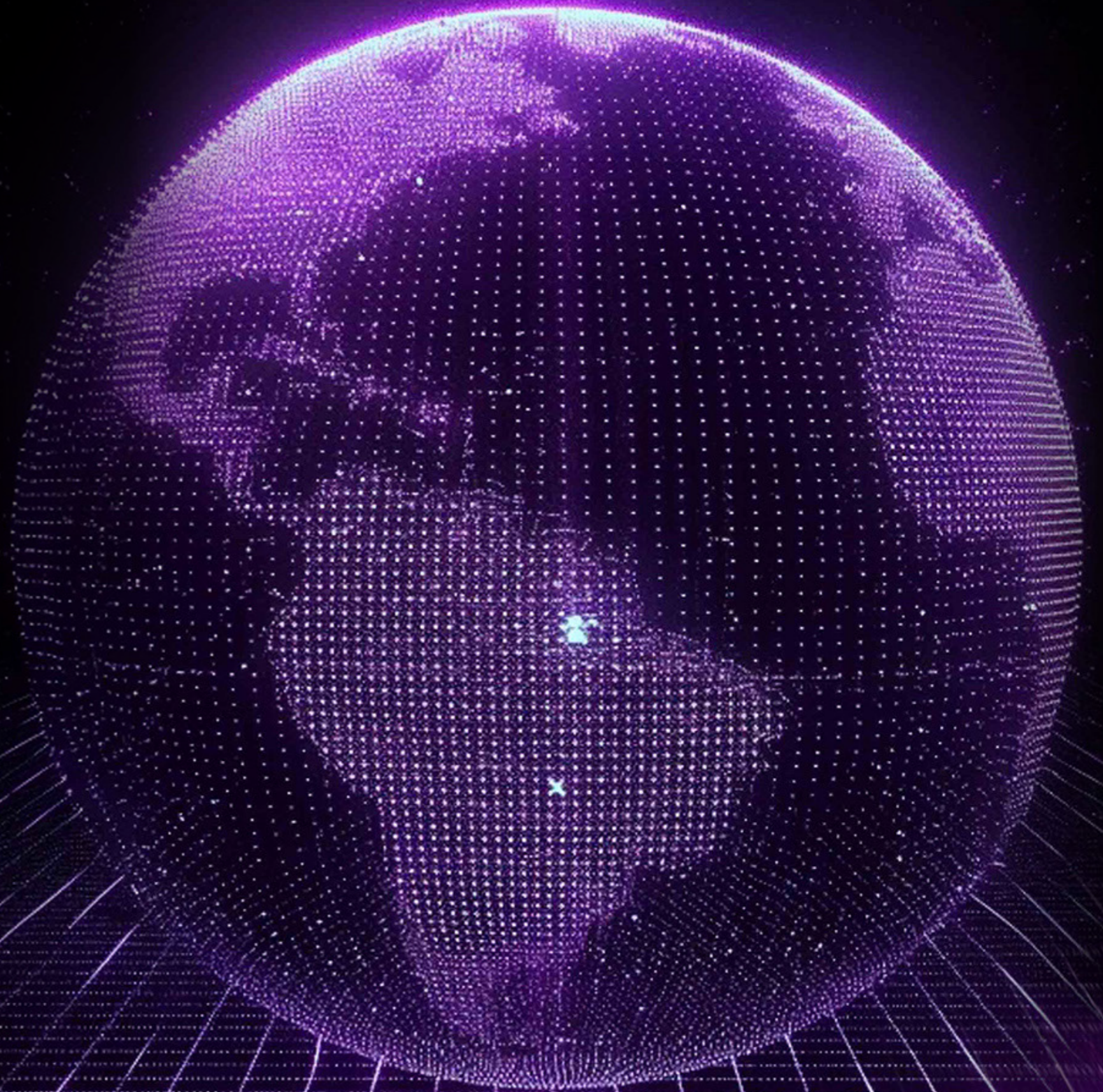


accenture

**Is your data  
ready to power  
AI reinvention?**



# **Data readiness is the top challenge in applying generative AI**

*6 ways generative AI is reinventing data*

Data readiness will drive value no matter your AI ambitions. But if those AI ambitions include deploying generative AI, then data readiness becomes even more critical—specifically unlocking the value of your proprietary data.

Data readiness is not a new topic – it is something companies have struggled with for years. Many of the challenges making data ready to unlock AI value are the same when pursuing generative AI. You need the right data, of the right quality, in the right quantity, with the right governance to give you the insights you need. You need a way to integrate that data into your organization, breaking down silos to freely access data. And you need to be able to manage, maintain and operate that data in a responsible way.

Why are we facing a tipping point? Generative AI is changing everything—including how we think about enterprise technology itself. Organizations are paying more attention now because of the transformative potential of generative AI and the accessibility of it. And, they want to take advantage of it. They're learning that their generative AI ambitions can't be met if they haven't addressed their data capabilities.

Data work is challenging, it always has been. But now, the benefits at stake have dramatically increased, far outweighing the effort required.

**The good news is that you already own the most valuable asset in the era of generative AI: your data. But is your data ready for generative AI? 47% of CXOs say data readiness is the top challenge in applying generative AI.**

With the rapid advancement of generative AI changing the sheer amount and types of data companies needed to successfully adopt it...the road to readiness can seem complex. But there is a clear path forward.

In [‘A new dawn for dormant data’](#) we discussed the steps for unlocking data value. Those steps still hold true but given the seismic shift in the data and AI landscape since the emergence of generative AI, we wanted to explore how things have changed. We've identified 6 ways that generative AI has reinvented data, and 12 key actions companies can take to improve their data readiness.

# 1

## Your proprietary data is your competitive advantage

Generative AI foundation models become relevant— and therefore useful—when combined with your company’s own data. This combination unlocks specific insights into your customers, products, and operations, providing a competitive edge.

Tapping historical and real-time institutional knowledge can improve internal decision-making, reduce risks and identify new efficiencies, as well as open up attractive monetization opportunities.

Companies that are investing in their proprietary data, will find themselves better prepared to maximize the benefits of generative AI.

