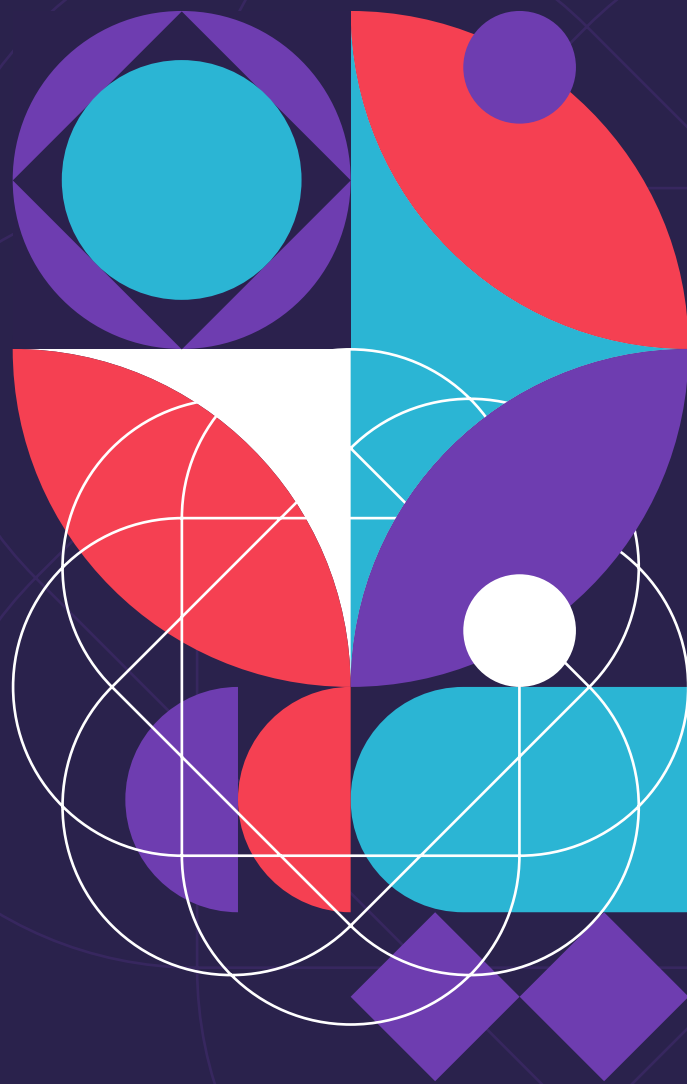
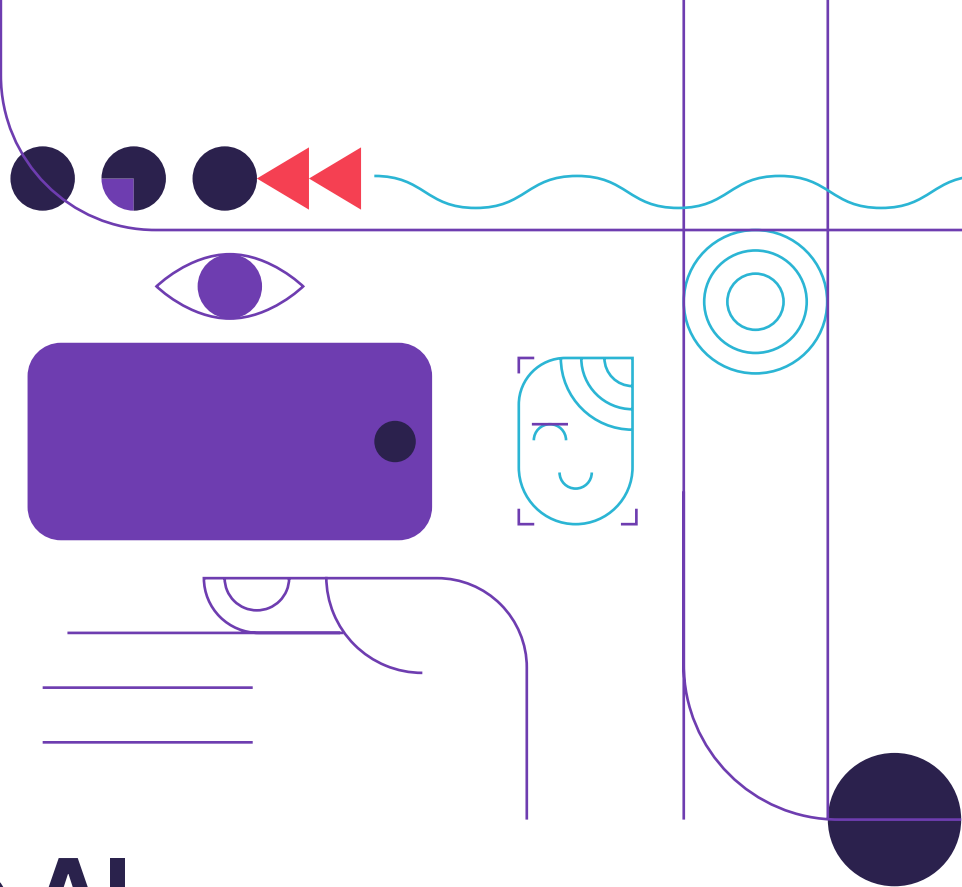




