



DATA PLATFORMS AS THE NEW NERVOUS SYSTEM

How AI and Platformisation Are Rewiring the Enterprise

MATE GULYAS
CEO



HOW CAN WE BECOME SUCCESSFUL WITH AI?



HOW CAN WE BECOME SUCCESSFUL WITH DATA?





DATAPAO is an elite Databricks-focused Data and AI consulting and education company,

trusted by global enterprises to solve complex data challenges and unlock the full potential of the Databricks platform.

Databricks-proven

We helped design
and deliver official
Databricks trainings

Mission-ready

Embedded into your
teams from day one

Heavily armed

With frameworks,
accelerators,
governance playbooks

No one left behind

We transfer knowledge,
not just deliver code

Everything is connected. Strategy informs delivery.
Enablement makes it stick. Innovation keeps you ahead.

Operational Model

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Data Strategy

- C-Suite data warm-up
- Data Strategy development
- Execution planning

Operational
Model

CONSULTING

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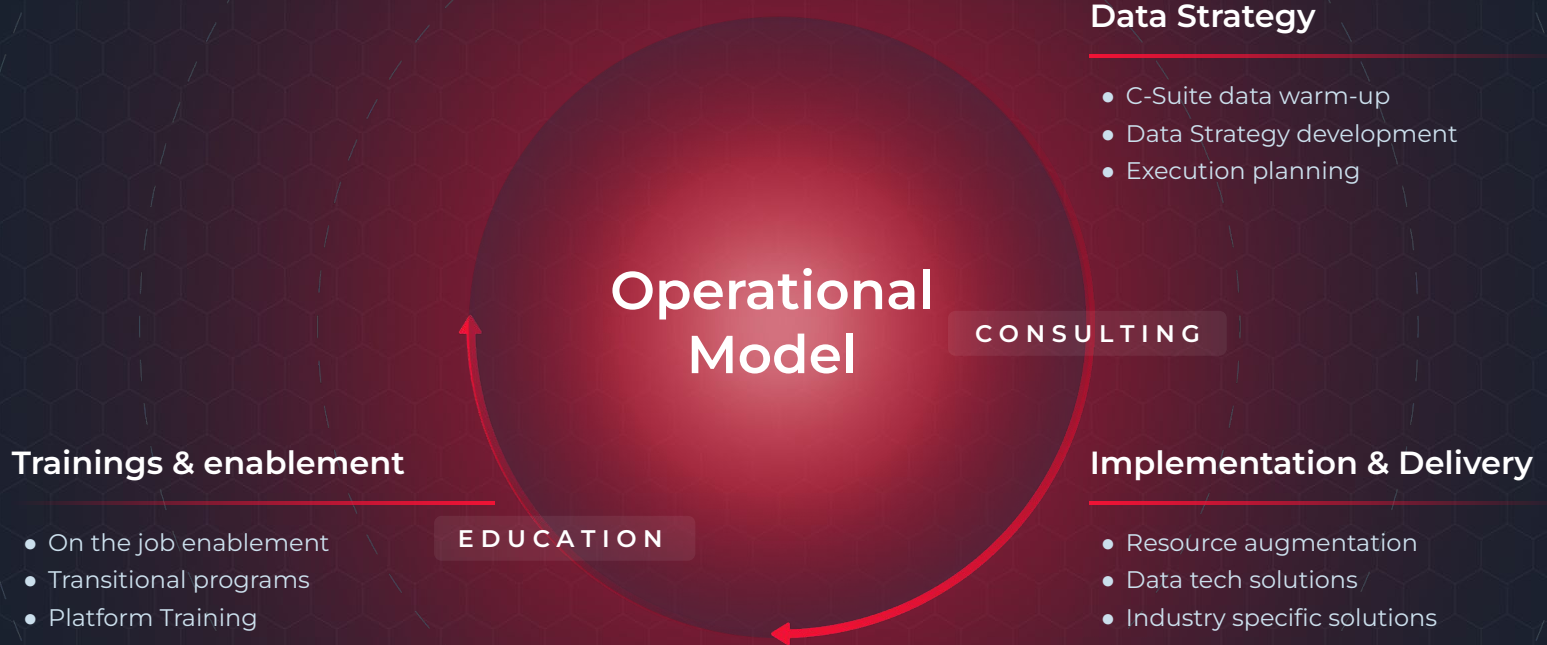
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Implementation & Delivery

- Resource augmentation
- Data tech solutions
- Industry specific solutions

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Innovation

- Innovation methodologies
- Workshop programs
- Roadmap development

Data Strategy

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- Execution planning

Trainings & enablement

- On the job enablement
- Transitional programs
- Platform Training

Implementation & Delivery

- Resource augmentation
- Data tech solutions
- Industry specific solutions

LABS

CONSULTING

EDUCATION

Operational
Model

Companies We Helped



GLENCORE



TRUATA.



esure®



easyJet



Mercedes-Benz

M&S
EST. 1884



ESTÉE LAUDER



We create chemistry



EVOTIX



SEGA®

aggreko

accelya

captify.

HOW CAN WE BECOME SUCCESSFUL WITH **DATA**?



