Special Research Report

October 2025

Solving the Data Readiness Conundrum

Mid-Market Best Practices for Excelling with AI and Advanced Analytics

Analytics8

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Executive Summary

By Patrick Vinton, Chief Technology Officer

In today's "everything AI" environment, organizations are racing to adopt artificial intelligence, but few are adequately investing in the foundation that makes AI work: their data. Clean, consistent, and accessible data isn't just an operational nicety; it's a strategic imperative. Without it, even the most sophisticated AI struggles to deliver meaningful or reliable results.

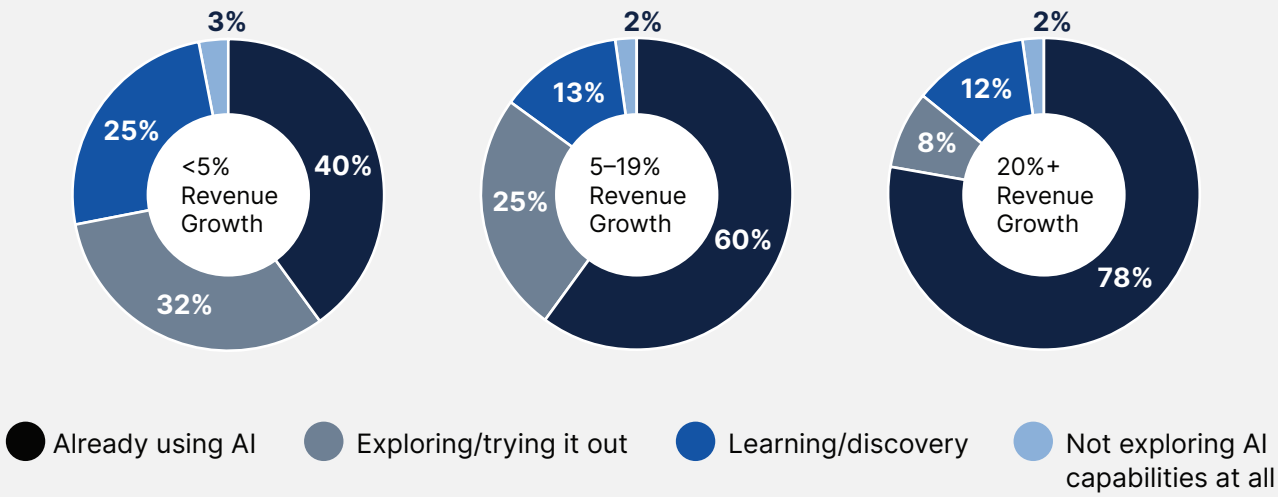
Many companies attempt to leverage AI for automation and as a productivity multiplier, but forward-thinking organizations go further by embracing AI to enhance decision-making across functional departments. The latter use case relies on companies' proprietary data, with the goal of turning that data into a competitive advantage and enabling faster, smarter decisions across the enterprise.

However, achieving that vision can be challenging. Gartner estimates that 63% of organizations do not have or are unsure if they have the right data management practices for AI. And as a result, Gartner believes that 60% of AI projects will be abandoned by the end of next year due to a lack of AI-ready data.[1]

The data management challenge extends beyond maintaining structured data in relational databases. To truly unlock AI's potential, organizations must also manage and govern vast amounts of unstructured data — emails, documents, transcripts, logs, images, audio, etc. — often siloed in file-sharing systems like Microsoft SharePoint. Chief Data and Information Officers have long governed how humans access and use unstructured data, but they are now scrambling to adapt these strategies to support AI-driven consumption.

High-Growth Mid-Market Companies Lead the AI Race

% of companies using AI in various ways



Despite the ominous warnings and early failures, mid-market companies continue to invest in AI to unlock growth, enhance operational efficiency, reduce costs, improve product and service offerings, and stoke innovation. In fact, a fall 2024 study commissioned by the National Center for the Middle Market[2] revealed that faster-growing companies are more advanced in their use of AI, a finding corroborated by our study.

Mid-market companies, however, have unique challenges readying their data for AI and BI (business intelligence). Situated between behemoth enterprises with large IT budgets and smaller digital native organizations whose operations run on modern SaaS platforms, mid-size firms often lack the talent, tools, and financial wherewithal to collect and manage the hordes of source data in inconsistent formats across incompatible legacy systems.

Response base:
400 financial decision-makers at middle market companies across the U.S. and Canada.

Source:
The National Center for the Middle Market

Figure 1

To better understand what undermines the mid-market's effort to prep data for AI and BI, we conducted an online survey in September 2025 of business and technology leaders at 102 North American companies across the financial services, insurance, health sciences, and consumer products goods sectors. (See full methodology on page 27.) Based on their responses, we categorized these companies into three cohorts:

LEADERS,
whose revenue increased 15%+ since 2020.

FOLLOWERS,
whose revenue increased from 1% to less than 15% over the previous four years.

LAGGARDS,
whose revenue declined since the beginning of the decade.

Our findings revealed six primary categories of challenges related to data foundations, data transformation, and analytics tools that prevent AI and BI deployments from achieving business objectives. Although our analysis is focused on the mid-market, our observations and recommendations also apply to larger firms that are struggling to get their data ready for both AI and BI.

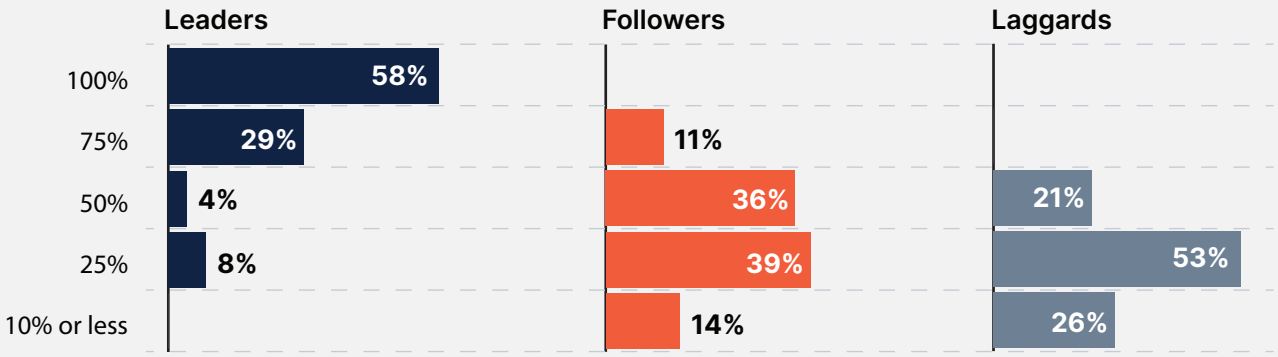
Our top-line findings reveal:

Data readiness remains more aspirational than real. A mere 14% of mid-market organizations polled said they have achieved full data readiness. Even more alarming, 15% of companies report that 10% or less of their data is prepared for AI. Leaders are acting differently. 87% of respondents from these high-performing companies said that at least 75% of their data is ready for AI; only 11% of Followers said the same. (See Figure 2.) Sadly, none of the Laggards said at least 75% of their data was prepped for AI.

Companies struggle to effectively manage both structured and unstructured data. 57% of respondents rate their firms as "effective" or "extremely effective" at managing structured data. Only 41% claim that their organizations have achieved the same level of proficiency with unstructured data, which we believe is hypercritical for concurrently enabling data readiness for both AI and BI.

Business Performance Influences Data Readiness

What percentage of your company's business data is ready and available today for use by AI environments?



