



THE FUTURE OF THE DATA-FIRST ORGANISATION

5 Insights to Help Organisations Build Scalable AI

AN ASEAN VIEW

DECEMBER 2022





The Emergence of Data-First Organisations

Every successful organisation today has embraced tech-led transformation. Data & AI initiatives are firmly at the core of these transformation efforts as organisations realise the value of real-time data insights to deliver the agility that is required to succeed in today's competitive, and often volatile, market.

But organisations continue to struggle with their data & AI initiatives for a variety of reasons. If we analyse the reasons for their struggle, it is not hard to determine the root cause. In most organisations, data strategies are dated – organisations don't realise that data precedes current business processes and technologies.

It is time to build a new, relevant data strategy that is structured to address the organisation's data challenges and aimed at delivering business impact.





Scalable AI Addresses the Key Data & AI Challenges

Organisations in ASEAN report some common challenges in implementing successful data & AI initiatives. Integration of data across systems, including legacy systems and multiple data & AI tools remains a leading challenge. As organisations become increasingly digital, the sources of data proliferate – which also increases the challenge of identifying the right data for the right insights. All of this leads to a delayed realisation of the value of data & AI investments.

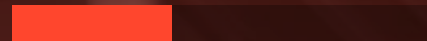
Ultimately the success of the data & AI solutions will be evaluated in terms of improved outcomes – and will depend on uptake by business stakeholders. They will need to appreciate the benefits that these solutions bring to their roles and trust the insights generated. Trust in data is the function of the data quality.

CHALLENGES OF IMPLEMENTING SUCCESSFUL DATA & AI IN ASEAN



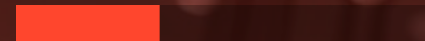
48%

Integration of AI solution with existing systems



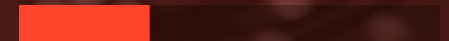
38%

Collecting data from multiple internal systems



34%

Data quality



31%

Identifying the right data for the AI models

Source: Ecosystem Digital Enterprise Study, 2022

Here are 5 insights to build scalable AI



#1

Data Access a Key Stumbling Block

Ecosystem research shows that only 7% of organisations in ASEAN focus on building the right data & AI foundation. True insights can only be derived from a consistent and complete dataset that has no data gaps. Building that dataset requires a focus on clean and trusted data; identification of all the data required to deliver business impact; the right data modernisation tools to access all data across the organisation (including legacy systems); a data interoperability strategy; and synthetic data generation to bridge data gaps.

Many organisations find that they no longer need to rely on centralised data repositories. A data fabric architecture can help with data flows across the enterprise, from their current data sources and platforms.

MATURITY OF DATA & AI ADOPTION IN ASEAN





#2

Organisations Need Data Creativity

A true data-first organisation derives value from their data & AI investments across the entire organisation, cross-leveraging data.

And organisations in ASEAN realise that. Market leaders will evaluate data & AI investments through a 'monetisation' lens. The obvious examples are AI-led products and services such as marketplaces and open banking. But even internally, the ROI calculations will be done in financial terms such as increase in profit margins, cost optimisation, reduction of operating costs, and so on – across all lines of business, including IT. This will help identify and prioritise business cases for data.

ASEAN ORGANISATIONS WILL INCREASE DATA & AI LEVERAGE ACROSS BUSINESS IN 2023-24

77%

CX
(Conversational AI, sentiment analysis, personalisation)

75%

HR (Recruitment, onboarding, employee experience, resource allocation)

72%

Marketing
(Lead generation, content strategy, location-based marketing)

69%

Product (R&D, fraud detection)

66%

Operations
(Supply chain optimisation, finance, and backend operations)

65%

IT (ITOps, SecOps, FinOps)

65%

Strategy
(Business planning, risk management)



#3

Governance Not Built into Organisational Psyche

A data-first organisation needs all employees to have a data-driven mindset. This can only be driven by clear guidelines that are laid out early on and adhered to by data generators, managers, and consumers. A Data Governance policy must include:

- Accountability and ownership guidelines that have cross-departmental representation
- Standardised regulations on data usage in accordance with country and industry compliance laws
- A dedicated data stewardship team
- Data quality standards that will ensure trust in the data
- A regular process for re-evaluation of the governance policies to ensure they are relevant

