



aiimi

START YOUR BUSINESS CASE FOR CHANGE

AUTOMATED DATA
GOVERNANCE

What's Inside?

- The hidden costs of manual data governance – and where automation makes the biggest difference.
- Your vision statement for next-generation Data Governance.
- Practical checklists to build your case and win C-suite support.
- Real-world success stories from industry leaders, and best next steps.

The enterprise data challenge: why governance needs to change.

The real value of data governance has always been in improving the quality, completeness, and relevance of the data that feeds your most critical decisions.

Now, AI promises to accelerate workplace decisions and actions like never before. But to deliver on that promise, AI needs access to trusted, well-governed data.

AI raises the stakes, but the underlying information estate isn't ready. Enterprise data has become increasingly fragmented and difficult to understand, and traditional governance cannot keep pace with its scale and complexity.

This leaves business leaders with four interconnected challenges – and a compelling case to rethink how governance is delivered.



one

Enterprise Chaos

The volume of structured and unstructured information continues to grow, creating duplication, fragmentation, and spiralling costs – while valuable information remains hard to find and use.



two

Trapped Knowledge

Critical organisational knowledge is buried in content and systems. Information that could support better decisions is difficult to discover, understand, or connect, slowing people down and making valuable knowledge harder to reuse.



three

Ungoverned Risk

You can't protect what you can't see. Sensitive and personal information are exposed and at risk, spread across systems and collaboration platforms without consistent classification, appropriate access controls, or effective lifecycle management.



four

AI Trust Gap

AI needs trusted information to deliver trusted outcomes. When data is duplicated, poorly classified, outdated, or difficult to evidence, AI tools can't identify what is relevant and authoritative – limiting the value and confidence organisations can place in their outputs.

The answer is to make governance intelligent, continuous, and automated. Now is the time to prove the value of getting governance right and lead the way with AI adoption, while also tackling compliance and cost.

The vision for Automated Data Governance.

“The goal isn’t simply to govern more data. It’s to create an information estate that can be trusted by the people and AI systems that depend on it.

The vision is for data governance an intelligent, automated capability that turns enterprise data from a source of chaos and risk into a trusted, strategic asset.

Every organisation should be moving towards a world where automated agents continuously classify and contextualise information across every system: identifying golden records, protecting sensitive data, and surfacing valuable knowledge wherever it’s needed.

Where risks emerge, agents act – remediating exposure and disposing of information that’s redundant or outdated. This always-on governance is embedded throughout the entire lifecycle

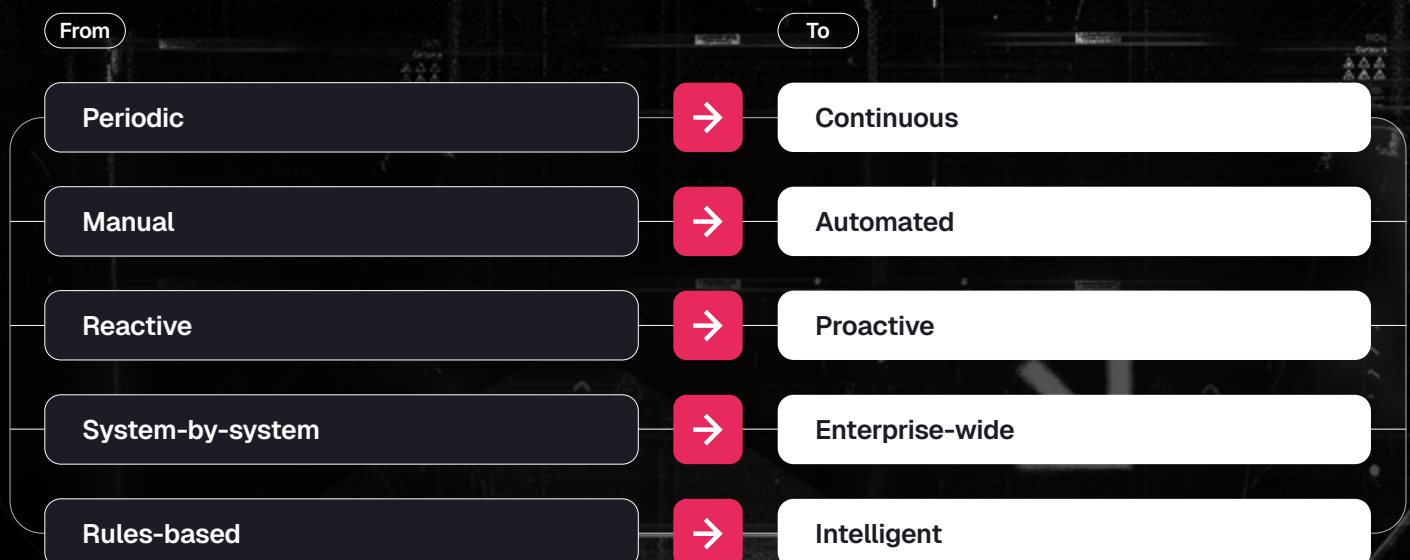
of structured data and unstructured content, so information is kept clean and current – labelled, accessible, and handled according to policy and real-world context. It deploys seamlessly into an organisation’s existing landscape, connecting to the systems and AI tools already in place to extend their value.

