

EDM Webinar

AI Optimization: Building Your Data Roadmap for Trusted AI

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Introducing today's speakers



Jim Halcomb
Chief Research &
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EDM Association



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EDM Association

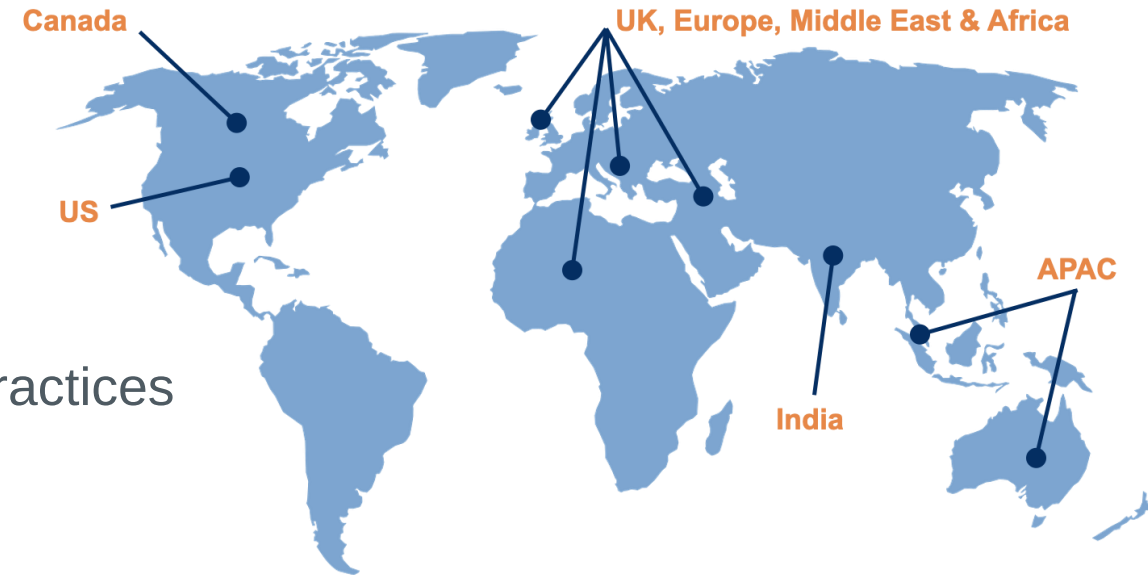
Agenda

- EDM Association intro
- What do we mean by “AI Optimization”? (Personal vs Enterprise Impact?)
- The AI landscape
- The Paradigm shift – Old vs. New
- The EDM Association framework roadmap

EDM Association profile

Global Community, Regional Voice

- Vendor-neutral, non-profit trade association
- Corporate membership model
- Focused on *organizational* level innovation & best practices
- Staff of 45 in multiple regions across the globe



35+ Years in the Marketplace



Worldwide
Americas, Europe,
Africa, Asia, Australia



700+ Member Firms
Cross-industry,
including Regulators



30,000+ Professionals

Powering the Data Driven

🌐 Why EDM Association?

Whether you're advancing AI capabilities, navigating digital transformation, or meeting complex regulatory demands, EDM Association helps you do it with confidence and deliver better business outcomes.

🌐 One of a kind

EDM Association is the only global trade association connecting the data, software, systems, and standards disciplines to accelerate industry innovation and our members' business **success**.

We partner with our members to fuel their AI, digital transformation, innovation, regulatory priorities, and business goals with data they can trust—and rely on to lead.

Join the Data Driven.



AI Optimization

Insights for 2026

Beginning the Journey to AI Optimization

- **AI Bubble will Burst** – *Stay the Course*
- **AI Hallucinations** – *“G/GO”*
- **Human in the Loop** – *Data Management*
- **AI Optimization**
 - **Ontology** – *Shared Meaning*
 - **Data Products** – *Knowledge Graph*
- **The Data Economy** – *Digital Isle of Man*
- **AI Adoption** – *Technology Partners*
- **The Next Frontier** – *Speed and Accuracy*

AI Isn't Broken. Your Data Is.

The foundation of your AI success is Modern Data Management.



