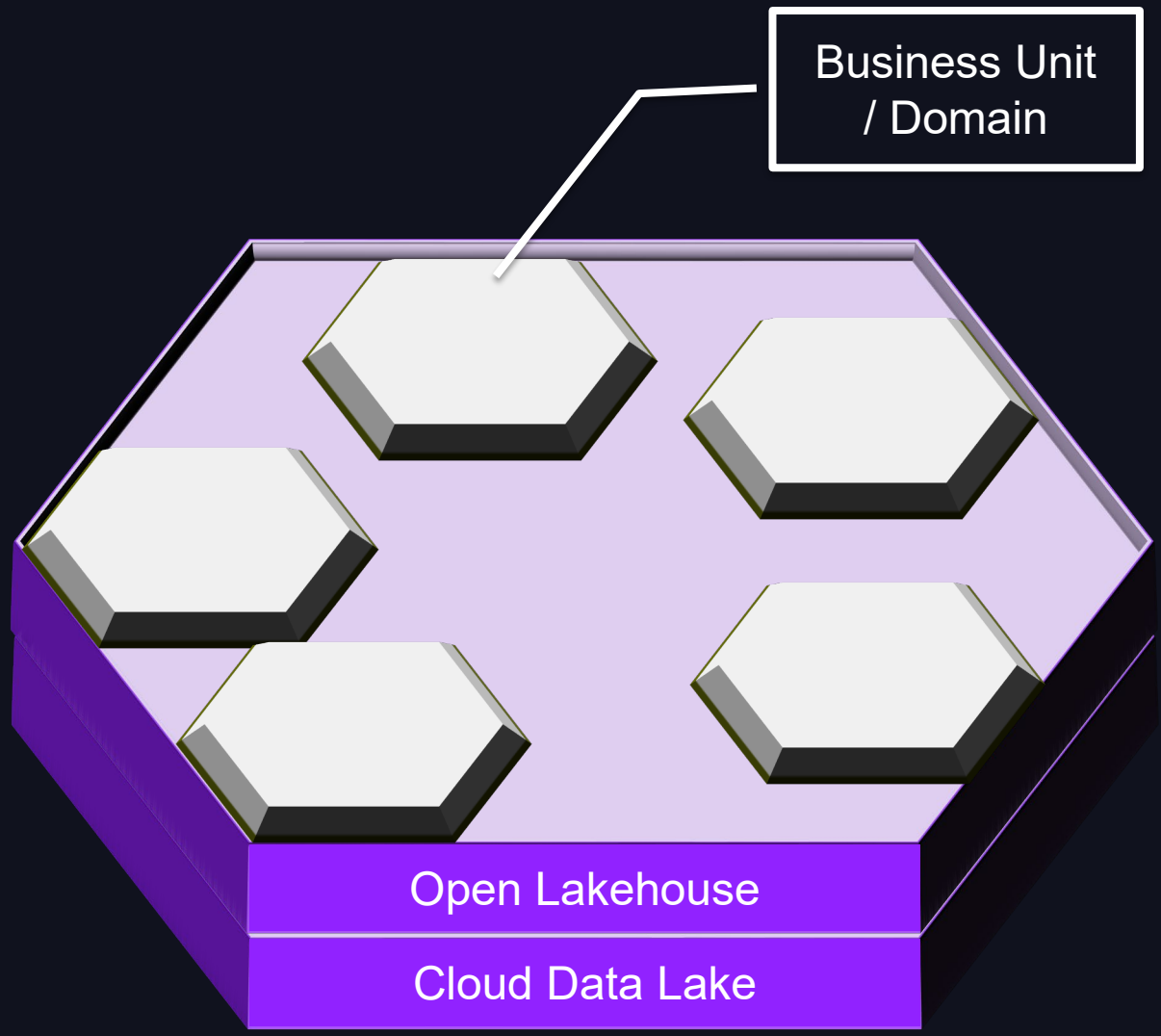
Open Lakehouse at the core
Loosely Coupled, but Cohesive Foundation



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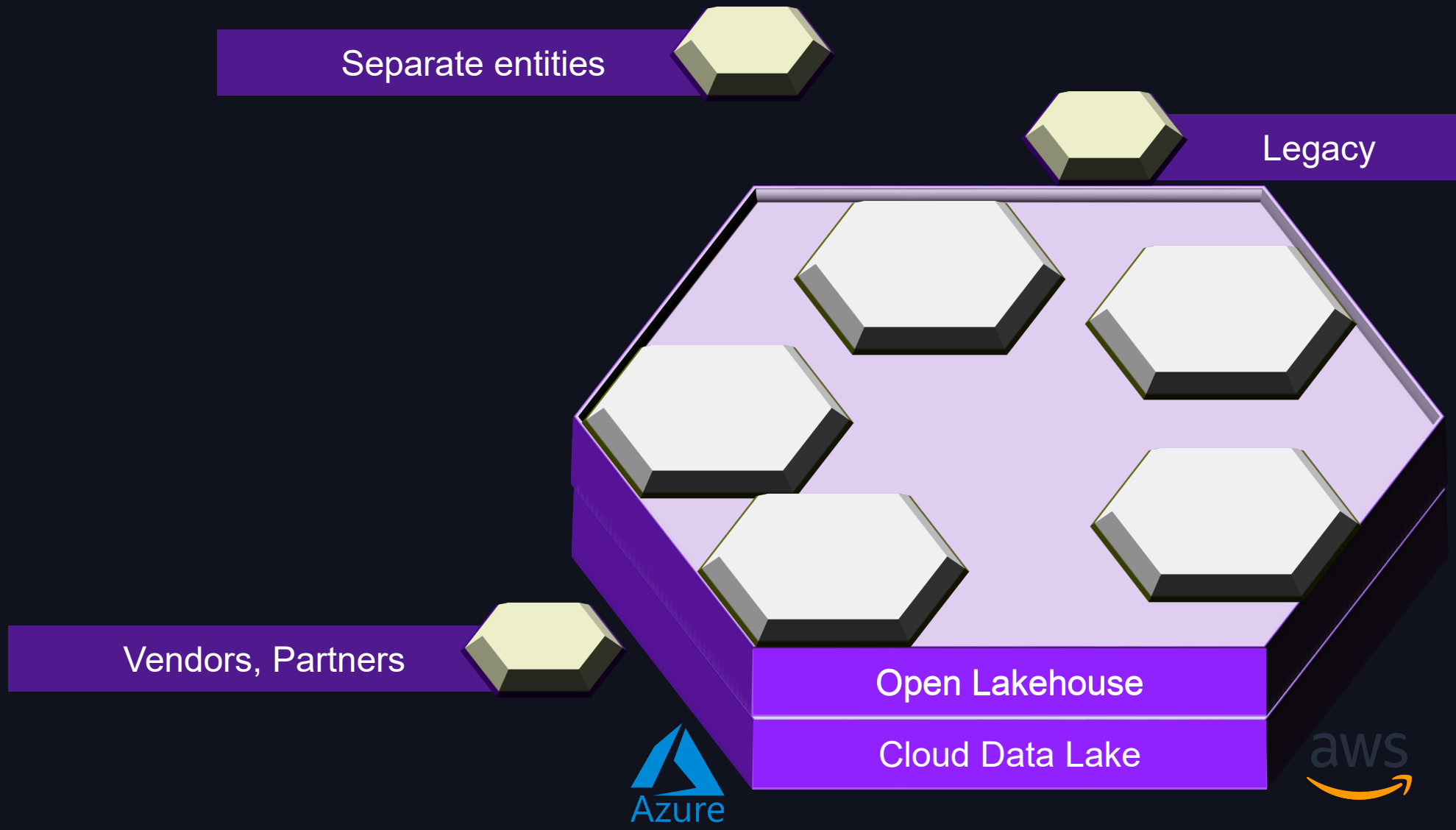