Automated data governance is the foundation for trusted AI.

Well-governed data makes AI accurate, evidenced, and cost-effective, able to cite its sources and be trusted with real decisions.

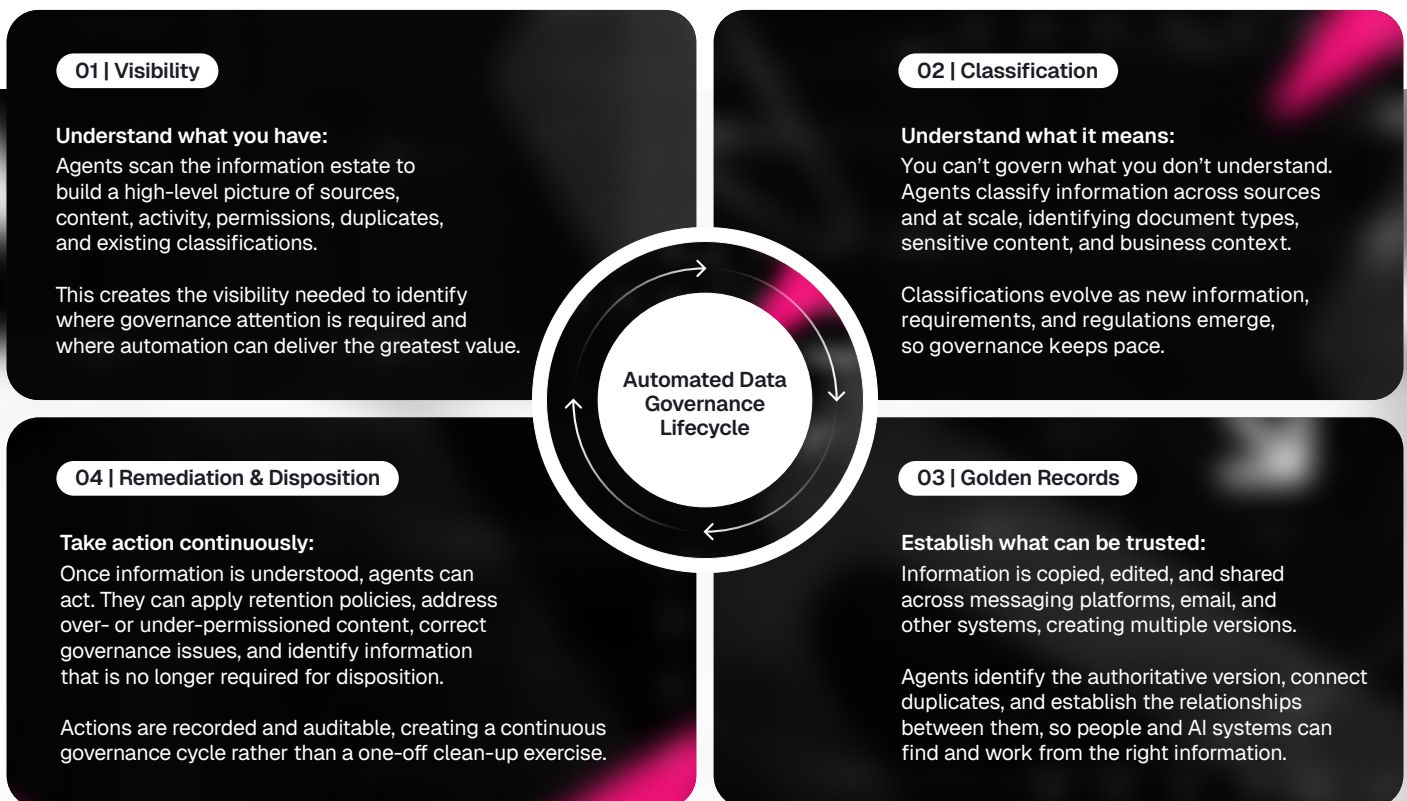
The stakes have never been higher, and this relentless, lifecycle-aware automation is the only way to keep pace – enabling confident decision-making, compliance, and AI that actually works.”