# Supercharging Enterprise Intelligence with AI

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# The era of Enterprise AI

Artificial intelligence (AI) has already made significant inroads into our lives. From tagging photos, recognizing speech, searching for content, or weaving those capabilities together through digital home assistants, most of us already use AI-powered applications on a regular basis.

The technology is now poised to transform the productivity of knowledge workers, driving novel insights, more accurate predictions and more agile, scalable analysis of enterprise data. Given the transformative nature of AI, organizations can ill-afford to fall behind in the intelligence arms race. Yet many are still struggling to scale the technology effectively across their operations.



THIS EBOOK WILL EXPLAIN EXACTLY WHAT IS NEEDED TO  
UNLOCK THE POWER OF AI FOR CITIZEN DATA ANALYSTS.

# What the market says

Artificial intelligence has a huge role to play in driving productivity and growth across the global economy.



**MOST ORGANIZATIONS HAVE BEGUN INVESTING IN ARTIFICIAL INTELLIGENCE, BUT THEY ARE YET TO REALIZE THE TECHNOLOGY'S FULL POTENTIAL.**

"86% say that AI will be a "mainstream technology" at their company in 2021...[but] 76% of organizations are barely breaking even on their AI investments."

**PWC, 2021**



**AI WILL BE A CRUCIAL TECHNOLOGY IN ENABLING ORGANIZATIONS TO BUILD BACK STRONGER FROM THE PANDEMIC.**

"Enterprises need to find a way to safely, creatively, and boldly apply AI to emerge stronger both in the short-term and in the long-term."

**FORRESTER PREDICTIONS 202**



**THE ABILITY TO SCALE THE TECHNOLOGY ACROSS AN ENTERPRISE IS CRUCIAL IN SHORTENING TIME TO VALUE.**

"Smarter, more responsible, scalable AI will enable better learning algorithms, interpretable systems and shorter time to value"

**GARTNER, 2021**



**OVERALL LEVELS OF INVESTMENT WILL CONTINUE TO GROW.**

"Worldwide spending on artificial intelligence is estimated to grow by 15.2% in 2021 to \$341.8 billion, reaching \$500 billion by 2024."

**IDC, 2021**



**BUT TO MAXIMIZE VALUE FROM THAT INVESTMENT, ORGANIZATIONS NEED TO FOCUS ON ARMING BUSINESS EXPERTS WITH TOOLS TO PARTICIPATE DIRECTLY IN THE CREATION OF AI WORKFLOWS / PIPELINES.**

"A new data-centric mindset, coupled with MLOps tools that allow industry domain experts to participate in the creation, deployment and maintenance of AI systems, will ensure that all industries can reap the rewards that AI can offer."

**HARVARD BUSINESS REVIEW, 2021**

# Anyone that works with data, benefits from using AI

AI offers significant potential to help organizations and individuals make smarter and faster data-driven decisions. But for organizations to fully realize that potential, they need to make the technology more accessible to “citizen data analysts”.

