

# AI-READY DATA AND ANALYTICS: Priorities and Challenges of Data and Analytics in the Midst of AI Momentum



**Megha Kumar**  
Research Vice President,  
Analytics and AI, IDC



**Stewart Bond**  
Vice President,  
Data Intelligence and Integration Software, IDC

# Table of Contents

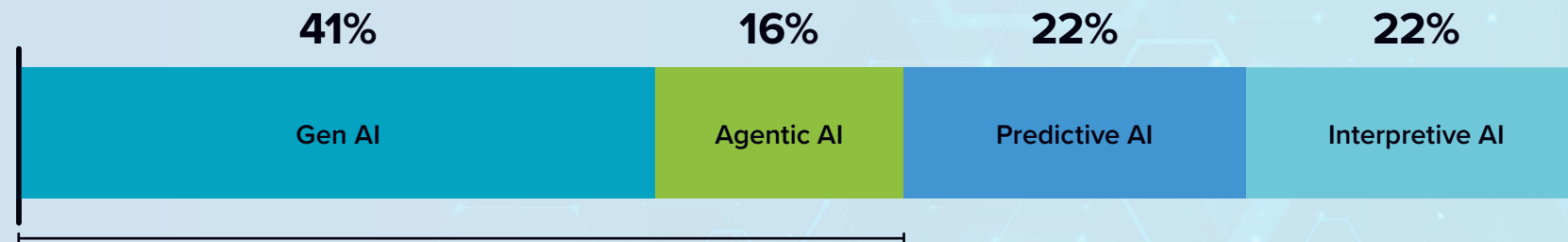


CLICK BELOW TO NAVIGATE TO EACH SECTION IN THIS DOCUMENT.

AI Momentum Amid an AI Scramble .....	<b>3</b>	Analytics and Data Leadership.....	<b>12</b>
Technical Data Challenges Are Getting in the Way of AI Success.....	<b>4</b>	Embedding Analytics into Enterprise Applications .....	<b>13</b>
Pivoting Out of the AI Scramble .....	<b>5</b>	Integrated AI Capabilities in Data Management and Analytics Solutions.....	<b>14</b>
An Increased Focus on Data and Analytics Will Help Organizations Pivot.....	<b>6</b>	GenAI to Improve Data Quality, Mastering, and Protection.....	<b>15</b>
Organizations Are Transforming to Meet the Demands of AI-Ready Data and Analytics.....	<b>7</b>	Organizations Are Investing In Agentic AI.....	<b>16</b>
Change Management Is a Priority for Data Leadership as AI Impacts People and Technology .....	<b>8</b>	Success Factors for Agentic AI.....	<b>17</b>
Data Architectures and Technologies Are Being Updated .....	<b>9</b>	Data and Analytics Focus Is Key for Discipline and Innovation Post-AI Scramble.....	<b>18</b>
Leadership Prioritizes Investments in Data Quality Management and AI Automation for Data Workers .....	<b>10</b>	Appendix: Supplemental Data.....	<b>19</b>
Improvements from Data Productization.....	<b>11</b>	About the IDC Analysts.....	<b>20</b>

# AI Momentum Amid an AI Scramble

Investments are being made, but few solutions have made it into production.



**57%** of AI investments are being allocated to GenAI and agentic AI, with the remainder going towards predictive and interpretive AI.

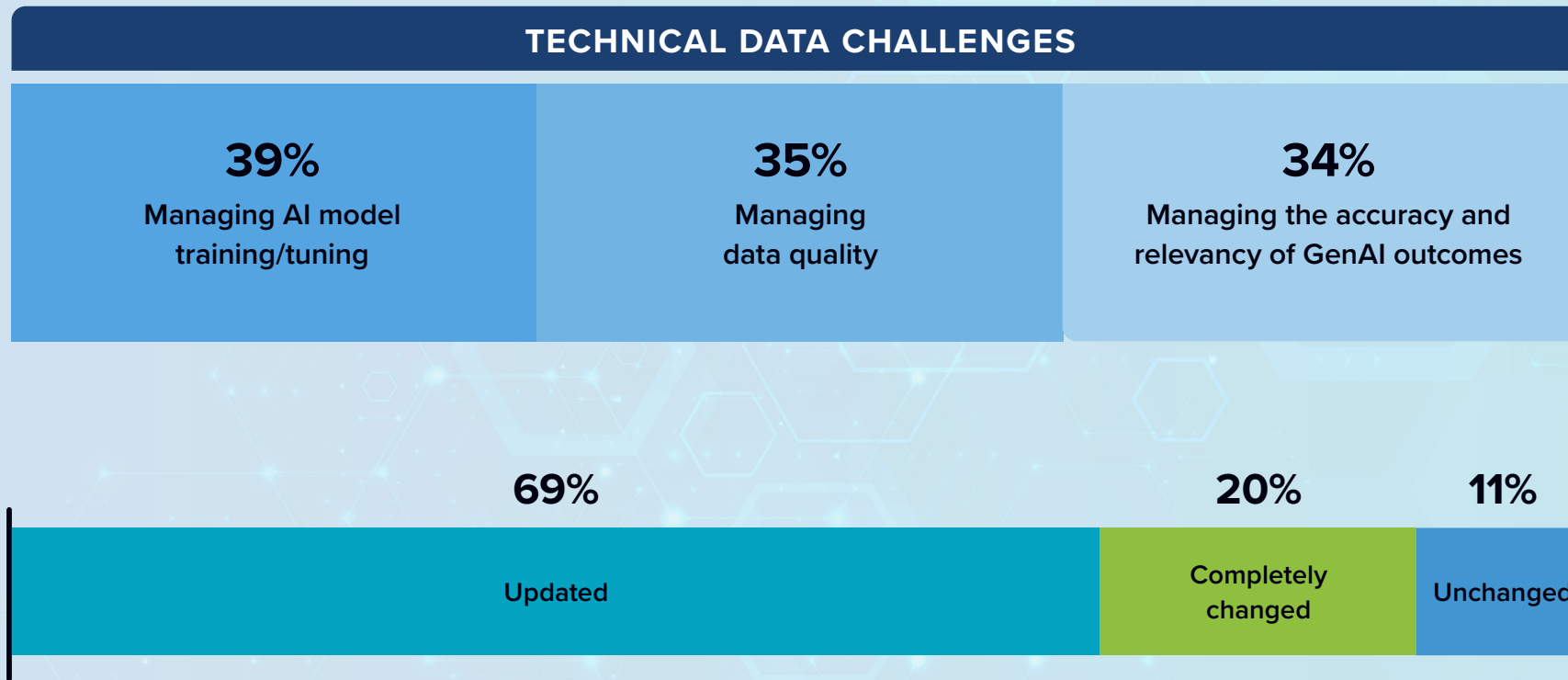
**But only 26%**  
of organizations have GenAI solutions in production.

