

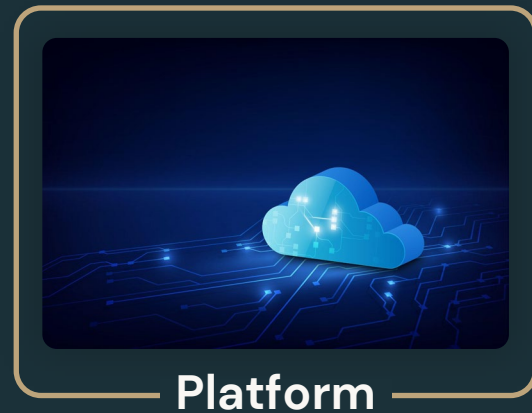
THE C-LEVEL GUIDE TO DATA STRATEGY

Your 3Ps - People Process and
Platform - in a GenAI World

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June 2024

The keys to unlock your Data and AI strategy

Accelerating your data and AI transformation



And now GenAI...



Destruction

VS



Enlightenment



Governance is foundational and complex



Do I have the right data?



Do the right people have access?



Can I find the data when I need it?



How is the data being used?



What about the rest of my assets?



How do I share the data (securely)?



Where does my data reside?



Do I have sovereignty requirements?



Is my data high-quality and timely?



Is my data unbiased?



Is my data being used ethically?



What are my legal and regulatory obligations?



And the landscape is changing

Regulation and legislation is only a matter of time



- EU AI Act
- US Executive Order (EO)
- US State legislation
- Canada AI and Data Act (AIDA)
- G7 International Standards for Generative AI
- NIST
- And more....



Regardless of industry or size,
**business leaders have to tackle the
same strategic Data and AI themes**



Key pillars of a successful Data and AI strategy

01

Setting the foundations for Data and AI transformation

02

Organizational and people-oriented pillars of your journey

03

Impact on your processes

04

Practical platform considerations of executing this transformation



Setting the foundations for Data and AI transformation



Define ideal state

Vision or Mission



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Guiding principles



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Measures of success



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Assess where you are

Self-assessments and metric-driven analysis

1. Initial	2. Managed	3. Defined	4. Quantified	5. Optimised
Unpredictable & reactive	Managed on the project level	Proactive, rather than reactive	Measured & controlled	Stable & flexible
Unpredictable, poorly controlled, and/or reactive	Planning, measurement, and management is confined to the project level	Organisation-wide standards are defined, documented, and understood	Data-driven with clear performance metrics and optimisation objectives	Focused on continuous improvement, providing the foundations for agility & innovation
Very often manual and undocumented	Still often reactive	Moving towards proactive & program/portfolio level	Proactively managing	



