

# **EMBARKING ON GENAI**

## **KNOW YOUR DATA TO PROTECT YOUR DATA**

**Authored by:**  
Rakesh Sabharwal  
Founder & CEO  
On Demand Systems Pte Ltd

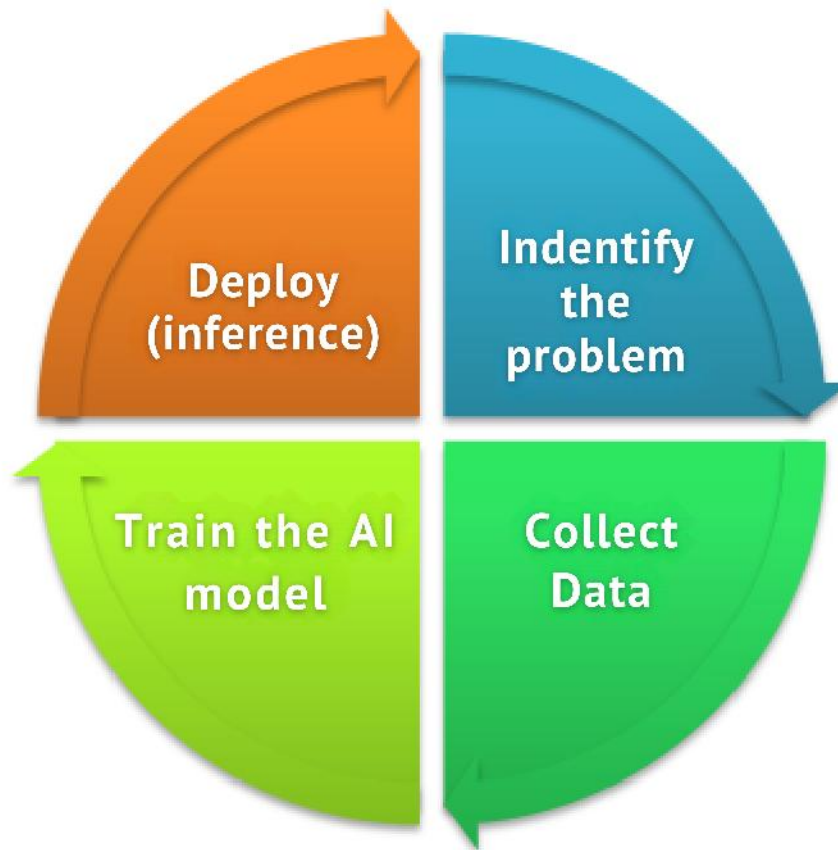
## Harnessing AI for Business Impact

Leading enterprises are embracing artificial intelligence and automation to manage and optimize high-volume, low-complexity tasks and processes. By streamlining workflows and providing real-time recommendations, employees gain the capacity to focus on more strategic initiatives.

When AI initiatives are aligned with business goals, organizations can unlock deeper insights, accelerate operations, and deliver exceptional experiences.



## Implementing AI In The Enterprise



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- **Identify the problem:** Recognize the key areas where processes are inefficient and explore how AI can address those gaps.
- **Collect data:** Analyze available data to document processes and create valuable machine learning models.
- **Train the AI model:** The effectiveness of an AI model is only as strong as the data it learns from. The more relevant and well-documented your business processes are, the more impactful and valuable AI automation will be.
- **Deploy:** Deploy the trained model to perform inference on new data. At this stage, the generative AI system begins producing content or outputs based on user input.
- **Feedback Loop:** Establish mechanisms for continuous improvement. Gather user feedback and monitor performance metrics to refine the model, ensuring it adapts and improves over time.





## Challenges of Enterprise AI

While enterprise AI aims to make operations run more smoothly, several challenges must be addressed to ensure success:

- **Bias in AI:** AI is trained to recognize patterns, bias can insinuate itself in its algorithms. Retraining the AI to be more equitable and fair by reframing outcomes around key markers can help minimize these risks.
- **Data privacy and security:** Every business should take security seriously, across all facets of its operations. AI is no different. Putting guardrails in place protects both company and customer data from misuse.
- **Shortage of AI professionals:** Dedicated AI professionals focus on keeping the technology on track to achieve specific business goals, with compliance and security in mind. The workforce is just beginning to grasp their role in optimizing this technology.



## GenAI in Action

Enterprises are already applying GenAI in areas such as:

- Customer engagement: AI-driven content creation and continuous optimization loops uncover opportunities, generate impactful content, and enhance engagement.
- Customer experience: Supercharging agent productivity and transforming chatbots into self-service superstars.
- Back-office efficiency: Unlocking operational data for end-to-end visibility and faster workflows.

Each of these use cases requires “**Data**”. “Knowing your data” would be the first critical step toward success.



## GenAI in Action

Each enterprise shall ask the following questions about the data:





## Key Questions Every Enterprise Should Ask About Data

- **What is my data?** Duplicate, Stale, Crown Jewels, Business-Critical, IP, PHI, PII, CUI, or other sensitive/regulated information.
- **Where is my data?** Do you have visibility across your entire enterprise? Is Shadow IT, personal sharing and storage an issue? Is your data where it should be?
- **Who has access?** External users, over-permissive admin accounts, over-permissive sharing, dormant accounts, offboarding employees, or insider threats.

Though the scope of “**knowing your data**” may go beyond the purview of just GenAI data, but it still remains essential as underlying data repositories or sources should be as protected to have secure implementation.





## How Concentric AI Helps

**Concentric AI's** Semantic Intelligence simplifies the complexities of protecting your sensitive information from cloud to on-prem and across hybrid environments.

**Discovery and categorization:** Know your data, control your destiny

<b>Classification:</b>	Precision and confidence over pattern matching.
<b>Access governance:</b>	Smarter access, stronger security.
<b>Category-aware DLP:</b>	Your data secured. Your technology team, relieved.
<b>GenAI security:</b>	Empowering GenAI, protecting your data.
<b>Deduplication:</b>	Give your data a housekeeping overhaul.
<b>Retention:</b>	Because forever isn't a data strategy.
<b>Privacy and compliance:</b>	Take the guesswork out of governance.



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## Closing Insight

As enterprises embrace GenAI, success depends not only on adopting advanced tools but also on ensuring the foundation — **data** — is trusted, protected, and well-governed. Innovation without security can expose organizations to risks that outweigh the benefits. To fully realize GenAI's potential, enterprises must balance speed and agility with responsibility and resilience.

At **On Demand Systems**, we deliver the high-performance backbone with:

- **On Demand PFS** for ultra-fast parallel file access
- **On Demand Objectstor** for secure, scalable storage of unstructured and AI-driven data
- **On Demand Archive** for cost-efficient, compliance-ready long-term retention

Working alongside this, **Concentric AI's** Semantic Intelligence strengthens discovery, classification, and governance of sensitive data, ensuring protection across cloud, on-prem, and hybrid environments.

Together, these solutions form a comprehensive foundation for enterprises **to know their data and protect their data**, empowering teams to innovate with confidence, building customer trust, and scaling securely into the future.

**As we embark on the GenAI journey, the goal should be clear: enable GenAI without expanding the threat surface.**

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