Artificial intelligence will contribute \$19.9 trillion to the global economy through 2030 and drive 3.5% of global GDP in 2030.

Source: IDC's *The Global Impact of Artificial Intelligence on the Economy and Jobs: AI will Steer 3.5% of GDP in 2030.* #US51057924

n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

# Technical Data Challenges Are Getting in the Way of AI Success



**89%** of organizations changed their data strategy since the emergence of GenAI.

n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

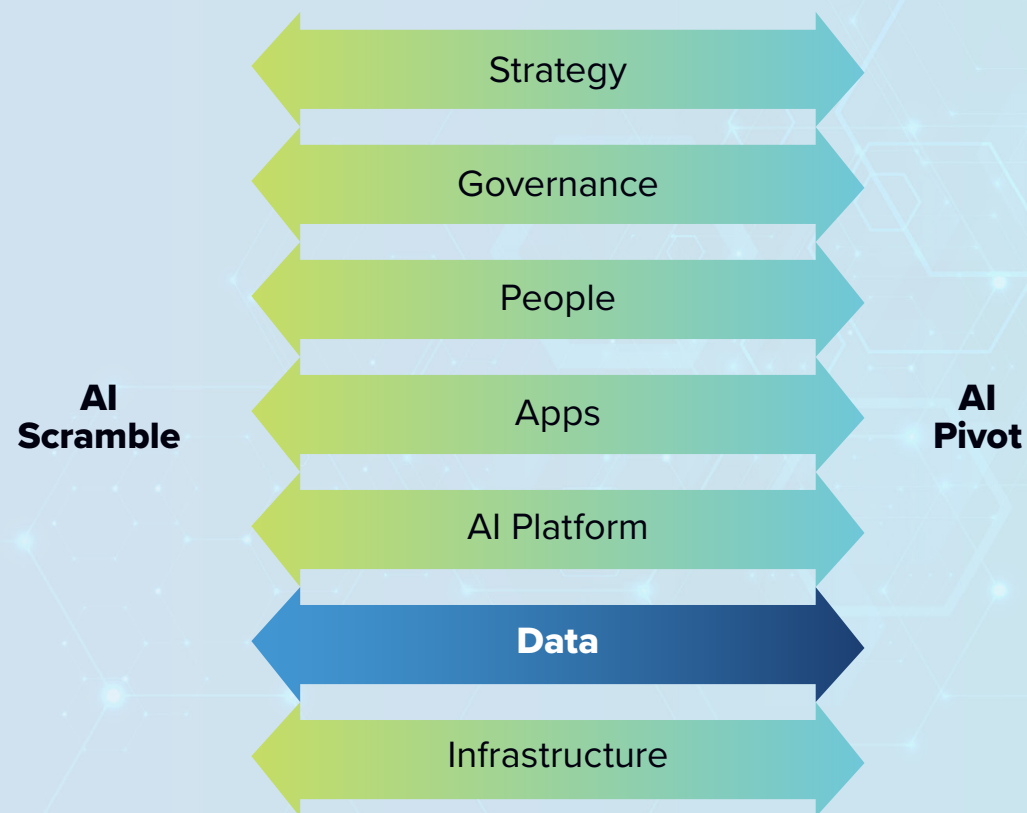
To expand and accelerate use of AI, organizations need to take a more structured and organized approach to AI projects, and investments in the organization and technology to enable business operations fueled by AI technology.

Source: IDC's *The Global Impact of Artificial Intelligence on the Economy and Jobs: AI will Steer 3.5% of GDP in 2030.* #US51057924



# Pivoting Out of the AI Scramble

Data transformation is a foundational dimension of the AI adoption model organizations can use.



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

## IDC ENTERPRISE INTELLIGENCE MODEL

### BUSINESS ACTIVITY PLANE

Actioning, decisioning, optimization, publication, communication

### DATA SYNTHESIS PLANE

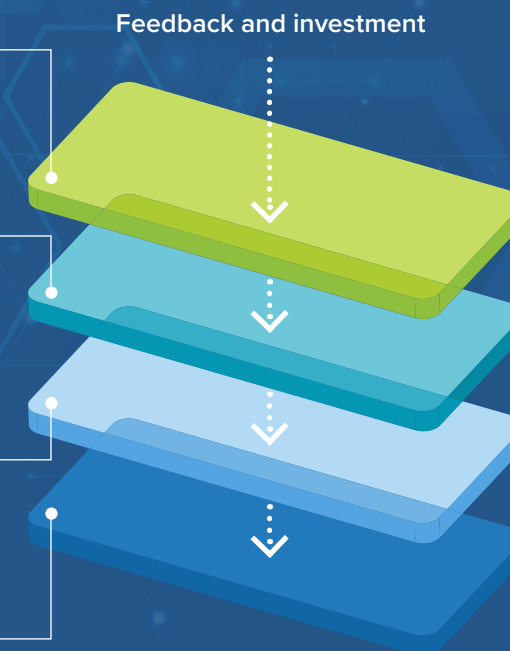
Actioning, decisioning, optimization, publication, communication