DATA & AI

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Reports

Increases operational efficiency because people can access information they need.

I can access all reports relevant to my job.



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Business Intelligence

Anyone facing decisions can easily answer their questions.

It doesn't take two weeks to get answers to those questions.

I get insights into problems I need to take care of and trends I must be aware.



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AI/ML

We can build and deploy models, custom or third-party easily in a compliant way.

Models / Agents can access data they need.



DATA & AI

**SUCCESS
WITH
DATA**



DATA & AI

COMPETENCIES



**SUCCESS
WITH
DATA**



DATA & AI

COMPETENCIES

*TECHNICAL
CAPABILITIES*

**SUCCESS
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TECHNICAL CAPABILITY

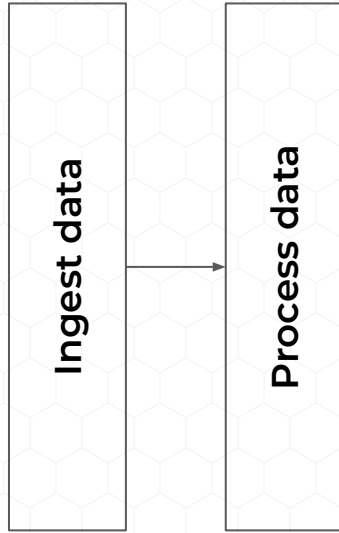


TECHNICAL CAPABILITY

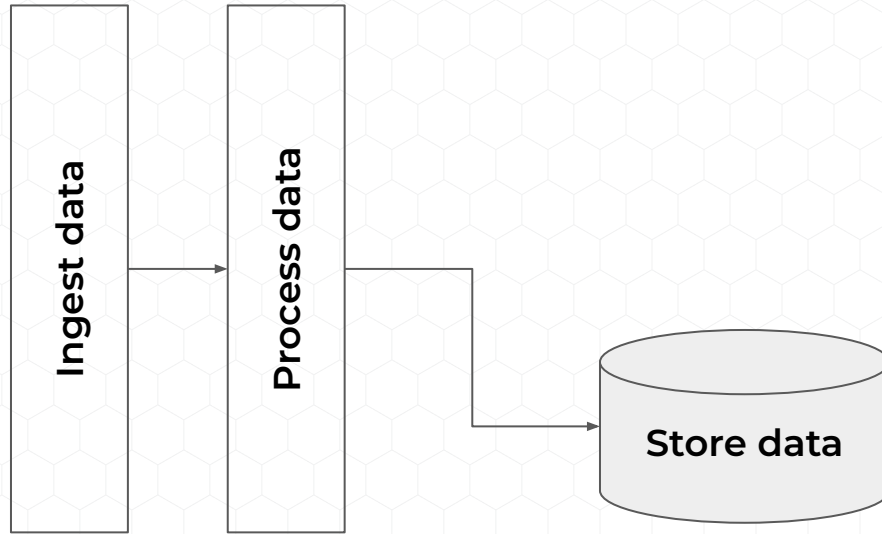
Ingest data



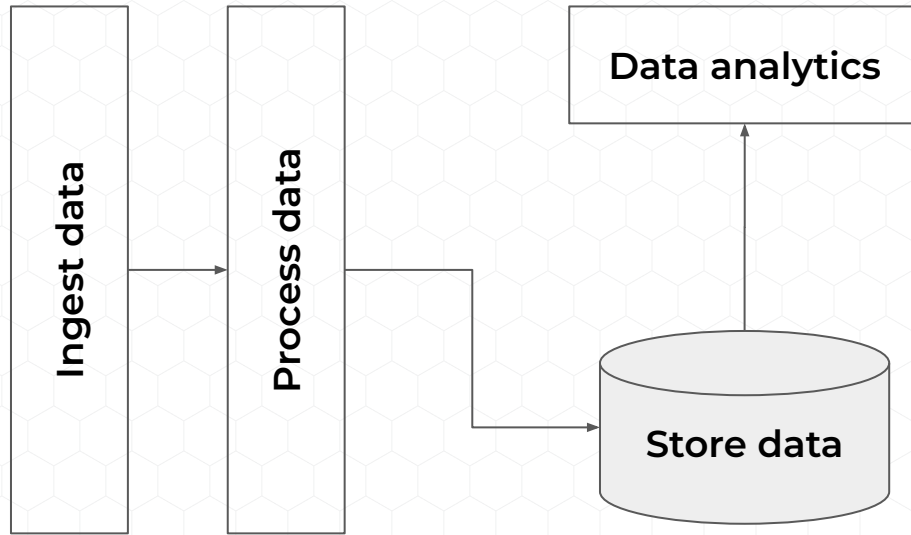
TECHNICAL CAPABILITY



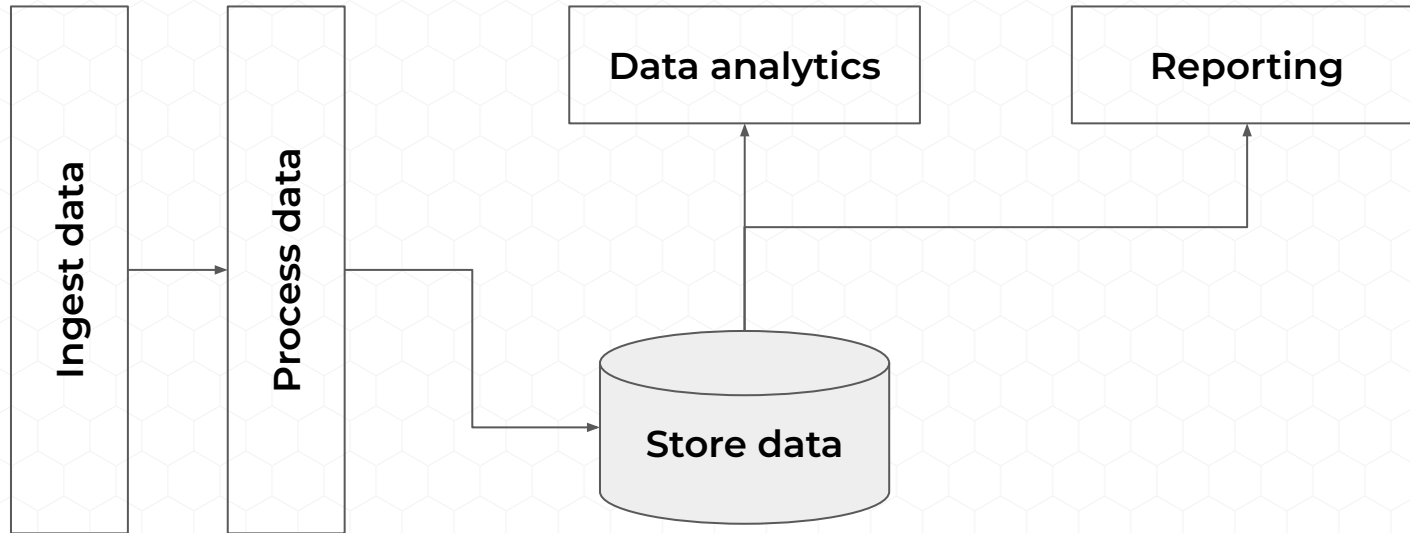
TECHNICAL CAPABILITY



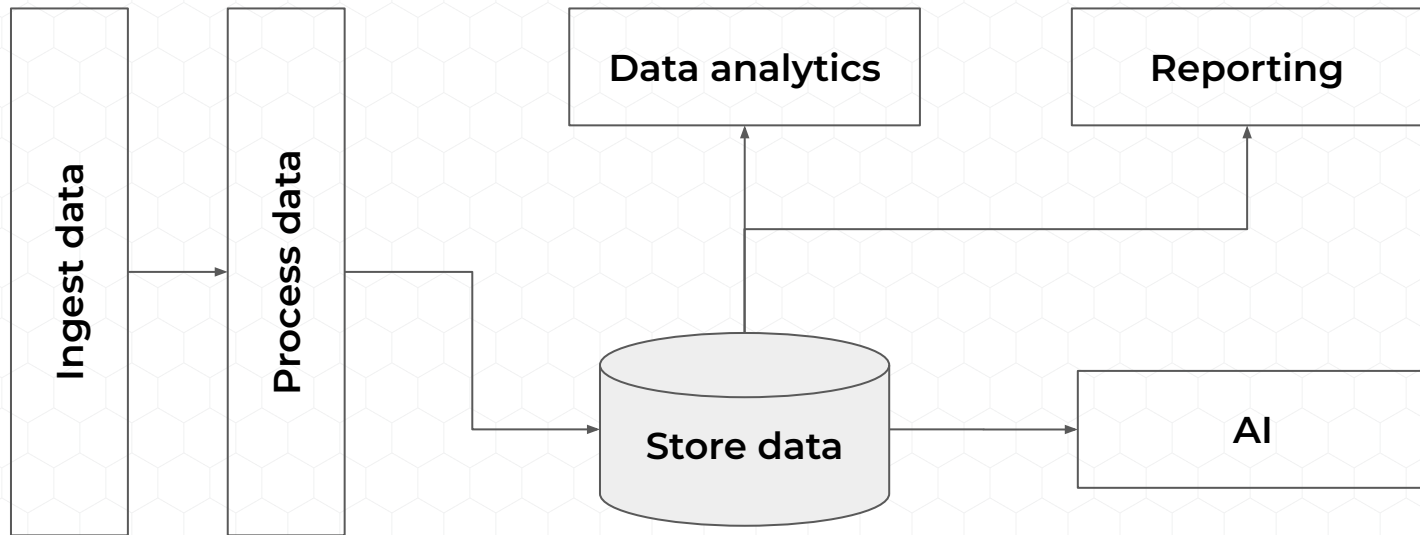
TECHNICAL CAPABILITY



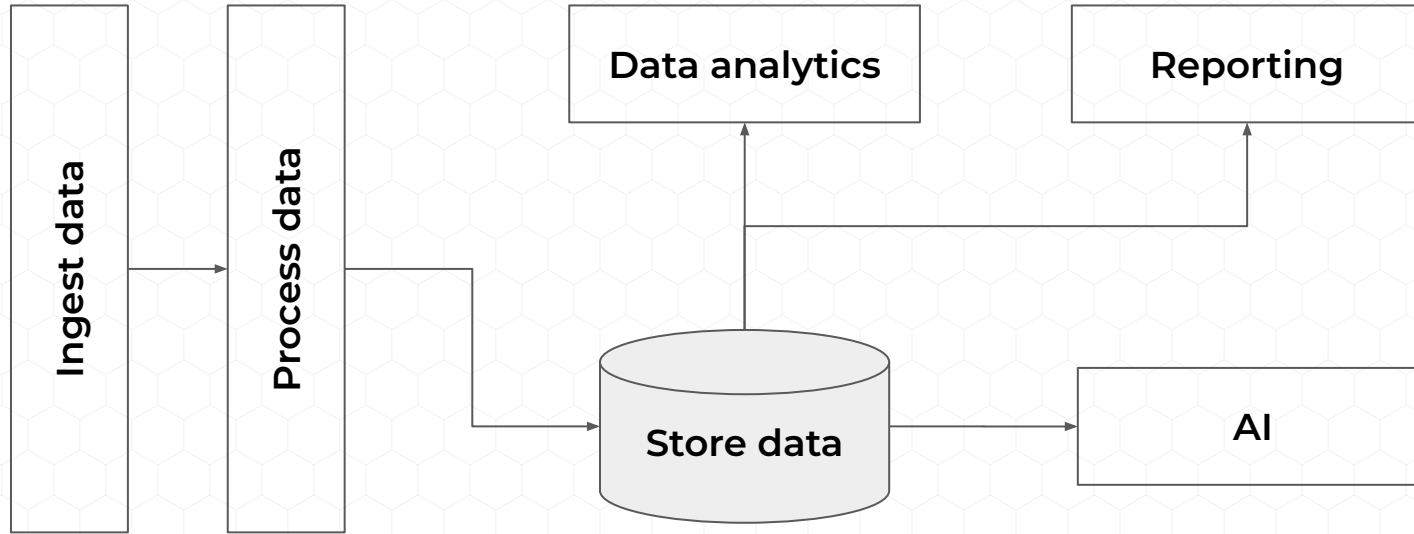
TECHNICAL CAPABILITY



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What do we expect from a data platform?

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Fast, compliant deployment of data solutions

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Friction and ad-hoc decisions increases cost and reduces the required trust to move solutions to production.

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Available data

AI models won't be a competitive advantage, because everyone can access them.

The difference is the data and execution.

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One data platform

Fragmented data ecosystem create silos and reduce organisational transparency.

It increases cost, reducing the ROI on potential business use-cases.

The relative cost of software is going down

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Productivity gains

The cost of writing software is going down.

AI is the next iteration of the tools to make us more productive.

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Platformisation

Platform builders (Microsoft, AWS, Databricks, Snowflake) build more tools and building blocks.

Ingesting data is now mostly automated.

Model deployment is six clicks away*.

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We can build in one month now what took a year in six years ago.

