



+



# AI Starts with Data: What It Takes to Build an AI-Ready Enterprise



01

## The AI Readiness Problem

Why 73% of data initiatives fall short and what the research tells us

---

02

## The Blueprint

Three Foundations for building an AI-ready data platform

---

03

## AI in Action

Live demo: Databricks Genie + Microsoft Fabric Copilot

---

04

## Discussion + Q&A

Practical conversation and your questions answered



**Adam Crigger**

CEO & Founder

**QuickLaunch Analytics**



**Kelly Kohleffel**

Sr. Global Director,  
Partner Sales Engineering

**Fivetran**



**David Kettinger**

Marketing Director

**QuickLaunch Analytics**



# Meet QuickLaunch Analytics



## Our Purpose

We simplify and accelerate the complex world of data analytics.



## Our Mission

Deliver a comprehensive platform that centralizes and transforms your data ecosystem into a **unified enterprise-wide foundation for trusted information**, accelerating time to insights and driving business outcomes that previously weren't possible.

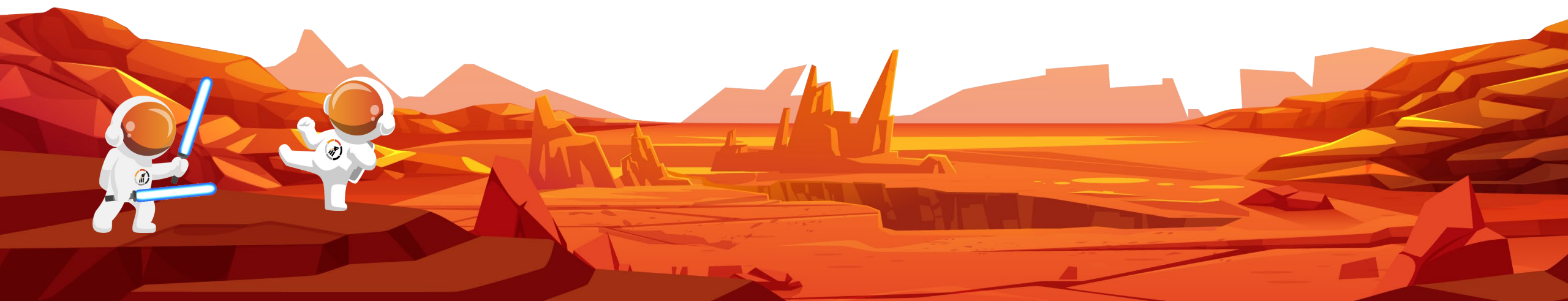


## Core Strengths

- 20+ years of experience in enterprise analytics
- 250+ successful customer implementations
- Deep expertise in ERP, Databricks, Power BI, and modern data architectures
- 81 NPS score reflecting genuine partnership



Data Analytics





# Why Fivetran



Trusted by 7,000+  
companies worldwide including:

LVMH



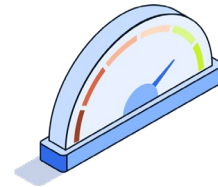
OpenAI



pitney bowes



verizon



## High-performance pipelines

- ❖ 1,000+ pre-built connectors
- ❖ High-performance, low-impact CDC
- ❖ 99.9% uptime across 5.8M+ daily syncs
- ❖ Automated schema drift and API change
- ❖ Streamlined transformations management



## Customizable platform

- ❖ Connector SDK to load data from any source
- ❖ Custom API to sync data into any application
- ❖ Fivetran API to programmatically control pipelines
- ❖ Integrations with data catalogs, developer tools, and logging services



## End-to-end security

- ❖ End-to-end data encryption
- ❖ Multiple secure deployment options
- ❖ Data governance, observability, and integrity
- ❖ Robust security credentials and clearances



# What's your biggest *AI challenge* today?

DATA INTEGRATION

INFRASTRUCTURE &  
ARCHITECTURE

DATA QUALITY &  
GOVERNANCE

ORGANIZATIONAL READINESS

USE CASES & AI VISION

# The Numbers That Tell the Story



Research from Fivetran and Databricks across 900+ data leaders

**73%** of data initiatives miss expectations

*Fivetran 2026 Benchmark*

**42%** of AI projects fail due to data readiness issues

*Fivetran/Redpoint 2025*

**97%** report AI/analytics disruptions from pipeline issues

*Fivetran 2026 Benchmark*

**12x** more AI projects reach production with unified governance

*Databricks 2026*

# What Agentic AI Demands from Your Data

## 1 Business Semantics & Context

Unified business definitions in a governed semantic layer, not tribal knowledge

## 2 Evaluation & Testing

Ongoing quality measurement of agent outputs against known-correct answers

## 3 Unified Governance

Full auditability across the agent chain: data accessed, models called, actions taken

