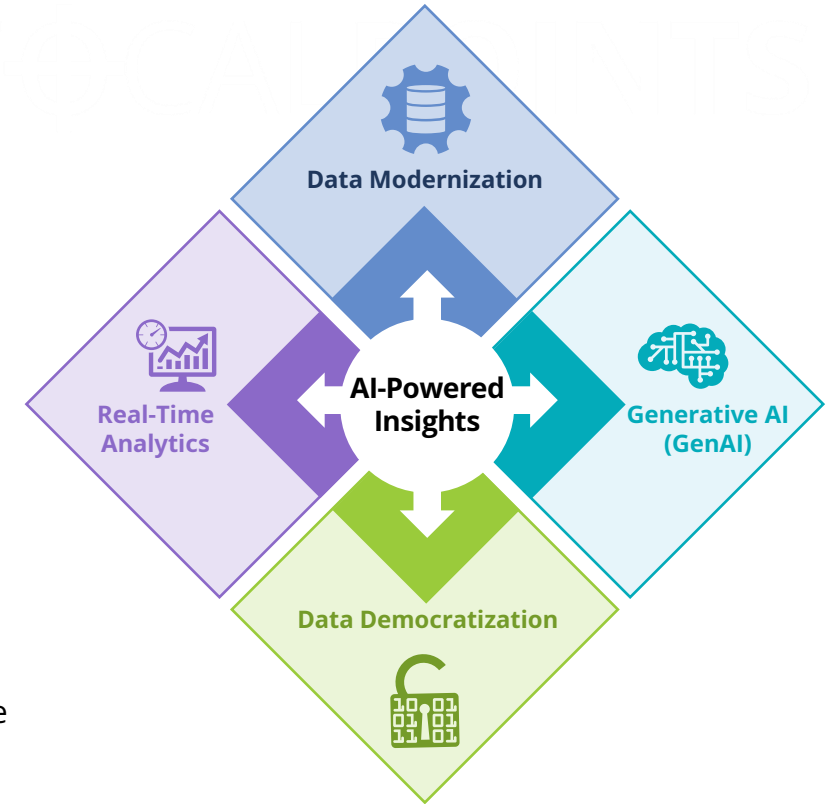


How to Get the Most Value From Advanced Analytics and AI Services – U.S.

The recent announcement that Databricks, an enterprise AI firm, reached a valuation of \$62 billion after its latest venture capital round underscores the appetite and high expectations businesses have for the benefits of advanced analytics. Assistant Director and Principal Analyst Gowtham Sampath, who wrote the **ISG Provider Lens™ Advanced Analytics and AI Services – U.S.** report, said U.S. businesses are ahead of other regions in the world when it comes to the democratization of data. “As more people in an enterprise have access to the company data, transparency increases and workers can make data-informed decisions to better serve customers.”

The Enterprise Challenge

- **Fragmented data.** Customer data is spread across multiple systems, and the user may not have the right level of access to the data as soon as it is needed. There is not a comprehensive view of customers, if silos are not interconnected.
- **Real-time data lag.** Enterprises cannot have real-time insights without real-time data. What are the implications of the temperature rising inside the truck delivering frozen food, or pressure building up inside a reactor? The ability to scale analytics is limited if the infrastructure is limited.
- **Haunted by legacy systems.** Legacy hardware, software and operating systems may not be compatible with modern analytics. Legacy systems may be more expensive to maintain because of the high cost of manual skilled labor needed to operate.



Gowtham Sampath

Assistant Director and Principal Analyst

“Enterprises that can connect their silos seamlessly have a competitive advantage. The ‘You might also like ...’ suggestions must pop up before your customer leaves your website.”

ISG’s Advice

Create a unified data strategy. Focus on implementing customer data platforms. Find a provider with an industry-specific view that can integrate data from various touchpoints, such as social media, applications or omnichannel data sources.

Move to the cloud, as much as you can, as soon as you can to understand what the data you have collected means and to make data-informed decisions. Use low-latency networks and edge-based computing. Transferring data between edge computing and the cloud requires some orchestration. Work with a provider that has capabilities operating cloud native or multi-cloud or hybrid-cloud environments, stream analytics and cloud edge.

If you cannot replace legacy systems, use data platforms that support high advanced analytics. Adopt a data mesh or data fabric approach. Putting all the data in one basket, rather than in separate but connected baskets, requires more governance.