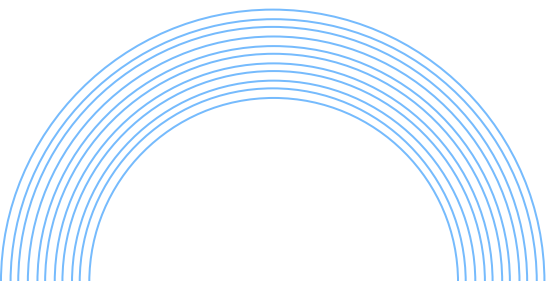




BARC

Business AI Transformation

Executive Advisory Services



Executive Summary

From AI Ambition to Sustainable Business Value

Artificial Intelligence has become a strategic priority for many organizations. Yet despite increasing investments in AI, data platforms and analytics, only a limited number of initiatives deliver measurable business value or scale successfully across the enterprise.

The challenge is rarely the technology itself. Most organizations struggle to answer more fundamental questions:

- Are we truly ready for AI?
- Do we have the right data foundation?
- Are our people prepared to adopt AI?
- Which business opportunities should we prioritize?
- How do we comply with emerging regulations such as the EU AI Act?
- Which technology partners best fit our strategy?

Without clear answers, organizations risk investing in isolated pilots, fragmented technologies and initiatives that fail to create lasting business impact.

A Business-First Approach

At DA-I.info we believe that successful AI transformation starts with business strategy—not with technology.

Our Business AI Transformation Program provides an independent, structured approach that enables organisations to assess their current maturity, identify the highest-value opportunities and build a practical roadmap towards sustainable AI adoption.

Rather than promoting specific technologies or vendors, we combine independent assessments, industry benchmarks and proven methodologies to help executive teams make informed investment decisions.

Why AI Initiatives Fail?

Organisations often start with AI ...

- ❑ Selecting technology
- ❑ Building pilots
- ❑ Experimenting with GenAI
- ❑ Buying new platforms
- ❑ Hiring AI specialists

... while overlooking the real success factors

- ✓ Business strategy
- ✓ Data quality
- ✓ Data governance
- ✓ Data literacy
- ✓ Executive sponsorship
- ✓ Change management
- ✓ Responsible AI
- ✓ Scalable operating model

BARC research consistently shows that successful AI adoption depends far more on organisational readiness than on the choice of technology.

Source: BARC Research – Data, BI & Analytics Trend Monitor; Data Management Survey; AI & Analytics market research.

Why Organisations Must Act Now

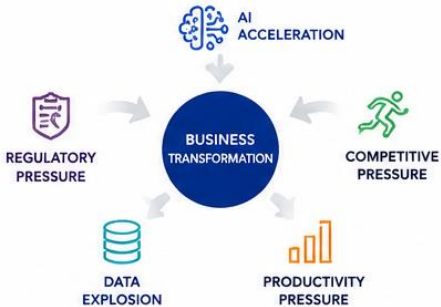
AI is no longer an innovation initiative. It is becoming a business capability.

Organisations are facing a perfect storm of technological, regulatory and competitive change. Those who build trusted AI capabilities today will create tomorrow's competitive advantage.

TODAY'S BUSINESS DRIVERS

- Artificial Intelligence**
The shift from automation to intelligent decision making is accelerating.
- Productivity Pressure**
Organisations must deliver more value with fewer resources.
- Data Explosion**
The volume, variety and complexity of enterprise data continue to grow.
- EU AI Act**
Responsible AI and compliance are becoming legal requirements.
- Skills Shortage**
Finding and retaining experienced data and AI talent is increasingly difficult.
- Competitive Pressure**
AI is rapidly becoming a strategic differentiator across industries.

THE EVOLUTION OF ENTERPRISE CAPABILITIES



EXECUTIVE QUESTIONS

- How will AI change our business and our industry?
- Where should we invest first to create the most value?
- Which capabilities and skills do we need to build?
- How do we ensure compliance with regulations such as the EU AI Act?
- How do we avoid expensive mistakes and reduce risk?
- Which partners and technologies best fit our strategy?

