



Data Strategy: A strategic asset

McKinsey just came out with a study that found that the companies they survey could attribute 20% of their bottom line to AI implementation

With the buzz created around AI, ML is finally helping companies of all sizes to increase their revenue, OR reduce their costs.

CoreView had an opportunity to develop ML-based business solutions for a variety of small and mid-sized customers across industries and functions like Cyber Security, Digital Marketing, Hospitality, Services ...to name a few.

Each of these had its readiness at different levels. Most had the business strategy aligned, executive blessings, and decisions to invest in AI, ML-based business solutions. But their data readiness was very different.



Data Strategy itself is a strategic business asset for an organization. The right Data strategy in place will enable building an AI, ML product solution.

IP and or Business Innovation is not achieved without a sound investment of time, resources, and efforts.

Data Strategy is a strategic investment needing significant time, resources and efforts, for any AI, ML-based business investments.

Companies who have attributed their significant bottom-line improvement due to AI, ML-based innovations, are the ones who have made this investment, knowingly and purposefully.



CoreView can help you build your data strategy if you don't have one in place.

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www.coreviewsystems.com



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