Maximize your data insights with AI

Chart your path to success by unlocking the power of your data

Data, the differentiator

In today's digital world, we find ourselves traversing a landscape dominated by rapid change and frequent disruption, all amidst the backdrop to one of the most significant technological developments since the inception of the internet, generative artificial intelligence (GenAI).

Data is the lifeblood of an organization, but what value is it, if it cannot be easily accessed, processed and leveraged? The appetite and demand to maximise the value of data may well be insatiable, but many organizations continue to struggle. And if they want to capitalize on GenAI, there is no time to waste as GenAI is only as strong as data allows it to be. Organizations will find the most value if they connect AI tools to a wide swath of internal data, allowing for more robust solutions that consider every conceivable information point and a stronger data chain down the line.

To help more organizations maximise their data insights, we conducted a new study, *Innovation Catalysts*, based on responses from 6,600 business and IT decision-makers (BDMs and ITDMs) responsible for driving or influencing innovation in their organization from 40 countries. In a three-part series, we double-click into key areas innovation leaders thrive in and explore where organizations across the world struggle:

This executive brief focuses on the second topic: **Maximizing your data insights.**

1. Build your innovation muscle.
How to make innovation part of your organization's DNA to lead in the AI-enabled world.
(Access here)

2. Maximize your data insights.
How to design a smart, flexible and resilient infrastructure to act on your data wherever it resides.

3. Embrace human-machine partnerships.
How to build an innovation culture and productive work experience where everyone thrives.
(Access here)

A paradoxical reality

Organizations are all too aware of the ever-shifting landscape, and only by successfully leveraging their data to drive innovation will they be able to keep pace with their competitors. Despite the scale of the task, 82% claim to be well-positioned competitively and believe they have a solid strategy for success.

But are organizations operating under a false sense of security? It appears so, with almost 1 in 2 uncertain about the near-term future of their industry. What's more, **57% are already reporting that they struggle to keep up with the current pace of disruption**. Escaping this paradox won't be easy, but by maximizing the value of data and acting on high-impact opportunities, organizations stand a chance.

Data paradox:

Data is currency, it flows through operations, fuelling decision-making processes and driving innovation. But it can also be increasingly complex and time-consuming to leverage. In fact, only 1 in 3 organizations report that they can turn data into real-time insights.

Encouragingly, organizations do recognise the value of data, with 81% agreeing they need to make improvements to ensure employees can access or share it faster. However, this is easier said than done, with nearly all (95%) respondents reporting that their organization face hurdles over the management of their data.

Security paradox:

Cyberattacks pose an increasingly growing threat, having impacted 83% or organizations in the past 12 months. While 82% acknowledge the reality and invest in solutions to reduce the attack surface of their IT ecosystem, many still find their cybersecurity operations lacking.

Underscoring the importance of a mature security posture, three quarters report that their security operations consist of patch management. While around two thirds believe employees go around IT security guidelines and practices because they delay efficiency and productivity.

Organizations need to embrace solutions that don't only protect from threats, but also build response and recovery protections. By adopting a Zero Trust framework, they can leverage this holistic and intelligent approach to combat the evolving cyber threat landscape.

IT Infrastructure paradox:

A modern IT infrastructure is critical, and organizations know it, viewing investment into modern, scalable technology as their #1 area to improve in order to drive innovation. And yet, by continuing to use a combination of cloud environments to uphold their IT infrastructure, alongside outdated technologies, organizations stifle their innovation goals.

Its clear organizations recognize the need for innovation, and the drive is there, but it's also glaringly apparent that they struggle when storing, accessing, protecting, and acting on data effectively. As the demand for data amplifies, so will the pressure, which poses the question – what impact will technological advancements like generative AI have?

The impact of GenAI

Generative AI is set to revolutionize how organizations conduct their business, with **81% agreeing that AI and Gen AI will significantly transform their industry**. It's understandable, then, why leveraging these technologies to transform their business is regarded as one of their most important innovation goals for 2024.

If implemented effectively, the benefits would not be confined to a single business area, but rather leverageable across the entire organization. In fact, half of respondents believe that the technology could grant their organization significant or transformative gains in productivity, IT security and the streamlining of processes.
As the landscape continues to shift, now is not the time to become complacent, but to implement strategies that embrace these innovative technologies. So, what is holding organizations back?

Despite generative AI's vast potential, its adoption is not a simple, challenge-free endeavor. Inviting and integrating a new capability into an existing environment comes with risks and uncertainties, both operational and data related. Security around data access and/or infringement appears to be the most common concern, with nearly four in ten reporting that it could hold their organization back from adopting Gen AI. However, it's not the only factor. Concerns about bias in data

models, lack of skills to build and/or utilize the technology and data governance regulations/compliance all have the potential to hold organizations back.

It's unsurprising that security is at the forefront of organizations' minds. Data loss in the modern age can have profound implications, impacting everything from business operations, financial stability to reputation. The call for regulations is therefore great, with **83% agreeing that AI regulations right now is important to maximize the potential for AI for generations to come**.

If organizations can navigate these hurdles, generative AI has the potential to become a powerful ally against the ever-evolving threat landscape. To the extent where nearly all (98%) ITDMs believe that the technology could be used in IT security to optimize and/or improve their security posture. Improving efficacy of threat detection, assisting with security policy development and designing security awareness training are all potential use cases that ITDMs believe Gen AI could offer their organization.

Artificial Intelligence is already broadly used in cybersecurity through analytics engines and machine learning – but as the next frontier draws near, GenAI holds the promise of enrichment.

Achieving your sustainability goals

Sustainable practices and environmental responsibility are at the forefront of people's minds, and in business, it's no exception. In recent years organizations have had to balance the importance of acting responsibly against their bottom line – and it's not been without its challenges. But while 63% continue to anticipate struggles with ESG standards, it does demonstrate an awareness and the growing commitment of their efforts.

- Prioritizing the use of sustainable products and solutions

- Defining time-bound plans to properly retire or recycle end-of-life IT equipment

- Investing in products with extended lifecycles (repairability, upgradability, durability)

Encouragingly, 79% confirm they have a clear sustainability roadmap, complete with defined goals, with a similar proportion approaching sustainability in the following ways: Gen AI can transform an organization's approach to sustainability, but it also adds a complex layer to an otherwise already challenging endeavor.

> In fact, nearly 6 in 10 believe using artificial intelligence will compromise their environmental sustainability efforts.
>
> ○ ○ ○ ○ ○ ○ ● ● ● ●

As pressures mount, organizations are increasingly looking externally for help, with **73% reporting that they need help from a third-party partner to achieve their sustainability goals**.

Maximizing the value of data

AI is transforming how we work and innovate. With hundreds of use cases, organizations must provide the right infrastructure and right environment for all of them. This requires the right data, strategy and a smart, flexible and resilient IT infrastructure to take proof of concept to proof of productivity. Maximizing the value of your data and adopting a data-driven approach will power your organization's innovation potential, aiding success in the future.

And you don't need to do it alone.

With Dell Technologies as your trusted partner on your journey to a modern data infrastructure, you'll overcome barriers to innovation, uncover new possibilities, reduce risks and shorten time to value. Together, we will maximize the value of your data and accelerate from ideas to innovation, faster.

Dive deeper into how to maximize your data value and visit **Dell.com/InnovationCatalyst** to get more insights on subsequent innovation leader best practices around building your innovation muscle and empowering your people.