### Key things to consider

- Start by identifying the unique data generated at each step of your business processes, and the data that’s needed to differentiate decision making. Think beyond your own first party data to consider 2nd party from partners and 3rd party collected externally.
- Treat this data that differentiates your business as a [product](#) – ensure the right-size of investment whether it’s for improved efficiency and collaboration, risk reduction, accelerated innovation, or even direct monetization.

### As part of its ongoing reinvention journey, [BBVA partnered with Accenture](#) to develop a new, comprehensive digital sales model.

The result? Nearly 50 million customers now interact with the bank through digital channels, and seven out of 10 sales are made digitally. BBVA’s client onboarding process takes just minutes (versus a few days at most other banks), using AI-based facial recognition and text analytics to verify account applicants via mobile app and real-time connections to external data sources to detect fraud.

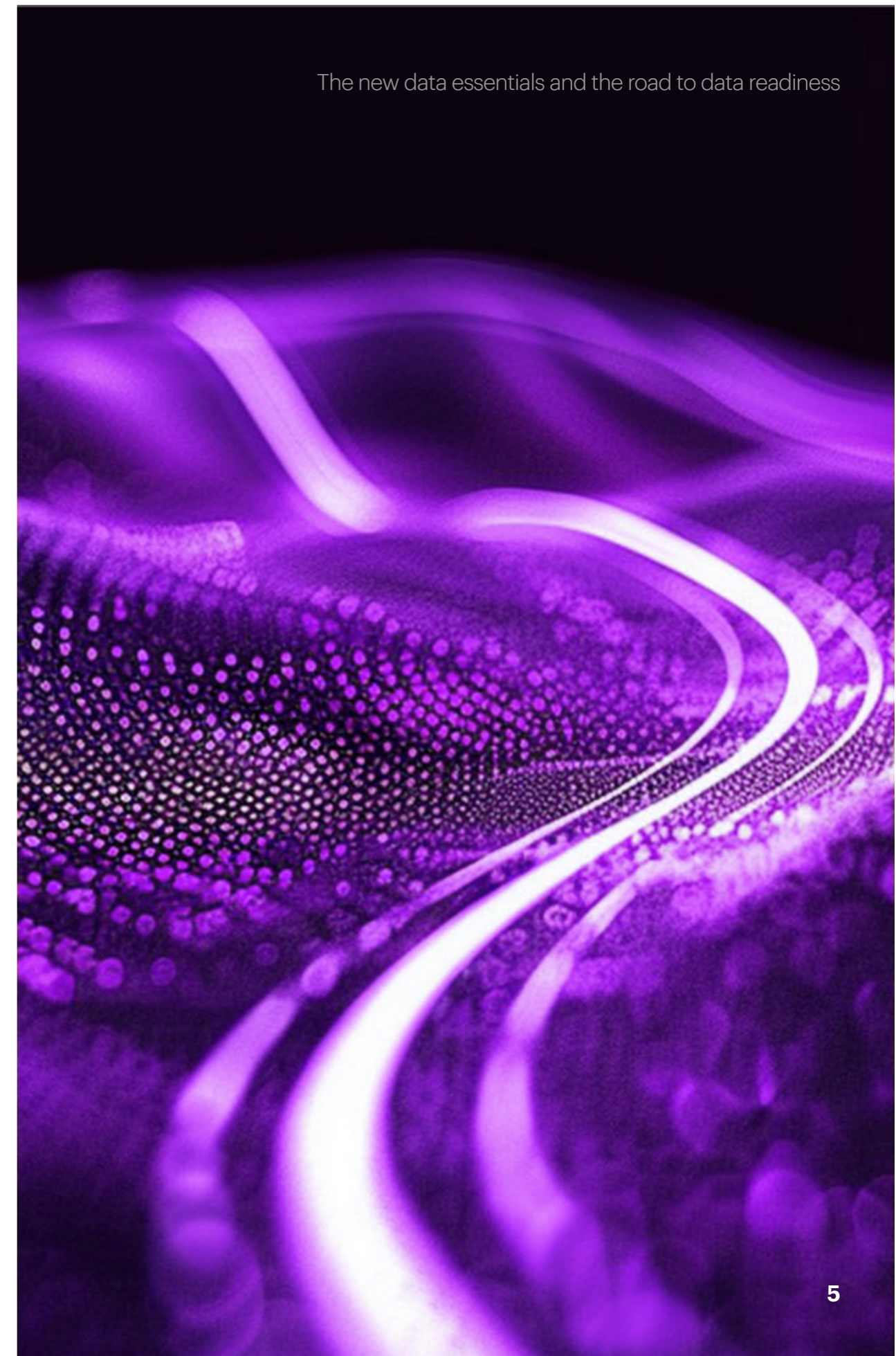
These results would not have been possible had the bank not consistently invested in its digital core, harnessing the power of cloud, data and AI to facilitate the rapid development of new capabilities and insights. For example, bank-wide data, predictive analytics and business intelligence deliver a holistic view of the current and lifetime profitability—and likely behavior—of every customer. BBVA is also using Amazon Web Services to create a new global data platform to provide all business units with a unified view of their data and access to more efficient data processing, analysis and insights.

By combining first-party data with new data sources to deliver a step-by-step view of the customer journey, BBVA’s new digital sales model helps the bank prioritize sales initiatives for new customers and cross-sell to existing customers. The new model incorporates strategy and planning, paid media, search engine optimization, marketing automation, analytics, and content production for BBVA’s digital channels to reach individuals in hyper-personalized ways.



“Every organization wants to be a data and AI company — that’s the only way they’ll stay ahead of the competition. However, many are still struggling to transition GenAI projects from pilot to production due to privacy, quality, and cost concerns. Databricks Mosaic AI provides support for building and deploying compound AI systems, which offer higher production quality, lower costs and accurate, safe and governed AI applications. We’ve been working with Accenture to give customers the confidence to build and measure these production-quality applications. Databricks delivers data intelligence: AI that can reason on a company’s proprietary data.”

