Onepoint
TechTalk

Decoding AI series

Session 3

How to turn the spotlight on Dark Data with Gen AI

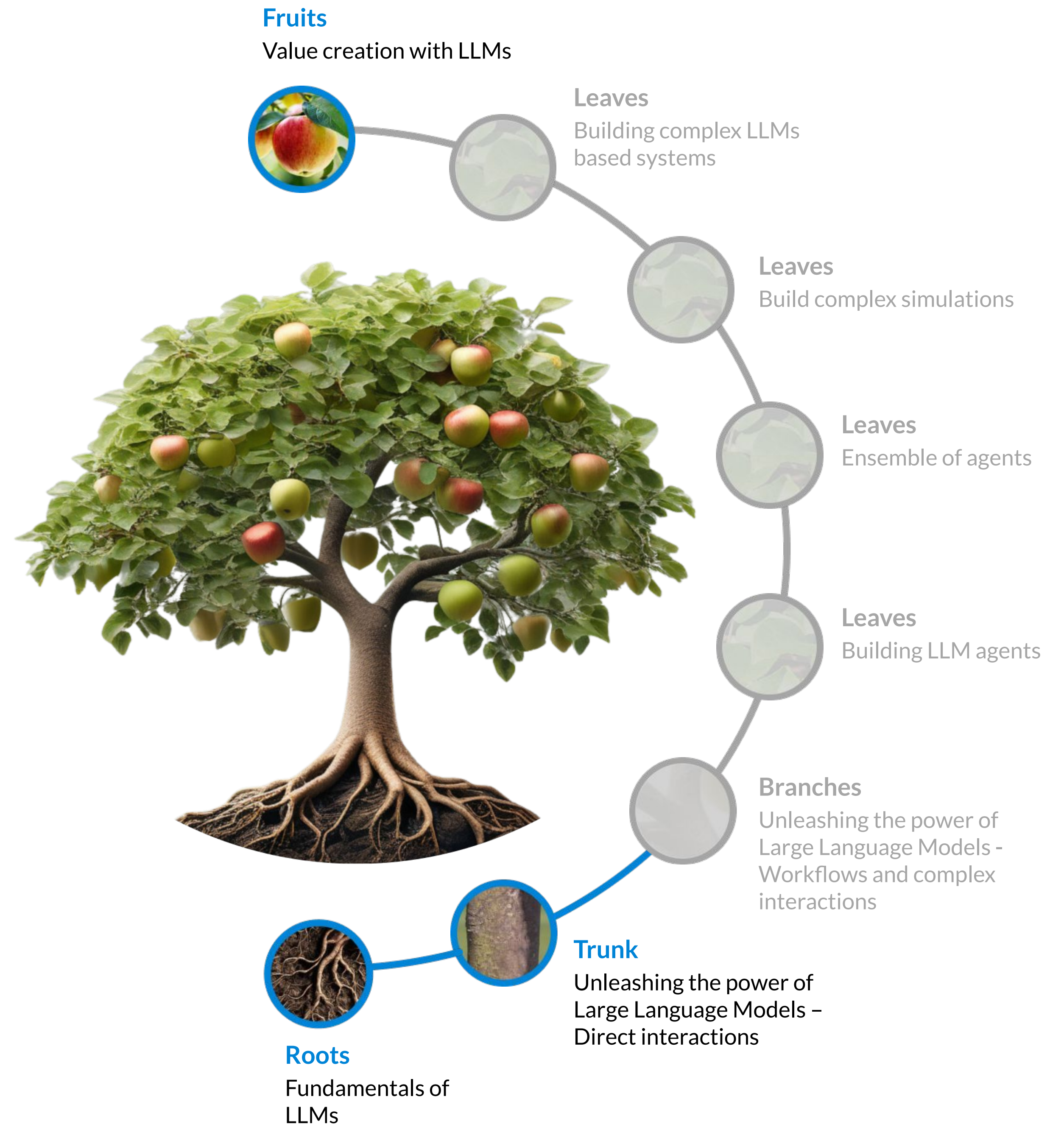Our awesome speaker

Allan Schweitz
Director of Technology - Services
Onepoint

Welcome

From Roots to Fruits

- Journey to create value from LLMs

Fruits
Value creation with LLMs

Leaves
Building complex LLMs based systems

Leaves
Build complex simulations

Leaves
Ensemble of agents

Leaves
Building LLM agents

Branches
Unleashing the power of Large Language Models - Workflows and complex interactions

