Service Definition

Data and AI Maturity Assessment

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Data and AI Maturity Assessment Overview

Lay the groundwork for smarter decisions and future AI readiness with a strong data foundation enabling data to become a strategic asset.

In today's digital world, data is key to business success — however, technology and infrastructure alone are not enough. A strong data maturity model is the cornerstone is essential for effective AI adoption. Without trusted, well-governed, and accessible data, even the most advanced AI tools will fall short. A robust data maturity assessment is the critical first step toward realizing real business value. It helps organizations identify gaps, build confidence in their data, and lay the groundwork for scalable, secure, and ethical AI implementation - combining the technology and business operating models. Early adopters with mature data capabilities are already seeing faster progress, stronger governance, and more effective workforce enablement.

Why Business Strategies should be data driven:

Today's organizations are inundated with vast volumes of structured and unstructured data—ranging from document archives and emails to video, audio, and image files—generated rapidly across diverse sources, locations, and jurisdictions. This fragmented data landscape creates a significant visibility gap, making it difficult to determine the next strategic move.

While forecasts—such as Gartner's—predicted that by the end of 2025, 75% of enterprise-generated data will be created and processed outside traditional data centers or the cloud, the trend shows no signs of slowing. As edge computing, IoT, and real-time analytics continue to evolve, it's widely anticipated that this trend will only accelerate, marking a continued shift toward decentralized data architectures. This shift underscores the urgency for organizations to not only manage their data more effectively but also to place it at the heart of their business and harness it for intelligent decision-making.

AI thrives on high-quality, well-structured data with a defined goal. Yet, without a strong data foundation, even the most advanced AI models struggle to deliver value. This is highlighted in a recent survey conducted in February 2025 by Fujitsu across 400+ organizations indicating that despite investments in advanced AI systems and cloud services, progress is often constrained by an organization's ability to harness and exploit its business data effectively.

A robust data maturity assessment framework helps organizations understand where they stand and what's needed to evolve into a truly data-driven enterprise. That's why assessing an organization's data maturity is a critical first step in the AI adoption journey. Ultimately, building a flexible, agile, and efficient data infrastructure is not just about enabling analytics—it's about unlocking the full potential of data to enable AI to drive innovation, efficiency, and competitive advantage.

Why doing it alone isn't the Fujitsu way

Every organization has its own unique data landscape, shaped by distinct processes, systems, and levels of AI readiness. The strategic direction to become a data-driven enterprise—one that can scale AI responsibly and effectively – is complex and no single organization can master alone. True data-driven transformation requires an ecosystem approach, where consultants, trusted partners and domain specialists collaborate to accelerate progress and sustain momentum.

That's why Fujitsu places a collaborative Data Maturity Assessment workshop at the core of the journey. Co-created with your key stakeholders, this goes beyond traditional benchmarking—it's about bench-breaking: dismantling silos, uniting cross-functional teams, to assist in your data journey whilst seeding the creativity needed to uncover new opportunities and embrace AI.

Why is understanding Data and AI Maturity important

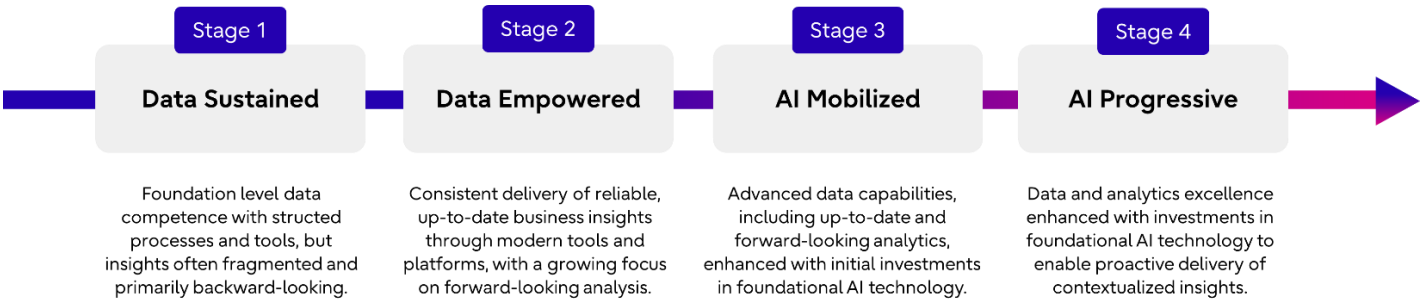
A true data-mature organization is one that harnesses the full potential of its data assets to drive both strategic and real-time operational advantage, as well as fully exploit AI capabilities. In such organizations, data—whether generated internally or acquired externally—is treated as a critical corporate asset: governed, protected, and made accessible across the enterprise.