Successful AI transformation starts with understanding—not with technology.
Build the right foundation today to deliver sustainable business value tomorrow.

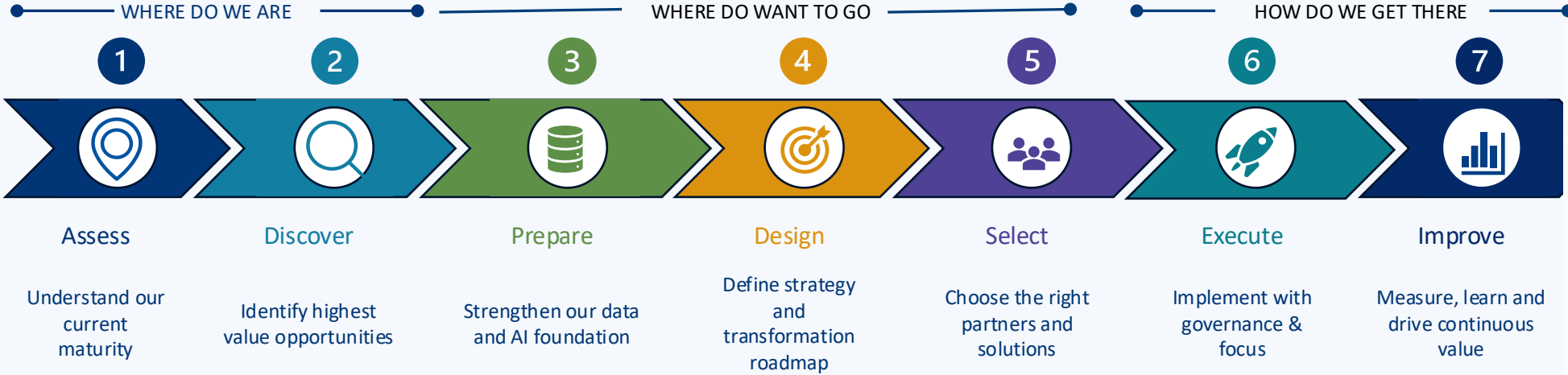
Organisations increasingly recognise that AI success depends on trusted data, effective governance and executive alignment—not only on technology.

Source: BARC Research

DA Business Transformation Methodology Overview

From AI Ambition to Business Value

A Structured transformation journey built around measurable business outcomes



Key Deliverables

AI Readiness Score
Data Literacy Score
Benchmark Report
Strenghts & Gaps

AI Opportunity Portfolio
Use Case Catalogue
Prioritized opportunities
Business Value Potential

Data foundation Assessment
Data Quality & Governance
AI Readiness & Skills Gap
Risk & Compliance Review

AI Strategy & Roadmap
Operating Model
Architecture Blueprint
Investment & Priorities

Vendor Evaluation
Shortlist & Comparison
RFP Support
Partner Recommendation

Program Governance
KPI Tracking
Benefits Realization
Architecture Oversight

Annual AI Maturity Review
Performance Insights
Optimization Roadmap
Continuous Improvement

BUSINESS FIRST



- ✓ Aligned with business strategy
- ✓ Focus on measurable outcomes
- ✓ Driven by business needs

DATA TRUSTED



- ✓ High quality and governed data
- ✓ Strong foundations for AI success
- ✓ Compliance and transparency

AI RESPONSIBLE



- ✓ Ethical and transparent AI
- ✓ Responsible and compliant
- ✓ Built for scale and impact

DA-I
DATA & AI. BUSINESS IMPACT.

THE JOURNEY TO IMPACT



The DA-I Advantage

- ❖ Independent & Vendor-Neutral
- ❖ Proven methodology & Benchmarks
- ❖ Business Impact Focused
- ❖ End-to-End Guidance
- ❖ Sustainable AI Transformation

Every phase is supported by independent assessments, industry benchmarks and executive workshops



The CEO Journey to AI Impact

From insight to impact. A proven path to measurable business value.

The CEO asks



DA-I Answers

We measure our AI readiness and data literacy to understand our starting point.

We identify and prioritize high impact use cases that deliver real business value.