Leaders currently lack a common language for integrating AI, data, and technology. Without a modern foundation, organisations are trapped with 'Bad AI' outputs.

The AI Execution Gap

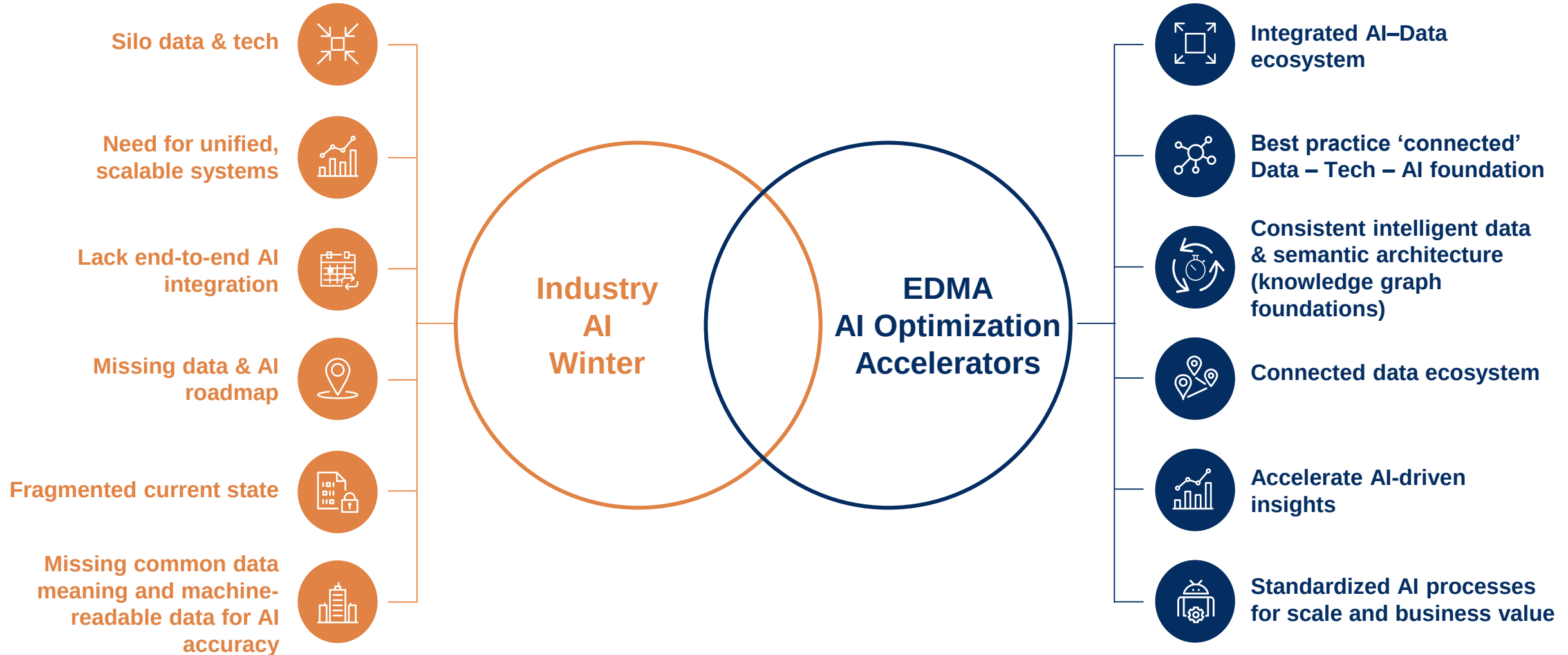
95%

**Failure Rate in AI Execution
(MIT Report 2025).**

- Most executives are not 'AI Ready,' which slows adoption, increases risk, and destroys ROI.
- AI investments are increasingly fragmented, poorly governed, short-term focused, and misaligned to business strategies.
- Transformations fail due to people, data, and governance gaps—not technology.