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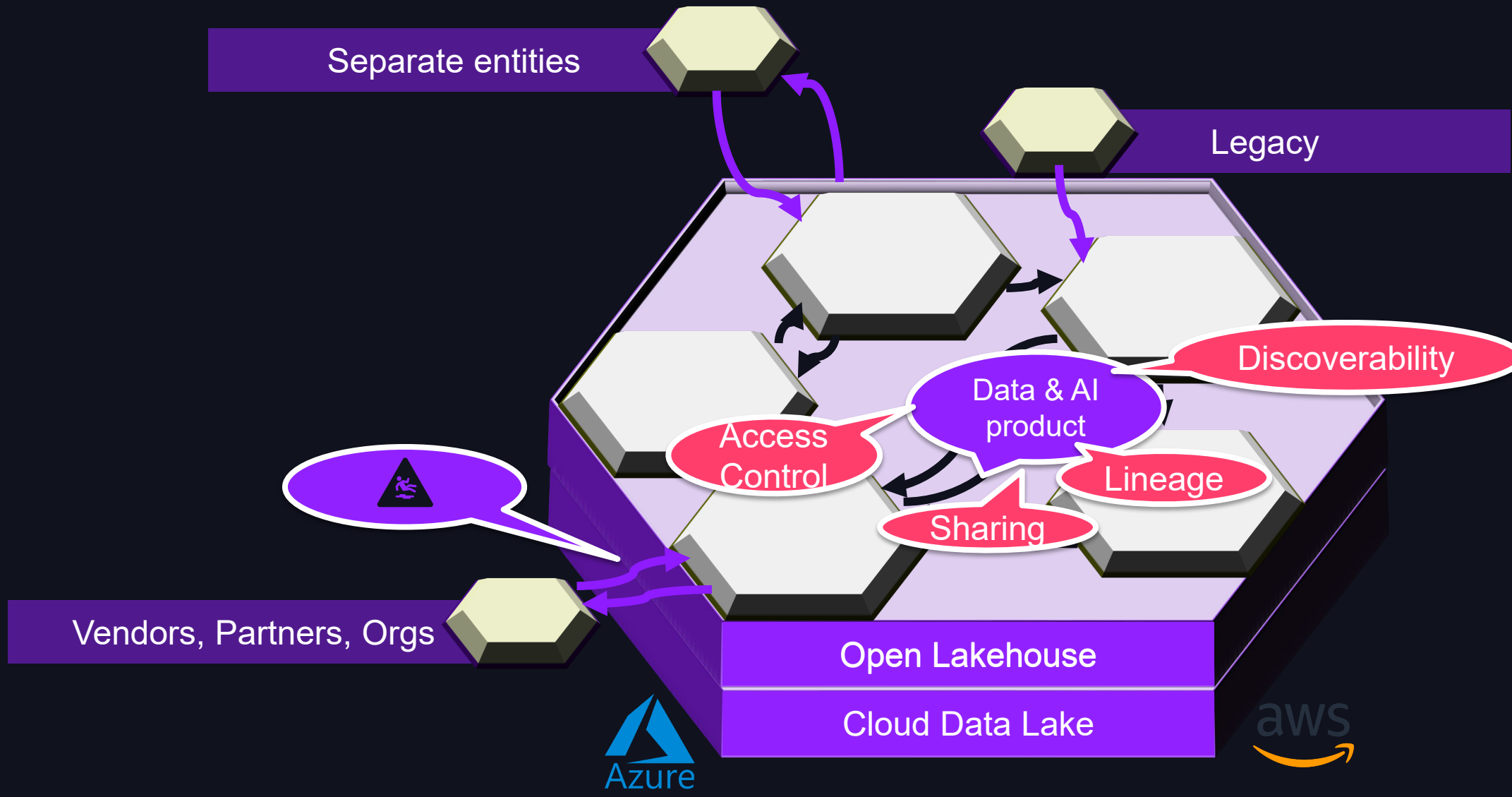

