

Your AI is only as good as your data.

Architecture · Engineering · Governance · BI

Data Consulting

THE PROBLEM

AI without structured data is a waste

Three symptoms we see in projects that jump into AI before fixing the data foundation.



01

Excessive cost

Tokens wasted on noisy, duplicated, and context-less data.



02

Inconsistent answers

Hallucinations and errors caused by contradictory or siloed data.



03

Constant rework

Teams correcting AI outputs instead of creating real value.

\$5M+

per year, on average

Poor data quality costs companies an average of \$5M+ per year — **and that cost multiplies with AI.**

[Forrester - Data Culture & Literacy Survey \(Jul. 2024\)](#) · [IBM IBV - The True Cost of Poor Data Quality \(Jan. 2026\)](#)

Companies are adopting AI without data foundations

Three indicators showing the gap between ambition and data maturity in organizations.

AI PROJECTS

68%

of AI projects without ready data will be abandoned by 2026.

[Source: Dataversity \(2024\)](#)

ADOPTION

60%

of organizations cite data silos as their top concern.

[Source: Gartner \(Feb. 2025\)](#)

SCALE

45%

of leaders cite data quality as a barrier to scale.

[Source: IBM IBV \(Jan. 2026\)](#)

COMMON SYMPTOMS

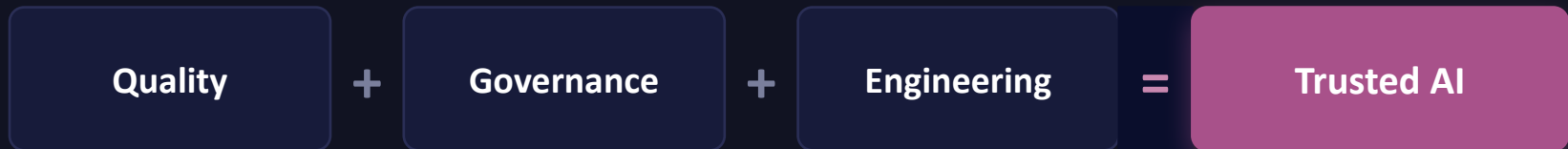
- ✘ Inconsistent data across systems
- ✘ No data catalog or dictionary
- ✘ Fragile, unmonitored pipelines

THE KEY INSIGHT

Data quality defines the ceiling of your AI.

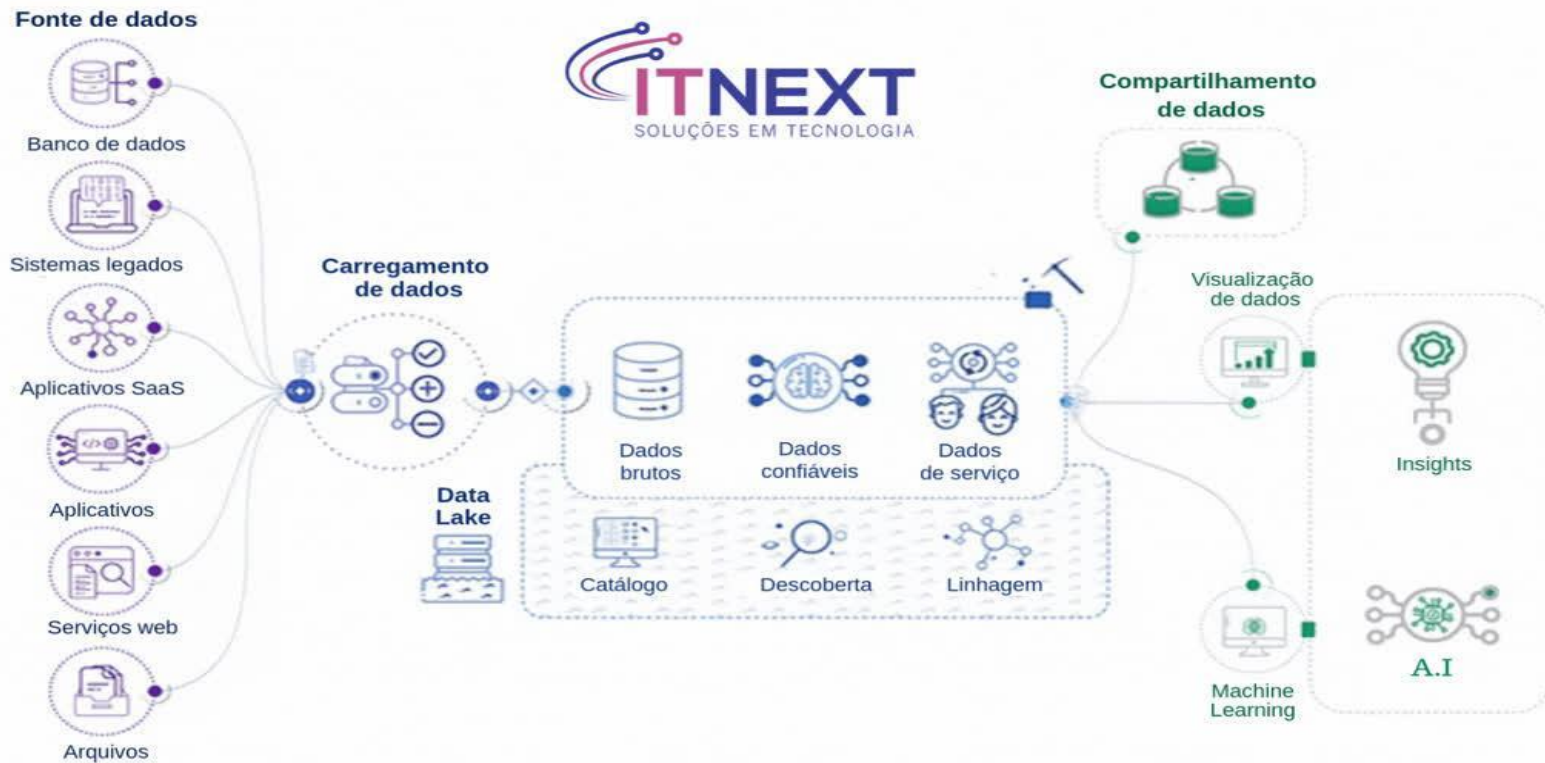
Models advance every month. The data foundation is what separates promise from results.

