AI Congress Barcelona

20 - 21 - 22 OCT 2026

Auditori L'illa

Un esdeveniment de:

CIDAI Centre of Innovation for Data tech and Artificial Intelligence

Organitzat per:

eurecat

Alineat amb l'Estratègia Catalunya IA 2030:

Generalitat de Catalunya

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Lucio Flores
Enginyer de dades
CaixaBank Tech



Jordi Geli
Especialista en solucions tècniques d'IA
CaixaBank Tech

PONÈNCIA:

DADES I IA, DE LA MÀ: POTENCIANT CADA INTERACCIÓ



Presenta:

Mireya Saludes
Responsable de desenvolupament de negoci i d'ecossistema
CIDAI

Data & AI Together

Empowering every interaction

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AI Adoption Worldwide has Increased Dramatically

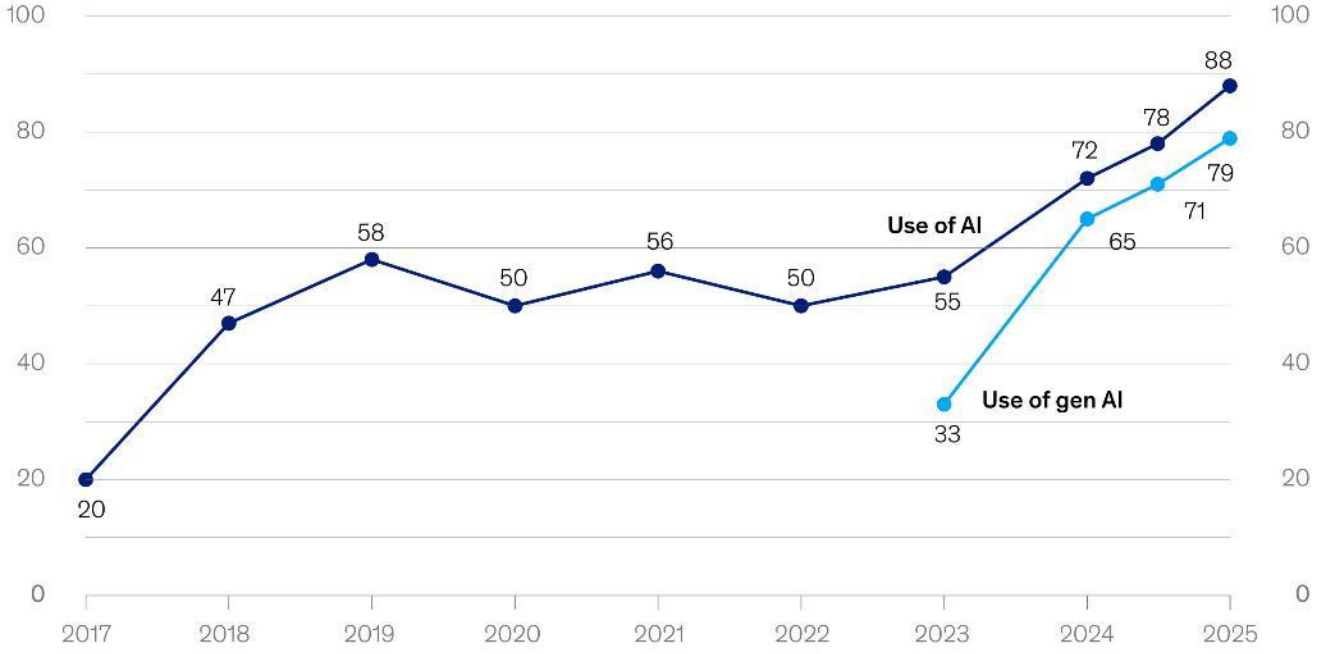
Organizations seeking the **largest returns** from AI follow **a range of best practices**

- >Strategy
- >Talent
- >Risk
- >Data and technology
- >Operating model
- >Adoption and scaling

Reported use of AI in at least one business function continues to increase.

