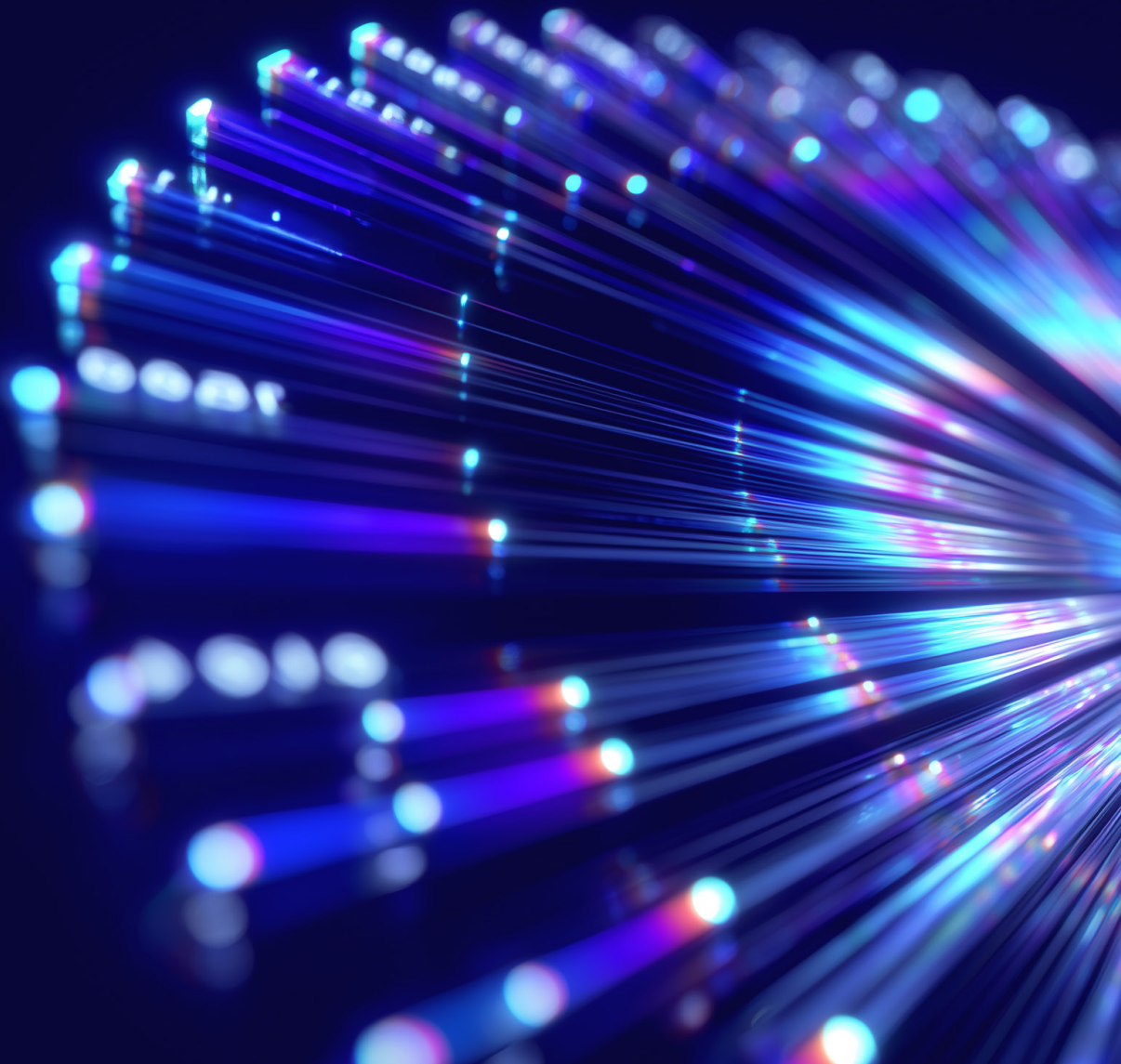


softserve

| Google Cloud

A PRACTICAL GUIDE TO DESIGNING THE MODERN DATA PLATFORM

How SoftServe turns your data
into actionable intelligence on Google Cloud



AI Is Moving Fast

We've raced from analytics to predictive analytics to actionable insights. We're no longer just analyzing data. We're reacting to it, using it to decide what to do next. Now that same data is beginning to act on its own.

