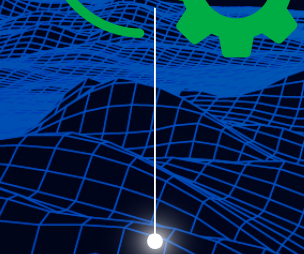


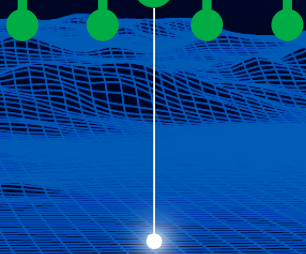
# Three Ways to Accelerate Your Journey to AI

Focus on **three objectives** when commencing on your journey to AI:



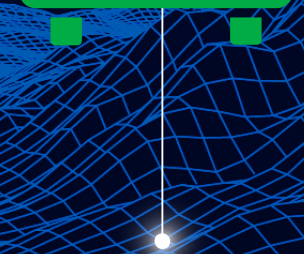
1

**Cultivating the right data environment**



2

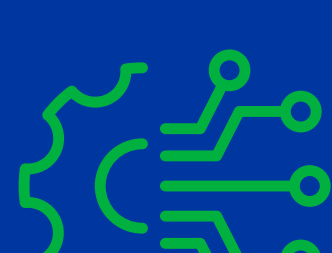
**Using the best access methods**



3

**Managing a breadth of data**

And to leverage AI's ability to transform data into business value, you need to contend with other trends unleashed by digital transformation:



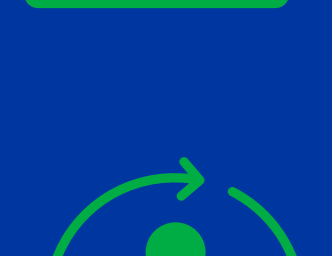
### Exploding data volumes

Data continues to grow, and you need more time and effort to maintain related legacy systems.



### Skyrocketing demands of stakeholders

Your internal stakeholders expect more from that data, but it takes tons of manual effort just to provide reports and dashboards.

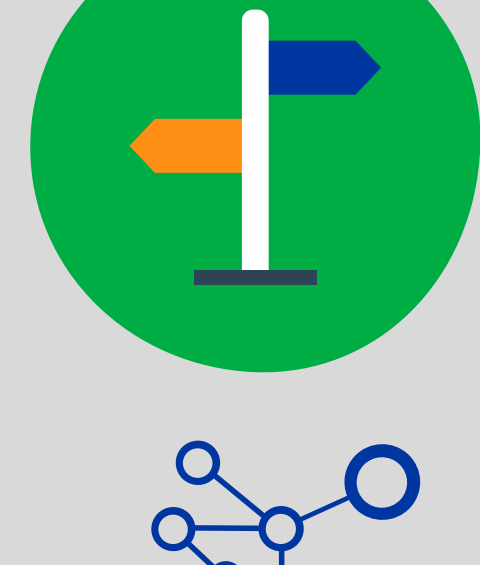


### Time-to-business value

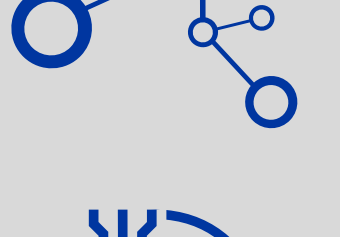
You can see the potential of AI clearly—but implementation and operationalization beyond a pilot are a struggle.

The Global Datasphere will grow from **33 Zettabytes in 2018 to 175 ZB by 2025.**<sup>1</sup>

## The Temptation of In-House Solutions

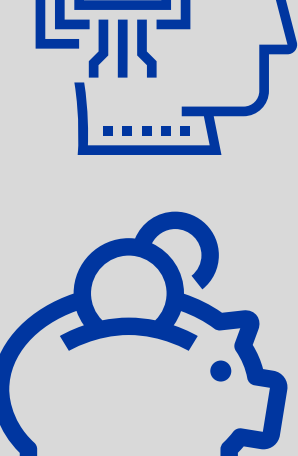


Going the DIY route or relying on in-house solutions alone can be tempting, but they come with their own sets of challenges.



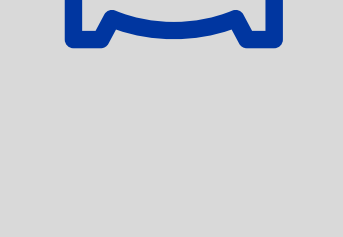
### Moving your data?