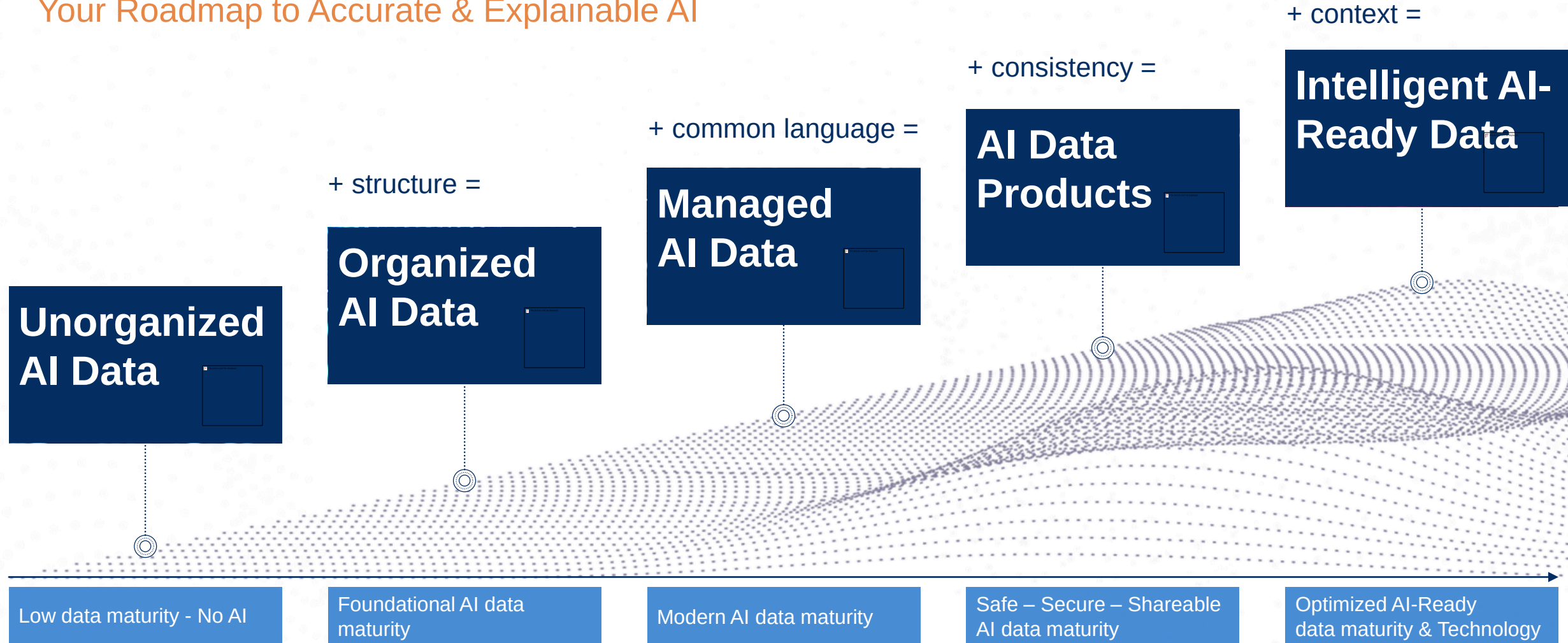
The AI Landscape & Paradigm Shift

Why AI Optimization Is Important For Organizations



AI-Ready Data: Design to Execution

Your Roadmap to Accurate & Explainable AI



AI Mistakes: Old Tech & Data Platforms Paradigm Shift



AI Optimization Strategy

Integrate AI – Data – People

BUSINESS

How can you build sustainable differentiation and outsmart competition using AI?

How does AI impact your business and operation model?

DATA & TECH

How do we reduce tech debt and safely deploy AI based on accurate and context-rich data?

How to enable an AI-first integrated architecture across our platforms that scale?

PEOPLE & CHANGE

How do we train our people to work with AI and modern data management?

How do we transition towards AI Optimized industry best practices (AI data products and knowledge graphs)?

