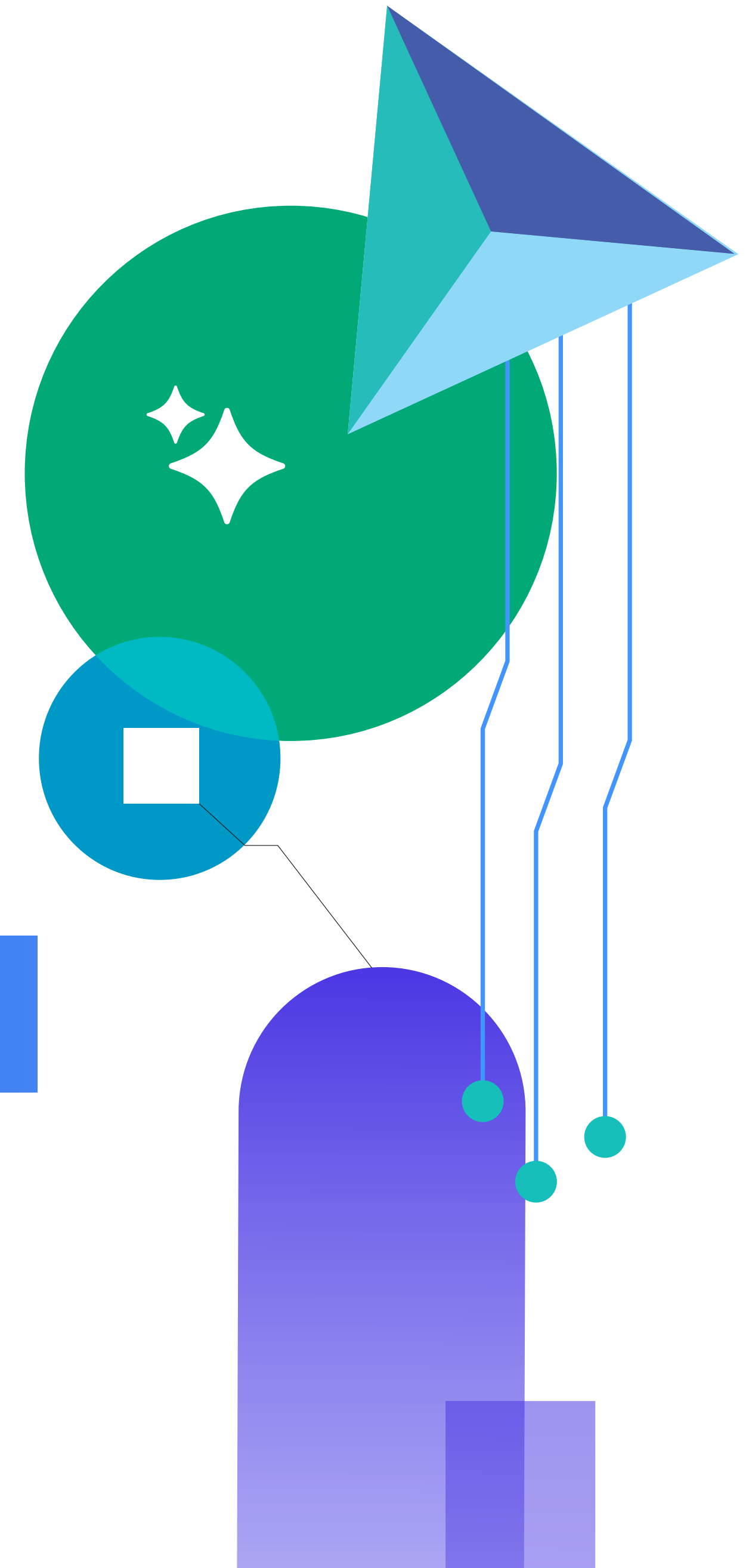


softserve

Google Cloud

ACCELERATE AI-DRIVEN TRANSFORMATION