But maturity doesn't stop at data. These organizations also embed analytics and AI technology into the fabric of their operations. From boardroom strategy and planning to frontline decision-making and digital engagement with customers,

partners, and suppliers, advanced analytics and AI tools are seamlessly integrated to enhance outcomes, automate processes, which unlock new value.

Achieving this level of maturity requires more than just technology—it demands a cultural shift across data literacy, robust data foundations, and a clear roadmap for AI adoption and fusion between technology and the business. It's a journey that transforms how decisions are made, how innovation is driven, and how competitive advantage is sustained.

Every company is at a different stage of its data journey and can be classified into the below 4 stages:



What is the Fujitsu Data and AI Maturity Assessment

The **Fujitsu Data Maturity Assessment** is a structured methodology designed to help organizations understand their current readiness to unlock meaningful insights and competitive advantage through data.

Delivered collaboratively over a typical 6–8-week period, the assessment explores how an organization uses data across the following categories.

- **Culture & Mindset** - assesses the organizational attitudes and behaviours that influence how data and AI are embraced.
- **User Experience** - evaluates how effectively users can access and interact with data and AI tools.
- **Data Management** - focuses on the governance and quality of data.
- **Foundational AI Capabilities** - reflects the organization's data readiness to support AI through infrastructure and integration.

These pillars are essential enablers for progressing along the maturity curve—from foundational data practices to advanced, AI-empowered capabilities.

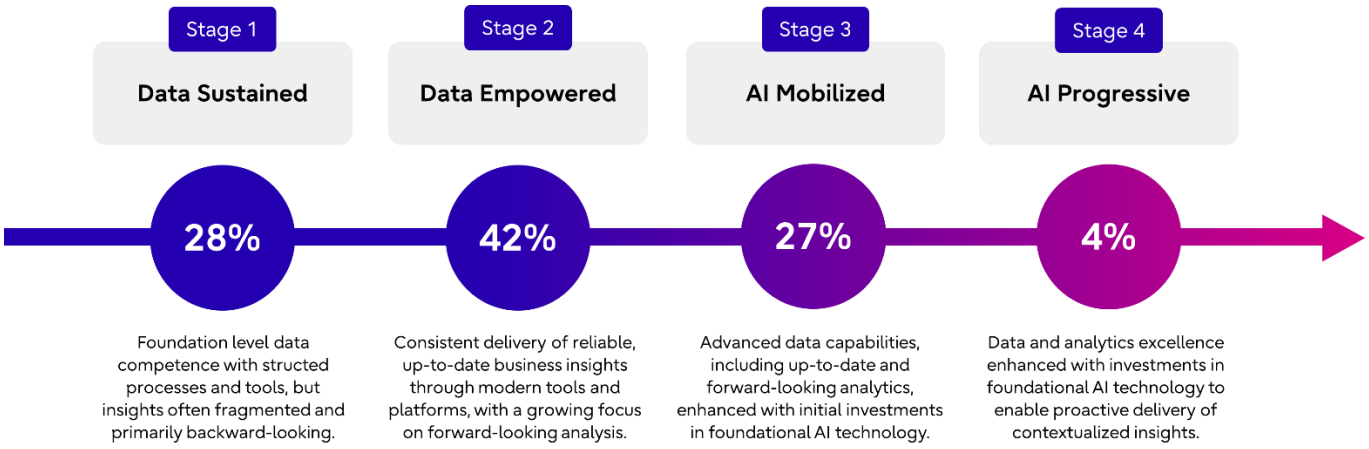
	Culture & Mindset	User Experience	Data Management	Foundational AI Capabilities	Maturity Level
Maturity level 4	AI-first mindset; proactive investment; continuous learning culture.	Contextualised, proactive insights; seamless AI-enhanced workflows.	High data integrity; real-time data streams; federated access.	Established use of AI platforms, pipelines, and embedded AI across enterprise systems.	**AI Progressive** Data and analytics excellence enhanced with investments in foundational AI technology to enable proactive delivery of contextualised insights.
Maturity level 3	Strategic focus on data and AI; cross-functional alignment.	Forward-looking analytics; embedded AI features; user coaching begins.	Advanced data integration; consistent, governed data environments.	Initial investments in RAG, vectorization, and AI integration into broader systems.	**AI Mobilized** Advanced data capabilities, including up-to-date and forward-looking analytics, enhanced with initial investments in foundational AI technology.
Maturity level 2	Growing openness to data-driven decisions; improved collaboration.	Reliable, up-to-date insights; modern tools; better access mechanisms.	Structured processes; improved data quality and integrity; clearer governance.	AI infrastructure and data pipelines are on the agenda or in early adoption.	**Data Empowered** Consistent delivery of reliable, up-to-date business insights through modern tools and platforms, with a growing focus on forward-looking analytics.
Maturity level 1	Traditional attitudes to IT investment; limited data sharing; reliance on IT teams.	Limited access; inconsistent sources; outdated information; minimal training.	Fragmented insights; backward-looking analytics; inconsistent governance.	No current activity or only exploratory discussions on AI platforms and integration.	**Data Sustained** Foundation level of data competence with structured processes and tools, but insights often fragmented and primarily backward-looking.