Use of AI by respondents' organizations, % of respondents

Organizations that use AI in at least 1 business function[1]



[1]In 2017, the definition for AI use was using AI in a core part of the organization's business or at scale. In 2018–19, the definition was embedding at least 1 AI capability in business processes or products. From 2020, the definition was that the organization has adopted AI in at least 1 function, and in 2025, the definition was regular use of AI in at least 1 function.
Source: McKinsey Global Surveys on the state of AI, 2017–25

McKinsey & Company

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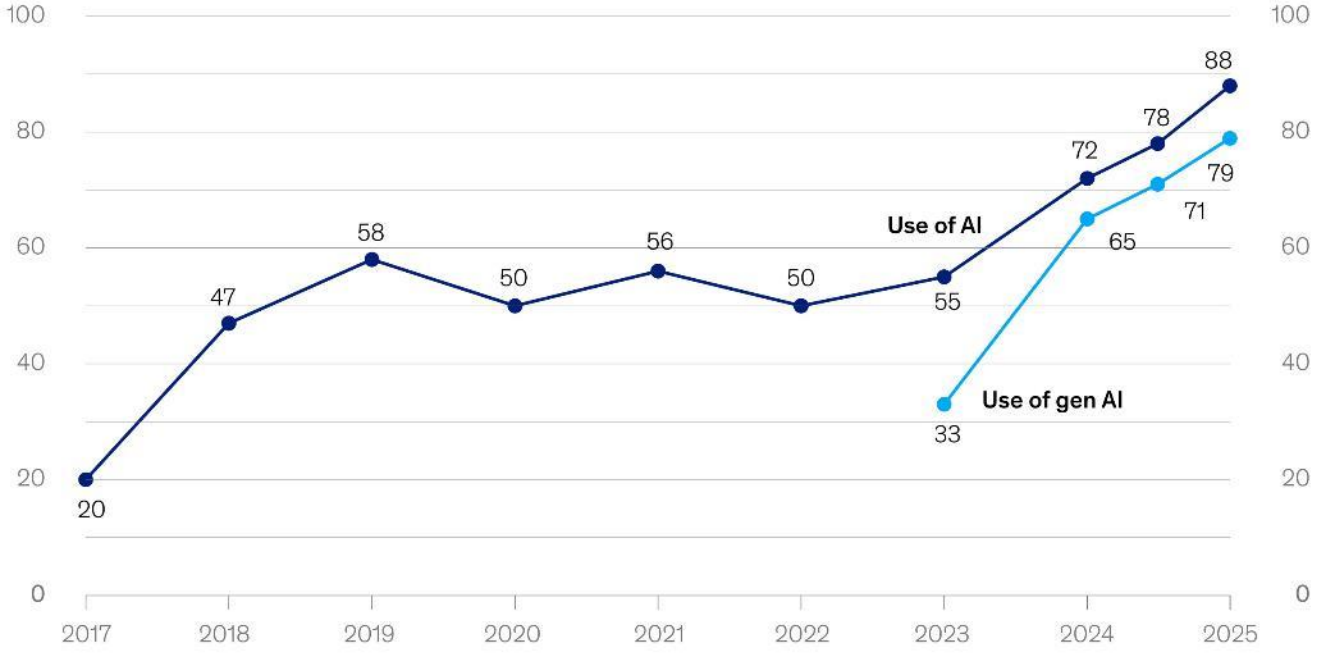
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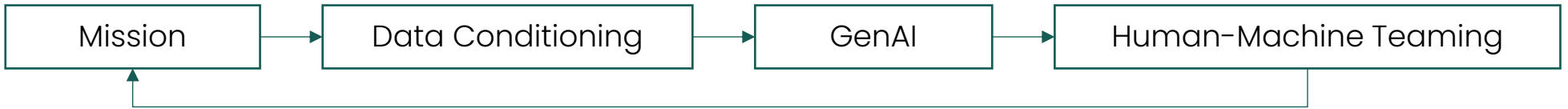
By the end, you will...

Have a simple way to turn data + AI into better outcomes for customers and colleagues