We assess data quality, governance and architecture to ensure a solid foundation.

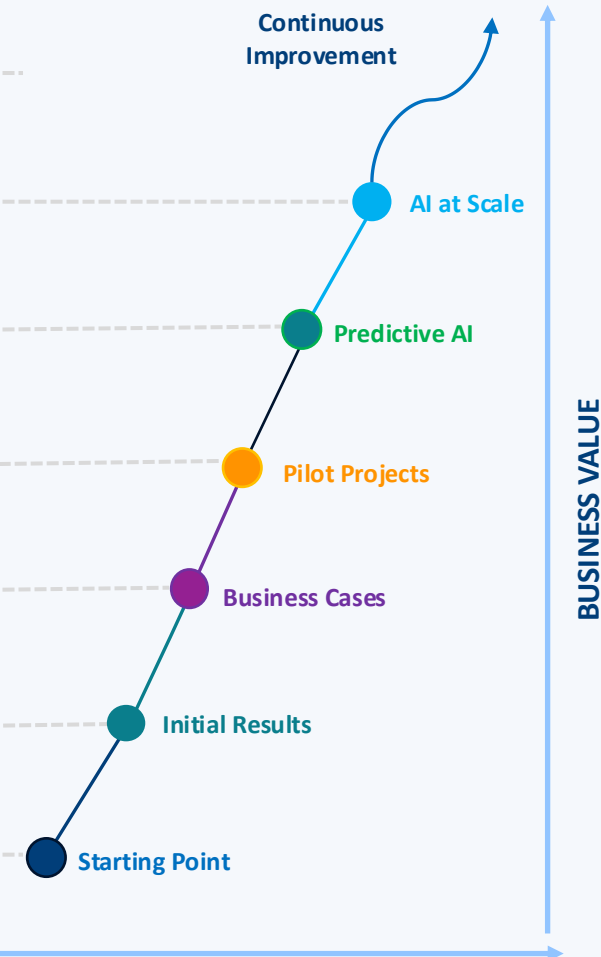
We define the right strategy, operating model and roadmap to achieve our AI ambition.

We provide independent guidance to select technology and partners that fit your needs.

We put governance in place and define KPIs to ensure delivery and measurable impact.

We review progress annually and continuously improve our maturity and impact.

Business Value Over Time



Independent Advice
Unbiased. Trusted. By your side.



Business Focus
From strategy to measurable impact.



Proven Methodology
A structured path from insight to value.



Sustainable Impact.
Continuous improvement for long-term success.

TRANSFORMATION JOURNEY

Where AI Creates Business Value

AI is not an objective. Business value is.

AI delivers impact when it solves real business problems.
Focus on the opportunities that create the most value for your organisation.



TYPICAL RESULTS



Higher customer satisfaction



Faster decision making



Reduced operational costs



Lower business risk

BUSINESS VALUE DRIVERS



Revenue Growth
Increase revenues through new products, pricing optimisation and personalisation.



Operational Efficiency
Automate processes, reduce costs and increase productivity.



Customer Experience
Improve customer satisfaction through better service and personalised experiences.



Risk Reduction
Strengthen compliance, detect fraud and reduce operational and business risks.



Innovation
Enable new business models, data-driven services and AI products.



Every AI initiative should contribute to one or more business value drivers.

BUSINESS VALUE MATRIX



TOP AI OPPORTUNITIES

AI OPPORTUNITY	BUSINESS IMPACT	COMPLEXITY
1 Customer Service Copilot	★★★★★	★★☆☆☆
2 Sales Forecasting	★★★★★	★★★☆☆
3 Process Automation	★★★★☆	★★☆☆☆
4 Document Intelligence	★★★★☆	★★★☆☆
5 Executive AI Assistant	★★★★☆	★★★☆☆
6 Knowledge Search	★★★★☆	★☆☆☆☆
7 Predictive Maintenance	★★★★★	★★★★☆
8 Fraud Detection	★★★★☆	★★★★☆

Business Impact: ★ Low ★★ Medium ★★★ High ★★★★ Very High ★★★★★ Excellent

Implementation Complexity: ★ Low ★★ Medium ★★★ High ★★★★ Very High ★★★★★ Extreme



EXECUTIVE INSIGHT
Successful organisations do not start with technology.
They start by identifying the business opportunities where AI creates measurable value.