**Ali Ghodsi,**  
Co-founder and CEO at Databricks



## 2

# Your unstructured data holds untapped potential

While structured data is pre-processed and forced into IT systems to give a pre-conceived view of information, unstructured data—encompassing formats like text, images, audio and video—is rich with contextual information. This is why unstructured data has so much potential, because it provides a real-life, unfiltered representation of a company's business. Generative AI excels at processing unstructured data types, transforming it into valuable business insights and applications. Like turning a how-to video into a list of product features, summarizing a voice call or spinning

up marketing content.

When unstructured data is combined with structured data, it adds the context needed to enable more human-like communication: it contains signals for tone and personality, look and feel that drives much richer interactions.

### Key things to consider

- To unlock the potential of unstructured data, it must be made more available: Extend data architectures, security and governance to make unstructured data more usable across your business.

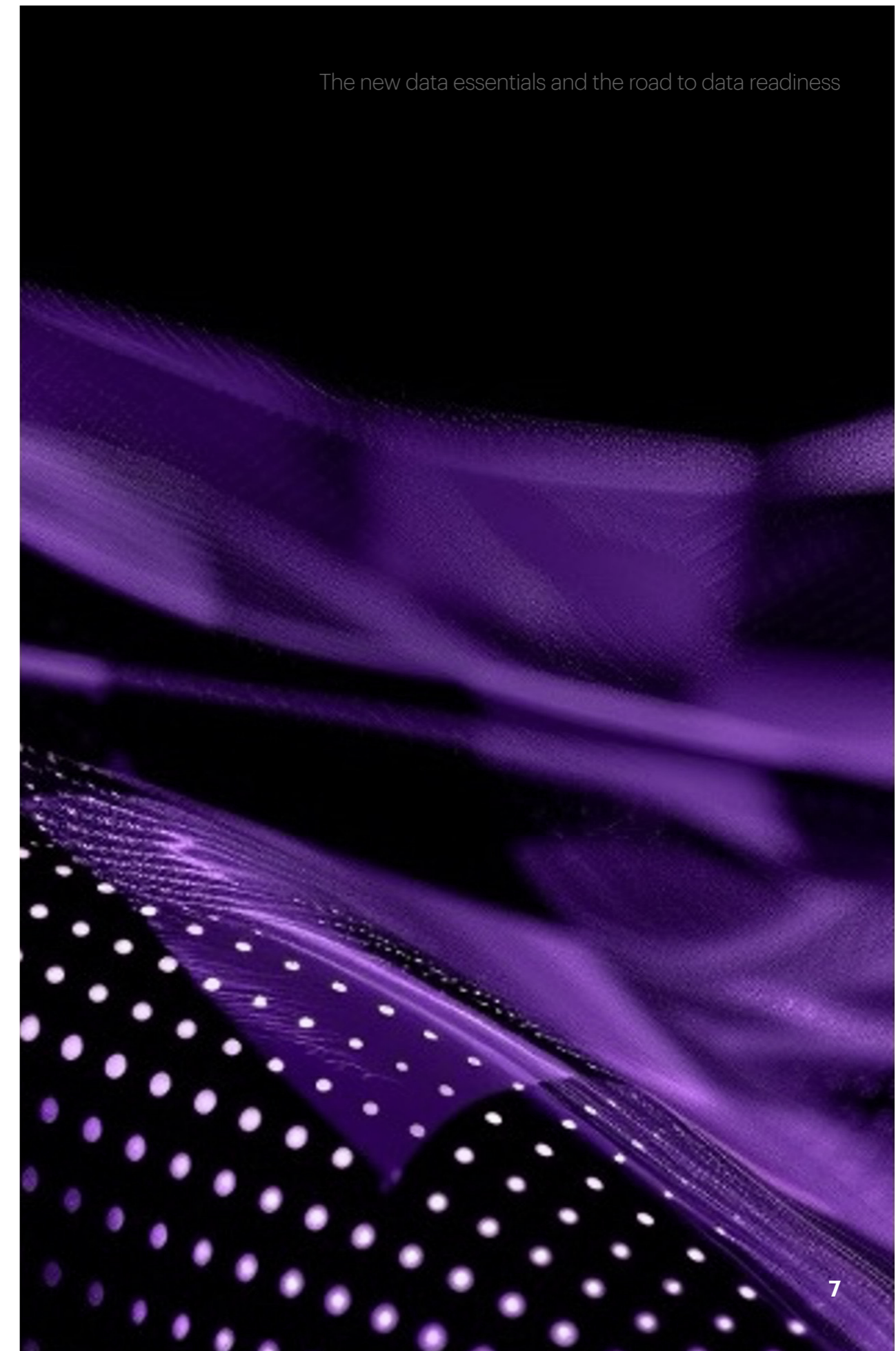
**For many years, Fortune has rigorously collected and analyzed complex financial data on the largest companies in both the US and the world in order to create the iconic Fortune 500® and Fortune Global 500™ lists.**

Together, [Accenture and Fortune](#) collaborated to transform that business knowledge into a Fortune Analytics™ LLM tool—an intuitive, user-friendly, generative AI-powered platform that provides access to insights from the Fortune 500® rankings.

The platform is powered by Accenture's foundation model services and proprietary large language model assets and is fine-tuned with comprehensive Fortune datasets. Users can receive useful graphical data visualizations like scatterplots, line charts and bar charts generated on demand by the Large Language Model based on the user request.

“It’s estimated that between **80% and 90%** of the world’s data is unstructured, representing a vast, untapped reservoir of insights. Imagine what your teams could achieve if they could tap into that information - getting summaries of sales meeting transcripts or sentiment trends from customer service calls or social media communications. By harnessing unstructured data, organizations can enhance customer support, pinpoint emerging issues, accelerate operations, and maintain a competitive edge. Now, envision taking this a step further: what if your teams could query this data using natural language, asking questions like, ‘What were the top issues in this quarter’s customer service calls?’ These are the kinds of real-world applications we’re already seeing with Cortex AI, showcasing the transformative power of tapping into unstructured data.”

