

Why AI Fails without Data Products and Data Contracts

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Chief Technology Officer

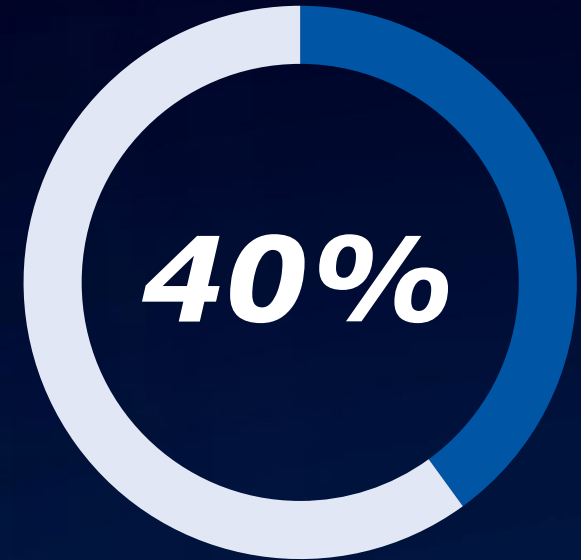
Scaling AI Is Risky



**Gen AI initiatives
deliver zero ROI¹**



**Organizations have
scaled AI agents²**



**Agentic AI programs
predicted to be
cancelled by 2027³**

¹State of AI in Business 2025, [MIT](#)

²The State of AI: Global Survey 2025, [McKinsey](#)

³"Executive Briefing on Emerging Technology: Agentic AI" by Daniel Sun, Tsuneo Fujiwara, 1 July 2025, [Gartner](#)

Why Scaling AI Fails



**Poor Data
Quality**



**No Data
Governance**



**Siloed Data
Assets**



**Inconsistent
Definitions**

The Foundation for Scalable AI

Data Contracts

Formal agreement between data producers and consumers

**Schema, Format
& Delivery SLAs**

**Access Policies
& Governance**

**Quality Thresholds
& Validation**

**Change Management
& Versioning**

Data Products

Curated, reusable dataset managed as an independent asset

**Defined Ownership
& Accountability**

**Built-in Quality
Guarantees**

**Self-Service
Discoverability**

**Standardized Schemas
& Semantics**

**Scalable
AI**

Action Survey Overview

We researched the relationship between data product and contract maturity and AI success



Survey Scale

300+ data and analytics leaders across industries worldwide



Respondent Profile

CDOs, VPs of Data, Data Architects, and ML Engineers at enterprise organizations



Focus Areas

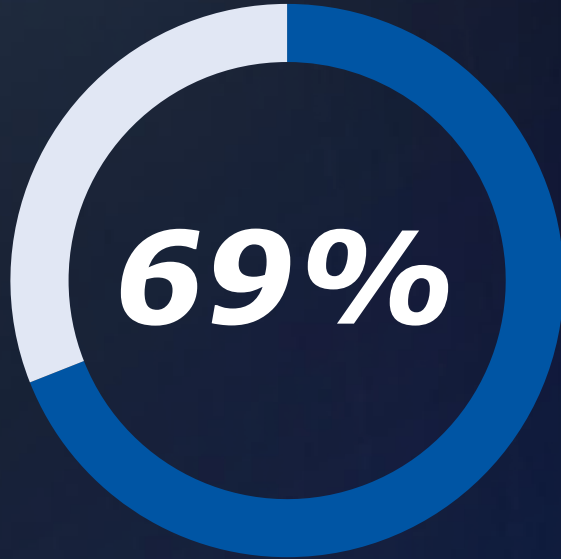
Data product and contract adoption, AI deployment maturity, and governance practices

What We Discovered

Data products and data contracts are one of the best ways to safeguard the success of your AI deployment at scale, especially for agentic and autonomous AI.

Think of it as an “easy button” for AI deployment.