Focus on the right opportunities.
Deliver value early.
Scale with confidence.



Leading organisations increasingly prioritise AI initiatives based on measurable business outcomes instead of technology capabilities.

Source: BARC Research

WHERE ARE WE TODAY?

Understand your organization's readiness before investing in AI.



Every successful AI journey starts with an objective assessment.

Many organisations invest in AI technologies before understanding whether the business, data and people are ready.

Our **AI Readiness & Data Literacy Assessment** provides an independent baseline to identify strengths, gaps and priorities for future investment.

THE ASSESSMENT ANSWERS FIVE KEY QUESTIONS

- Are we strategically ready for AI?
- Do we have trusted data?
- Are our people AI-ready?
- Is our technology foundation sufficient?
- Do we have the right governance?

AI READINESS OVERVIEW



OVERALL AI READINESS SCORE



CURRENT MATURITY LEVEL

Developing

You have a solid foundation in place but key areas require strengthening to scale AI successfully.

KEY FINDINGS

- Strong executive commitment
- Modern technology platform
- High business interest
- Data governance requires improvement
- Limited AI skills across business teams
- No enterprise AI governance framework

DELIVERABLES

- Executive Assessment Report
- AI Readiness Score
- Industry Benchmark
- Prioritised Improvement Roadmap

FROM INSIGHT TO ACTION



BARC INSIGHT

Organisations that objectively assess their business, data and governance capabilities before launching AI initiatives are better positioned to prioritise investments and build scalable, business-driven AI capabilities.

WHERE CAN WE CREATE THE MOST VALUE?

Focus on the opportunities that matter most.



Identify and prioritise AI use cases that deliver measurable business impact.

We combine business goals, data availability and technical feasibility to identify the opportunities with the highest potential value.

Our Opportunity Discovery approach helps you focus resources on the right initiatives that create real and sustainable impact.

OUR APPROACH

- Understand your strategic objectives and pain points
- Evaluate potential use cases across value and feasibility
- Prioritise and build a roadmap of high-impact opportunities



EXPECTED OUTCOMES

- Maximise Business Value**
Prioritise initiatives with the highest return potential
- Optimise Investments**
Focus resources where they create the most impact
- Faster Time to Value**
Start with achievable high-impact opportunities
- Build Momentum**
Deliver early wins and scale with confidence

FROM OPPORTUNITIES TO IMPACT



IS OUR DATA READY?

Strong data foundations are the fuel for successful AI.



AI is only as good as the data it learns from.

Our Data Foundation Assessment evaluates the quality, governance and accessibility of your data to ensure it can be trusted, integrated and scaled for AI.

WE ASSESS ACROSS FIVE DATA DIMENSIONS

- Is our data accurate, complete and consistent?
- Do we have a single source of truth for critical data?
- Are our data and metadata well governed?
- Can we easily access and integrate our data?
- Is our data secure and compliant with regulations?



BARC INSIGHT

Organisations with strong data foundations are **2.6x more likely** to achieve measurable business value from their AI initiatives.

DATA FOUNDATION SCORECARD

	Data Quality		72 / 100
	Master & Reference Data		58 / 100
	Data Governance		56 / 100
	Data Architecture		76 / 100
	Data Security & Compliance		62 / 100

OVERALL DATA READINESS SCORE



READINESS LEVEL



Developing

Your data foundation is on the right track but needs focused improvement to fully support AI at scale.

KEY GAPS TO ADDRESS



Incomplete and inconsistent data across sources



Limited data governance ownership and policies



Data quality monitoring and automation

FROM ASSESSMENT TO ACTION



Discover Data Sources



Assess & Score Data Foundations



Identify Gaps & Root Causes



Prioritise Actions



Build Data Improvement Roadmap



Enable AI with Trusted Data



NEXT STEP

Build a strong data foundation to unlock the full potential of AI.
We help you get there.

WHAT GOOD LOOKS LIKE



Trusted

High-quality, consistent data you can rely on for AI and decision-making.