The Fujitsu Data Maturity Assessment scores an organization across multiple areas to evaluate its maturity across these areas, the assessment provides a clear picture of where an organization is today and the gaps to address to get them to where the desired state is. It's benchmark against other companies and what steps are needed to evolve. Below is a typical example of an organizational assessment that feeds into the overall maturity scoring.

Whether an organization is beginning to harness its data or already experimenting with AI, the assessment helps align organizational capability with long-term strategic goals, thus paving the way to becoming an insight-enabled, data and AI-driven enterprise.

Where are most organisations on their Data and AI Maturity journey

Through our research involving over 400 organizations, we have been able to map where each one currently stands within a data maturity model. This model is divided into four distinct stages, each representing a different level of data capability.



The largest group (42%) falls into the **'Data Empowered'** stage, where organizations consistently deliver reliable, up-to-date insights using modern tools and platforms, and are beginning to adopt forward-looking analytics.

Meanwhile, 28% remain at the **'Data Sustained'** level, where data processes are structured, but insights are fragmented and largely backward-looking. A smaller but significant 27% of organizations have progressed to the **'AI Mobilized'** stage. These organizations have advanced data capabilities and have begun investing in foundational AI technologies, such as data pipelines and AI integration into broader systems. Only 4% have reached the **'AI Progressive'** stage, where data and analytics excellence are fully enhanced by AI, enabling proactive and contextualised insights across the business.

The study also highlighted that all organizations have high expectations for AI, with some already reporting early successes in key areas. However, these expectations are shaped by experiences with traditional AI technologies like machine learning, as well as initial forays into generative AI. While there is optimism about AI's potential, the insights gathered reflect a blend of established applications and emerging capabilities. This suggests that while enthusiasm is strong, many organizations are still in the initial stages of understanding and leveraging AI's full potential, particularly in enterprise contexts where structured, contextualised data is critical for meaningful outcomes.

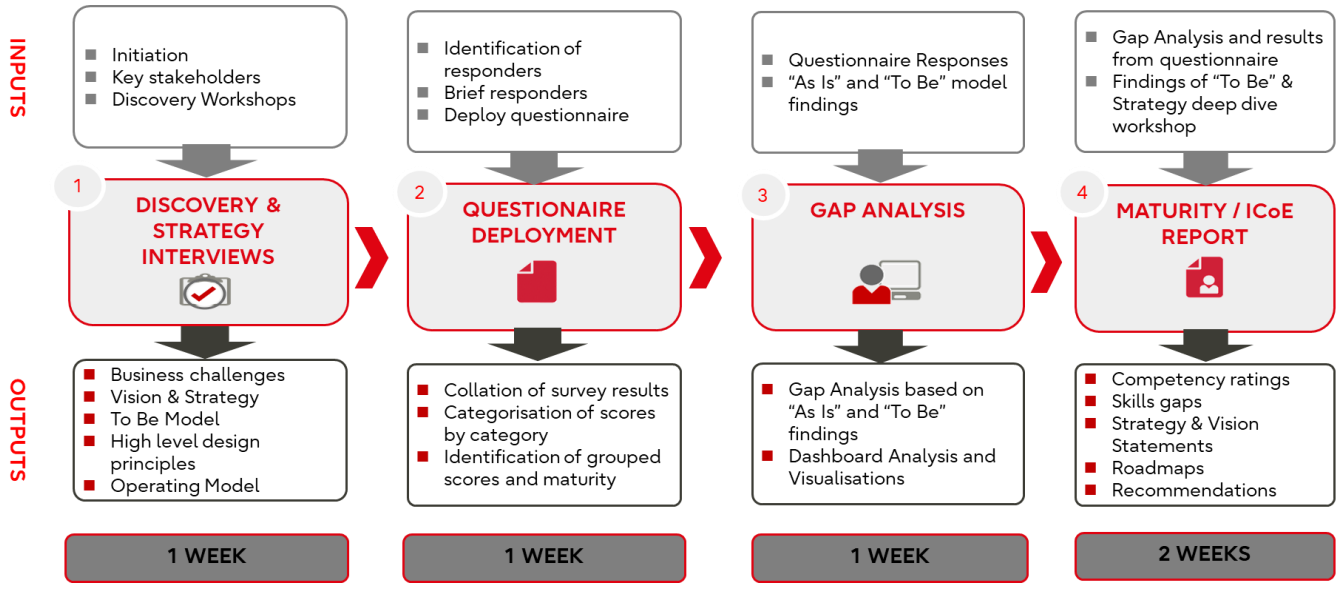
How can Fujitsu help accelerate your Data and AI Maturity journey