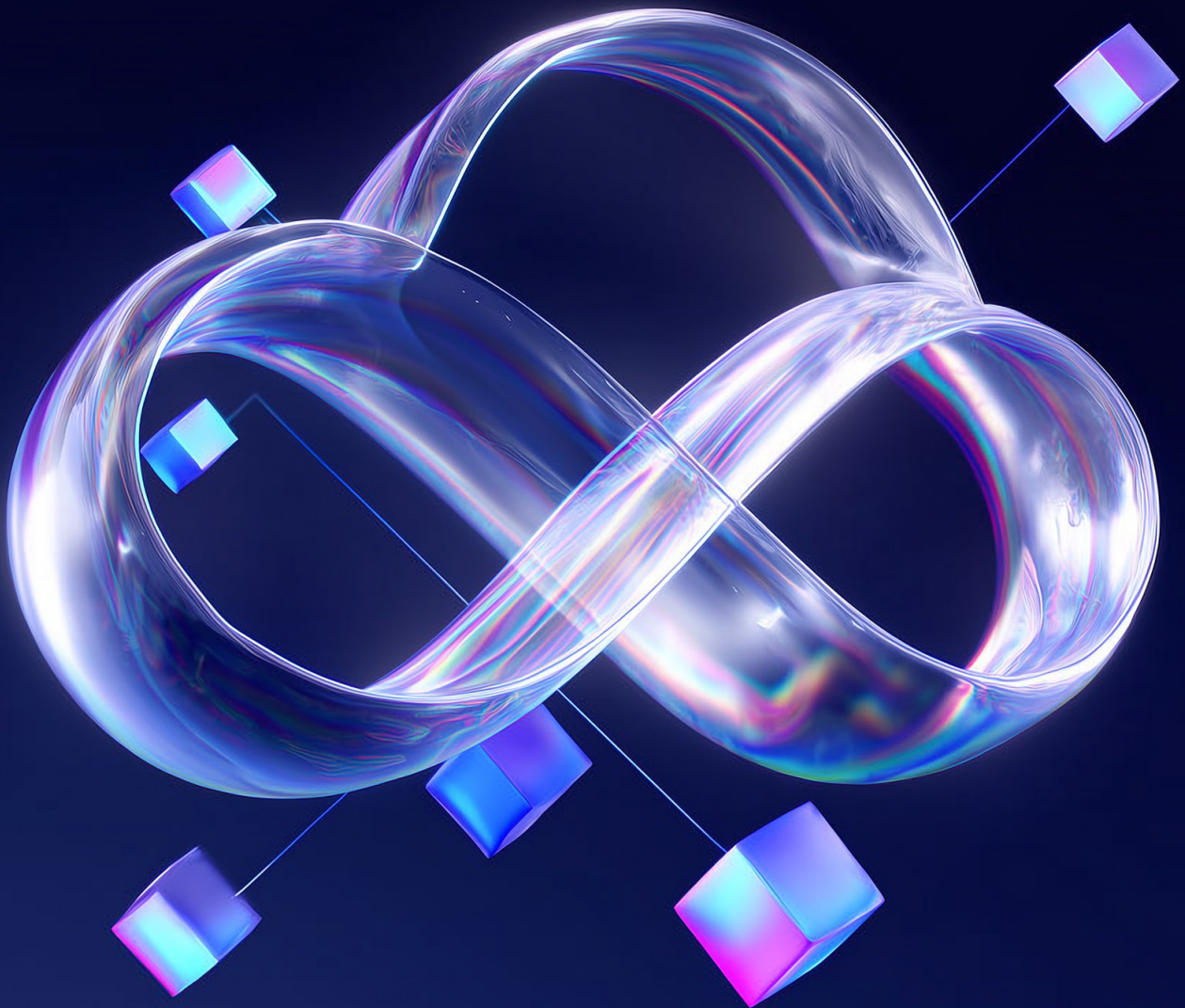
That's a lot of data to process. That's a lot of data to understand. That's alright, algorithms are the key, right?

We can build the most brilliant, mind-bending algorithms imaginable, but without a solid foundation, they perform like geniuses running on dial-up.

With Google Cloud, enterprises gain access to one of the most advanced data and AI capabilities in existence. AI has redefined the rules of speed and scale. The new baseline is **actionability**.

How you design your data architecture will define how far your AI can go.

And **actionability** starts with a **modern data platform**, one built to make sure your data is ready for decision and automation.



The Engine of Intelligence

Data infrastructure has shifted from a “support layer” to the engine of intelligence, the system that moves, governs, and operationalizes data. However, systems were originally designed for reporting and not reasoning or taking action.

That’s why it’s time to think about cloud and AI not as separate initiatives, but as a single, connected system, a **modern data platform**.

This white paper provides data and technology leaders with a roadmap to build a data foundation that not only supports AI but also **activates** it. You’ll learn how to bridge the gap between insight and action by aligning your cloud, data, and intelligence layers to achieve true **actionable intelligence**.

Did you know?