Operationalizing AI: Data Products



Organizations deploy data products in active operational use

Up from 48% in 2024

21% jump in just 13 months

Among Data Leaders

93% of self-identified data leaders use data products

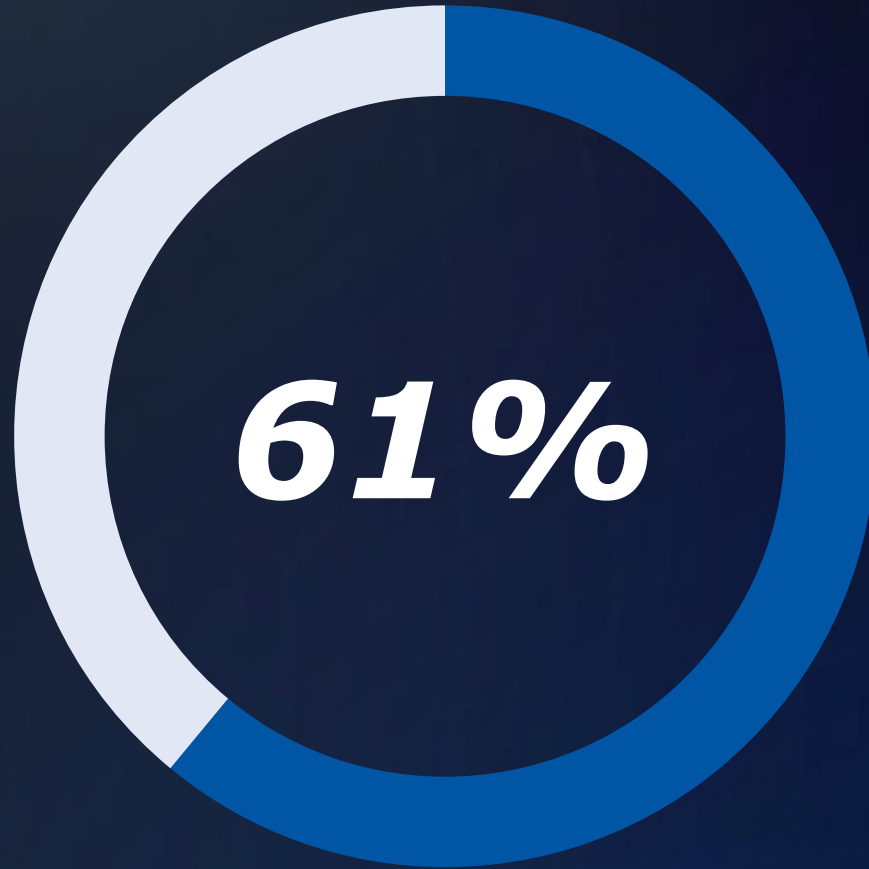
No Longer Experimental

Data products have moved beyond theory into mainstream execution