Response base:
Leaders: 24, Followers: 44;
Laggards: 34

Source:
Analytics8

Figure 2

Data strategy remains relatively underfunded. Only 14% of spending on IT-related AI and analytics projects goes toward data strategy. This lack of investment in essential strategic planning has an impact on whether platforms, tools, and overarching AI initiatives deliver results.

Data ingestion and analytic tools are falling short. 40% of respondents acknowledge these tools are "ineffective." Perhaps most concerning is that nearly one in five companies (19%) report their tools are "extremely ineffective."

Inconsistent data architecture, poor data hygiene, and siloed systems were cited as the biggest impediments. Collectively, 85% of companies cite these issues as the top challenges. Moreover, if not addressed, they can add to technical debt,[3] creating an environment where data remains trapped, dirty, and unusable for AI applications. Almost certainly related, 73% of surveyed organizations identify talent shortages as a primary data-readiness obstacle — likely a reflection of the limited availability of skilled professionals capable of building and maintaining the modern data infrastructure required to support AI.

Technological shortcomings and organizational challenges inhibit AI applications from reaching production. 17% of survey respondents cited a variety of technological barriers. Organizational barriers follow closely, including budget misalignment (15%) and limited executive sponsorship (10%).

This report provides guidance on how to accelerate progress on the journey toward AI and advanced analytics. It outlines best practices for achieving data readiness and includes real-world lessons from our experience helping clients develop data strategies, deploy modern platforms, and turn raw data into actionable insights.

In summary, access to clean, consistent, and governed data remains a major barrier for mid-sized North American companies trying to operationalize AI. Leading firms are pulling ahead by investing in data strategies and centralized data platforms that deliver faster, more accurate insights enterprise-wide.

Introduction:
How We Got Here

What does it mean to have AI-ready data?[4] In our experience, being ready for AI is more than having clean data. It's about making sure your data is accurate and accessible across functional groups. It's about lineage that clearly shows how it was transformed from source to target. It's about giving your data business context that is surfaced via an overarching metadata or semantic layer. It's about ensuring you have the people and processes in place to maintain the data and grow it as business needs evolve. And it's about having a flexible, scalable architecture for both structured and unstructured data that is properly governed.

Being AI data-ready requires a strategic and intentional commitment of time, effort, money, and talent. This can be challenging for mid-market companies,[5] many of whom operate with brittle processes and siloed systems that are outdated, underutilized and/or underpowered. Numerous studies by other organizations highlight the uphill climb mid-market organizations are experiencing, primarily in the context of generative AI.

For example, a recent study by RSM, a Chicago-based tax/audit/consulting firm, found that 53% of mid-market companies polled said they were only "somewhat prepared" for generative AI. Moreover, about 10% said they were "not very prepared." The top reasons cited for their preparedness concerns:

39%
Lack of in-house expertise

34%
Absence of a clear AI strategy

32%
Data quality issues

Yet a lack of preparedness hasn't stopped mid-market firms from moving forward, according to the RSM study.

58%
have implemented AI in data analytics, the most widespread use case.

57%
are focused on IT operations.

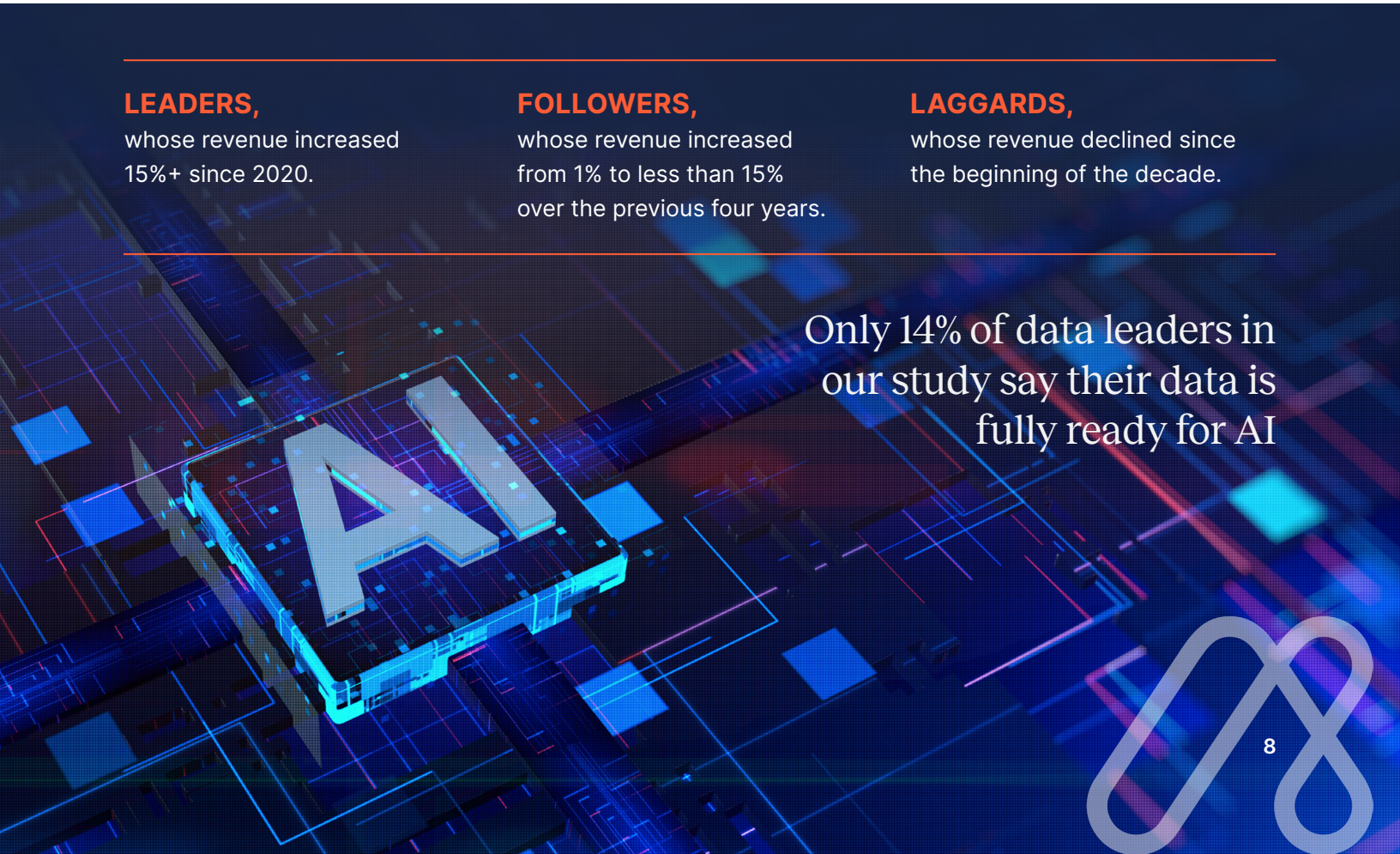
48%
are applying it for customer service.

Our study builds on this and explores the foundational data issues that stymie mid-market companies from moving forward with AI and BI. From here, we examine our key findings, with a lens on what Leaders are doing differently than Followers and Laggards.

LEADERS,
whose revenue increased 15%+ since 2020.

FOLLOWERS,
whose revenue increased from 1% to less than 15% over the previous four years.

LAGGARDS,
whose revenue declined since the beginning of the decade.