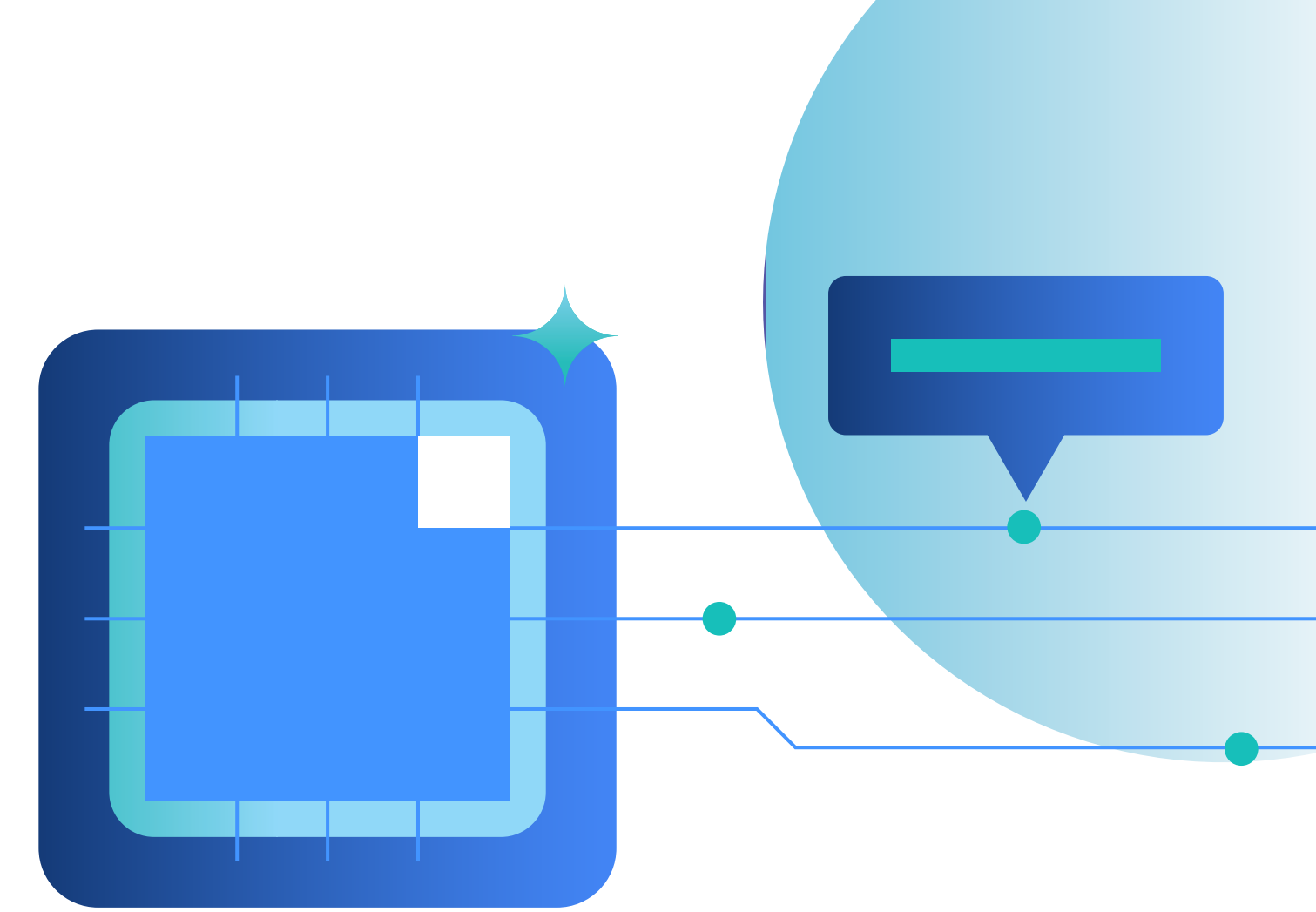
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WHERE IS MY DATA?