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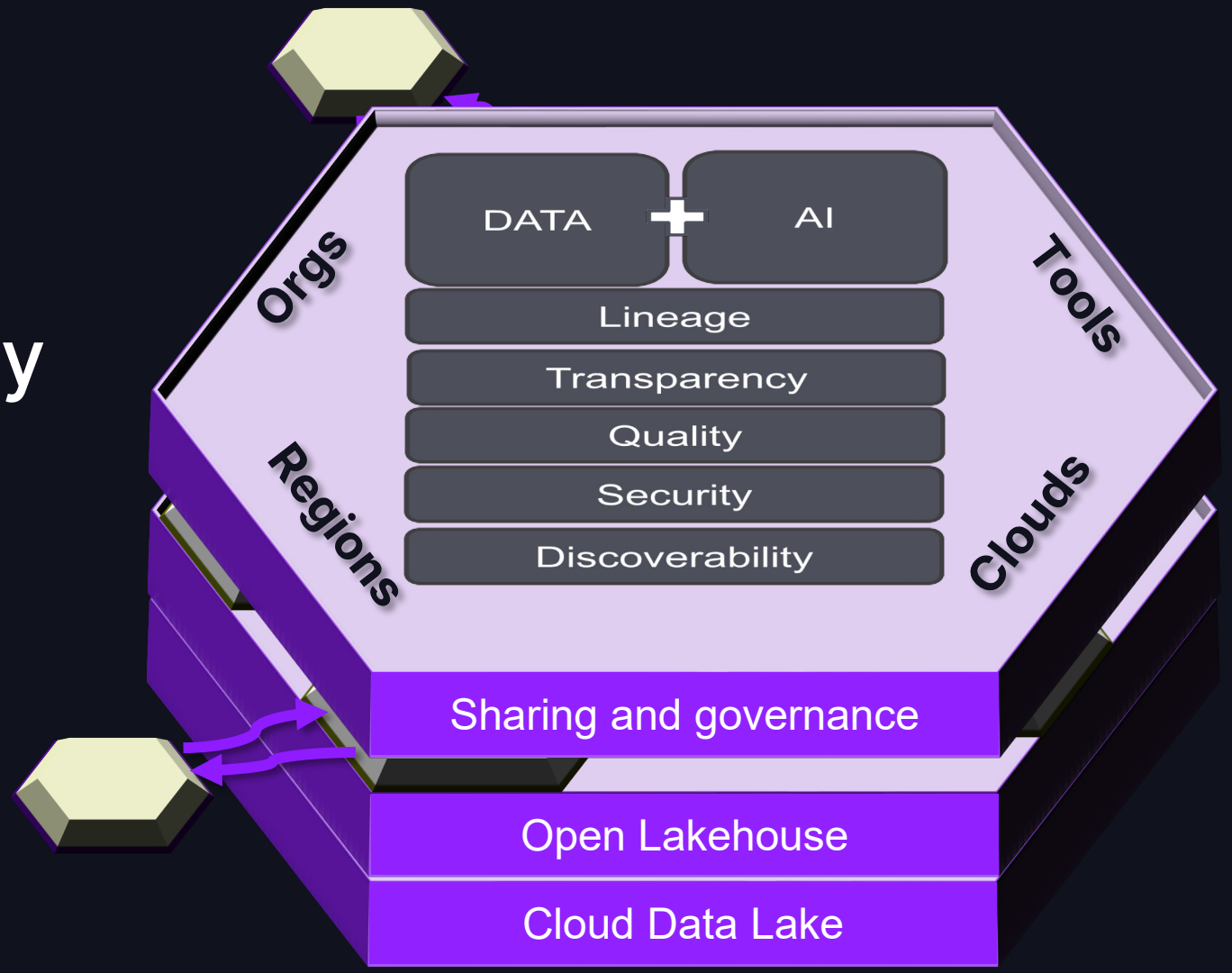
Open Lakehouse at the core
Loosely Coupled, Highly Cohesive Base

Fundamentally Secure and Compliant Collaboration for both Data & AI across Tools, Jurisdictions, Entities, and Clouds



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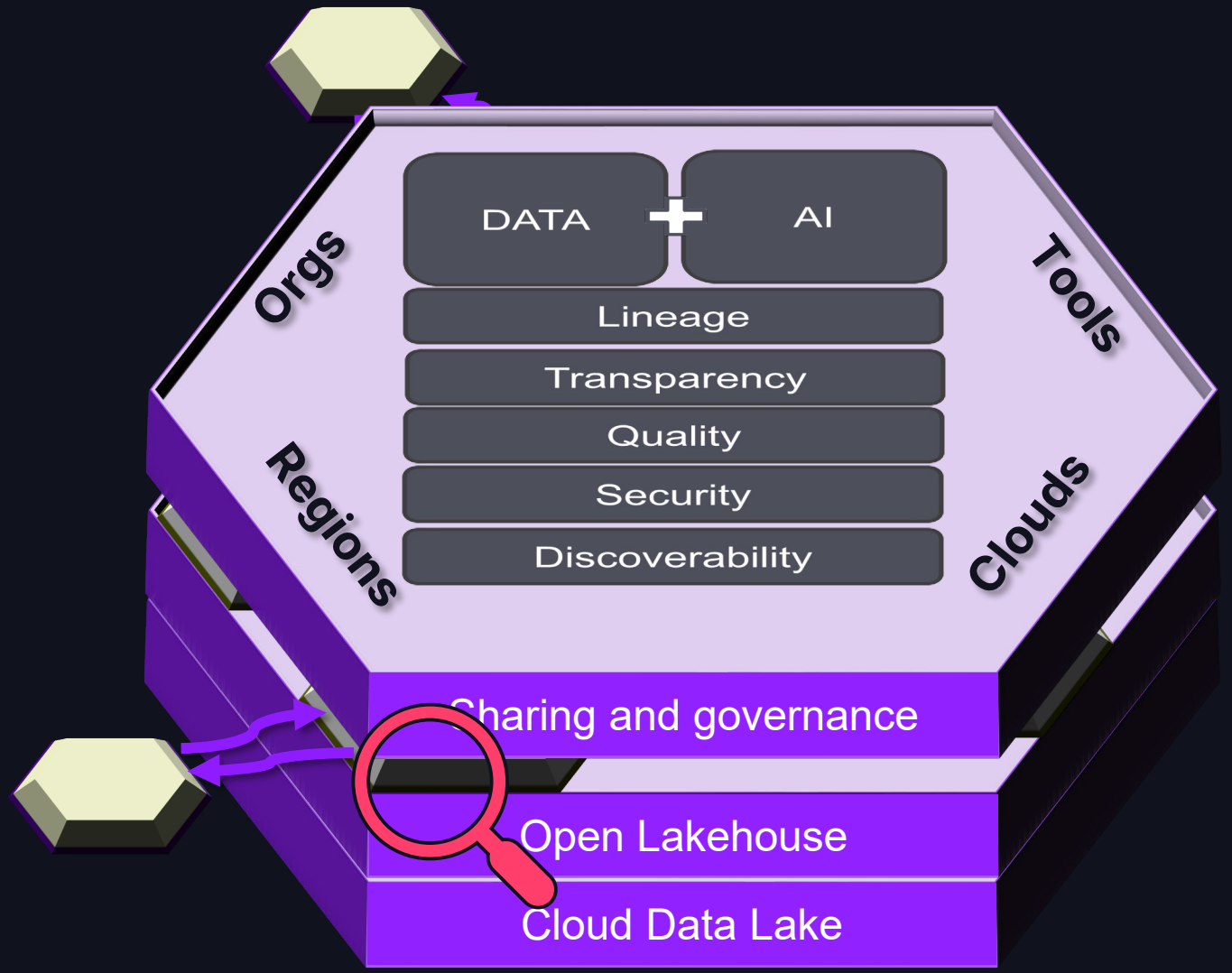

