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Global Services | **aws**

3 Common Roadblocks to Building an Effective Data Strategy

Before introducing AI to your business, build a strong AWS foundation with your most valuable asset at the center.

Widespread access to the power of generative AI has already begun to revolutionize business, all while the technology is still in its early stages of development.

Before you go all in, set yourself up for success with a data strategy that will fuel advanced analytics and create a repeatable process for developing new use cases. But building this strategy is sometimes easier said than done.

99% of blue-chip companies are investing in data, but only **24%** have successfully created a data-driven organization.[1]

To optimize your strategy and get the results you want, be prepared to face these common roadblocks head-on.

3 Planning Roadblocks To Overcome

1. The Rise in Unstructured Data

Our definition of "data" has expanded over the years, growing to include information pulled from unique sources, which is then saved in multiple formats. This requires more complex storage solutions and can easily lead to inefficient, disconnected data silos. Your data must be an asset, organized and easily accessible.

2. Lack of Consensus on What Constitutes a Priority Use Case

Making real change within your organization requires buy-in from multiple stakeholders, often across multiple departments. These teams have different needs and may struggle to come to a consensus on what initiatives to pursue. This lack of consensus creates confusion and limits the potential returns of your investment.

3. A Focus Only on Short-Term Goals

When introducing new technology, an effective strategy should result in continual iteration and the development of multiple use cases. Think of the popular flywheel model. But many organizations focus only on a singular short-term goal and quickly lose momentum upon completion of that goal. Doing something once is not enough to create lasting change, so develop a system to repeat your success.

The quickest route to success is to start your AI with AWS journey well-prepared. Your business is fueled by data at every step, so keep it at the heart of your strategy. Dedicate resources to making sure it stays well-organized and accessible, accounting for the rise in unstructured data.

Pay special attention to the stakeholders and teams you need to make real change. Make sure their voices are heard when you're determining your goals and create an environment where success can be endlessly replicated.

Lay the Gen AI groundwork with your data strategy.

Sources
1. NewVantage Partners Data and AI Executive Survey 2023

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