### DATA CONTROL PLANE

Data intelligence, engineering, governance

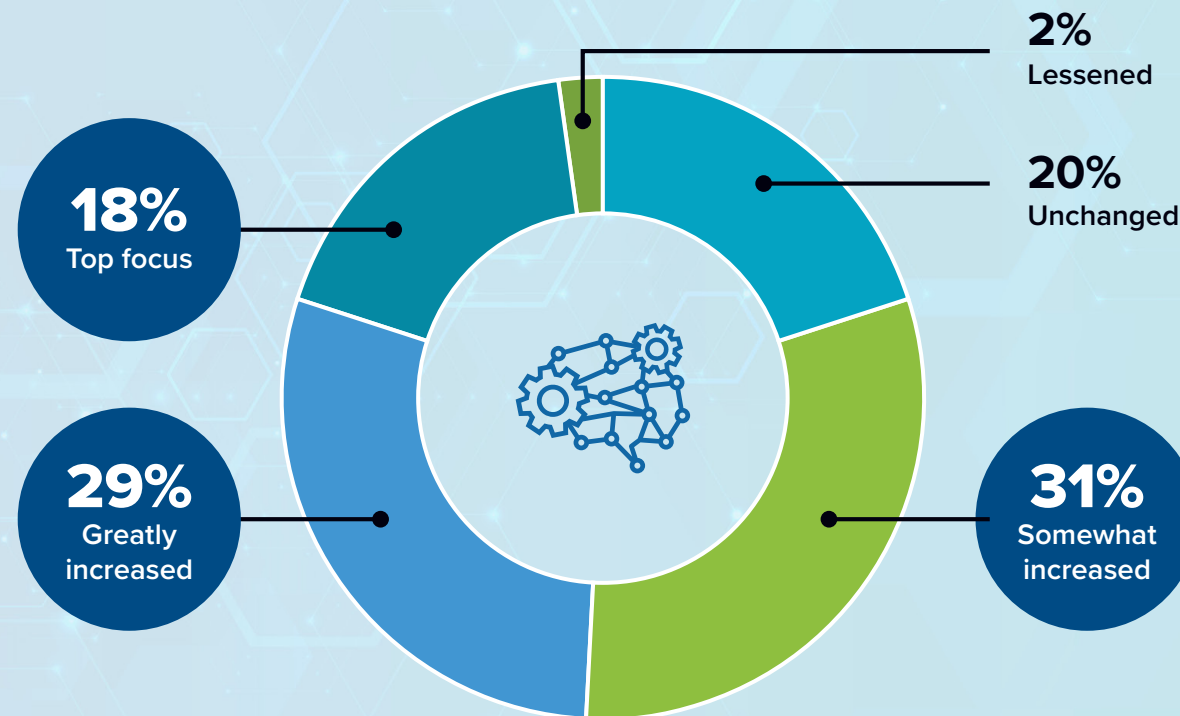
### DATA PLANE

Distributed, diverse, dynamic, dark



# An Increased Focus on Data and Analytics Will Help Organizations Pivot

**78%** of organizations increased their focus on data since the emergence of GenAI.



**69%** of organizations indicated that adopting AI platforms that are tailored and integrated into specific data and analytics systems will drive more meaningful business outcomes.

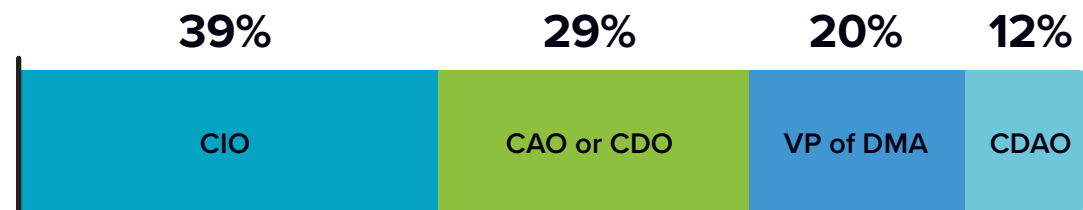
n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

# Organizations Are Transforming to Meet the Demands of AI-Ready Data and Analytics

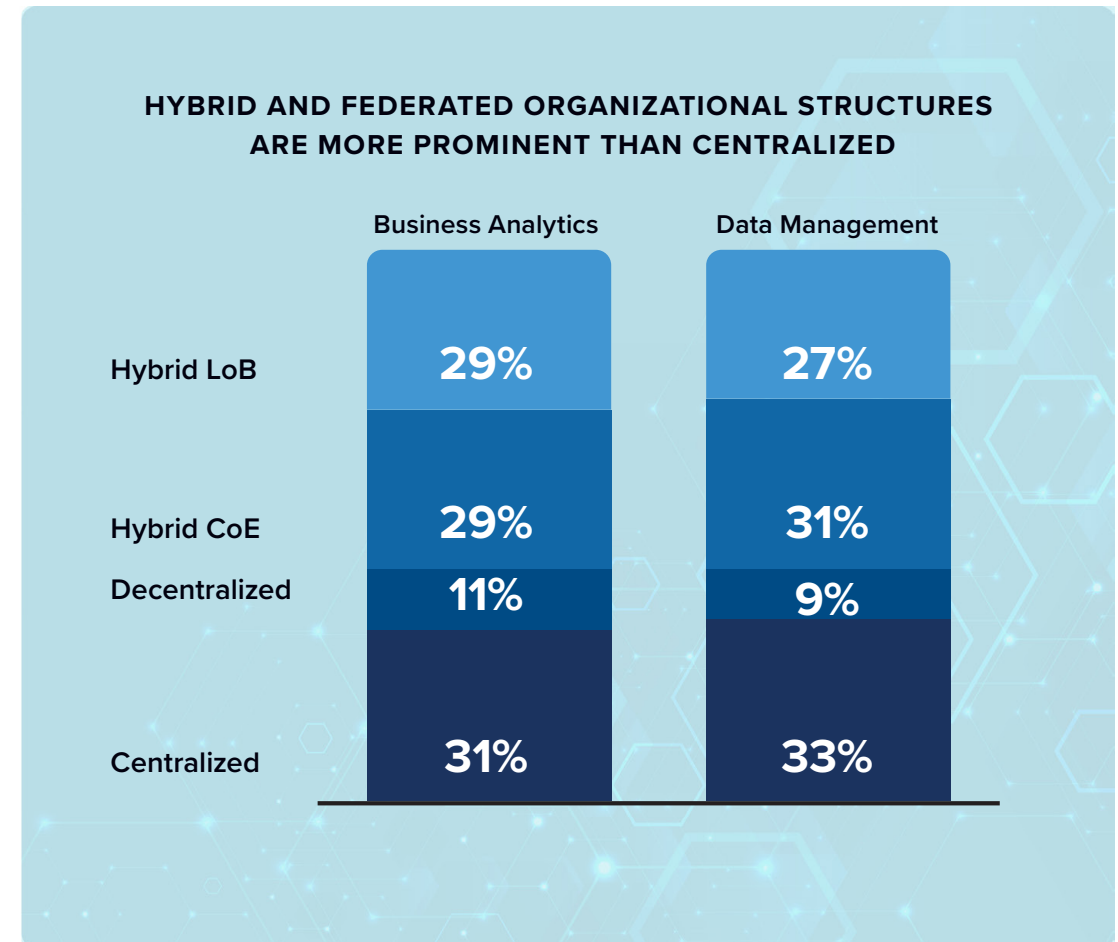


## 3 in 5

organizations consolidate data management and data analytics responsibilities **under one person.**