77%

of companies requiring a complete data overhaul report that no one in their organization has a comprehensive understanding of the data collected or how to access it.

- Organizations across industries are increasingly looking to leverage AI to gain a competitive edge, improve operational efficiency, and deliver enhanced customer experiences. However, fragmented data, outdated legacy systems, and a lack of alignment between data initiatives and business objectives often stall promising AI projects. It turns out, scaling AI-based applications requires a comprehensive understanding of the organization's data foundation — what data is being collected and how to access it.



IS MY DATA MATURE?

58%

of leaders observe strategic business decisions being made based on inaccurate or inconsistent data.

33%

of leaders have major challenges accessing critical data when they need it.

44%

of business leaders report that robust, mature data management practices have enabled them to unlock new revenue streams.



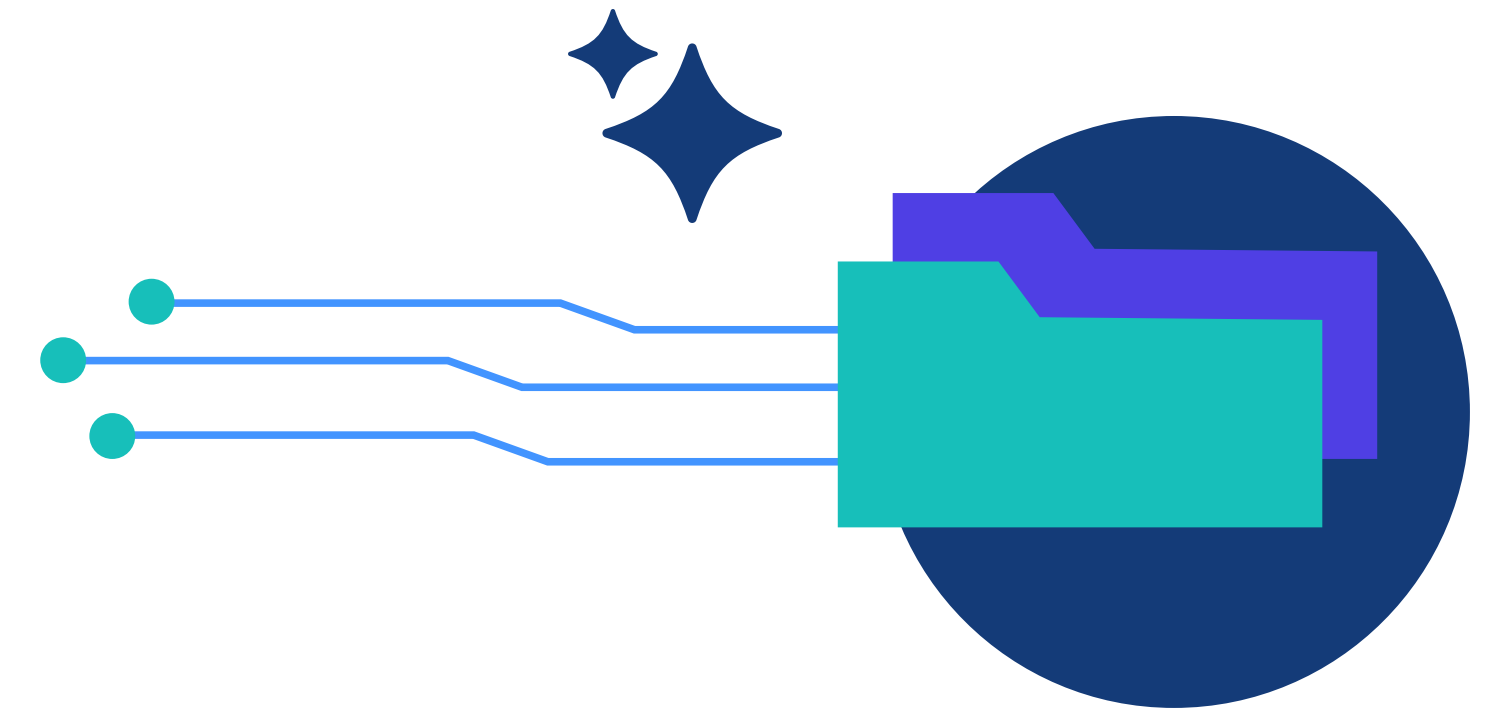
- In today's business landscape, data is the driving force behind strategic decision-making, innovation, and growth. Businesses that prioritize effective data practices are better positioned to build new revenue streams, enhance efficiency, and monetize their data assets. However, many businesses continue to struggle with basic data challenges. In fact, a majority of organizations find themselves making business-critical decisions based on inaccurate or incomplete data.

