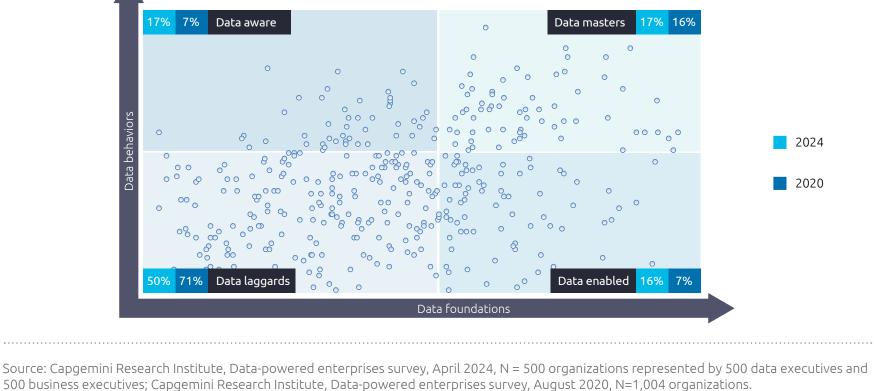


Data-powered enterprises: The path to data mastery

How have organizations progressed on their data mastery journeys?

laggards falling from 71% to 50% since 2020

Organizations have evolved on the data mastery front with share of



Note: The numbers may not add to exact 100% due to rounding off.

33% of organizations lead

in 2024 fall under 'data laggards' vs. 71% in 2020

50% of organizations

in one dimension but not the other vs. 14% in 2020

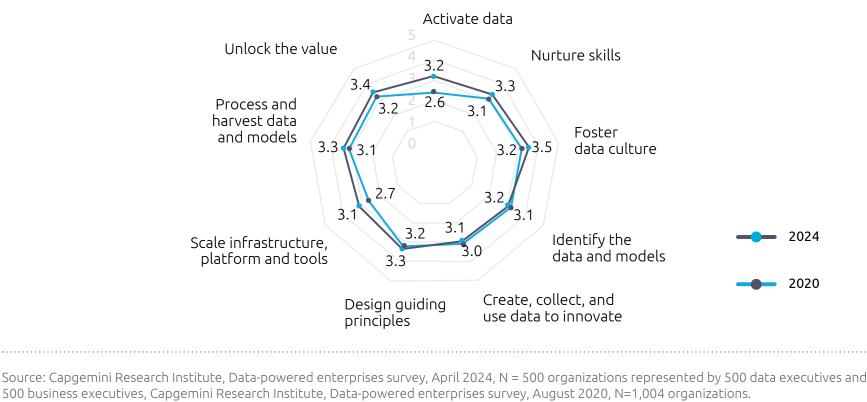
Organizations have improved on activating data for decision-making and

unlocking value by monetization

fall under data masters category, vs.16% in 2020

17% of organizations

Average score across nine dimensions



60% agree that decision- Over half of executives state that

Generative AI is transforming the data

Foster data culture

40% have high maturity of non-technical foundations

(culture, ethical guardrails, governance mechanisms, legal

and regulatory frameworks) to leverage generative Al

making in their organizations is

driven by data

assets through their products and services

Create, collect and innovate with data

46% says their organization is well prepared as regards

the accuracy and reliability of data

81%

85%

Others

Data risks

59%

63%

their organizations are monetizing data

Three out of five organizations have launched generative AI Proof-of-

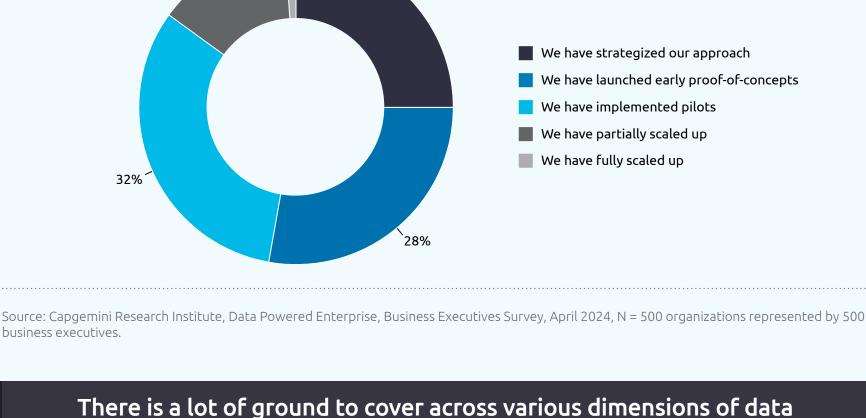
concepts (PoCs) or pilots using enterprise data

landscape

What is your current state of generative AI adoption?