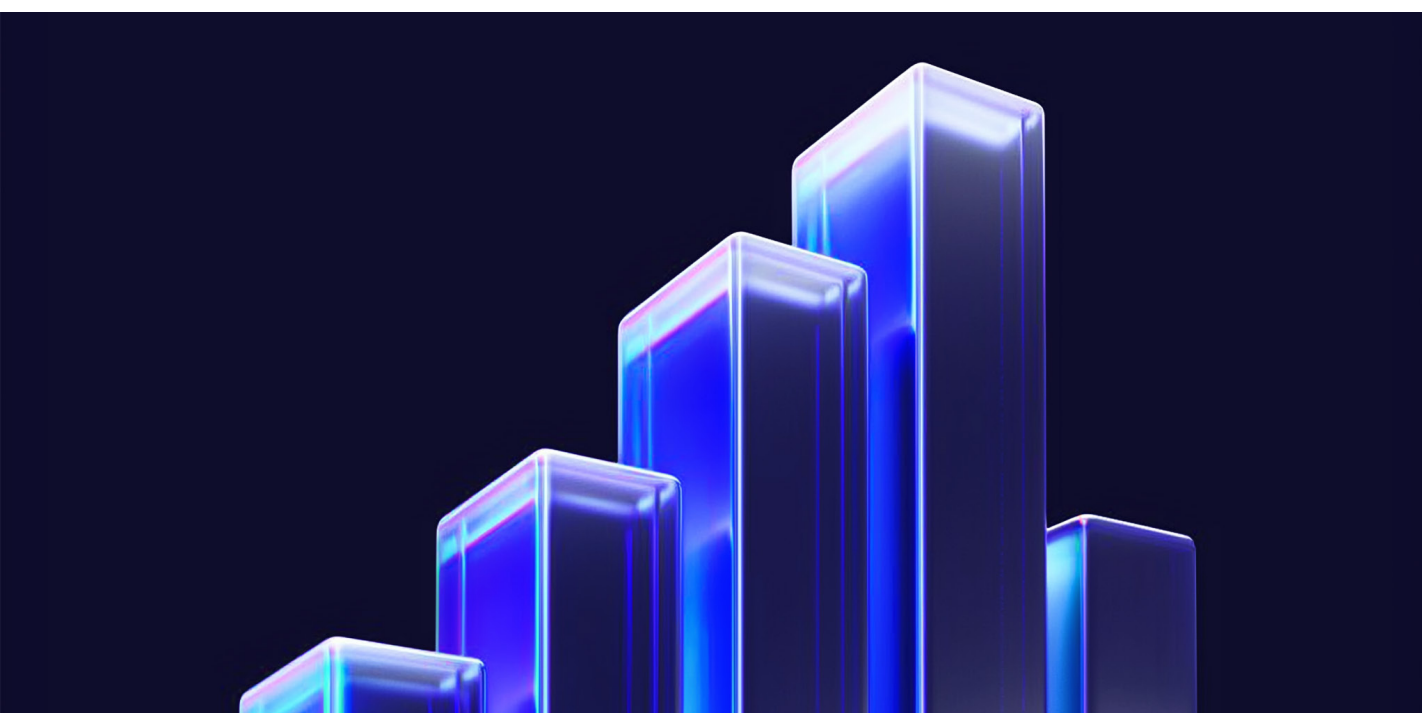
- Industry research consistently shows that AI project failure rates remain high. Some estimates place the number as high as **70%–80%**. Across reports, one pattern stands out: **most failures trace back to issues with data quality and data platforms**.

But First, What Is Actionable Intelligence?

Actionable intelligence is the next stage of the modern data platform, an ecosystem where data is trustworthy, connected, and ready for someone to use it to ... take action. It unites three essential layers:

- **Modern Data Foundation** – scalable, secure, cloud-native systems for data flow.
- **Unified, Governed Data** – high-quality, contextual, analytics- and AI-ready.
- **Applied Intelligence** – ML, Generative AI, and automation that translates insight into action.

When these layers work together, insight doesn’t stop at analysis; it moves seamlessly into execution with every layer of your data ecosystem contributing directly to decision velocity.



The 5 Steps to the Modern Data Platform

Accelerated by SoftServe, Powered by Google Cloud



Modernizing your data platform isn't a one-and-done project; it's a progression.

Each step strengthens your foundation for AI readiness and ensures your platform continues to evolve with your business.