Integrated

Seamless data integration across systems and the enterprise.



Governed

Clear ownership, policy and standards driving data accountability.



Accessible

Secure, easy access to the right data for the right people.



Compliant

Data managed in line with regulatory and security requirements.

DELIVERABLES



Data Foundation Assessment Report



Data Quality & Governance Scorecard



Prioritised Improvement Plan



Recommendations & Quick Wins

WHAT IS OUR STRATEGY?

Define a clear path from AI ambition to sustainable business value.



A winning AI strategy aligns business goals, data capabilities and technology.

We co-create an AI Strategy & Roadmap that defines where to play, how to win and how to scale—delivering measurable value at every step.

OUR STRATEGIC FOCUS

- Align AI initiatives with business objectives and measurable outcomes
- Build and leverage a strong data foundation
- Adopt the right operating model and governance
- Develop AI capabilities and data literacy
- Deliver value, learn and scale



BARC INSIGHT

Organisations with a clear AI strategy and staged roadmap are 3.1x more likely to achieve significant business impact from AI.

OUR AI STRATEGY ROADMAP



FOUNDATIONS THAT ENABLE SUCCESS

- STRATEGY & GOVERNANCE**
Clear direction and accountability
- DATA FOUNDATION**
Trusted, integrated and accessible data
- PEOPLE & CULTURE**
AI literacy, skills and collaboration
- TECHNOLOGY**
Scalable, secure and future-ready
- MEASUREMENT & VALUE REALISATION**
KPIs, benefits tracking and continuous learning

EXPECTED BUSINESS IMPACT

- 10–20%**
Increase in operational efficiency
- 5–15%**
Revenue uplift through better decisions
- 20–30%**
Cost savings through automation
- Faster**
Time-to-market and innovation
- Stronger**
Customer experience and competitive advantage

KEY DELIVERABLES

- AI Strategy & Vision
- Use Case Portfolio & Prioritisation
- Operating Model & Governance
- Technology & Data Roadmap
- Investment Plan & Business Case
- Value Realisation Plan & KPIs

SUCCESS FACTORS

- Executive sponsorship and clear ownership
- Focus on business value and outcomes
- Strong data and governance foundation
- Agile execution and continuous learning
- People engagement and change management

Building the AI Operating Model

Strategy alone does not deliver AI success.
Organisations need the right operating model to turn ambition into execution.

THE FIVE PILLARS OF AN AI OPERATING MODEL

**1. LEADERSHIP**

- Executive sponsorship
- Decision making
- Strategic priorities

**2. GOVERNANCE**

- Policies & standards
- Risk management
- Responsible AI
- EU AI Act compliance

**3. PEOPLE**

- AI literacy
- Training & upskilling
- New skills & capabilities
- Change management

**4. DATA**

- Trusted & quality data
- Metadata & semantics
- Data ownership
- Data governance

**5. TECHNOLOGY**

- Platforms & tools
- Architecture & integration
- Security & privacy
- Scalability & performance



All five pillars must work together to create sustainable business value.

THE AI OPERATING MODEL



**EXECUTIVE INSIGHT**

AI succeeds when business, data, governance and technology operate as one integrated capability.



A clear operating model drives alignment, accelerates delivery and scales impact.



Why it matters
AI succeeds when business, data, governance and technology work together as one integrated capability.

KEY DELIVERABLES

- ✓ AI Operating Model
 - ✓ Roles & Responsibilities (RACI)
 - ✓ Governance Structure
 - ✓ AI Competence Center
 - ✓ Decision Framework
 - ✓ KPI Framework
 - ✓ Change Management Plan
 - ✓ Communication Plan
- 

TYPICAL ROLES INVOLVED

 CEO Vision & Sponsorship	 CDO Data & AI Strategy	 CIO / CTO Technology Enablement	 BUSINESS OWNERS Value & Adoption	
 DATA OWNERS Trusted Data	 AI PRODUCT OWNER Use Case Delivery	 LEGAL Compliance & Regulation	 SECURITY Risk & Protection	 HR People & Change



High-performing organisations treat AI as an organisational capability, not as an isolated technology initiative.

