



## **Data as the Fourth Pillar An Executive Guide for Scaling AI**

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This book addresses the “why,” the “what,” and the “how” of achieving this goal in measurable terms. It introduces key performance indicators (KPIs) such as total addressable value (TAV) and expected addressable value (EAV) through data to help measure the impact provided by the data pillar. This book also explores the symbiotic relationship between artificial intelligence (AI) and data, illustrating how both enable and benefit from each other. A case study by Rudiger Eck from Audi AG provides practical insights into the concepts and frameworks discussed.

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#### **About the Author**

**Sujay Dutta** is a seasoned technology and business leader with 25+ years of global experience. He believes the future is being shaped at the intersection of AI, Business outcomes, Culture, and Data (“A.B.C.D.”).

**Siddharth (Sidd) Rajagopal** is a Chief Architect in the Field CTO Organization at Informatica. In his role, he engages with senior executives at enterprise providing thought leadership around data and data management by sharing his insights and learnings.