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Automations

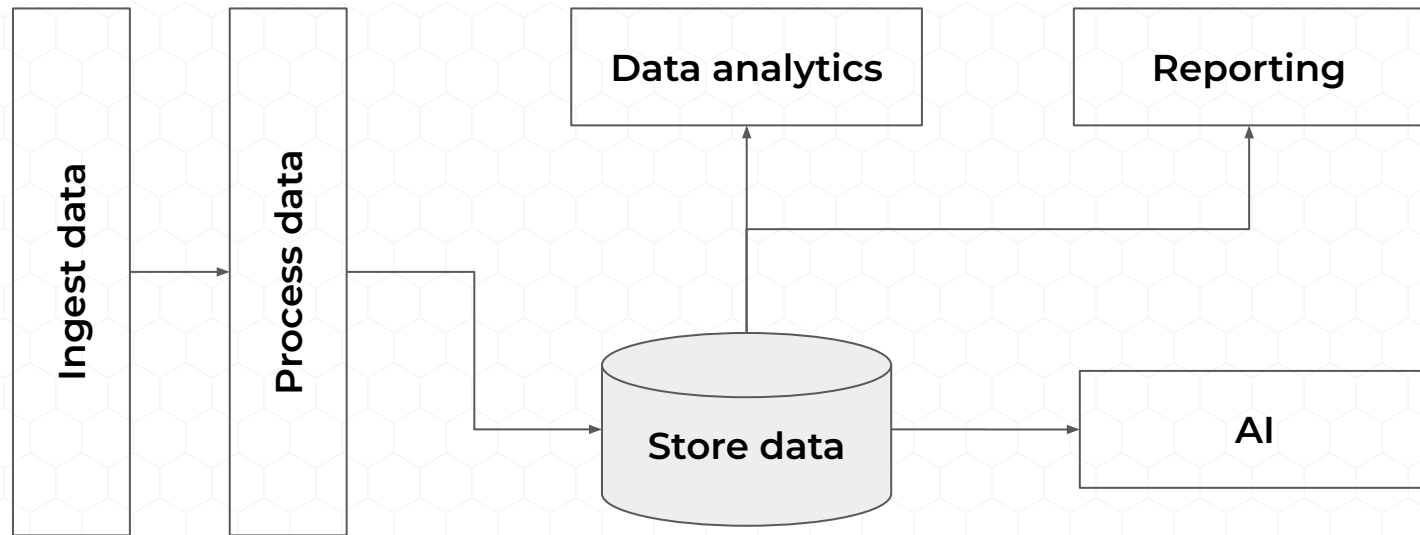
Automatic account opening