**Sridhar Ramaswamy,**  
CEO of Snowflake



## 3

## Synthetic data is key to filling in data gaps

AI is hungry for data—and the more complex the task or output, the more data is required. AI needs data in a specific format and immense volume which may not be available in a sample data set, and that is where synthetic data can help. Synthetic data addresses the scarcity of specialized datasets, enabling companies to explore multiple scenarios without the extensive costs associated with real data collection.

For example, a company might use synthetic product and customer data during market-testing to save time and resources. It can also be used for risk-management, designing “what-if” scenarios, and even to remove bias.

A domain expert may even use generative AI to create synthetic data to perfect the quality and coverage of data needed for fine-tuning a custom model.

Synthetic data also addresses certain data risks. It can be used to train AI models without transgressing privacy if the data is sensitive. In cases where data is regulated, keeping copies of synthetic data rather than the original reduces risk in case of a breach.

### Key things to consider

- **Generative AI itself can be used to create synthetic data: using a larger LLM to generate the data needed to fine-tune a smaller LLM offers a cost-effective approach, without sacrificing accuracy.**

### How digital twins and expert knowledge fill in data gaps needed to create an AI-powered supply chain

Many companies struggle with an inability to quickly address unexpected operations events. For example, in an automated warehouse, an auto-guided vehicle gets stuck, products are unavailable, equipment is missing. There is a lack of data needed to “see” what was happening and what could be done about it.

A combination of synthetic data and expert knowledge can fill the gaps beyond investing in operations data. Digital twins can simulate warehouse operations that are validated with operational data and employee know-how to power AI that predicts the next best action when operation anomalies occur. These twins also serve to enable what-if analysis for simulating new scenarios and to validate AI recommendations to see the impacts in throughput in the warehouse and reduction of waste. It paves the way to generative AI agents that can research, plan, and recommend a course of action.



**"Agentic generative AI workflows, coupled with responsible AI frameworks and centralized data management and governance, are the path to success, enabling seamless interaction with enterprise data to deliver insights and next best actions via a click or voice command. PepsiCo is well on the path to realise this vision to build the next gold standard in data management in the age of generative AI"**

**Magesh Bhagavati**

SVP Global Head of Data, Analytics and AI  
PepsiCo



## 4

## Generative AI makes it easier to reuse data for new purposes

So much of today's data is locked in silos and functional domains, limiting potential and collaboration. Generative AI facilitates the use of cross-functional data, enabling the reinvention of end-to-end business processes that cut across functions and value chains.

Generative AI helps surface the right information at the right time to the right user in the right context. Think, how much better would life be if customer service could "see" the required updates based on exact specifications from product R&D. Or marketing could know right away that supply chain can keep up with their promotion. Access to cross-functional data breaks down boundaries and opens up the organization to new ways of working.

### Key things to consider

- Every part of the business must make the shift to make data available, treating it as a product that's packaged to be safe, easy-to-use and able to provide trusted insights.
- Companies must invest in the architectures and operating model needed to create, use and manage these data products. For example, a semantic layer that captures the context needed to make data easier for humans to understand and for generative AI to work with.

**Turning enterprise data into knowledge entails sharing deep subject matter expertise between many people and sources. This process takes a considerable amount of time—days, weeks or even months. But thanks to the power of generative AI, we're now able to shorten that time frame, going from data to knowledge to real-time insights in just minutes.**

That's what Accenture is doing with a large luxury automotive company, using our generative AI platform EKHO (Enterprise Knowledge Harmonizer and Orchestrator) to collect and analyze its enterprise data. The platform uses large language models to intelligently answer complex questions across business functions and use cases.

The heart of the platform contains multiple AI-enabled applications (GPT agents) that intelligently choose the right data source and pull information based on the user's question and enterprise-specific data.

Thanks to the platform's flexibility, EKHO can be applied to a vast number of tasks across the company—and on the showroom floor.

**“The secret value of LLM and generative AI is not only about answering questions about the world but also about algorithmically detecting human intent. For years technologists have struggled to understand what users want and need dynamically and automatically. LLM solves this problem now for every org and that means dramatic acceleration of value capture from interacting with data. And it also means that hyper-personalization for every user and customer is the new normal.”**

**Kendall Clark,**  
CEO & Founder, Stardog



## 5

## Generative AI accelerates data risks

Most new opportunities come with new risk, and generative AI is no exception. It introduces new challenges particularly when it comes to data governance and security. There are a number of common blind spots that organizations must address to mitigate these new risks:

- **Pre-built biases:** Depending on how a foundation model was built, or the data it was trained on, a model can be pre-built with biases. Enterprises must remove those biases before they integrate a model into their existing systems. Doing that needs data to validate and correct for inaccuracies.
- **New data types:** Organizations typically use data processes designed for structured data, but generative AI introduces new data types and more dynamic data flows, increasing vulnerability.

- **Greater access:** Generative AI makes data and AI tools more accessible but lacks safeguards against human error, emphasizing the need for training and a culture of collective responsibility to mitigate risks.
- **Increased attacks:** Generative AI introduces new attacks to data whether through creating deep fakes, data poisoning, or even making it easier to de-anonymize data.
- **Maintaining data quality:** Data quality in the context of generative AI is an ongoing requirement, not a one-time task. Continuous enforcement of data quality and lineage is essential to ensure scalability and model accuracy.

### Key things to consider

- Transparent and public commitment to robust governance and security measures will build trust and enhance brand value.
- A well-communicated strategy should be paired with training and programmatic tooling (e.g., including emerging capabilities privacy preserving technology).

**As leaders navigate the opportunities presented with AI, they're asking "How do I govern AI in a responsible manner? How can I activate its value, mitigate its risks, and build trust with my customers, my employees and my shareholders?" Risks include bias, hallucinations, workforce transformation and displacement, or even cyberattacks.**

[Accenture's Responsible AI Compliance program](#) rests on a set of principles based on Accenture's core values and our overarching Code of Business Ethics. We apply these principles to the AI systems we design and build for internal use and the work we do with clients, partners and suppliers. Accenture's Responsible AI principles are: Human by design; Fairness; Transparency, Explainability and Accuracy; Safety; Accountability; Compliance, Data Privacy and Cybersecurity; and Sustainability.

