

David vs. Goliath: Small Businesses Smash Through Barriers to Outpace Giants in Data Evolution

5 Top Tips for Businesses to Navigate Today's Evolving Data Landscape

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/EINPresswire.com/ -- In a surprising twist, small and medium-sized enterprises (SMBs) are leading the revolution in adopting advanced data platforms, leaving their larger

counterparts scrambling to catch up. It's an urgent warning to big businesses to modernize, says Darren Goonawardana, Analytics Planning AI Expert, who encourages big businesses to rethink their sluggish data strategies. The movement underscores a significant shift in the deployment of innovative business solutions, particularly in the realms of data strategy, analytics, and generative AI.

"Smaller companies exhibit a remarkable agility in acknowledging the necessity for external support," says Goonawardana, Principal of [Collectiv](#), a leading Power BI, data architecture, and AI consulting firm. "While larger enterprises are struggling to catch up, the pace of their adaptation is not on par with that of SMBs."□

Small organizations, with a revenue in the low to mid-million-dollar range, can now leverage the Microsoft Azure data stack and Microsoft Copilot to streamline processes. This eliminates the wait for complexity, breaking down barriers and allowing SMBs to enter the enterprise ring in terms of data modernization. Microsoft's dominance in the space, with tightly integrated tools from back-end Azure to OpenAI, along with reasonable price points, is responsible for reducing the barriers to entry for small businesses.

"Size is no longer a limiting factor," continues Goonawardana. "Small organizations with revenues ranging in the low to mid-million are now leveraging Microsoft's dynamic duo, allowing them to smash through the traditional barriers of size in data modernization."

SMBs' swift communication access to decision-makers also gives them a strong competitive

The logo for Collectiv, featuring the word "collectiv" in a light blue, lowercase sans-serif font. The letter "o" is replaced by an orange circular icon containing a white '@' symbol.

Analytics Planning AI Expert, Principal of Collectiv, Reveals Tips That Catapult Enterprises in Data Evolution

edge. Larger enterprises, despite ample resources, often face hurdles to adapt, being forced to rely on internal ability and significant investments.

With Collectiv's expertise in crafting superior data strategies tailored to specific business challenges, Goonawardana offers these five key business data recommendations:

1. Define Clear Goals: Align business objectives with data strategy.
2. Audit Your Data Infrastructure: Analyze and enhance your current data setup.
3. Forge Expert Collaborations: Tap into external expertise for seamless integration.
4. Prioritize Efficiency Over Mastery: Don't reinvent the wheel; lean on specialists for efficient solutions.
5. Keep Your Eye on the Strategic Vision: Craft a roadmap that aligns with your business goals and fill data gaps accordingly.

"The message is clear," says Goonawardana. "The time for enterprises to modernize their data approach is now."

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