Critical for analytics, yes—but introduces a host of new compliance, governance, and security issues.



### Investing in open source?

It does offer initial flexibility, but also adds manual effort and maintenance and upgrade headaches for your team.



### The risk?

Technical debt—overinvest resources in maintenance and upgrades, and you won't have much left for more strategic analytics and AI projects.

Only **8% of firms** engage in core practices that support widespread AI adoption.<sup>2</sup>

## Don't Fall Victim to Inflexibility

Most companies start down the DIY path to keep control and avoid vendor lock-in. But the larger technical debt grows, the more difficult and expensive it becomes to pivot to a more flexible model and avoid:



### Disappointing your stakeholders

Technical debt means it takes longer and costs more to meet the needs of your stakeholders, who expect full visibility, unique insights, and innovation.



### Falling behind your competitors

If you can't deliver value quickly, you'll open the door for your competitors—who might have different, more agile models than you—to act on insights and capture market share.



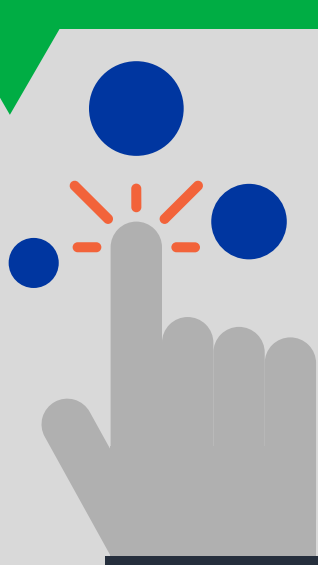
### Creating more work—and re-work—for your teams

To catch up, you'll box yourself into the need to swap out tools, transform data, and re-factor processes, all with no guarantee that you'll move fast enough to overtake the competition.



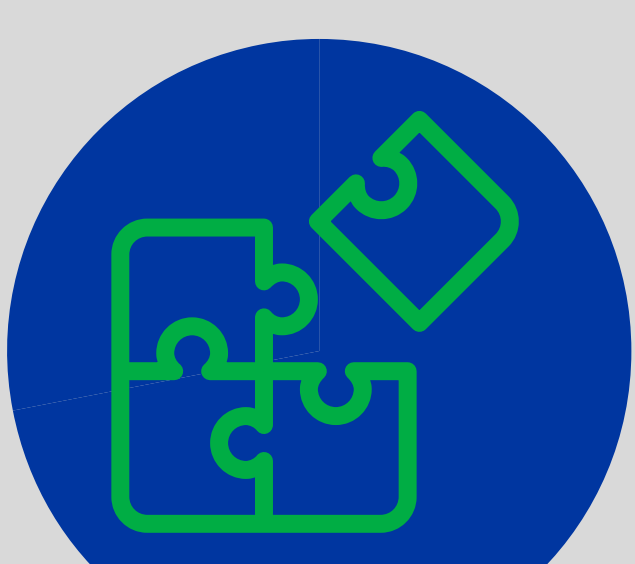
Open Source can add anywhere from **5 to 15** tools for your team to manage the complete data lifecycle, Rajaraman Srinivasan, CTO - AI & Analytics, Cognizant.

## Do Focus on Modernizing Your Data



Instead of wasting resources and cycles stitching together all of the technologies in your roadmap, you need to focus more on **modernizing your data to accelerate business impact.**

How?



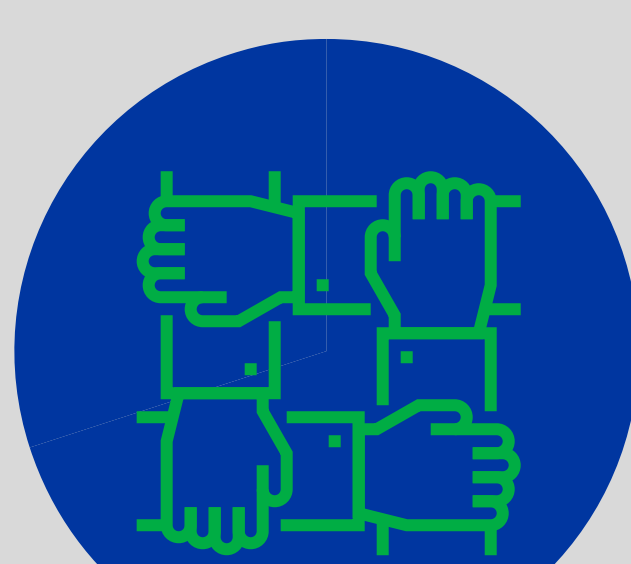
1

Turn all of your data—structured, semi-structured and unstructured—into useful analytics faster, as part of a simplified ecosystem with unified accessibility and governance.



