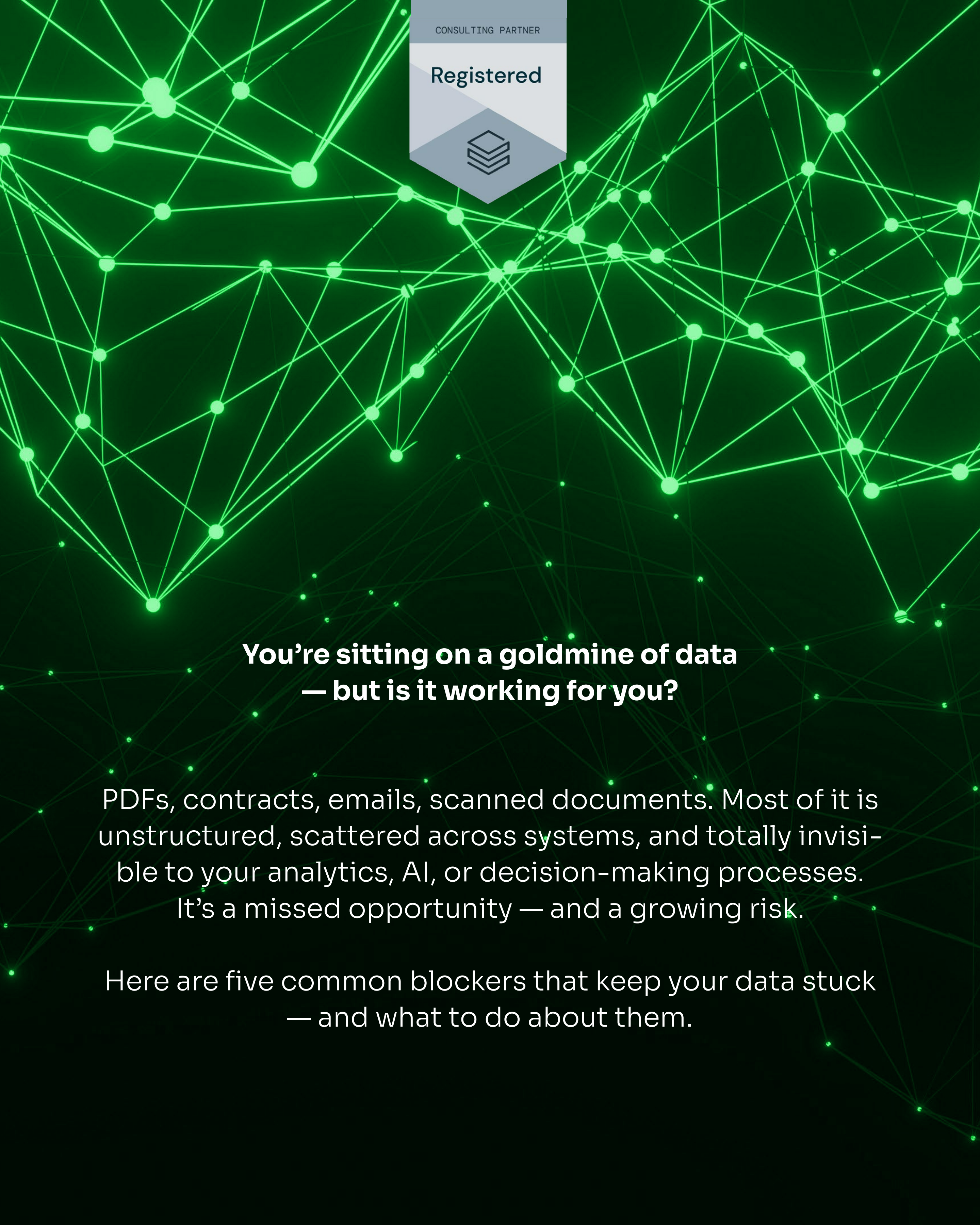




5 Reasons Your Unstructured Data Is Wasting Away

From siloed PDFs and emails
to AI-ready knowledge



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**You're sitting on a goldmine of data
— but is it working for you?**

PDFs, contracts, emails, scanned documents. Most of it is unstructured, scattered across systems, and totally invisible to your analytics, AI, or decision-making processes. It's a missed opportunity — and a growing risk.

Here are five common blockers that keep your data stuck
— and what to do about them.

