

WHITE PAPER

IN ASSOCIATION WITH INFORMATICA

Everybody Wants Agentic AI. **Very Few Organisations Are Ready For It.**

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In Partnership with Informatica and Salesforce



Introduction

At Cloud Perspective we're big fans of AI.

Like many people working in technology, I genuinely believe Artificial Intelligence will improve the way we work, the way businesses operate and ultimately the way we live.

At the same time, I think it's fair to say that AI has introduced a level of uncertainty that many of us haven't experienced before.

The last time I remember seeing such a broad impact on how people worked was during Covid.

Now, before anyone jumps on social media, I'm not comparing AI to a global pandemic. They're obviously very different things.

What I am saying is that both events created a situation where almost everybody, regardless of industry, suddenly had to adapt.

New rules. New expectations. New ways of working.

And a lot of uncertainty about what came next.

Today, AI is creating a similar challenge for organisations across every sector.

People are asking fundamental questions.

Will my role change? Will my team change? Will my organisation need different skills? Will entirely new careers emerge?

And perhaps most importantly:

How do we make this work safely and effectively?

These aren't niche technology questions. They're being asked in boardrooms, team meetings and coffee shops across every sector — by people at every level of every organisation.

The answer, increasingly, starts with data.

What We're Seeing

Cloud Perspective has spent more than fifteen years helping organisations improve data quality, master data management, governance and integration.

The business was founded by our CTO, Miranda Pocock, and throughout our history we've had one consistent belief:

"Good business outcomes start with good data."

For years that wasn't always the easiest conversation to have. Data Governance isn't always the most exciting topic in the boardroom. Data Quality doesn't usually generate headlines. Master Data Management rarely appears on the front page of the Financial Times.

But AI has changed that.

Almost overnight, conversations that used to sit with data teams are now taking place at executive and board level.

McKinsey's latest State of AI research shows AI adoption continuing to accelerate across industries, with organisations increasingly moving beyond experimentation and looking for measurable business value from AI investments.¹

We see this every day with our customers.

Executives want AI. Business units want AI. Technology teams are being asked to find AI solutions to every conceivable business problem.

And in fairness, there are some genuinely remarkable use cases emerging.

The challenge is what happens next.

What happens when the excitement meets reality — and when real questions about data, governance and trust start to surface?

The Realisation

"Their data isn't where it needs to be."

The consistent conclusion from organisations moving beyond AI experimentation.

What we're seeing now is organisations moving from the excitement phase into the reality phase.

The conversation is changing. The questions are becoming more practical. And increasingly, organisations are coming to the same conclusion.

Particularly as businesses begin exploring Agentic AI, they're discovering that AI is only as effective as the information it can access.

If customer information exists in six systems

If product data is inconsistent

If ownership is unclear

If governance doesn't exist

If critical information is missing

...then AI has a problem.

Not because the technology isn't good. But because the information feeding it isn't good enough.

Gartner recently predicted that organisations will abandon many AI projects over the next two years because they lack AI-ready data.²

That prediction doesn't surprise us. Because we're already seeing the early signs.

AI is only as good as the data behind it.

The organisations that understand this now are the ones that will scale AI successfully. Those that don't will find themselves restarting from the data layer anyway — just later, and at greater cost.

Does AI Lie?

One of the more interesting conversations we've had internally over the last year revolves around a phrase heard from technical teams, partners and customers alike:

"Don't trust AI. It lies."

Personally, I think that's slightly unfair.

AI doesn't lie. AI tries to help. Sometimes too much.

When AI doesn't have enough information, it attempts to produce the most likely answer based on the information available to it.

Unfortunately, if the underlying information is incomplete, inconsistent or missing entirely, the answer may still sound convincing.

That isn't dishonesty. It's a data problem.

And that's where organisations are starting to understand the real challenge.

The issue isn't necessarily the intelligence. It's the context. It's the quality of information. It's the availability of trusted sources. It's governance. It's lineage. It's knowing where information came from and whether it should be trusted.

The question organisations need to ask isn't "how good is our AI?"

"How good is our data?"

Because the answer to the second question determines the answer to the first. Every time.

Why Data Matters More Than Ever

This is where we believe the industry is heading.

The next phase of AI success won't be determined by who has access to the latest model. Those capabilities are becoming increasingly available to everyone.

Success will be determined by who can provide AI with trusted, governed and accessible enterprise data.

This is why technologies such as Model Context Protocols (MCPs), enterprise integration platforms and modern governance frameworks are receiving so much attention.

The objective is straightforward:

Give AI access to trusted information. Understand where that information comes from. Control how it is used. Ensure the right decisions can be made.

At Cloud Perspective, alongside our partners at Informatica, we're seeing organisations increasingly focus on exactly these challenges.

Not because governance has suddenly become fashionable. But because AI has finally made the business value impossible to ignore.

KEY FOCUS AREAS

- Data Quality — establishing reliable, consistent information at scale
- Master Data Management — a single trusted view across systems
- Data Governance — knowing where data comes from and how it's used
- AI Readiness — building the right foundations before scaling

The Opportunity

Despite some of the challenges, I remain hugely optimistic.

AI is moving incredibly quickly. Probably faster than anything I've seen during my career. The learning curve has been steep. The market has been noisy. And for many of us, the last eighteen months have been both exciting and slightly terrifying.

But I believe we're starting to emerge from the first phase of AI adoption.

The hype is gradually being replaced by understanding. The questions are becoming clearer. The priorities are becoming clearer.

And I'm seeing more organisations recognise that great AI starts with great data.

For those of us who have spent years helping organisations improve Data Governance, Data Quality, Master Data Management and Integration, that's not a surprising conclusion.

It's simply one that the rest of the market is now arriving at.

For years, I've watched great data be viewed as a nice-to-have.

Today, in an Agentic AI world, I believe it is rapidly becoming a must-have.

Because if AI is the engine of the future, data is the fuel.

And poor fuel has never powered anything successfully.

1. McKinsey & Company, The State of AI 2025: How Organisations Are Rewiring to Capture Value.

2. Gartner Press Release, February 2025: Lack of AI-Ready Data Puts AI Projects at Risk.

Gartner predicts that organisations will abandon significant numbers of AI projects through 2026 due to deficiencies in AI-ready data management practices.

READY TO TALK?

Join us at

Pitch, Pie & a Pint

Wednesday 22 July 2026 | 12pm – 4pm

The Counting House, 50 Cornhill, London EC3V 3PD

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About Cloud Perspective

Cloud Perspective is a specialist data consultancy with more than fifteen years' experience helping organisations improve data quality, master data management, governance and integration.

We work with organisations across Banking, Financial Services and Insurance to build the trusted data foundations that underpin business transformation and AI readiness.

We are proud Informatica and Salesforce partners.

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