Trunk
Unleashing the power of Large Language Models – Direct interactions

Roots
Fundamentals of LLMs

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Agenda

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Embrace the dark side

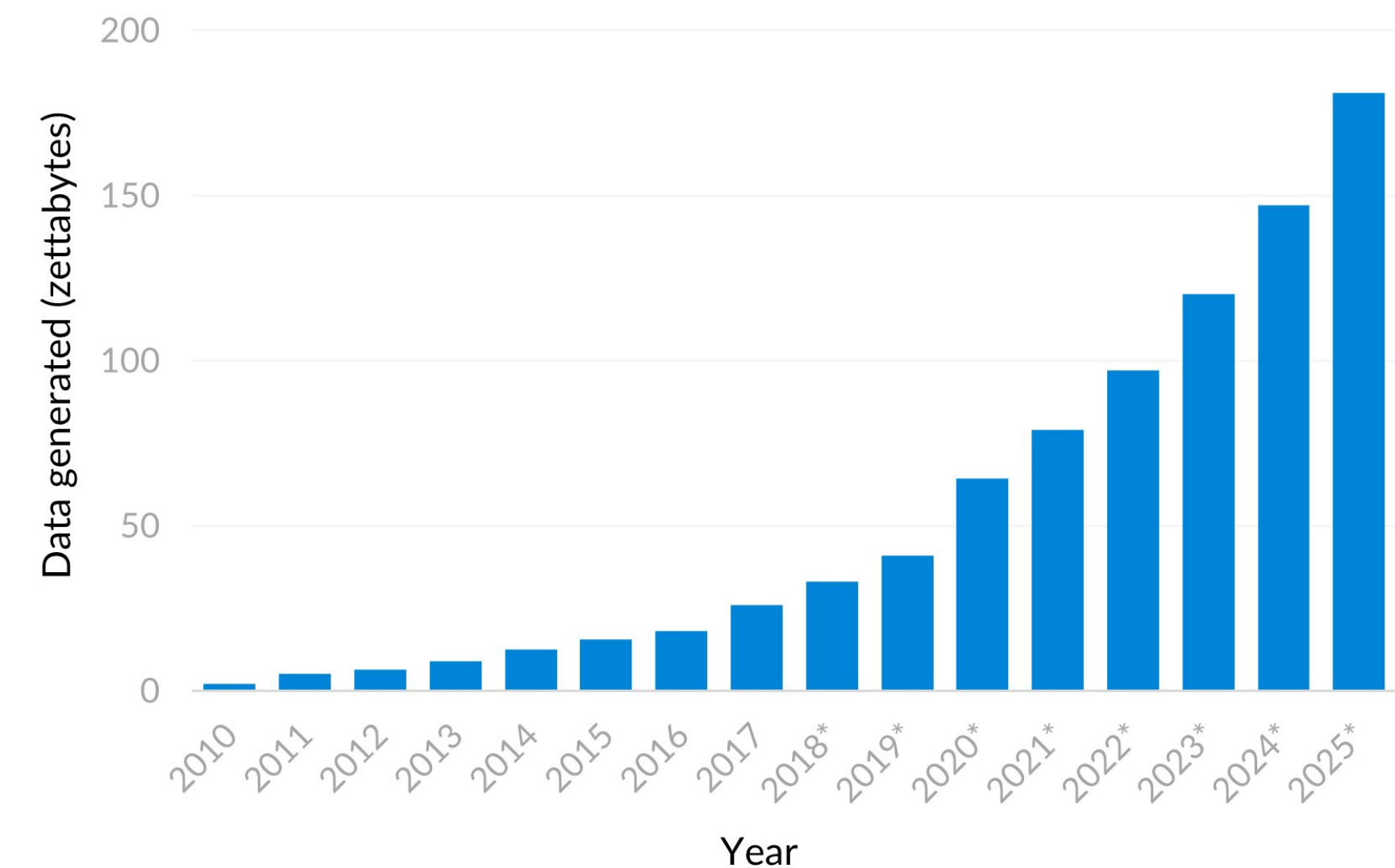Unlocking the potential of Dark Data (with Gen AI)

What is Dark Data?