#1 Your legacy tech stack holds you back

The problem:

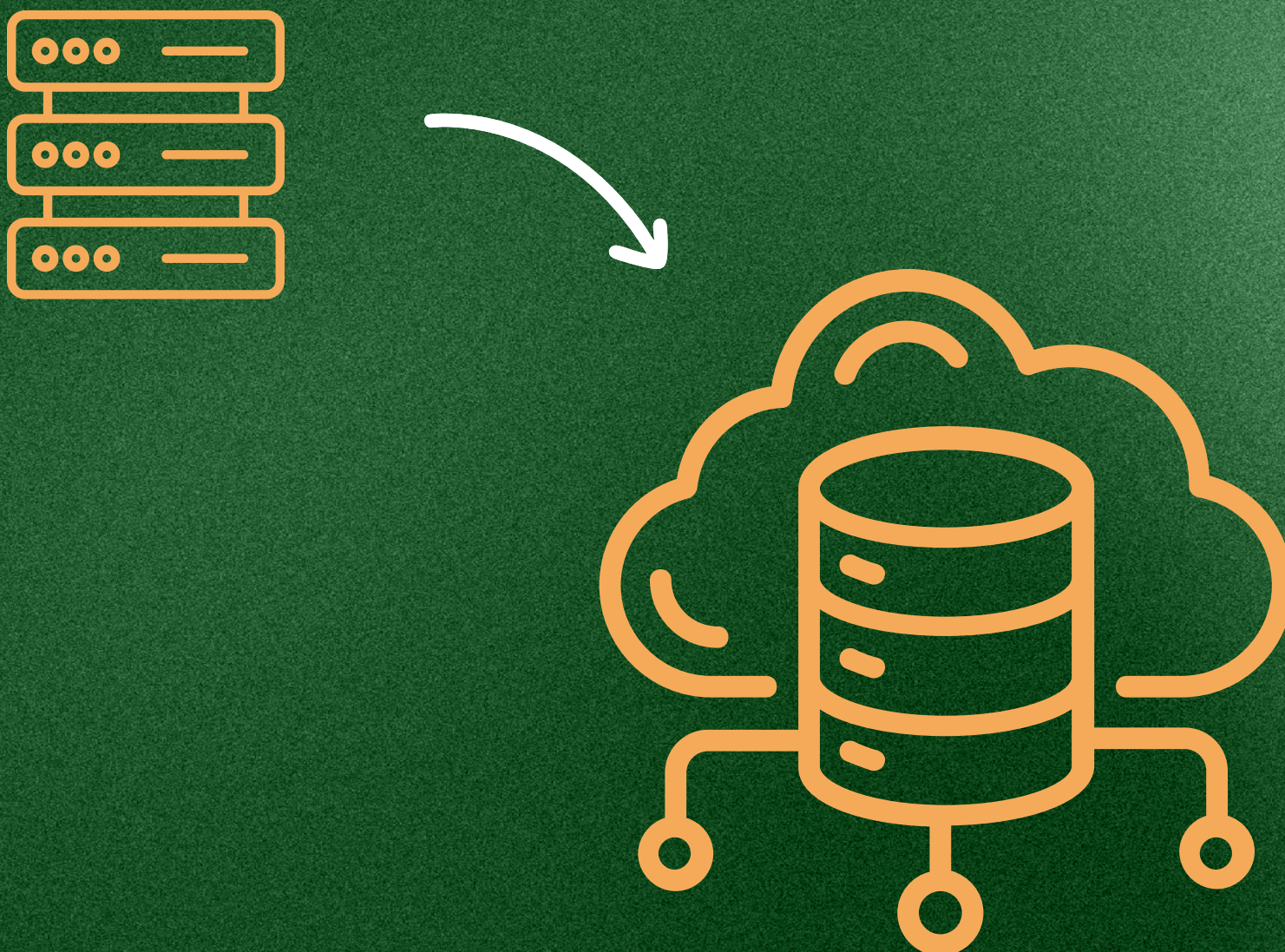
Traditional systems — monolithic data warehouses, on-prem storage, legacy DMS — are not designed for ingesting and processing large volumes of unstructured data.

Why it matters:

They limit scalability, delay insight generation, and create barriers for AI, automation, and cloud-native workloads.

