Cracking the code on data debt

The era of generative AI marks a game-changing moment for CSPs, empowering agentic AI to move beyond passive data processing and reactive automation, driving true business reinvention.

66% of CSP executives expect data and AI transformation to have a high to disruptive impact on their entire business.

However, accumulated data debt hinders the deployment of advanced AI/ML models and value trapped within CSPs' organizations.

72% of CSPs are struggling to implement and scale gen AI applications.

68% of CSPs cited data quality and consistency issues among the top three concerns in data management.

62% 66% of CSPs cite the growing volume and diversity of data as a key challenge.

Our Data Readiness assessment reveals that most CSPs lag in maturity, scoring at the lower end across all the key dimensions.

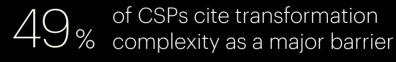**90%** acknowledge their Data Architecture is not yet highly mature.

97% report gaps in data consumption and adoption of data products.

99% recognize lack of Network/IT data integration.

Primary roadblocks and concerns for CSP executives are the complexity and high costs associated with big data transformation.

49% of CSPs cite transformation complexity as a major barrier

42% point to high transformation costs

41% struggle with limited ROI visibility

3 Accenture recommendations for cracking the Code on Data Debt

1 Rethink the approach to data strategy, governance and ownership, breaking down functional silos

2 Shift to modern Data Fabric architecture and data management processes

3 Leverage generative AI as the catalyst to solve data debt itself