Steve Salvin,
Aiimi CEO



How Automated Data Governance works.

Data governance is no longer just about compliance, control, or cataloguing data. It's about creating trusted information that people and AI can use with confidence. Automation is the only way to do this accurately, constantly, and at scale. Here's how it works.



Automated Data Governance: Solution Checklist



Connects across the information estate – structured data and unstructured content, across the systems where information actually lives.



Creates a trusted foundation for AI – make relevant, authoritative and governed information discoverable and usable by AI applications.



Automates enterprise governance at scale – classify, assess and manage information continuously based on sensitivity, value, risk and business context.



Agent-based action, not just insight – automatically remediate issues, manage retention and disposition, surface golden records, and enforce policies.



Understands your business – use an ontology that reflects your organisation, terminology and information landscape to improve classification and context.



Uses AI flexibly – once data is governed, apply the right AI model for the job to generate insight or take action.

Build your business case for Automated Data Governance.

Automated Data Governance can address some of the biggest challenges facing organisations today.

Explore four common use cases below, each bringing together the key pain points, the cost of doing nothing, and real-world examples to help build your case for change.

Use case 1

Use case 2

Use case 3

Use case 4

Problem Statement ↘

“Our data volumes and storage costs keep growing, but we don’t know what’s worth keeping or where to find the single source of truth.”

Common Pain Points:

- Huge volumes of duplicate and overlapping data make identifying a single, authoritative version impossible.
- Data storage costs are spiralling – everything is stored equally, with even the most costly repositories bursting at the seams.
- Critical decisions are slow and taken with low confidence in the data reporting that’s informed them.

You’re facing...Enterprise Chaos

Data is growing, ungoverned, and scattered across 1000s of systems, and it’s become impossible to know what’s valuable and what’s ROT.

The Impact:

Cost

83.1% of enterprise storage capacity is in files that haven’t been modified in more than a year. Just 4.4% of stored capacity is actively used. 30% of records are estimated to be duplicates, in organisations not actively working on improving data quality. How much of your storage estate is costing you money without delivering value?

Productivity

73% of information is only used once – users are systematically recreating information they can’t find. How much time is this taking from your teams every day?

Where Automated Data Governance can help:

- Classify data and information at scale, automatically, measuring its risk and value, so legacy or less important information can be moved to lower-cost storage without instant access.
- Identify duplicate and near-duplicate data at scale to cut unnecessary retention.
- Automatically identify ‘golden records’ – the authoritative version (not necessarily the most-recent or most-accessed version), and link duplicates and near-duplicates back to it.
- Apply intelligent rules across data sources, like enforcing legal holds or using AI agents to move data to the correct location based on its classification.