Data maturity refers to an organization's ability to effectively manage, utilize, and extract value from its data assets. It encompasses data governance, data quality, data accessibility, and data literacy.

CAUSES OF DATA CHAOS

39%

of business leaders see reliance on outdated legacy technology as a barrier to creating a future-ready data strategy.



Data silos and legacy systems

Data often resides in disparate systems and across locations, creating silos that hinder a unified view of the organization's data assets. Connecting internal and external applications is a must to translate data into insights, but it requires the expertise and APIs to make the connections.

- Legacy systems can also get in the way of data integration and accessibility, making it difficult to utilize critical data for modern, AI-powered initiatives. In fact, transforming legacy applications into cloud-native solutions that can seamlessly integrate with AI services is one of the biggest barriers to achieving results from AI initiatives.

MISALIGNMENT WITH BUSINESS OBJECTIVES

76%

of organizations in need of a complete data strategy overhaul say their leadership does not fully grasp how to generate value from data, impacting prioritization and investment in data initiatives.



- Data initiatives that are not aligned with core business goals can lead to wasted resources and missed opportunities. A lack of understanding of data maturity requirements across the organization can make prioritization of critical projects challenging and justification for investments a nonstarter. Unfortunately, the consequence of disconnecting data initiatives from a clear business case often reinforces management's misunderstanding of the value of data maturity efforts.

THE COMMON DENOMINATOR OF AI MISEXECUTION

98%

of global respondents agree that significant changes are essential to unlock AI's capabilities. Among them, 73% believe this requires either major updates or a complete overhaul of their data strategies.



- Often, the difference between a successful AI proof of concept and a scalable AI-based application that generates the expected ROI is an organization's data maturity. Businesses that find themselves stalled typically face poor-quality, inaccessible, or incomplete data. Without foundational improvements, AI initiatives risk being undermined by outdated and inadequate data frameworks.

FROM PROMISED TO DELIVERED:

Benefits of data maturity

54%

of organizations report that strong data management led to substantial operational and strategic benefits, including enhanced efficiency and productivity.