What to do:

- Migrate to a modern cloud platform (e.g. Databricks, Snowflake)
- Use architecture with separate compute and storage
- Ensure support for unstructured data and AI workflows



#2 Your data is not ready to be used by AI

The problem:

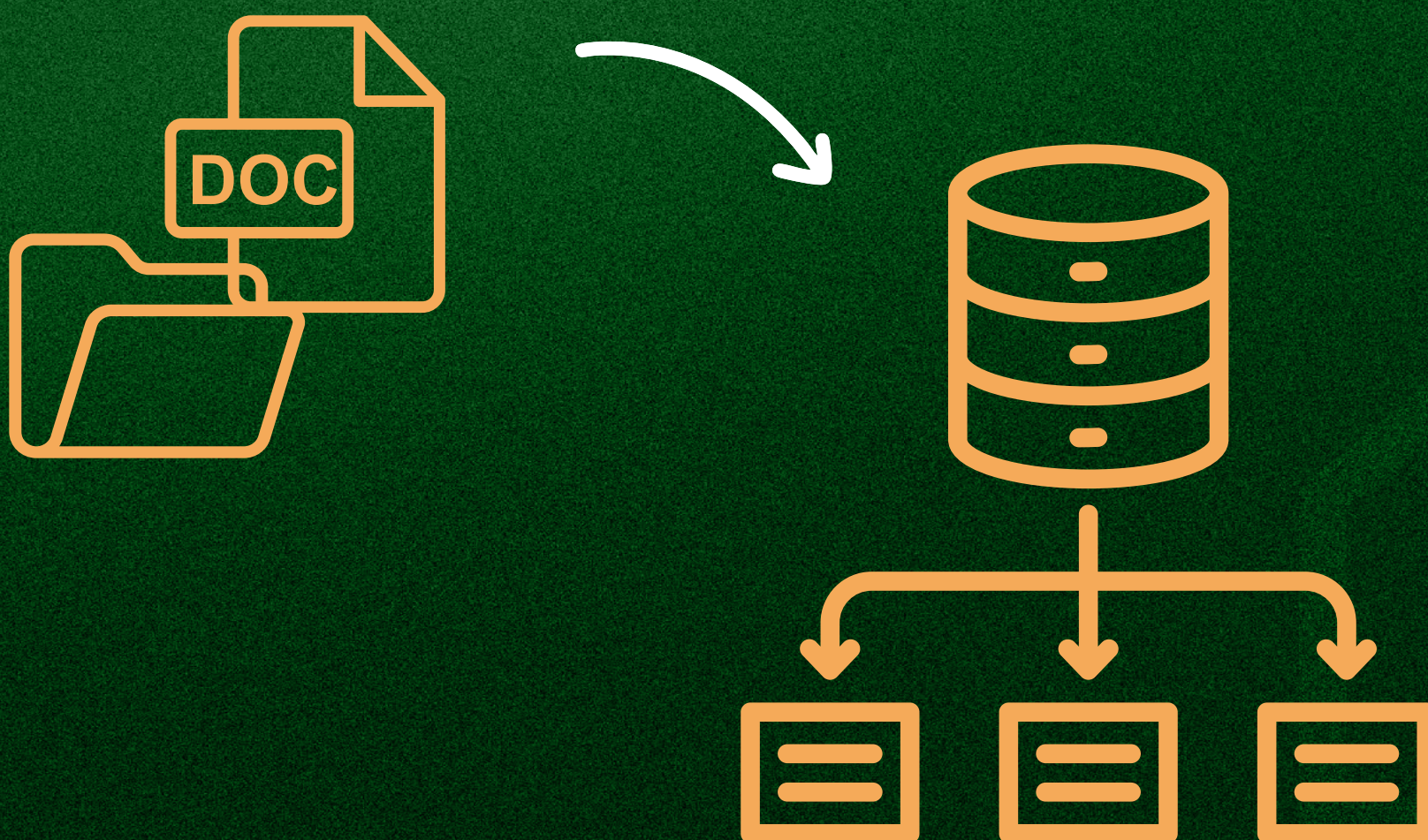
Unstructured data — contracts, social posts, customer reviews, emails — often sits unused, scattered across systems, and disconnected from analytics, AI, and automation initiatives.

Why it matters:

Such data requires thoughtful pre-processing and refinement to use it for search, knowledge extraction, automation, analytics, AI, and other high-value use cases.