Find your C-suite advocates:

Messy, ever-growing data means high costs and potentially instant savings – look to your CFO or COO to support a case for change.

Case Study ↘



NOW: Pensions

NOW: Pensions used the Aiimi platform to identify 4 million documents that were no longer within the acceptable retention policy. It also identified 3 million spreadsheets in need of classification under their new data policies, many requiring sensitivity labels and appropriate storage management. Finally, they were able to migrate 1TB of usable data into SharePoint, removing surplus documents and enabling them to decommission legacy in-house drives and save on maintenance costs.

Use case 1

Use case 2

Use case 3

Use case 4

Problem Statement ↘

“We’re desperate to give our people access to valuable insights we know are buried in our data.”

Common Pain Points:

- Data is siloed across multiple systems and departments.
- Employees spend excessive time searching for information.
- When people leave, essential knowledge is lost.

You're facing...Unlocking Trapped Knowledge

Corporate intelligence is buried, leading to slow and incorrect decision-making.

The Impact:

Cost

44% of people have made a wrong decision because they were unaware of information that could've helped.

How much do wrong decisions in the most critical areas cost your organisation?

Productivity

On average, employees can only see 1% of information that exists in the business. How much time is wasted searching for data they can't access?

Knowledge workers spend around 20% of their time searching for and gathering information. How much productive time could your organisation recover if the right information was made accessible?

Where Automated Data Governance can help:

- Connect people to the insight they need, wherever it sits.
- Automatically classify, contextualise, and index information across systems, making previously hidden knowledge discoverable and connecting related information across silos.
- Surface the right information at the right moment, helping people find the evidence, context, and expertise they need to make decisions fast and with confidence.
- Establish relationships between information, identify authoritative content, and reduce duplication, to create a connected and usable knowledge layer.

Find your C-suite advocates:

Turn to your CEO, COO, Chief People Officer, Employee Experience and functional leaders to build the case around making collective knowledge more accessible.

Case Study ↘



80% efficiency gains for users through better access to data when this manufacturer used Aimi's platform to index 400 million documents and create a comprehensive knowledge network. They estimate it's delivered 330% annual ROI.

Use case 1

Use case 2

Use case 3

Use case 4

Problem Statement ▾

“We’re at high risk of data non-compliance and need to avoid fines or regulatory action.”

Common Pain Points:

- Data breaches caused by personal data stored in inappropriate locations.
- Struggling to respond to compliance requests like DSARs as you can't locate all personal data.
- In breach of internal retention policies, holding onto sensitive or non-valuable data for too long, at significant cost.

Where Automated Data Governance can help:

- Classify files at scale, automatically, assigning risk scores based on exposure, sensitive data type, and sensitive data volume.
- Automate adherence to retention policies using intelligent agents to find, move, and delete data, reducing risk and saving storage cost.
- Maintain a dynamic, evergreen view of data risk as information, permissions, policies, and regulations change – continuously identifying new exposures and triggering action before they become compliance issues.

You're facing...Ungoverned Risk

Amid a complex ungoverned data landscape, unknown amounts of personal, sensitive, and business-critical data are exposed and at risk.

Find your C-suite advocates:

Unmanaged data risk should be a quantified cost on your risk register – work with senior legal and compliance teams to build a case your CFO can't say no to.

The Impact:

Cost

70% of enterprise data is over-retained, with no current business, legal, or regulatory value. How much is this costing you in data storage?

72% of customer contracts now include some uncapped liability for data privacy breaches. What's the potential cost of a breach to your business?

Risk

87% of organisations have sensitive data that's accessible to all employees. Where are your biggest risks, and what could they cost you if the worst happened?

Case Study ▾



Professional services firm PwC used Aiimi's automated data governance platform to save £1M on data storage costs in just six months. They remediating 200 million files, deleted 150TB of data, and found and removed thousands of data leakage risks.

Use case 1

Use case 2

Use case 3

Use case 4

Problem Statement ▾

“Without good data, we’re stuck, unable to deploy AI to improve decision-making and increase productivity.”