Manufacturing configuration optimisation

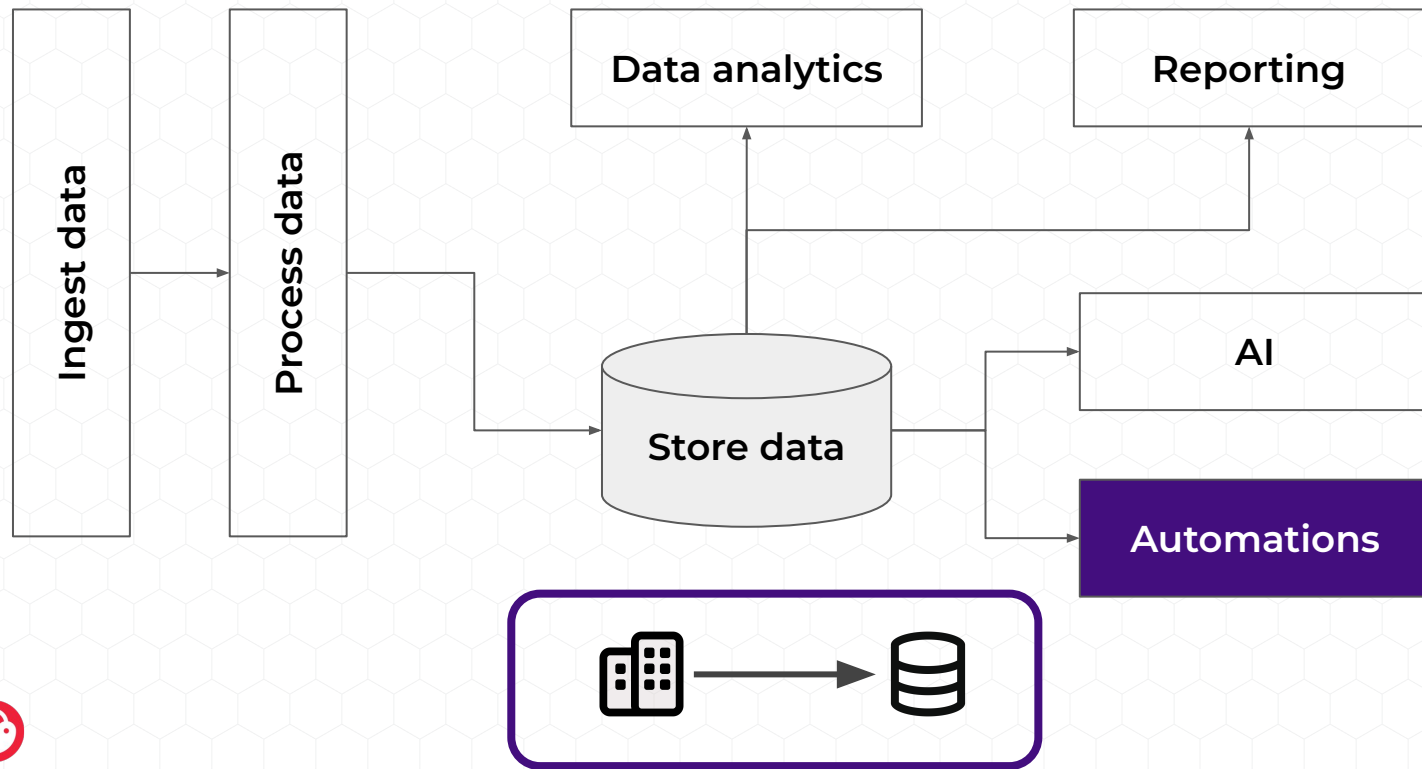
Fuzzy invoice matching



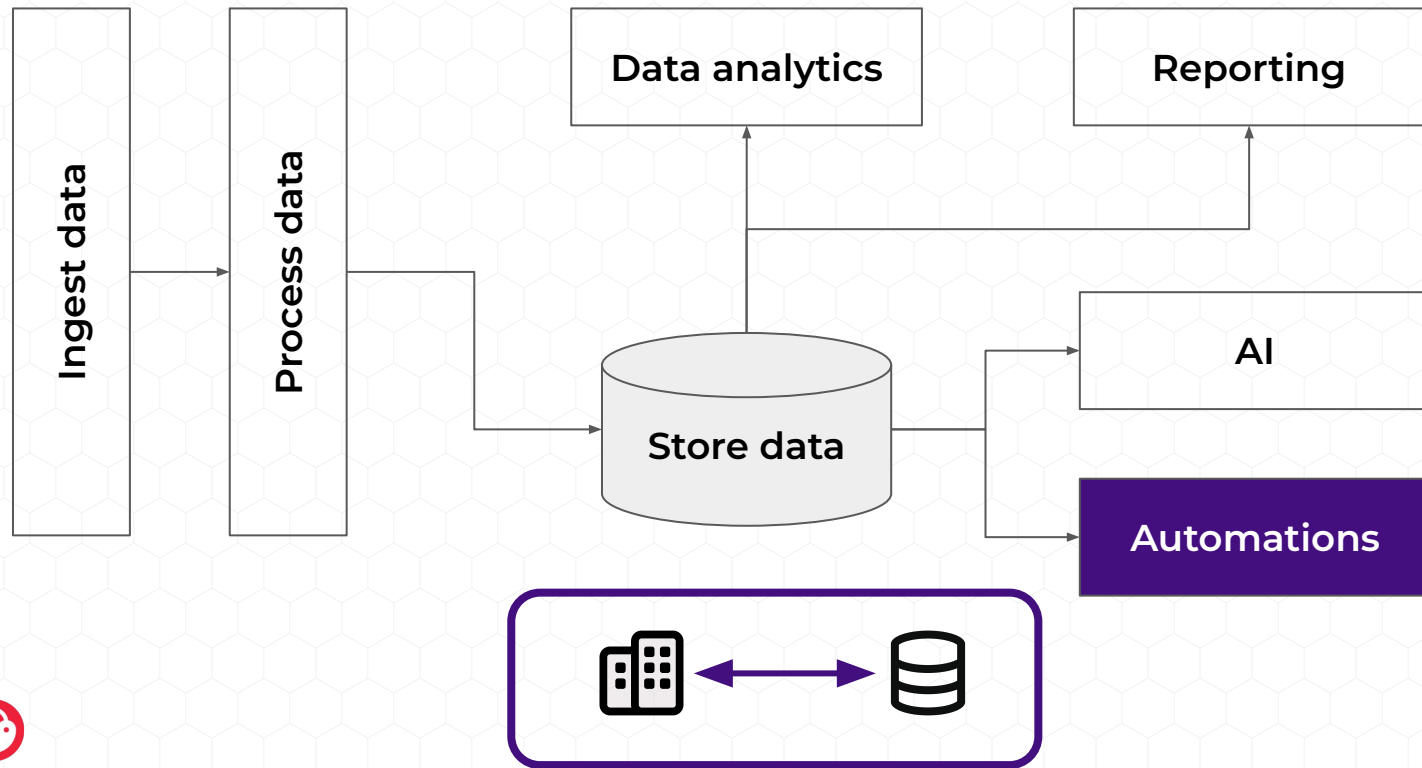
