

06 October 2026

From Business Problem to Measurable Impact: Delivering the End-to-End Data Value Chain

Jeff Lim

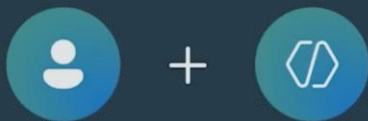
Head, Strategy & Analytics



The New Lens: Gen-AI, Data and Value Architecture

Phase 1

Human with assistant



Phase 2

Human-agent teams



Phase 3

Human-led,
agent operated



**What this means
for Data & AI**



Data

Fuel, context and control



Gen AI

Reasoning and Execution layer



Value Architecture

Where data leaders identify and
unlock business value

Data is no longer just for insight — it becomes the fuel, context and control layer for AI-driven execution.

Use Case 1: From Data to Action in One Conversation

AI Analyst Agent – turning live business data into insight, interpretation and next actions



Live Business Data

Always up-to-date performance data



Instant Insights Through AI

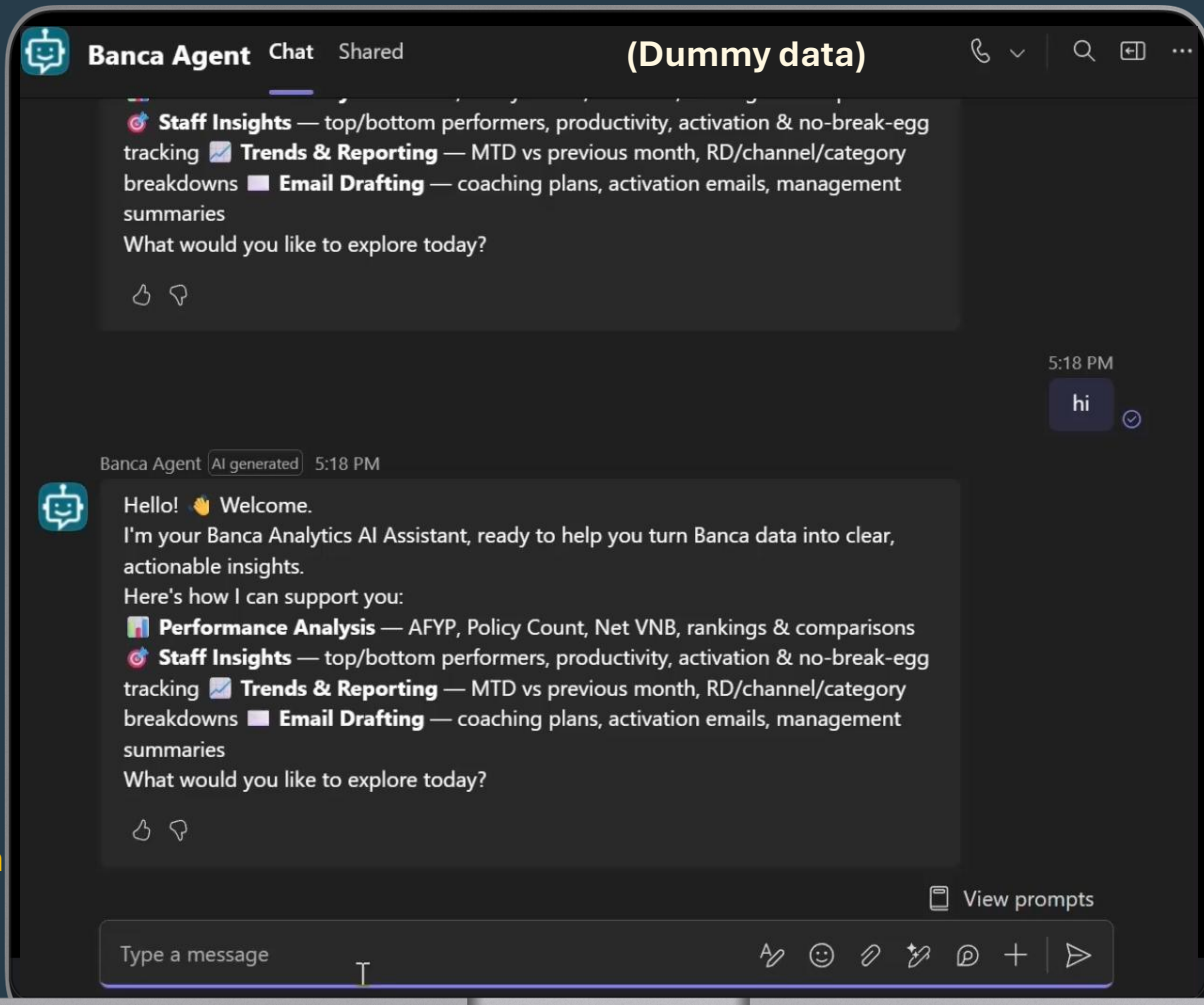
Ask questions in plain language instead of searching multiple resources.



Action-Ready Outputs

Management summary, coaching note, follow-up email and recommended action.

Structured Data → AI Reasoning → Action



Use Case 2: Turning Unstructured Conversation into Business Action

AI Converts every customer conversation into structured intelligence, scoring and next-best-action

