Enterprise Strategy Group™
by TechTarget

Navigating Data Governance in the Age of AI

Data from across organizational frameworks is pouring into AI tools and supportive components like LLMs, spawning increasing scrutiny driven by regulatory, compliance, and corporate governance requirements. To address these challenges, organizations are turning to data governance tools to help them carefully inspect, monitor, and manage data, especially in the face of widespread AI strategies and initiatives. TechTarget's Enterprise Strategy Group recently surveyed data and IT professionals responsible for evaluating, purchasing, and managing data governance solutions and services to gain insights into these trends.

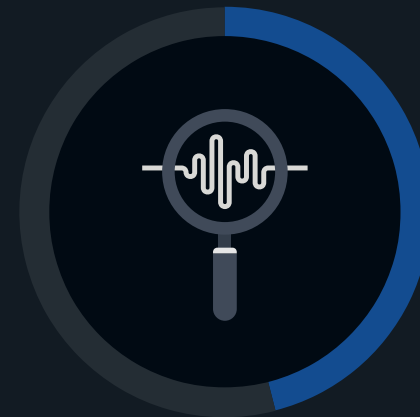Notable findings from this study include:

75%
of organizations have seen an **increase in data sources within their environments** in the last 12 months.
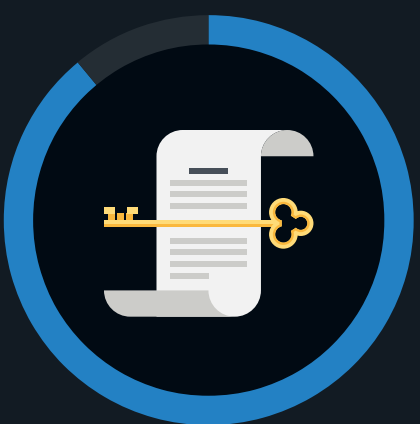
70%
of organizations place a high or very high priority on data quality and integrity in their AI-driven initiatives.

46%
of organizations say they only somewhat trust the accuracy of data given to end users for decision-making.

89%
of organizations are concerned about the possibility of future regulation-led data audits.

90%
of organizations are increasing their spending on data governance due to AI initiatives over the next 12 months.

85%
of organizations have seen an **increase in the number of data users** over the last 12 months.

For more from this Enterprise Strategy Group study, read the full research report, *Navigating Data Governance in the Age of AI.*

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