2

Increase the scope of your insights by incorporating external sources and making data models easily shareable within a role-based, ethical data framework.



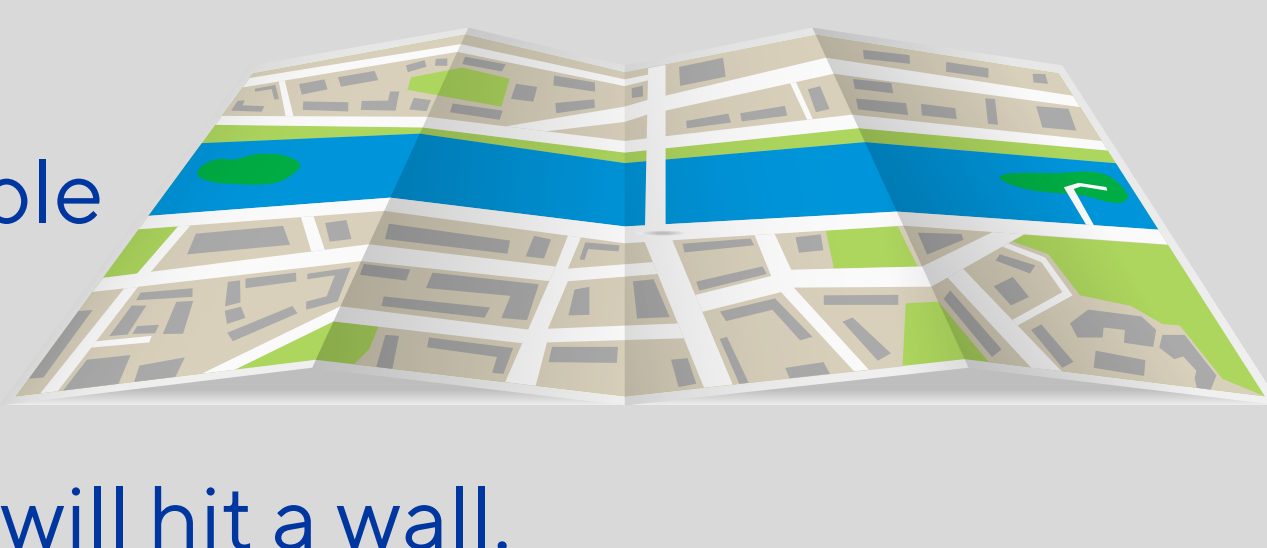
3

Empower all stakeholders to experiment with the full spectrum of analytics use cases, while making AI more accessible and practical to help projects deliver tangible value.

The cost of managing technical debt in large software organizations is estimated to be, on average, **25% of the whole development time.**<sup>3</sup>

It's no surprise that Gartner predicted that by 2020 only 20% of analytic insights will deliver business outcomes.<sup>4</sup>

Even if you have the right people and the right technologies, there's still a good chance your progress and investment will hit a wall.



With the **Cognizant AI Data Modernization Platform**, powered by BigDecisions®, you'll implement a scalable analytics process that generates insights much faster, while freeing up budget and manpower that had been locked into managing a dozen or more tools. This means you'll have more resources available to act on those insights and capitalize on opportunities—instead of leaving the window open for your competition.

**Interested in learning more? Download our eBook or contact us today at [BigDecisions@cognizant.com](mailto:BigDecisions@cognizant.com)**

<sup>1</sup> "The Digitization of the World, From Edge to Core," IDC, September 2018.  
<sup>2</sup> "Building the AI Powered Organization," *The Harvard Business Review*, July/August 2019.  
<sup>3</sup> <https://www.sciencedirect.com/science/article/pii/S0167642318301035>  
<sup>4</sup> "Our Top Data and Analytics Predicts for 2019," White, Andrew, Gartner, January 3, 2019.