Plan for change

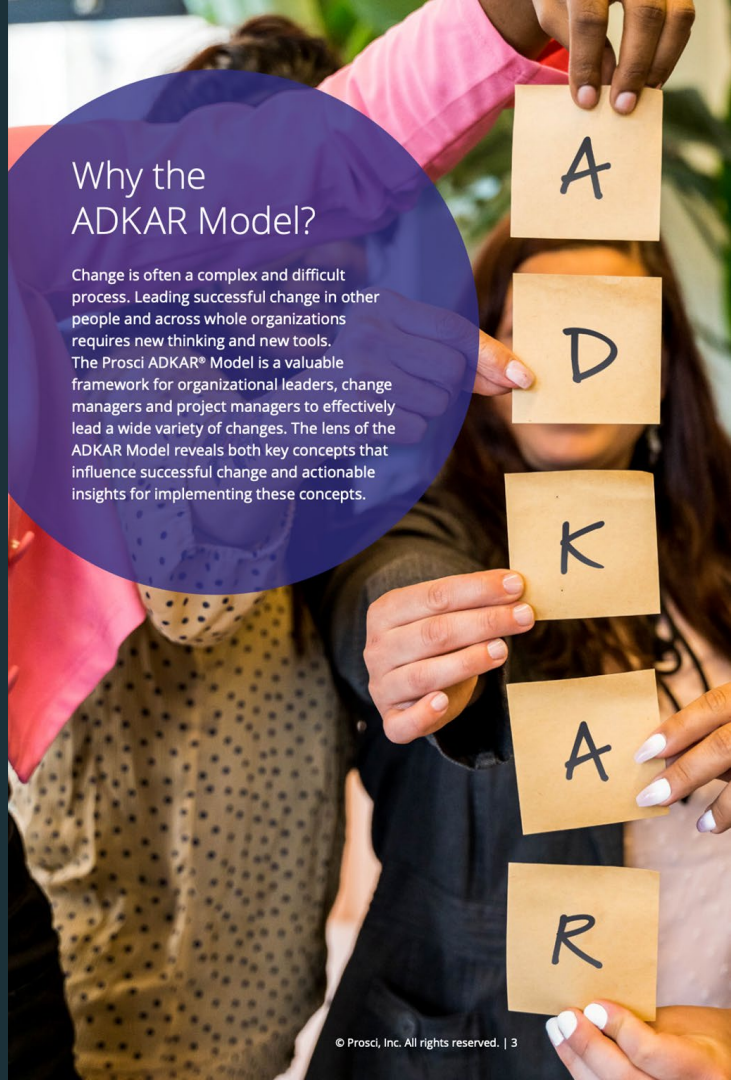
And formalize change management

- Align on methodology (ex. Prosci ADKAR)
- Communication planning
- Community building
- Share best practices and success stories
- Be agile

ADKAR: Awareness, Desire, Knowledge, Ability, Reinforcement

Why the ADKAR Model?

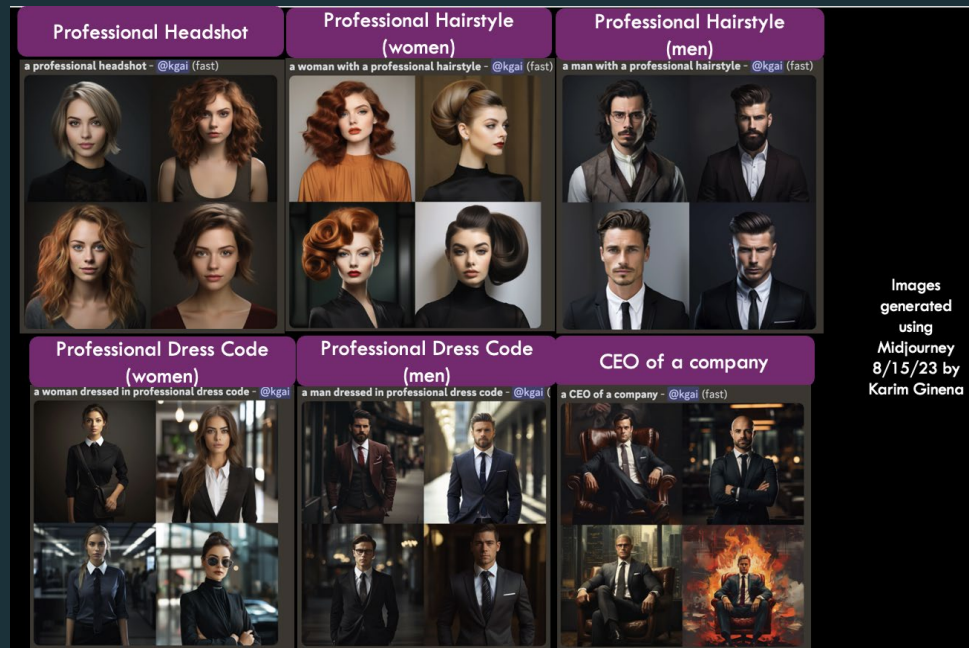
Change is often a complex and difficult process. Leading successful change in other people and across whole organizations requires new thinking and new tools. The Prosci ADKAR® Model is a valuable framework for organizational leaders, change managers and project managers to effectively lead a wide variety of changes. The lens of the ADKAR Model reveals both key concepts that influence successful change and actionable insights for implementing these concepts.



Diversity is critical

Especially in Data and AI

1. Historical data tends to be biased
1. ML run on biased data is biased
1. AI is not infallible and needs human validation/oversight



Images
generated
using
Midjourney
8/15/23 by
Karim Ginena

And that oversight needs population representation



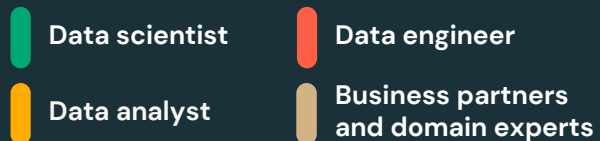
Organizational and people-oriented pillars of this journey



