# Organisations urged to adopt unified data management amid AI challenges



In the face of advancing technology and growing regulatory demands, organisations are grappling with the complexities of data management, particularly as artificial intelligence (AI) continues to change the landscape of business risk. VentureBeat reports on the pressing need for business and IT leaders to move beyond outdated, fragmented approaches to data security, compliance, and AI governance and adopt a unified model that integrates these critical domains.

The rapid evolution of AI technology is posing significant challenges. As organisations rush to incorporate AI-powered applications, concerns regarding data security and compliance have intensified. AI systems often require large quantities of sensitive data, and without robust governance frameworks, the potential for exposing such information rises markedly. Reportedly, issues stem from a combination of manual controls that lack cohesion and transparency, making it difficult to ensure responsible AI usage.

Furthermore, regulatory pressures are becoming more pronounced globally. Legislations such as the General Data Protection Regulation (GDPR) in the EU and the California Consumer Privacy Act (CCPA) are growing in complexity, with emerging AI-specific regulations adding another layer of compliance challenges. According to the report, companies that neglect the integration of compliance into their data management strategies may face substantial financial penalties and reputational harm.

The scope of data management has expanded as well, with many enterprises now needing to oversee data spread across multiple cloud environments, software as a service (SaaS) applications, and third-party vendors. This multifaceted landscape has led to a jumble of data assets that may lack adequate protection. Security teams confront significant hurdles, including an inability to track sensitive data and governance challenges related to data access, which heighten exposure to cyber threats and insider risks.

In light of these challenges, there is a character shift within organisations towards a unified approach to data management. This model seeks to bring together security, compliance, and AI governance into a singular, scalable framework, promoting collaboration between teams that have historically operated in silos. Benefits of this shift include a reduction in complexity through tool consolidation, improvements in workflow efficiency via AI-powered automation, and enhanced readiness against ever-changing regulations.

As part of this movement, BigID has introduced BigID Next, described as a next-generation, cloud-native, AI-enabled data platform designed to address the comprehensive spectrum of data risk—from security and compliance to AI governance. This modular solution aims to provide organisations with an integrated toolset necessary for navigating today’s pressing data challenges effectively.

Sarah Hospelhorn, an AI Risk Strategist at BigID, summarises the urgent need for action among security, AI, risk, and governance leaders. She insists that organisations must pivot towards proactive measures that preemptively manage data security and governance challenges rather than merely responding to them. For this transformation to be successful, businesses are advised to invest in AI-driven security solutions, ensure compliance is foundational in their data management strategies, and abandon legacy systems in favour of cohesive platforms.

As data continues to grow in complexity and relevance, organisations that strategically adopt a unified and modern approach to data security will be better positioned to meet the demands of the future. BigID Next is positioned as a unique solution, offering an integrated platform that aligns various aspects of data risk management, potentially heralding a new standard for how businesses approach data governance.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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