AI

AI Optimization Master Class

Practical workshop towards accurate and trusted AI

AI Success Foundations

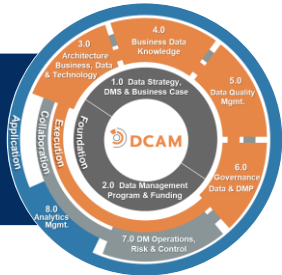
Human Data Relationships
Open Knowledge Graphs



Human Context
Semantic Data & Shared Meaning



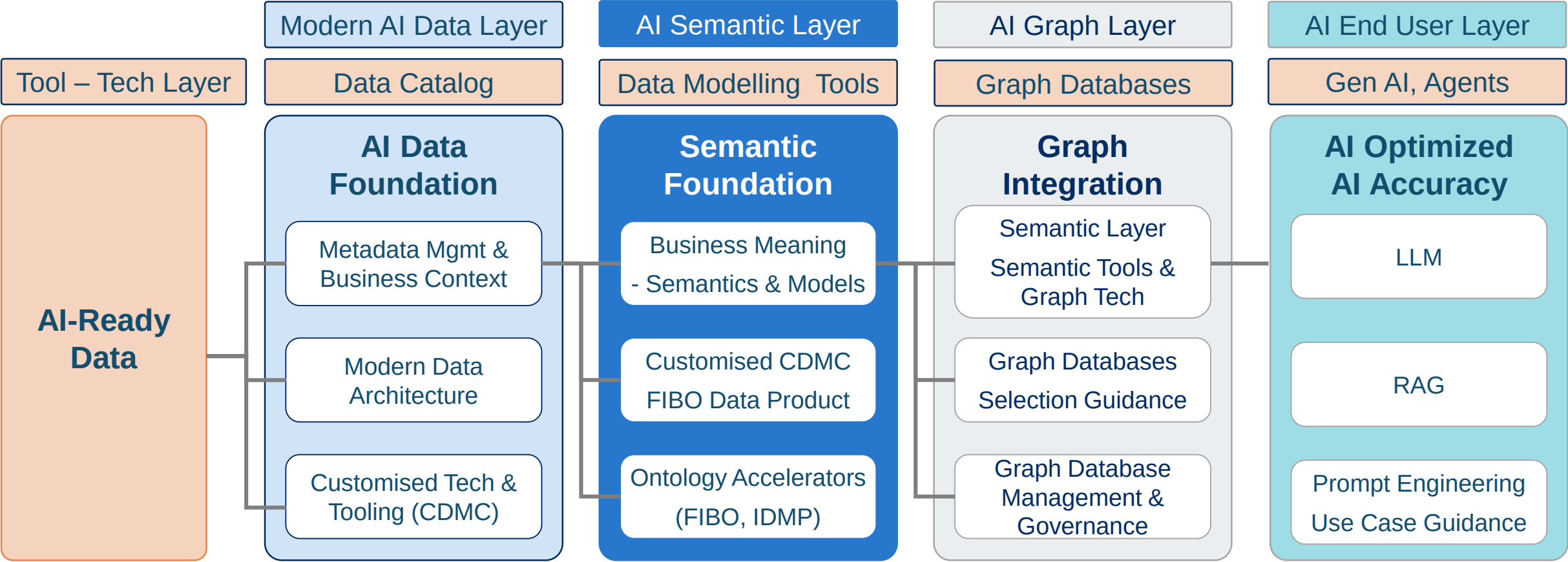
AI Ready Data
Modern Data Management
(DCAM v3)



Integrated AI Platforms
AI Intelligent Architecture



EDM Association AI Data Landscape

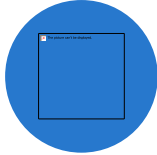


EDM Association Roadmap: Key Takeaways



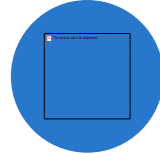
Align to Global Industry Best Practices & Standards (Industry Independent)

Learn the importance a **shared language** for AI optimisation leveraging EMDA's global industry best practice frameworks & standards towards trusted and independent AI standards.



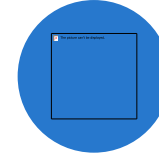
Align your AI Roadmap to Accurate and Explainable AI (Trust)

Learn how to develop a **clear AI-ready data roadmap to guide your organisation to accurate, reliable and explainable AI that your executive AI Board can trust.**



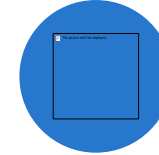
Accelerate Your Leadership Team Towards Accurate AI (Your AI Advantage)

- Wide scale upskilling of data community towards modern data management.
- Faster design-to-deploy cadence – from silo to cross functional data management teams
- Focus on data management automation & scale best practices