## 4 Structured + Unstructured Data

Access to both database tables and documents (contracts, logs, specs)

## 5 Data Freshness

Incremental pipelines keeping data current, automatic schema drift handling

## 6 One Copy Principle

Centralized, single copy of enterprise data for AI and BI



# The Five Dimensions of AI Readiness



+



1

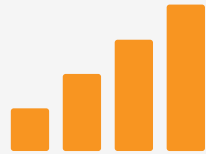
## Data Integration Maturity



How well your systems are connected and how reliably data flows

2

## Data Quality & Governance



Consistent definitions, clean records, enforceable rules

3

## Infrastructure & Architecture



Whether your stack can support AI/ML workloads

4

## Organizational Readiness



People, processes, and leadership alignment

5

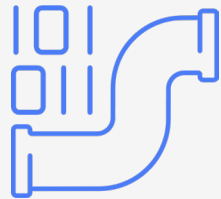
## Use Case Clarity & AI Ambition



Specificity and urgency of your AI intent

Take the AI Readiness Assessment: [quicklaunchanalytics.com/ai-readiness-assessment](https://quicklaunchanalytics.com/ai-readiness-assessment)

# The Three Foundations for AI-Ready Data



## 1. Automated Data Movement

Get data flowing from all source systems into a centralized platform, reliably and without consuming your team's time.

**Fivetran:** 500+ connectors for cloud/SaaS apps

**QuickLaunch:** SQL replication for on-prem ERP



## 2. Governed Lakehouse Architecture

A modern data lakehouse (Databricks or Microsoft Fabric) that supports both BI and AI workloads on the same governed platform.

**Medallion architecture:** Bronze, Silver, Gold

**Open data formats** for vendor flexibility



## 3. Trusted Enterprise Semantic Layer

Business definitions formalized in semantic models so every report, dashboard, and AI agent works from the same truth.

**Power BI** semantic models with AI metadata

**QuickLaunch** pre-built Genie Semantic layers

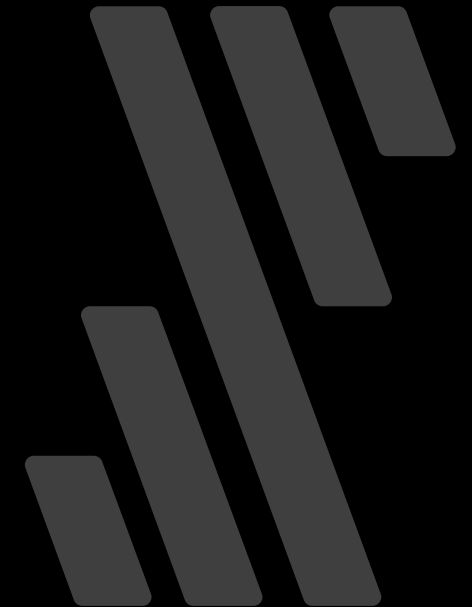
# AI in Action

What's possible when the  
data foundation is right



# Building the **AI-Ready** Enterprise

A practical conversation



# Building the AI-Ready Enterprise

A practical conversation

Question:

Where does someone start?  
What's step one?



# Building the AI-Ready Enterprise

A practical conversation

Question:

**What are the most common mistakes companies make starting their AI journey?**



# Building the AI-Ready Enterprise

A practical conversation

Question:  
Why is governance such  
a multiplier?