Common Pain Points:

- Tried and failed to deploy AI tools like copilots – answers are low quality and missing full context.
- Data protection teams are unable to roll out AI tools to numerous systems housing data that’s ungoverned and chaotic.
- AI is costing more than expected, using more tokens or compute than necessary due to unnecessarily high volumes of data processing.

Where Automated Data Governance can help:

- Automatically identify and classify the most relevant, authoritative, and trusted data for AI, across structured and unstructured sources.
- Improve AI outputs by connecting data to the context, relationships, and rules needed to make information meaningful and reliable.
- Make governed data available to AI tools across the enterprise, while respecting permissions and policies.
- Continuously maintain AI-ready data, keeping data relevant, governed, and safe to use while reducing unnecessary processing and compute.

You’re facing...The AI Trust Gap

AI tools can’t access trusted data, so they lose all value as insight or productivity tools.

Find your C-suite advocates:

Target functional or departmental leadership to build the case for AI that actually works – and look to examples of failed rollouts to build a compelling cost-case for your Board and CFO.

The Impact:

Cost

60% of AI projects that are started will be abandoned due to poor or incomplete data. How much time and money will you waste this year on AI projects that can’t progress?

Risk

63% of organisations either do not have or are unsure if they have the right data management practices for AI. How much of your data estate is actually ready to support your AI ambitions?

54% of organisations using AI are concerned about the trustworthiness and quality of the data they are using with AI. How confident are you that your AI is working from data you can trust?

Case Study ▾



“To have trust in AI outputs you must first have trust in your underlying data. The Aiimi platform gives us that trust. It helps us better understand what data we have across the estate. If data has limited value and there’s no regulatory requirement to retain it; we delete it. If it’s something we want to keep then Aiimi helps us to intelligently classify that data, tag it in-situ and make it available to downstream AI applications in a way which respects retention rules, access controls, and the contractual obligations we have to our clients and audited entities.”

Chris Allen, CDO at KPMG UK

The case for change is clear: data governance needs to evolve.

Enterprise data is growing faster than ever, becoming more complex and increasingly critical to how organisations operate and adopt AI. Traditional, manual approaches cannot provide the scale, consistency, or continuous oversight needed to keep that information trusted and under control.

Automated Data Governance provides the path to change – turning governance from a largely manual, periodic, reactive exercise into an intelligent, continuous capability.

The opportunity is to make enterprise data a genuine strategic asset; trusted by people, relied on for decisions, and ready for AI.

Your next steps



one

Identify your priority challenge

Use the use cases in this guide to help pinpoint where poor governance is creating the greatest cost, risk, or constraint on AI.



two

Assess your readiness

Understand your data landscape, governance maturity, and where automation could deliver the greatest value.



three

Build your business case

Quantify the impact of unmanaged data and identify the C-suite stakeholders who can help drive change.



four

Start with a focused use case

Prove the value of automated governance in a defined area, then scale.

Expert support at every step.

Aiimi's products and services are built to accelerate value from data and AI: finding the best places to start, turning ideas into action, and scaling what works – from AI readiness and use-case prioritisation to digital strategy, data products, and our Automated Data Governance platform.

We work across critical national infrastructure, manufacturing, government, financial and professional services, healthcare, and other data-intensive sectors, tackling complex business challenges and preparing organisations for what comes next.



Let's have a conversation about your priorities and where we can help. —————>

Talk to us about Automated Data Governance.

Book a free consultation or solution demo.

We'll show you what intelligent, continuous governance looks like in practice, and where it could make the biggest difference for you.

GET IN TOUCH



aiimi

WE ARE AIIMI.

POWERING AI
EVERYWHERE
AT WORK.

AIIMI.COM

About Aiimi

Aiimi turns enterprise data into a strategic asset – trusted by people, relied on for decisions, and ready for AI. We use our Automated Data Governance platform and deep expertise in data, AI, and digital to help organisations like KPMG, JLR, Anglian Water, and government departments tackle their toughest business challenges.