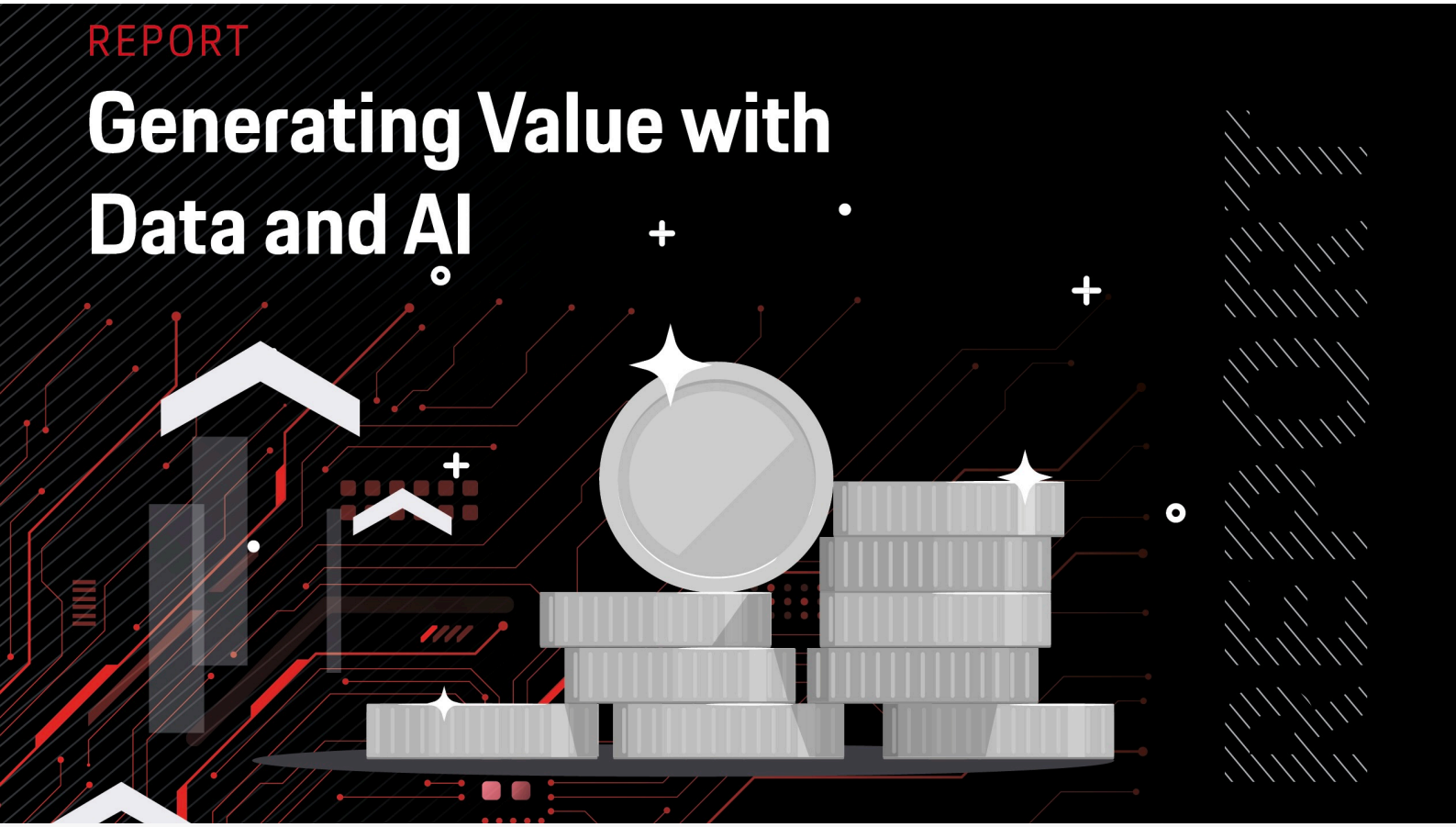


Generating Value with Data and AI

05/03/2026 How data readiness turns pilots into profit.

Artificial intelligence (AI) has become indispensable in many companies. Examples such as AI agents, early defect detection in manufacturing, or logistics process optimization show that AI is already being used across a wide range of business functions. Although AI is increasingly recognized as a key technology, sustainable value creation remains elusive in many organizations.

Ambitious pilot projects are emerging everywhere, yet only a fraction make it into broad deployment – and thus into real value creation. The result is often sobering: companies pursue a multitude of activities without meaningful impact. AI applications quickly become a cost factor rather than a true value driver. More importantly, organizations miss out on significant potential because of ineffective AI use.

Read the whole report: Generating Value with Data and AI

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