**The program's four elements activate ethical AI for real life usage:**

**Establish AI governance:** Raise leadership awareness, establish a governance structure, implement principles, policy and standards, and set up an internal program team.

**Conduct AI risk assessment:** Conduct a preliminary risk assessment and regulatory/enforcement review and create screening and assessment processes.

**Enable systematic RAI testing and program:** Institutionalize your approach into a compliance program, implement standards for purchasing AI, embed controls into technology, processes and systems, and develop testing tools and persona-based training.

**Ongoing monitoring and compliance of AI:** Enable ongoing monitoring and compliance through quality assurance programs, monitor capabilities for compliance program effectiveness and post-deployment use case compliance.



6

## Generative AI, applied to data, jumpstarts data readiness

It's not just about what your data can do for generative AI, it's also about what generative AI can do for your data. Applying generative AI to your current data processes can enhance various aspects of the data supply chain, from capture and curation to consumption.

Generative AI can help summarize and classify business data requirements; automatically generate design documents, test cases and data; and generate runbooks and deployment scripts. It can be used to help users find, contextualize and use data.

It also provides opportunities to leap-frog legacy systems and slow ways of working. For example, generative AI supports the reverse-engineering of an existing system prior to migration and modernization (see global pharma example).

There are many opportunities to apply AI to your data migration and modernization programs, using generative AI to add to your human expertise and handle the mundane. For example, a multi-agent system can work together to automate the tasks of refactoring code from source to target. One agent coordinates workflow, another handles the code conversion and yet another agent provides contextual insight. The contextual insight agent retrieves the context of the application by working with agents that are specialized in explaining the functionality of the source system and target system. Each agent fulfils a different fit for purpose task to deliver high accuracy outcomes.

### Key things to consider

- Applying generative AI broadly across the data supply chain, requires investing in maintaining a knowledge base of data about data (metadata, descriptions, service tickets, etc.)
- In transforming the data lifecycle, processes like data governance and quality also need to be updated to keep pace.

### A global, multi-billion dollar pharma company is utilizing generative AI to expedite the upgrade of its COTS product stack from Oracle Database to PostgreSQL and transition legacy on-premises modules to the modern cloud platform of COTS provider.

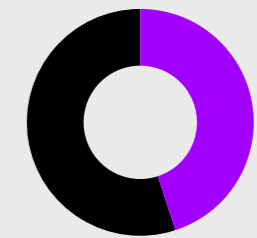
The organization faced the risk of losing complex product and data customizations mapped to their business processes, engineered over several years. Documenting or replicating these would have required several months of heavy effort from multiple teams, including domain SMEs, data engineers, systems analysts, and testers.

Using generative AI, the team reverse-engineered existing legacy customizations and mapped them to pharmaceutical business process models. This approach allowed them to understand the data models, entity semantics, and rules of the legacy system accurately, without relying on critical SMEs or analysts. Then, generative AI was used to forward-engineer these text summaries into functional specifications to convert Oracle packages to PostgreSQL code and auto-generate test cases in Selenium.

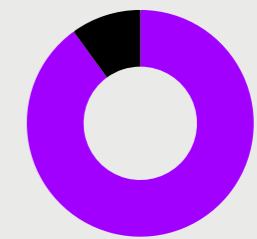
The use of generative AI enabled crating the first versions of functional specifications, data code (Oracle, PGSQL) and test cases for this 12-month program. This resulted in eliminating toil and cognitive load of engineers scaling the overall developer experience, while allowing the same engineers to rapidly create deliverables across multiple technologies with ease (Oracle, PostgreSQL, Python). The organization saw skill sets enhancing and innovation democratization as additional benefits, when using Generative AI.

### Applying generative AI to this organization:

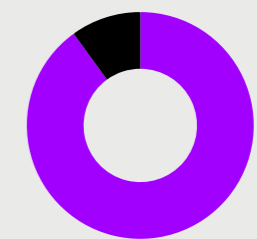
Reduced the production deployment timeline, by **two months**