Know when machines should act and when humans should lead

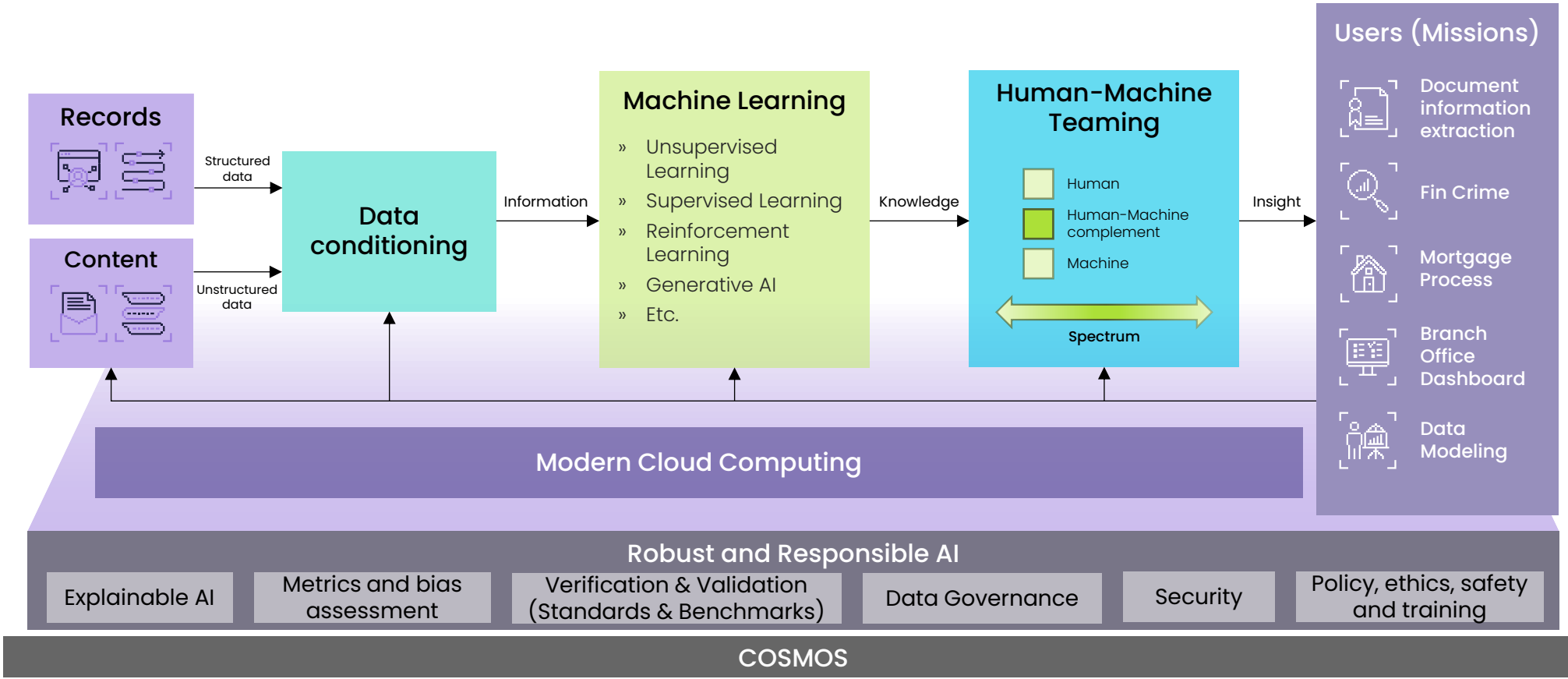
Leave with a clear, repeatable path to take a use-case from idea to governed production

› Here's the path that we'll cycle through:



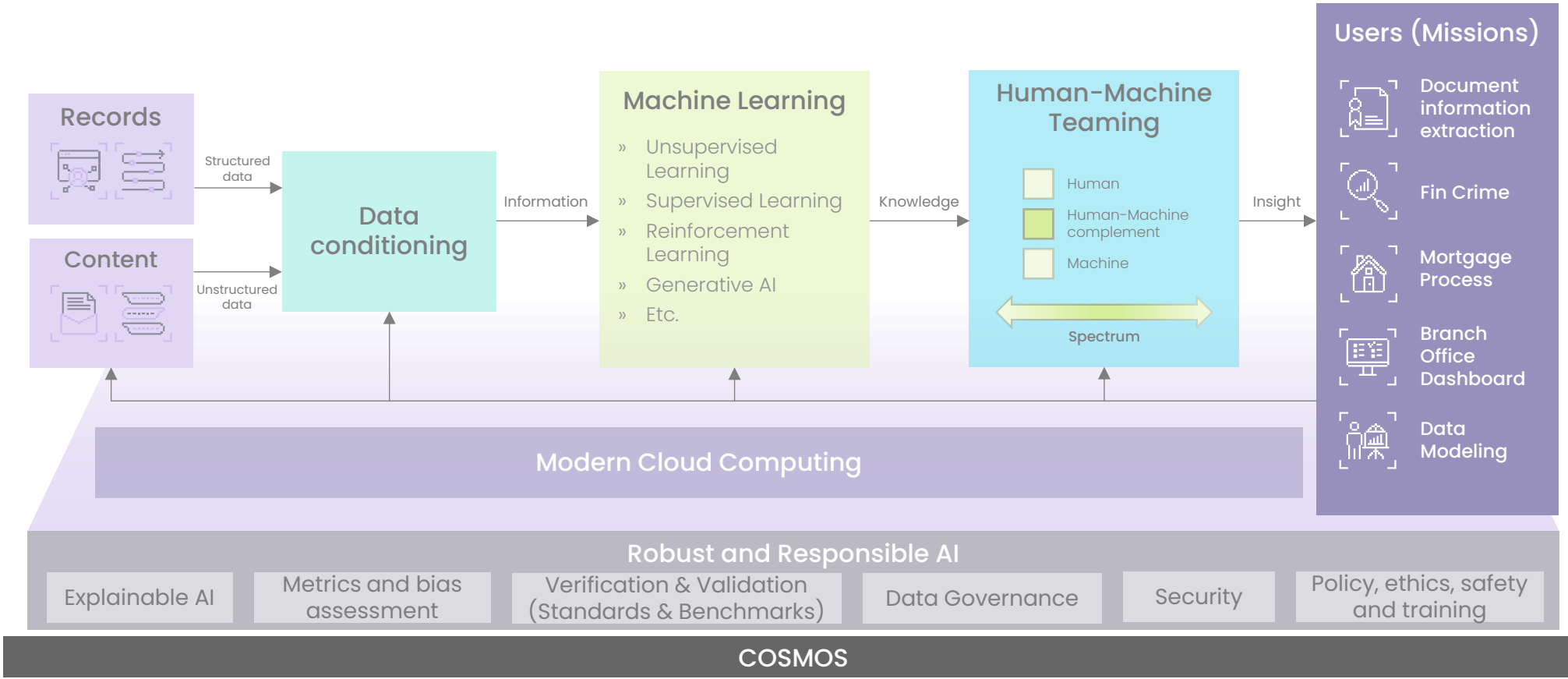
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Data-AI System Architecture



