

Enterprise Maturity in Leveraging Internal & External Data for Agentic AI Use Cases



Presented By: Abhi Yadav

Email: abhi@icustomer.ai



Abhi Yadav

Bio- 3X Venture Builder, Technologist - Held Exec titles: CEO, CPO, CTO & CIO

Expertise: Enterprise Agentic AI, CX/Personalization & Knowledge Engineering

- Founder & CEO - i-Customer - Decision Intelligence company
- Co founder of AI Innovators Community (AIC) - AI Exec community in US
- Advisor - Reltio - Intelligent Data Platform company for Fortune 1000

Work



Partial Clients - Past & Present



AI - Agents - Agentic AI is everywhere

- **Agentic AI is here** — Enterprises are moving from generative AI to autonomous, outcome-driven AI.
- **Apps are being disrupted** — Prompts replace clicks. AI automates what apps used to do. SaaS apps are at the risk of being obsolete.
- **Silos continue to explode** — With Agentic AI, it becomes easier to create new apps. Enterprises will go from 600 to 6,000+ apps.
- **AI is the new digital** — Transformation now means AI-first, not digital-only.
- **Unified data is the fuel** — Real-time, trusted data is essential for AI to reason, decide and act at a faster rate.

The Data Deluge Dilemma: The Challenge of too Much Data, Too Little Insight

Dark Data

66% of Organizations report at least half of their data cannot be used
Lack of a single source of truth and real-world context

