

How AI Impacts Enterprise Data & Analytics Strategies

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Data intelligence and AI maturity align

Q. To what level has the organization implemented DQ, DC, DG?

Organizations with Advanced **Data Quality** Systems

39% have AI apps in production

24% are in initial AI testing

Organizations with Advanced **Data Cataloguing** Systems

46% have AI apps in production

6% are in initial AI testing

Organizations with Advanced **Data Governance** Systems

28% have AI apps in production

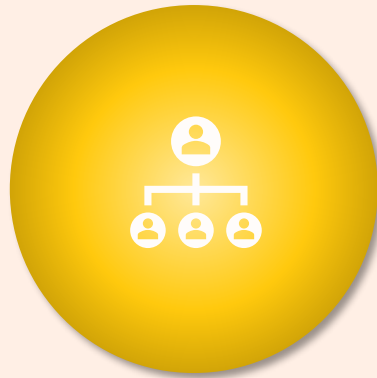
8% are in initial AI testing

Data & AI capability in need of improvement in EMEA organizations



**Operational
Processes**

46 / 100



**Organizational
Model**

46 / 100



**Digital Business
Models**

44 / 100



Data & AI

35 / 100

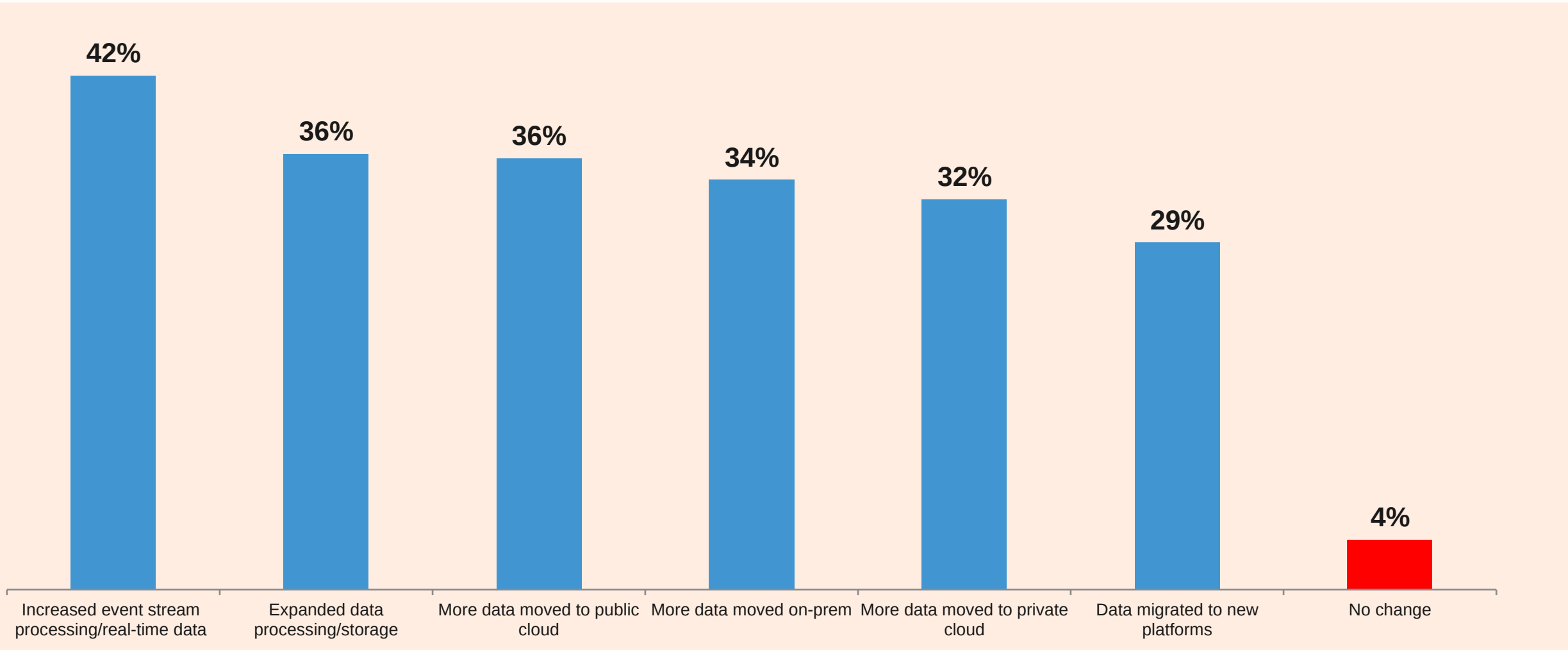
Average
score for
EMEA

Source: IDC's EMEA Digital Executive Sentiment Survey, December 2024, n=940 respondents from EMEA



Virtually every enterprise has had to adapt their data architecture because of new AI needs. Modernization and expansion efforts are needed.

