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Garbage In, Garbage Out.

Why Data Orchestration
is the missing link in AI
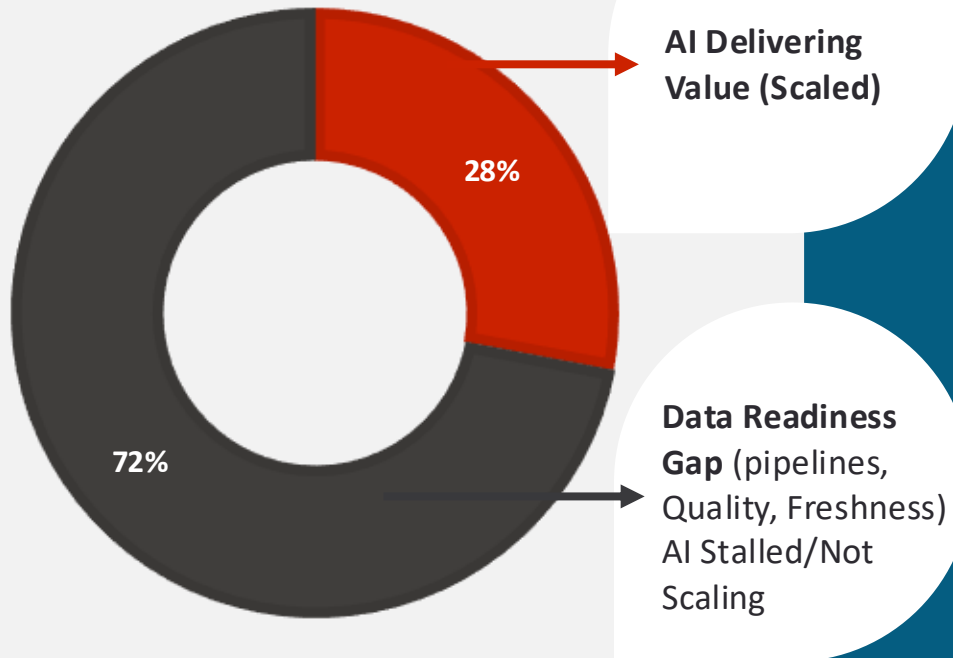
Mike Braithwaite

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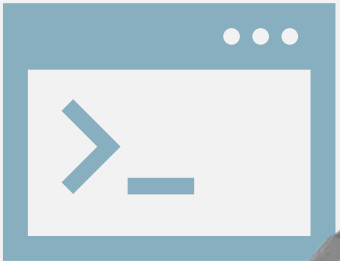# The AI Reality Check

UK AI Programmes: Reality Vs Ambition Without Orchestration

28%

72%

AI Delivering Value (Scaled)

Data Readiness Gap (pipelines, Quality, Freshness) AI Stalled/Not Scaling

- AI Promises better faster decisions.

- Many AI initiatives fail in production.

- The problem is rarely the model.

- The real issue: unreliable data pipelines.