Only 14% of data leaders in our study say their data is fully ready for AI

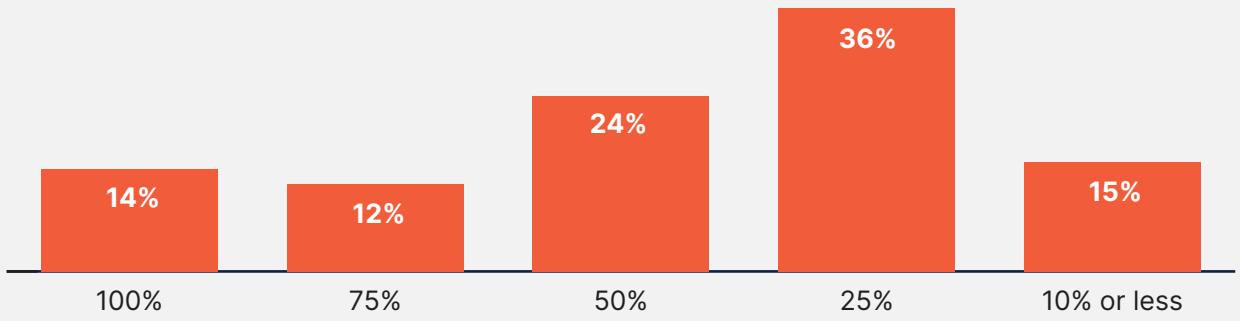
Comparing Leaders, Followers, and Laggards on AI Data Readiness

Like most business-critical, IT-oriented initiatives, leadership support and strategic vision are essential to success. Data initiatives require forward-thinking and executive support to ensure that investments will not only meet but advance business objectives.

The not-so-good news here is that most respondents to our survey said their companies' C-suites don't treat data and AI projects as fundamental business transformation initiatives. A near majority (48%) said their C-suite merely signs off on expenditures but doesn't guide or inform priorities or objectives. Only 14% said their C-suite sponsors and oversees these projects. This may be one reason why so few respondents (14%) claim their companies have achieved full data readiness.

Few Companies' Data are Fully Prepped for AI

What percentage of your company's business data is ready and available today for use by AI environments?



Response base: 102 business and technology leaders in North America.

Note: Total percentage of respondents does not sum to 100% due to rounding.

Source: Analytics8

Figure 3

Sorting Out Spend Priorities

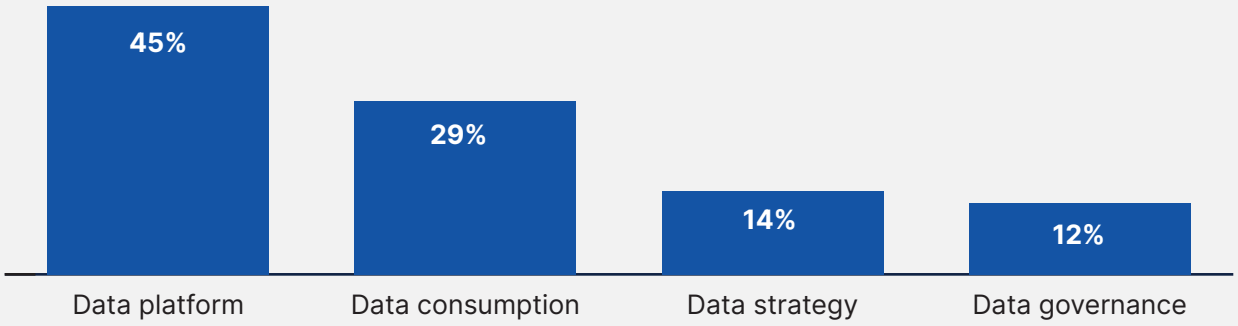
Organizations are pouring much of their data and AI budgets (nearly half) into IT infrastructure to create cloud-based data management platforms with capability and horsepower to extract, load, and transform (ELT) data into data warehouses and lakehouses that power AI and BI platforms. Roughly 29% of their budgets flow into data consumption tools (dashboards, BI, and AI) that let users access, analyze, and act on data.

This makes sense since data and AI initiatives are fundamentally infrastructure-intensive. However, all the infrastructure in the world won't matter much without a strategy. Sadly, spending on data strategy, the critical business planning and alignment work that overwhelmingly influences results, pales in comparison. Only 14% of data and AI budgets at all surveyed companies are spent on strategy. Separately, only 12% of total spend is put towards governance frameworks which are essential for creating and enforcing data quality, regulatory compliance, and trust.

Leaders spend more on strategy than Followers and Laggards. 29% of Leaders said the highest percentage of their time and money is focused on strategy. In comparison, 15% of Laggards and only 5% of Followers said the highest percentage of their time and money is focused on strategy.

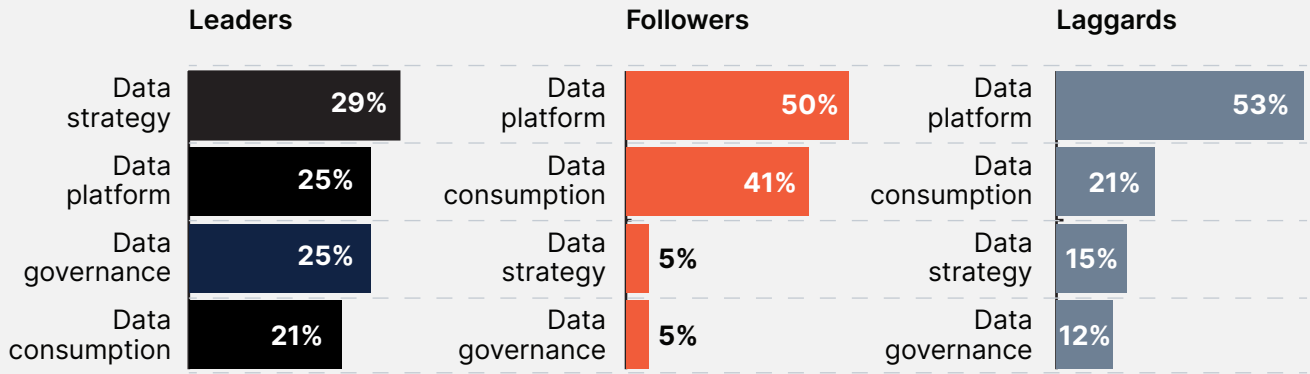
Proper Planning Prevents Poor Performance: All Companies ...

In which area is your organization spending its highest percentage of time and money?



Response base: 102 business and technology leaders in North America.

... Vs. Top Performing Ones



Data and AI Spending Only Increasing

Companies across our three categories plan to dramatically accelerate their data and AI spending. 74% plan to increase investment over the next 24 months compared to 62% who did so in the past two years. More tellingly, the percentage of companies planning to increase spend more than 10% has jumped from 36% to 44% across the total response base. This reflects a seismic shift in the mid-market as companies move from tentative experimentation to fervent commitment to data and AI initiatives.

Response base:
Leaders: 24, Followers: 44;
Laggards: 34

Note:
Category totals may not sum to 100% due to rounding.