Educate & Guide To AI Tools & Tech (AI Cost Savings & ROI)

- Independent guide to AI-specific tech & tool selection and adoption (upgrade from old to new data mgmt tooling & AI readiness)
- Focus on modern data platform & data with technology integration
- Shift to 'machine readable' data, semantics & meaning



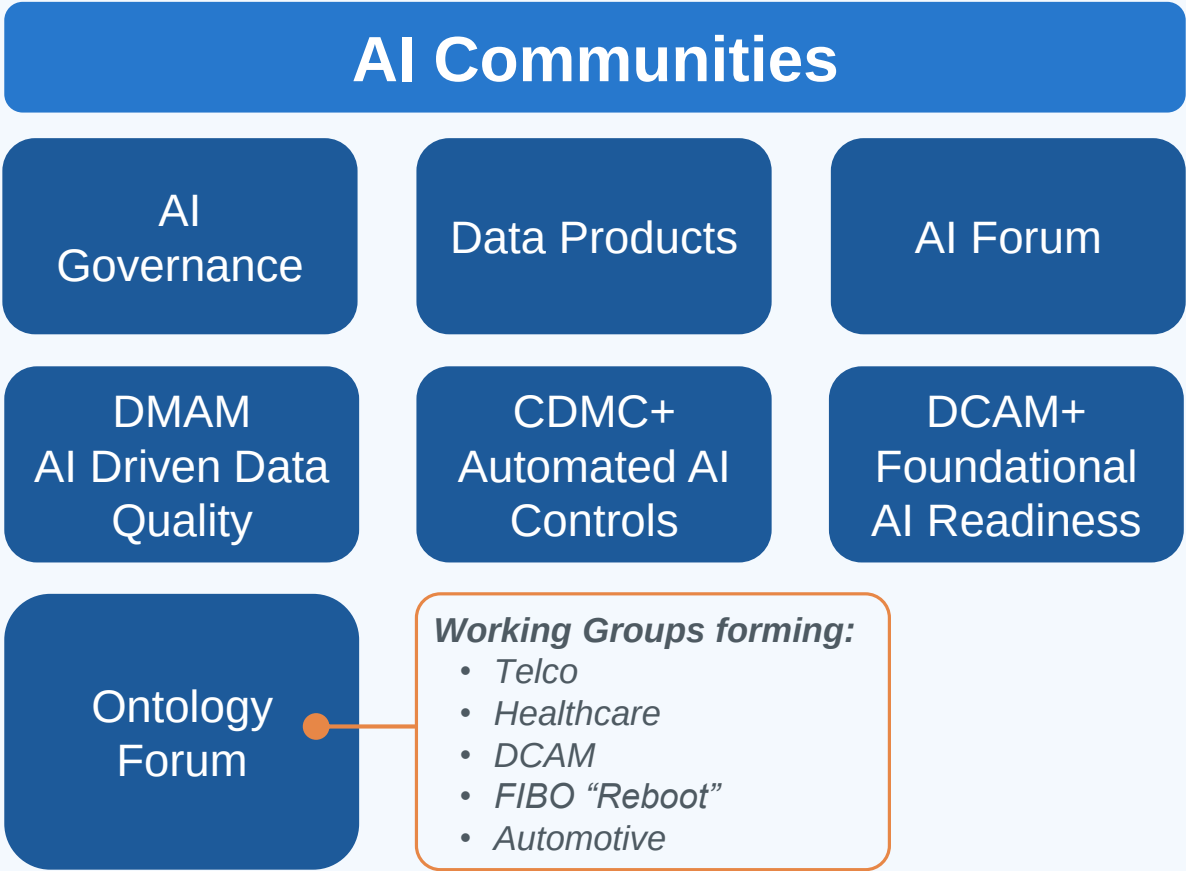
Educate Your Teams Towards AI Enablers (Hype To Execution)

- Leverage AI, cloud & graph technology
- Data consolidation technology
- Distribute and scale

EDM Association: Community Engagement



EDM Association enables you and your organization to be truly *data driven* – resulting in better business outcomes.



