Google Cloud

The data readiness handbook

Struggling with data visibility, siloed systems, inconsistent or inaccurate reporting, low data quality, under utilized AI/ML capabilities, lack of governance, or slow decision-making? Not sure how to unlock real value from AI?

These are signs of a deeper challenge: a lack of enterprise intelligence. Enterprise intelligence is a unified approach to data. It requires aligning people, processes, and technology across four core capabilities:

STEP 1

Open data
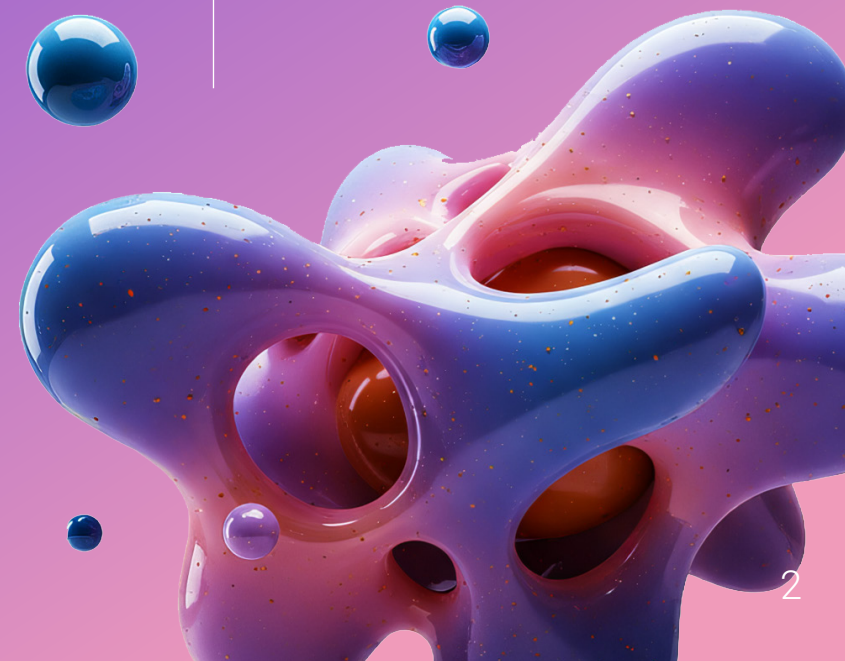
STEP 2

Unified insights

STEP 3

Mature AI/ML

STEP 4

Data culture

Follow this four-step roadmap to build a smarter, more agile business that ensures data accessibility, quality, and insight at every level.

Brought to you by Google Cloud, Collibra, Confluent, Databricks, Elastic, Fivetran, MongoDB, and Neo4j
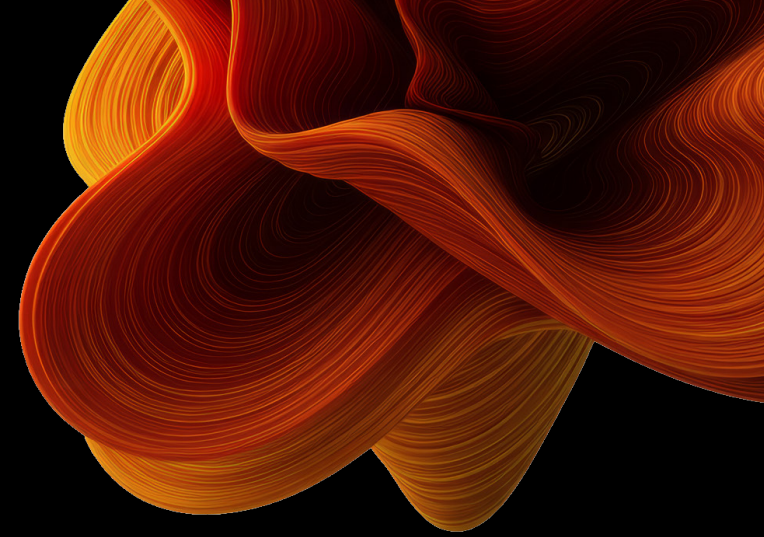
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STEP 1:

Break free from silos with open data access

Data Dark Ages ⟶ **Data Renaissance**

STARTING POINT	ACCELERATE WITH:	INTEGRATE WITH:	END POINT
• Departments operate in silos • Departments manage fragmented data • Teams waste time reconciling conflicting information • Leaders make decisions with incomplete insights	**Fivetran** to automate data integration with a secure, scalable platform **Confluent** for real-time data streaming with Apache Kafka®	**BigQuery Data Transfer Service** to automate data movement into a central analytics hub **Cloud Storage (GCS)** to securely store unstructured data like logs and media **Pub/Sub** to deliver real-time, event-driven updates to the right people	• Easily accessible data • Data flows freely across teams • Collaboration in real time • Agility and scale

Build a unified data foundation

Data is accessible but chaotic ⟶ Data clarity

STARTING POINT	ACCELERATE WITH:	INTEGRATE WITH:	END POINT
• Vast volumes of data undermined by: - Inconsistent formats - Duplicate records - Outdated information • Teams waste hours resolving conflict • Insights are unreliable • AI performance suffers from poor data quality	**MongoDB** to unify operational and vector data in one platform **Elastic** for advanced search, observability, and real-time analysis **Collibra** to operationalize data governance across cloud, hybrid, and on-prem systems **Neo4j** to uncover relationships through graph-based data modeling	**Google Cloud SQL** and **Spanner** for scalable, reliable databases **Dataplex** to manage quality, compliance, and governance at scale **BigQuery** for fast, centralized analytics on massive datasets	• A single source of truth • A flexible, resilient architecture built for scale • High-quality data that fuels confident decisions and powerful AI

STEP 3:

Drive innovation with AI

Reacting to the past ⟶ Shaping the future

STARTING POINT	ACCELERATE WITH:	INTEGRATE WITH:	END POINT
• Innovation stalls • Manual processes can't keep up with the volume of information • Teams drown in data without automation • AI initiatives struggle to scale	**Databricks** for streamlined data preparation, model training, and deployment **Elastic** to surface relevant insights and detect anomalies in real time **MongoDB** for unified vector and operational data to power AI apps **Neo4j** to reveal patterns through graph-based analytics	**Vertex AI** to build, deploy, and scale ML models end-to-end **BigQuery ML** to run ML directly within your analytics workflows **Cloud AI APIs** for plug-and-play capabilities like vision, language, and speech	• Predict trends before they happen • Deliver personalized, real-time experiences • Optimize with AI-driven speed and accuracy

Foster a data-driven culture

Doubts and uncertainty ——————————→ **Cultural transformation**

STARTING POINT	ACCELERATE WITH:	INTEGRATE WITH:	END POINT
• Teams lack trust in tools and data • Decisions rely on instinct, not insight • The organization struggles to adapt, missing growth opportunities	**Collibra** to establish shared understanding and enable compliant, confident data use **Confluent** for continuous data streaming, enabling action on live insights	**Dataplex** for streamlined data governance **Looker** to democratize data access with self-serve BI **Pub/Sub** to deliver real-time updates	• Data is trusted • Data is accessible • Data is actively used • Teams collaborate with confidence • Teams can act faster • Innovation is continuous

The future is data-driven and AI-powered – let's build it together.

Start your enterprise intelligence journey here.

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