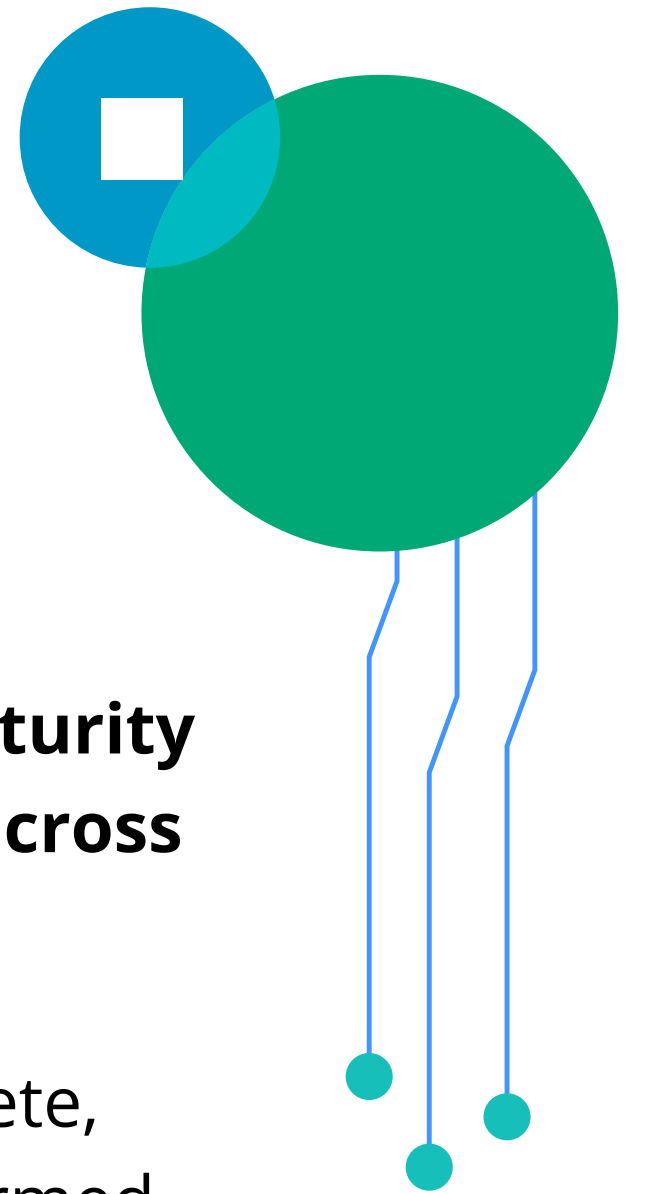
- Putting in the work to identify and deliver data maturity for your organization enables big benefits, fast — across your business.

Improve decision-making: Access to accurate, complete, and timely data empowers organizations to make informed decisions that drive better business outcomes.

Enhance operational efficiency: Data-driven insights can help organizations optimize processes, reduce costs, and improve productivity.

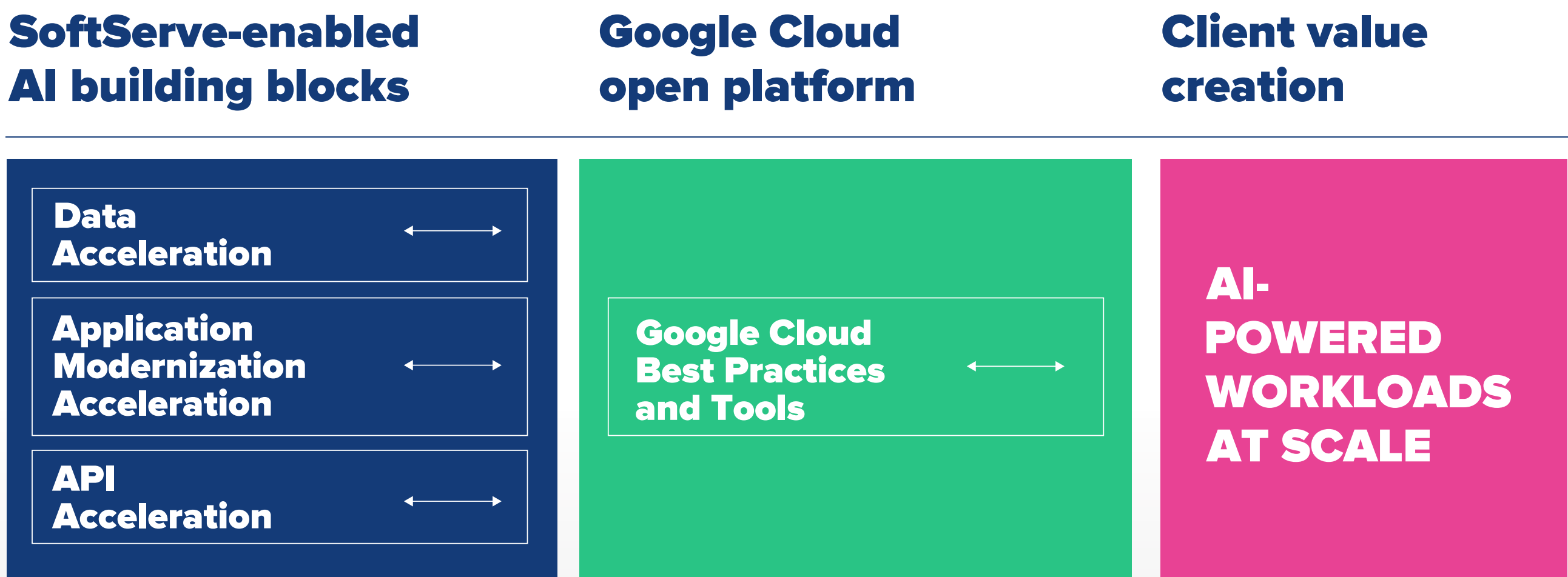
Enable new revenue streams: Identify new revenue streams, monetize data assets, and deliver enhanced customer experiences that drive sales growth with robust, mature data management practices.

