

e& enterprise



Insights from

e& enterprise's AI & Smart Data

Conference Surveys



Table of contents

Executive summary	3
Harmonising data towards a unified truth	4
Ensuring integrity—governance in the digital age	7
Analytics to action—A path to insight-driven adoption	10
Unleashing value with generative AI	13
AI transformations in supply-chain management	16
Understanding minds through AI—advances in sentiment analysis	19
Conclusion	22
Our role	23
Strategic partners	24

Executive summary

e& enterprise hosted a conference attracting industry leaders and experts to explore the transformative impact of artificial intelligence and smart data on modern enterprises.

During the event, we conducted a series of real-time surveys during each panel session among over 100 participants. We gathered feedback on crucial topics such as data modernisation, data analytics and artificial intelligence.

This report presents insights that reflect the collective wisdom and experiences of our diverse audience, offering a comprehensive snapshot of the industry's current state and future directions.





Harmonising data towards a unified truth

Harmonising data involves integrating and aligning data from various sources to create a single coherent dataset.

This process is essential for organisations handling large volumes of data from multiple systems, departments, or external partners. The goal is to ensure consistency, accuracy and timeliness of data, thereby enabling better decisions and insights.



Key findings

The importance of a unified truth in data underlines its critical role in strategic decision-making. Organisations recognise that without a consistent and accurate data foundation, making decisions becomes challenging.

The primary challenges identified, such as ensuring data quality and dealing with varying standards, highlight the need for robust data-management frameworks and advanced tools.

The complexity of transforming data from multiple formats further emphasises the necessity for specialised technologies and expertise in data integration. The adoption of ETL tools, data integration platforms and machine-learning algorithms indicate a proactive approach towards data harmonisation. The aim is to streamline data processing and improve overall data reliability.

Insights

86%

of respondents consider a unified truth in data extremely important

12%

of respondents consider a unified truth in data very important

Challenges

48%

of respondents consider ensuring data quality and consistency across sources is the primary challenge

34%

of respondents consider varying standards across data sources the primary challenge

Solutions

60%

of respondents employ ETL (extract, transform, load) tools

48%

of respondents employ data-integration platforms

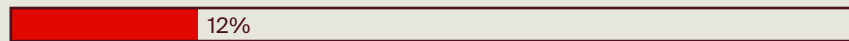
How important is a unified truth?

What is the importance of harmonising data across systems?

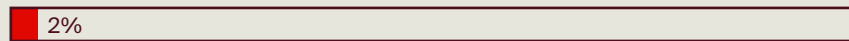
Extremely important



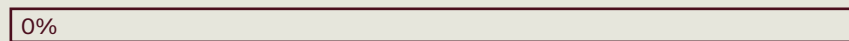
Very important



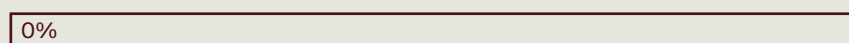
Moderately important



Slightly important

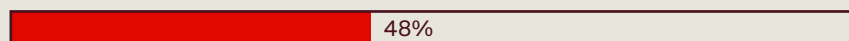


Not important at all



What is the biggest challenge when integrating data?

Data quality & inconsistencies



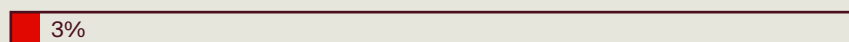
Lack of standardisation across sources



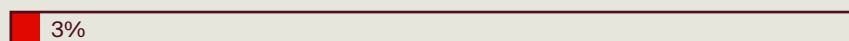
Complex processes



Limited resources & expertise



Security & compliance concerns



What do you use for data harmonisation?

ETL tools



Data integration platforms



Cleansing & profiling



Algorithms for data matching & merging



Scripts & programming



Ensuring integrity— governance in the digital age



Governance in the digital age involves frameworks, policies and practices to manage and control digital assets, ensuring data integrity, security and compliance.

Robust governance is critical to protect sensitive information, maintain trust and support business objectives amidst digital transformation.



Key findings

The research findings indicate a moderate level of effectiveness in data governance practices, highlighting the need for improvement.

Enhancing data accuracy, security and regulatory compliance is essential for fostering trust and driving operational excellence.

Addressing challenges such as integrating diverse systems and ensuring regulatory compliance requires specialised expertise.

Organisations must continually improve their governance frameworks to adapt to digital advancements, focusing on seamless system integration, compliance with evolving regulations and addressing skills shortages through training and development initiatives.

