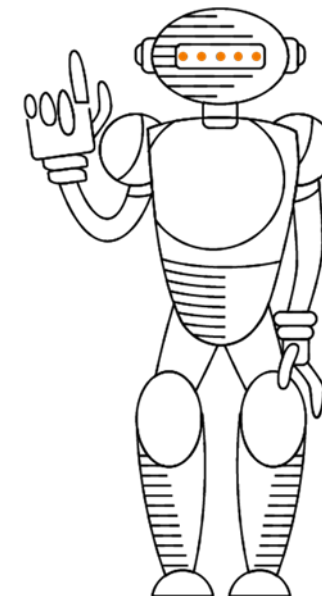
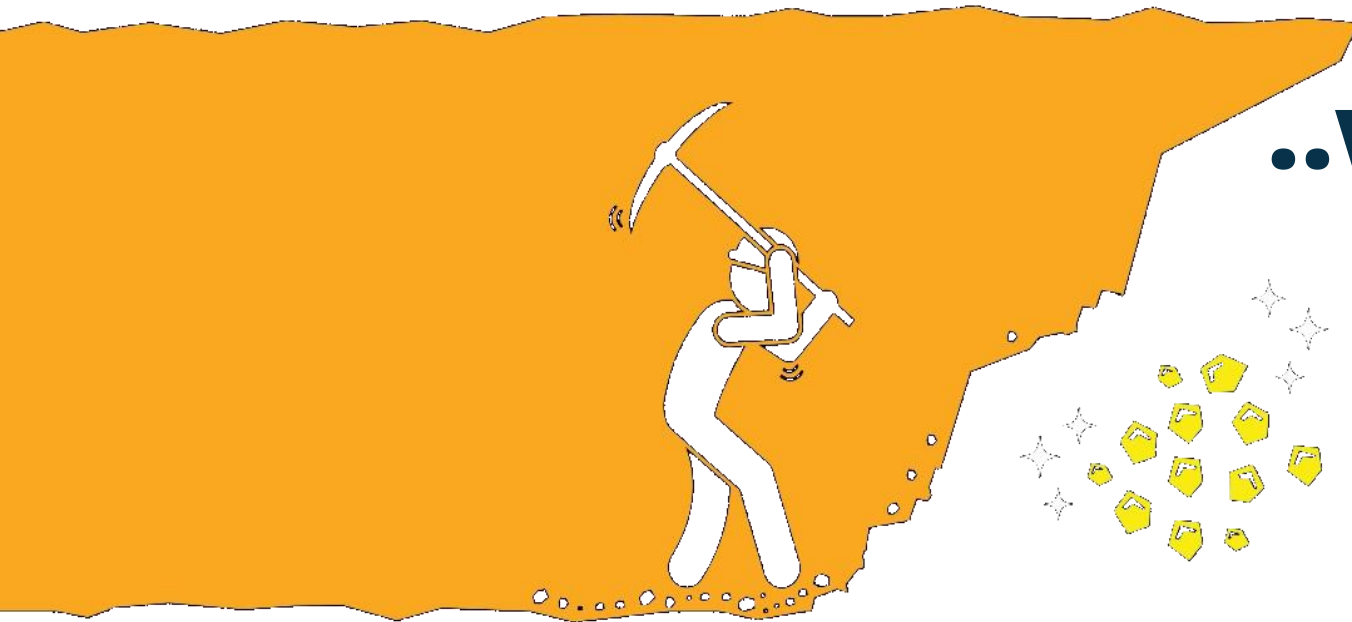