Unused

Hospitals generate ~50 petabytes annually; up to 97% goes unused

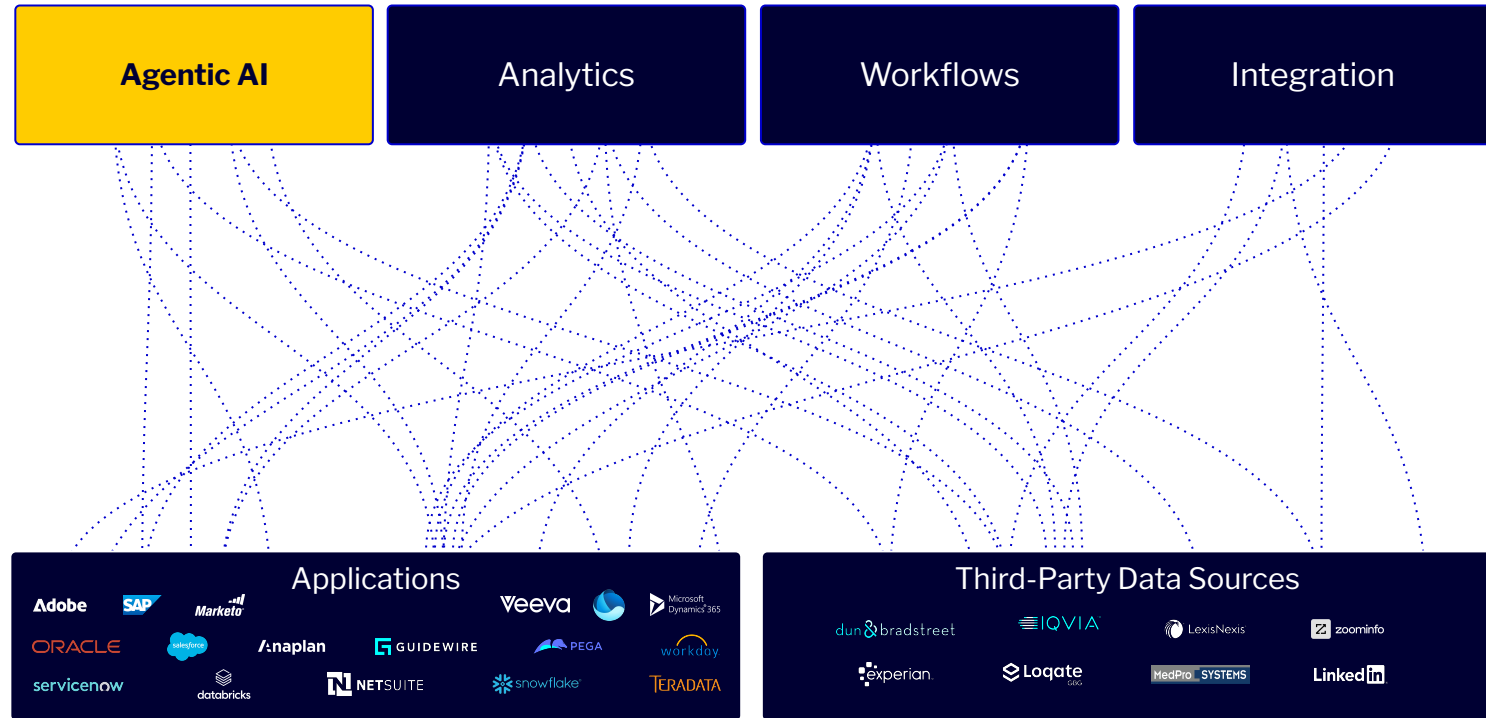
Poor Data Quality

Gartner estimates bad data costs companies \$12.9 million per year average

Data Silo

Businesses analyze only ~37–40% of their data due to lack of unified data

AI can't find “truth” buried in the enterprise data mess



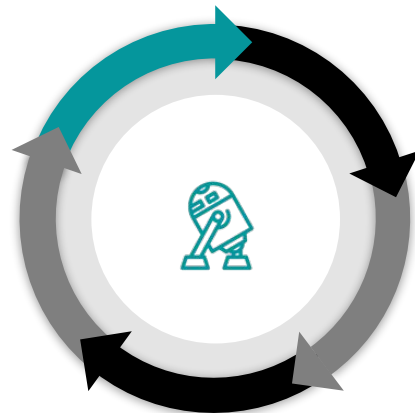
From Data Deluge to Intelligence Flywheel: Why External Data Matters

Context is King

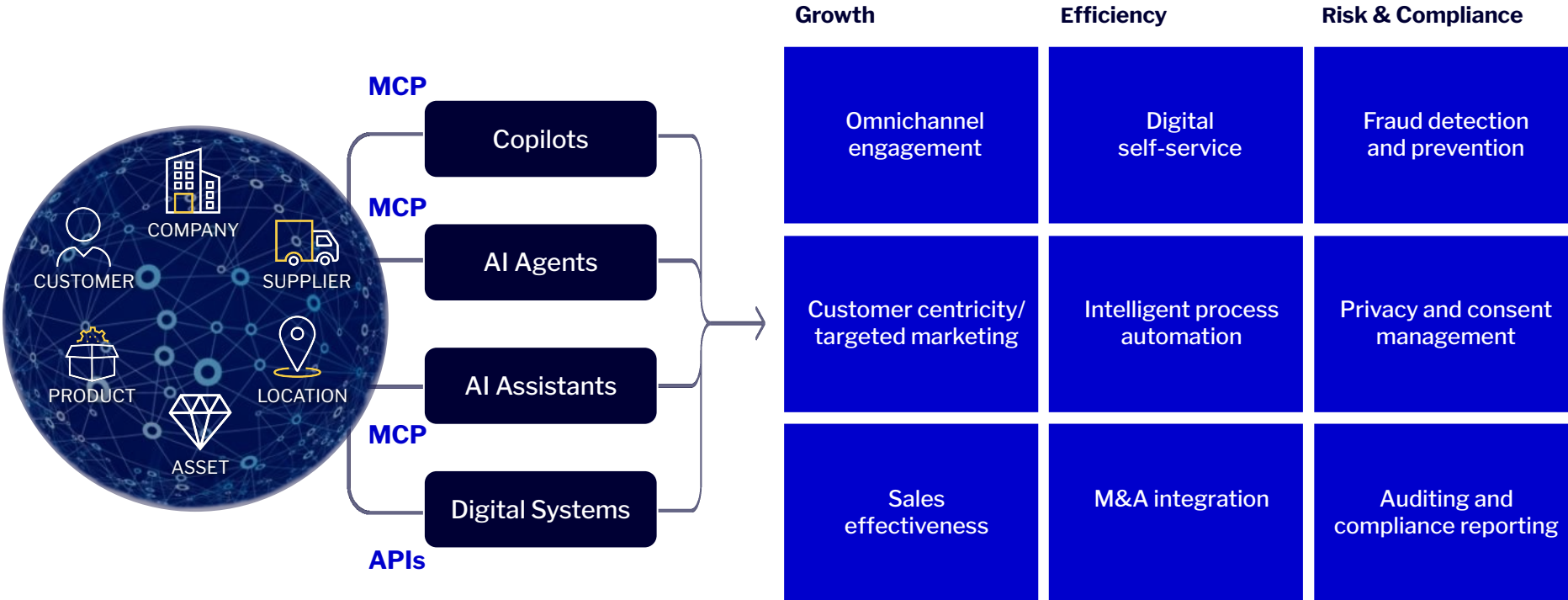
Combining internal and external data leads to better models and insights