Source:
Analytics8

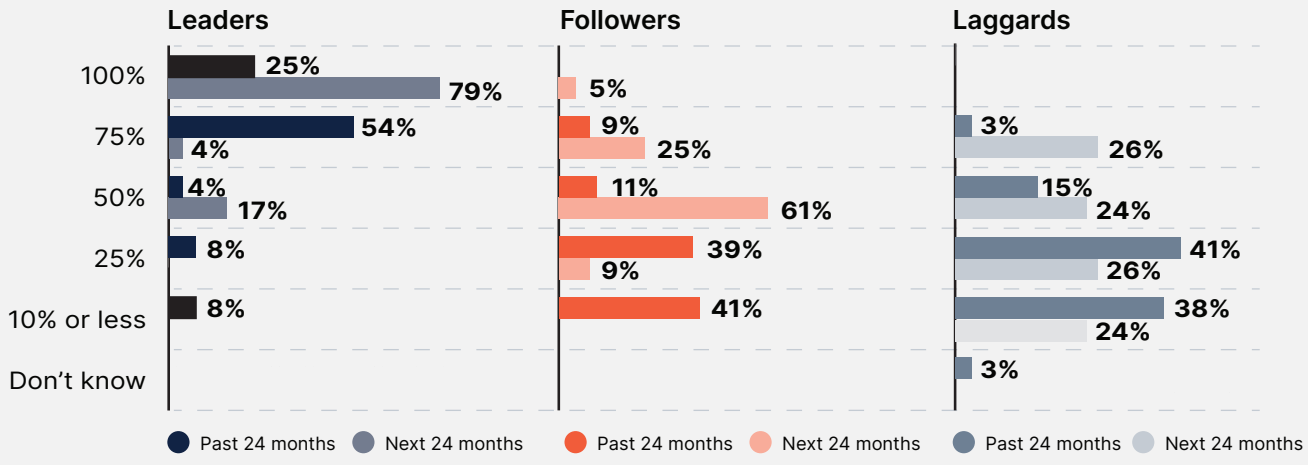
Figure 4

Taking Data Readiness Seriously

Looking back two years, 64% of surveyed organizations said 25% or less of their data was AI-ready. Looking forward, respondents project a complete reversal. In fact, 80% said they expect their companies to have 50% or more of their data prepared for AI within 24 months. Not surprisingly, the improvement at Followers and Laggards is not as robust as at Leaders. 100% of Leaders said more than 50% of their data would be AI ready within the next 24 months; 79% of this group said 100% of their data would be prepped for AI. Only 5% of Followers and no Laggards said 100% of their data would be AI ready within 24 months. Overall, much lower percentages of Followers' and Laggards' data will be AI-ready over the next 24 months. (See Figure 5.)

Leaders are Pulling Ahead as Their Data Becomes More AI-Ready

What percentage of your company's business data was ready and available for use by AI environments two years ago? What is the expectation two years henceforth?



Response base: Leaders: 24, Followers: 44; Laggards: 34

Source: Analytics8

Figure 5

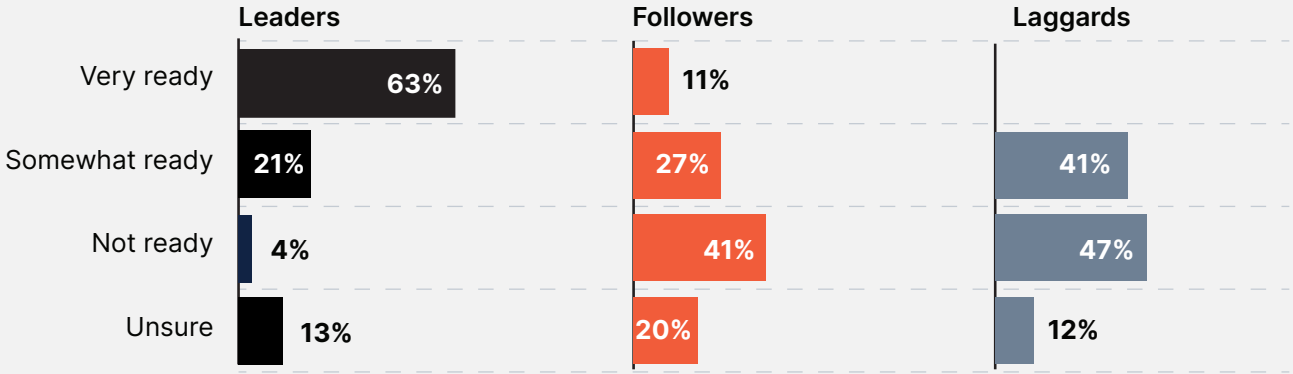
The Allure of Agentic AI

Considering agentic AI — AI that works autonomously to enact business processes[6] — most companies' datasets are significantly under-prepared. Over one-third of our respondents (34%) said their data is not ready for agentic AI workflows. Meanwhile, another 30% claim only partial readiness. Sadly, 16% are unsure of their agentic AI data readiness.

Not surprisingly, respondents at Leaders claim their organizations are either "very ready" (63%) or "somewhat ready" (21%) for agentic AI. Only 11% of respondents at Followers and no Laggards said their companies were "very ready" for agentic AI.

Data Readiness for Agentic AI

How ready is your data for the automated workflows that could be advanced with agentic AI?



Response base: Leaders: 24, Followers: 44; Laggards: 34

Source: Analytics8

Figure 6

34% of our respondents said their data is not ready for agentic AI workflows.

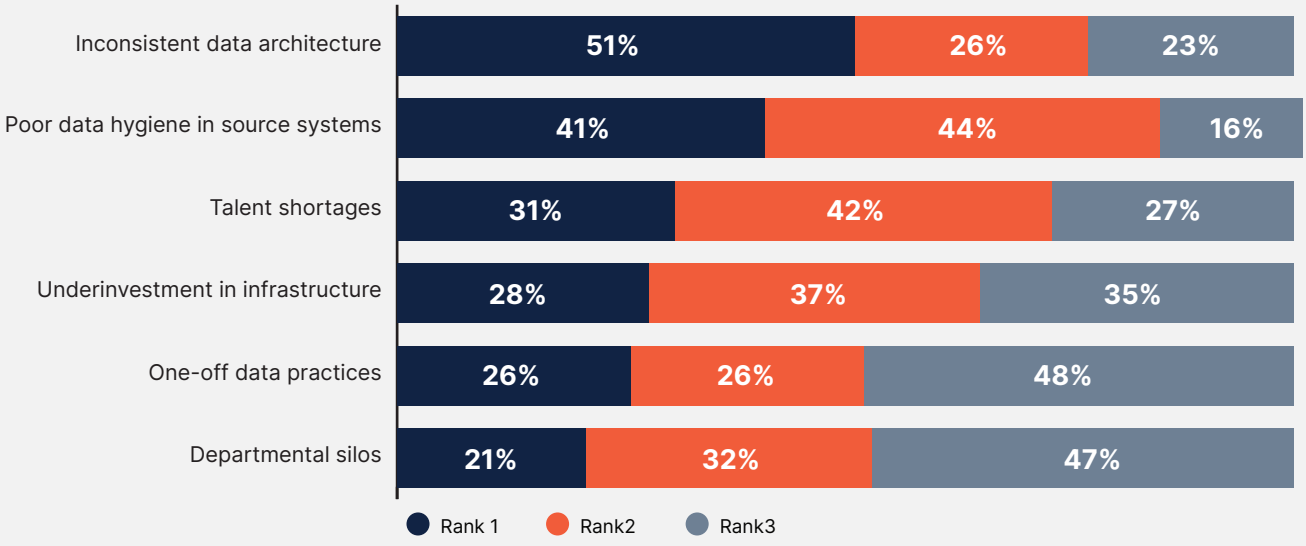
Barriers Abound

So what's holding up data readiness for AI? Digging deep we find that 51% of respondents ranked inconsistent data architecture that limits data accessibility across source systems as the leading barrier. 77% of all respondents ranked it first or second.

