



EXECUTIVE BRIEF

The ultimate guide to unlocking value from your data



The reality

A meager

23.9%

of companies report that they have created a data-driven organization¹

The opportunity

Data innovation leaders are

"3x"

more likely to beat competitors to market² by a year²



Learn how to fuel innovation with data and AI.

What's keeping companies from effectively using data?

Data is at the center of every application, process, and business decision, fueling new experiences and insights that spur innovation. But implementing the right data strategy to unlock the value of your data is not a straightforward journey. Business leaders face persistent challenges, ranging from complex data silos, to the rapid growth of data volumes, to teams not having the right tools for the job—hindering the best of efforts. These challenges combined with the strategic imperative to deliver tangible business value is intensifying the urgency to act and embrace building a data strategy in the cloud.

The ROI of a data strategy

Creating a data-driven culture is a critical part of a successful cloud data strategy. When data is no longer limited to data scientists and specialists, it can be securely shared and readily accessible to users across your organization to improve decision making and fuel innovation. Organizations are already capturing the benefits of an end-to-end strategy built on Amazon Web Services (AWS):

- [United Airlines](#) used a comprehensive set of data tools to create an intelligent airport with more than 20,000 sensors producing data to drive real-time insights, optimizing ground equipment capabilities, resulting in \$120 million in savings for equipment that was no longer required.
- [ENGIE](#) eliminated data silos by creating the Common Data Hub using AWS integrated data services, empowering every department with equal access to a common data framework. The results: increased productivity and maximizing wind farm energy production.
- [Pinterest](#) implemented a holistic governance strategy using AWS, enabling teams to move faster with data. In addition to increased productivity, Pinterest was able to innovate and design new experiences for customers, including a solution that boosted underrepresented creators and businesses.

- [Intuit](#) is combining data and artificial intelligence (AI) to improve business outcomes and customer experiences. It built [Intuit Assist](#), a new generative AI-powered assistant that uses relevant contextual datasets spanning small business, consumer finance, and tax to deliver personalized financial insights to customers.

From vision to value: building a strong data strategy in the cloud

With the right end-to-end data strategy built in the cloud, you can unlock more value from your data to make better, faster decisions, use generative AI, and optimize your business.

Regardless of your business challenges or where you're at in your cloud journey, AWS has a comprehensive, integrated set of data and AI tools to help you fuel innovation and drive business outcomes. With AWS data services you can:

- **Turn data into value** with the most comprehensive set of data tools for your use case, whether that's generative AI or business intelligence (BI). AWS continuously innovates to bring you all the tools you'll need with the right price performance for your use case, so you'll be able to build a data strategy that grows with you.
- **Make decisions based on a complete picture of your business** by eliminating data silos. With AWS, you can easily connect and act on all of your data, no matter where it lives. This will give you a better understanding of your business and the ability to make predictions.
- **Empower your teams to innovate faster by connecting all your data.** When your teams can find, access, and share the data they need, they can quickly and securely collaborate and innovate. AWS provides complete protection and governance so you can control who has access to your data and what they can do with it.

Make data your generative AI differentiator

The advent of generative AI puts renewed emphasis on the importance of data. When you want to build generative AI applications that are unique to your business needs, data is the differentiator. It's the key to moving from generic applications to generative AI applications that create real value for your customers and your business. Whether organizations want to build their own foundation models (FMs) or customize existing FMs, it all starts with high-quality data. Success hinges on a strong data strategy in the cloud.

According to [McKinsey](#), "...companies that have not yet found ways to effectively harmonize and provide ready access to their data will be unable to fine-tune generative AI to unlock more of its potentially transformative uses."

Put your data to work

In helping more than 2 million customers solve some of the most complex data problems using analytics, AI, and machine learning (ML), a common question we get is, how do I start? We see that eliminating department silos and aligning technical decisions and projects to tangible business outcomes ensures the right people can access the right data and get the most out of that data. Here are some ways you can maximize business value with data using AWS:

- **Make better, faster decisions.** Foster a data-driven culture, democratize access to data and insights, and empower business users to make informed decisions with data easily.
- **Improve the customer experience and loyalty.** Create a 360-degree customer view to better understand your customers and offer hyper-personalized experiences.
- **Optimize costs.** Reduce the costs of putting your data to work while also using AWS analytics, AI, and ML to uncover new cost-savings opportunities.

- **Reinvent your supply chain** to rapidly build and evolve your data-integrated applications and services to provide a total, real-time overview of your supply chain.
- **Discover new revenue streams and frontlines.** Use data and AI to monetize your data and discover new revenue streams while enhancing customer experiences.
- **Reduce fraud and mitigate risk.** Accurately detect and prevent online fraud to reduce revenue losses and provide a frictionless customer online experience while adapting to changing threat patterns.
- **Innovate faster with applications that evolve with customer needs.** Build intelligent and scalable applications on a modern data infrastructure so you can quickly evolve and innovate to support your growing data needs and customer demands, now and in the future.

The bottom line

AWS offers everything you need to unlock more value from your data by building an effective end-to-end cloud data strategy, with pricing and service options that help you optimize costs every step of the way. With AWS comprehensive data tools, companies can maximize the business value of their data to drive tangible results and growth, accelerate innovation, and build a sustainable competitive advantage.

Next steps

To learn how you can unlock the potential of your data and build for the future with AWS data services:

- 1 Be sure to read and share our [8 essential, data-driven solution areas for leaders: Maximizing business value with data eBook](#)
- 2 Learn more about [fueling innovation with data and AI](#)