# How to dig for Gold...

..with an AI Buddy



**MOI Magic of Innovation**

Vienna, June 7th, 2023

Peter Lieber

“

***Innovation  
needs models.***



**Peter Lieber**

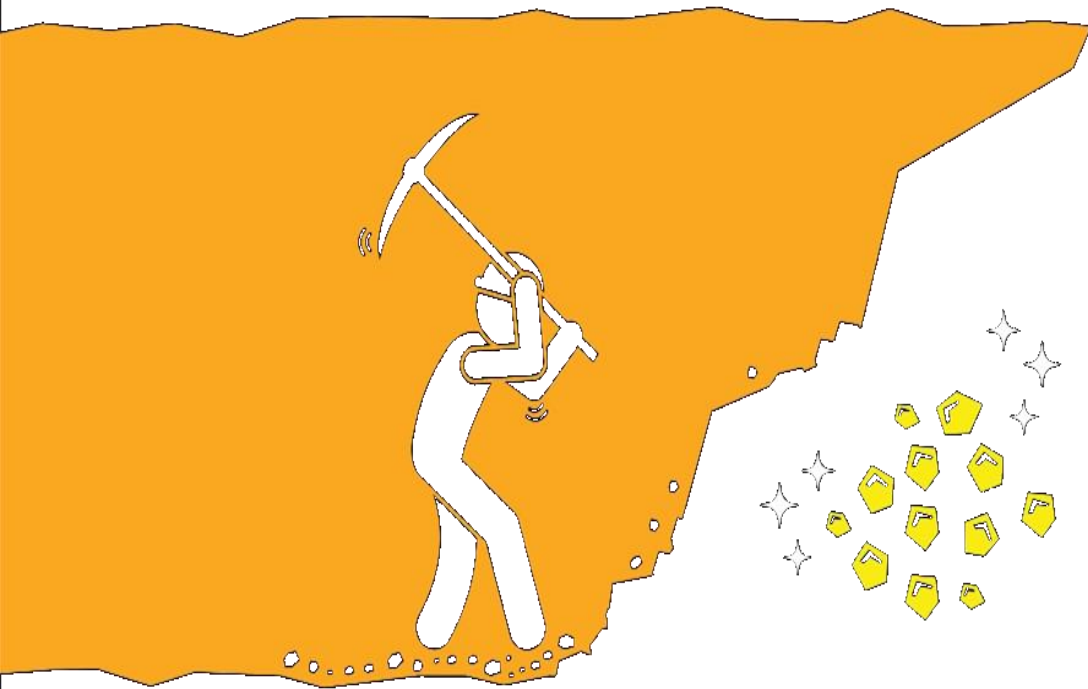
Enterprise Architecture Enthusiast

# Data is the new Gold. Why we need a holistic view.

“

*..Areas of  
DataManagement  
are driving  
innovation*

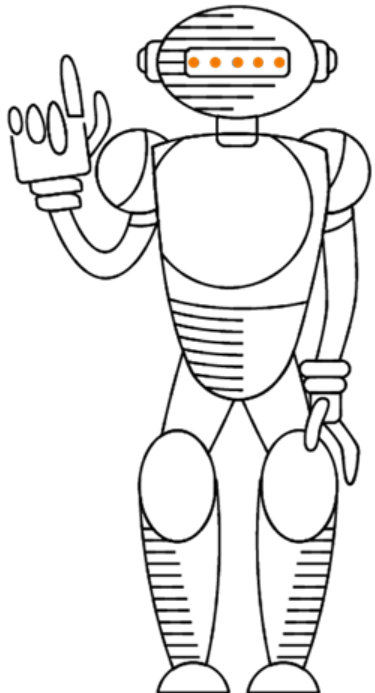
Gartner, 2022



## Data

- Increases performance and **compliance**
- Flows through the new, entire value chain, the **ecosystem**
- Allows insights along the **Customer Journey**
- Enables **innovative, data driven business models** (Digitization)

# Data, the new Gold Vital Basis for your AI Buddy



- We **train AI with data** we feed.
- We must understand data and build its **Architectural Landscape**.

Show your  become a proper Trainer for your AI Buddy.

