



Building the future Data Governance and Strategy ready for AI

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The better the question. The better the answer.
The better the world works.



Shape the future
with confidence

Building the future Data Governance and Strategy Ready for AI

- 1 Chief Data Officer Main Goals and Challenges
- 2 EY Approach - Data Ready for AI
- 3 How EY AI & Data speed up Data Transformation

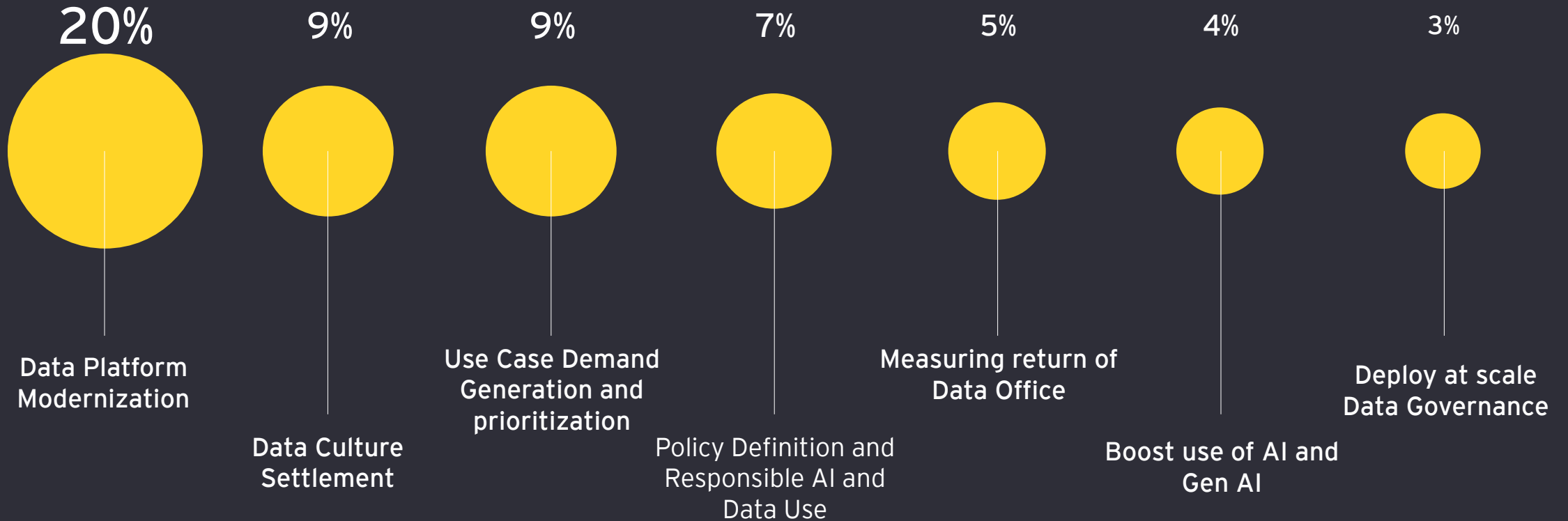


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CDO Main Goals and % achievement

- % of CDO that has reached each challenge



* Source: Study of the role of the CDO in Spain and Latam - EY & CDO Club Spain & LATAM