How has your organization's data architecture changed, or will it change, to support your current or planned AI initiatives?



GenAI has a disruptive effect on data and analytics, impacting diverse sensitivities

AI impact on Data & Analytics:

26-30%

AI underscores
some data aspects:
Quality,
Governance...

29-34%

AI makes D&A
easier enhancing
Data Literacy

24%

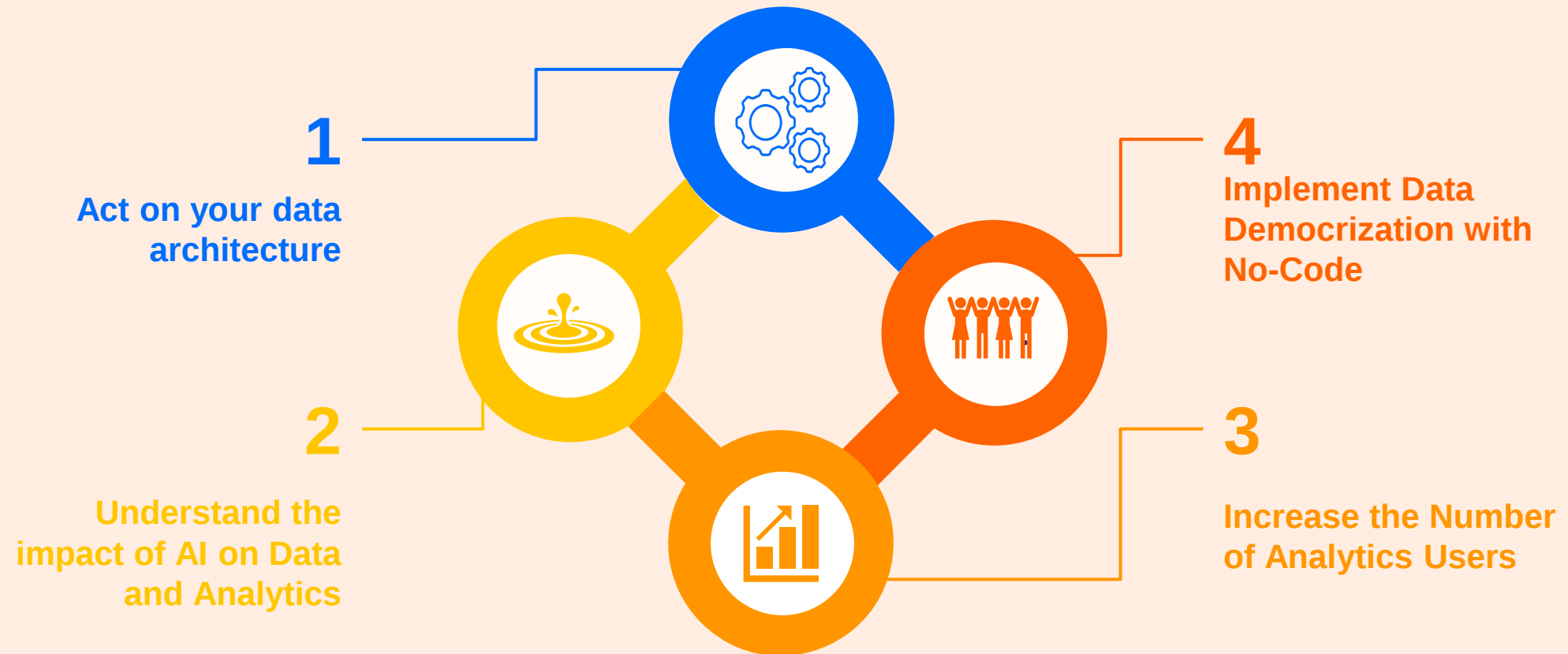
AI does not
influence Data
Workloads

30%

AI makes D&A less
important,
substituting some
workloads