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AI Companies scraped whole Internet

Your competitors have access to same services and models

How are you going to compete?

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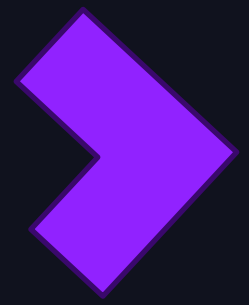
DATA IS THE KEY DIFFERENTIATOR

Software Delivery and Operations Performance



Business advantage

Data ecosystem performance will predict business results

Quality

Trust

Transparency

Accessibility

Usability

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1st class support for Real-Time Data Eng, DS, AI & GenAI

Streaming,

AI-powered Intelligence &
Increased Productivity across
all workloads
Proven performance
and cost-efficiency

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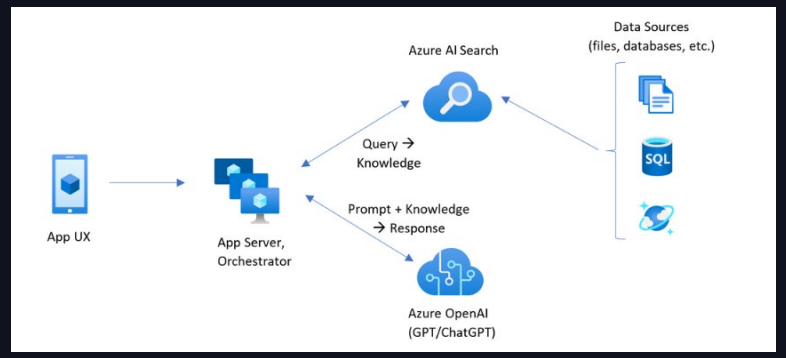
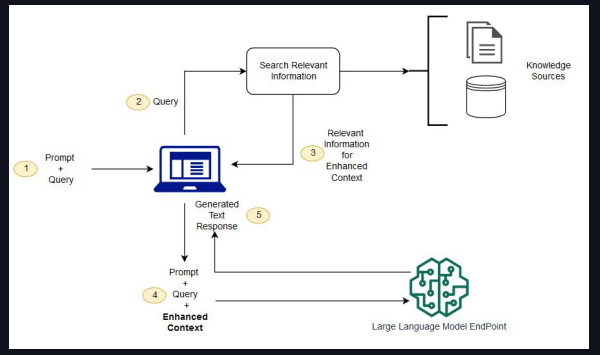
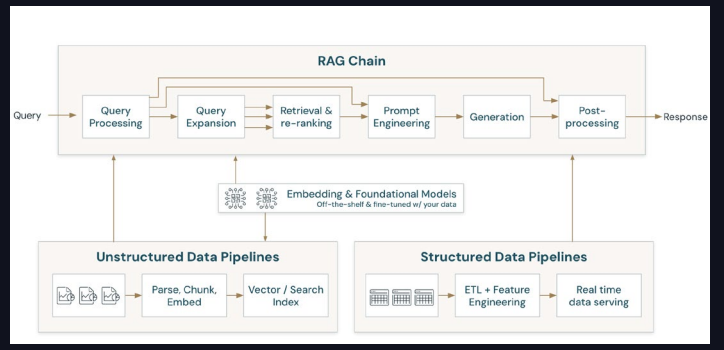
23’ was year of PoCs







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What Air Canada Lost In 'Remarkable' Lying AI Chatbot Case

Latest Newsletters *The Atlantic*

It Was Supposed to Detect Fraud. It Wrongfully Accused Thousands Instead.

A car dealership added an AI chatbot to its site. Then all hell broke loose.

Katie Notopoulos Dec 18, 2023, 10:56 PM GMT+1

BUSINESS INSIDER

Supermarket AI meal planner app suggests recipe that would create chlorine gas

The Guardian

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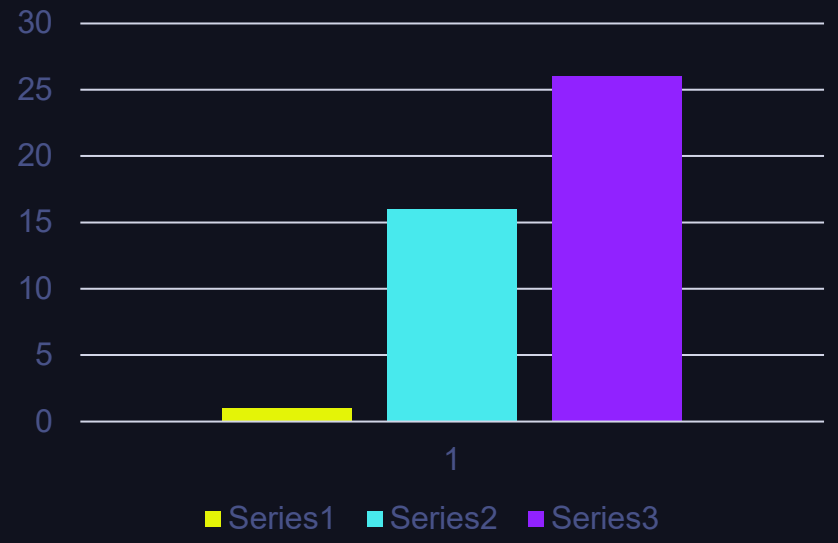
The Complex environment