Poor data hygiene and siloed systems was ranked first by 41% of respondents; a whopping 85% ranked it first or second. Meanwhile, 73% of all respondents identified talent shortages as a primary or secondary obstacle, revealing that even as AI gains stature, their companies lack the human expertise to fully optimize its deployment.

Key Challenges that Thwart AI Data Readiness

If less than half of your company's data is ready and available for use today by AI environments, what are the key barriers?



Not surprisingly, 63% of Laggards said their organizations suffer most from inconsistent data architectures. Poor data hygiene (53%) and limited investment (26%) ranked second and third, respectively. Respondents at Followers also ranked inconsistent data architecture as the biggest challenge, tied with talent shortages (42%). One-off approaches in the management of structured and unstructured data was ranked third at 33%.

Response base:
102 business and technology leaders in North America.

Source:
Analytics8

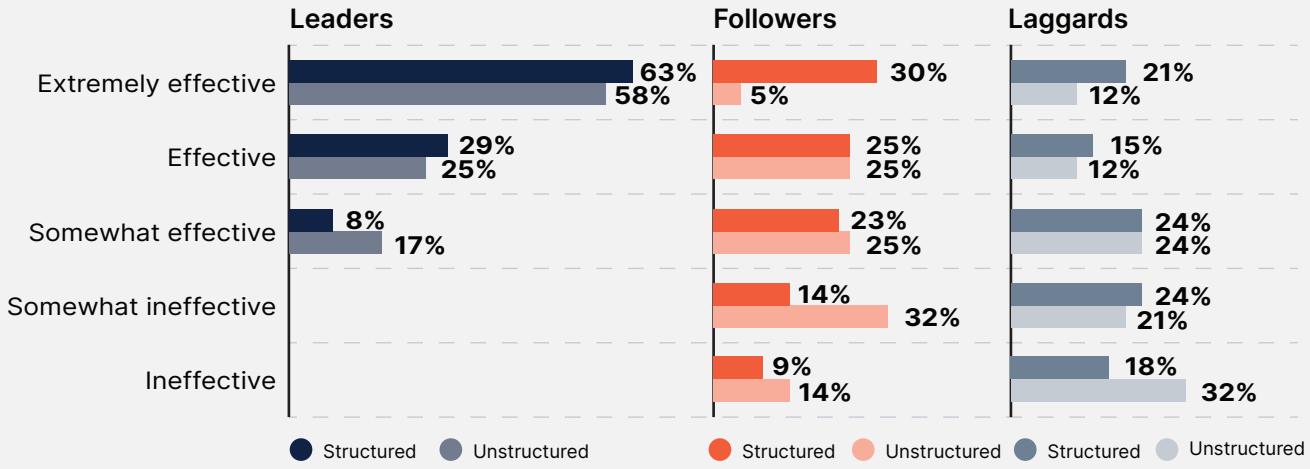
Figure 7

Not All Data is Managed Equally

57% of respondents said their firms were “effective” or “extremely effective” at managing structured data, but only 41% claim that their organizations have achieved the same level of proficiency with unstructured data. This 16-percentage point gap reveals a fundamental weakness in organizational data strategies. Given the proliferation of email, documentation, transcripts, logs, video, and audio data throughout organizations, companies that fail to develop robust data management capabilities for unstructured data will struggle to extract actionable insights from the fastest-growing portion of their data assets.

The Ability to Manage Structured vs. Unstructured Data

How effective is your company’s management of unstructured vs. structured data?



Once again, Leaders outpace the other two cohorts in their ability to manage and apply both structured and unstructured data in their AI initiatives. 92% of Leaders said that they are “extremely effective” or “effective” at handling structured data; 83% said the same about unstructured data. Only 55% of Followers said the same about their structured data; 30% said the same about unstructured data. The situation is far worse at Laggards: Only 36% said their organizations were “extremely effective” or “effective” with structured data; 24% said the same about unstructured data. In our experience, an organization’s inability to equally manage both types of data is one important reason AI projects can languish.

Response base:
Leaders: 24, Followers: 44; Laggards: 34

Note:
Category totals may not sum to 100% due to rounding.

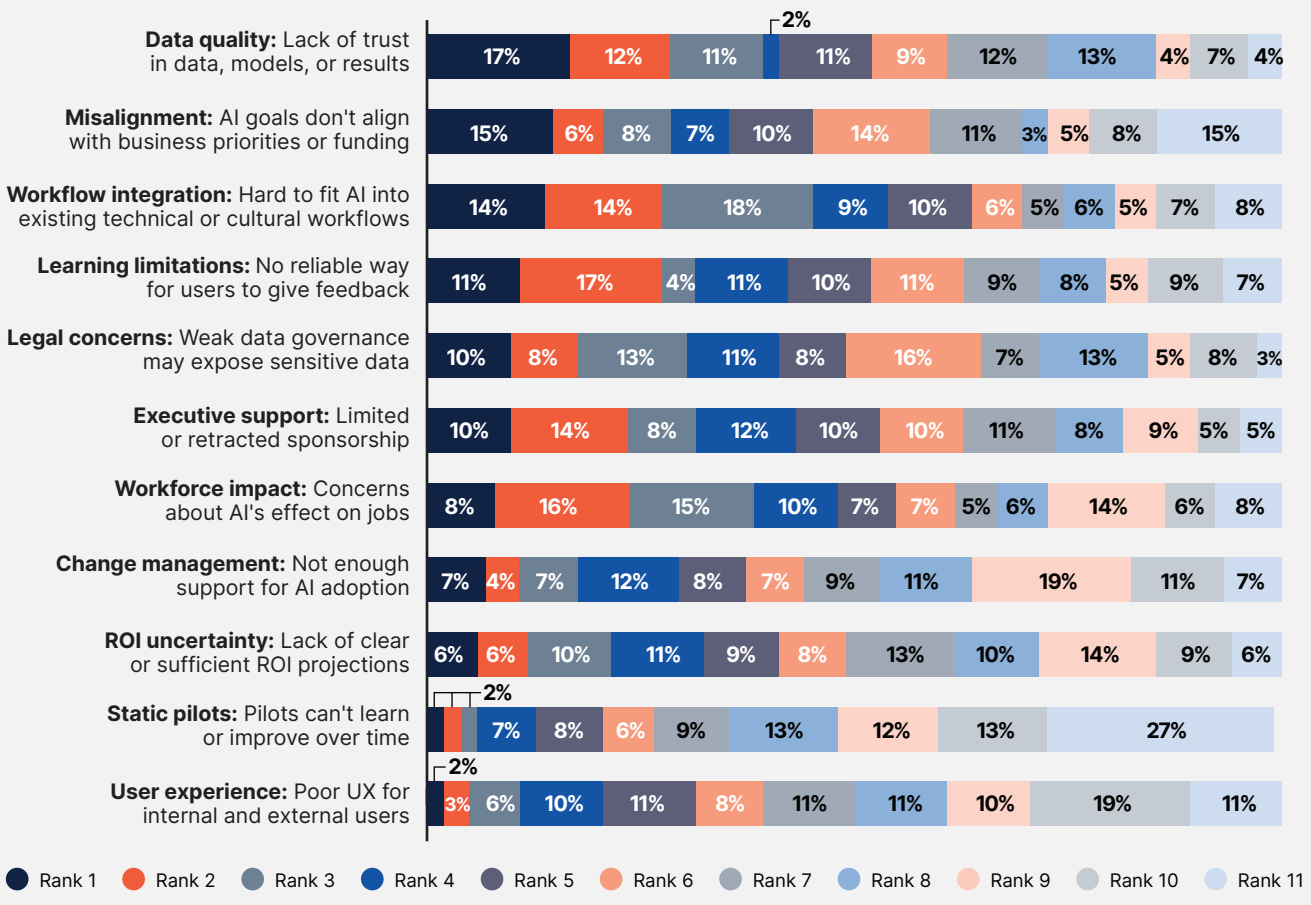
Source:
Analytics8

Figure 8

Regarding AI applications that have stalled, data-related technological shortcomings were ranked highest. 17% said data quality issues were the cause, while 14% pointed to the challenge of integrating transformed data sets into existing workflows. Organizational barriers followed. This included budget misalignment (15%) and learning initiatives (11%), followed by legal concerns and limited executive sponsorship, which were tied at 10%, respectively. (See Figure 9.)