Saved **45%** of the data engineers' effort



Saved **90%** of the testers' effort

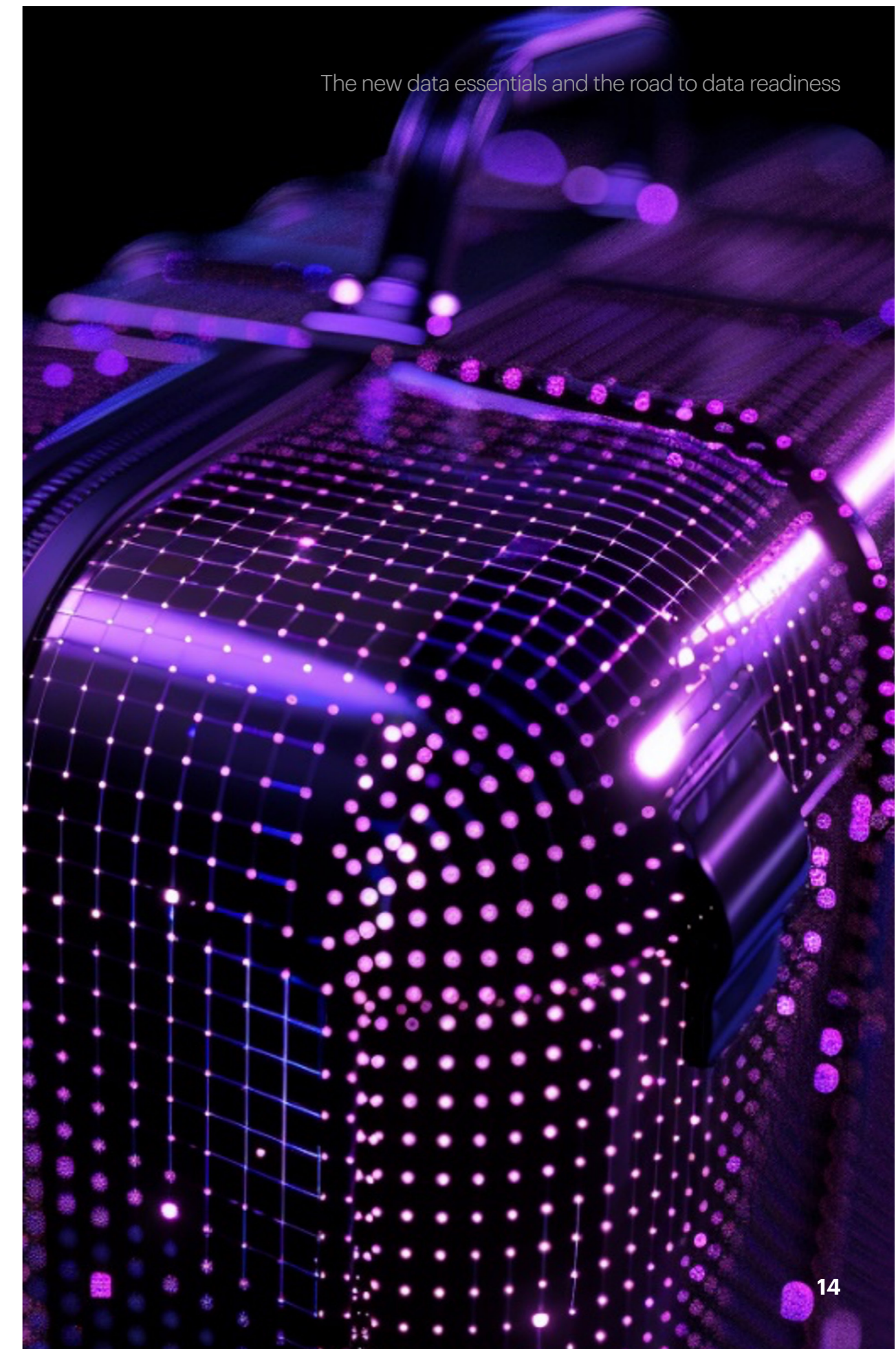


Achieved **90%** defect removal before User Acceptance Tests



"There is a lot of attention in making enterprise systems ready for LLMs, and there is also incredible opportunity to use LLMs to change the way we operate and leverage the cloud and existing data systems. Going beyond code generation, LLMs can transform how we analyze data, connect to enterprise APIs, and build fundamentally new human aligned technologies. At UC Berkeley, we have been collaborating with Accenture to advance cutting edge research in agentic systems, human alignment, and AI integration with large-scale data systems."

**Professor Joseph Gonzalez,**  
Co-Director, of UC Berkeley's Sky Computing Research Project



# Mining your data's full potential

12 actions to help you move forward

Companies are sitting on a goldmine in potential value in the form of their proprietary data – even more so when you factor generative AI into the mix. It's time to dig in. The journey to data-readiness can be accelerated by keeping these 6 things in mind. Now that you've got this information, how do you move forward and ready your data?

We've identified a foundational set of capabilities that every company needs to unleash the intrinsic value of their enterprise data. Here we recommend key actions companies need to take to ensure these capabilities are ready for generative AI —whether they plan to consume full-stack generative AI powered applications or are making the investment in building custom models. Companies who have made investments already are ahead and can apply generative AI at scale. For those are not yet ready, generative AI applied to data offers a chance for these companies to leap-frog their readiness.



## Strengthen data capabilities through 12 key actions

We've identified 12 key actions that every company can take to strengthen their data capabilities. These actions are not sequential, they're just the foundational actions every company needs to take to build their data readiness for generative AI.



**Data architecture and platform:** Unlocking data value requires extricating data from silos and extending data mindsets across the cloud continuum. With generative AI it's more important than ever to establish a cloud-based infrastructure, to adapt your architecture for new data types, and to evaluate ecosystem partners.

1. Create a data infrastructure on cloud to make data more secure, accessible, and usable. Generative AI solutions are cloud native, and keeping data closer to the models accelerates model development and adoption, and makes it easier to access accelerated infrastructure like GPUs.
2. Extend your architecture to address new types of data (e.g. unstructured, 3rd party, real-time, synthetic) wherever it resides on the cloud continuum (e.g., hybrid, multi-cloud, edge). Revamp your architecture to prepare for generative AI by adding vector databases for unstructured data and knowledge graphs to capture context for foundation models, to ensure data is relevant to your business. Accelerate this transformation by using generative AI for data mapping, modelling, and generation.
3. Evaluate your ecosystem partners and decide whether you will build capabilities now or buy ready-to-use solutions from the hyperscalers, cloud data and enterprise platform providers. Follow partner roadmaps closely. For example, Salesforce Data Cloud allows for zero-copy transfer via virtualization. SAP Datasphere provides semantic understanding of SAP Data i.e. SAP data with business context and logic. Oracle analytics cloud provides open connectivity enabling data access from Oracle and non-Oracle data sources with in-built connectors.

**For example,**

a company could have already started its journey to put structured data in the cloud, however, to enable generative AI use cases they could further invest in landing unstructured data into a vector database and create a semantic search capability. This could help them fast track delivery of complex use cases for employees.



**Data Management & Engineering:** With generative AI, taking a 'data product first' mindset continues to ensure the right-sizing and prioritization of data investments, but its also critical to adapt data engineering and management capabilities to accommodate new data types.

4. Cement a 'Data Product first' mindset across your organization. Invest in creating domain specific data products like Customer 360 that provide business context and meaning to data to help users access and interpret it. Build a marketplace that fosters a 'curate once use everywhere' approach.

Extend the data product approach beyond structured data to include data made more useful with generative AI (e.g., unstructured and synthetic data) and data required for generative AI (e.g., data for prompt, model evaluation, and fine-tuning).

5. Modify existing data engineering and management frameworks to cater to new types of data (unstructured, synthetic data creation). Extend how these datasets are labeled, classified, accessed and consumed. Improve data quality to reduce model hallucinations (something you didn't have to deal with before).