THE SUCCESS EQUATION



THE SOLUTION

From source to insight: ITnext's complete architecture.



Measurable results, not just technology.



Token Cost

Clean, contextualized data reduces unnecessary API calls



AI Accuracy

More reliable answers with structured, governed data



Rework

Fewer manual corrections and validation cycles



Decision Speed

BI integrated with trusted data for real-time insights

Why ITnext?

01

Specialized Microsoft Stack

Power BI · Azure · Fabric · Synapse · Data Factory



02

Consultative Approach

Tailored solutions, not generic templates



03

Team with Real-World Experience

Projects delivered with real clients, in production



04

Fast Time-to-Value

Agile methodology with results visible in weeks



REAL RESULTS

Market benchmarks for data modernization

Results documented by Forrester Consulting in TEI studies commissioned by Microsoft (2024–2025)



Retail & BI

42%

less reporting effort

Leaner centralized analytics team, saving 125 hrs/year per self-service Power BI user.

[Source: Forrester TEI — Microsoft Power BI](#)



Financial Services & AI

< 5%

forecasting prediction error

Predictive AI on structured data reached 87% accuracy in lead identification and forecasting.

[Source: Frontiers in AI \(Jan. 2026\)](#)



Industry & Operations

+30%

IT productivity

More productive IT operations through unified Azure Arc infrastructure management in manufacturing.

[Source: Forrester TEI — Azure Arc \(2025\)](#)

The future belongs to data-driven companies

A journey across three horizons — from technical foundation to strategic advantage.

01

TODAY

Data Foundation

Modern architecture, governed data, and reliable pipelines.

02

TOMORROW

Trusted AI

Models powered by quality data, with predictable outcomes.

03

FUTURE

Competitive Advantage

Faster decisions, smarter products, and lower operational risk.

Technologies and Platforms We Master

Three integrated fronts — from foundational engineering to delivering business value.

Data Engineering

SPECIALIZATION

Pipelines · ETL · Streaming

TECHNOLOGIES



Microsoft Fabric



Azure Data Factory



Azure Synapse

Architecture, Governance & Security

SPECIALIZATION

DW · Lakehouse · Catalog · Lineage

TECHNOLOGIES



Microsoft Azure



Microsoft Fabric



Microsoft Purview



Microsoft Entra ID

BI & Analytics

SPECIALIZATION

Dashboards · KPIs · Embedded

TECHNOLOGIES



Power BI



Microsoft Fabric



SQL Analysis Services

CLIENTS

Brands that trust our approach

Sectors where governed data and trusted AI turn operations into competitive advantage.



Energizer

Global brand in portable energy



Tait

Mission-critical communications



Toyota Bank

Automotive financing

LET'S TALK?

Let's prepare your company for the AI era.

Schedule a strategic conversation.



Learn more →



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Aveiro - Portugal

*"Data is the new oil.
AI is the new engine."*