Information assets organisations collect, process and store during regular business activities, but generally fail to use for other purposes.

- IT Glossary Gartner

90%

of the world's data was
created in the last
3 - 4 years

Global data generated anually

Source: Statista, Bernard Marr & Co.

15%
Critical data, used often by the business

30%
Redundant, obsolete and trivial (ROT) data

55%
Dark Data

Dark Data types

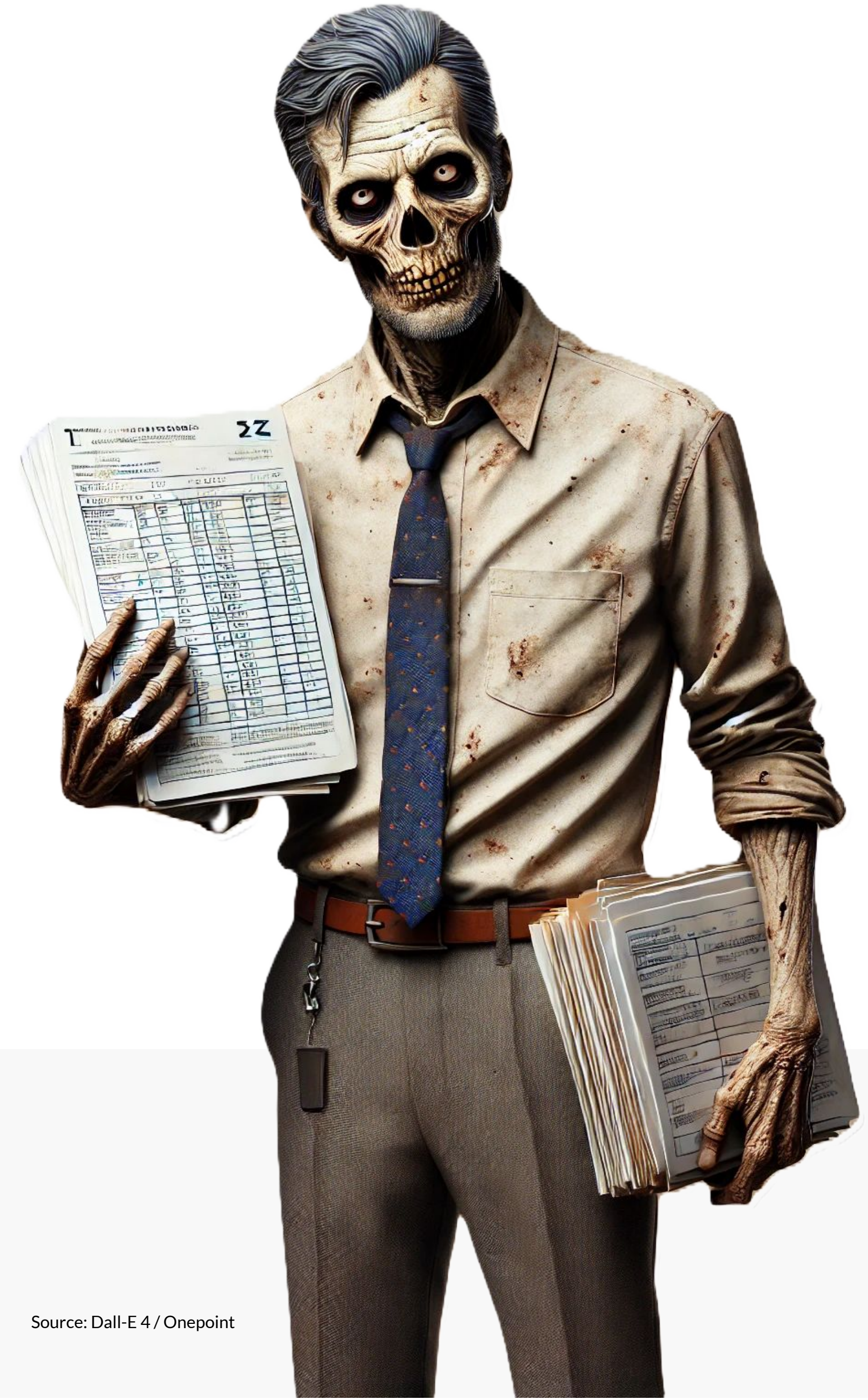Digital dust bunnies

Zombie data

The bermuda triangle

Source: Dall-E 4 / Onepoint

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Audience poll

