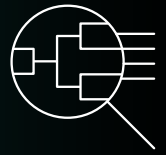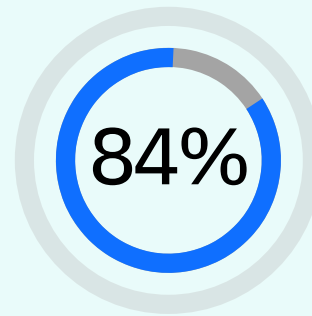# Is your data AI-ready?

AI is the next great competitive advantage

As AI becomes more integral to business, identifying data and building models is more important than ever.

84% of businesses say AI will enable them to obtain or sustain **a competitive advantage.**[1]
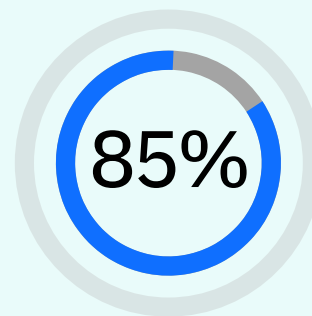
Trusted data = trusted AI

AI and machine learning are only as good as the data you feed them.

Over **4/5** **do not yet understand** the data required for AI.[2]

When done incorrectly, AI can be harmful to your business

Machine learning can only automate time-consuming processes with a trusted data foundation.

85% Through 2022, **85% of AI projects will deliver erroneous outcomes** due to bias in data, algorithms, and the AI teams that choose the data and the algorithms.[3]

Improve outcomes with trusted data

Simplify data governance so data scientists, developers, engineers and business experts can collaborate to build and deploy models at scale, accelerate innovation, and improve business outcomes.

Learn more about the importance of developing a data-driven culture to support AI initiatives.
ibm.biz/icp4data

1. https://www.bcg.com/publications/2017/strategy-technology-digital-is-your-business-ready-artificial-intelligence.aspx
2. MIT Sloan, Reshaping Business With ArtificialIntelligence, September 6, 2017
3. Artificial Intelligence Demands That CIOs Foster a Data-Literate Society, 9 January 2018