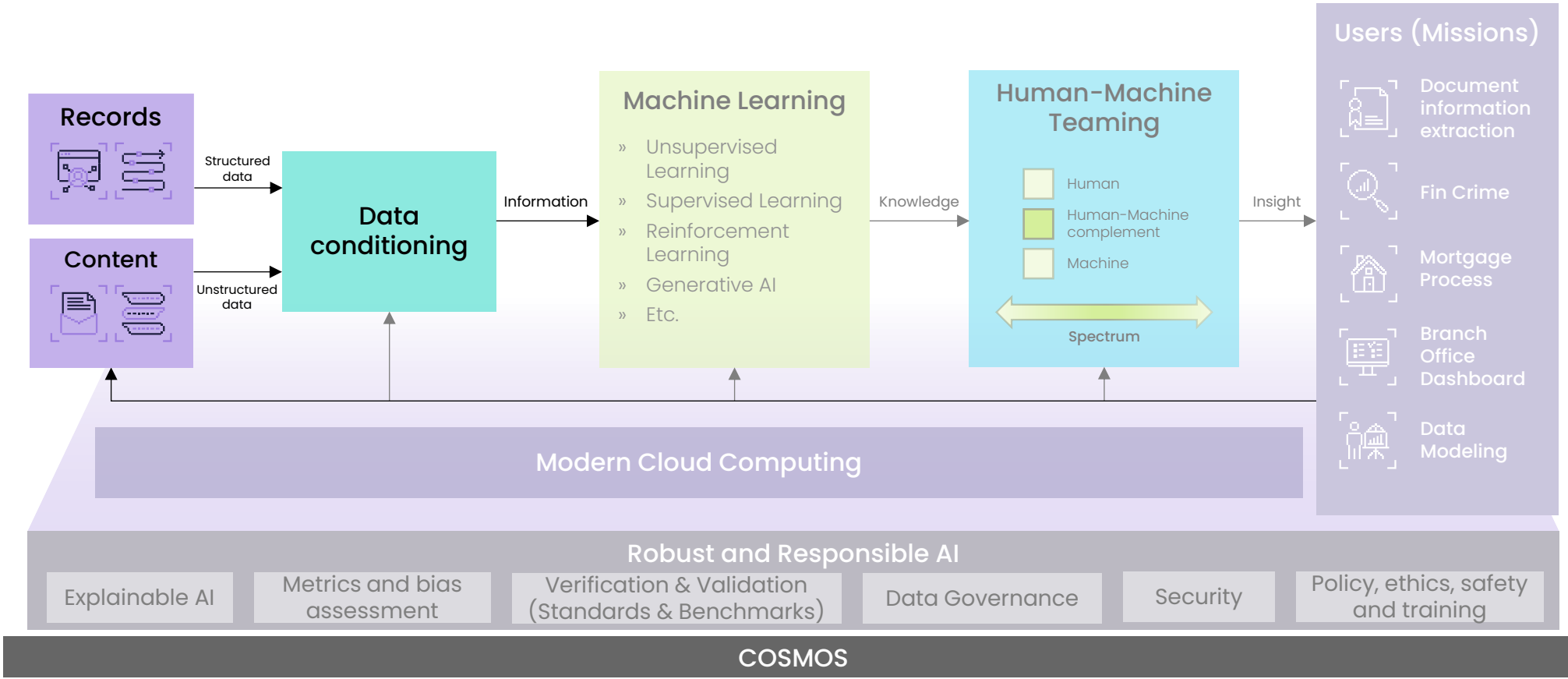
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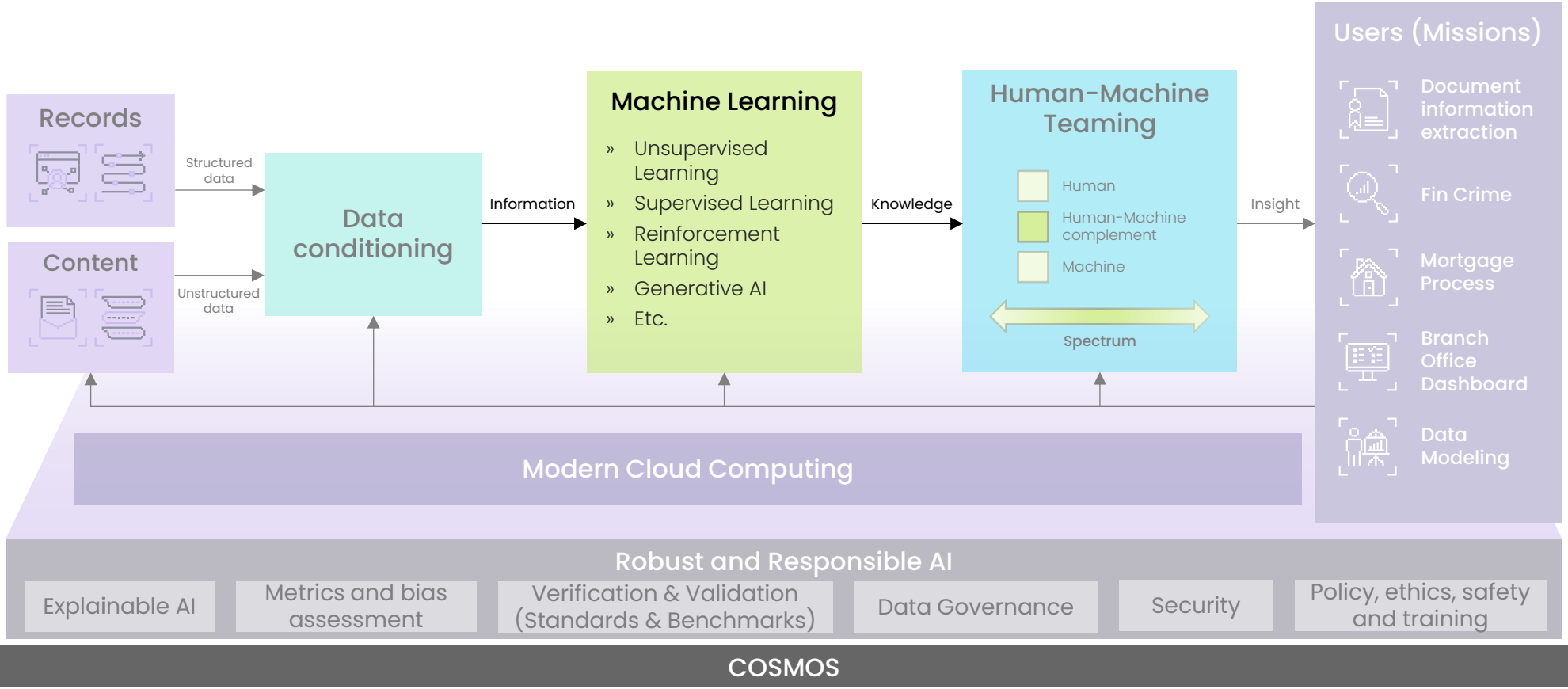