Source: BARC Research

WHICH SUPPLIERS ARE A GOOD FIT FOR US?

Choose the right partners and technologies to accelerate your AI success.



The right supplier ecosystem is critical to turning strategy into value.

We provide independent, data-driven guidance to help you select the technologies and partners that best fit your business needs, architecture and long-term goals.

OUR APPROACH

- Understand your requirements, constraints and strategic priorities
- Evaluate vendors across key capability dimensions
- Compare solutions objectively and independently
- Assess local presence, partners and support ecosystem
- Recommend the best fit for your organisation



BARC INSIGHT

Organisations that use independent vendor guidance are 2.8x more likely to select the right solution and achieve their expected business outcomes.

OUR VENDOR GUIDANCE PROCESS



AI & DATA VENDOR ECOSYSTEM (EXAMPLE)

Data Platforms	Analytics & BI	AI / ML Platforms	Data Management	Consulting & Services
snowflake	Power BI	Azure Machine Learning	Informatica	accenture
databricks	+ a b l e a u	aws SageMaker	Collibra	Deloitte
Google Cloud	Looker Google Cloud	Google Cloud Vertex AI	Tamr	Capgemini
Microsoft Azure	Qlik	DataRobot	Alation	CGI

EVALUATION CRITERIA

- Functional Capabilities
- Technology & Architecture
- Scalability & Performance
- Security & Compliance
- Total Cost of Ownership
- Local Presence & Support
- Customer References

KEY BENEFITS

- Objective & Independent**
Unbiased recommendations based on fact-based evaluation.
- Time & Risk Reduction**
Accelerate vendor selection and avoid costly mistakes.
- Best Fit for Your Needs**
Solutions aligned with your strategy, architecture and budget.
- Stronger Negotiation**
Clear comparison creates leverage and better terms.
- Long-term Partnership**
Select partners that grow with your business.

DELIVERABLES

- Vendor Comparison Report
- Shortlist of Recommended Vendors
- Fit for Purpose Assessment
- Implementation & Partner Ecosystem Map
- Decision Support & Negotiation Guidance



We help you build the right vendor ecosystem to deliver measurable business value—faster.



Right Technology
Match capabilities to your needs



Right Partners
Access the best local expertise and support



Right Investment
Optimise cost and maximise ROI



Right Outcomes
Drive real business impact with AI

Responsible AI & Governance

Creating trust, managing risk and ensuring sustainable AI adoption.

Strong governance ensures AI is used ethically, securely and in compliance with regulations—while delivering measurable business value.

WHY GOVERNANCE MATTERS



TRUST
Build confidence in AI outputs and decisions.



COMPLIANCE
• EU AI Act
• GDPR
• Industry regulations



SECURITY
Protect sensitive data and AI models.



TRANSPARENCY
Ensure explainability, traceability and accountability.

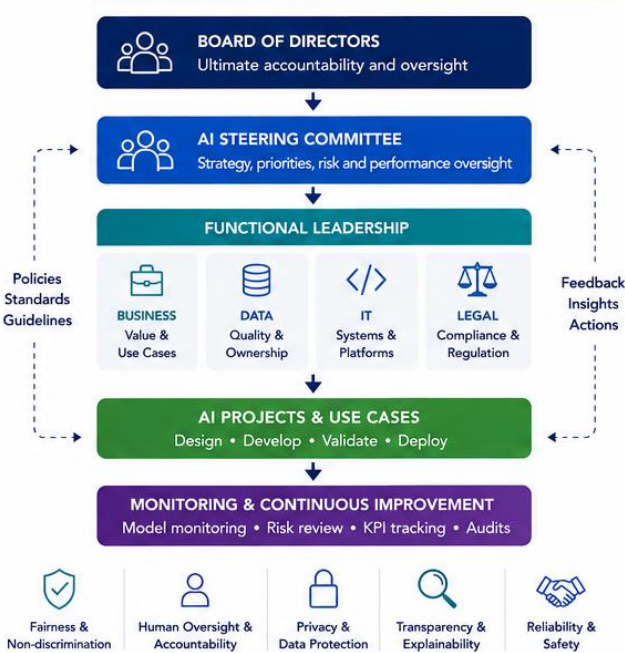


RISK MANAGEMENT
Identify, assess and mitigate risks such as bias, errors and misuse.