4 Success Factors to Create Business Value from Data





1

Act on your data architecture

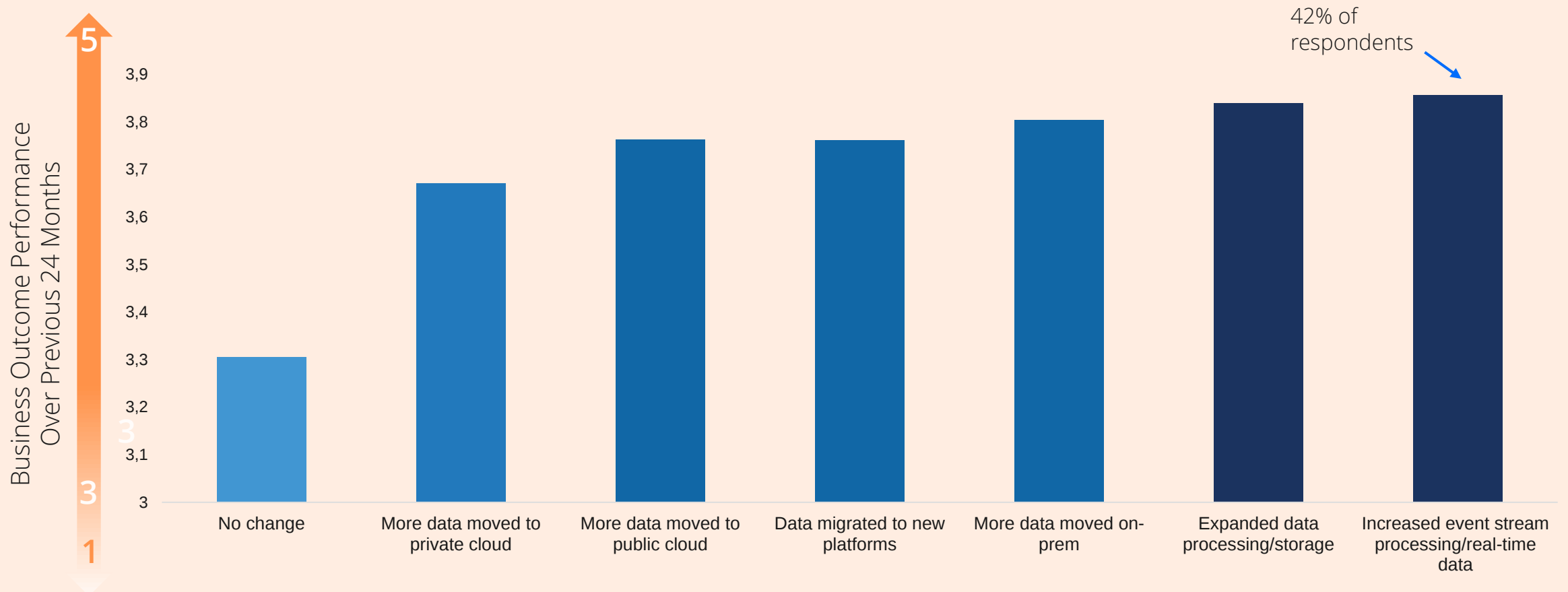




Organizations that increase the storage and real-time data processing capabilities of their architectures— will have the greatest success rates

Q: How has your organization's data architecture changed, or will it change, to support your current or planned AI initiatives?

Q: For the business outcomes that were most important to your organization, please choose how much they changed over the past two years