Companies use ~3 external data sources on average; 18% use 20+

Continuous learning cycle: more data → better AI → better decisions → more data



Agentic AI: Autonomous Agents leverages Internal & External data for decisions



Source: McKinsey, BCG, Deloitte, etc. studies estimating impact of AI on common business initiatives. See slide notes for details and links to source studies.

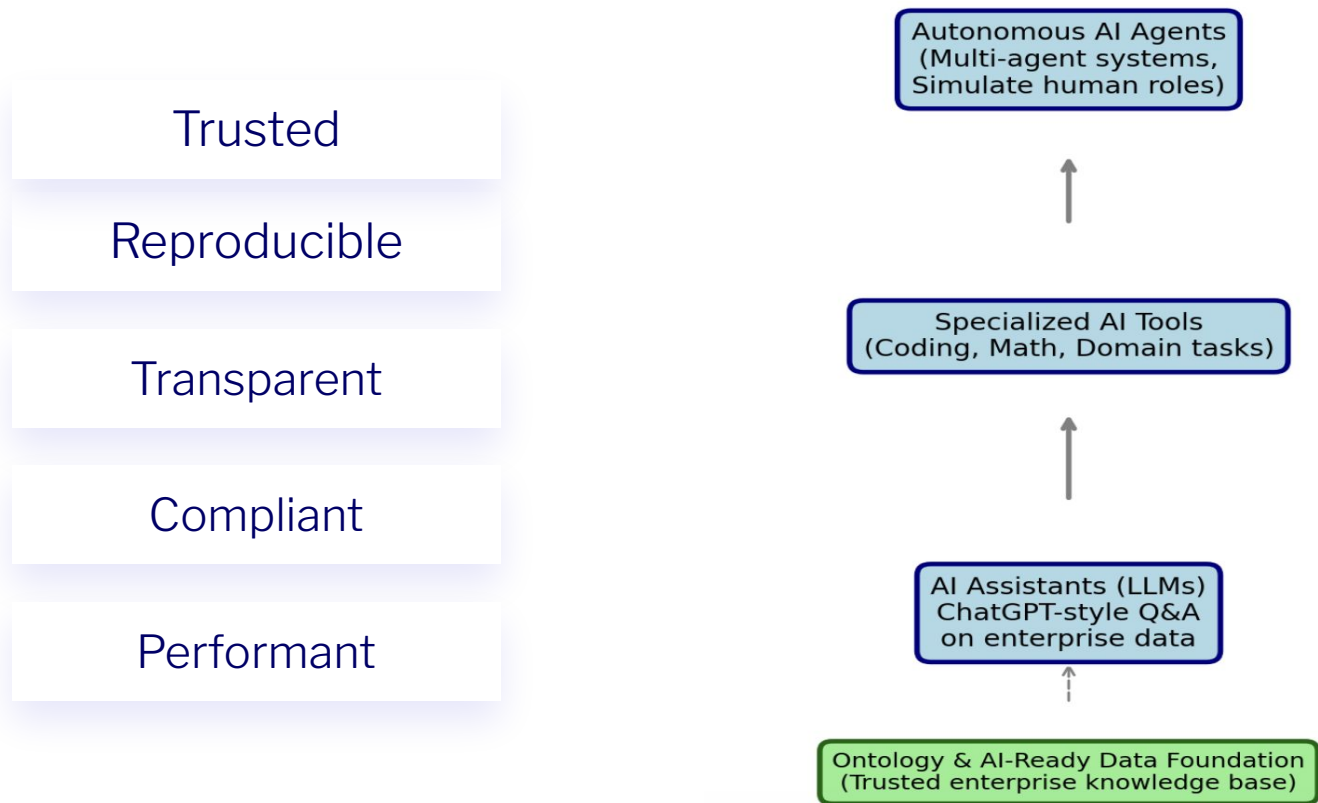
Real-World Success Stories with external + Internal data

