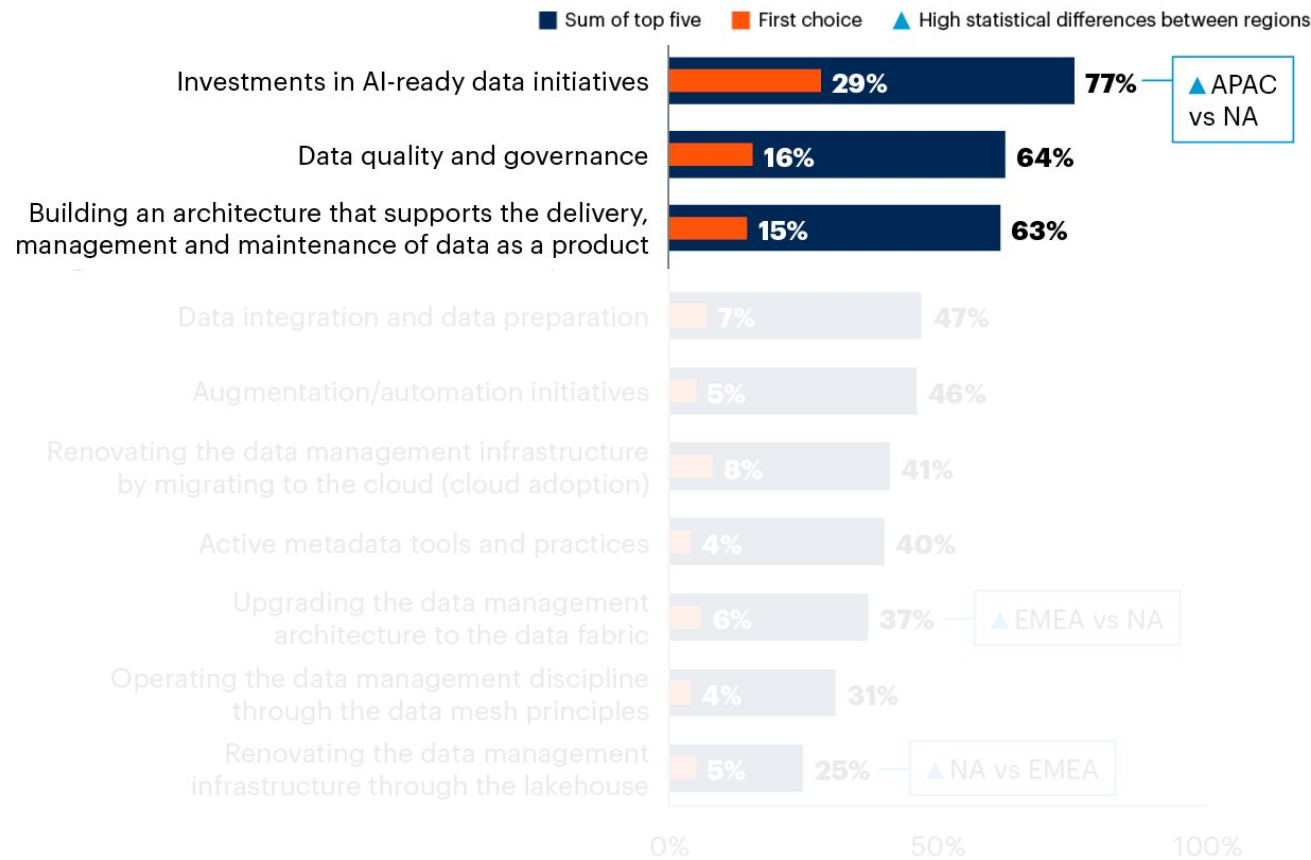# What does success look like?

1. Decisions Start with Data, Not Opinions

2. Data is Accessible and Trusted

3. Data Literacy is Woven into Every Role

4. There's a Shared Language Around Data

5. Data Champions Exist at Every Level

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Investment Trends

Top 5 Investment Trends in the Next 2-3 Years

■ Sum of top five   ■ First choice   ▲ High statistical differences between regions

Trend	First choice	Sum of top five	Region note
Investments in AI-ready data initiatives	29%	77%	▲ APAC vs NA
Data quality and governance	16%	64%	
Building an architecture that supports the delivery, management and maintenance of data as a product	15%	63%	
Data integration and data preparation	7%	47%	
Augmentation/automation initiatives	5%	46%	
Renovating the data management infrastructure by migrating to the cloud (cloud adoption)	8%	41%	
Active metadata tools and practices	4%	40%	
Upgrading the data management architecture to the data fabric	6%	37%	▲ EMEA vs NA
Operating the data management discipline through the data mesh principles	4%	31%	
Renovating the data management infrastructure through the lakehouse	5%	25%	▲ NA vs EMEA

0%   50%   100%

n = 247; all respondents excluding "not sure"

Q: What do you think are the top 5 investment trends for data management leaders in the next 2-3 years?
Source: 2024 The Evolution of Data Management Survey
821077_C

Gartner

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AI in 2025: From pilot projects to enterprise-wide adoption

76% deployed AI in **1-3 use cases**.

50% expect to **fully deploy AI within two years**.

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How 'at risk' are your AI projects?