# Building the AI-Ready Enterprise

A practical conversation

Question:

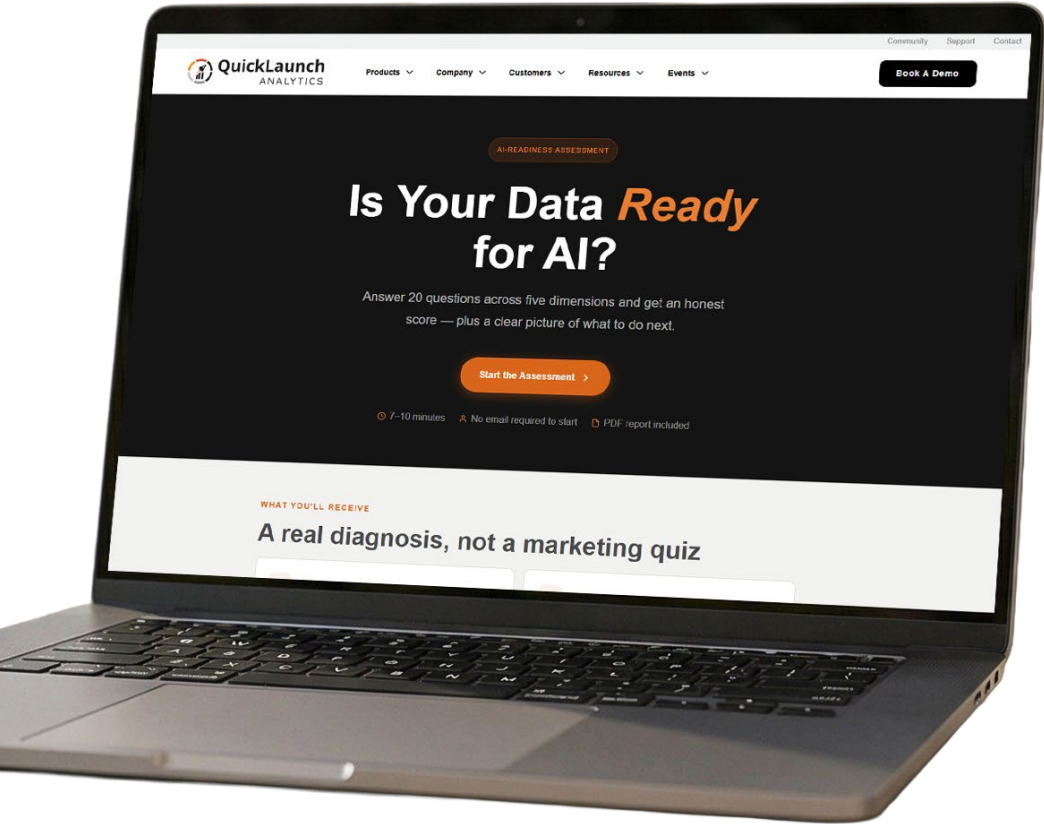
What is one thing to do this  
quarter to move closer to  
AI-ready?