CHALLENGES OF AN EFFECTIVE DATA GOVERNANCE POLICY IN ASEAN

36%

36%

16%

12%

Lack of an internal policy

Limited understanding of the risks

Lack of adequate funding

Not a management priority



#4

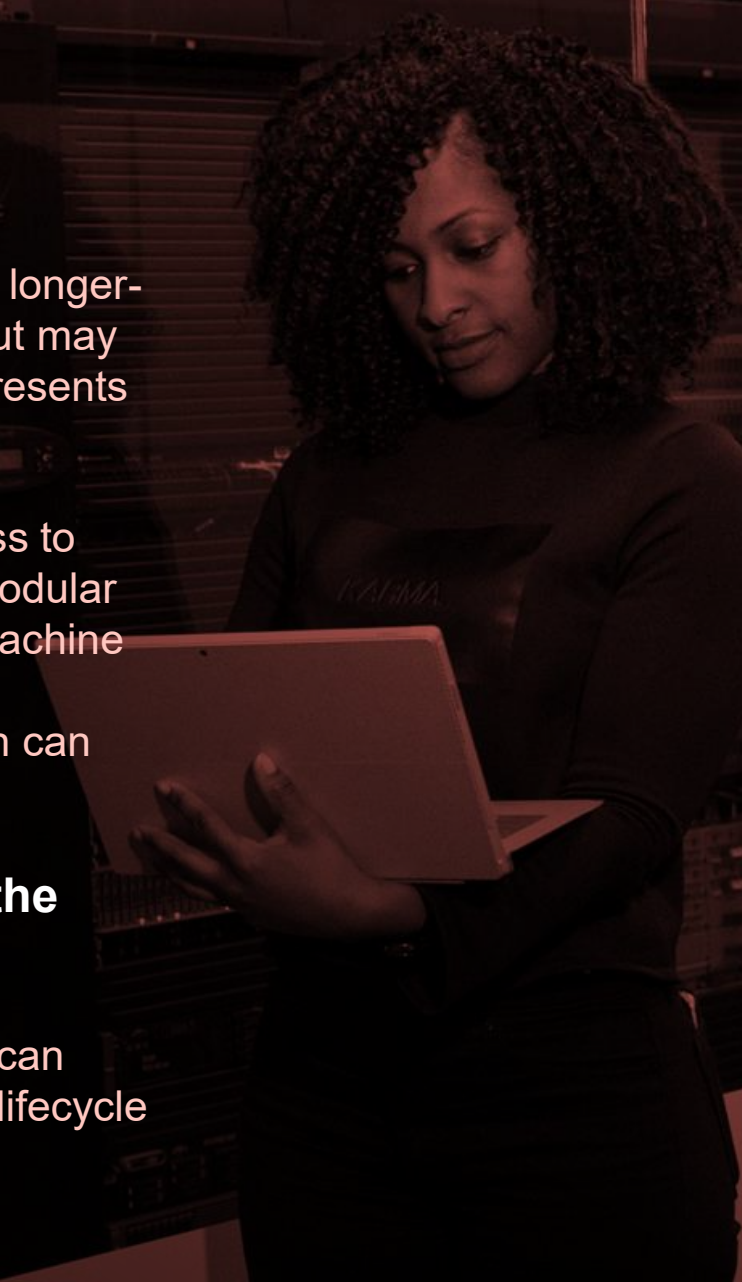
Lack of End-to-End Data Lifecycle Management

Organisations recognise the need to focus simultaneously on both immediate goals and longer-term business outcomes. Building a data infrastructure that is ready for current needs but may not be able to support future business requirements as data continues to proliferate represents a myopic view.

An enterprise data fabric futureproofs organisations as it speeds up and simplifies access to data assets across the entire business; is technology-neutral; allows an open-source, modular approach; embeds a wide range of analytics capabilities from business intelligence to machine learning; and has predictive and prescriptive services and applications. The metadata generated by the data fabric will include business, technical, and operational data, which can generate insights for the entire business if managed intelligently.

It is critical to have observability, intelligence, and automation built into the entire data lifecycle.

An effective DataOps solution can manage a unified and integrated data fabric; MLOps can monitor and manage AI models in production; and FinOps can monitor end-to-end data lifecycle processing costs.





#5

Democratisation of Data & AI Should Be the Goal

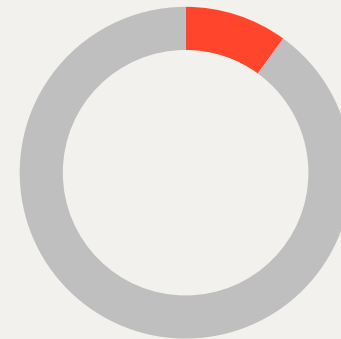
The true value of data & AI solutions will be fully realised when the people who benefit from the solutions are the ones managing the solutions and running the queries that will help them deliver better value to the business. But today it requires cross-functional skills for these business users to manage data & AI solutions – they need to have business acumen as well as technological skills.

When data & AI solutions can be run by business stakeholders to uncover real-time insights through self-service without requiring intervention from the technology team, organisations will have achieved true data democratisation.

Building scalable AI requires empowering citizen data scientists through training, and access to user friendly tools that help them gather the right information for the right insights and make data-driven decisions a norm for the business.



46%
are challenged by the lack of end-user ability to understand the capabilities of AI solutions



Only **10%**
of organisations in ASEAN have business teams managing/ maintaining AI solutions



“ Ecosystem Opinion



Organisations are trying to become data-led – but they are often restricted by their imagination and a lack of a structured approach.