Organize to balance control with autonomy

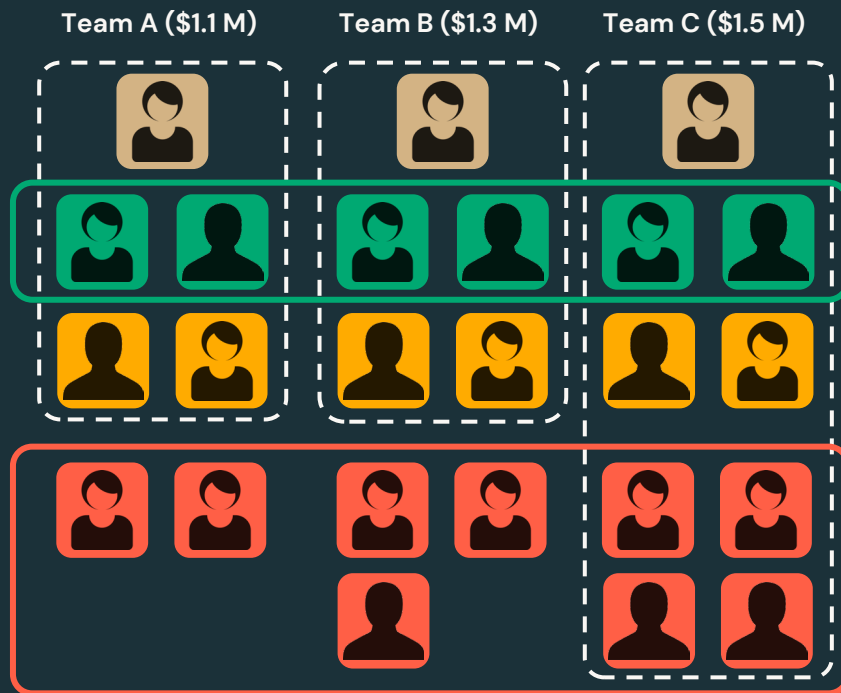
Organize teams to drive consistency and capabilities

Ensure accountability by the business



Centralized data science team aligned with lines of business

Predominantly centralized data engineering team aligned at enterprise level



Meet users where they are

USERS	Data Scientists	Data engineers	Data analysts	Business users
ROLE	Model and predict	Store, manage and curate	Visualize and describe	Execution and ROI
INTERFACE	Interactive notebooks	Programmatic / CICD	SQL environment BI tools	Dashboard / report Domain apps Natural language
DATA FORMAT	Raw and refined	Build full pipelines	Highly-curated gold tables	N/A



AI changes how we interact with data



Everyone

can find highly relevant data using their business terminology



Business teams

can query and visualize data using natural language



Developers

can autogenerate, explain and fix SQL code



Governance teams

can automate data quality, PII detection and data documentation



Upskill talent and build a Data and AI culture

Learning paths

Capability development

Culture reinforcement



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Impact on your processes



Process transformation

Risk versus Innovation



Choose the right controls...

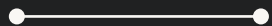


And the right enforcement.



Leveraging Generative AI in processes

**Cut through
the hype**



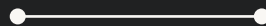
LLMs are a
game changer
for the right
use case