Citizen data analysts are business-focused individuals who are more accustomed to using technology applications than developing them. They may work directly in an intelligence function (such as analysts, strategists or researchers) or serve in business-focused roles (from board executives and senior managers responsible for business lines, through to sales, marketing, and product development heads).

The one thing citizen data analysts all have in common is that they make decisions based on data analysis. Ultimately, that means they should all stand to benefit from using AI to enhance their decision making. The challenge lies in making the technology as user-friendly and accessible as the tools they already work with (spreadsheets and business intelligence platforms).

Integrating AI into analysts’ workflows has enormous potential to uncover novel insights, generate more accurate predictions and drive productivity for all kinds of knowledge work. But until recently, most AI tools and platforms have been geared towards technical users. This has caused challenges for organizations in scaling the technology.



**ULTIMATELY, FOR AI TO MAKE A SIZEABLE CONTRIBUTION TO A COMPANY’S BOTTOM LINE, ORGANIZATIONS MUST SCALE THE TECHNOLOGY ACROSS THE ORGANIZATION.**

**MCKINSEY, 2021**

# Addressing new data challenges (big, small and wide)

Spreadsheets and business intelligence platforms have served citizen data analysts very well for the last few decades. But they have run into limitations, struggling to accommodate the volumes, velocity and full variety of data being collected across a modern enterprise.

AI is perfectly suited to bridge this capability gap. AI models are ideal for quickly interpreting data in real-time (addressing data 'velocity'), processing unstructured data (addressing data 'variety'), and scaling to spot patterns, detect outliers, or generate predictions across large datasets (addressing data 'volume'). In addition, AI models can be pre-trained to accurately interpret data that is not necessarily large, but spread across a variety of specific use cases (what Gartner has termed 'small and wide data').

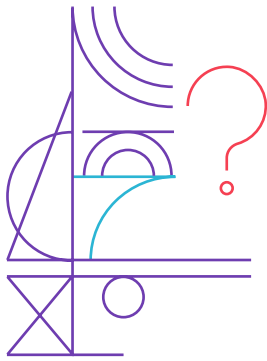


ULTIMATELY, FOR AI TO MAKE A SIZABLE CONTRIBUTION TO A COMPANY'S BOTTOM LINE, ORGANIZATIONS MUST SCALE THE TECHNOLOGY ACROSS THE ORGANIZATION.

MCKINSEY, 2021

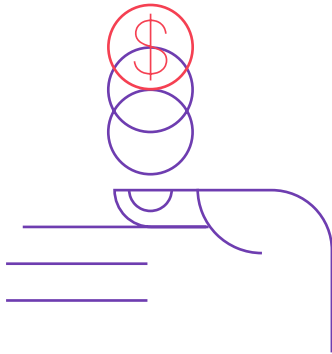
# What stops broader adoption of AI?

While AI/ML offers great promise, there are a few major impediments to its widespread adoption:



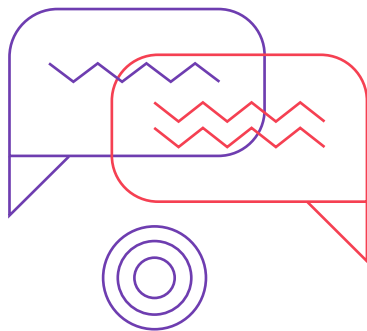
## TECHNICAL SKILLS GAP

Citizen data analysts are typically neither data scientists nor engineers. That means they cannot be expected to validate data sources, orchestrate ETL processes or build and train their own AI models.



## BUDGET

Developing in-house AI solutions and rolling them out on a case-by-base simply does not scale in terms of TCO (total cost of ownership). Internal teams consume too much time and resources to orchestrate new data pipelines, and develop, train and operationalize models across different use cases.



## COORDINATING BUSINESS AND DATA TEAMS

Using artificial intelligence to generate positive business outcomes requires a mix of business and technical expertise. Unfortunately, there can often be communication challenges between executives who understand business requirements and those with the technical skills to code AI models.