You might be thinking:

*Sure, but that sounds like a huge initiative,
and we don't have the bandwidth right now.*

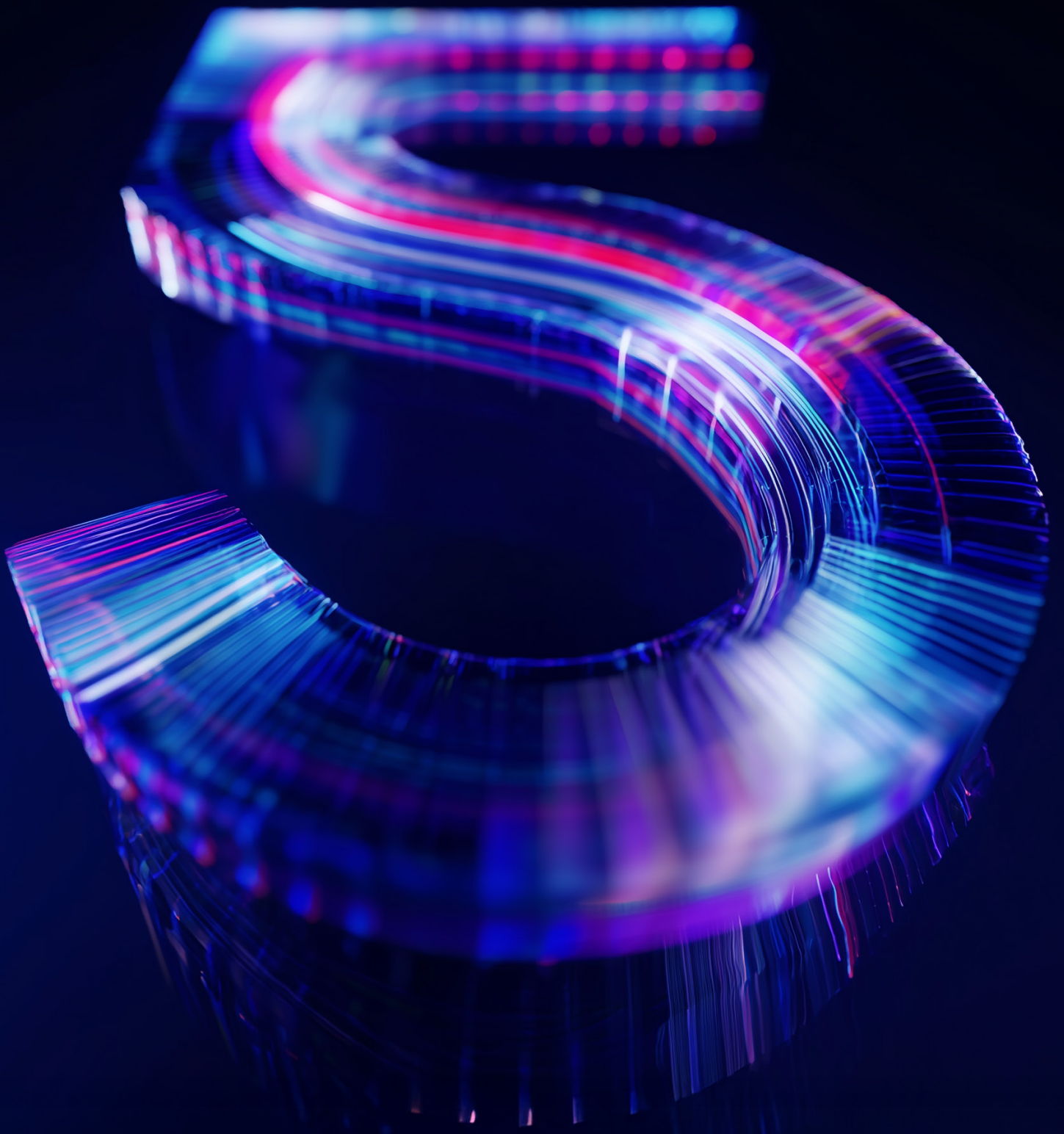
That's exactly where SoftServe and Google Cloud come in.

With Google Cloud's advanced infrastructure and SoftServe's proven modernization accelerators, you can move faster to creating a platform where data is unified, governed, and ready for intelligence at scale.

And you don't have to start from scratch. Whether you're already running Google Cloud and need to unify your pipelines, or you're still untangling legacy systems, there's a clear entry point.

SoftServe can help you navigate five essential stages of modernization:

Assess → Align → Activate → Accelerate → Scale



**THE
5
STEPS**

1. Assess

Know Where You Stand

Before data can become actionable, it needs to be visible.

Organizations begin by evaluating their current data landscape to identify technical debt, integration gaps, and blockers that limit real-time analytics and AI adoption.

With frameworks such as [Database Migration Assessment](#) and [AI Data Readiness](#), teams gain a clear understanding of modernization priorities and an actionable roadmap for success.

Result:

A clear picture of where the organization stands, the gaps to close, the risks to address, and the opportunities to prioritize.



2. Align

Set the Foundation for Governance and Trust

Data modernization succeeds when business and IT move in sync.

That alignment starts with governance by defining ownership, access, and measurable success metrics across teams.

Through SoftServe's [Data Governance Pilot](#), organizations establish automated data-quality controls, lineage visibility, and consistent policy frameworks that ensure every stakeholder can trust the data they use.