**Don't chase
cool factor**



Deliver
real business
value and
manage risk

**Beg or borrow
(don't steal)**



Apply and
extend
learnings of
others

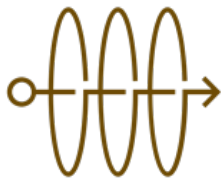
**Data is the
foundation**



Harness
high-quality
data and
governance



Experimentation vs. showing value



**Still early in
understanding GenAI**



**Which use cases
will deliver value?**

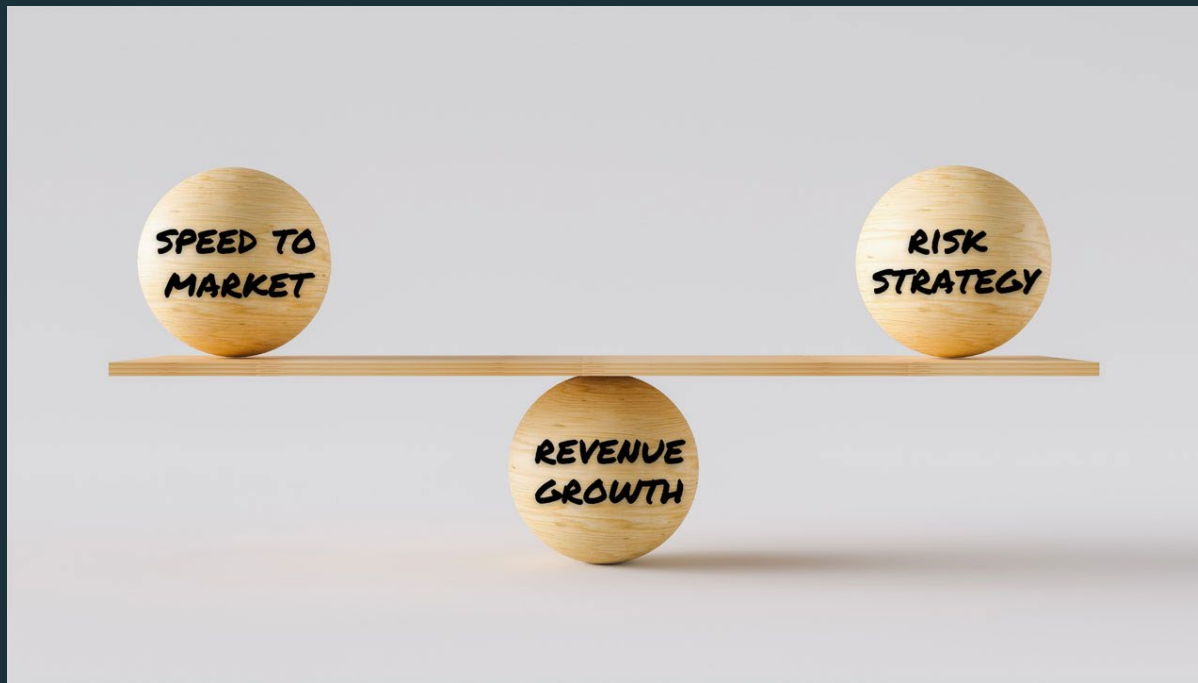


**What's the best way
to get that value?**



Prioritization of process transformation

Where to start?



Practical platform considerations of executing this transformation



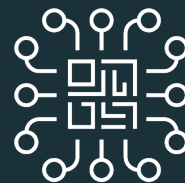


Simplify: less is more

- Complexity carries a heavy cost
- Consider “opt-in” vs. “rationalize-later”
- Avoid extra (systems, copies, movement)
- Multi-cloud is real, build for it
- Leverage a well-architected framework



- Move single source of truth to open data format
- Offload ETL workloads to low-cost, high-performance options
- Migrate without impacting productivity
- Enable new use cases and capabilities



Data estate consolidation



Future-proof with open interfaces and formats



Technical innovation
continues at light-speed



Replatforming
is expensive



Expect and plan for
great disruption

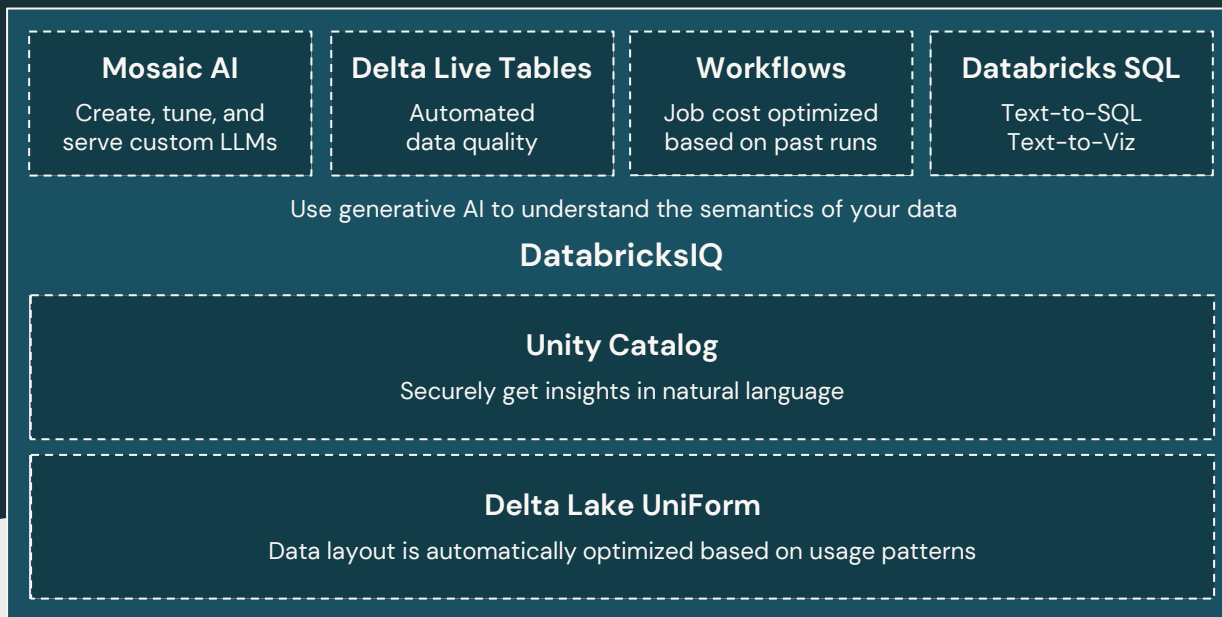
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Meet your goals today—technical flexibility for tomorrow

—



Databricks Data Intelligence Platform



Open Data Lake

All Raw Data
(Logs, Texts, Audio, Video, Images)

SUMMARY:

Data and AI
strategy
execution built
on strong
foundations

People

Talent
transformation
Scalable
enablement
Data and AI culture

Process

Clear vision
Ruthless
prioritization
Reuse and
automation

Platform

Modern Data and AI
architecture
Security,
performance
and cost
Flexible tech
leverage