**ORGANIZATIONS WILL BEGIN TO REQUIRE A LOT MORE FROM AI SYSTEMS, AND THEY'LL NEED TO FIGURE OUT HOW TO SCALE THE TECHNOLOGIES — SOMETHING THAT UP TO THIS POINT HAS BEEN CHALLENGING.**

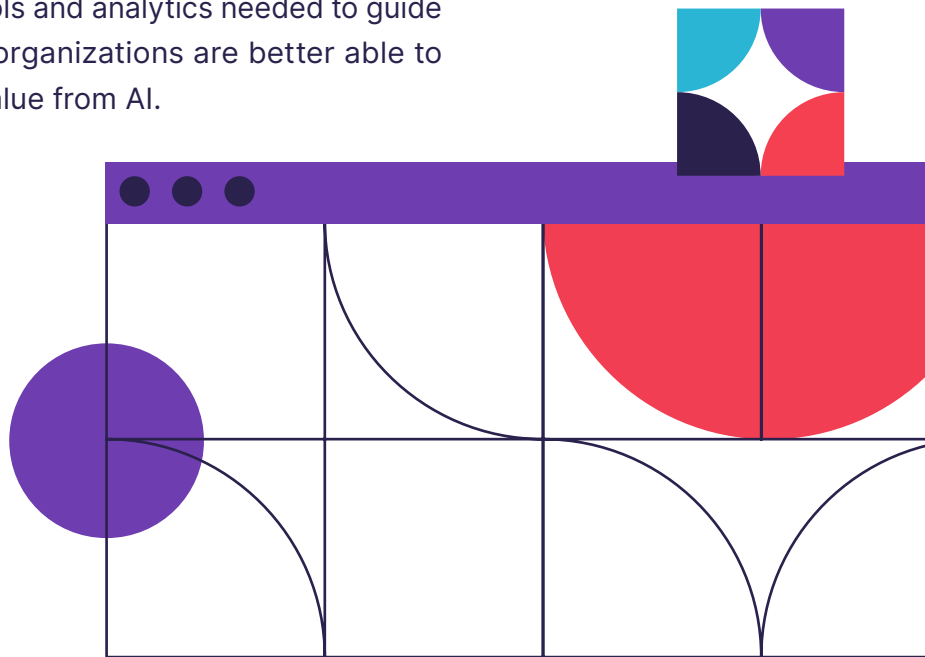
GARTNER, 2021

# The no code AI platform: a logical path forward

In order to get AI capabilities into the right hands and ensure that the technology can be scaled effectively across an enterprise, organizations are increasingly turning to no code AI platforms.

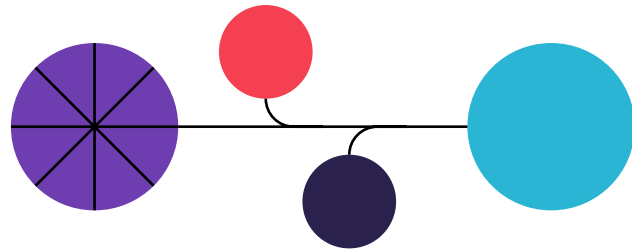
These platforms empower business executives to use AI, just as easily as they would a spreadsheet or business intelligence platform. They are distinct from AutoML platforms, which are geared towards technical users. No code AI platforms are designed for business use cases, and therefore offer pre-trained AI models that solve specific business challenges (rather than generic models that need to be trained).

That means business users do not need support from data scientists and data engineers to incorporate AI into their decision making. They just get simple access to the data, tools and analytics needed to guide critical business decisions. In turn, organizations are better able to scale their adoption and maximize value from AI.



# Key requirements for no code AI

In order for organizations to truly get the most from AI, they need a no code platform that offers some core capabilities:



SIMPLE INTEGRATION WITH INPUT DATA SOURCES



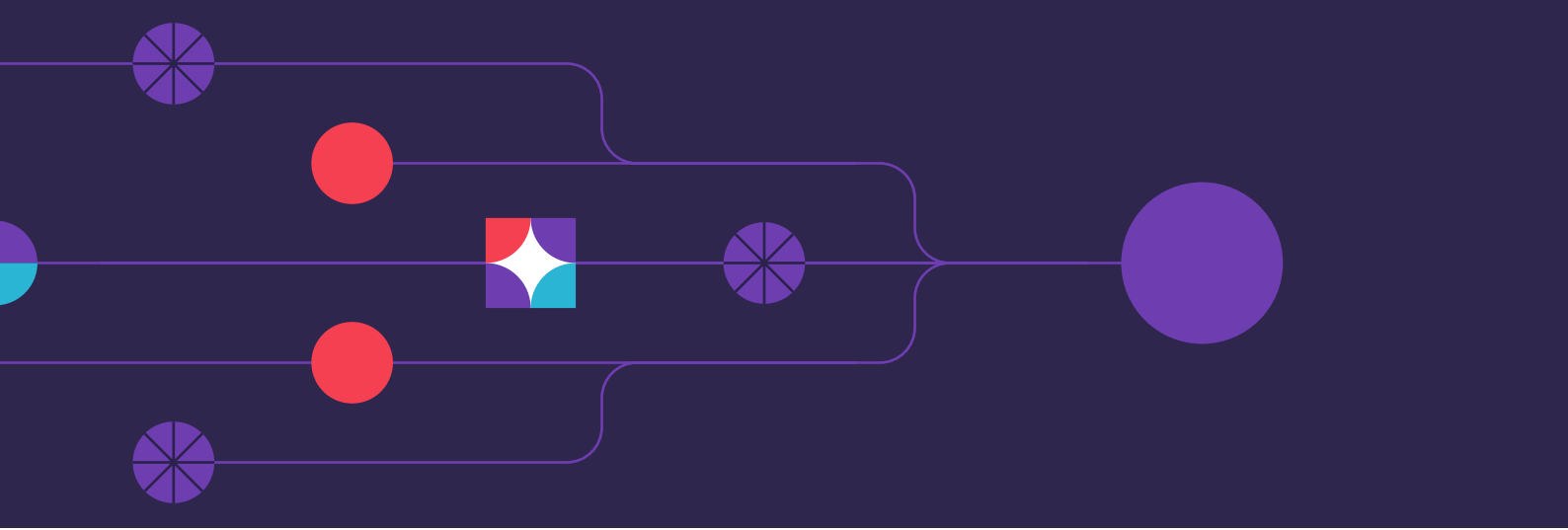
DATA ENRICHMENT



PRE-TRAINED AI MODELS AND ANALYTICS



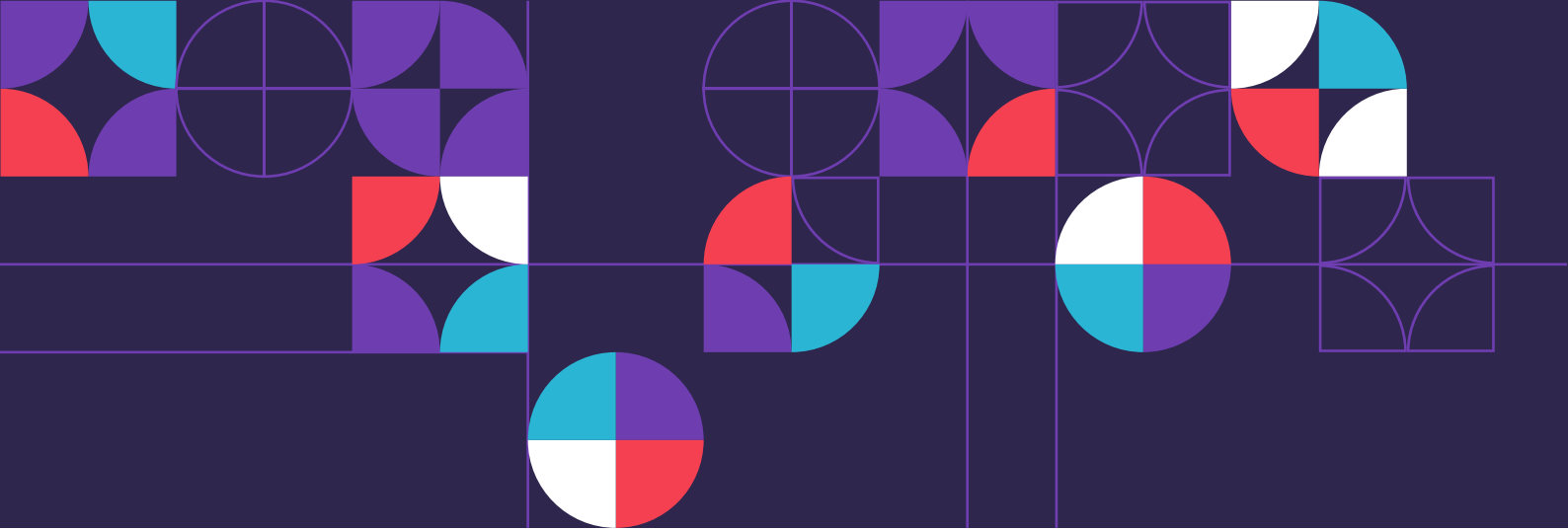
COMPOSABLE WORKFLOW



# Simple integration with input data sources

Data integration is a key starting point for any analytical workflow. To successfully leverage AI across an enterprise, the ability to integrate data is therefore key.

Most organizations will already have undertaken efforts to consolidate their data assets, so connectivity to enterprise data warehouses like Google BigQuery, Amazon RedShift, or