$25.2 billion

8x increase YoY

2023 GenAI private investment



AI Index Report 2024 – Artificial Intelligence Index (stanford.edu)

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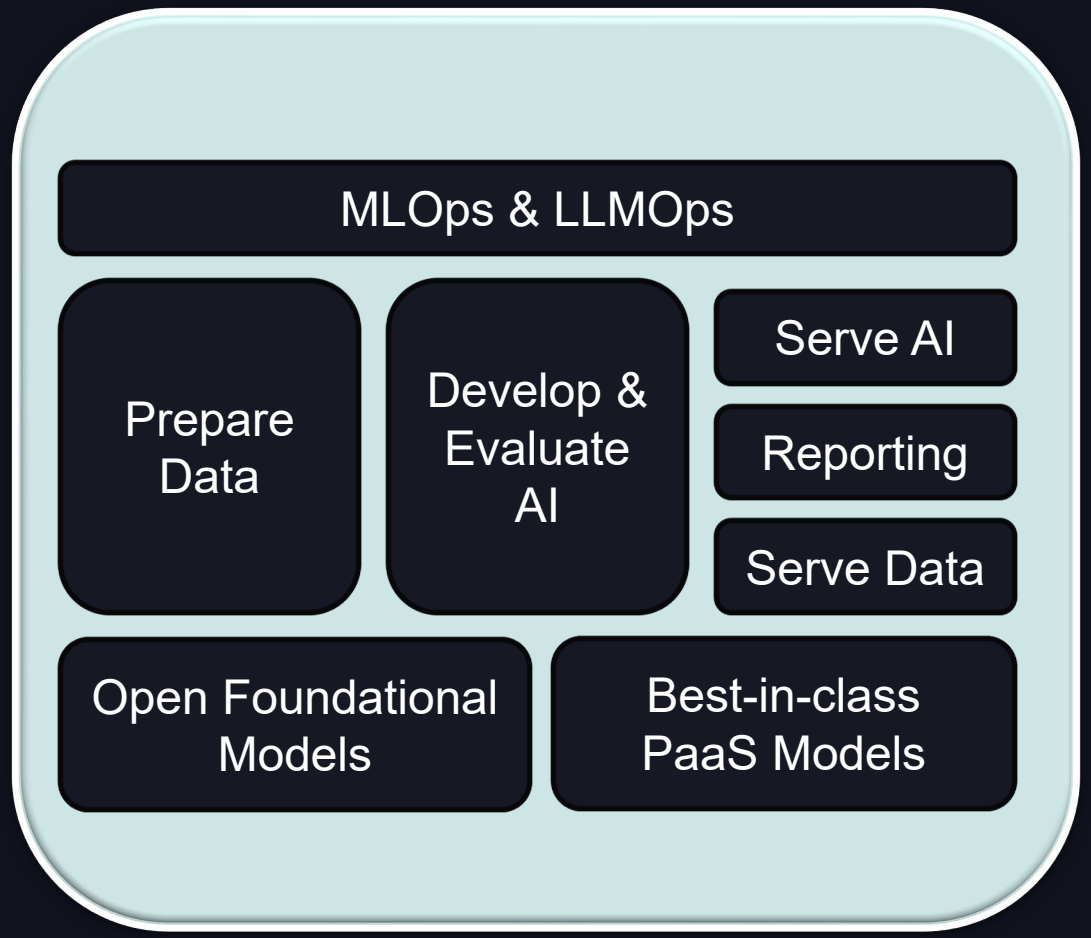

Enhanced GenAI lifecycle from development & evaluation to deployment of AI

Access to most-recent innovations in Data & AI space

Focus on your own unique IP and differentiating data

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The Guiding Principles

- Open Lakehouse at the core
- Loosely Coupled, Highly Cohesive Base
- Fundamentally Secure and Compliant Collaboration for both Data & AI across Tools, Jurisdictions, Entities, and Clouds
- 1st class support for Streaming, Data Eng, and DS, AI & GenAI
- Increased & AI-assisted productivity across all workloads
- Proven performance and cost-efficiency
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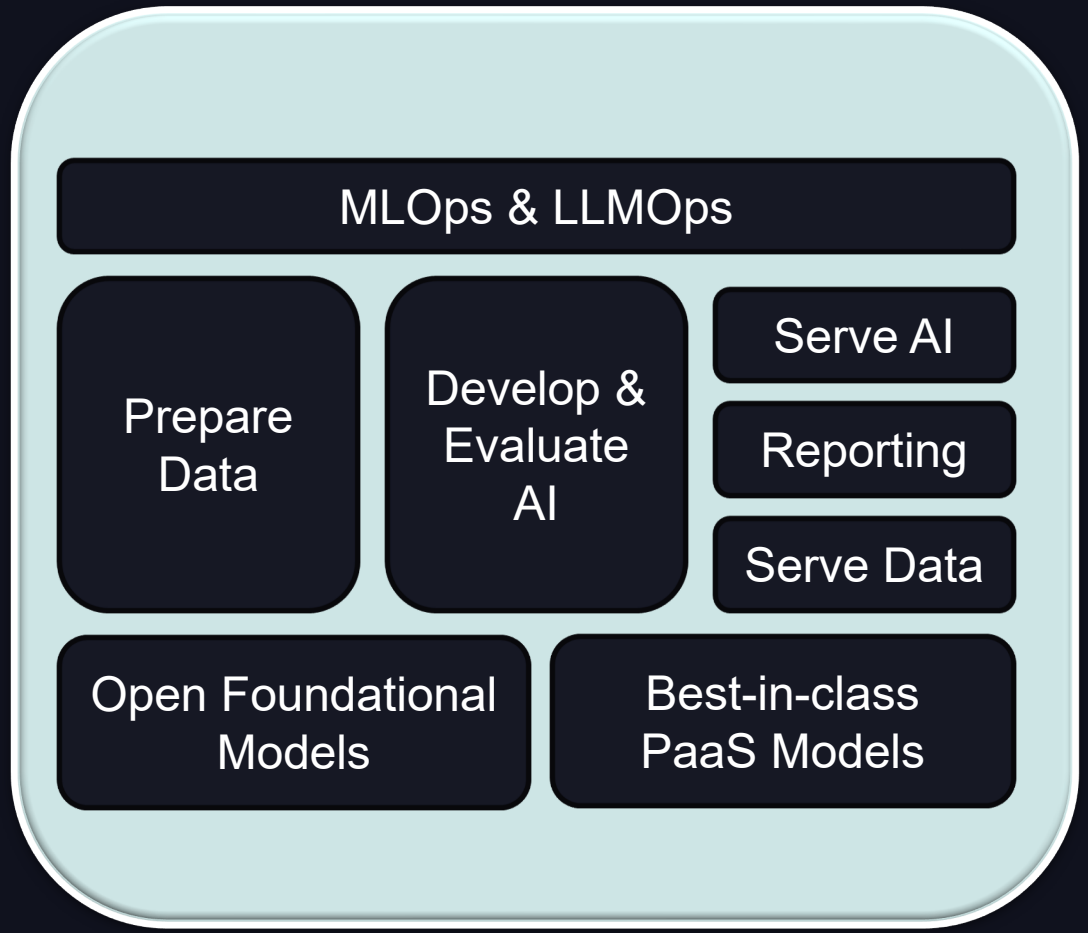

