



By prioritizing transparency, self-service empowerment, and privacy-by-design, companies don't just meet expectations; they foster long-term loyalty in a world increasingly defined by digital trust.

- Piyush Mehta, CEO, Data Dynamics

not just deploying AI—they're ensuring it aligns with compliance, transparency, and trust principles."

Piyush Mehta, CEO of Data Dynamics, underscores this shift: "By prioritizing transparency, self-service empowerment, and privacy-by-design, companies foster long-term loyalty in a world increasingly defined by digital trust." The Digital Personal Data Protection Act (DPDP) in India and global regulations like GDPR have accelerated the transition to consent-driven environments.

Self-service tools like Zubin are empowering users to manage sprawling data ecosystems with minimal IT intervention. For industries like healthcare and BFSI, these tools transform governance into an intuitive process, reducing data sprawl and unlocking innovation.

DATA SOVEREIGNTY: BUILDING TRUST IN THE DIGITAL AGE

In 2024, data sovereignty has emerged as a critical focus. Customers are vocal advocates for their data rights, demanding transparency regarding data storage, usage, and purpose. Mehta remarks, "This isn't just about compliance; it's about building the foundation for future-ready business strategies."

A McKinsey report supports this, showing that 81% of consumers are more likely to engage with companies they trust with their data. Businesses must now prioritize privacy, security, and actionable control over sprawling data ecosystems. This shift has broken down traditional silos between IT teams and data owners, fostering a more collaborative and data-centric approach.

SUSTAINABILITY- A BOARDROOM PRIORITY

Both Vyas and Fox agree that sustainability is set to dominate boardroom discussions in 2025. Digital Twin technology and the Industrial Metaverse are driving this change, enabling organizations to design, monitor, and optimize infrastructure before implementation.

Vyas emphasizes, "Boards are increasingly focused on integrating sustainability into their

core operations. The push for energy-efficient infrastructure and environmentally conscious digital solutions is no longer optional." These advancements embed sustainability into products from inception, meeting growing environmental and regulatory demands.

The convergence of AI and edge computing has further transformed industries by enabling real-time data processing and automation. The integration of IT and OT systems has facilitated smarter decision-making, empowering organizations to address challenges like quality, safety, and sustainability.

THE DEMOCRATIZATION OF AI: NO-CODE AND LOW-CODE PLATFORMS

One of 2024's most significant trends has been the rise of no-code and low-code AI platforms. These tools democratize AI access, enabling non-technical users to build predictive models, automate workflows, and analyse complex datasets. According to Gartner, 70% of AI applications in 2024 were developed using no-code or low-code tools, up from 50% in 2023.

The rise of no-code and low-code platforms has been one of the most transformative trends in AI for 2024. These tools have taken AI out of the hands of specialists and placed it into the toolkit of everyday professionals. With drag-and-drop interfaces, pre-built templates, and user-friendly dashboards, these platforms enable non-technical users to create AI-driven solutions without writing a single line of code.

The biggest advantage is speed. Businesses can now deploy AI models in days rather than months, saving costs and reducing dependency on technical experts. However, challenges remain. Over-simplification of AI models can lead to inaccurate or biased results, while data privacy concerns loom large due to the cloud-based nature of many platforms.

No-code and low-code platforms symbolize a future where AI is not just for the privileged few but a tool for anyone with a vision. The challenge ahead is to harness this power responsibly, ensuring that innovation serves as an equalizer rather than a disruptor.