Snowflake, is a vital starting point. Equally, direct connectivity to enterprise SaaS, such as CRM or inventory management applications, helps tap directly into operational data silos. Finally, given the prevalence of spreadsheets within any organization, simple integration with Excel and Google Sheets is also crucial.



# Data enrichment capabilities

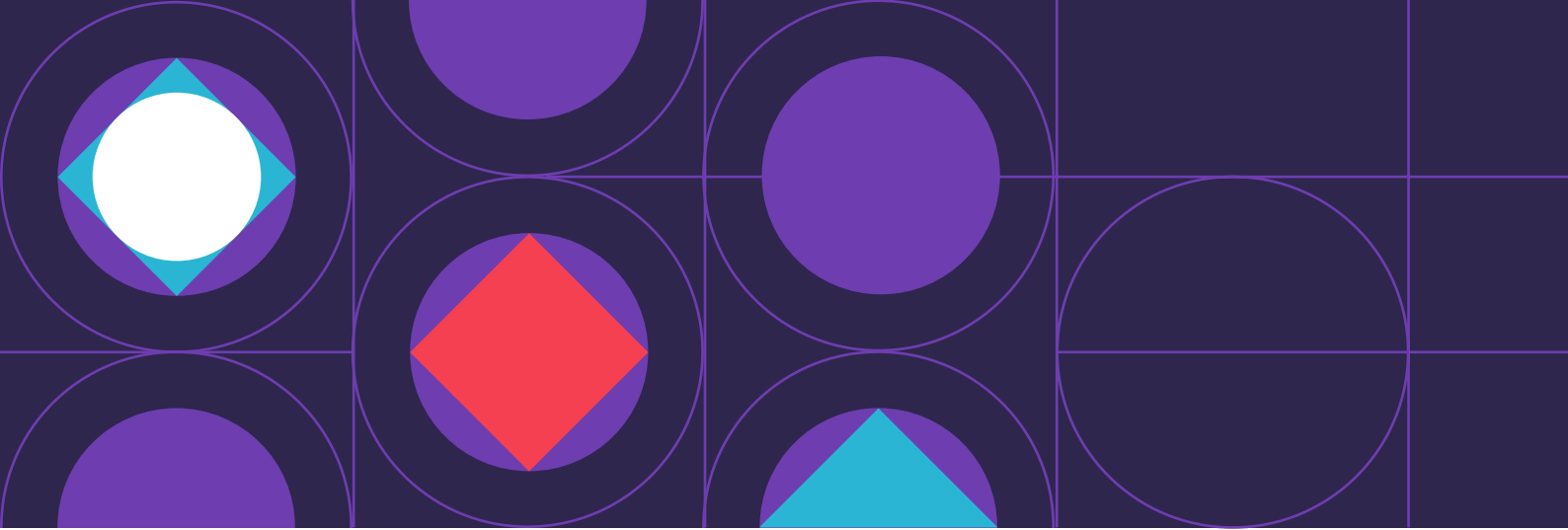
Data enrichment is a key capability because it enables analysts to incorporate a broader variety of data into their analysis, typically by automating the retrieval of relevant data from public sources.

