

THE CURRENT LANDSCAPE OF INFORMATION GOVERNANCE AND GENERATIVE AI

Managing the vast amount of data within organizations requires understanding what information you have, how it’s used, where it’s used, and how to protect it. For information governance, AI and IT professionals, the landscape is complex, especially as new technology emerges. Organizations face the dilemma of deploying AI without sufficient governance frameworks. Data integrity, compliance risks and privacy issues are exacerbated in environments without governance programs. Here are some interesting findings that are driving decisions for many organizations.

The potential for generative AI is huge.

\$25B

The generative AI market surpassed \$25 billion in 2024.¹

41.52%

The annual growth rate (CAGR 2025-2030) in market size, resulting in a market volume of \$365B by 2030.²

321

The number of real-world generative AI use cases from the world’s leading organizations.³

However, there are data challenges organizations must overcome.

55%

Of CXOs’ say their main issue with generative AI is inaccuracy.⁴

50%

Of Chief Data and Analytics Officers feel they are unable to drive innovation using data.⁵

70%

Of organizations report difficulties in developing processes for data governance and integrating data into AI models quickly.⁶

2/3

Of companies say 30% or fewer of their Gen AI proof of concepts will be implemented.⁷

So, the need for information governance becomes increasingly important.

62%

Of respondents report data governance as a top data challenge to AI initiatives and, therefore, are prioritizing IG programs to help improve data integrity.⁸

71%

Of organizations report they have a data governance program, compared to 60% in 2023.⁹

≤ 50%

Of organizations have mature, consistently enforced data retention policies, and for critical platforms like social media and video conferencing, retention policies drop to 30-44%.¹⁰

58%

Of top reported benefits of data governance programs include improved quality of data analytics and insights (58%), improved data quality (58%) and increased collaboration (57%).¹¹

90%

Generative AI has opened up unstructured data, which has previously been inaccessible (e.g. videos, pictures, chats, emails, and product reviews).¹²

400%

“By 2027, GenAI will facilitate an increased use of other AI technologies (aside from GenAI) by 400%.¹³

Implementing solid information governance practices with a tailored program is the first step to AI success. Recommendations include establishing information governance frameworks, integrating systems, ensuring compliance, and leveraging process automation and modern technologies for governance. The best place to begin is with a maturity assessment to evaluate the maturity of an organization’s information governance practices. This assessment helps identify gaps in compliance, opportunities for risk mitigation and areas for increased efficiency.

Get started today with our [Information Governance Maturity Questionnaire](#) to review your readiness level. And, you can learn more about Ricoh’s information governance consulting services [here](#).

¹ IoT Analytics. “The leading generative AI companies.” March 4, 2025.
² Statista. “Generative AI – Worldwide.” March 2024.
³ Google. “321 real-world gen AI use cases from the world’s leading organizations.” December 19, 2024.
⁴ McKinsey & Company. “Gen AI in corporate functions: Looking beyond efficiency gains.” October 23, 2024.
^{5,6} McKinsey & Company. “Charting a path to the data- and AI-driven enterprise of 2030.” September 5, 2024.
⁷ Deloitte. “Deloitte’s State of Generative AI in the Enterprise.” January 2025.
^{8,9} Precisely. “2025 Planning Insights: Data Governance Adoption Has Risen Dramatically.” December 9, 2024.
¹⁰ Pagefreezer. “2024 ESI Risk Management & Litigation Readiness Report.” 2024.
¹¹ Precisely. “2025 Planning Insights: Data Governance Adoption Has Risen Dramatically.” December 9, 2024.
¹² McKinsey & Company. “Charting a path to the data- and AI-driven enterprise of 2030.” September 5, 2024.
¹³ Gartner. “Innovation Guide for Generative AI Technologies.” 10 February 2025 - ID G00793932. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.