Enterprise Wins in: Pharma, Healthcare, Financial Services, Retail

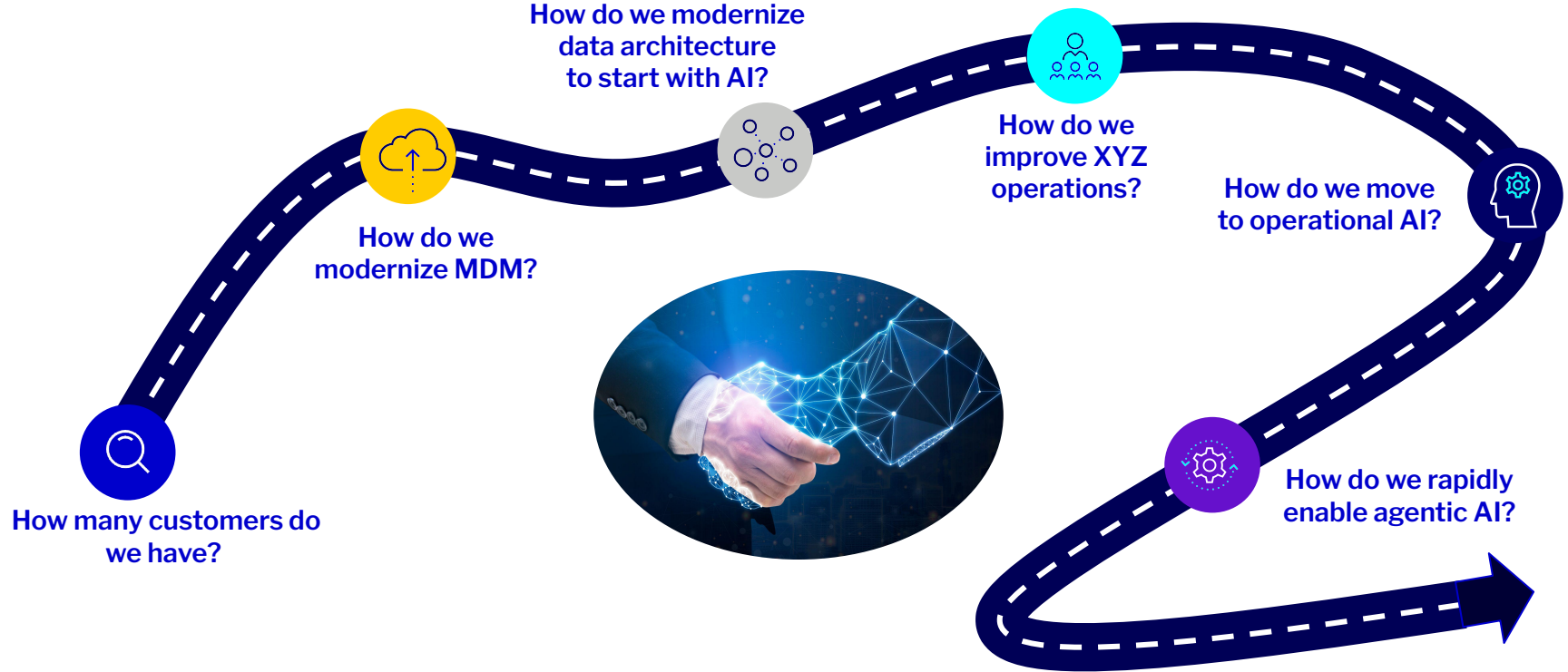
- NatWest (Financial): Cloud-based ESG analytics hub, 80% lower costs, faster insights
- Novartis (Pharma): Integrated real-world data, optimized pricing, wider access, faster launches
- NYC Health + Hospitals: Unified data hub, real-time patient insights, proactive care
- Shiseido (Retail): Master data management, personalized customer engagement at scale