2

Understand the impact of AI on Data and Analytics

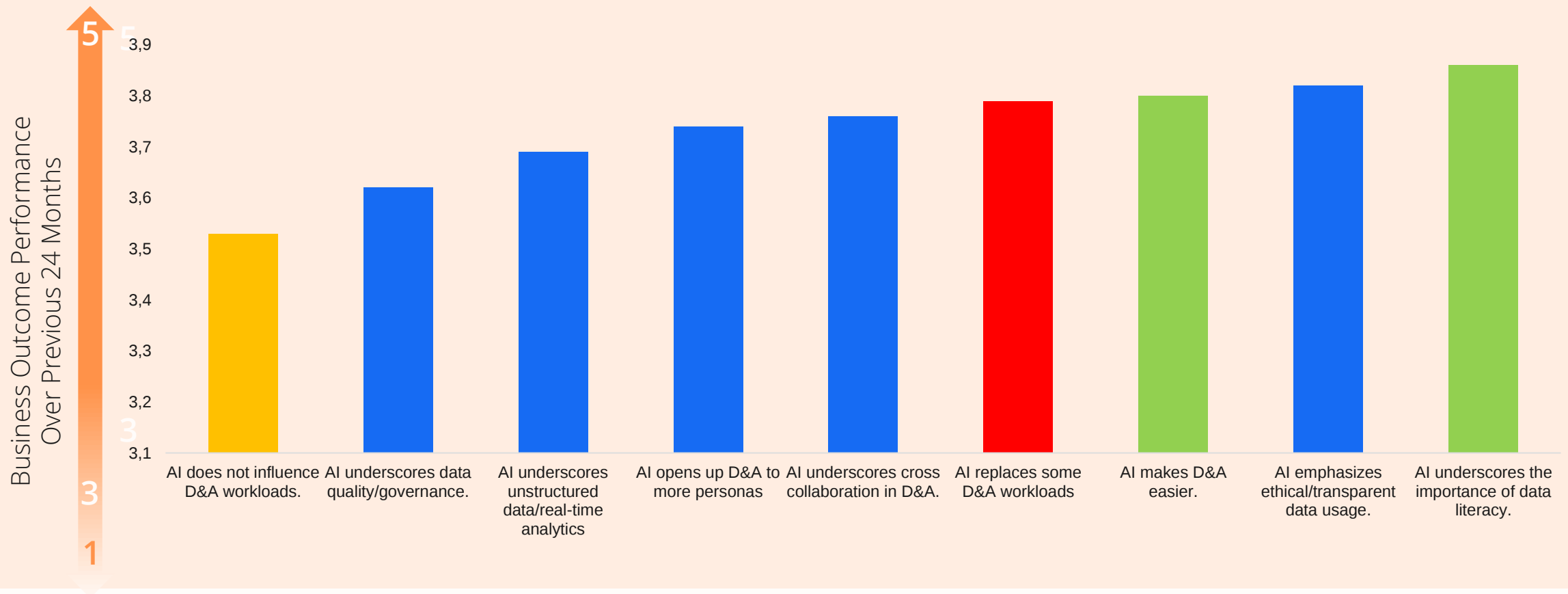




Organizations that understand the impact of AI on data and analytics deliver stronger business outcomes

Q: How has AI adoption and implementation changed, or will it change, the data and analytics landscape in your organization?

Q: For the business outcomes that were most important to your organization, please choose how much they changed over the past two years



3

Increase the Number of Analytics Users

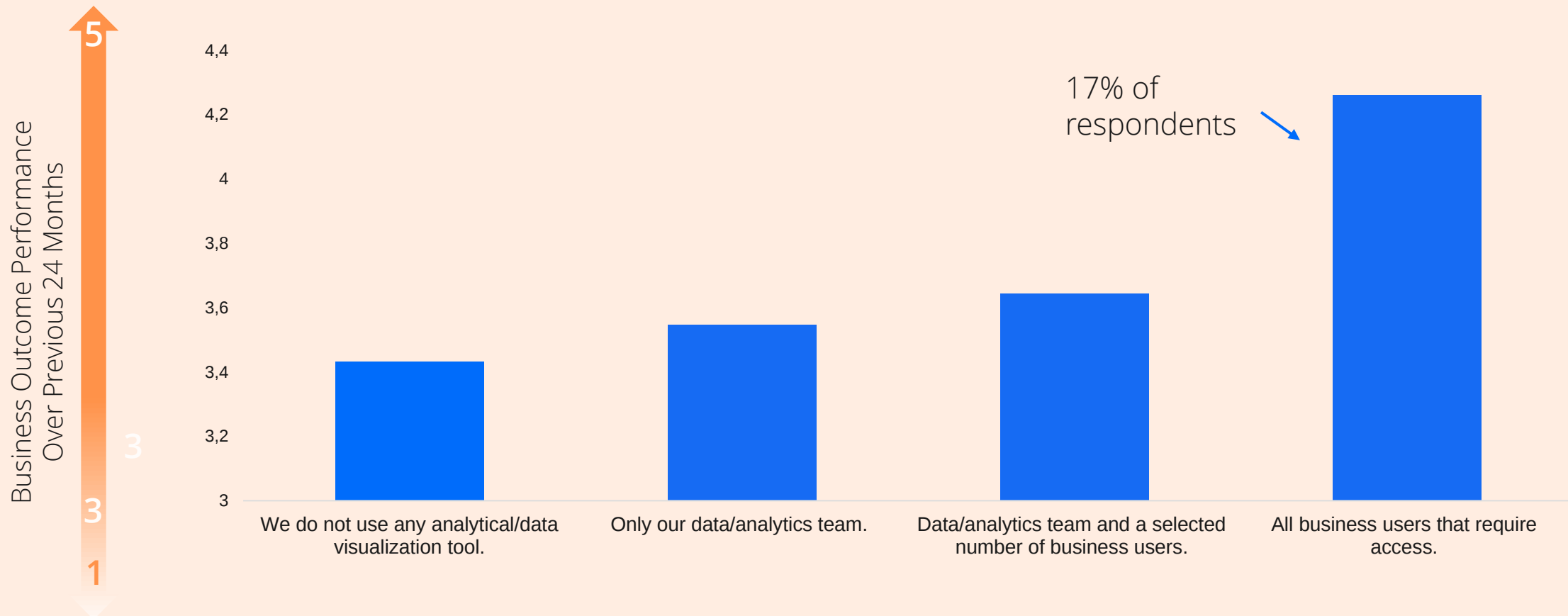




Analytics success through access for all — the more users of analytics, the better the business results