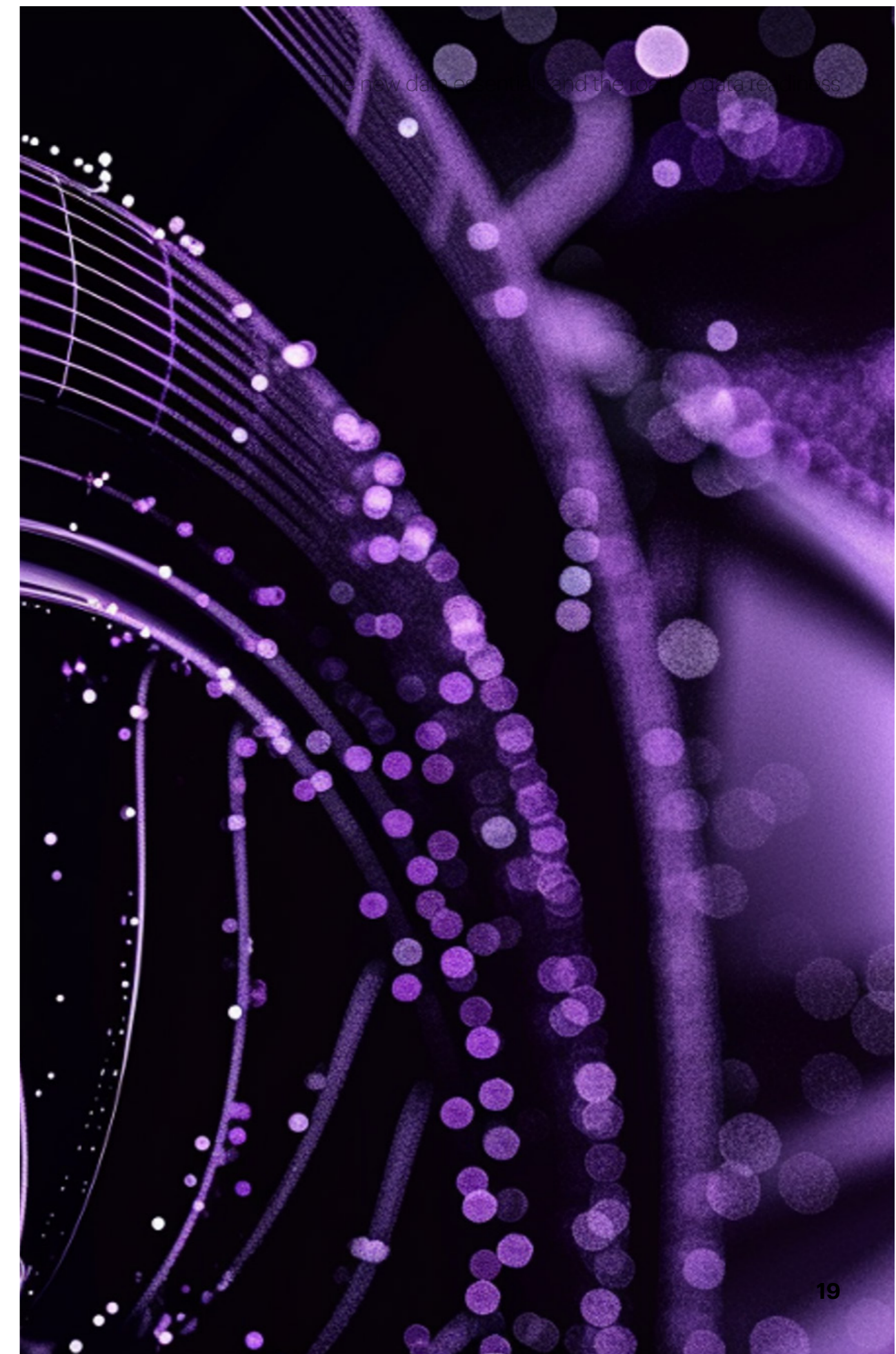
Use generative AI itself to help enhance core tools for building and managing data pipelines, enterprise metadata, ontology, data classification, tags and lineage needed to programmatically monitor data.

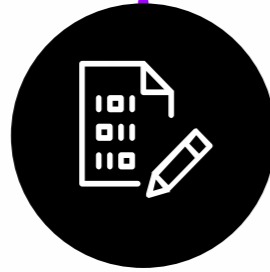
Together, these approaches lead to **Circular Data Pathways: generative AI creating better data products, which then supplies data to all parts of the business – including generative AI models themselves.** The data supply chain becomes powered by generative AI to drive new insights and experiences, which, in turn, augments the data supply chain.



**“As a large, global corporation that has grown through acquisitions, we have experienced the challenges posed by siloed and ungoverned data assets. This led us to embark on a transformative journey to establish a Data Product culture, a centralized Data Marketplace for data discovery and access, and a Data Governance operating model that enhances data quality and accountability. These initiatives significantly increase the value of our data for business decision-making and its application in Generative AI. Simultaneously, we are leveraging Generative AI to revolutionize the creation of metadata for data products, build a semantic layer that serves as the conceptual backbone of our business understanding, and create knowledge graphs that enhance the accuracy, speed, and contextual richness of strategic insights. This comprehensive approach has not only improved and accelerated our data journey but also enabled us to rapidly scale our metadata ecosystem with rich, robust, and accurate content, thereby driving confidence, user engagement, and the ultimate adoption and application of our data assets.”**

**Kyle Pudenz, DBA**  
SVP Enterprise Data & Analytics,  
Cencora



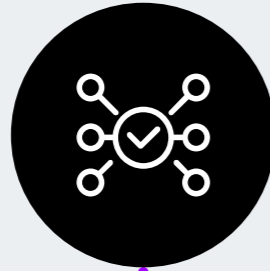


**Data Security and Governance:** Responsible data is the beginning of excelling in responsible AI. Establish responsible data policies and automated tooling to determine data compliance and regulatory needs for AI and generative AI usage.