AI Benefits Correlation

Particularly strong among organizations already seeing AI benefits

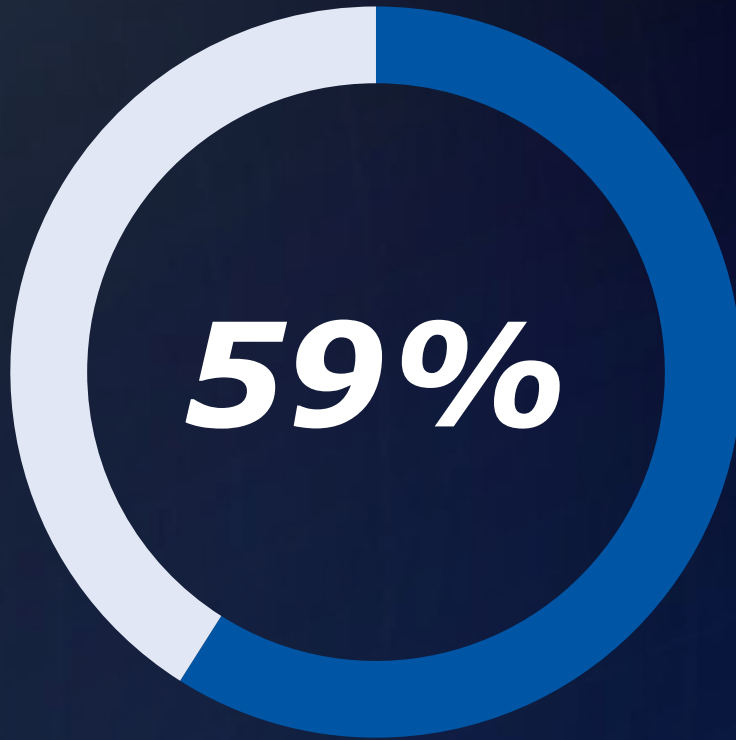
Operationalizing AI: Data Contracts



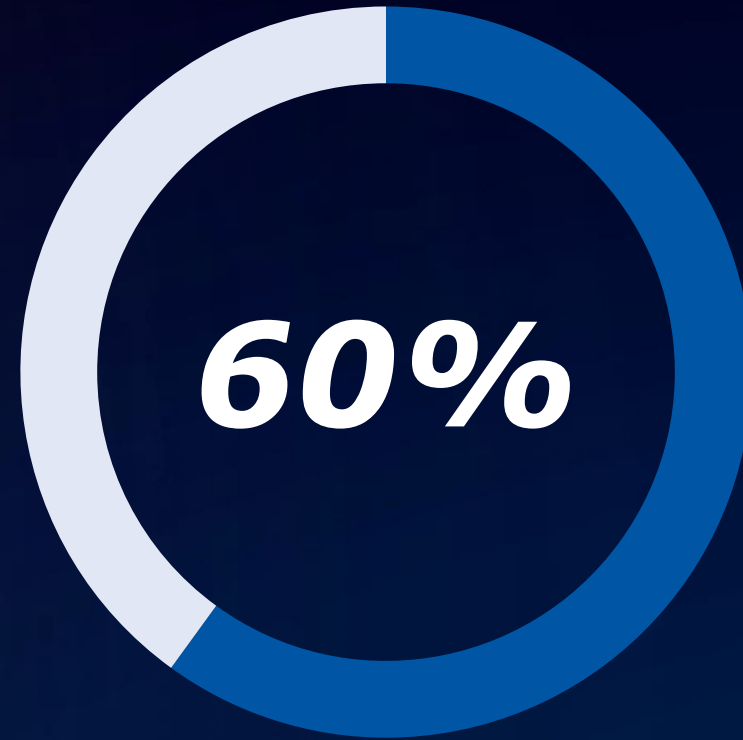
Respondents report using data contracts

Organizations adopting open data contract standards are significantly more likely to scale data products company-wide