Effectiveness

58%

of respondents report they are moderately effective in data governance

22%

of respondents report they are very effective in data governance

Benefits

81%

of respondents report the primary benefit of strong governance is increased data accuracy & reliability

64%

of respondents report that the primary benefit of strong governance is enhanced data security & privacy

Challenges

66%

of respondents report the challenge maintaining governance was integrating multiple systems

44%

of respondents report the challenge maintaining governance is rapidly changing regulations

Governance in the digital age

How effective is your organisation at managing data and system governance?

Moderately

58%

Very effectively

22%

Effectively

14%

Very little

6%

Not at all

0%

What are the primary benefits of strong governance?

Increased data reliability

81%

Enhanced data security & privacy

64%

Improved compliance

45%

Streamlined processes

38%

Better risk management

34%

What challenges are faced while maintaining governance?

Integrating multiple systems

66%

Changing regulatory requirements

44%

High costs

36%

Lack of skilled personnel

36%

Resistance to governance practices

34%

A man with a beard, wearing a dark blazer over a light-colored striped shirt, is pointing his right hand towards a large digital display. The display shows various data visualizations, including a bar chart and a line graph. The background is a blurred office or conference room setting with warm lighting. A red banner is at the top left, and a red bar is at the bottom right.

Analytics to action—A path to insight-driven adoption

Analytics to action refers to transforming data insights into actionable strategies that drive business outcomes.

This approach leverages data analytics to inform decisions, optimises operations and enhance customer experiences, crucial for maintaining a competitive edge and fostering innovation.



Key findings

The varied adoption levels suggest that while many organisations are progressing, there is considerable potential for deeper integration of analytics.

Enhanced decision-making accuracy, operational efficiency and valuable customer insights are key advantages of data analytics, highlighting its transformative capabilities.

However, maintaining data quality and seamless integration poses significant challenges, underlining the importance of strong data management practices.

There is a clear demand for affordable, top-quality solutions that empower organisations to optimise their data assets, transitioning from moderate to comprehensive analytics usage and maximising their strategic influence.

Adoption

41%

of respondents moderately leverage advance analytics for decision-making

28%

of respondents extensively leverage advanced analytics for decision-making

Benefits

72%

of respondents report advanced analytics increased data reliability

69%

of respondents report advanced analytics increased operational efficiency

Challenges

75%

of respondents state ensuring data quality & integration was a challenge

44%

of respondents state that the high cost of implementing analytics was a challenge

Path to insight-driven adoption

How well does your organisation leverage analytics?

Moderately

41%

Extensively

28%

Very little

22%

Fully integrated

6%

Not at all

3%

What are the primary benefits experienced when using analytics?

Increased decision-making accuracy

72%

Increased operational efficiency

69%

Enhanced customer insights

53%

Business opportunities

25%

Better risk management

16%

What challenges are faced when adopting insight-driven decisions?

Data quality & integration

75%

High costs

44%

Understanding & acting on data insights

38%

Resistance to governance practices

34%

Lack of skilled personnel

31%



Unleashing value with generative AI

Generative AI involves AI systems that create new content, such as text, images, music, or code by learning from existing data.

Models like ChatGPT-4, can revolutionise industries by automating creative processes, enhancing productivity and generating innovative solutions.

Key findings

Readiness levels indicate increasing awareness but also highlight the necessity for additional preparation for the adoption of generative AI.

The potential advantages of generative AI, especially in improving customer service, marketing and data analysis are significant.

Human oversight cannot be understated in guaranteeing ethical and efficient AI implementation. As generative AI becomes more widespread, organisations must strike a balance between AI capabilities and human judgement. This is essential to effectively manage risks and promote the responsible application of technology.

This combined strategy will enable organisations to fully exploit the benefits of generative AI, whilst upholding control and ethical guidelines.

Readiness

40%

of respondents feel moderately prepared to adopt & leverage generative AI responsibly

33%

of respondents feel slightly prepared to adopt & leverage generative AI responsibly

Benefits

73%

of respondents state generative AI was a benefit to customer service

62%

of respondents state generative AI was a benefit to marketing

Human oversight

68%

of respondents strongly agree that human oversight & governance will be increasingly important with generative AI

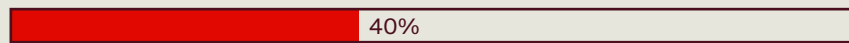
23%

of respondents agree that human oversight & governance will be increasingly important with generative AI

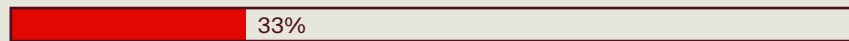
Value of generative AI

How prepared is your organisation to adopt and leverage generative AI?