EY AI & Data - Our vision and approach

Human Center

- ▶ Persona centric - Needs
- ▶ Problem definition
- ▶ Ecosystem

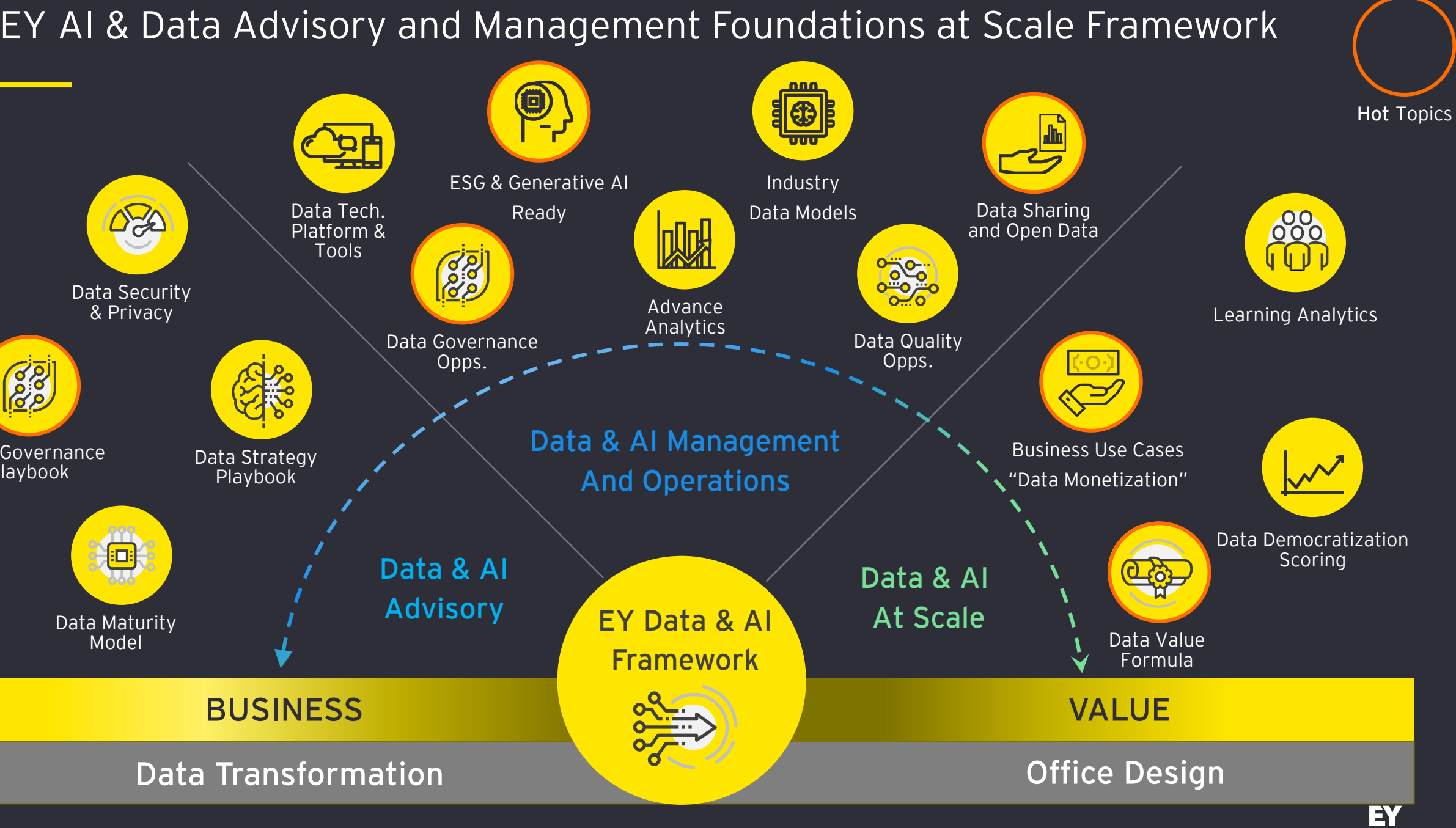
Data Platform

- ▶ Data Tech Architecture
- ▶ Data Cartography - Taxonomy
- ▶ AI & Data Governance and management
- ▶ AI & Data Collaboration

Measuring Data Impact

- ▶ Data Value Accelerator
- ▶ Business KPIs
- ▶ Data use measuring metrics

Designing data strategy to **create exponential value** through AI and data technology solutions for business impact



