

Data Readiness for Impactful Generative AI



As organizations race to develop generative AI solutions, the importance of data readiness has become increasingly evident. The need to prepare and manage enterprise data effectively for generative AI has placed a sharp focus on data quality, governance, and bias. These factors are now shaping how and when organizations bring their generative AI solutions to life. TechTarget's Enterprise Strategy Group recently surveyed IT and data professionals to gain insights into these trends.

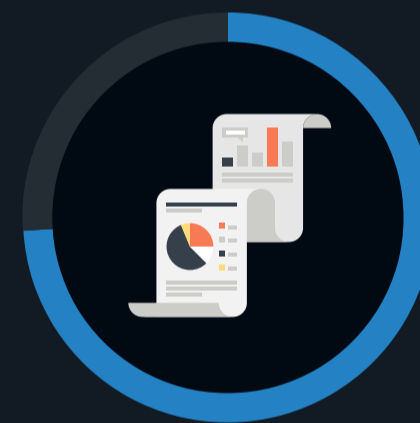
Notable findings from this study include:



64%
of organizations collect data
from **100 to 499 sources daily**.



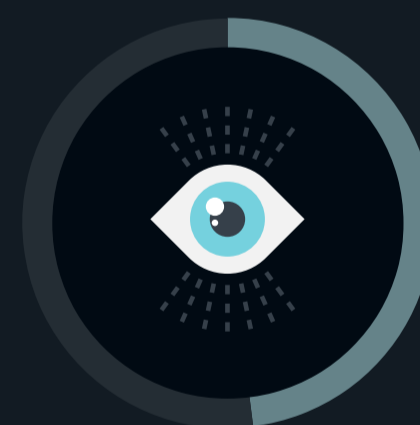
94%
of organizations plan to
increase spending on data
readiness over the next year.



74%
of organizations say data quality
has a critical or very high impact
on AI success.



90%
of organizations indicate they have
a dedicated team responsible for
data governance and compliance
for AI initiatives.



48%
of organizations address data
bias in AI initiatives through
transparency in model decisions
and sources.



57%
of organizations measure the success
of their AI initiatives **through increases
in operational efficiency**.

For more from this Enterprise Strategy Group study, read the full research report,
Data Readiness for Impactful Generative AI.

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