

## Forget Big Data and AI: Do This First

Big data. Artificial intelligence. Business intelligence. You hear these buzzwords everywhere today; maybe your boss even asked you to look into them for your company. But for most organizations, the first question should be “How do we build a data strategy that will allow us to answer our most important business questions?”

Most organizations need to first lay the foundation for more sophisticated technologies. This infographic shows where you’re likely to get the bigger impact and return on your investment.

| Buzzword                            | Where You Should Focus Instead   |
|-------------------------------------|--|
| <b>Big Data</b>                     | For most business units, big data isn’t your problem—it’s lots of small, disjointed data that exists in multiple places. The first priority must be centralizing that data and building infrastructure so your team can get insights and discover trends among the various data points.  |
| <b>Artificial Intelligence (AI)</b> | The reality is, most businesses would benefit most from focusing on automation and letting humans focus on higher level priorities. Tell your boss that to do AI, you really need to do automation first. With a limited pool of resources, starting with automation will get you an immediate return AND set you up for the future.   |
| <b>Business Intelligence</b>        | Business intelligence generally refers to things that happened in the past. While it can be valuable to evaluate past performance, it’s much more important to understand what’s going on in your business right now. You need real-time analysis capabilities to understand patterns and glean important insights, plus predictive analytics to get critical foresight into the future. |