

MONTAGE

THREE PREDICTIONS FOR BI AND AI IN 2026

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1 INCREASING PLATFORM CONSOLIDATION

"PLATFORMS ARE GOING TO BE, WELL, MORE PLATFORMY THAN BEFORE"



PLATFORM DOMINANCE

Large cloud platforms acquiring and integrating at unprecedented pace



EXPANSION AREAS

Data movement, quality, governance, security, AI services, MDM



REALITY CHECK

Your data stack is going to shift whether you like it or not



2 DATA FUNDAMENTALS EFFORT MATTER

"OTHERWISE YOU ARE SIMPLY SUPERCHARGING RUBBISH"

AI doesn't magically fix poor data foundations. Context is king.



BUILD DATA CAPABILITY

Training mandatory, not optional



TRAINING MANDATORY, NOT OPTIONAL

Data management that actually works



CODIFY MEANING

Capture context in relation to business processes

This prediction is far less about technology and far more about people and processes.



3 SELF-SERVICE SHIFTING TO CONVERSATIONS

"PUBLIC AI TOOLS ARE TRAINED ON THE SWAMP OF THE INTERNET"



THE SHIFT

Self-service moving from reports to conversational experiences



THE PROBLEM

Public AI gives answers even when confidence is low

"This level of uncertainty and inaccuracy is frankly unacceptable for business decision-making"

The opportunity: Replace long-tail of one-off reports with conversational experience in governed, secure environments with trusted data.



THREE PRIORITIES FOR 2026

IF YOU'RE LEADING DATA, BI, OR ANALYTICS TEAMS:



GET COMFORTABLE WITH VENDOR CONSOLIDATION

Platform shifts are inevitable



STOP TREATING DATA QUALITY AS A SIDE PROJECT

Stop Treating Data Quality as a Side Project



EXPERIMENT WITH CONVERSATIONAL BI

Experiment with Conversational BI



THE REAL WORK

“

THE ORGANISATIONS THAT GET THIS RIGHT WON'T BE THE ONES WITH THE FANCIEST TOOLS. THEY'LL BE THE ONES WHO'VE INVESTED IN THE BORING STUFF: DATA QUALITY, SEMANTIC LAYERS, AND USER EDUCATION.

THAT'S WHERE THE REAL WORK HAPPENS.”

Share this post if you're ready to focus on what actually matters in 2026.

