

# 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 six data essentials and the key actions that you can take to improve your data readiness, you too can pull ahead of the pack.

## Six data essentials in the age of generative AI

**01**

**Your proprietary data is your competitive advantage.**

**02**

**Your unstructured data holds untapped potential.**

**03**

**Synthetic data is key to filling in data gaps.**

**04**

**Connected data is the key to provide context for generative AI.**

**05**

**Generative AI accelerates data risks.**

**06**

**Generative AI, applied to data, jumpstarts data readiness.**

## Key actions to improve data readiness

**01**

**Understand the value and invest to maximize your data's full potential.**

**02**

**Reinvent your data architecture and governance for new opportunities and risks.**

**03**

**Apply generative AI to reinvent your data.**