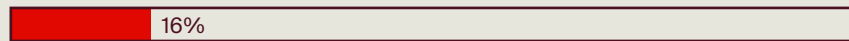
Moderately prepared



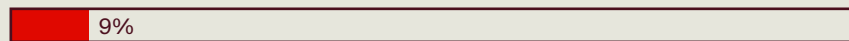
Slightly prepared



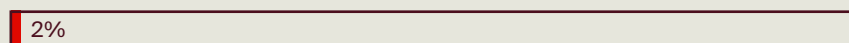
Very prepared



Not prepared



Fully prepared

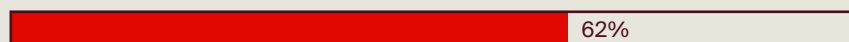


What areas will benefit the most from generative AI?

Customer service



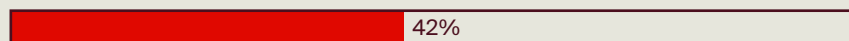
Marketing



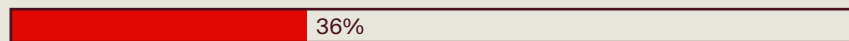
Data analysis



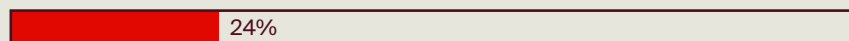
Human resources



Operations & logistics



Product development



Is human oversight and governance important for generative AI?

Strongly agree



Agree



Neutral



Disagree



Strongly disagree



AI transformations in supply-chain management



AI is profoundly transforming supply-chain management by optimising operations, enhancing decision-making and improving overall efficiency.

AI technologies help businesses navigate complexities, anticipate disruptions and streamline processes across their supply chains.



Sustainability

64%

of respondents state AI improves energy efficiency

56%

of respondents state AI improves resource management

Risk management

84%

of respondents state AI improves real-time monitoring & alerts

72%

of respondents state AI improves predictive analytics

Key findings

The sustainability advantages of AI in supply-chain management align with the worldwide shift towards more environmentally friendly operations.

AI's contribution to boosting energy efficiency, refining resource management and aiding in environmental optimisation is becoming increasingly vital.

Efficient risk management is crucial for supply chain resilience with real-time monitoring and predictive analytics playing significant roles.

The stages of implementation from our surveys suggest a gradual adoption of AI in supply chains. Businesses should continue to explore AI-driven solutions to enhance sustainability and risk management. This can ultimately improve the efficiency and resilience of supply chains.

Implementation

38%

of respondents' organisations are in the planning or pilot phase of integrating AI into their supply-chain management

21%

of respondents' organisations have begun partially integrating AI into their supply-chain management

AI in supply-chain management

How AI supports sustainability at your organisation?

Energy efficiency & carbon reduction



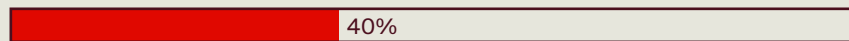
Improves resource management



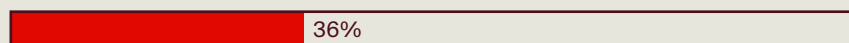
Through optimisation



Supplier monitoring & routing



Waste reduction & recycling



How AI helps manage supply-chain risks and disruptions?

Real-time monitoring & alerts



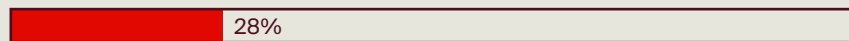
Predictive risk assessment



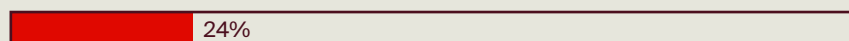
Forecasting



Supplier risk evaluation & management

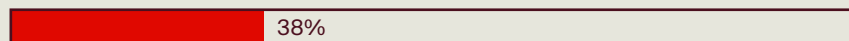


Disruption strategies

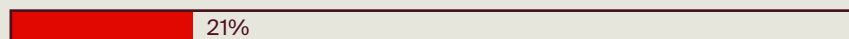


Are you implementing AI into your supply-chain management?

Planning or conducting pilots



Broad implementation



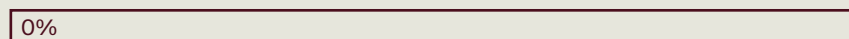
Partial implementation



Not started



Fully integrated



Understanding minds through AI—advances in sentiment analysis



Sentiment analysis or opinion mining involves analysing text to determine the sentiment or emotional tone. It is used to gauge public opinion, monitor brand reputation and gain insights into customer experiences.

Key findings

The planned implementation of sentiment analysis reflects an increasing interest in this technology, which has the potential to greatly enhance personalisation and customer experience.