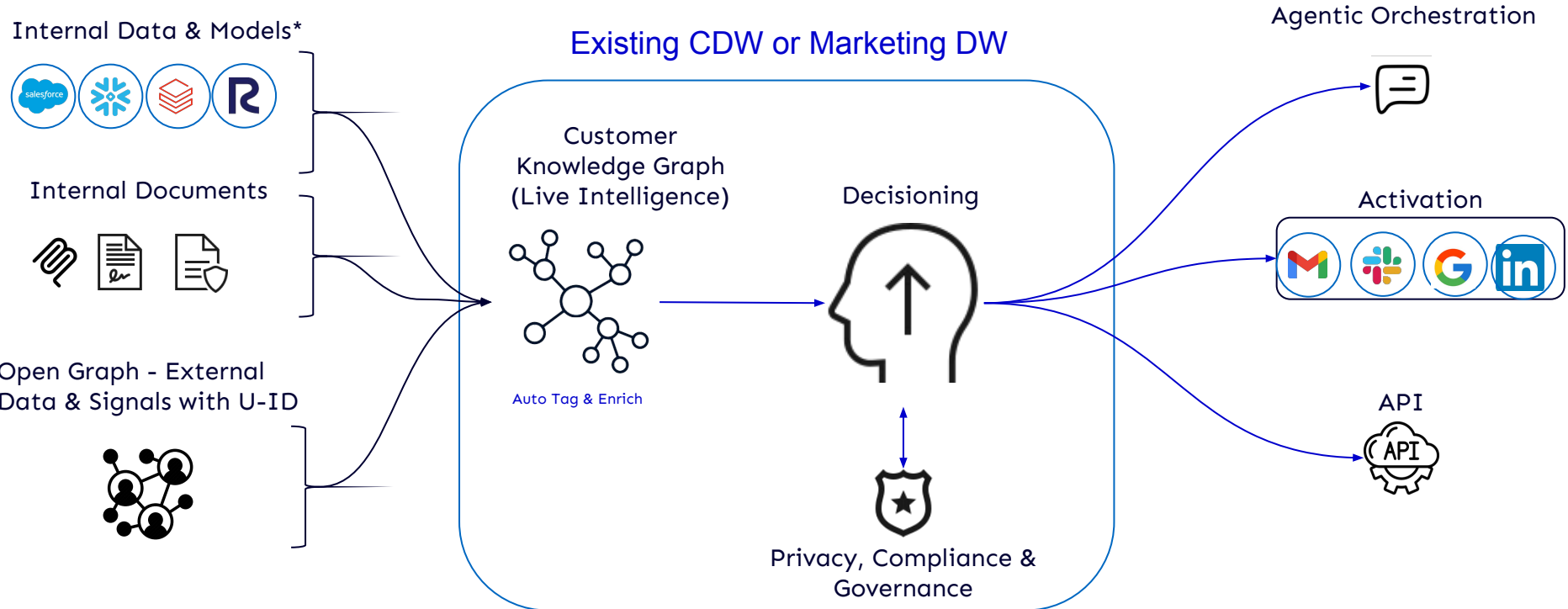
Bottom up Agentic AI Approach is Winning - TRUST is KEY