What is the biggest challenge your organisation faces when dealing with dark data?

1. Identifying and locating dark data sources
2. Integrating dark data with existing systems
3. Analysing and extracting insights from dark data
4. Ensuring data privacy and compliance

5. Understanding the potential value of dark data
6. Other
7. No challenges
8. No idea

Why does Dark Data matter?

Insights

Innovation

Competitive advantage

Risk management

Data Governance and Data Management maturity

If you only knew the power of Dark Data

Source: Dall-E 4 / Onepoint
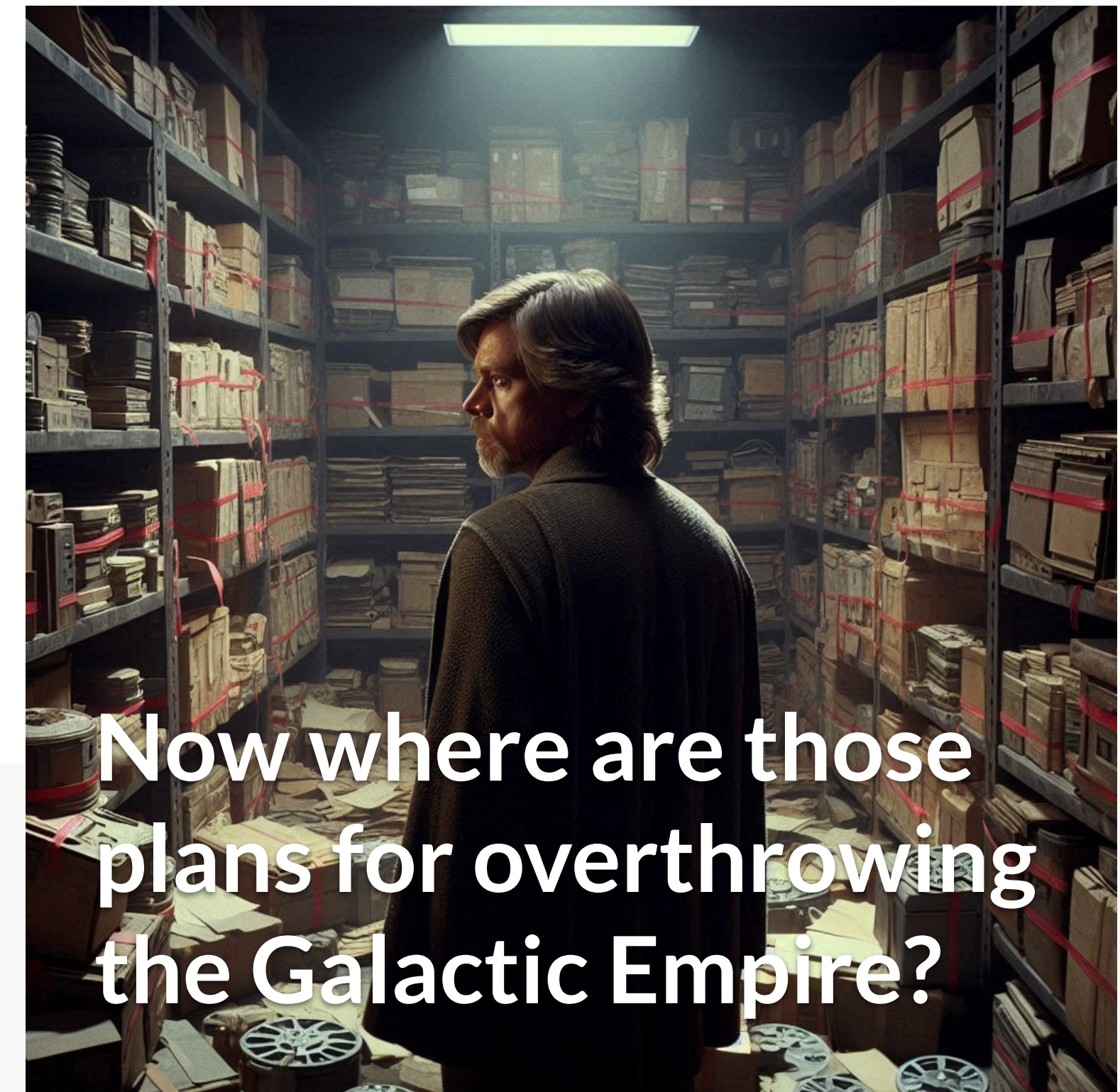
Out of sight, out of mind —
Until it's not.