AI Deployment Obstacles

For AI initiatives that are not in production, what is preventing your organization from moving forward?



Response base: 102 business and technology leaders in North America.

Source: Analytics8

Figure 9

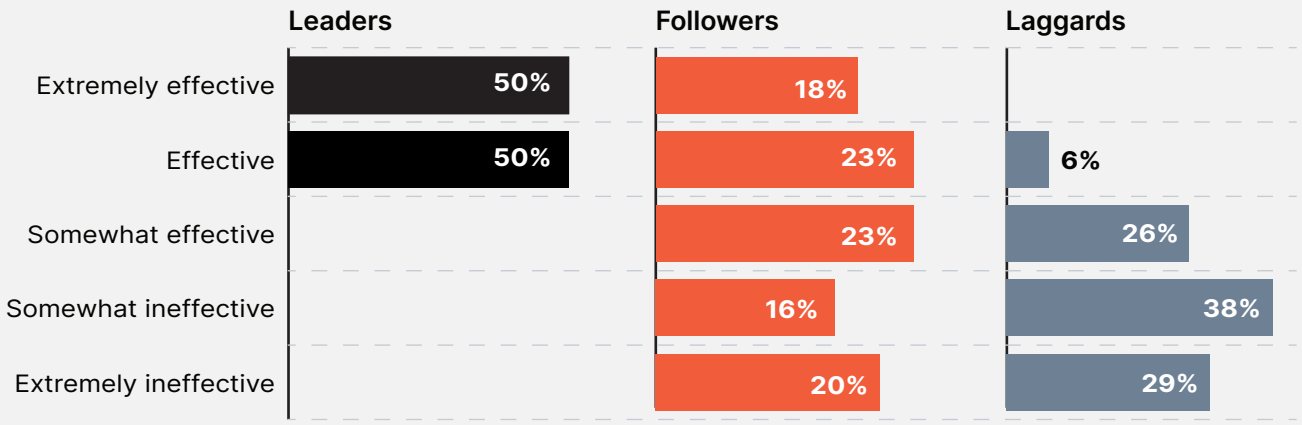
Where Data Meets Insights

Last, but not least, is the issue of data ingestion and analysis. 44% of respondents rate their data ingestion and analysis tools as “effective” or “extremely effective.” Sadly, almost 40% acknowledge their tools are “ineffective.” Perhaps most concerning is that nearly one in five companies (19%) report their ingestion and analytics tools are “extremely ineffective.” Widespread tool inadequacy creates a fundamental bottleneck in the data value chain, preventing organizations from transforming raw data into actionable insights.

Among Leaders, all respondents said their organization’s data ingestion and analytics tools were either “extremely effective” or “effective.” Only 41% of Followers and only 6% of Laggards said the same. None of the respondents at Laggards said their tools were “extremely effective.”

The Tools Dichotomy

How effective are the tools your company uses to ingest and analyze source data?



Response base: Leaders: 24, Followers: 44; Laggards: 34

Source: Analytics8

Figure 10

Widespread tool inadequacy creates a fundamental bottleneck in the data value chain, preventing organizations from transforming raw data into actionable insights.

Next-Steps: How to Maintain/Accelerate Data Readiness

Getting data ready for AI requires a coordinated, consistent, and coherent organization-wide effort. It's not a one-and-done play. In fact, it resembles any hygienic exercise – lather, rinse, and repeat. Although owned by the CDO and CDAO, data initiatives are typically enacted by IT. However, successful efforts are business-driven and prioritized by use cases that will deliver on strategic objectives. As a result, all stakeholders — from C-level executives to data stewards and functional business leaders — need to clearly understand their responsibilities.

Effective data readiness starts with an intentional data strategy that serves as the foundation for all data practices and ensures consistent handling of structured and unstructured data across the organization — whether for AI or BI. The strategy should include a roadmap for building a robust, centralized architecture that streamlines workflows throughout the entire data lifecycle. The technology stack should center around a modern cloud data lakehouse, such as those offered by Databricks, with a unified catalog that defines and governs data consistently so it can be easily consumed by AI and BIs tools and trusted by all users.

Your strategic blueprint should start with a complete audit of your AI data-ready activities. Questions to ask:

Do you have a defined AI use case with executive support?

As with most IT initiatives, you shouldn't build for technology's sake. The most successful AI programs start with a clear business problem or opportunity — for example, improving customer retention, optimizing inventory, or accelerating decision-making. Each use case should be linked to measurable business outcomes and have executive sponsorship to ensure the right resources, funding, and cross-departmental alignment.

Do your data sources and pipelines support the use case?

Once you've identified the data that matters, assess whether your current data sources, pipelines, and refresh cycles can actually deliver it accurately, consistently, and at the speed your AI use case requires. Determine if you have access to required data or if you need to attain additional data sets to support the use case. Look for redundancies or conflicts that could undermine reliability.

Is your data aligned to the AI use case?

Too often, organizations start by exploring data they already have rather than defining what's needed to achieve the desired result. For instance, if your goal is to have AI to recommend new products, the relevant data should include purchase history, product reviews, market trends, and seasonal sales patterns. Whether you're building predictive models, deploying chatbots, or developing agent-based tools, each use case places different demands on your data. But they all share a need for well-contextualized, reliable, and continuously validated inputs.

Build discipline into your operating model to periodically reassess tools and approaches to keep costs under control.

How efficient is your spend?

It's sometimes prudent to press the "easy button" and rely on turnkey or automated data-ingestion tools to accelerate progress, for example. However, convenience often comes at a premium since such solutions can drive up infrastructure, licensing, and usage costs. Build discipline into your operating model to periodically reassess tools and approaches to keep costs under control.

How practical and well-understood is your data governance plan?

Effective data-readiness depends on clear accountability for who owns, manages, and consumes data within the organization. Governance doesn't necessarily mean over-engineered bureaucracy; it simply means having defined roles and documented responsibilities executed by a cross-functional governance group that regularly meets to manage and clarify data definitions, metadata, and usage standards. The goal is a practical, enforceable governance model that accelerates AI data readiness rather than hinders it.

Do you have a centralized approach to manage structured and unstructured datasets?

As our study shows, leading companies believe they are more effective at centralizing structured and unstructured data management for AI than the other two cohorts. Data centralization, in our view, is critical to AI data readiness. Without centralized data access and management, even basic questions — like how to calculate revenue — yield inconsistent answers. When AI is layered on top of fragmented data sources, the result is often confusion and mistrust as model outputs can contradict one another. Mandate that BI and AI query the same governed data sources, ensuring all outputs are based upon the same data and definitions.