Agentic AI - Data readiness is all over the place



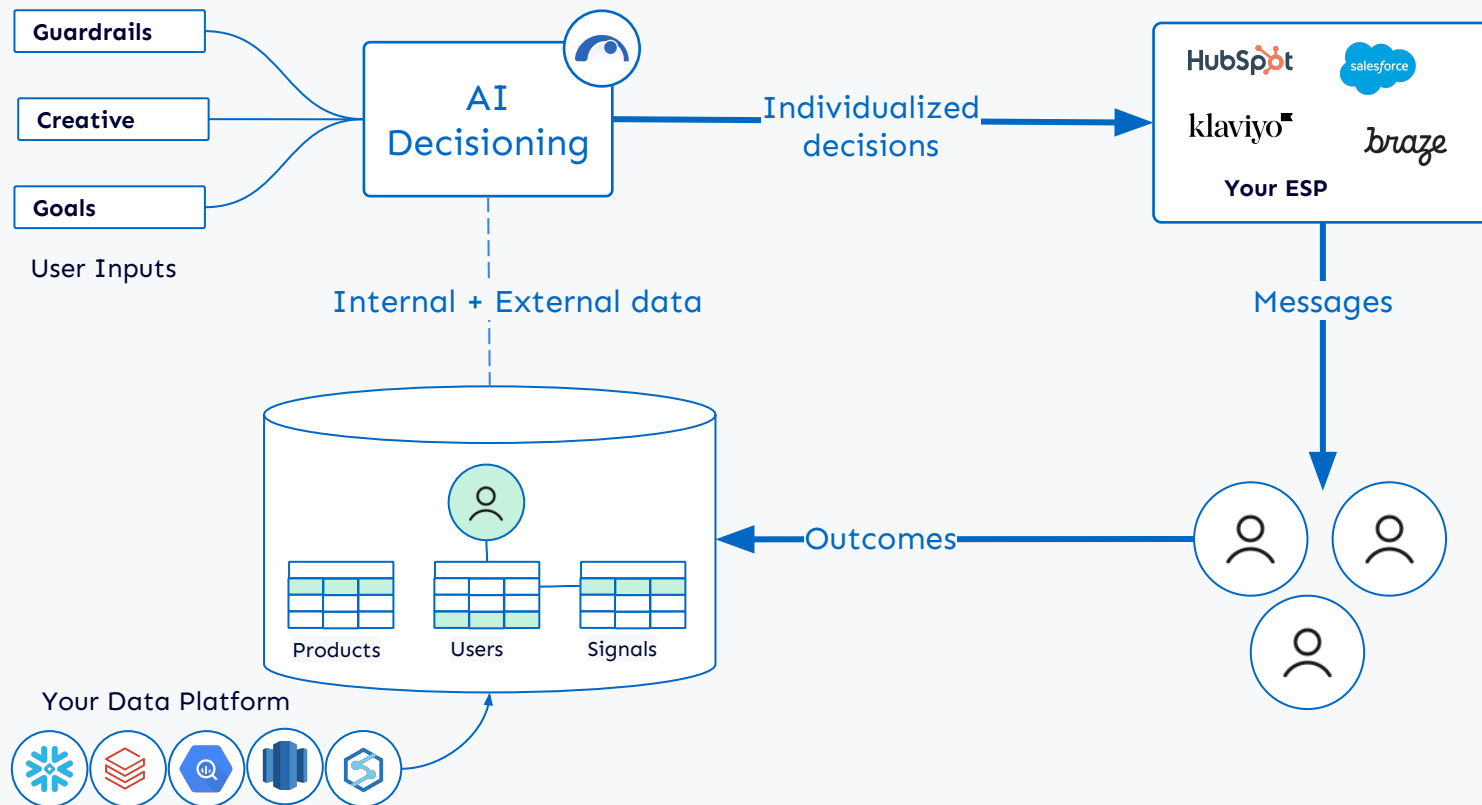
Compounding Customer Intelligence @ iCustomer