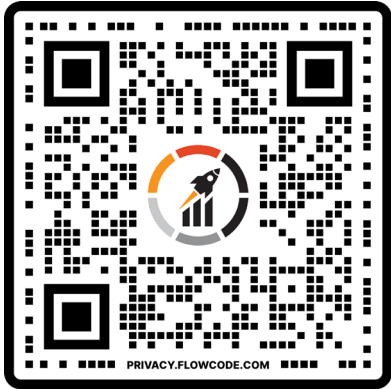


# How AI-Ready is Your Organization?

## Take the free AI Readiness Assessment



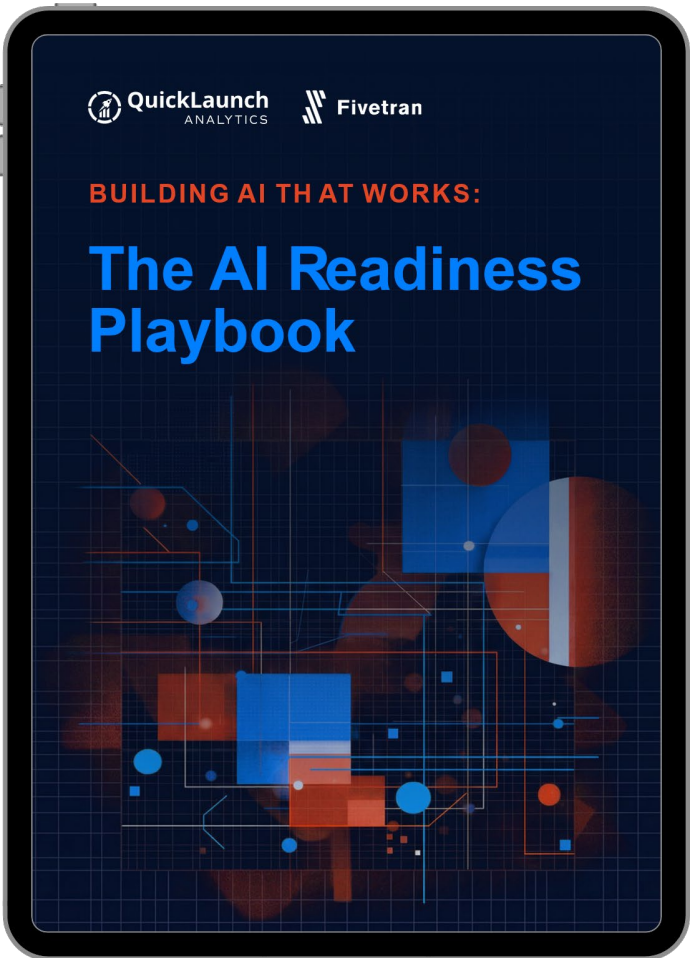
- 1 Data Integration Maturity
- 2 Data Quality & Governance
- 3 Infrastructure & Architecture
- 4 Organizational Readiness
- 5 Use Case Clarity & AI Ambition



[quicklaunchanalytics.com/ai-readiness-assessment](https://quicklaunchanalytics.com/ai-readiness-assessment)



Get the Complete Playbook



## Building AI That Works: The AI Readiness Playbook

*The Three Foundations Every AI Platform Needs to Succeed*

Co-authored by QuickLaunch Analytics and Fivetran

### What you'll learn:

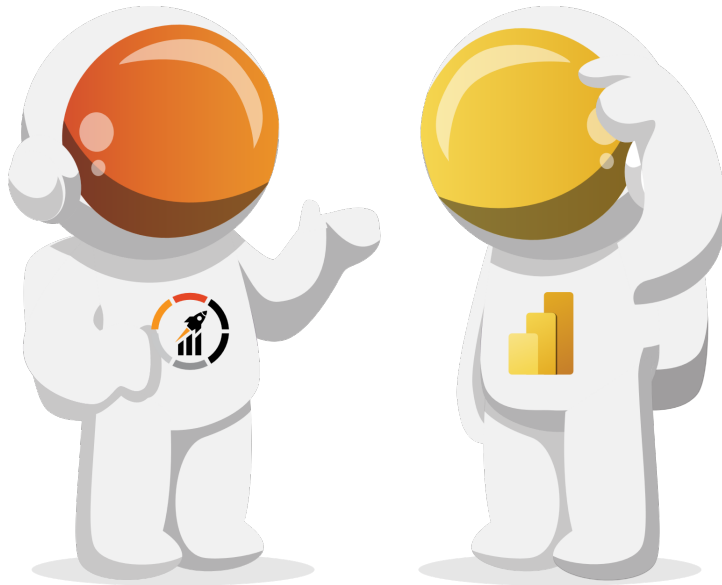
- The Five Dimensions of AI Readiness framework
- Three foundations every data platform needs
- What AI agents need from your data infrastructure
- A 90-day roadmap from where you are to AI-ready
- Technology decision framework for evaluation

[quicklaunchanalytics.com/ai-readiness](https://quicklaunchanalytics.com/ai-readiness)





# Thank You and Next Steps



## Contact Info

Email: [info@quicklaunchanalytics.com](mailto:info@quicklaunchanalytics.com)  
Website: [www.quicklaunchanalytics.com](http://www.quicklaunchanalytics.com)  
Phone: (888) 232-7337

### Take the AI Readiness Assessment

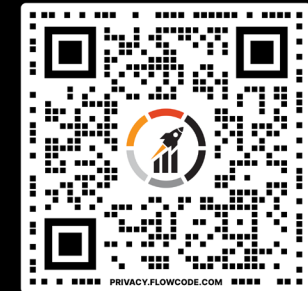
5 min. Score out of 100. Gap analysis + next steps.



<https://go.quicklaunchanalytics.com/learn/ai-assessment/>

### Download the AI Readiness Playbook

Practical blueprint.  
Co-authored with Fivetran.



<https://go.quicklaunchanalytics.com/learn/building-ai-that-works-the-ai-readiness-playbook/>