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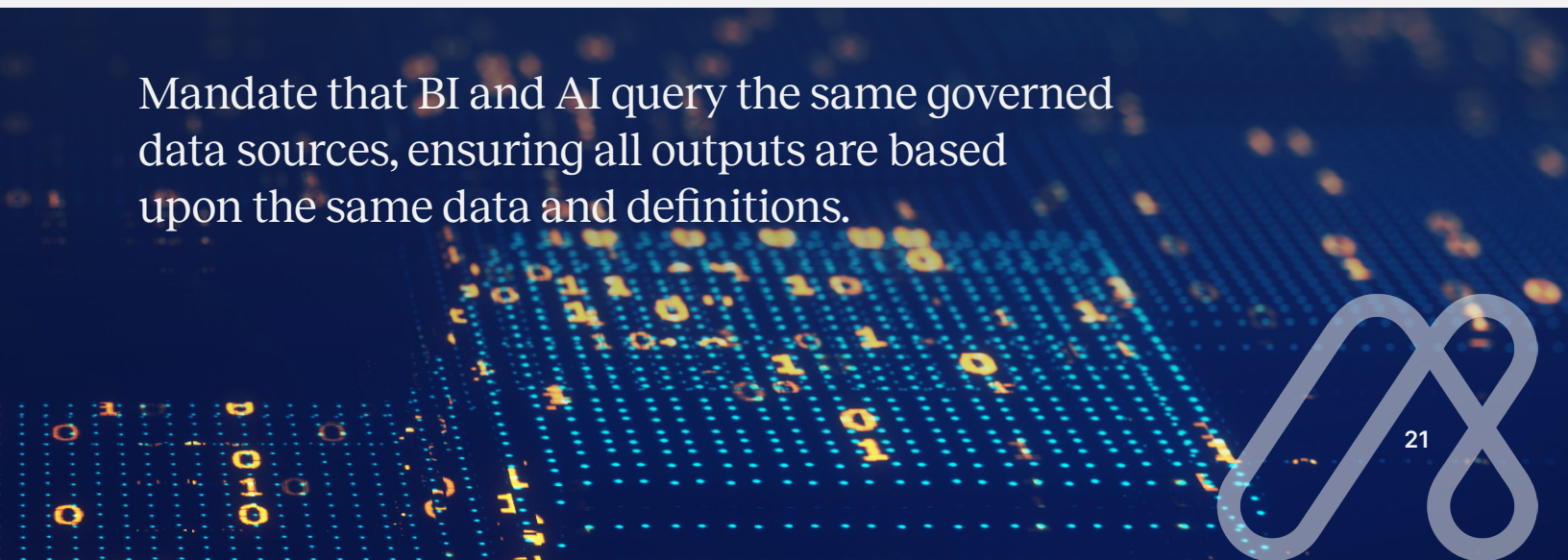


Key AI Data-Readiness Tips

AI-ready data — and the people, tools, and operating model that enable it — must be well organized and contextualized. And they must constantly evolve with user needs. We suggest the following:

Examine your data and the platform hosting it.

Gaps here don't just delay AI — they compound cost, risk, and technical debt every time you try to scale. This means you need to have:

Centralized, accessible, and clearly organized data sources:
Fragmented, siloed, or disorganized data sources will cause AI projects to stall and produce inconsistent results.

Clear data lineage across pipelines:
Without visibility into how data moves and transforms from source to target — and without real-time observability of data as it evolves — it is difficult to troubleshoot issues and ensure accuracy.

A scalable infrastructure:
If onboarding new datasets requires months, your platform is hindering innovation rather than enabling it.

Metadata and semantic layers to enrich context:
Humans, BI tools, and especially AI need context to connect technical data structures to business meaning — that's why metadata and semantic layers are essential. Our study shows that Leaders are making better use of metadata than less AI-data-ready cohorts. 88% of Leaders said their companies use of metadata was "highly mature" or "mature", while only 59% of Followers and 6% of Laggards said the same.

Humans, BI tools, and especially AI need context to connect technical data structures to business meaning — that's why metadata and semantic layers are essential.

Confirm your team's skillset and ensure everybody understands their roles.

To execute in a consistent and scalable manner, your team needs expertise and processes to follow. To prevent bottlenecks in execution, systems and processes must have clearly-defined ownership. You must ensure that:

Your data team has the right skills: You'll need solution and platform engineers to manage the data platform, data engineers to ingest the data, and analytics engineers to transform the data. You may need compliance or governance experts to ensure that data use aligns with regulatory and ethical standards.

Data owners know they own their data: One of the most overlooked readiness tasks is formally assigning owners to data sets and educating data owners about their responsibilities as stewards of their data.

Team members understand how their roles intersect: Skill gaps aren't always about missing expertise; they're often about unclear handoffs. Everybody from data engineers to business users play a role in data readiness, but when responsibilities overlap or conflict, progress stalls.

Employees are equipped to understand and interpret data responsibly: Data literacy is foundational to AI data readiness. Employees across all functions — not just data teams — need to understand how data is collected, structured, and used to drive AI insights. When people can read, question, and validate data effectively, they're better equipped to spot inconsistencies, challenge flawed assumptions, and interpret AI outputs.

There are established roles for data privacy and security: Establish roles to implement and maintain data classification, tagging, access controls, and audit trails for sensitive data to prevent misuse and minimize risk. These roles not only protect your organization but also build the trust required to scale AI responsibly.

Revisit your operating model.

Operating models built for traditional data teams aren't always optimized for the speed, feedback loops, and cross-functional dependencies introduced by AI workloads. You need:

DevOps[7] frameworks: Data ingestion and data transformation require disciplined change control practices that balance agility with stability. This is a must to rapidly meet business needs while maintaining data quality with minimal downtimes.

AI reinforcement: Your AI solutions should include mechanisms for users to provide feedback on output quality, and your team must be prepared to close the loop by reviewing and acting on this feedback to calibrate AI accordingly.

Integrated data and AI efforts: Siloed data and AI teams can slow progress, duplicate efforts, increase cost, and even lead to the rise of ungoverned "shadow" data platforms. Establish operational processes that ensure data and AI business applications remain connected and aligned.

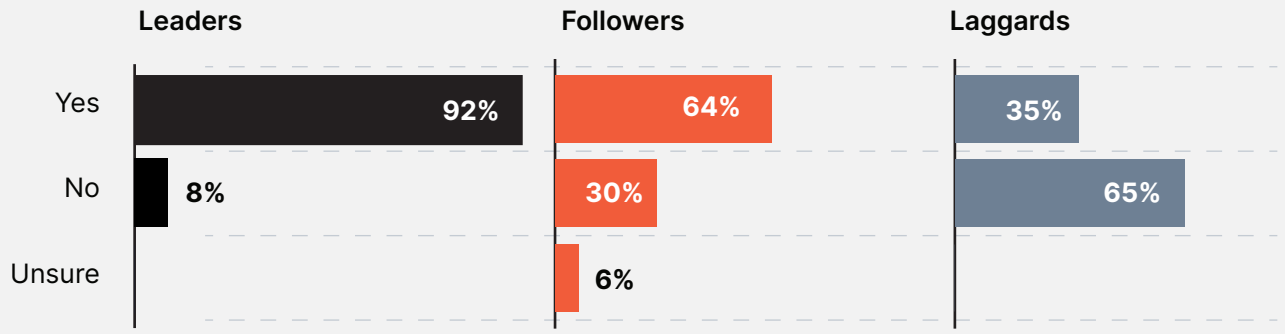
Governed data definitions and metadata: Governance is often what separates *AI experimentation* from *AI at scale*. Without it, misaligned processes and ownership gaps can lead to conflicting outputs and stalled decision-making. Ensure collaboration mechanisms are in place to manage data definitions, metadata standards, and policy enforcement across teams.