The risk that Dark Data poses

High costs -
storage & inefficiency costs

Security risks

Compliance violations

Creates a data swamp

Now where are those plans for overthrowing the Galactic Empire?

Source: Dall-E 4 / Onepoint

Why is Dark Data important?
Why does data turn to the dark side?

Lack of awareness	Fragmentation
Lack of data governance	Data is unstructured
Legacy systems	Quality issues
Changing business priorities	Regulatory compliance
Data stuck in silos	Volume

Dark Data:
The Rise of Gen AI

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How can we manage Dark Data?

Gen AI is the new lightsaber companion of every Data Jedi Master
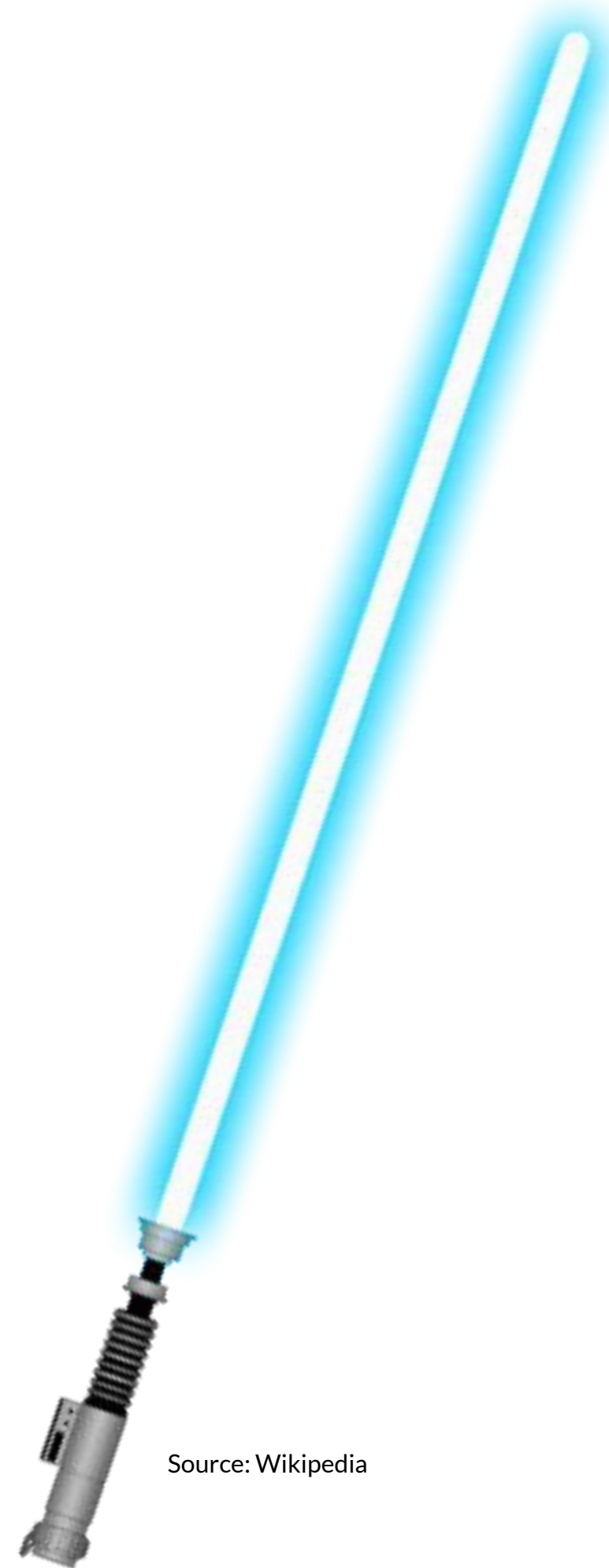
Understands natural language