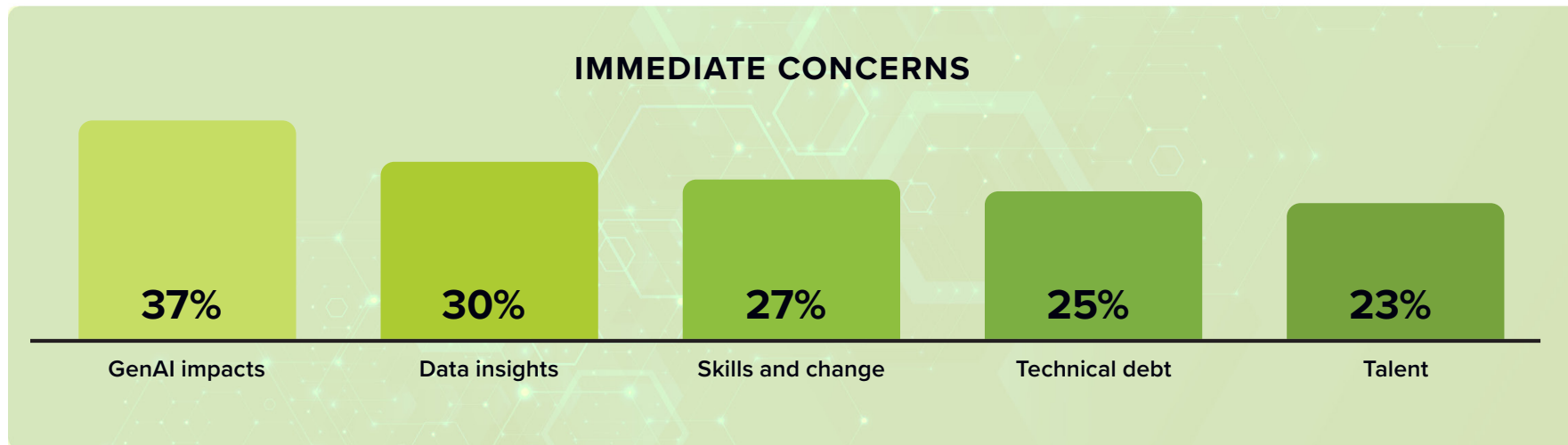
These organizations assign responsibility to the **CIO.**



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

# Change Management Is a Priority for Data Leadership as AI Impacts People and Technology

**Collaboration constraints, managing expectations of what AI can deliver, and skills development** are the biggest challenges facing data leadership. **Impact of GenAI on people** are immediate concerns of data and analytics organizations.



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

IT respondents are primarily concerned with **technical debt**.

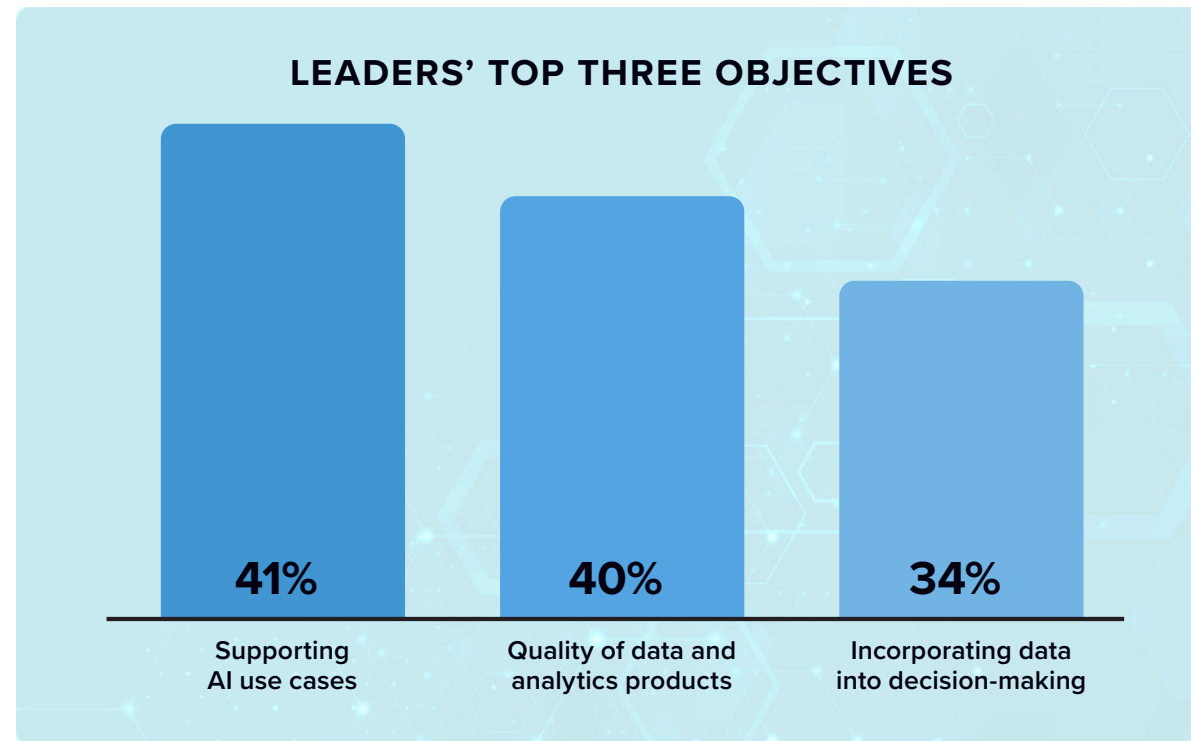
Line-of-business respondents are primarily concerned about **skills and training**.



# Data Architectures and Technologies Are Being Updated

**Less than half** of all respondents are extremely confident with their current data architecture and technology stack. Even fewer business respondents have this same level of confidence.