Siloed data and AI teams can slow progress, duplicate efforts, increase cost, and even lead to the rise of ungoverned "shadow" data platforms.

Augment your proprietary data with external data. Your proprietary data is your differentiator, but AI models often benefit from additional context provided by complementary data sources originating outside your organization. Companies whose data is more AI ready are more likely to use external data for this reason. (See Figure 11.)

Data-Ready Companies More Apt to Use External Data to Keep Insights Fresh

Does your company make use of external data to keep insights fresh and evolving with AI and analytical requirements, as well as your company's business needs?



Response base: Leaders: 24, Followers: 44; Laggards: 34

Source: Analytics8

Figure 11

AI models often benefit from additional context provided by complimentary data sources originating outside your organization

Moving Forward:
Some Closing Thoughts

AI data readiness isn't a project;
it's an ongoing program.

Own AI at the executive level

Execute through IT, and anchor everything to clear, executive-sponsored use cases tied to measurable outcomes. Roles and responsibilities must be explicit across the business.

Audit initiatives against use cases

Confirm data availability, pipelines, lineage, and refresh cadences. Treat proprietary data as the differentiator then enrich it with external data to provide additional context as needed to support use cases.

Build upon an intentional strategy

Have a defined data strategy along with centralized architecture (modern lakehouse + unifed catalog) so AI and BI query the same governed data.

Revisit data management approaches

Revisit approaches to manage and govern structured and unstructured data.

Equip the organization

Proper engineering skills, explicit data owners, clean handoffs, broad data literacy, and defined privacy/security roles.

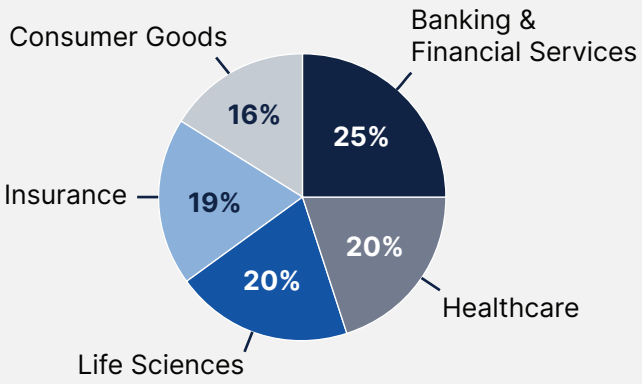
Evolve the operating model

Enforce disciplined change control for data ingestion and transformation, maintain cost discipline, integrate data and AI teams, and close the loop with user feedback. Govern shared data definitions and metadata; a semantic layer provides the business context AI needs to work well and be trusted.

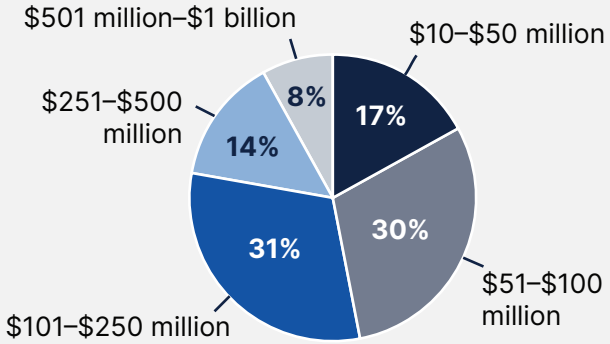
Methodology

To better understand what undermines and represents best practice by mid-market companies seeking to get their data ready for AI, we conducted an online survey of 102 business and technology leaders at North American companies in September of 2025. Here are our survey demographics:

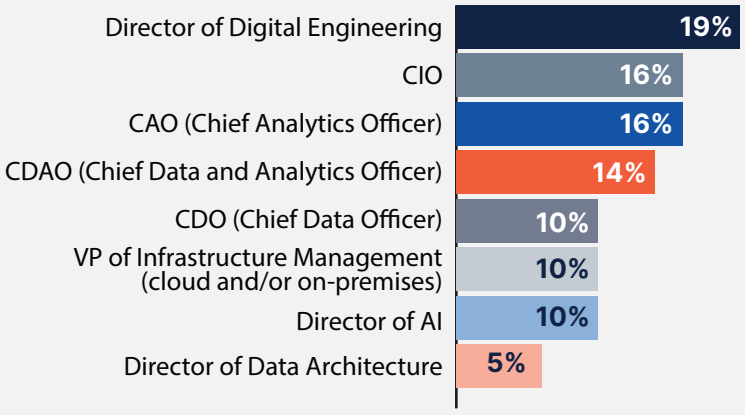
Industry Breakdown



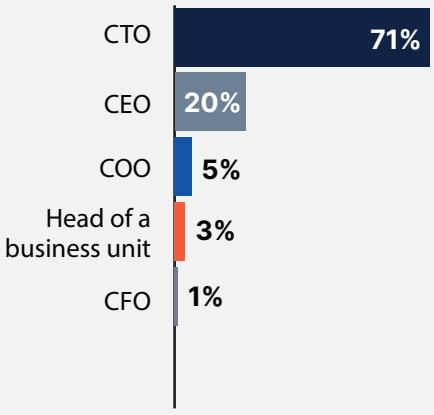
Revenue Size



Role Breakdown



Direct Report



Response base: 102 North American business and technology leaders.

Source: Analytics8

About the Author

Patrick Vinton is Analytics8's Chief Technology Officer and is responsible for leading the technical direction of the organization. In his role, he ensures that Analytics8 provides practical, durable solutions that help customers make data-driven decisions. Patrick leads Analytics8's technology partnerships and is the executive sponsor for the firm's Databricks practice. He joined the firm almost 15 years ago following his consultancy's acquisition by Analytics8. He resides in Dallas with his wife and two sons. When not spending time with his family, you'll likely find him in his garage getting his hands dirty building or fixing something — finding practical solutions is what inspires him, both at work and in his personal time. To learn more, contact him at PVinton@analyics8.com or hit him up on LinkedIn.

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About Analytics8

Analytics8 helps organizations make smart, data-driven decisions by translating their data into meaningful and actionable information. Our data consultants help with the entire data and analytics lifecycle — from strategy to implementation — so companies can make sense of their data and use it to solve complex business problems. For more information on our company, or this report, please contact Tracey Doyle, Chief Marketing Officer at tdoyle@analytics8.com.

Related Reading

How to Make Your Data AI Ready

5 Elements of a Modern Data Strategy

Defining Data Governance Roles and Responsibilities

How to Build an Effective Data Analytics Team

Endnotes

1 https://www.gartner.com/en/newsroom/press-releases/2025-02-26-lack-of-ai-ready-data-puts-ai-projects-at-risk

2 https://www.middlemarketcenter.org/Media/Documents/2024%20NCMM_Aon%20Growth%20Report.pdf

3 https://en.wikipedia.org/wiki/Technical_debt

4 https://www.analytics8.com/blog/how-to-make-your-data-ready-for-ai/

5 For the purposes of this study, we used a common definition of mid-market companies. We only surveyed companies whose revenues range from $10 million to $1 billion in the most recently completed fiscal year. Not surprisingly, midmarket companies account for a significant and growing percentage of U.S. business — whether it is measured by jobs and/or revenues generated by privately held companies.

6 For the purposes of our study, agentic AI is defined as "AI that works autonomously to enact complex business processes."

7 https://en.wikipedia.org/wiki/DevOps