Result:

Shared accountability, consistent standards, and confidence in every data-driven decision.

3. Activate

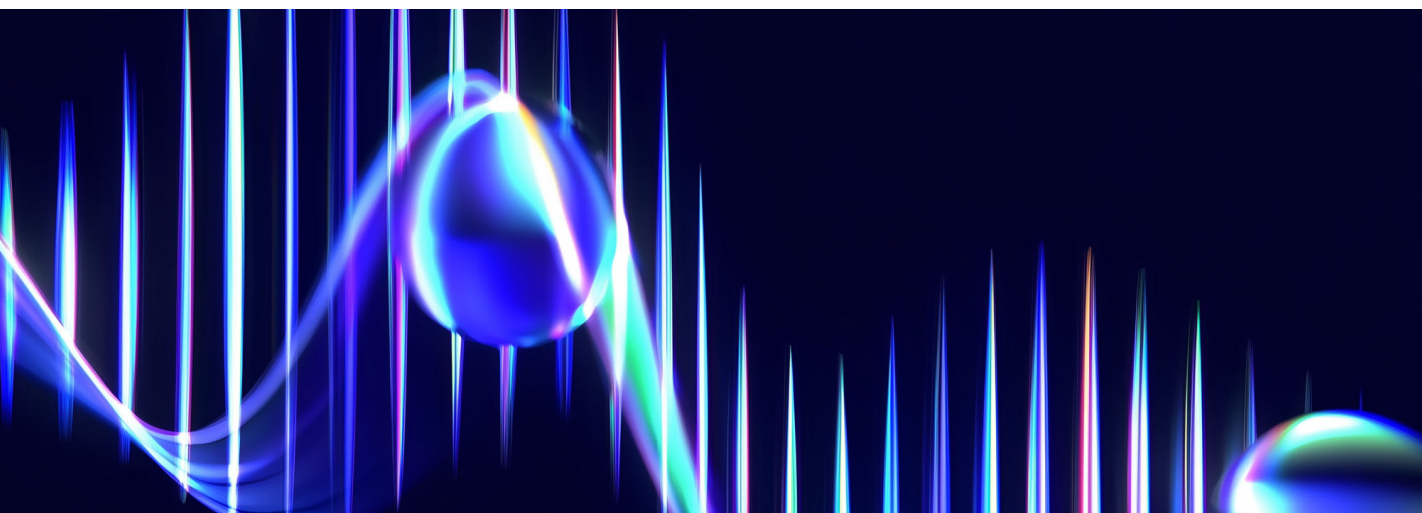
Build the Modern Core

Once governance is in place, it is time to activate the foundation. Here, Google Cloud's cloud-native architecture takes center stage.

Programs such as [Google Cloud Jumpstart](#) and [Data Platform Foundations](#) enable rapid, secure modernization of workloads and pipelines, creating an environment where **BigQuery**, **Dataplex**, and **Vertex AI** work seamlessly together.

Result:

A unified, cloud-native architecture that is ready for continuous analytics and AI.



4. Accelerate

Turn Data Into Intelligence

With the modern platform live and data unified, the next step is speed.

This is where insights begin to translate into measurable impact.

Specialized accelerators such as [MLOps Liftoff](#) and [Gen AI Discovery & Pilot](#) help organizations operationalize AI quickly.

Teams can automate pipelines, deploy and monitor models, and embed intelligence directly into workflows, so it becomes a core business function rather than an isolated experiment.

Result:

Trusted data, production-grade AI, and measurable, repeatable ROI

5. Scale

Extend Intelligence Across the Enterprise

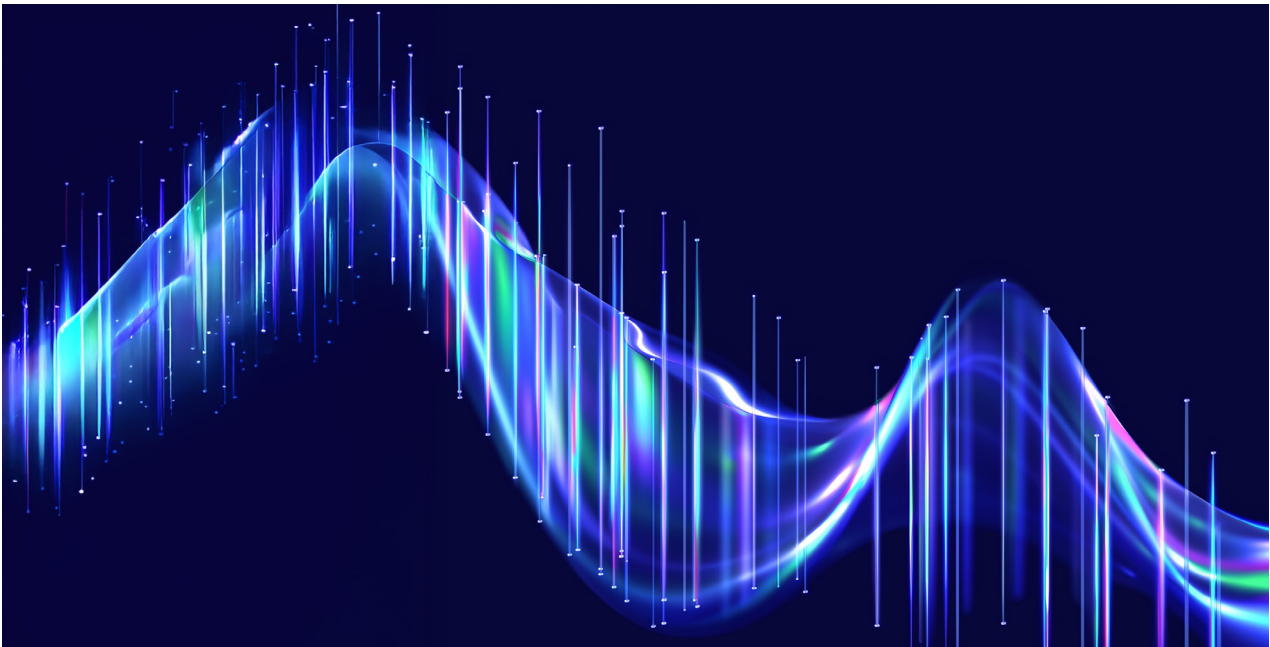
At this stage, modernization turns into momentum.

Organizations evolve from descriptive analytics to predictive, prescriptive, and Generative AI, embedding intelligence across every process and team.

Programs such as [Gen AI Production Accelerator](#), [Apigee Fast Start](#), and [Upgrade Your API Ecosystem](#) enable scalable integrations that connect insights to action across the enterprise.

Result:

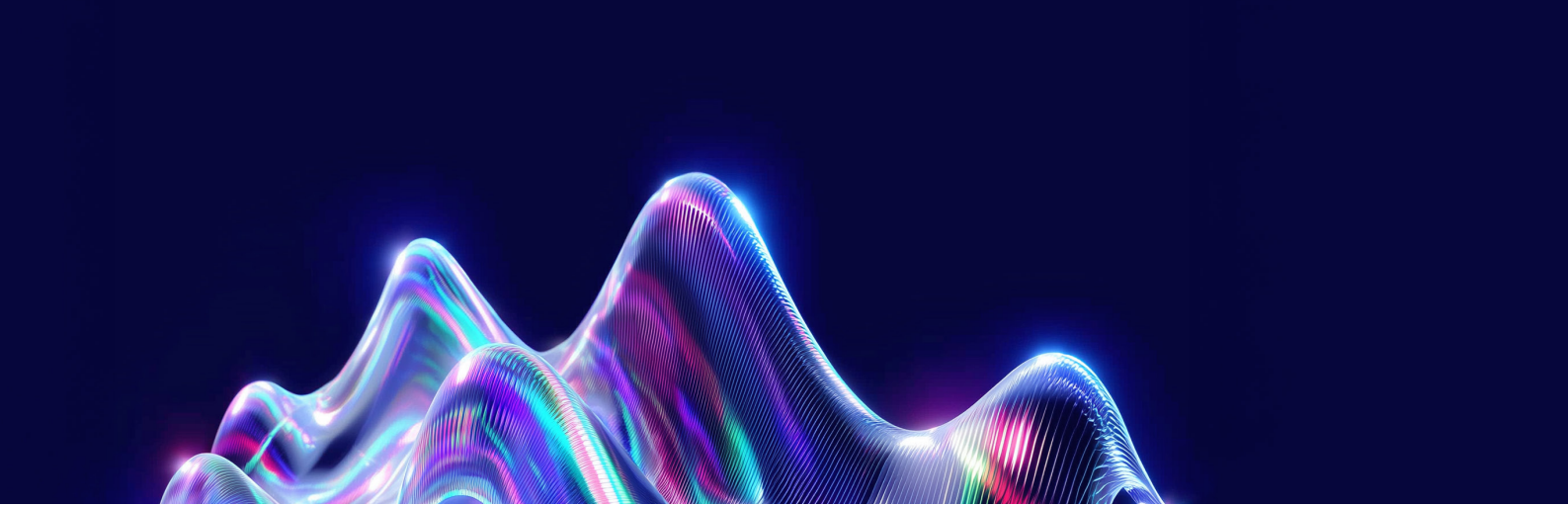
Continuous, organization-wide intelligence where every system, workflow, and decision is data-driven.