6. Establish a responsible data access and usage policy (including generative AI usage) and safeguard rules against data leakage (including to/ from foundation models). Implement AI-driven automated monitoring and analysis of data access and usage.
7. Add programmatic protections to enable enterprise-wide abilities to discover, protect, and control data sharing IP and sensitive data. Generative AI makes data easier to use for new purposes, but it is not enough to have manual governance processes. Data-as-code protections are required to help ensure quality, lineage, and security at scale and secure data pipelines will help safeguard data throughout the lifecycle. Develop next generation capabilities for sensitive data workloads including confidential compute, privacy preserving technologies and advanced encryption
8. Determine data compliance and regulatory requirements especially in the context of using data for AI/ generative AI and establish guidelines to meet such requirements. This includes GDPR, EU AI Act and sovereignty requirements, as these will impact the ecosystem capabilities you can use now versus in the future.

**For example,**

a company could uplift policy, controls, training and governance on the responsible use of data and AI. They could create a controls handbook and update model development methodologies to operationalize upstream policy uplifts and ensure guardrails were in place for model development. This would build confidence and empower the business that they could apply AI and use data in a responsible manner



**Operating Model:** Generative AI makes it even easier to democratize data access across all people. Create a central design authority for data use and enable skills for data practitioners and domain experts from across the company.

9. Pivot your operating model establishing a centralized design authority. This team will create guidelines and guardrails for data use and value tracking, and scale the new skills needed to deliver the desired outcomes. The design authority should designate a team of change architects who will lead the reinvention of the business including the updates to the technology and ways of working. Empower the business to shift their focus to becoming domain coaches, bringing function and industry context while establishing ownership of data with those who are best placed to right-size investments and shape data to maximize value.
10. Reinvent ways of working and enable skills—both for data practitioners who need to make data ready for generative AI, and for domain experts who serve a critical function: to validate and reinforce generative AI insights, and to become the example from which the AI model learns.

Accenture rolled out an R12 framework, which defines future focused roles for specialized Data & AI practitioners and creates new learning opportunities to help those practitioners deepen their skills. Accenture's Data Academy, enables rapid reskilling of existing roles like Data Engineers to understand how to leverage generative AI. Accenture has now also rolled out LearnVantage for its clients as a new learning service.



**Data Strategy & Value:** As publishing and reusing data products becomes the new norm, establish systems to track and optimize the costs and use of data including that of generative AI models.

- 11.** Re-allocate capital to apply generative AI interventions on data itself, using the data domain as a proving ground for using generative AI to drive efficiencies and reinvention. For example, free up capital by moving investments away from pre-configured dashboards towards a more fluid “AI for BI” that allows more dynamic question-answering from the data.
- 12.** Generative AI can get expensive especially when you scale. Establish systems to track, measure and optimize the cost and usage of data and generative AI models (Observability, FinOps etc.). For example, using the model switchboard to control and optimize for costs based on performance trade-offs.

**“We have consistently prioritized value quantification in our data and analytics initiatives, so much so that we established a dedicated value workstream. Their analysis has enabled us to confidently attribute a significant return on investment to many initiatives over the last two years. Much of this quantified value stems from strategic business initiatives enabled by our data platforms, including dynamic personalization fueled by customer data, our data-driven loyalty programs, and improvements in restaurant operations.**

**A key current focus is on unlocking the vast potential of generative AI by leveraging our robust Data & Analytics ecosystem. To accelerate data accessibility, we are advancing innovative solutions that deliver data-driven insights directly from natural language. The gains we anticipate are substantial when we integrate this capability into numerous production data products across the company. We are laying a solid generative AI foundation that will not only enhance internal operations but also elevate the customer experience. This is just the beginning of an exciting and transformative journey.”**

**Matt Sandler,**

Senior Director of Data & Analytics, McDonalds



# The road to data readiness

Remember—you already own the most valuable asset in the era of generative AI: your data. Now you need to make sure your data is ready for generative AI. By understanding the 6 ways that generative AI has reinvented data, and the 12 key actions you can take to improve your data readiness, you too can pull ahead of the pack.

## 6 ways generative AI has reinvented data

1. Your proprietary data is your competitive advantage
2. Your unstructured data holds untapped potential
3. Synthetic data is key to filling in data gaps
4. Generative AI makes it easier to reuse data for new purposes
5. Generative AI accelerates data risks
6. Generative AI, applied to data, jumpstarts data readiness

## 12 actions to take to improve data readiness

1. Create a data infrastructure on cloud to make data more secure, accessible, and usable.
2. Extend your architecture to address new types of data wherever it resides on the cloud continuum.
3. Evaluate your ecosystem partners and decide whether to build capabilities now or buy ready-to-use solutions.
4. Cement a 'Data Product first' mindset across your organization.
5. Modify existing data engineering and management frameworks to cater to new types of data.
6. Establish a responsible data access and usage policy.
7. Add programmatic protections to enable enterprise-wide abilities to discover, protect, and control data sharing IP and sensitive data.
8. Determine data compliance and regulatory requirements and establish guidelines to meet such requirements.
9. Pivot your operating model establishing a centralized design authority and change architects.
10. Reinvent ways of working and enable skills—for both data practitioners and domain experts.
11. Re-allocate capital to apply generative AI interventions on data itself
12. Establish systems to track, measure and optimize the cost and usage of data and generative AI models.



If you're ready to tap your data's potential, Accenture is here to help. We've created a data readiness assessment that will level set where you are and identify where you could be (and the details on how to get there).

**And don't forget—generative AI powered applications and agents can help accelerate your journey, so that you can jump start your data readiness and scale generative AI.**

# About us

## About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 750,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities. Visit us at [www.accenture.com](http://www.accenture.com).

Visit us at [www.accenture.com](http://www.accenture.com)

Copyright © 2024 Accenture. All rights reserved. Accenture and its logo are registered trademarks of Accenture.

This content is provided for general information purposes and is not intended to be used in place of consultation with our professional advisors. This document refers to marks owned by third parties. All such third-party marks are the property of their respective owners. No sponsorship, endorsement or approval of this content by the owners of such marks is intended, expressed or implied.

# Authors



## Karthik Narain

Group chief executive - Technology



## Senthil Ramani

Lead – Data & AI



## Lan Guan

Chief AI Officer



## Teresa Tung

Lead – Data Capability



## Amit Bansal

Lead - Data Markets