EY Formula: Four pillars analyzed in the same way around two fundamental axes



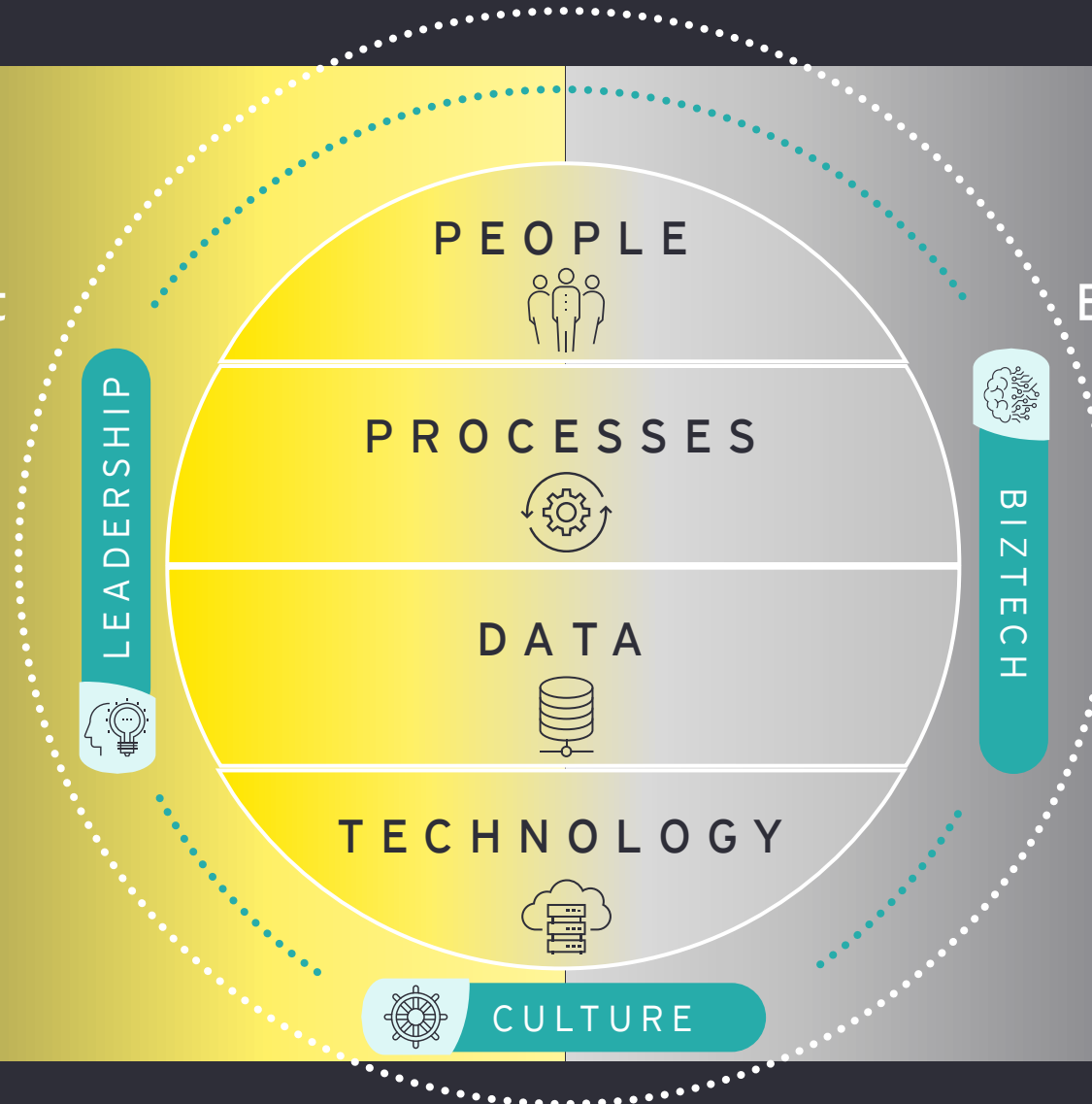
Data Management Fundamentals

To achieve the correct use of data, it is necessary to have an **organizational structure** that supports an appropriate **Data Governance Model**, analyzing the skills, responsibilities, roles and work processes around the data