Q: How has AI adoption and implementation changed, or will it change, the data and analytics landscape in your organization?

Q: For the business outcomes that were most important to your organization, please choose how much they changed over the past two years



4

Implement Data Democratization with No-Code

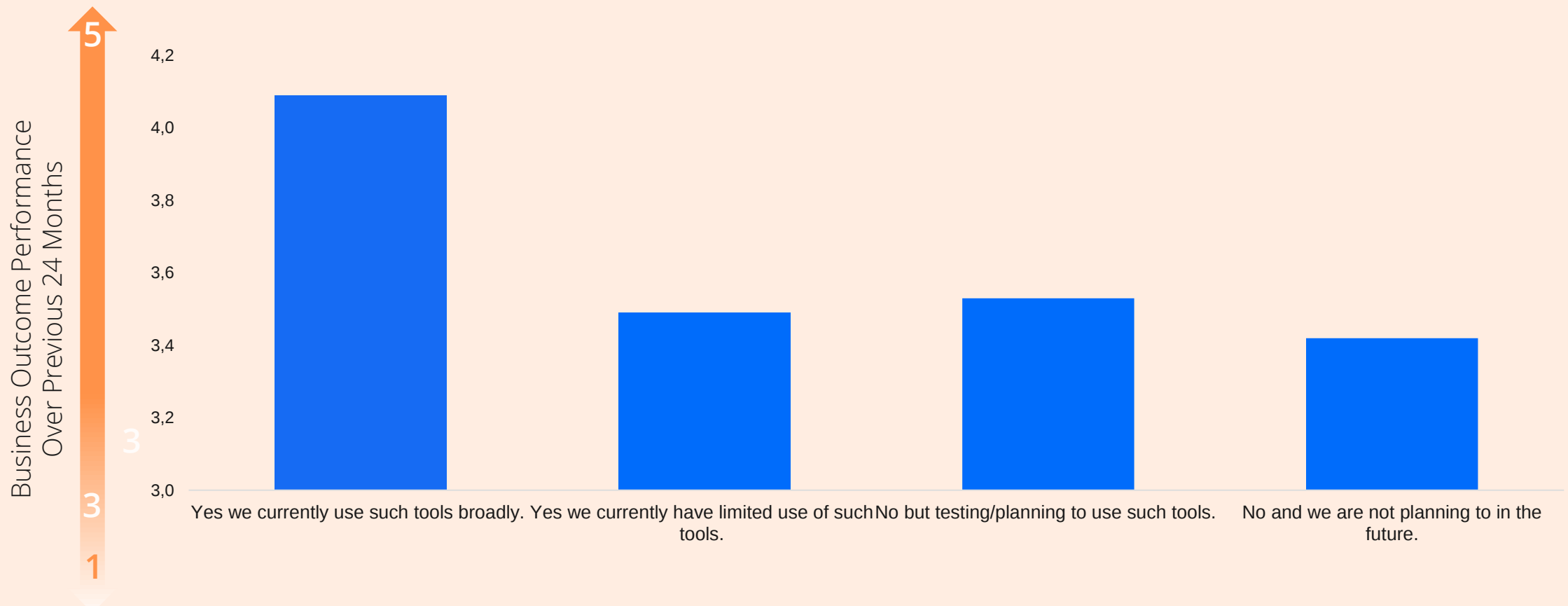




Implementing data democratization with no-/low-code tools creates business value

Q: Is your organization using or planning to use no/low-code data and analytical tools (i.e., data analytics tool without the need of coding)?

Q: For the business outcomes that were most important to your organization, please choose how much they changed over the past two years



How to Deliver Value as Data Business Leader

**Perform a sanity check of
perception vs. reality in your
organization's Data and AI journey**

**Good data makes good AI: act,
act, act with a strong look at
the business alignment**



**Democratise data,
analytics and AI – it
creates real value**



AI Center of Excellence Dream Team



For additional Information

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