BUSINESS CONTROL
Maintain executive oversight and drive measurable outcomes.

AI GOVERNANCE FRAMEWORK



THE GOAL



Build trust in AI



Stay compliant and reduce risk



Enable sustainable AI adoption



Protect people, data and reputation

KEY DELIVERABLES

- ✓ AI Governance Framework
- ✓ Responsible AI Policy
- ✓ AI Risk Assessment
- ✓ EU AI Act Readiness Review
- ✓ Roles & Responsibilities (RACI)
- ✓ Decision & Approval Process
- ✓ KPI & Monitoring Dashboard
- ✓ Continuous Compliance Review



Align AI initiatives with business objectives, ethics and regulations.

TYPICAL ROLES INVOLVED



CEO
Executive Sponsorship



CDO
Data Strategy & Governance



CIO
Technology & Platforms



BUSINESS OWNERS
Value & Use Cases



DATA OWNERS
Data Quality & Stewardship



AI PRODUCT OWNER
AI Solutions & Lifecycle



LEGAL
Compliance & Regulation



HR
People & Skills Development



SECURITY
Risk & Protection



EXECUTIVE INSIGHT

Organisations that govern AI effectively build trust faster, reduce risk and accelerate adoption.



Strong governance turns AI from a risk into a competitive advantage.



Sustainable AI requires more than technology. It depends on governance, trusted data and executive accountability.

Source: BARC Research

HOW DO WE ENSURE RESULTS?

From strategy to measurable impact—
with governance, KPIs and accountability.



AI creates value when it is governed, measured and continuously improved.

We help you establish the right governance model, define meaningful KPIs and track progress to ensure your AI initiatives deliver sustainable business results.

OUR APPROACH

- Establish clear governance and roles & responsibilities
- Define KPIs linked to business outcomes
- Measure, monitor and report progress
- Identify gaps and take corrective actions
- Continuously improve and scale success



BARC INSIGHT

Organisations that actively manage AI performance and measure business value are 2.6x more likely to achieve their expected outcomes.

STRONG GOVERNANCE DRIVES SUCCESS

Executive Sponsorship
Visible leadership and clear accountability.

AI Governance Framework
Policies, standards and guardrails for responsible AI.

Roles & Responsibilities
Defined ownership across business, data and IT.

Risk & Compliance
Identify, assess and mitigate risks in line with regulations.

Data Governance
Ensure data quality, lineage, security and privacy.

Change & Adoption
Engage people, build skills and drive adoption.

MEASURE WHAT MATTERS

DIMENSION	EXAMPLE KPI	TARGET	CURRENT	TREND
Business Impact	- Revenue uplift from AI - Cost savings achieved	+15% €2.5M	+9% €1.6M	
Operational Efficiency	- Process cycle time reduction - Automation rate	-20% >50%	-12% 38%	
Quality & Accuracy	- Prediction/model accuracy - Data quality score	>90% >95%	86% 91%	
Adoption & People	- Active users - Training completion rate	>70% >90%	54% 72%	
Risk & Compliance	- Policy compliance rate - Critical incidents	100% 0	98% 1	

On Track (≥90% of target)

At Risk (70–89% of target)

Off Track (<70% of target)

CONTINUOUS IMPROVEMENT CYCLE



KEY DELIVERABLES

- AI Governance Framework & Policies
- KPI Dashboard & Reporting Pack
- Performance Review & Insight Reports
- Action Plan & Improvement Backlog
- Quarterly Business Impact Reviews

RESULTS THAT MATTER

- Deliver measurable business value
- Increase efficiency and productivity
- Reduce risk and ensure compliance
- Improve customer experience
- Maximise ROI on AI investments
- Build a culture of continuous improvement



SUCCESS IS NOT A ONE-TIME PROJECT—IT'S A DISCIPLINED JOURNEY. We help you govern, measure and improve to ensure AI delivers lasting impact.