DATA PLATFORM



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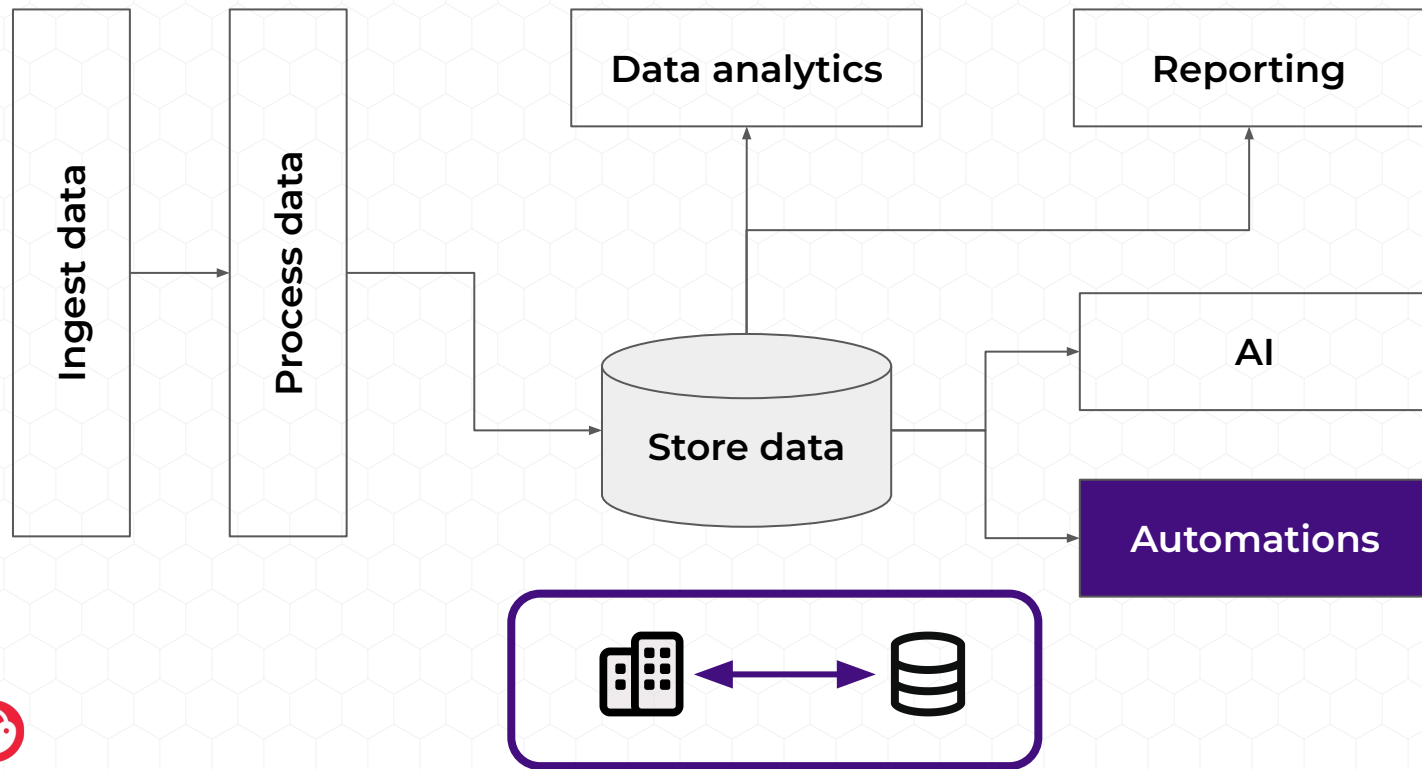
DATA PLATFORM