Moneypenny: The state of AI adoption in UK Businesses (Jan 2026)
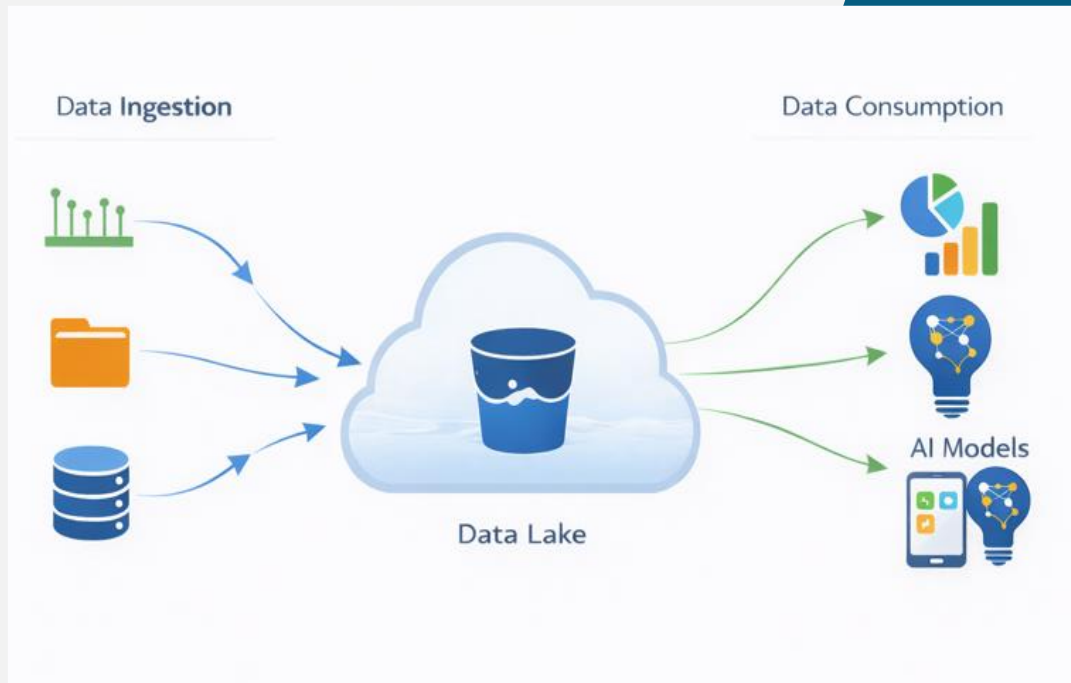*Forbes: UK AI Statistics and Trends (Oct 2025)*

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How AI Really Works

- AI Learns patterns from historical data.
- It has no context or intuition.
- Whatever data it receives, it amplifies.

What good is the Artificial without the Intelligence?

AI doesn't correct bad data – it scales it.

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Garbage In, Garbage Out

Data Ingestion

Data Consumption

Data Lake

AI Models

- **Incomplete data**
  = wrong predictions

- **Inconsistent data**
  = unstable outcomes

- **Stale data**
  = decisions based
  on the past
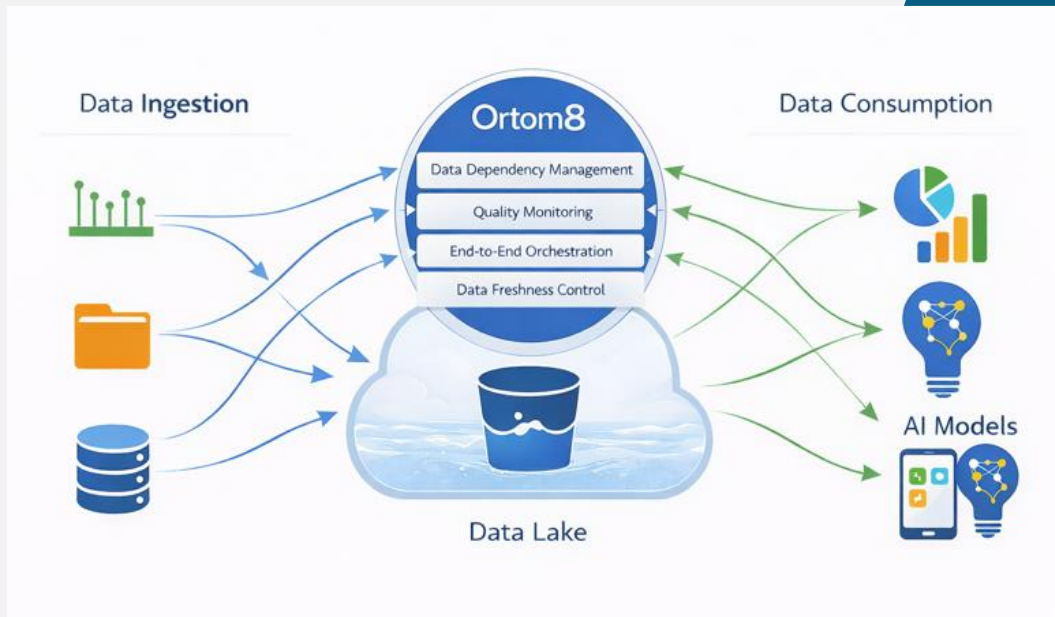
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Where Does The Data Problem Come From?

- Fragmented Ingestion, transformation and delivery tools.

- Little end-to-end visibility.