Start with identifying the key areas of business impact – including areas where your organisation is lagging, those that will give you a competitive edge in the market, and areas of future relevance such as Sustainability measures. This paves out a structured approach to data & AI that is not only relevant for the business today but is also scalable to address the organisation’s future business priorities.

Even with a strategy, organisations find they have challenges with last mile delivery of data, a complex AI environment across the business, and a scope and resource creep. The complexity of data management requires a real-time view of the efficacy of the data and AI solutions and tools, through a single pane of glass. Each stage in the data management lifecycle requires a different focus – from open integration to monitoring AI spend to mapping investments to business outcomes. Automate your data initiatives to build a truly scalable AI.

Kyndryl's Data & AI Capabilities

2. Unified View across your Data Estate

Services abstraction layer with one-of-a-kind Kyndryl Data & AI Console powered by open-source technologies

1. End to End Services

Full-stack data management and scalable AI services delivered with automated workflows and built-in intelligence

3. Talent

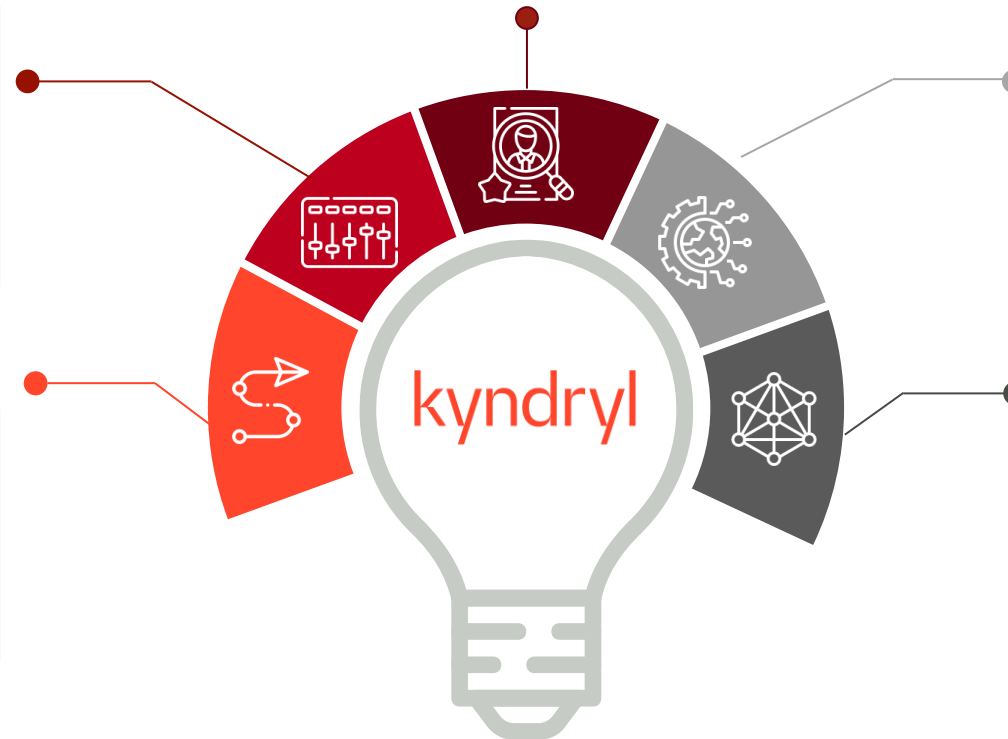
Large in-house global team with proven expertise across industry verticals

4. Technology differentiators

Vision AI, NLP/NLU, Conversational AI, Reinforcement Learning, Graph-based AI, and Synthetic data generation approaches

5. Strong partner ecosystem

Best-of-breed technologies through hyperscalers and industry-leading data and AI partners



About Ecosystem



e c o s y s t m

Ecosystem is a Digital Research and Advisory Company with its global headquarters in Singapore. We bring together tech buyers, tech vendors and analysts onto one integrated platform to enable the best decision-making in the evolving digital economy. Ecosystem has moved away from the highly inefficient business models of traditional research firms and instead focuses on research democratisation, with an emphasis on accessibility, transparency, and autonomy.

Ecosystem's research originates from its proprietary "Peer-2-Peer" platform which allows Tech Buyers to benchmark their organisation in "real-time" against their industry or market peers. Ecosystem's broad portfolio of advisory services is provided by a team of Analysts from a variety of backgrounds that include career analysts, CIOs and business leaders, and domain experts with decades of experience in their field.

About Kyndryl

kyndryl™

Kyndryl (NYSE: KD) Kyndryl (NYSE: KD) is the world's leading Managed Service provider with Data & AI expertise across on-premises, cloud, hybrid IT, and multi-cloud environments. We help customers optimize value in a hybrid cloud world. Kyndryl's Data & AI services are designed around our customers and delivered on the platform that best meets their needs. We design, build, manage and modernize the complex, mission-critical information systems that the world depends on every day. Kyndryl's nearly 90,000 employees serve over 4,000 customers in more than 100 countries around the world, including 75 percent of the Fortune 100 companies. For more information, visit www.kyndryl.com