The precision and dependability of sentiment analysis present key challenges, underscoring the necessity for sophisticated algorithms and resilient data-processing methodologies.

Addressing data privacy and security issues is also crucial, guaranteeing that sentiment analysis is carried out responsibly and ethically.

Organisations should give priority to these factors to fully capitalise on the advantages of sentiment analysis, utilising it to gain deeper understandings of customer sentiments and enhance their overall customer experience.

Adoption

32%

of respondents do not utilise sentiment analysis in their customer experience management

25%

of respondents plan to implement sentiment analysis in their customer experience management

Benefits

34%

of respondents state sentiment analysis enhances personalised outreach

34%

of respondents state sentiment analysis enhances the customer experience

Challenges

71%

of respondents state ensuring accuracy & reliability as a challenge in sentiment analysis

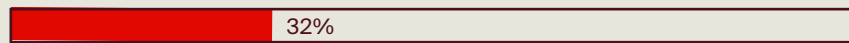
43%

of respondents state data privacy & security concerns as a challenge in sentiment analysis

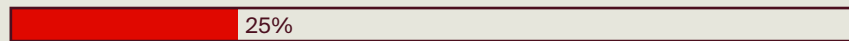
Advances in sentiment analysis

Do you utilise sentiment analysis with your customer-experience management?

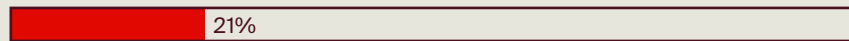
Not utilising



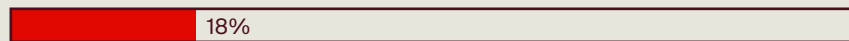
Planning to implement



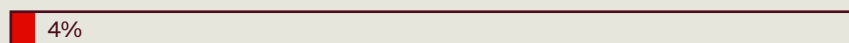
In the early stages



Partially implemented

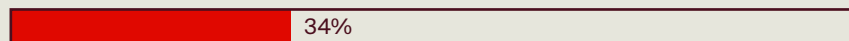


Fully implemented



What role does sentiment analysis play in your customer retention strategy?

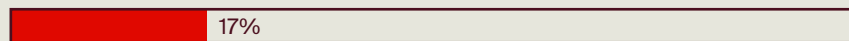
Enhanced customer experience



Personalised outreach



Improved satisfaction

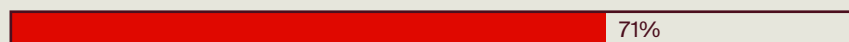


Identified churn

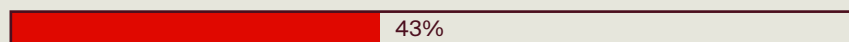


What are the challenges with AI-driven sentiment analysis?

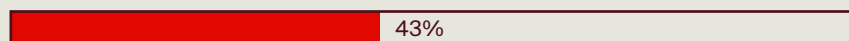
Ensuring reliability



Lack of skilled personnel



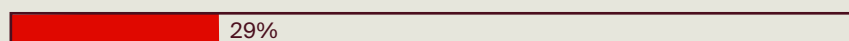
Privacy & security



Integration



High costs





Conclusion

The insights from the e& enterprise event surveys highlight the critical role of AI and data management for modern enterprises.

Whilst the benefits are significant, organisations face challenges particularly in data quality, integration and skilled personnel.

Addressing these challenges is essential to unlocking the full potential of AI and data-driven decisions, paving the way for more efficient, effective and innovative business practices.

Our role

At e& enterprise, we recognise the transformative impact of AI and smart data technologies on business operations.

We are committed to partnering with you, offering expertise and support to unlock your business's full potential.

Partner with e& enterprise to:



Unlock insights

Utilise advanced AI and data analytics to gain actionable insights, enhancing decisions and driving strategic growth.



Optimise operations

Streamline processes and improve efficiency through intelligent automation and predictive analytics, reducing costs and enhancing productivity.



Enhance customer experience

Deliver personalised and engaging experiences by leveraging data-driven insights to understand and anticipate customer needs.



Remain competitive

Benefit from our continuous innovation and commitment to staying at the forefront of AI and smart data advancements, ensuring your organisation remains competitive in a rapidly evolving landscape.

Together, we can achieve your goals, transforming your business into a data-driven powerhouse. Contact us today to learn more about how we can support your AI and smart data initiatives. Let's shape the future of your organisation together.



Strategic partners



Informatica™



e& enterprise



Contact us

To learn more about e& enterprise, visit our site or reach out:



enterprise@eand.com



www.eandenterprise.com



[e& enterprise](#)