1%

25%



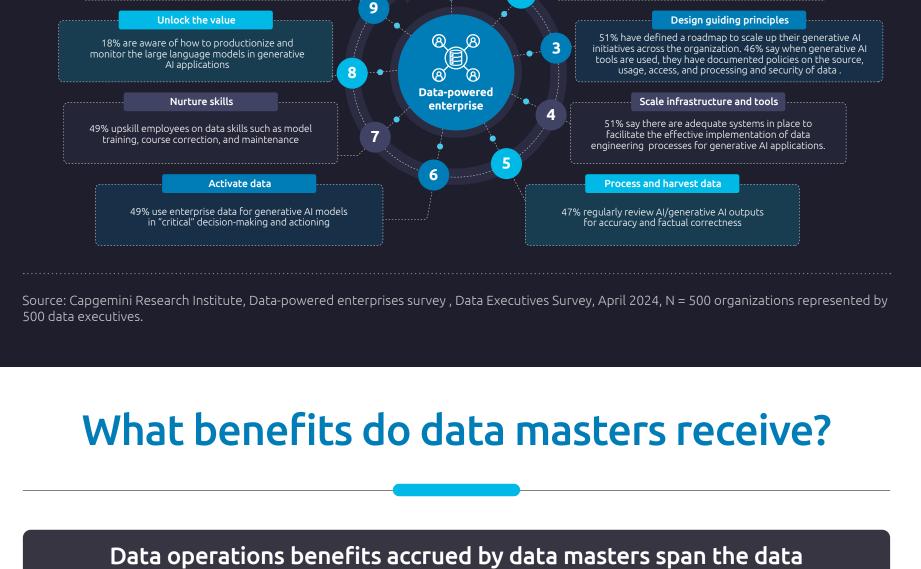
Identify datasets

87% do not leverage external data for Al/generative Al
42% have the required data to train or finetune

2

generative AI models.

maturity before organizations can embrace AI/generative AI



Business teams work with IT/data teams to identify insights from the data troves We have data to construct a detailed end-to-end view (from planning Data quality Data quality

to customer service/maintenance) of our products

Our business users are happy with the data quality

compliance regulations

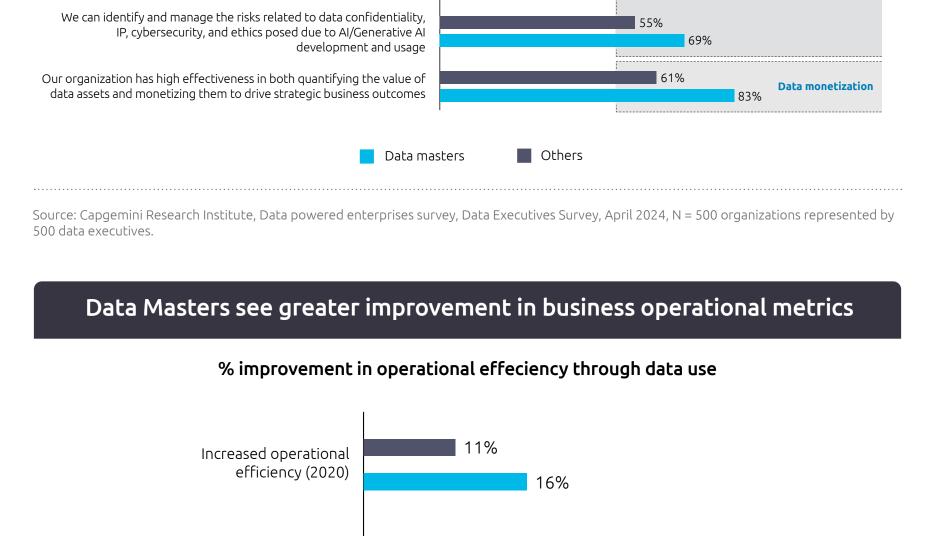
Our organization is well prepared to handle data privacy and

Increased operational

efficiency (2024)

value chain

% respondents reaping the following data-related benefits..



Source: Capgemini Research Institute, Data Powered Enterprise, Business Executives Survey, April 2024, N = 500 organizations represented by 500 business executives.

Data masters outperform other cohorts on multiple financial metrics

Source: Capgemini Research Institute, Data Powered Enterprise, April 2024, N = 500 organizations represented by 500 data executives and 500

Note: We calculated the average EBIT growth for the 500 organizations we surveyed. Then we identified the average EBIT growth for each of the four cohorts separately. Then we calculated by how much does the data masters cohort deviate from the overall average, which is shared in the

28% higher EBIT growth vs. average 42% higher net income growth vs. average 39% higher net income margin vs. average

18%

20%

How are data masters leading the data

transformation?

• Leadership to define the data strategy as a seamlessly unified effort between business and data executives • Create trust in data operations with trustworthy AI • Enable employees to be powered by data through upskilling Create a collaborative culture Data activation Data enablers sing data in end-to-end Deploying the foundation and Data enablers behaviors for data-powered decision-making • Create a unified data governance and AI risk framework required for innovations powered by data such as generative AI data pilots • Equip for scaling with a focus on business priorities Data advantage Data advantage Creating a competitive Enhance data synergy and democratization across business

Source: Capgemini Research Institute analysis.

advantage by leveraging external data

Download report

business executives

numbers above.



with the data foundation necessary to implement and scale generative AI and other innovations powered by data

Identify and industrialize data products for AI models

Ensure democratization of data through data mesh

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