Can create structure out of unstructured data

Great at analysing large amounts of data and recognising patterns

Can learn new tricks

Does not complain or ask for coffee breaks

It's also smarter than your average Stormtrooper

Source: Wikipedia

How can we manage Dark Data?

Bringing Dark Data back into the light

Strategies

A change of (data) culture

A robust Data Lifecycle Management strategy

Break down silos

Raise awareness

Source: Dall-E 4 / Onepoint

How can we manage Dark Data?

Bringing Dark Data back into the light

Tactics - AI powered

Automated data discovery and classification

Information extraction from unstructured data

AI-powered (real-time) data governance and data lineage

Automated cleansing, standardisation and enhancement of data

Advanced analytics and insights generation

RAG - Retrieval Augmented Generation

How can we manage Dark Data?

Some techniques for unlocking Dark Data (1 of 2)

AI automated data discovery

- AI-powered scanning of databases, file systems, and data lakes

Automated cleaning, standardising and enhancing of data

- Imputation
- Normalisation
- Error detection with automatic remediation
- Data augmentation

Some techniques for unlocking Dark Data (2 of 2)

Advanced analytics and insights generation

- Anomaly, threat detection
- Visualise data
- Report generation
- AI-driven quality assessment
- Noise reductions

AI-powered data governance and compliance

- Automated data lineage
- AI-driven data masking
- Intelligent data policies

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Audience poll

Which aspect of dark data do you believe holds the most untapped potential for your organisation?

1. Operational Data (e.g., server logs, transactional data)

2. Communication Data (e.g., emails, customer service records)

3. Unstructured Data (e.g., documents, images, video)

5. Something else

6. We haven't explored dark data yet

7. Don't know

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Real-world examples

Travel company - business travel division	Telco

- Data subject to regulatory compliance turned dark

- Dust bunny log files transformed into valuable gold nuggets

Risks and ethical considerations

Privacy concerns

- Ethical implications of using dark data
  (e.g., data that was collected without informed consent)
- Accessibility

Transparency

- The need for transparency in how dark data is used

Retention

- How long is dark data stored

Way forward
What does the future hold?

Even more (dark) data will be generated

Changing (stricter) compliance policies

AI is getting smarter

Data tooling is getting better - more AI features
and integration

Source: Dall-E 4 / Onepoint

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Conclusion

AI is a powerful tool for unlocking the potential of Dark Data

Embrace AI to discover, analyse, and leverage Dark Data

As AI technologies evolve, the opportunities to unlock value from Dark Data will only grow

Thank you for joining

Please feel free to contact Allan Schweitz if you
have any feedback about the session.

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Session 4

Unleashing the power of Large Language Models

Part 2 – Workflows and complex interactions

Tuesday, 17 September 2024 | 11:00 UK | 12:00 CEST

Our awesome speaker

Gil Fernandes
AI Solutions Engineer
Onepoint

Branches
Unleashing the power of Large Language Models - Workflows and complex interactions

Scan the QR code or visit
www.onepointltd.com/techtalk/unleashing-the-power-of-large-language-models-part-2-workflows-and-complex-interactions

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We **architect, prototype, build, and manage** data and AI powered solutions. We partner with global clients looking for high-impact, enterprise-grade advice and IT services to realise their most critical digital transformations.

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