“

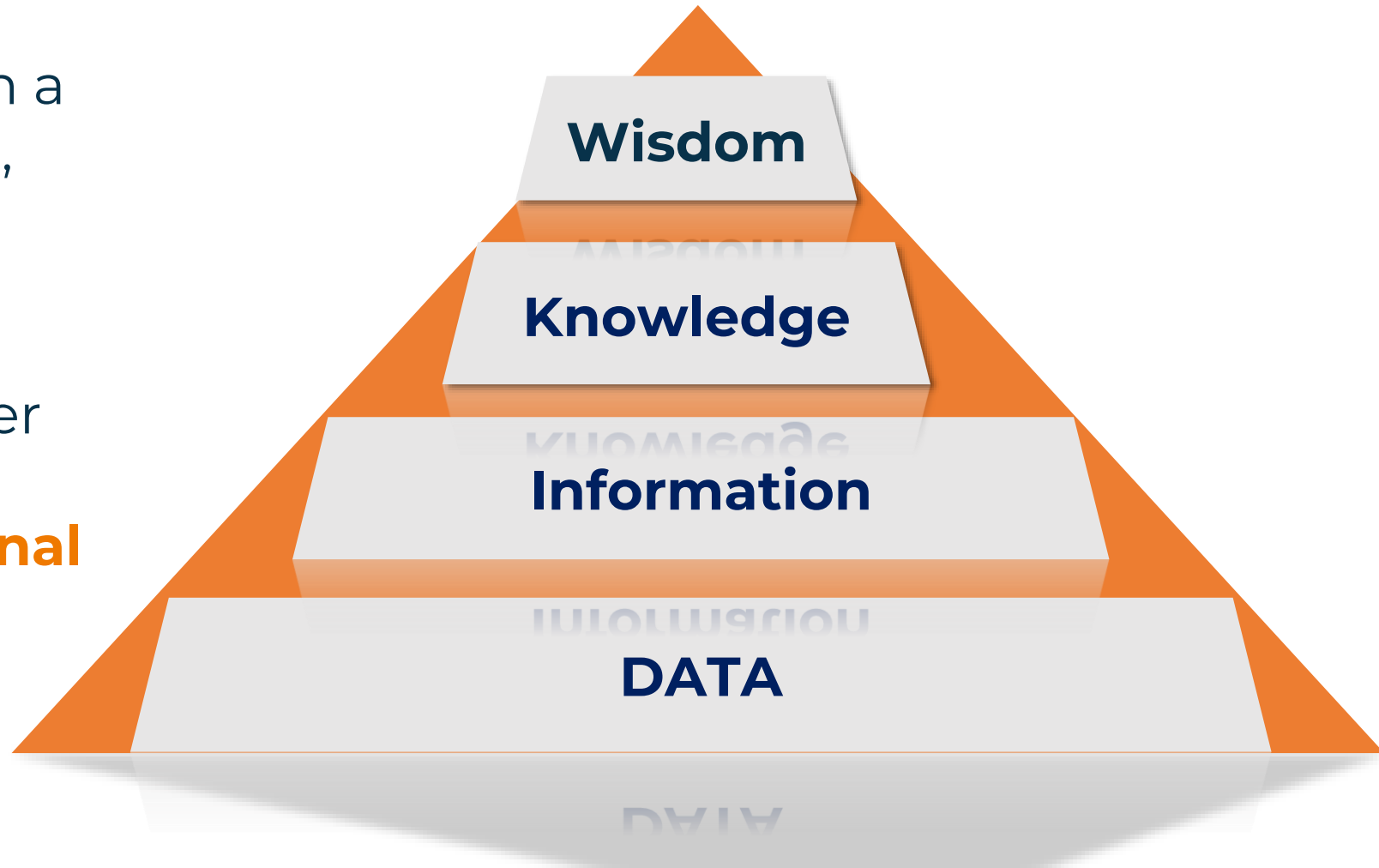
*Artificial Intelligence is neither good nor bad.*