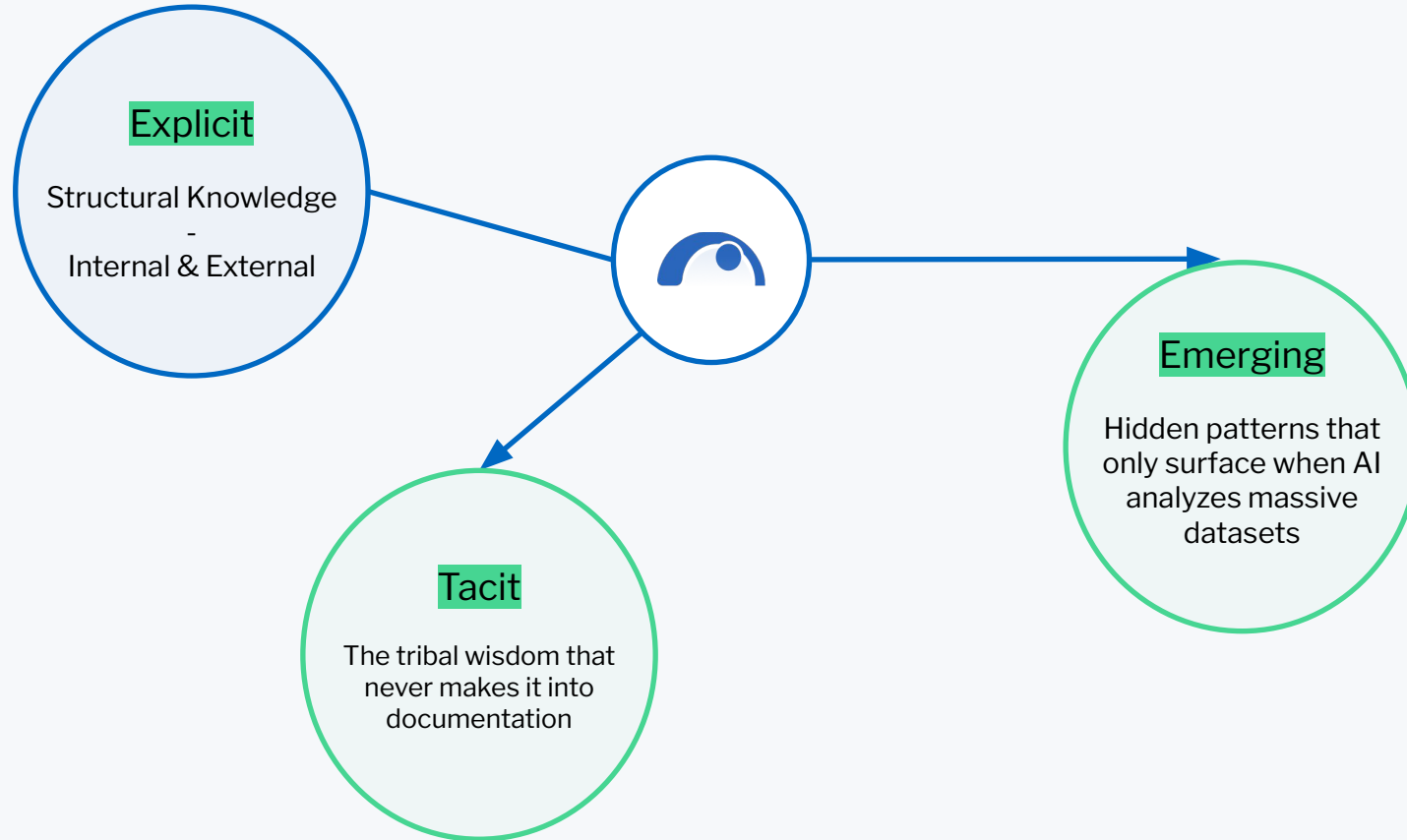
*across tech stack (unstructured + structured data)