Business Analytics Activation

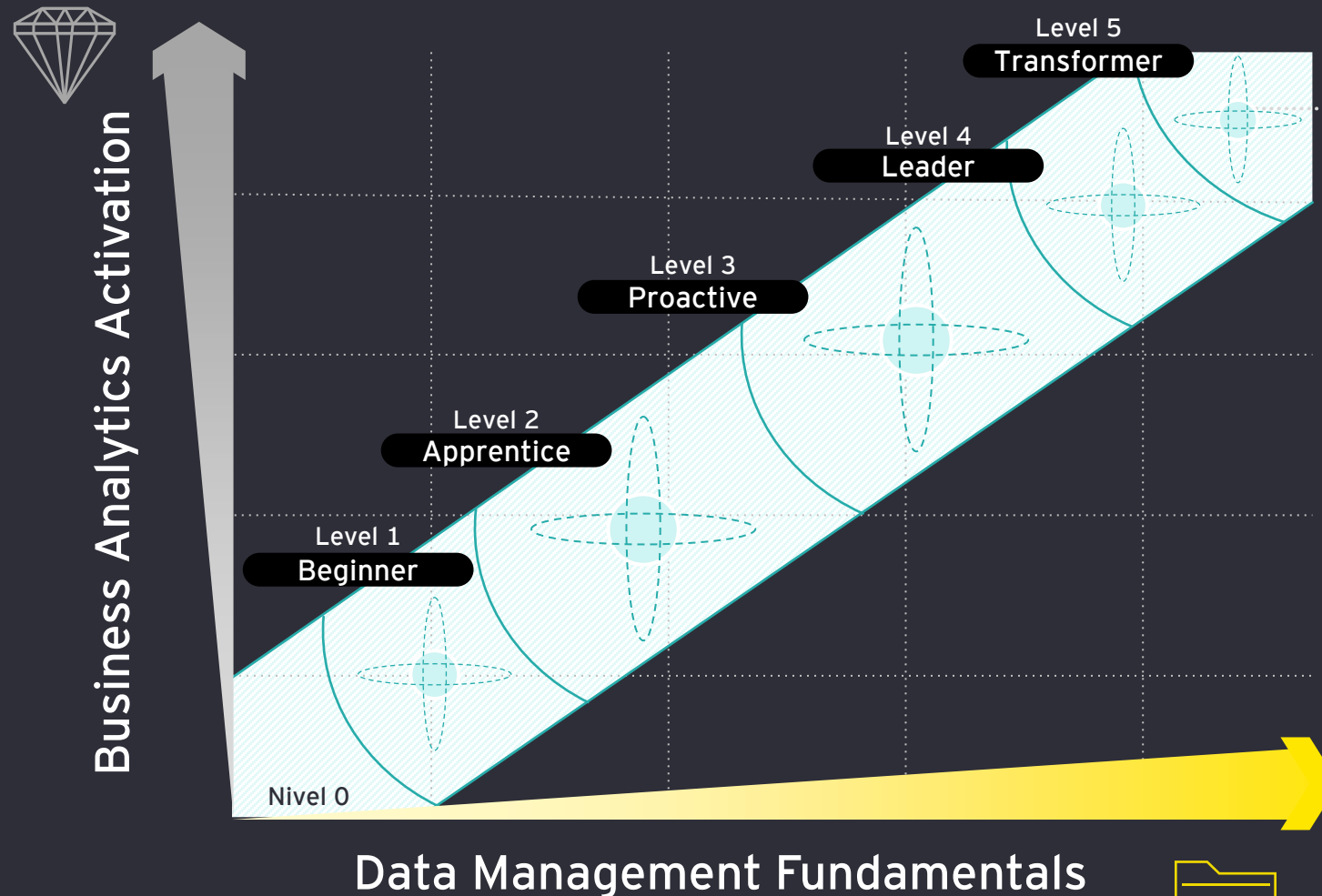
Where the use of information is to be a **differential asset** in decision making for the different areas of the company, being able to make everyone “buy” and “use” the benefits of Data and Analytics



Enablers

Analyzing the most qualitative and intrinsic indicators of the company, which are fundamental to becoming a **Data Driven company** and they act as data propagators

EY Balance: Business Activation vs Data Management Fundamentals



The levels range from zero maturity or even denial, to stages where one is a leader or reference, managing to improve data governance, increase its quality and use.

Which helps to understand where we are today, where we aspire to be and what initiatives to develop to achieve this, maintaining the balance between both axes of action.