HYPE

REALITY

- Legal
- Security
- Data Accuracy
- Model Training

AI

Data

AI



AI Optimization Masterclass

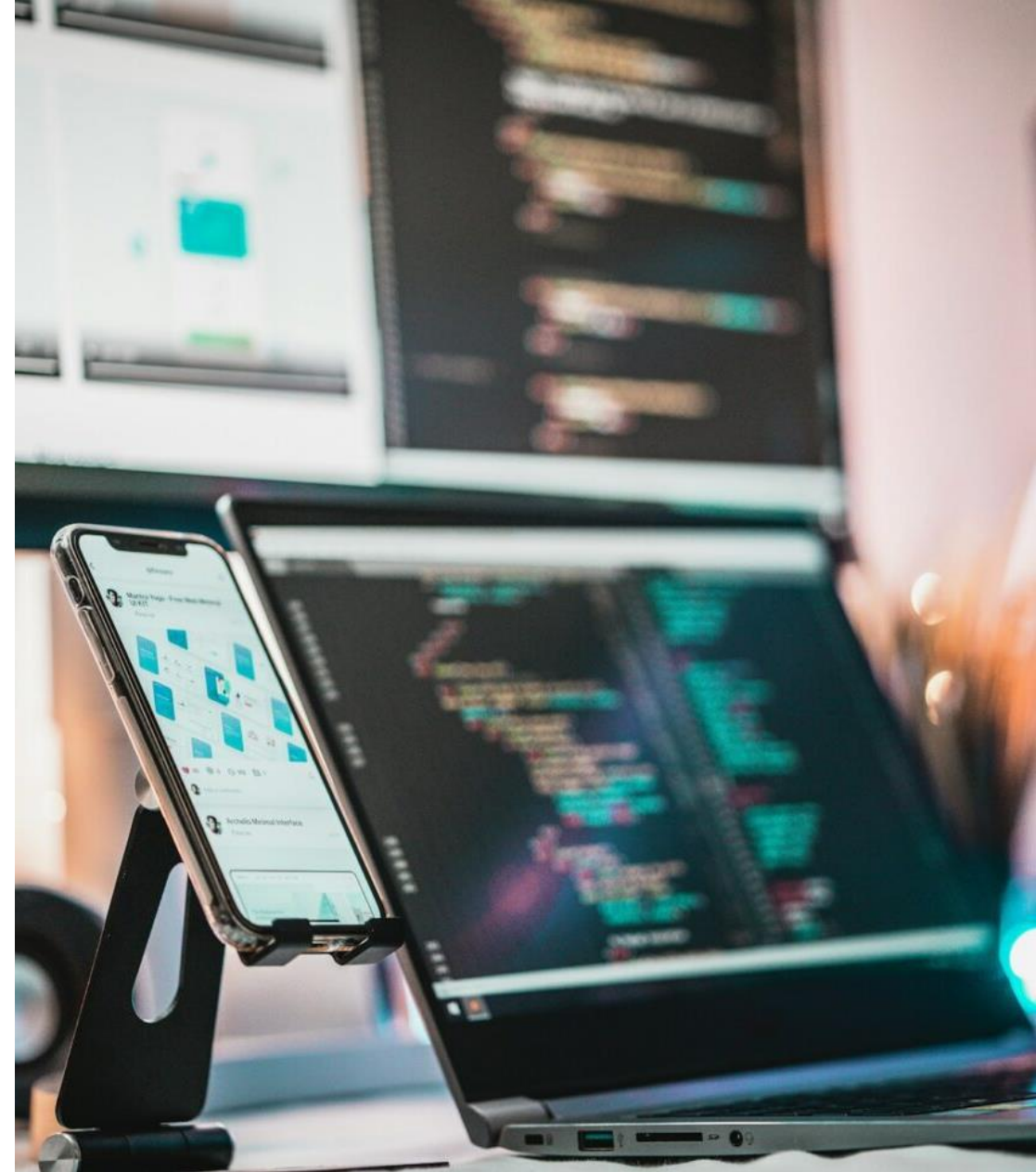
Our newest live, practical workshop!