- Manual fixes and reactive firefighting.

- AI Models consume data without knowing its quality.

Pipelines are complex - and poorly coordinated.

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Why Traditional Orchestration Isn't Enough

- Focus on job scheduling, not data readiness.

- Limited understanding of data dependencies.

- No awareness of freshness or completeness.

- AI runs when the data isn't ready.

- **Orchestration must be data aware.**

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Data First Orchestration with Ortom8

- Ortom8 orchestrates data, not just tasks.

- Understanding the upstream and downstream dependencies.

- Coordinates ingestion, transformation and AI pipelines.

- Ensures data is ready *before* AI runs.

Manages data as a product, *not* a by-product

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How Ortom8 Improves AI Outcomes

- Prevents models using incomplete or stale data.

- Detects pipeline issues early.

- Improves consistency across environments.

- Increases trust in AI outputs.

Better orchestration = better AI
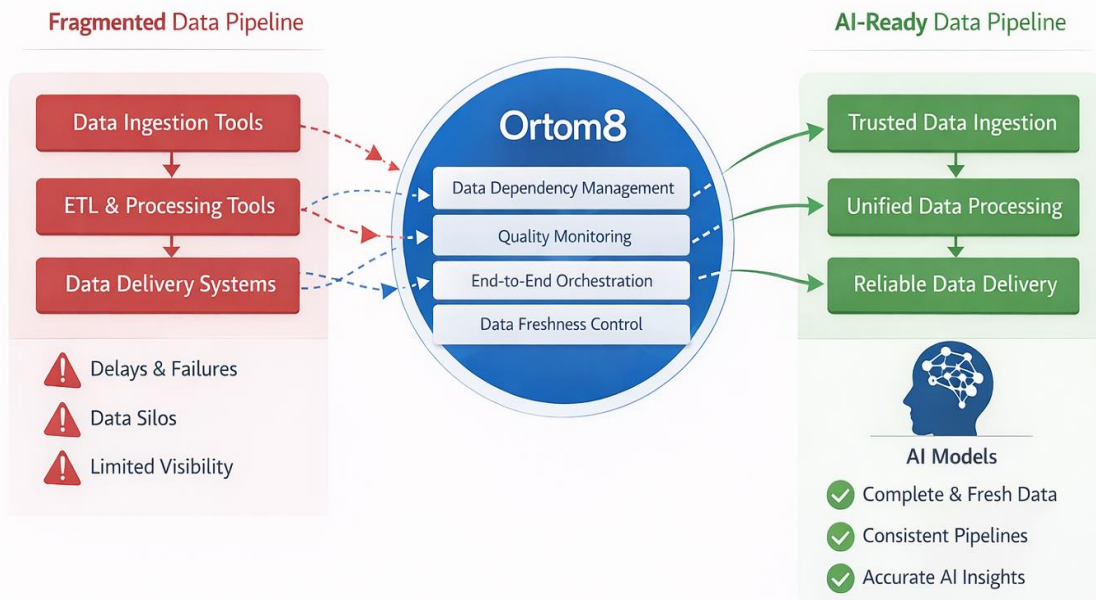
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Business Impact

- More accurate and reliable AI decisions.

- Faster recovery from failure.

- Reduced operational risk.

- Higher ROI on AI Investments.

Data reliability is a business advantage

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Key Takeaway

From **Fragmented Data Flow** to AI-Ready Pipeline with **Ortom8**

Fragmented Data Pipeline

- Data Ingestion Tools
- ETL & Processing Tools
- Data Delivery Systems

⚠ Delays & Failures
⚠ Data Silos
⚠ Limited Visibility

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- Data Dependency Management
- Quality Monitoring
- End-to-End Orchestration
- Data Freshness Control

AI-Ready Data Pipeline

- Trusted Data Ingestion
- Unified Data Processing
- Reliable Data Delivery

AI Models
✓ Complete & Fresh Data
✓ Consistent Pipelines
✓ Accurate AI Insights

- AI is only as good as the data it consumes.

- Poor data orchestration causes AI failure.

- Ortom8 turns chaotic pipelines into AI Ready systems.

AI doesn't fail because models are weak. It fails because data isn't ready – and orchestration fixes that.

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