Data management leaders' top objectives are focused on **AI and the quality of data and analytics products for improved decision-making.**

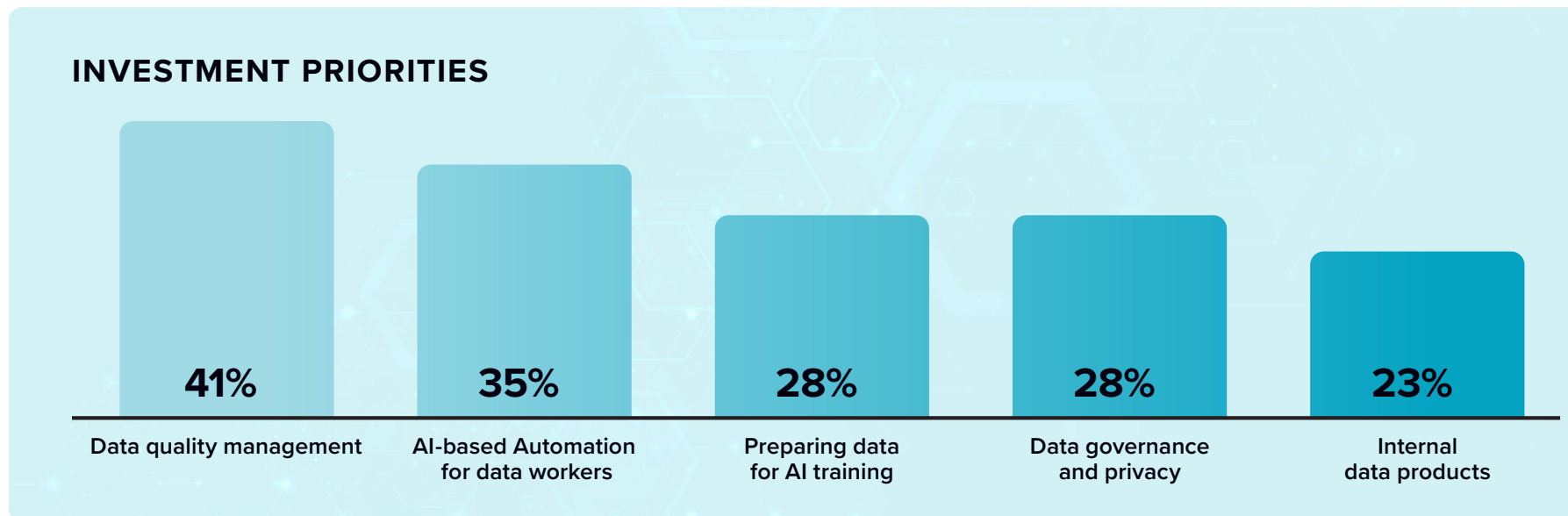


Data architectures and technologies are being updated to meet AI, data and analytics quality, and decisioning objectives.

n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

# Leadership Prioritizes Investments in Data Quality Management and AI Automation for Data Workers

Investment priorities are focused on **data quality, data worker productivity,** and preparing data for **AI tuning/training,** leveraging data products for **improved governance and privacy.**



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

Line-of-business respondents are more invested in data products, governance, and privacy compared to the total population.

# Improvements from Data Productization

Data products are improving productivity, governance, data-driven business outcomes, and AI success.

## ORGANIZATIONS WITH HIGH LEVELS OF PROFICIENCY IN DATA PRODUCTS



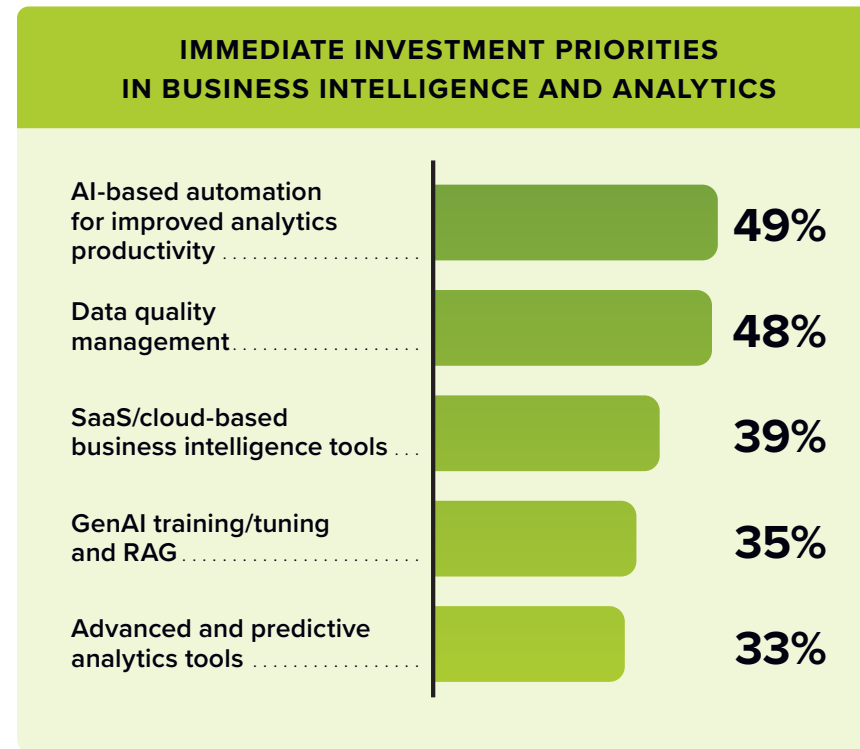
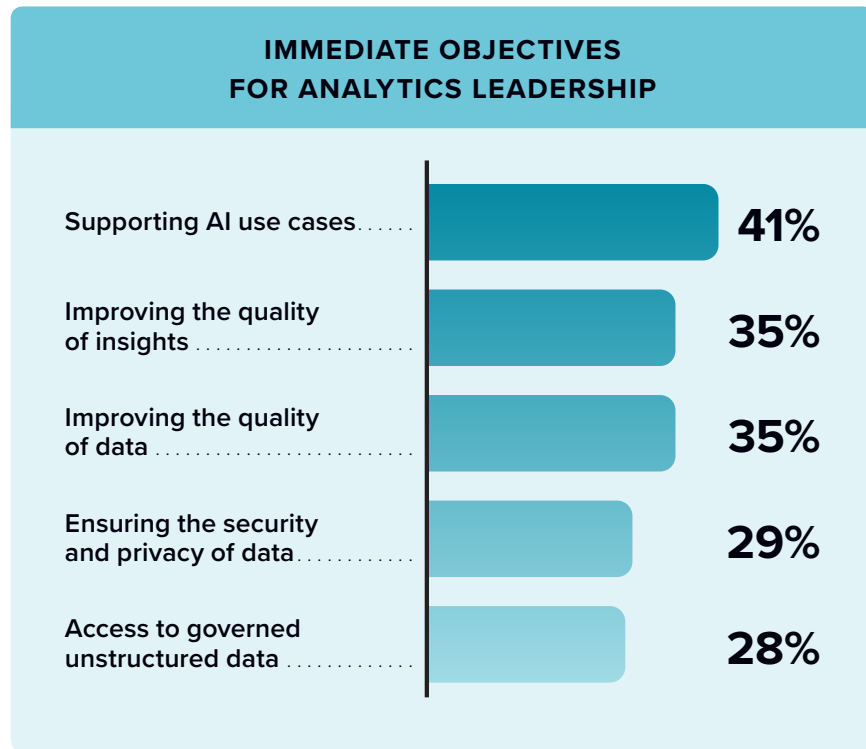
Note: Compared to those with low, or no, use of data products | n = 848; Source: Office of the CDO Survey 2024, IDC, August 2024