HOW DO WE KEEP IMPROVING?

Continuous improvement turns AI initiatives into lasting business advantage.



AI is a journey, not a project. We help you evolve, adapt and stay ahead.

Our Annual Maturity Review ensures your AI capabilities, data foundation and governance continue to mature—delivering increasing value year after year.

OUR APPROACH

- Assess maturity across key dimensions and track year-over-year progress
- Benchmark against peers and industry leaders
- Identify gaps, emerging opportunities and risks
- Update roadmap, priorities and investment plan
- Implement improvements and measure outcomes



BARC INSIGHT

Organisations that continuously review and improve their AI capabilities are **2.6x more likely** to achieve and sustain significant business value.

THE CONTINUOUS IMPROVEMENT CYCLE



MATURITY EVOLVES. SO DO YOU.



WHAT WE TRACK



Business Impact

Revenue, cost savings, efficiency, customer impact



AI Capability

Maturity across strategy, data, technology, people and governance



Adoption & Usage

User adoption, use case expansion, automation rates



Quality & Trust

Data quality, model performance, ethical AI compliance



Organisation

Skills, culture, change readiness, ways of working

KEY ENABLERS



Strong governance and executive sponsorship



Data-driven culture and accountability



Standardised KPIs and transparent reporting



Agile roadmap and investment management



Continuous learning and capability building



Partnership and ecosystem collaboration

DELIVERABLES



Annual Maturity Assessment Report



Benchmarking & Trend Analysis



Updated Roadmap & Priorities



KPI Dashboard & Scorecard



Recommendations & Action Plan



Executive Review & Workshop

THE BENEFITS OF CONTINUOUS IMPROVEMENT



Increasing business value
Year-over-year impact growth



Greater agility
Adapt faster to change and new opportunities



Lower risk
Proactively manage risk and ensure compliance



Stronger capabilities
Build skills, culture and organisational strength



Sustainable advantage
Stay ahead of competitors and market disruption

WHY DA-I?

Independent. Expert. Business-focused. Your partner for AI Success.



DA-I helps organizations turn AI ambition into measurable business value through independent advice, proven methodology and deep industry experience.



Independent & Unbiased

Vendor neutral advice focused solely on your business goals.



Business first approach

We start with your value drivers and translate AI into real outcomes.



Proven Methodology

Structured assessments and roadmaps to reduce risk and accelerate impact.



Deep Expertise

Combined expertise in data, AI, governance and change management.



Long-Term Partner

We stay with you to ensure adoption, results and continuous improvement.



360 AI Perspective

End-to-end view across strategy data, technology, people and governance.



Data & AI Expertise

Strong track record in data strategy, data governance and AI enablement.



Industry Experience

Working with organizations in diverse industries and public institutions.



Practical & Actionable

We deliver recommendations, prioritized roadmaps and measurable results.



Executive Focus

We engage at right level to align stakeholders and drive decisions



Global Network

Access to international best practices, communities and independent research.

Our Link with BARC



- ✓ Independent market research & Surveys
- ✓ Best practices & maturity benchmarks
- ✓ Access to global analysis expertise
- ✓ Thought leadership & methodology
- ✓ International network & communities

As a BARC ambassador, DA-I brings you the power of independent research, benchmarks & global expertise.

BARC



WHY BARC?

BARC is one of the world's leading independent research and advisory firms for data, analytics, business intelligence and AI, helping organizations make better decisions through trusted insights and market expertise.



Independent from technology vendors



Evidence-based research and benchmarks



Trusted by thousands of organizations worldwide



Strong focus on business value and practical impact.

Together DA-I and BARC provide you with the insight, objectively and guidance you need to make the right decisions and achieve lasting AI impact.

"The combination of DA-I hands-on expertise and BARC's independent research gives organizations a unique advantage in navigating the AI journey."

- BARC Research



Our Mission: empower organisations to make smarter decisions, manage risk and achieve sustainable business value from AI.

Let's Connect

We are here to help you turn AI ambition into business value

Do you have questions or would you like to discuss how we can support your organisation? Get in touch.



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