Examples include the ability to enrich product IDs with product information and other meta-data, enrich addresses with nearby points of interest, local weather information or demographic data, or enrich company names with financial information and latest news.



SMALL AND WIDE DATA, AS OPPOSED TO BIG DATA, SOLVES A NUMBER OF PROBLEMS FOR ORGANIZATIONS DEALING WITH INCREASINGLY COMPLEX QUESTIONS ON AI AND CHALLENGES WITH SCARCE DATA USE CASES.

GARTNER, 2021



# Pre-trained models and analytics

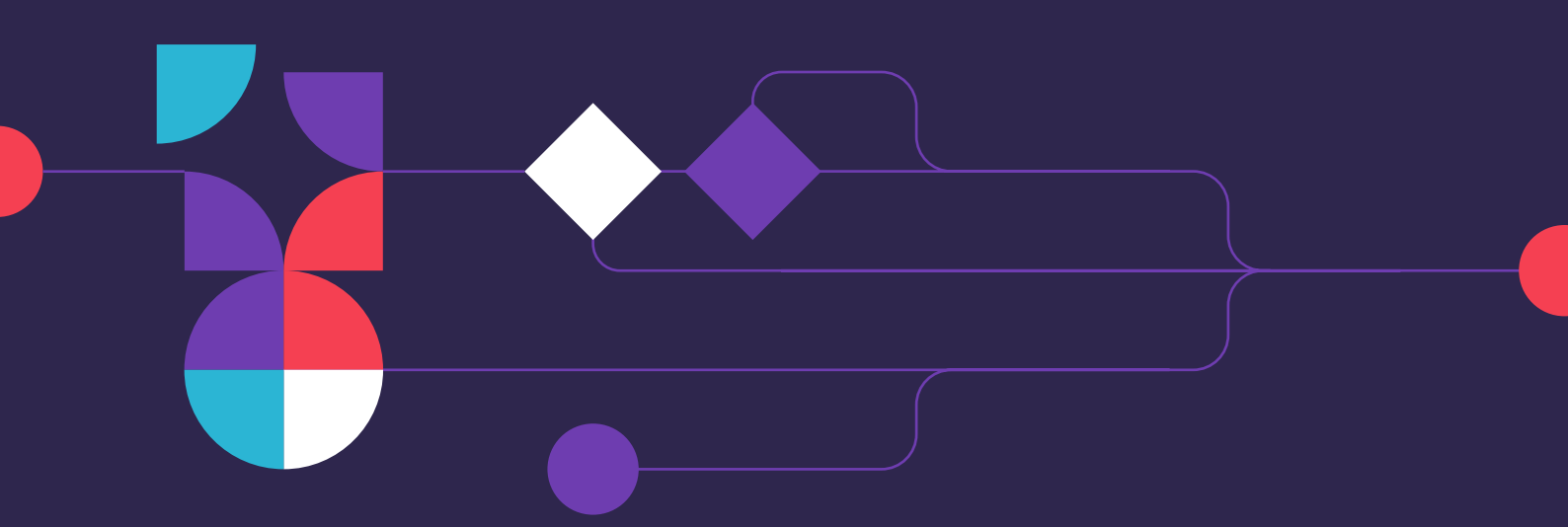
In addition to enriching underlying data sources, it is also vital that a no code AI platform arms business users with models that have been pre-trained.

Models therefore need to be designed to serve specific business functions, with an understanding of both the data inputs and expected output (business action or recommendation). Generic AI models that have not been pre-trained will typically be too data hungry, rendering them ineffective (too slow or inaccurate) for the majority of business use cases.

”

BY 2025, 70% OF ORGANIZATIONS WILL SHIFT THEIR FOCUS FROM BIG TO SMALL AND WIDE DATA, PROVIDING MORE CONTEXT FOR ANALYTICS AND MAKING ARTIFICIAL INTELLIGENCE (AI) LESS DATA HUNGRY.