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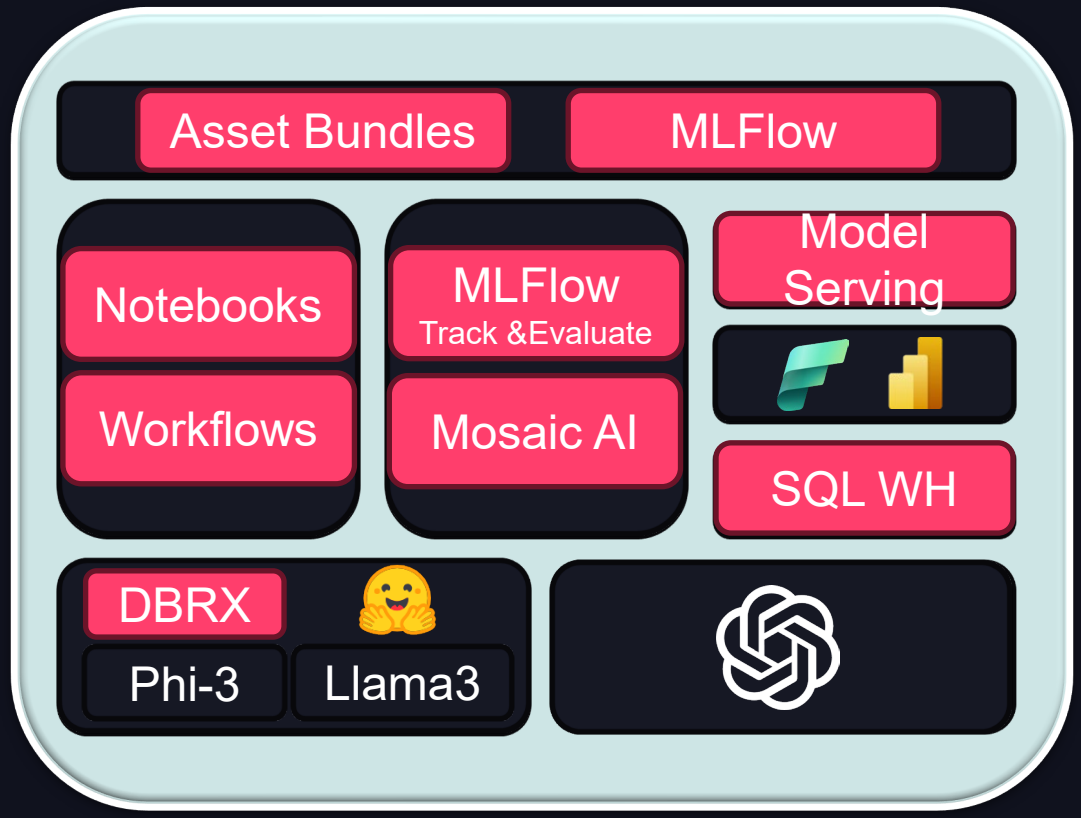