## CURRENT STATE OF DATA PRODUCTIZATION



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

# Analytics and Data Leadership



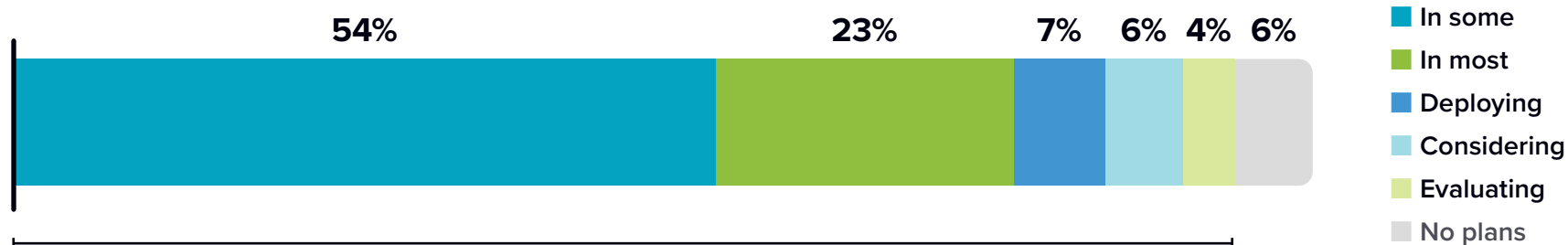
Analytics leadership objectives and investments align with data leadership: **focus on AI, quality, and improving access to unstructured content.**

Using new data types and data sources makes **quality and governance critical, and drives demand for integrated BI/analytics and data platforms.** AI-based automation is the only way to **improve the productivity of analytics users** working in modern data environments characterized as being highly distributed, diverse, dynamic, and dark.

n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

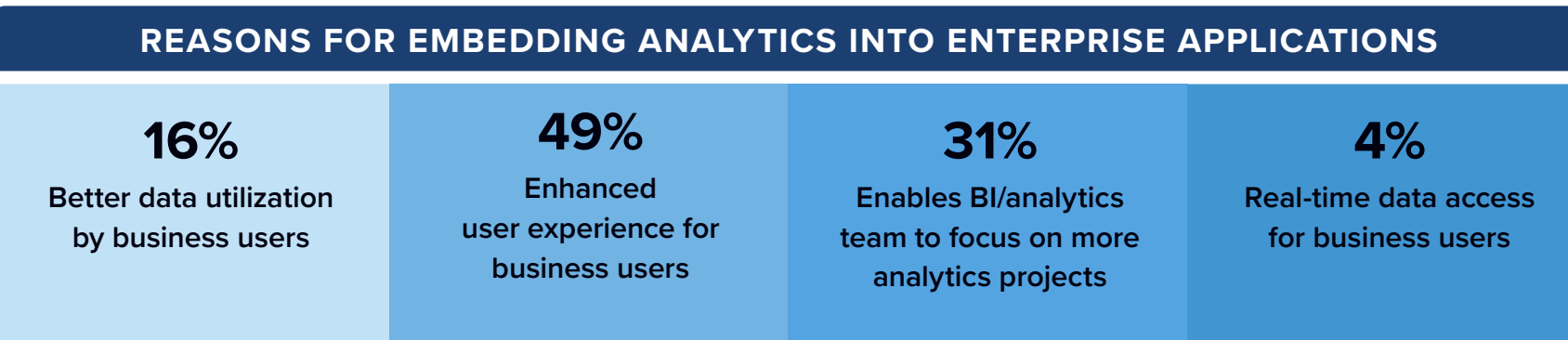


# Embedding Analytics into Enterprise Applications

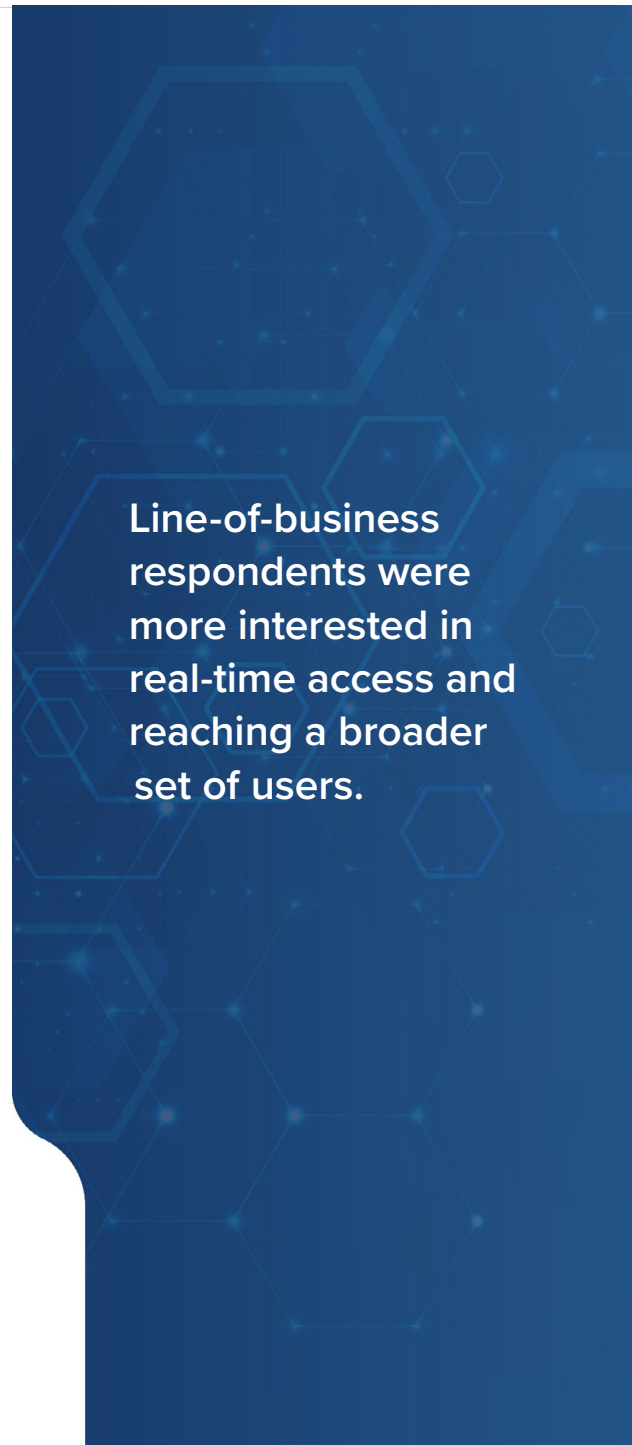


**94%** of organizations have embedded or are in the process of embedding analytics into enterprise applications for pervasive insights, better data utilization, and enhanced user experiences.