Why Organizations Implement Data Products



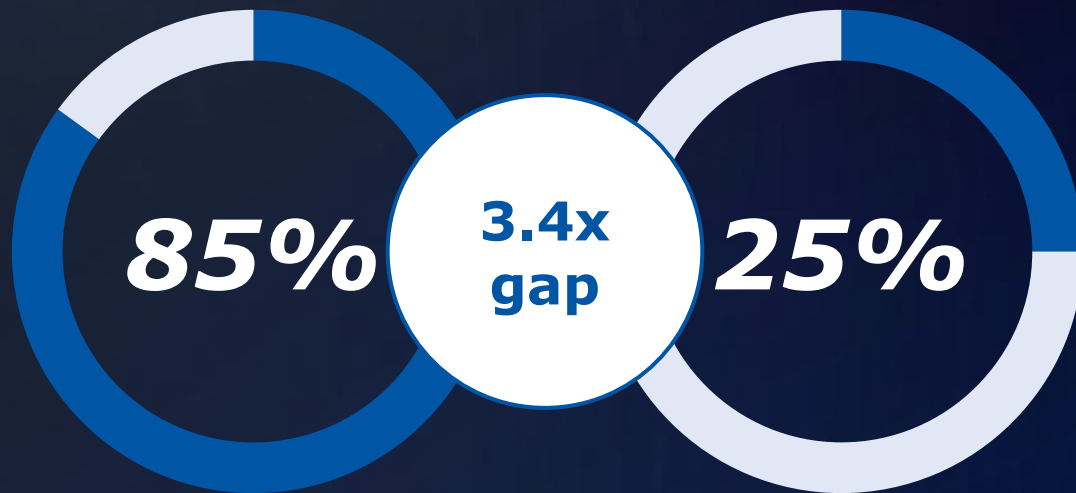
**TRUSTWORTHY INPUTS
FOR DECISIONS**



**TRUSTWORTHY INPUTS
FOR AI**

Relationship Between Data Product Maturity and AI Outcomes

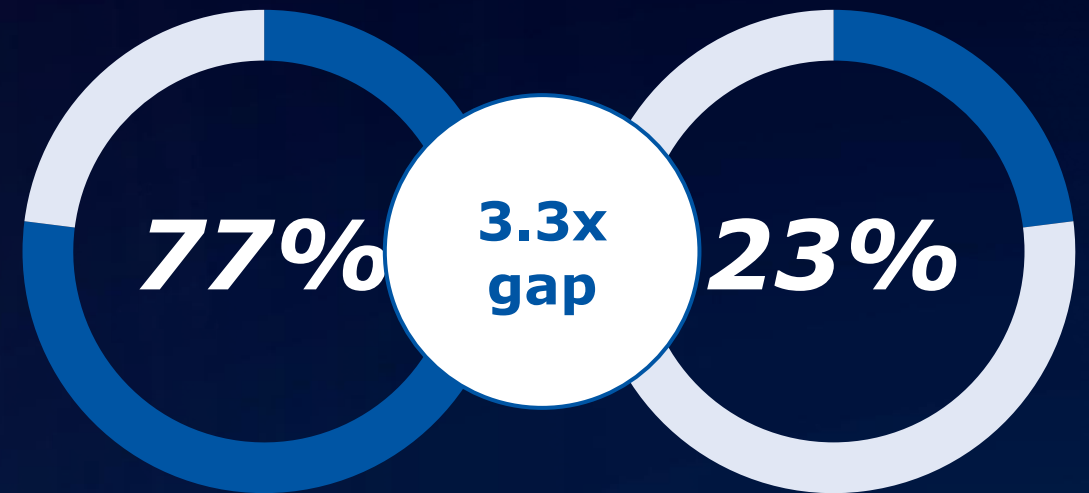
AI Projects in Production (3+)



**WITH COMPANY-
WIDE
DATA PRODUCTS**

**WITHOUT
DATA PRODUCT
MATURITY**

Agentic / Autonomous AI in Production



**WITH COMPANY-
WIDE
DATA PRODUCTS**

**EXPERIMENTING
OR NOT USING
DATA PRODUCTS**



"...the Actian Data Intelligence Platform was not only a tool that helped us, but it was also one of the foundations that made it possible... It makes it easy for them to figure out what data products we have, where the data is coming from, and in what visualizations the data gets used."

Martin Zürn, Head of Data Engineering

The Questions That Lead to Scalable AI Success

Data Products Coverage

To what extent do you have data products across multiple teams, or do they exist only in pockets?

The Questions That Lead to Scalable AI Success

AI Readiness Maturity

*Where are you in your
evolution toward
operationalizing AI readiness?*

The Questions That Lead to Scalable AI Success

Data Contract Coverage

Where are data contracts in place, and where are expectations still implicit?

The Questions That Lead to Scalable AI Success

AI System Data Dependency

Which AI systems depend on data assets without clearly defined quality, ownership, or change expectations?

Come Talk with Actian!

The time is now to de-risk how you scale AI — especially agentic and autonomous AI. That means embracing data products and data contracts.



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Enterprise Data Management*