iHuman, Documentary

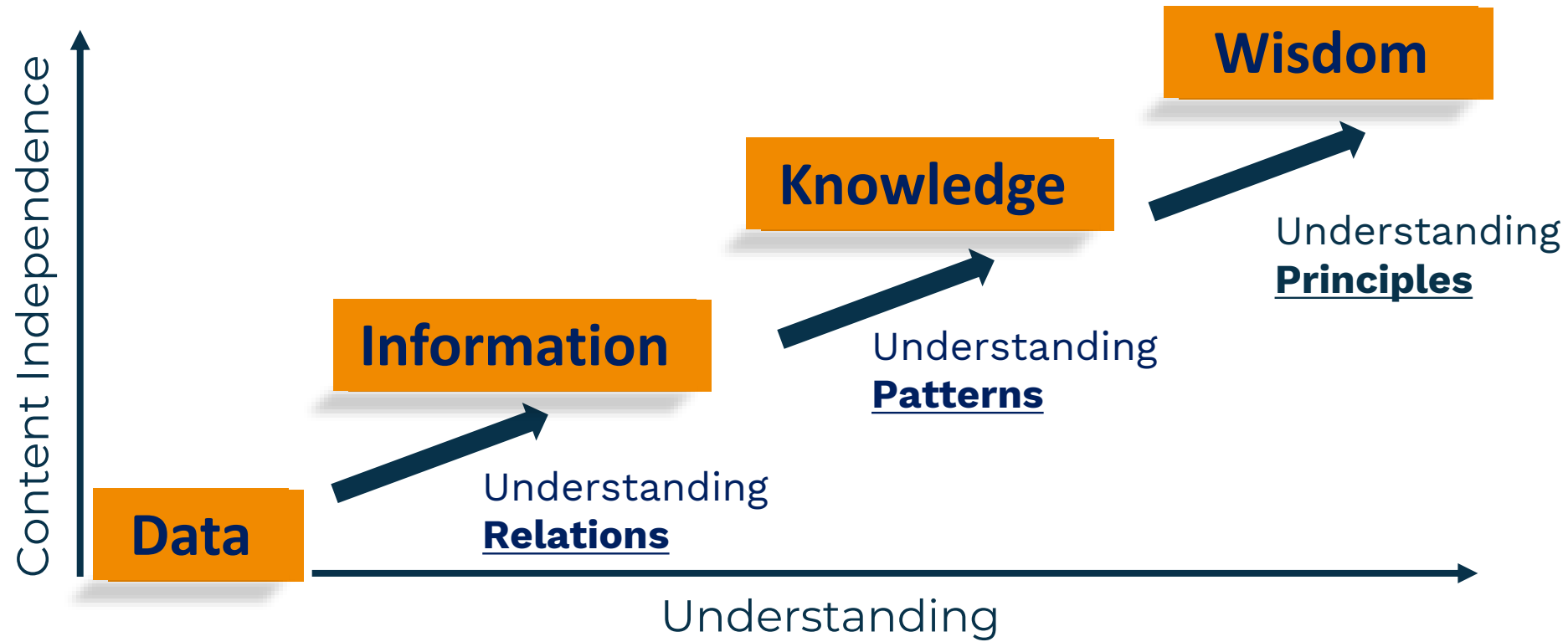
# Understand Data with the DIWK Model

From the 80ies... based on a concept from the 50ies (!), used for **knowledge management**

- Relevant more than ever to understand DATA
- Describing **the functional and structural relationship** between:

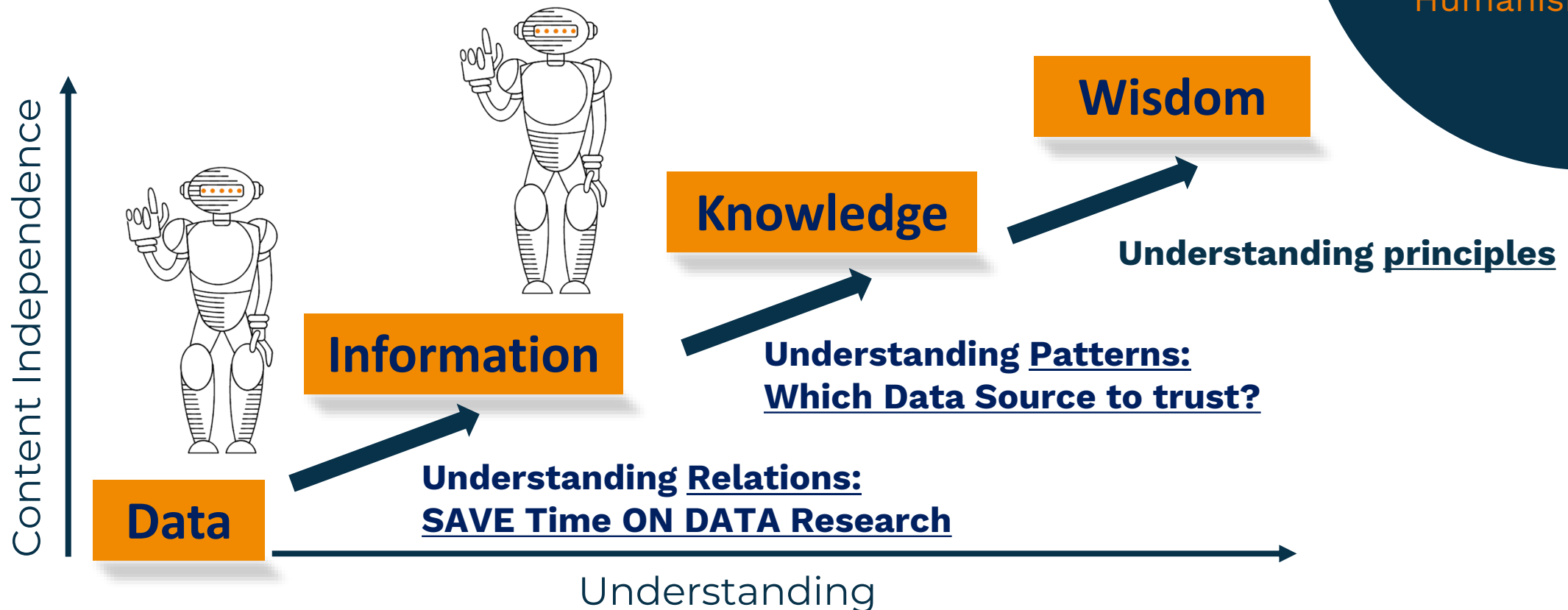


# The DIWK Model, from DATA to WISDOM

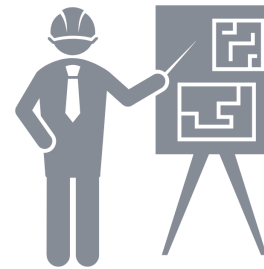


# The Role of the AI Buddy in Data Architecture

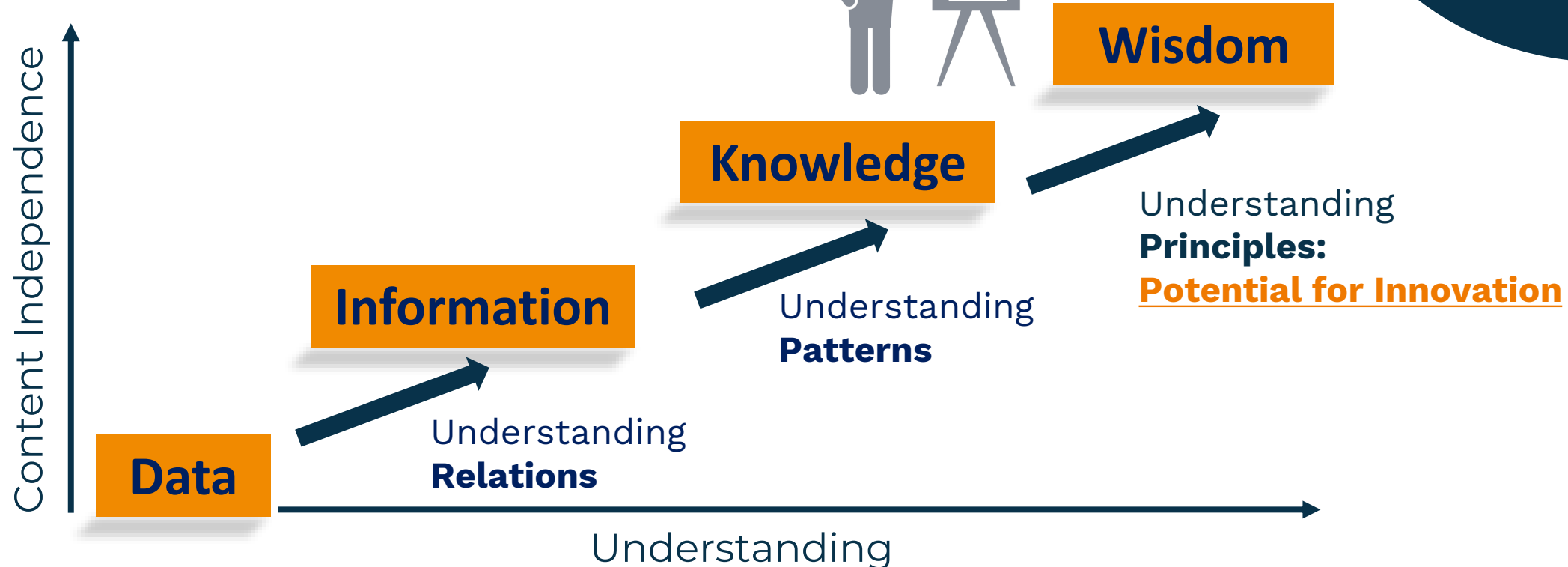
“  
**AI does not understand Human Principles.**  
Manifesto digital Humanism