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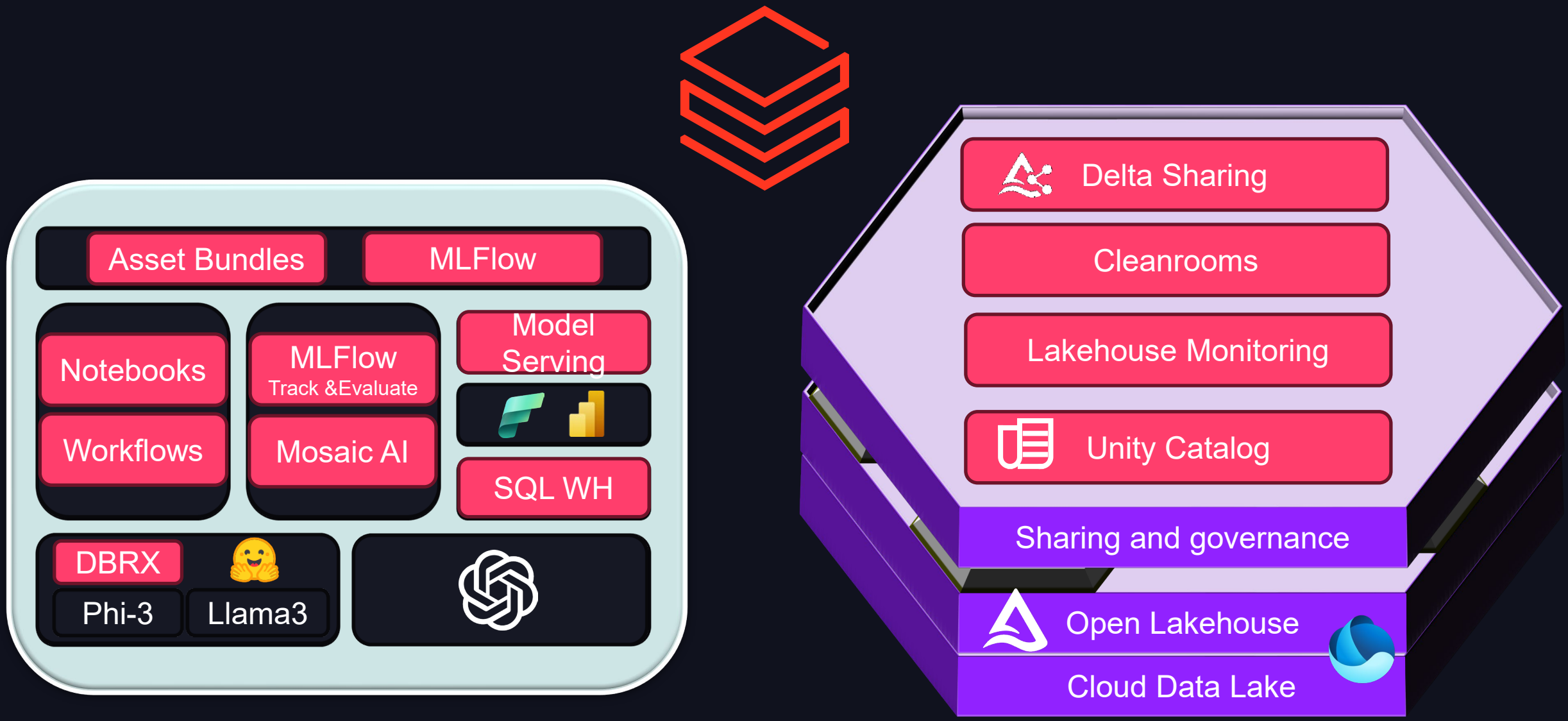

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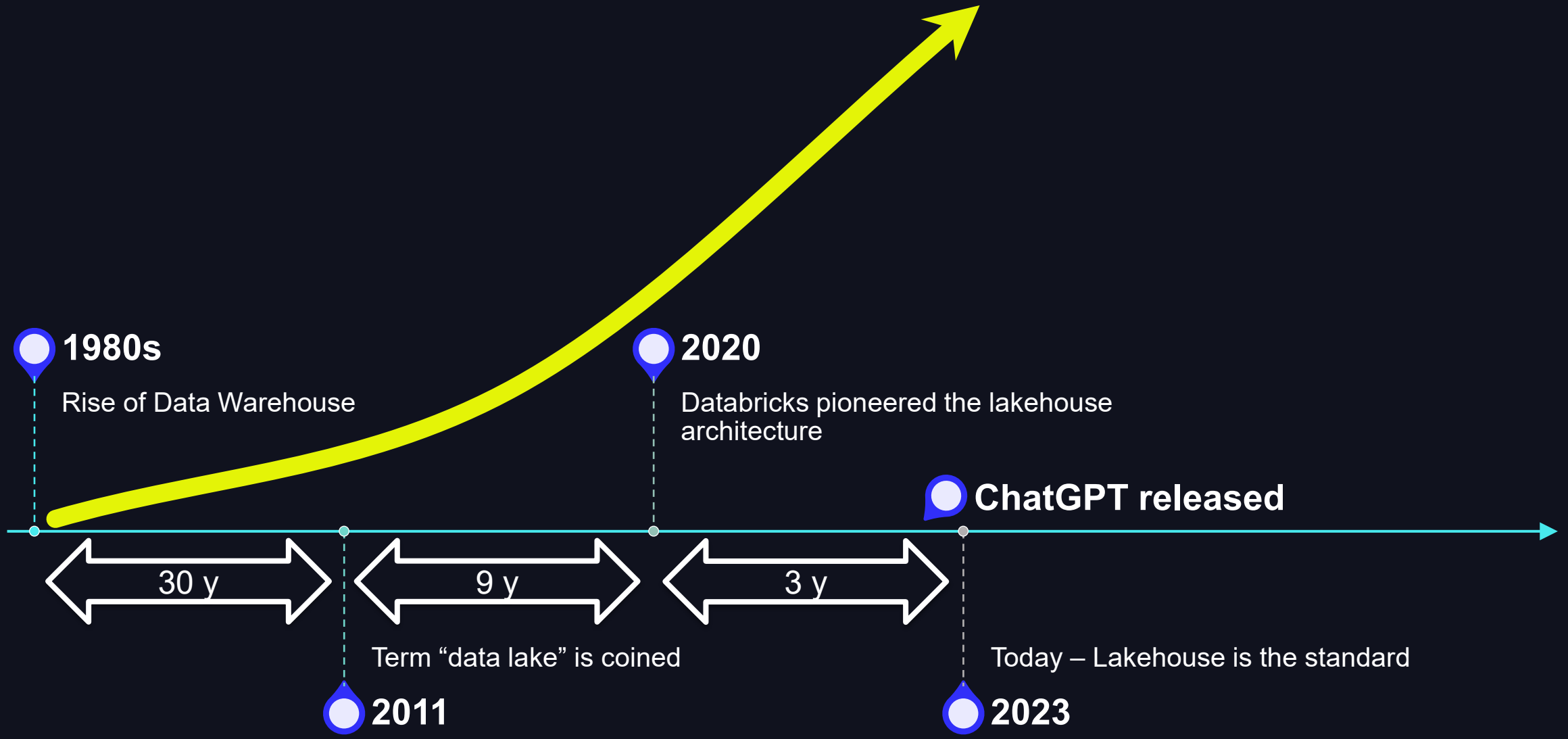