GARTNER, 2021



# Composable workflows

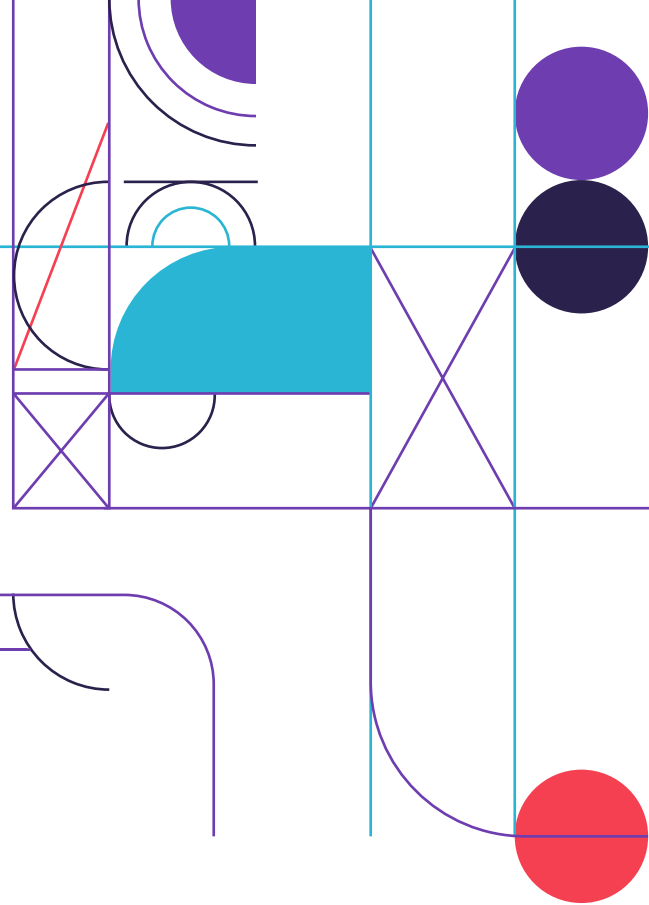
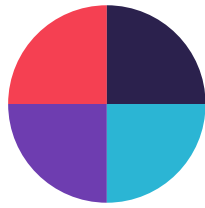
One of the most important capabilities for an enterprise no code AI platform is the ability to compose workflows.

That means making it easy to select data inputs, enrich those sources automatically, run models/analytics on those inputs, generate a conclusion in your desired format (whether that be a database update, prompting an action in an operational system, or feeding a management dashboard), and finally being able to orchestrate those pipelines to run automatically at scheduled intervals.



THE GOAL OF COMPOSABLE DATA AND ANALYTICS IS TO USE COMPONENTS FROM MULTIPLE DATA, ANALYTICS AND AI SOLUTIONS FOR A FLEXIBLE, USER-FRIENDLY AND USABLE EXPERIENCE THAT WILL ENABLE LEADERS TO CONNECT DATA INSIGHTS TO BUSINESS ACTIONS.

GARTNER, 2021



# Conclusion

Artificial intelligence has reached a tipping point. The technology has been used successfully in numerous applications for years. Yet its impact is set to accelerate beyond imagination. Just like the ubiquity of office software and personal computers drove a productivity revolution, AI is now poised to supercharge the intelligence of knowledge workers.

## WHAT HAS CHANGED?

The technology has become much more accessible. Until recently, most organizations saw AI as the remit of IT, data and analytics teams. This has tended to slow implementation and resulted in complications translating business requirements into technical solutions.

The emergence of no code AI platforms has transformed this dynamic. These platforms are supercharging enterprise intelligence by putting AI directly into the hands of business users, helping individuals and organizations to make smarter, faster decisions .

# About Noogata

Noogata is the leader in no-code artificial intelligence (AI) designed from the ground-up for the citizen data analyst. The company provides a modular, expandable platform that is ready for immediate use, thanks to pre-built, domain-focused blocks that “speak the language of business” and target unique, mission-critical use cases. Noogata delivers the benefits of best-in-class AI for maximum business impact without the complexity and costs of having to develop it or maintain the AI solutions. Founded in 2019 and headquartered in Tel Aviv, privately-held Noogata is backed by Team8 and Skylake Capital.



TO LEARN MORE, VISIT [NOOGATA.COM](https://noogata.com)