Composable Decision Intelligence Platform to
augment your favorite tools/APIs and LLMs

1:1 Personalization - Continuous experimentation at scale



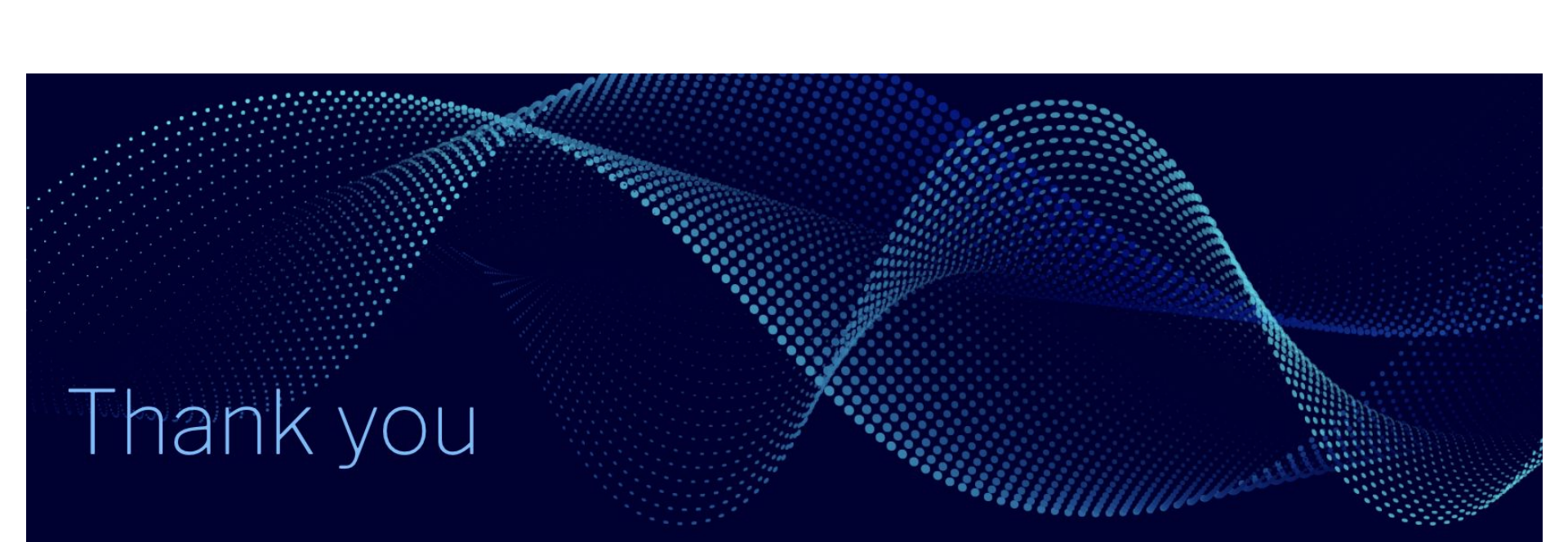
Data Foundation with persistent Knowledge Engineering



Key Takeaways

Winning with Data & AI: What Leaders Must Do

- AI Strategy + Data/Knowledge Strategy = Agentic AI Magic
- Invest in data foundation: Initiate Knowledge Engineering
- Augment internal data with external intelligence
- Leverage AI intelligently: targeted use cases, keep humans in the loop
- Adopt modern platforms and foster a data-driven culture



Thank you

Abhi Yadav

Email: abhi@icustomer.ai