"Through 2026, those organizations that don't enable and support their AI use cases through an AI-ready data practice will see over **60% of AI projects fail to deliver on business SLAs and be abandoned.**"

60%
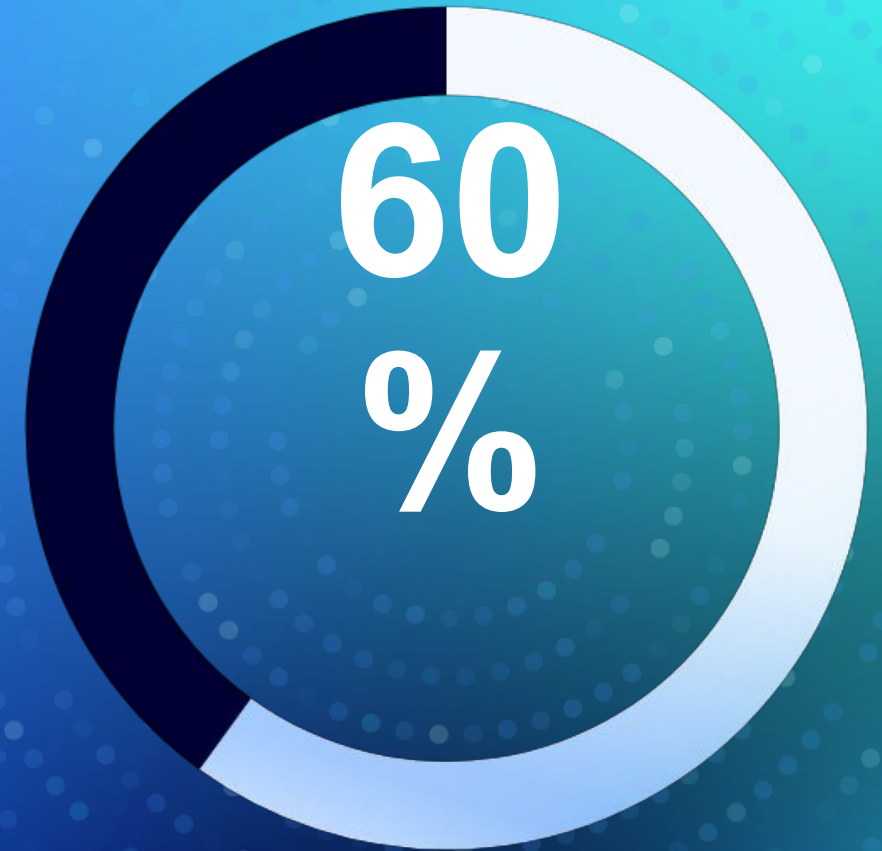
Gartner, "A Journey Guide to Delivering AI Success through 'AI-Ready' Data" by Ehtisham Zaidi, Roxane Edjlali, 18 October 2024.

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◆ + ◆

Any application that relies
on good data is going to fail **without
the right data governance.**

Actian 2025
Data Governance Research

Actian commissioned research
to assess data management
and governance challenges

_____

Surveyed 600 senior respondents
from 7 countries and 7 industries

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Why prioritize data governance?

Priority	Overall
Improved data quality	61%
Implementing AI	58%
Improved trust in data / decisions	47%
Improved compliance	42%
Improved Business Results	41%
Improved time to value	38%
Reduced data management costs	36%
Improved supply chain / ecommerce performance	31%
Accelerated speed to market	30%

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Where are companies stuck?

Data Management

AI

Data Architecture

Staff Training/Literacy

Data Quality

Governance

Culture and Organizational Readiness

"We have huge amounts of data… but our teams can't access it or trust it. That has to change."

Jim Farley
CEO, Ford

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Stuck? You're not alone

"We tried to become a software and analytics company... but we didn't realize how hard it would be to transform the culture."

General Electric (GE) –
Jeff Immelt (Former CEO)

"Data doesn't create value unless it's in the hands of the people who make decisions."
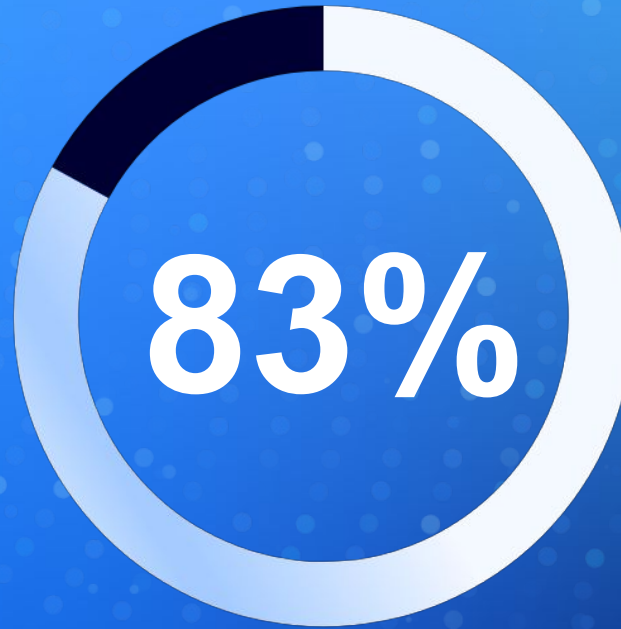
Procter & Gamble –
Filippo Passerini (Former CIO)

"The challenge isn't technology—it's culture. To become truly data-driven, you have to change how people think, act, and lead." Lloyds Banking Group – Zaka Mian

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Impact of improving data governance

93% anticipate significant or solid improvements in:

AI enablement

Data quality

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Maturity Disconnect

Radar chart axes: Data Governance, Data Management, Data Architecture & Integration, Data Quality & Governance for AI, Data Strategy, **Data Culture & Organizational Readiness**, Value Realization, Data Operations

Scale: 1, 2, 3, 4, 5

Sample Visualization

C-suite respondents rate maturity at **4.34**

Managers rate it at **3.88**

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Join us at booth #12 to continue the conversation

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