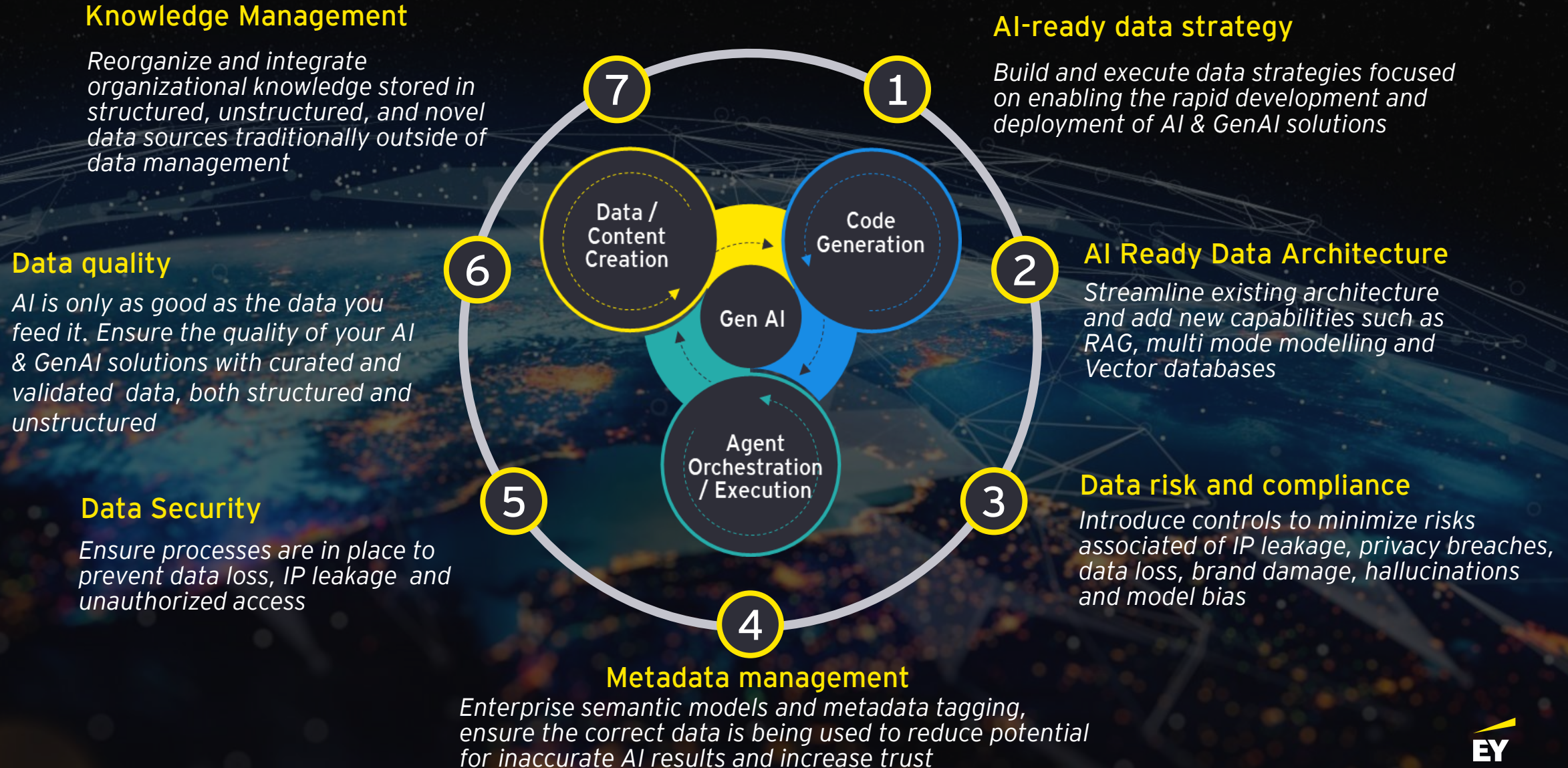
Optimal range for assessment result



Influence capacity and propagation zone of enablers



Seven points to consider in your approach to get your data AI Ready



EY AI & Data: Capabilities Overview

- Helping clients build a competitively differentiated vision and ambition around data, analytics, automation, and AI
- Driving data literacy and insights-powered decision making by articulating a data & technology strategy that prioritizes capabilities and business areas that lead by example

AI&D SOLUTION OFFERINGS

Data, Automation, Advanced Analytics and Artificial Intelligence solutions for structured, unstructured (text, voice, image, video) and semi-structured (IoT) data:

Enterprise Data

- Data strategy
- Data governance
- Data management
- Data architecture
- Data modelling
- Engineering
- Infrastructure & Operations
- Data Monetization
- Dashboarding & Visualization

AI Enabled Automation

- Automation Strategy & Operating Model
- Automation Solution identification & design
- Implementation
- Automation infrastructure & Operations

Advanced Analytics, Artificial Intelligence & Data Science

- Emerging Tech Strategy / Portfolio Analysis
- Generative AI
- Predictive analytics engines
- Recommender systems
- Anomaly detection
- Generative AI
- Operations Research & Optimization
- Digital Twin Modelling & Simulations
- Quantum algorithms

AI&D FUNCTION-SPECIFIC DATA SOLUTIONS

Finance

Customer & Growth

Supply Chain

Sustainability

Cyber

Transactions

Risk

AI&D SECTOR SPECIALIZATION

Advanced Manufacturing

Health Care

Consumer Products & Retail

Private Equity

Power & Utilities

TMT

Life Sciences

Government & Public Sector

EY AI & Data team speed up your data transformation journey

Human Center

- ▶ What questions would I need to answer?
- ▶ On Innovation words - Problem definition
- ▶ How am I going to deliver the value of data?

Data Platform

- ▶ What data sources (internal and external) do I need to answer?
- ▶ How AI could it improve or even deliver better results?
- ▶ Is there a Data Cartography - Taxonomy for this business domain?
- ▶ Is there AI & Data Governance and management?

Measuring Data Impact

- ▶ How to measure the results?
- ▶ How to measure data usage?
- ▶ How to establish quality metrics or responsible AI?

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