# Our Role in Data Architecture: Wisdom through Principles

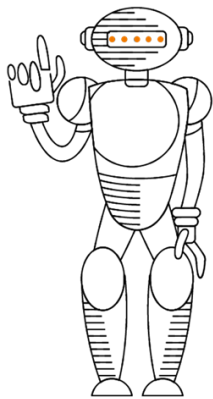


“  
The only way to  
go ahead is  
to find errors  
in the conven-  
tional wisdom.  
Larry Ellison





# Take the upside down view for the proper AI Training



**Measurement**

**Facts**

**Data**

**Information**

**Knowledge**

**Wisdom**

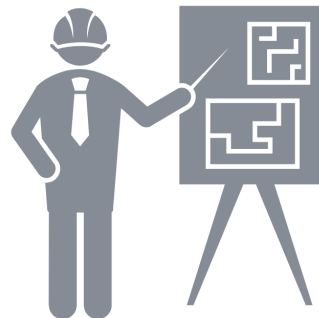
**Focus**

**Observe**

**Sample**

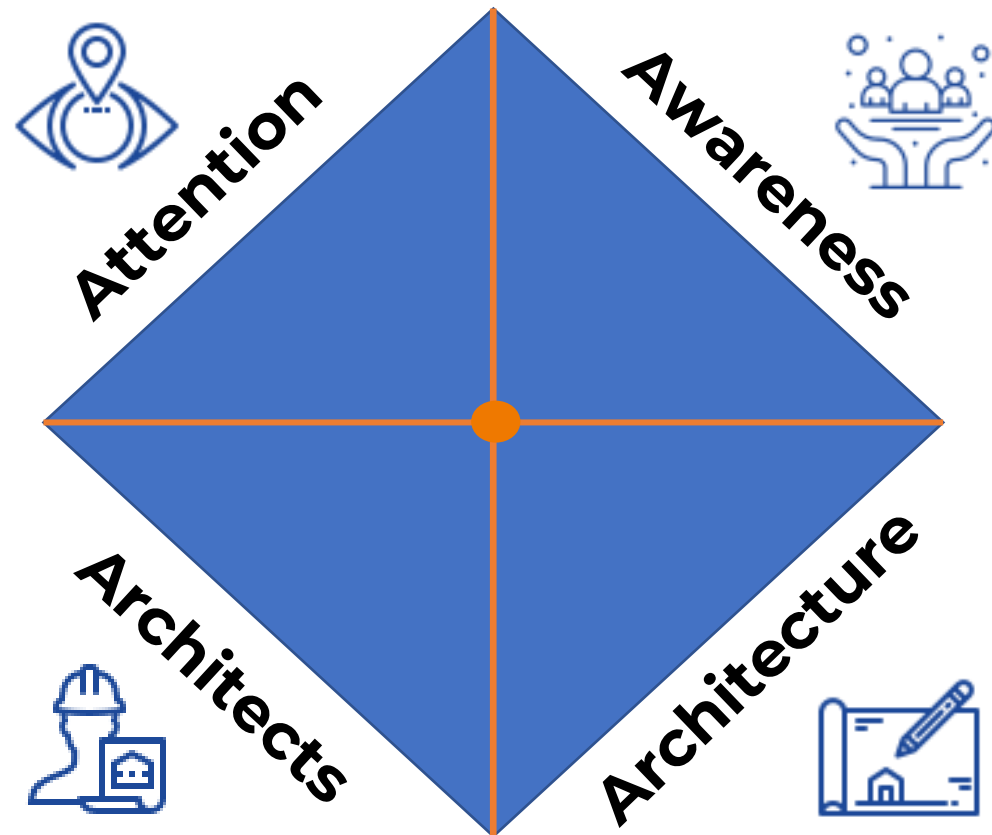
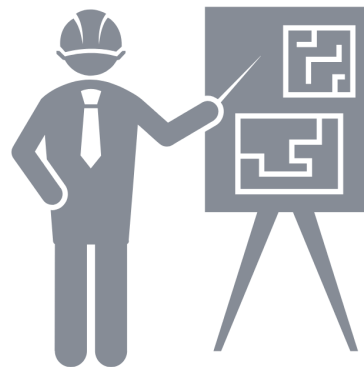
**Compare**