What to do:

- Bring together structured and unstructured data into one place — ideally, a lakehouse
- Prioritize data that can unlock real business value — often directly affecting sales, customer retention, or R&D efforts
- Refine the unstructured data for the intended use (e.g., OCR, tagging, entity extraction)



#3 You lack skills or experience

The problem:

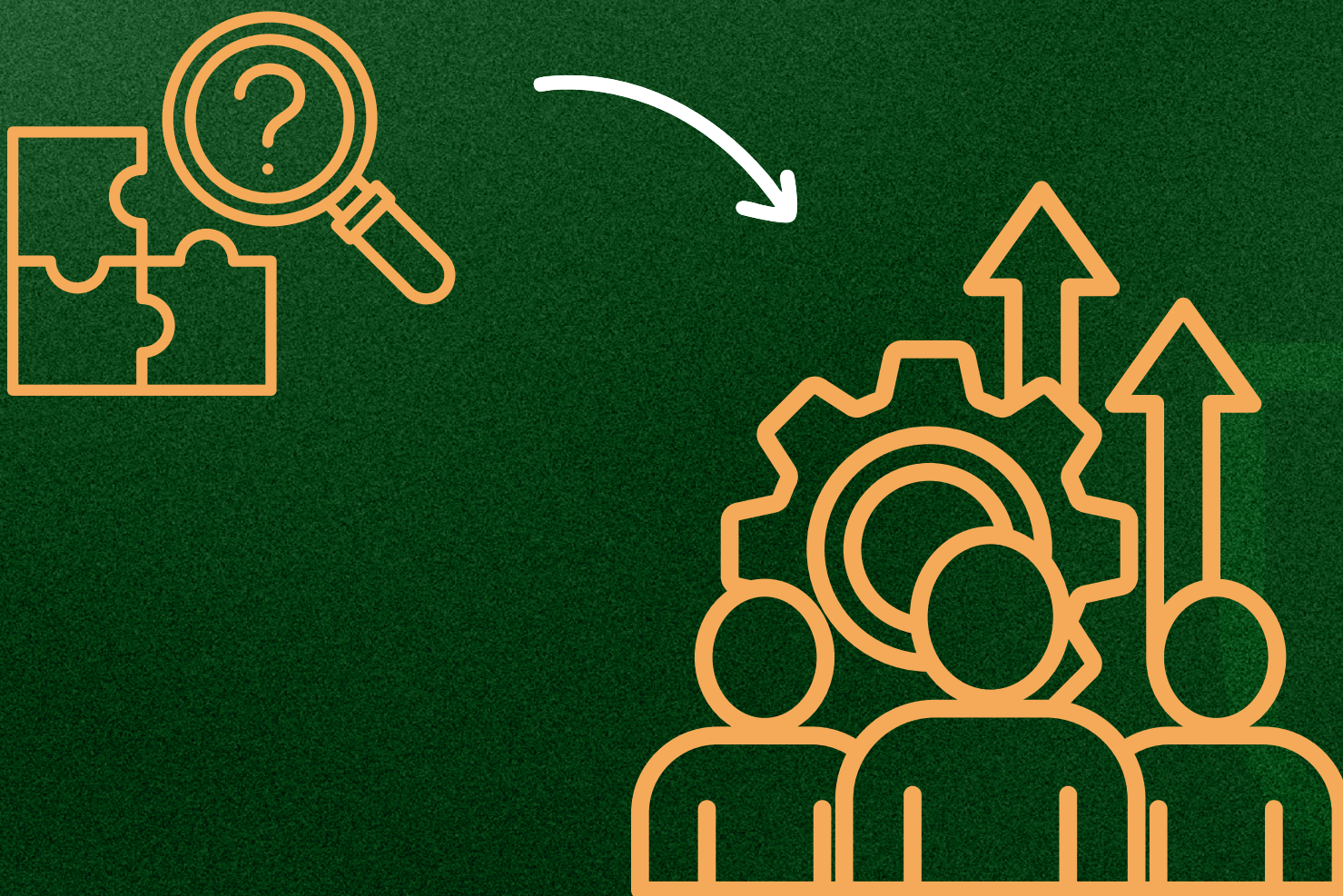
Extracting value from unstructured data requires specialized skills and expertise that may go beyond the in-house capabilities of many organizations.

Why it matters:

Key data and AI initiatives get delayed due to capacity and/or capability gaps. And where they do progress, it is often at a sub-optimal pace, cost, or quality. Thus, providing less value and too late.