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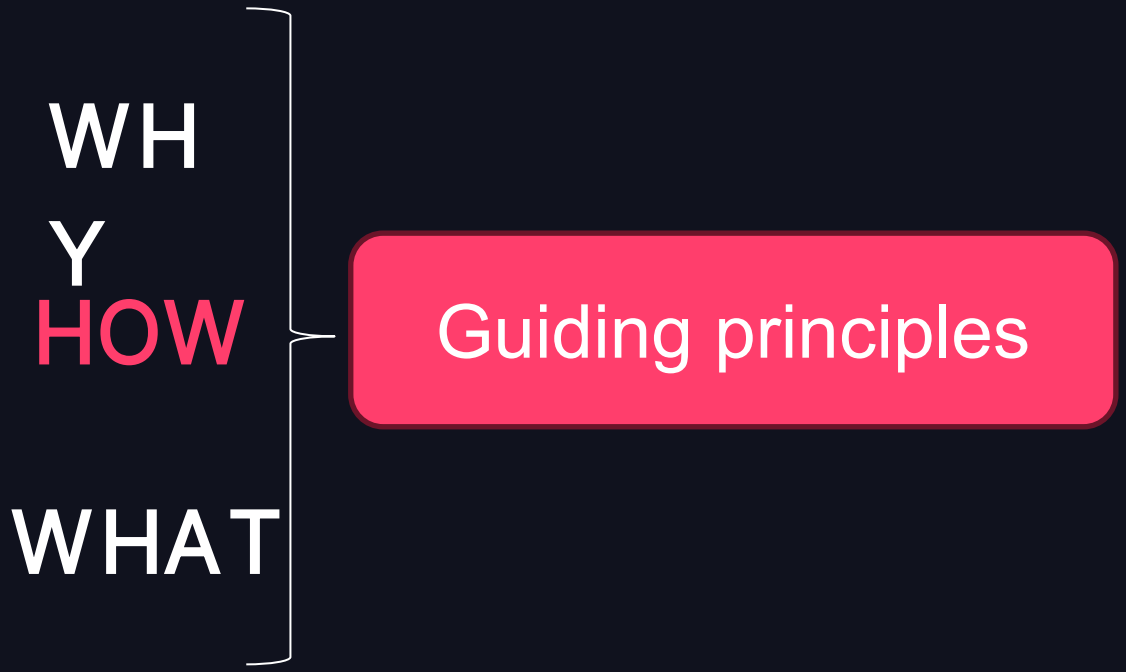

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Lessons learned

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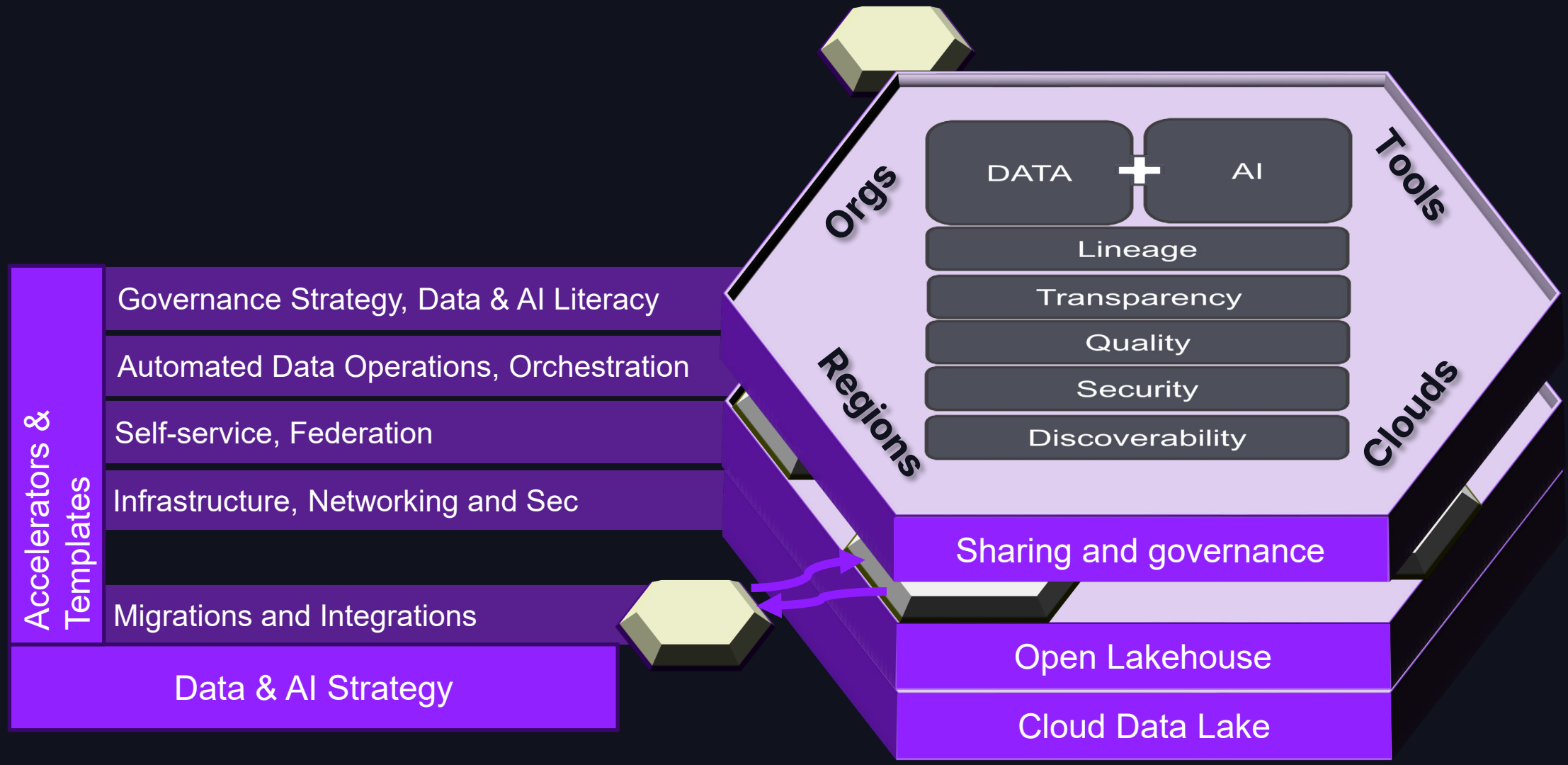

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avanade

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