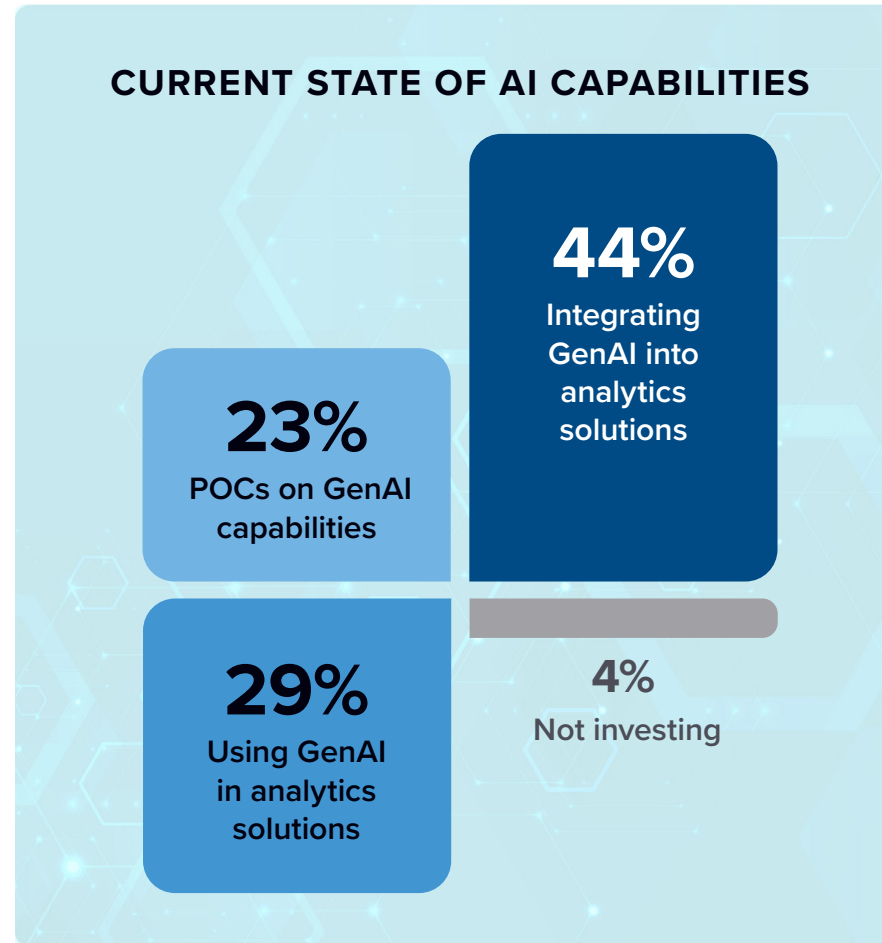
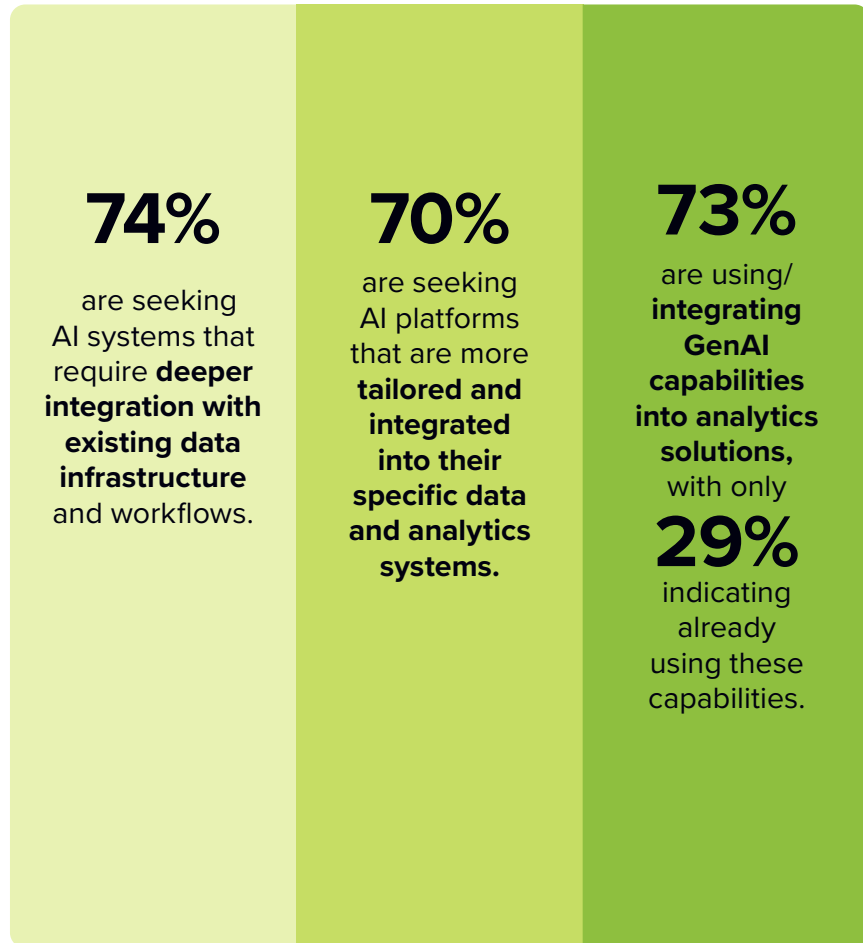
For an accessible version of the data in this figure, see Appendix: Supplementa Data, [figure from page 13](#).