While enthusiasm for AI is high, many organizations face significant challenges in turning ambition into action. As highlighted in our research, data-related barriers—such as poor data quality and lack of data governance—are among the most persistent obstacles to AI adoption.

Fujitsu helps organizations overcome these hurdles by guiding data transformation and aligning AI initiatives with clear business value. We also address practical concerns like data integration and quality assurance, ensuring that data is reliable and ready for AI applications. With growing regulatory scrutiny and the need for explainability, Fujitsu supports clients in establishing robust data governance frameworks that ensure responsible and compliant AI deployment. Our structured approach empowers organizations to move confidently along the data maturity model. Also utilizing our **Insights Center of Excellence (ICoE)** program we can very quickly establish how to build a high performing data team that centralizes expertise, tools, and best practices, to put data at the heart of everything you do.

Service Delivery Approach

The Data and AI Maturity Assessment service is offered on a consultancy basis. A Fujitsu consultant will work in collaboration with your organization and relevant key stakeholders to establish the "As Is" model and the "To Be" model fusing together your business strategy and technology roadmap. The below diagram articulates the high-level approach through and advisory and consulting lens. The final output of the Data and AI Maturity Assessment is a comprehensive report detailing recommendations and actions to move you to the desired state of maturity.



Commercial

Minimum and maximum terms

N/A

Termination terms

N/A

Supplier termination

N/A

Consumer responsibilities

Successful delivery of the Service is subject to the following dependencies up the Customer:

- Appropriate communications and engagement from the Customer organisation.
- Appointment of a single point of contact for the Customer organisation.
- Timely provision of ongoing data as requested by Fujitsu.
- Timely access to appropriate/suitable resources.
- Co-ordination and timely scheduling (and facilities) for workshops (and meetings), ensuring appropriate attendance and active participation.

The Customer acknowledges that the timely and adequate compliance with the obligations above is essential to the performance of the Fujitsu Service. Fujitsu will not be liable for any delay or deficiency in providing the Service if such delay or deficiency results from the Customer's failure to fulfil these dependencies. Should a delay to the Service result from the Customer's failure in relation to the above dependencies, for example, if there is not full attendance at the scheduled workshops, Fujitsu shall be entitled to amend the Service, Schedule and/or Charges with no liability and shall be entitled to charge the Customer for any cost incurred as a result. Should the Customer request (and Fujitsu agree) that Fujitsu consultants undertake and of the obligations described above Fujitsu reserve the right to amend the charges.

Service constraints

N/A

Service exclusions

N/A

For further information please see the attached Terms & Conditions.

About Fujitsu

As one of the world's leading IT companies, Fujitsu is at the forefront of pioneering technology in the UK since we made our initial investment over 40 years ago. As a key strategic partner we deliver essential services, from our secure hybrid IT which underpins critical national infrastructure to our investment in emerging technologies to boost national capability. Drawing on our Japanese technology expertise we provide bespoke digital transformation solutions. This unrivalled expertise has allowed us to specialise in emerging focus areas; Hybrid IT, AI & RPA, Data analytics, Agile application development/transformation and Security. Together, we offer a full package of solutions to support the UK as a long-term industry supplier.

We believe in realising the significant alignment between the UK and Japan in emerging technologies and in creating a UK-Japan 'Innovation Bridge' to support the UK's science and technology superpower objectives. We are committed to investment in UK skills and research and development, driving customer outcomes and promoting social value. We employ 124,000 people around the globe, including around 8,000 people across the UK, promoting diversity and inclusion as a DWP Disability Confident Leader. We are recognised as a Times Top 50 employer for Women since 2017, a Stonewall Top 100 Employer for 2023 and were awarded an EcoVadis Silver Rating, the world's largest provider for sustainability ratings.

Contact: government.frameworks@fujitsu.com