- Defines the AI, data, and people strategies required to drive a successful AI Optimization strategy
- Learn how to develop a clear AI-ready data roadmap, including:
 - **Building a Modern AI Data Layer**
 - **Developing the AI Semantic Layer**
 - **Accelerating AI with Graph Integration**

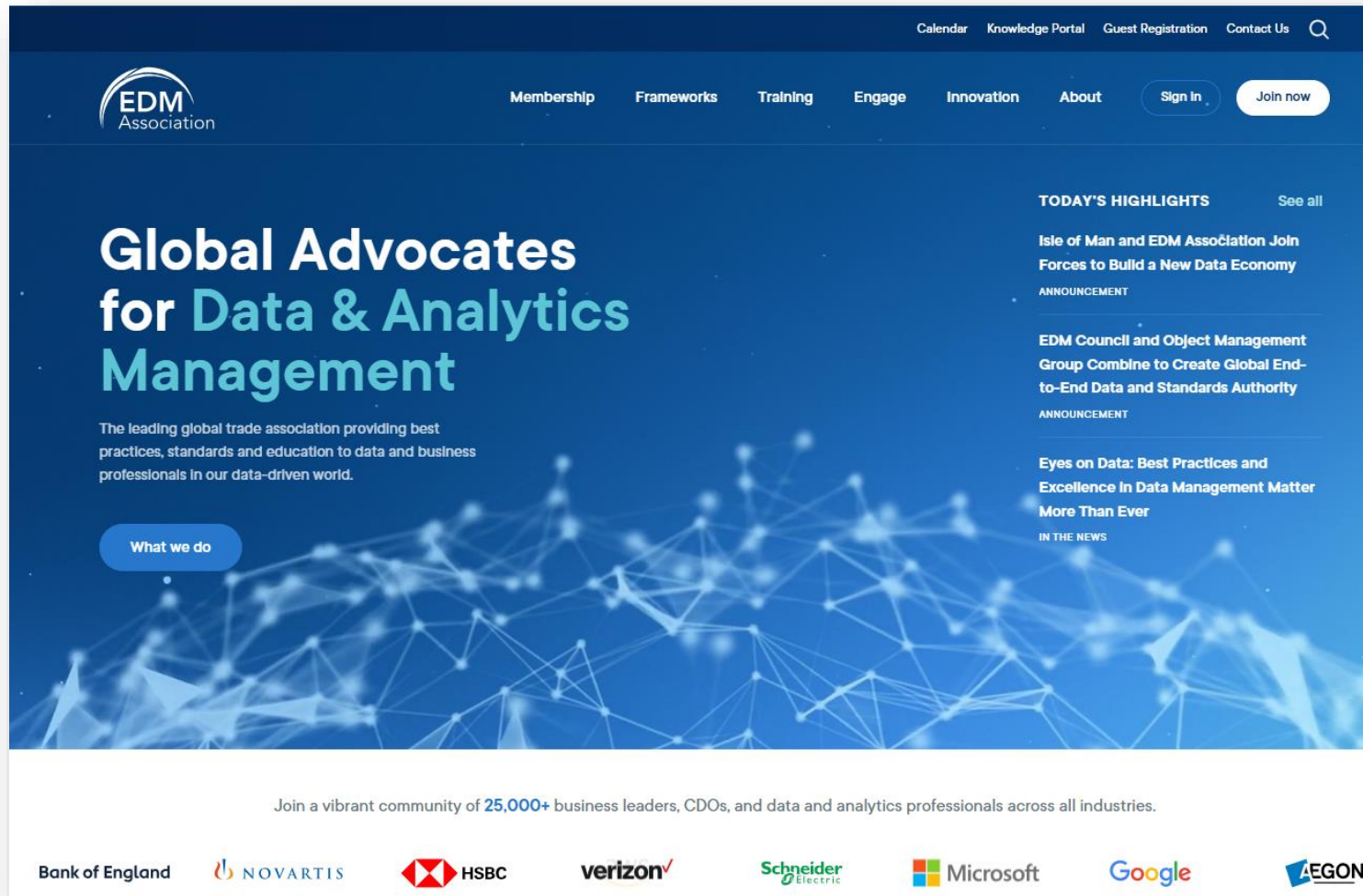


Register for our two-day course:

- EMEA (September 9-10)
- APAC (October 1-2)



Learn more about EDM Association



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