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024



# Integrated AI Capabilities in Data Management and Analytics Solutions



Most respondents are seeking integrated AI capabilities in data management and analytics solutions to drive long-term value and business outcomes.

n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

# GenAI to Improve Data Quality, Mastering, and Protection

## Expectations of GenAI in ...

### DATA MANAGEMENT



Data quality management



Master data management



Data privacy management



Data stewardship



Data access and authorization management

### ANALYTICS

65%

Generating data insights and trends

59%

Creating data visualization

56%

Predictive forecasting and scenario analysis

47%

Generation insights from business applications

40%

Task automation and agents

40%

Combining structured and unstructured data sets

40%

Providing action recommendations

39%

Root cause analysis

36%

Data science code generation

Organizations are looking to GenAI to improve data quality, mastering, and protection, creating visualizations and generating deeper analytical insights.

n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

# Organizations Are Investing In Agentic AI

**IDC defines AI Agents as:**

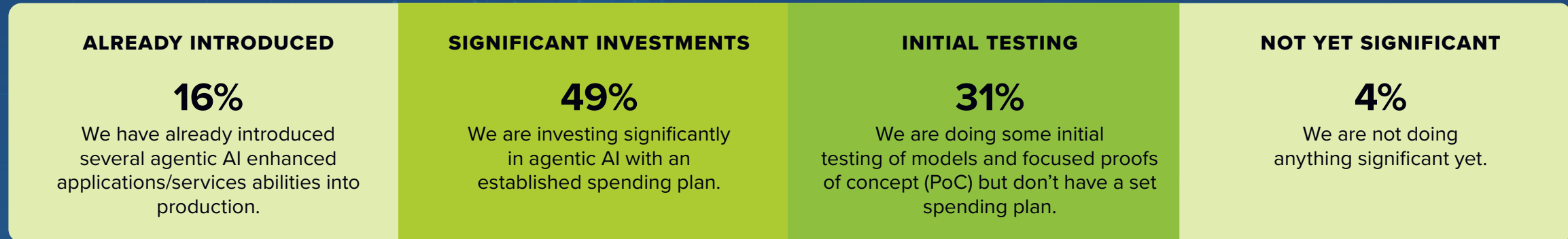
*“LLM-powered autonomous software entities that perceive their environment, make decisions, act upon them and interact with users or other systems in a manner like a human.”*

Source: IDC's Tech Buyers Introduction to AI Agents and Agentic Workflows, #US52518424, August 2024

This requires organizations to set up agentic workflows which refer to an iterative, interactive approach to AI development, where the **AI agent is empowered to engage in a more dynamic and self-reflective process.**

## CURRENT STATE OF AGENTIC AI

**80%** of organizations are investing in agentic AI.



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024



# Success Factors for Agentic AI

Only 12% organizations are extremely confident that current infrastructure is sufficient to support autonomous decision-making. Data accuracy, governance, models, and security are critical success factors.

## CRITICAL SUCCESS FACTORS FOR AGENTIC AI



n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

Real-time data access is critical for agentic workflows, but accuracy, governance, models, and security problems need to be resolved before real time can be realized.

# Data and Analytics Focus Is Key for Discipline and Innovation Post-AI Scramble

The focus on data and analytics in pivoting out of the AI scramble requires discipline, accountability, and a culture of data-driven innovation.



**Data products are key to AI success.** Succeed by focusing on the business value of each product, accountability, and delivery to the product consumers — people and machines.



**Implement responsible AI** by establishing accountability and responsibility for setting clear ethical guidelines, ensuring transparency in AI decision-making, and prioritizing fairness and inclusivity.



**Orchestrate processes** that facilitate seamless integration, quality, and accessibility of data and analytics, aligning data governance, ensuring data integrity, and fostering collaboration between data engineers and analysts, driving more accurate predictions, optimized operations, and strategic innovation.



**Invest in data literacy and analytical training** to improve skills across the workforce, fostering a learning mindset prioritizing agility, transparency, and accountability in data governance to build a data culture.

“We have been successful assigning data governance roles, but formalizing data product ownership has been difficult.”

*Data Leader at a Manufacturing Organization*

“Focus on practical applications within a defined scope to manage quality and trust issues, while maintaining a gap between sensitive internal information and publicly trained models.”

*Data Leader at a Financial Institution*

“Emphasize upskilling and digital literacy, and use data products to democratize data access.”

*Data Leader at a Global Systems Integrator*

# Appendix: Supplemental Data

The tables in this appendix provide accessible versions of the data for the complex figures in this document. Click “Return to original figure” below each table to get back to the original data figure.

FIGURE FROM PAGE 13

Embedded Analytics Into Enterprise Applications	Percentage
In some	54%
In most	23%
Deploying	7%
Considering	6%
Evaluating	4%
No plans	6%

n = 209; Source: Qlik Data Intelligence Survey, IDC, October 2024

[Return to original figure](#)

# About the IDC Analysts



**Megha Kumar**  
Research Vice President,  
Analytics and AI, IDC

Megha Kumar is research vice president within IDC's worldwide AI, automation, data, and analytics organization and the global research lead for business analytics, enterprise intelligence, and decisioning solutions. Her research is focused on providing insights on business analytics, enterprise performance management, and decision intelligence technology trends, adoption, and vendor strategies. It includes best practices around enterprise intelligence and aspects of building a data-driven organization, such as data culture and personas.

[More about Megha Kumar](#)



**Stewart Bond**  
Vice President,  
Data Intelligence and Integration Software, IDC

Stewart Bond is vice president of IDC's Data Intelligence and Integration Software service. Mr. Bond's core research coverage includes watching emerging trends that are shaping and changing data movement, ingestion, transformation, mastering, cleansing, and consumption in the era of digital business. Having worked in the IT industry for over 30 years, from early experience in database and application development through solution design and deployment, to strategic architectural consulting, Stewart has worked through some significant changes in the IT industry. His depth of field experience and market insight give him a unique perspective valued by his customers and peers.

[More about Stewart Bond](#)



## IDC Custom Solutions

This publication was produced by IDC Custom Solutions. The opinion, analysis, and research results presented herein are drawn from more detailed research and analysis independently conducted and published by IDC, unless specific vendor sponsorship is noted. IDC Custom Solutions makes IDC content available in a wide range of formats for distribution by various companies. This IDC material is licensed for external use and in no way does the use or publication of IDC research indicate IDC's endorsement of the sponsor's or licensee's products or strategies.



IDC Research, Inc.  
140 Kendrick Street, Building B, Needham, MA 02494, USA  
T +1 508 872 8200

[idc.com](https://www.idc.com)

[in @idc](https://www.linkedin.com/company/idc)

[X @idc](https://twitter.com/idc)

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

©2025 IDC. Reproduction is forbidden unless authorized. All rights reserved. [CCPA](#)