Accelerate innovation: Identify opportunities and innovate faster with real-time access to customer, market, and other relevant data to inform and prioritize investments.



GETTING STARTED

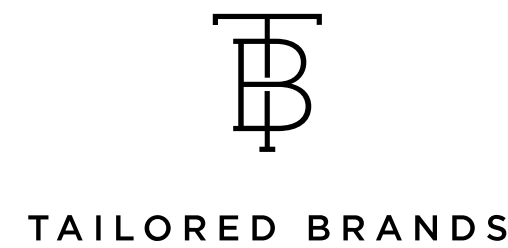
SOFTSERVE INTELLIGENCE FRAMEWORK



Data maturity does not require perfection. Instead, a process-driven framework that considers your environment and objectives can help you focus your data initiatives where you can get the greatest impact. Designed to help you identify and achieve successful outcomes, a good data framework provides:

- **Data strategy and assessment:** Assess your current data maturity level, identifying challenges, and defining a roadmap for improvement aligned with your business objectives.
- Governance and compliance:** Establish governance policies and processes to ensure data quality, consistency, and compliance with relevant regulations.
- Data platform modernization:** Modernize your data platforms, including migrating to Google cloud-based solutions, data lakes, and warehouses, and adopt modern data management tools.
- Integration and accessibility:** Enable API integrations to improve communication between systems & data sources, providing users access to more relevant data.
- Data science and AI:** Access AI expertise and the latest Google innovations in AI to help you extract valuable insights, develop predictive models, and implement AI-powered solutions.

CUSTOMER CASE STUDY



Tailored Brands, a leading omni-channel retailer, had a massive data integration challenge.

- Their traditional on-premises inventory management system struggled to provide a unified view of online and physical store orders, making it difficult to leverage AI to deliver a premium customer experience. The scale of the problem was significant, considering the volume of data generated by their extensive network of stores and e-commerce platforms.

Tailored Brands partnered with SoftServe to migrate, assess, and build an effective data foundation, connecting their data pipelines to Google Cloud and implementing a data-powered solution. More than 40 data pipelines were migrated in six months.