**Adjust**

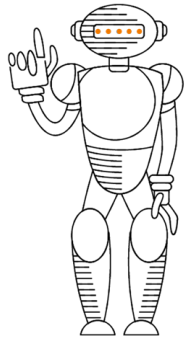


# Take the holistic view from the top of the Pyramid: 5A's to implement

## Architecture Management



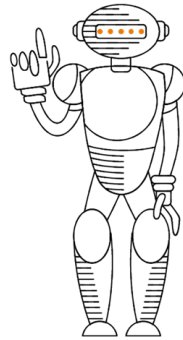
# The 5 Maturity Levels



## Level 1

### Initial

Process unpredictable, poorly controlled, **Reactive**

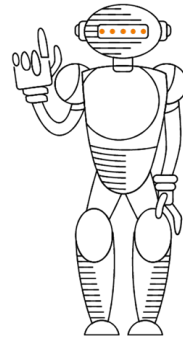


## Level 2

### Managed

Processes characterized for projects

**Often Reactive**

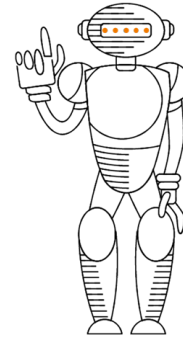


## Level 3

### Defined

Processes characterized

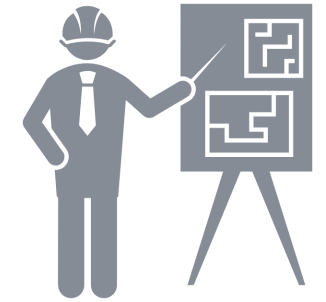
**Proactive**



## Level 4

### Quantitatively managed

Processes measured & controlled



## Level 5

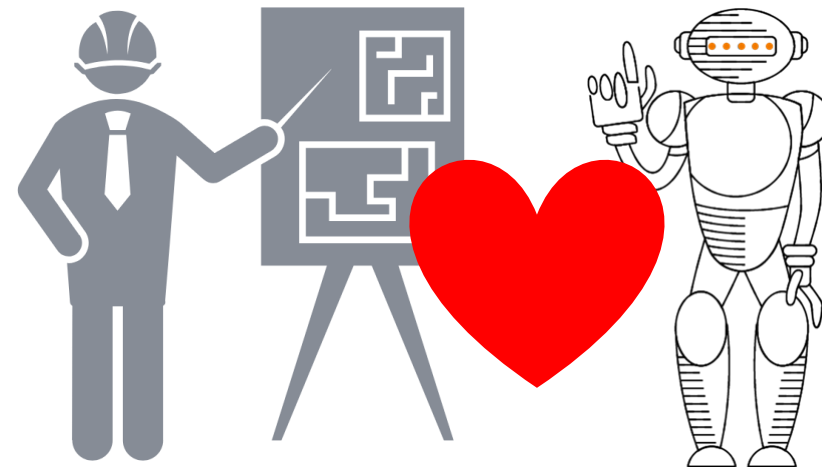
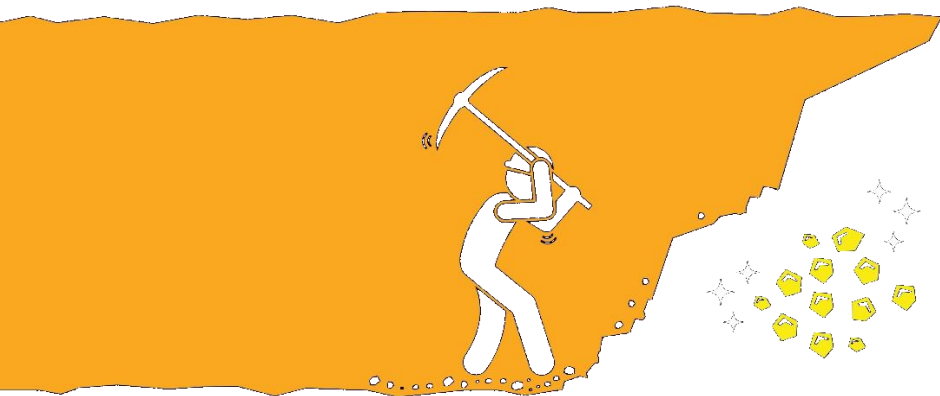
### Optimizing + Innovate

Process improvement

Start new Initiatives

# Digging for Gold with an AI Buddy

- ✓ Take the **upside down View from the Top of the Pyramid**
- ✓ Choose your **AI Buddies wisely** and train them well
- ✓ Make use of the Gold – **Wisdom** – of your data by mastering it with **Modelling Data Architecture**
- ✓ Master and **enjoy the Process** with your AI Buddy



# Q&A



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