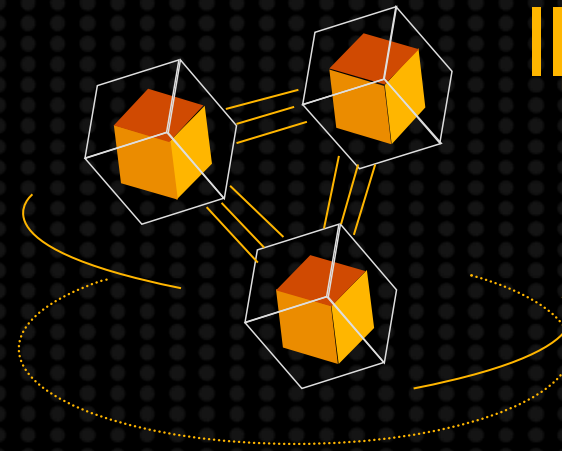# AI everywhere webinar series #4

Getting the basics right: Enabling AI with data governance tools and processes

Data governance addresses the top 5 challenges in today's data environment

1. New technologies are increasing the scale and complexity of the data eco-system
2. Scrutiny and regulation is rising
3. Stakeholders expect data will be safe
4. The 'data quality' challenge is getting more difficult
5. New competitors are driving disruption and competition

The building blocks – Data governance processes and tools

① Define and refine your processes and roles & responsibilities

② Gain experience, collect requirements — Build your own first set of tools

③ Evaluate tools — Cloud platforms vs Independent / Integrated vs Best-of-breed

How can PwC help start your data governance journey?

Enterprise data governance
Align the IT organisation's goals with business priorities and create a governance organisation to properly manage data that drive critical business processes

Enterprise data integration
Implement data lake architecture with cloud technologies to parallelly process large volumes of data from multiple sources into a single source of truth

Analytics/AI use cases
Leverage use case models that PwC has to accelerate the deployment of AI or advanced analytics

Responsible AI
Facilitate the adoption of responsible AI in organisations

pwc