What to do:

- Identify what skills you lack to effectively leverage the unstructured data
- Consider partnering up with an experienced vendor to leverage their expertise while you gradually build it in-house
- Identify quick-win pilot projects to rapidly validate the partner's fit while progressing on a key data & AI initiative



#4 Your governance framework is not ready for unstructured data

The problem:

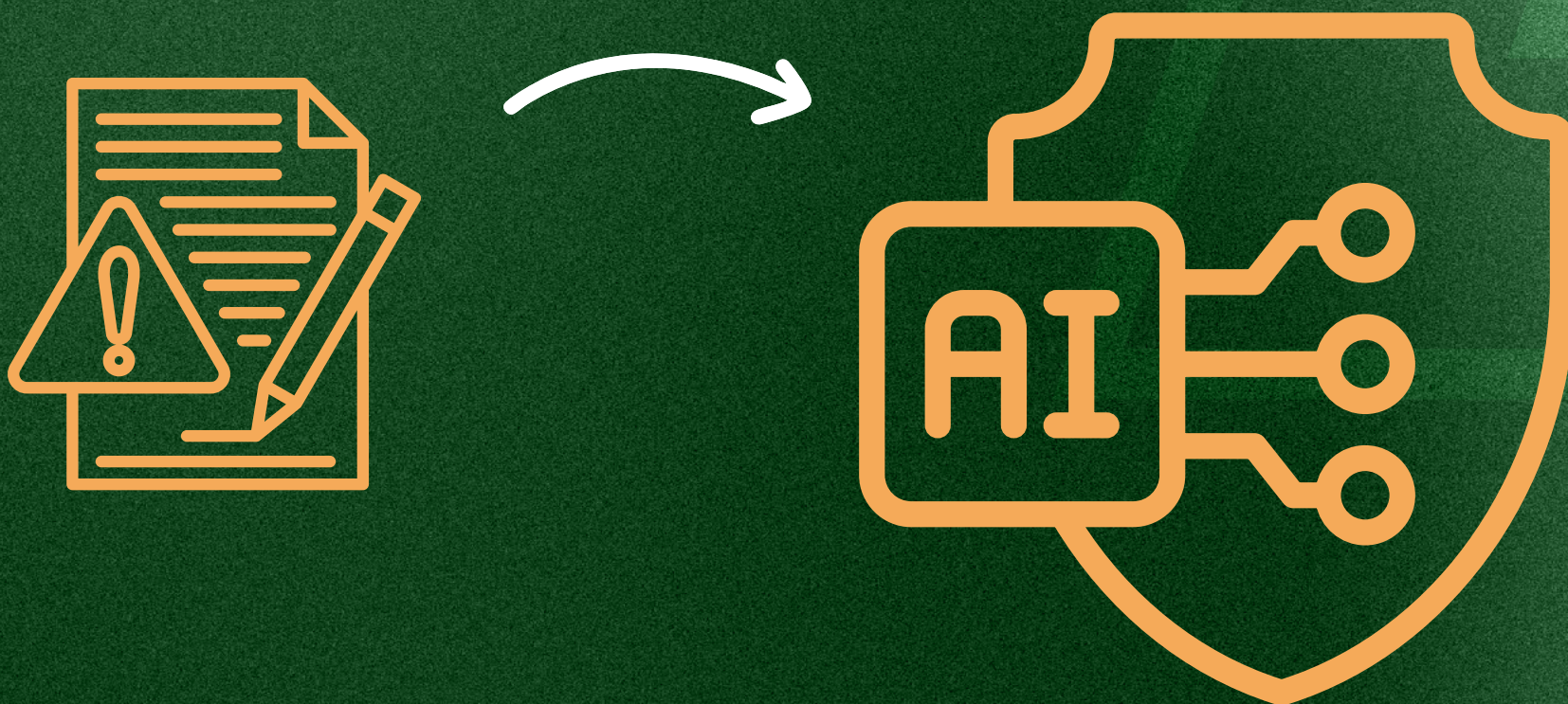
Unstructured data is vast in volume and lacks a defined structure. It can't be manually scanned, classified, or governed by human or AI agents — especially when it comes to privacy and access control.

Why it matters:

Without the right AI tools, it's simply not feasible to govern unstructured data effectively. That either blocks its use in fundamental business processes — or exposes the organization to risk.

What to do:

- Leverage LLMs and other AI tools to automatically and regularly scan, classify the information contained in the vast body of unstructured data
- Use it also to manage privacy and permissions at a granular level, or to automatically identify entities hidden in long blocks of unstructured text, improving your master data
- If you lack the skills or experience, partner up with a proven vendor to help you start the journey



#5 You struggle to get and maintain the business buy-in

The problem:

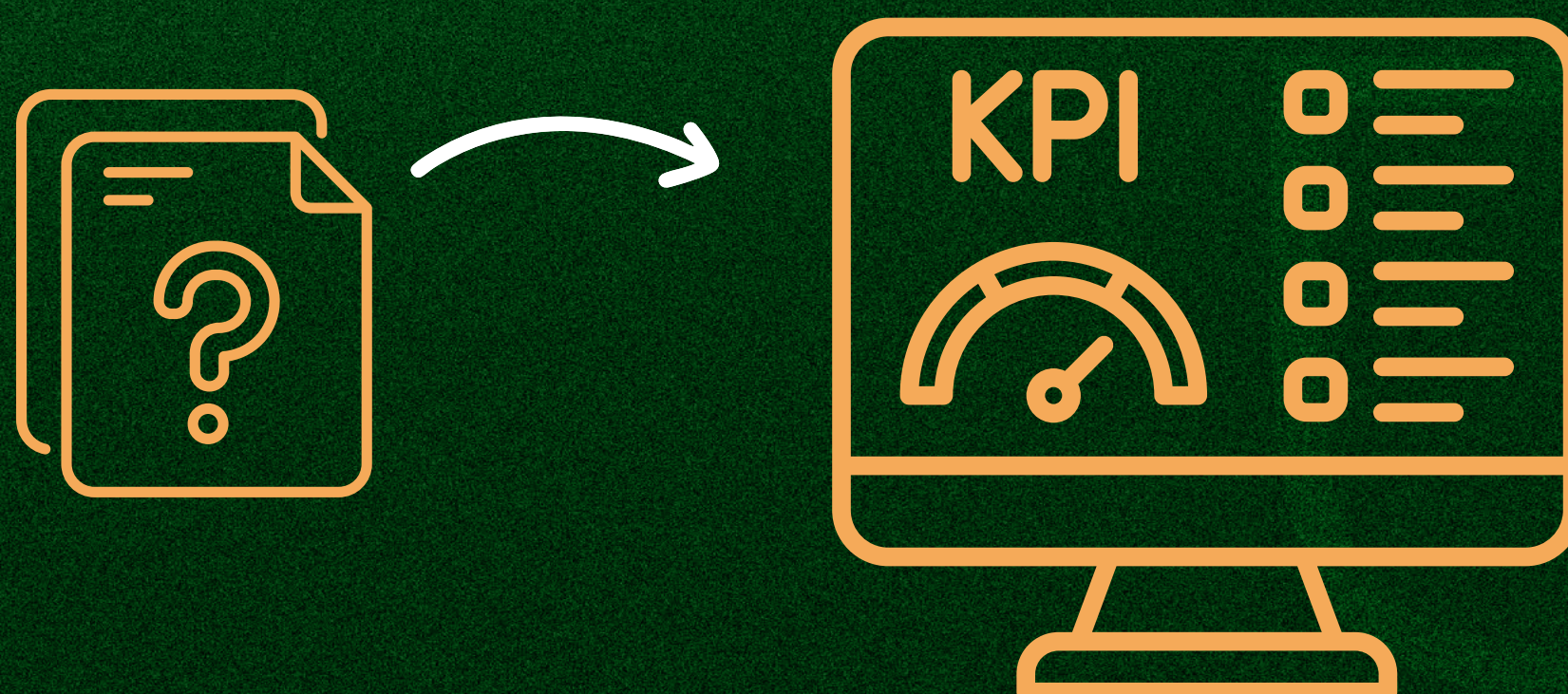
Unstructured data initiatives often lack clear KPIs. Without direct links to business outcomes, it's hard to show progress or justify further investment.

Why it matters:

Stakeholders expect measurable results to invest into any data initiative. The same applies to unstructured data and AI. No clear link to business KPI's = no support.

What to do:

- Focus on actual pain points raised by business stakeholders related to handling unstructured data, e.g. contracts, customer reviews, PDFs, email threads, etc. (e.g. employees copying details from one system or set of documents, interpreting and slightly reformatting to paste into another system or document)
- Identify measurable outcomes use of AI and unstructured data can bring (e.g. reduced, effort, % accuracy, etc.) and define relevant KPI
- Report on the progress and business impact / KPIs regularly to ensure visibility to key stakeholders and to secure their ongoing support



How Craftware Helps

At Craftware, we help organizations turn data complexity into a strategic advantage.

We deliver:

- Modern cloud-native data platforms (Databricks, Azure, Snowflake)
- Unified architecture for structured and unstructured content
- Ingestion and enrichment pipelines tailored to the business context
- Search and retrieval systems based on RAG or vector search
- Full AI-readiness from ingestion to production-scale use cases

Need help unlocking your unstructured data?

Whether you're exploring AI use cases, struggling with document overload, or simply tired of manual data handling — we can help. We turn chaos into clarity and unstructured data into action.

Schedule a 30-min consultation