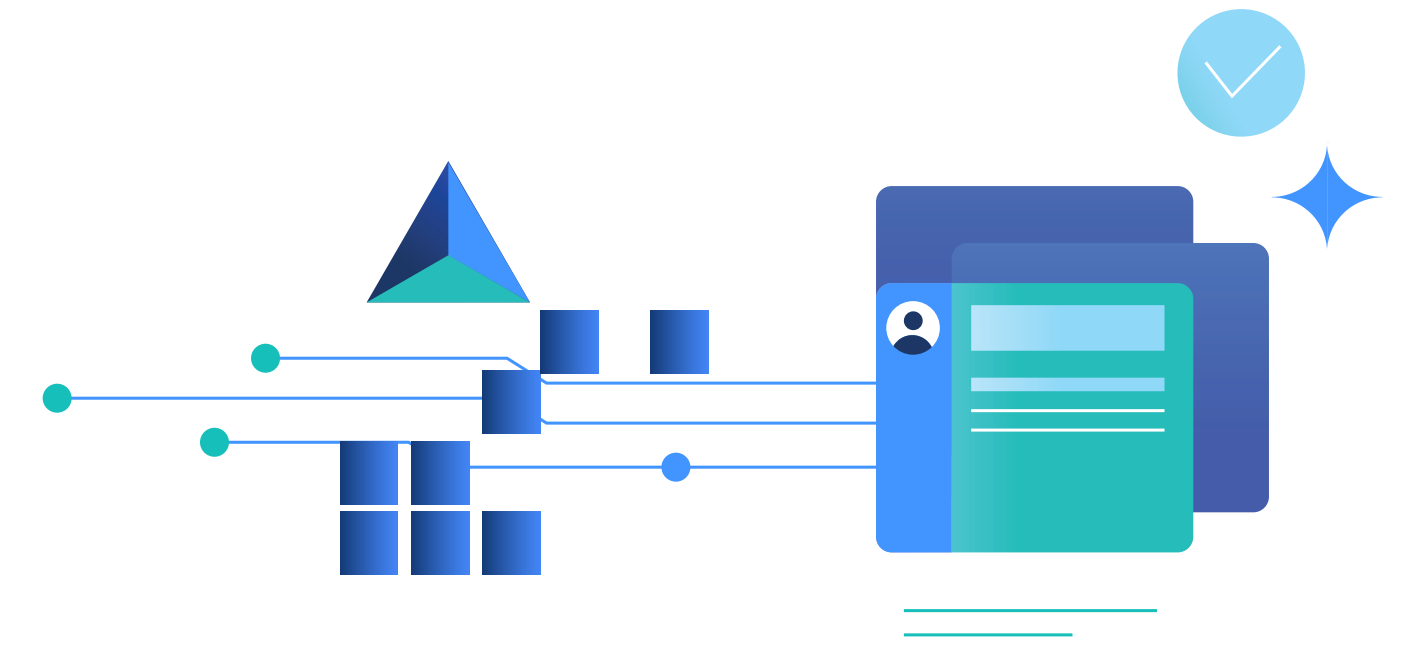
The results were impressive. The new solution enabled real-time visibility into inventory and orders across all channels, leading to improved operational efficiency and customer satisfaction. Additionally, the cloud-based infrastructure provided enhanced scalability and reduced maintenance complexity, allowing Tailored Brands to effectively adapt to future growth and market demands.



THE VALUE OF STRONG PARTNERS

64%

of business leaders admit their companies frequently deploy AI solutions without first establishing a clear business case to justify their efforts.



- SoftServe and Google Cloud empower businesses to accelerate AI adoption through a robust data foundation. SoftServe's deep expertise in data strategy, AI, and application modernization helps customers fully utilize Google Cloud's advanced technologies. Together, we help you leverage multi-engine, multi-format, and multi-cloud tools to more easily store, analyze, and transform business data.

Access to Google's data analytics capabilities that tune, train, and ground multi-modal LLMs with enterprise data, without copying or moving data, accelerate your path to data maturity. You can identify the right projects and get to measurable business outcomes sooner with scalable, high-impact AI solutions.

CONCLUSION

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Gen AI and data have a mutually beneficial relationship. Stronger data results in more robust Gen AI implementations, while business-aligned Gen AI applications convert unused data into valuable assets. The key is finding the balance to create a virtuous cycle.



IURII MILOVANOV
Data Science Practice Leader
SoftServe

Data maturity is essential for organizations looking to scale AI applications. By addressing the key challenges of data maturity and embracing a robust data strategy, organizations can unlock the full potential of their data assets and achieve their strategic goals.

Source for all data (unless otherwise hyperlinked): Survey by Wakefield Research for SoftServe of 750 leaders who oversee data management and AI use at global companies with \$1 billion or more in annual revenue. Wakefield Research and SoftServe, "The Great Data Divide," 2025. <https://info.softserveinc.com/achieve-transformative-gen-ai-outcomes-across-your-organization>