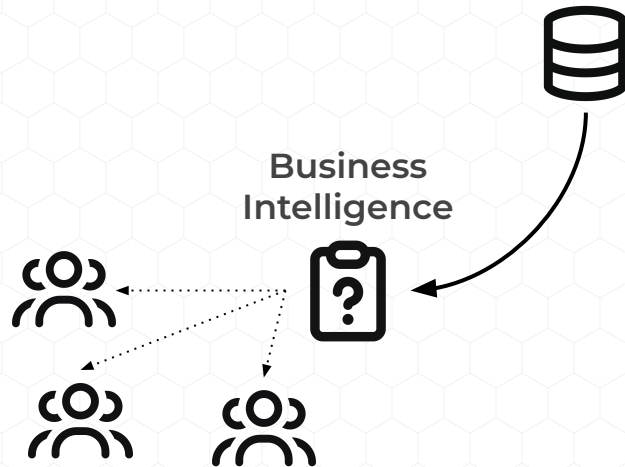
DATA PLATFORMS ARE ABSORBING MORE AND MORE OPERATIONAL RESPONSIBILITY



DATA PLATFORM



DATA PLATFORM



Hi, Richard

What would you like to know?

Search for anything at Databricks...



Search



Ask



Domain

**Marketing Campaign
Performance**



Domain

Customer 360



Genie Space

FY26 Campaigns Genie



Sales Pipeline Analytics

For you

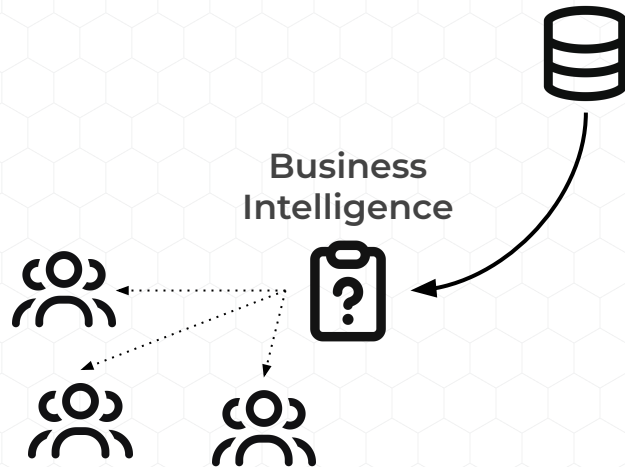
Genie Spaces

Domains

Dashboards

Apps

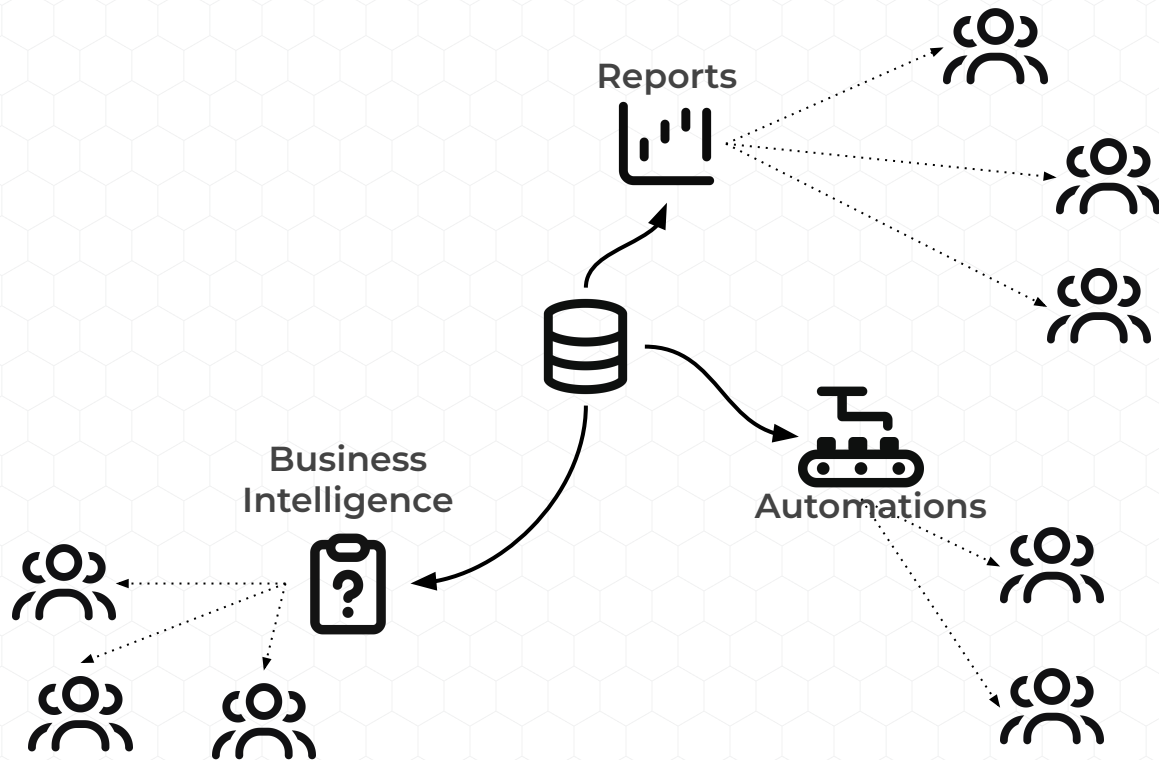
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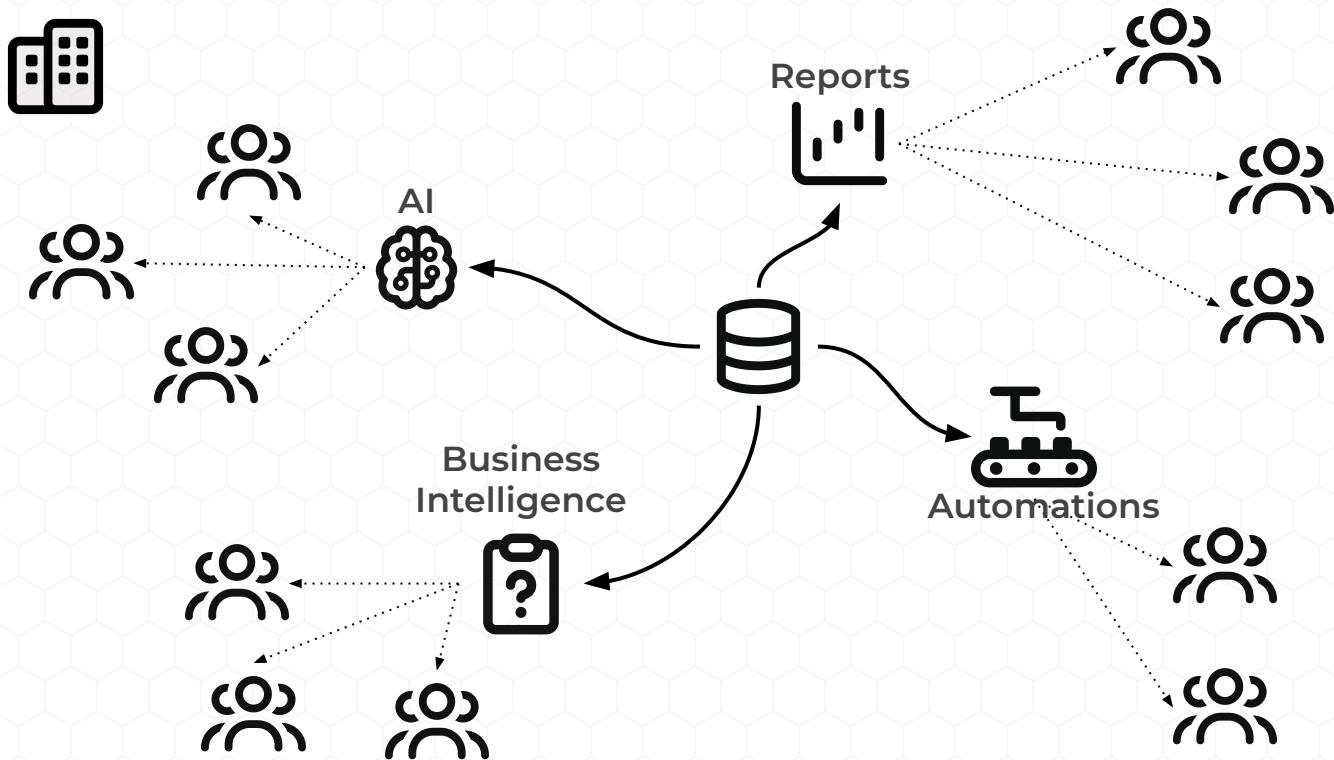
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SUMMARY



Companies just can't afford not to become data-driven



SUMMARY

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You need a innovation flywheel that keeps spinning.



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YOU MUST PUT THE FUNDAMENTALS IN PLACE.

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**TECHNICAL
CAPABILITIES**
Data platform

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COMPETENCIES
Education

CHANGE
Structure and culture
to change