Your Roadmap to a Data-Driven Transformation Snapshot

Stage	Assess	Align	Activate	Accelerate	Scale
Focus	Know where you stand	Set the foundation for governance and trust	Build the modern core	Turn data into intelligence	Extend intelligence across the enterprise

Once intelligence extends across the enterprise, organizations can begin preparing for agentic AI, where connected AI systems and agents turn intelligence into continuous action.



What's Next

Activate Agents and Autonomous Intelligence

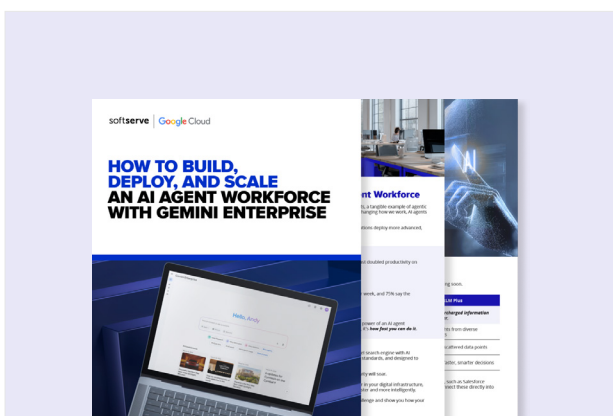
Once your modern data platform is scaled and operational, the next step is activation, bringing AI directly into the flow of work.

With Google Cloud's [Gemini Enterprise](#), organizations can deploy **enterprise-grade AI agents** that use governed data from their modern data platform to provide contextual insights and automate workflows.

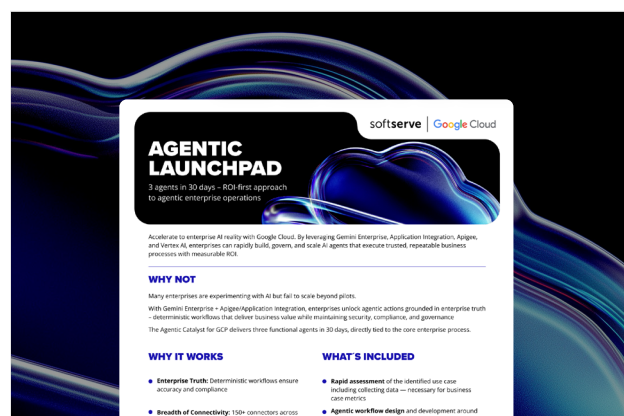
SoftServe helps enterprises integrate and orchestrate these **Gemini Agents**, building custom agents with the agent development kit (ADK) and connecting them to **BigQuery, Looker, Vertex AI**, and custom APIs through frameworks.

This is where your data platform becomes truly interactive: employees no longer search for answers; they collaborate with AI that already understands the context.

Together, Google Cloud's Gemini Enterprise and SoftServe's integration frameworks represent the next stage of modernization: moving from actionable intelligence to agentic intelligence.



[Discover how SoftServe and Google Cloud are building the AI Agent Workforce](#)



[Explore the Agent Launchpad: Build 3 Agents in 30 Days](#)

Actionable Intelligence in the Real World

Industry data tells us how much value is still trapped in disconnected systems and underutilized across sectors:

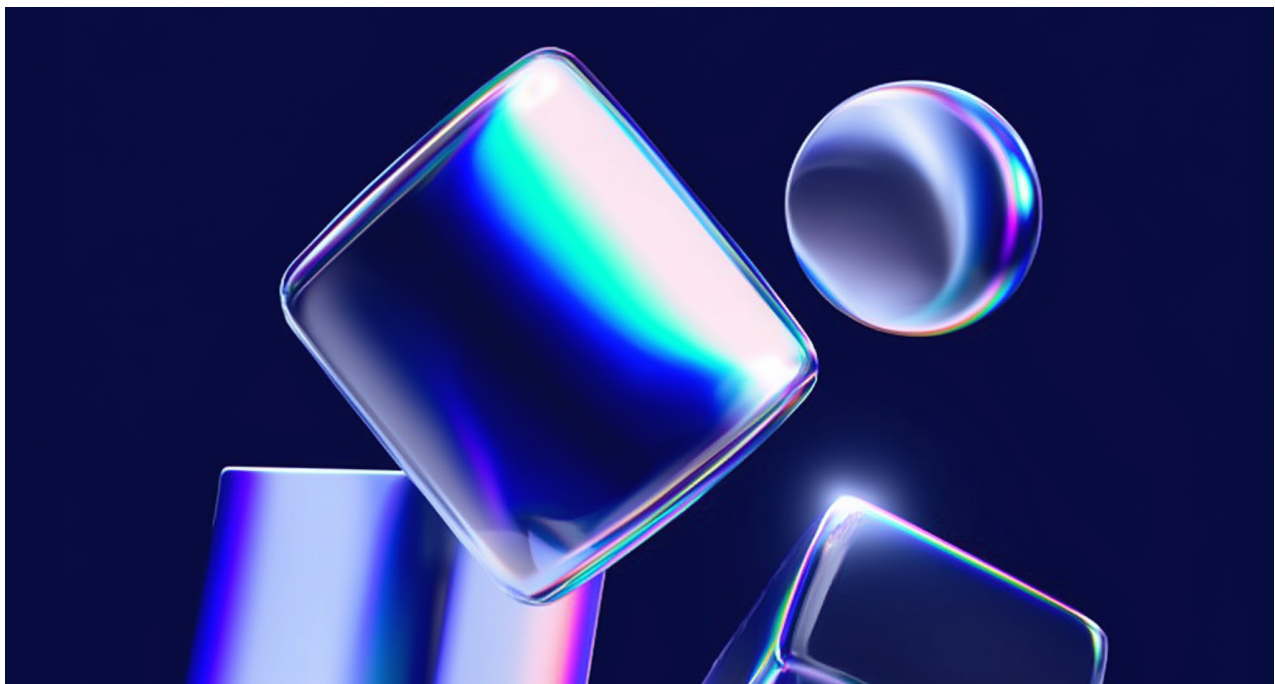


Retail	Manufacturing	Financial Services
While 44% of retailers now leverage predictive analytics, only 31% have extended AI into brick-and-mortar operations. <i>(Source: NVIDIA, 2025)</i>	Nearly 70% of manufacturers cite data quality, contextualization, and validation issues as their biggest barrier to AI adoption. <i>(Source: Manufacturing Leadership Council, 2024)</i>	72% of banks say data quality is a major obstacle to scaling AI. <i>(Source: KPMG, 2025)</i>

Most organizations have the desire and the data, but not yet the operational foundation to convert intelligence into action.

Once a modern data platform is in place, the impact becomes tangible.

Here's how modernization with Google Cloud and SoftServe transforms static systems into living, intelligent ones, illustrated through a few example scenarios.





Retail

Data that moves at business speed

Before modernization:

Merchandising, pricing, and supply decisions relied on yesterday's reports. Insights came late, data conflicted, and sales opportunities slipped through the cracks.

After modernization with Google Cloud + SoftServe:

Now, data from stores, supply chains, and digital channels flow instantly into BigQuery, analyzed, governed, and visualized in real time. Business teams access self-service insights the moment they need them, while AI predicts demand shifts and personalizes shopping experiences at scale.

Result:

Decisions that once took days now happen in moments, driving agility, precision, and innovation across every aisle, channel, and store.



Manufacturing

Insights that prevent failure

Before modernization:

Equipment data sits in isolated systems, reviewed only after downtime or defects occur.

After modernization with Google Cloud + SoftServe:

Sensor data streams into a unified, governed platform. Predictive models in Vertex AI detect early warning signs, while a Gemini Agent alerts technicians or triggers maintenance tasks automatically.

Result:

Issues are anticipated and resolved before they disrupt production.



Financial Services

Intelligence that intervenes

Before modernization:

Risk and compliance teams manually review alerts at the end of each day, reacting to problems after they surface.

After modernization with Google Cloud + SoftServe:

Real-time transaction data flows into BigQuery, analyzed by AI models that classify risk. A Gemini Agent surfaces suspicious behavior with contextual recommendations and initiates next-step actions through secure workflows

Result:

Risk management becomes proactive, not procedural.

The Shift Forward

Modern data platforms provide the foundation for actionable analytics and autonomous systems at scale.

Now is the moment to prepare your data for the agentic era.

To build systems that don't just analyze performance but **improve it in real time**.

To create the data foundation that transforms AI from something your teams **use** to something your enterprise **relies on**.

You can't out-innovate your infrastructure.

The organizations that succeed next aren't the ones with the most data; they are the ones whose data is ready to act.

[Talk to SoftServe about building your modern data platform.](#)



About Us

SoftServe is a premier IT consulting and digital services provider.

We expand the horizon of new technologies to solve today's complex business challenges and achieve meaningful outcomes for our clients. Our boundless curiosity drives us to explore and reimagine the art of the possible. Clients confidently rely on SoftServe to architect and execute mature and innovative capabilities, such as digital engineering, data and analytics, cloud, and AI/ML.

Our global reputation is gained from more than 30 years of experience delivering superior digital solutions at exceptional speed by top-tier engineering talent to enterprise industries, including high tech, financial services, healthcare, life sciences, retail, energy, and manufacturing.

Visit our [website](#), [blog](#), [LinkedIn](#), [Facebook](#), and [X \(Twitter\)](#) pages for more information.

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