AI EVERYWHERE DATA QUALITY WILL BE A KEY FOCUS IN 2025

LOOKING BACK
TO MOVE AHEAD

The transition from 2024 to 2025 could not have been more stark! Undoubtedly AI is trending, but it isn't about more AI. The year 2025 will be about how AI is being integrated into our existence and decision-making, without us noticing it.

Even as we shop, travel, work and watch movies, there will be an algorithm managing the infrastructure, scooping the data, listening to conversations, analyzing our movements and presenting options which we shall consume without batting an eyelid.

As AI moves behind the scenes, we will focus on how to better manage and improve outcomes. The launch of ChatGPT in late 2023 thrust AI and GenAI conversations into boardroom discussions, and the following year demonstrated a frenzy of activity around GenAI experiments. Much of those learnings will be crystallized in 2025.

At NewVision also, our teams expertly dabbled with all things AI, weaving it into the very fabric our offerings. While we consciously worked on AI-tools and approaches during the year, the coming year will see an increased focus on smoother implementations with an intent to ger better, smarter and faster outcomes.

Along with AI, comes data. There will be increased efforts towards systematic data collection and the pursuit of high-quality data. Third and more important, quality assurance in all things digital will become critical as we shall witness an increased intolerance towards failure and downtime. As digital penetrates into every aspect of our lives, the need to have systems up and running will be a basic imperative.
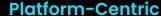
These are NewVision's broad observations. Below we outline specifically how technology trends during 2025 will play out in different services.

PRODUCT DEVELOPMENT

AI-Driven
AI-infused digital product development will become more mature as org anizations streamline adoption and utilize AI for requirement gathering, secondary research and prototyping activities. AI will play a stronger role to gather insights from unexplored sources, while also facilitating personalization.

Platform-Centric
As the value of connected economy becomes more evident, digital product development will shift from stand-alone products to designing extensible products. Businesses will explore ways to monetize by leveraging collaborations.
NewVision product development team has helped organizations with legacy systems move to modern platforms to customize and better collaborate, while leveraging robust scalable framework.

Product-Led Growth Strategies
2025 will see increased efforts towards designing products that are user-driven and sell by themselves because of extreme usability and value. Products will be simplistic and user-centric with seamless onboarding, intuitive interfaces and appealing features.
For instance, NewVision collaborated with a start-up to design and develop a digital platform that enables organizations to automate AI governance and comply with EU AI regulations.

QUALITY ASSURANCE AND TESTING

GenAI Powered Testing
GenAI-powered testing will accelerate as businesses strive to keep pace with QA requirements by generating test cases, providing test data and writing scripts automatically. Crucially, natural language processing capabilities will lower barriers for testing.

Agentic AI Automation
QA frameworks with embed Agentic AI capabilities, wherein testing solutions will act autonomously to manage and optimize tests without human interventions. Key features driving adoption are self-driven test execution, adaptive script maintenance, and predictive capabilities.

Continuous Quality at Scale
As digital deployments become interconnected, testing requirements will become comprehensive, and frameworks will move beyond CI/CD integration to encompass the entire software lifecycle delivery and integrate testing at every stage.

Ethical AI Testing Practices
Ethical AI QA practices will gain momentum as more organizations will include assessment for fairness, transparency, and bias in AI models. Tests cases will have a more human-centric design.

DATA MANAGEMENT AND STRATEGIES

AI-Powered Data Engineering

As AI becomes deeply integrated into business operations, organizations will infuse AI in data strategies for better collection, refinement, processing, and managing data models. There will be increased adoption of NLP, while self-learning and deep learning capabilities will increase accuracy in data models.

Unified Data Platform

To provide businesses users with data insights organizations will move fast to integrate data silos with a data fabric. Businesses will democratize data access with intuitive tools. Disruptive service models such as data-as-a-service will gain currency.

Automated Reporting and Self-Service

Democratized access to data will be supported by automated data reports and self-service capabilities to facilitate customized reporting. Data visualization adoption will be a common feature in data platforms.

INFRASTUCTURE MANGEMENT

Ubiquitous AI Maintenance

AI-powered bots will proliferate in 2025 empowering agents to resolve tickets faster. Organizations will experience dramatic reduction in Average Resolution Time (ART), often cutting it by nearly 50%. At NewVision, our Managed Services and AI/Data Practices will forge closer collaboration to develop AI tools to help clients better manage services and operations.

From Proactive to Predictive and Prescriptive Maintenance

AI is revolutionizing maintenance strategies by advancing from proactive to predictive. Prescriptive maintenance will recommend optimal actions to prevent failures using techniques like anomaly detection.

Managed Service Automation and Business Insights

The combination of Power BI for business analytics and Power Automate for automation has significantly enhance Managed Services and Operations. NewVision has integrated these tools into business operations to create a robust platform that helps organizations efficiently manage day-to-day operations, gain real-time insights, and automate routine tasks.

MICROSOFT AZURE WILL BOLSTER CLOUD INNOVATIONS

Modernizing with AI-enhanced App Development

Modern application development will accelerate and Microsoft Azure is well positioned to emerge as a platform of choice for application modernization with enhanced AI capabilities such as, Azure OpenAI Service, Phi models, and Azure AI Search. Microsoft's Fabric platform, a unified analytics solution, will help build a solid foundation for the AI era.

Microsoft Azure Cloud adoption will continue to gather momentum with advanced offerings such as Azure IoT suite and Azure Arc to support organizations to seamlessly manage Azure services in multi-cloud environments. Organizations will embrace a security first approach and implement Zero Trust Architecture in Azure Cloud while Microsoft 365 Copilot adoption will support rapid innovation.

INTELLIGENT AUTOMATION

Hyper-automation Expansion
RPA will be enriched with AI, ML, and analytics to automate complex business processes. Enhanced processes utilizing Human-in-the-Loop (HITL) automation, advanced analytics, cognitive technologies and algorithms will gain momentum.

AI-Powered Workforce Automation and Process Optimization
Increased digitalization of workforce as bots make autonomous decisions.

Low-code, no code
Faster uptake of low-code and no-code RPA platforms will empower non-technical business users to build and deploy bots without deep programming knowledge with drag-and-drop Interfaces and NLP capabilities.

NEWVISION'S AI ROADMAP FOR 2025

NewVision is gearing up to strengthen the inhouse capabilities with a skill transformation program that includes tailored learning paths. At the same time, we are pivoting existing offerings to offer AI-infused solutions. The company is strengthening strategic partnerships with industry-leading technology companies like Tricentis and Avo Assure to drive innovation, while making investments in dedicated AI studios. Above all, NewVision is actively engaging in market discussions to drive thought leadership in AI trends and industry developments.

AI EXECUTION AND SOLID DATA STRATEGY WILL BE KEY FOCUS IN 2025

2025 will see concerted efforts in refining execution of AI implementations. This will result in deeper integrations and seamless automation powered by AI-to-AI handovers. As opposed to the current focus of augmenting human capabilities, this shift will empower users to change and modify systems using natural language.
A major pre-occupation will be to ensure high-quality data and build data models applicable to specific use cases, propelling the rise of smaller language models. Much of the AI success hinges on the quality of data, and organizations will make serious efforts to reduce data debt.