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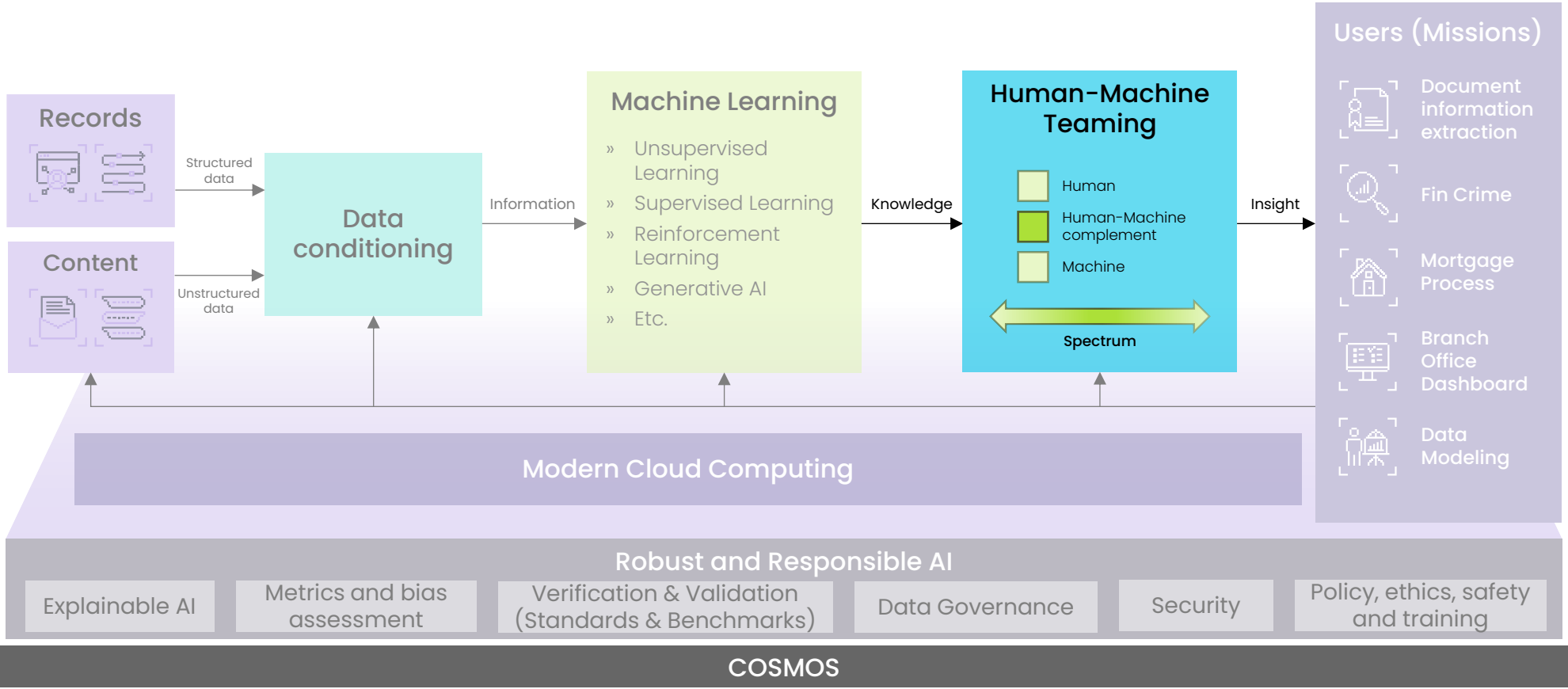
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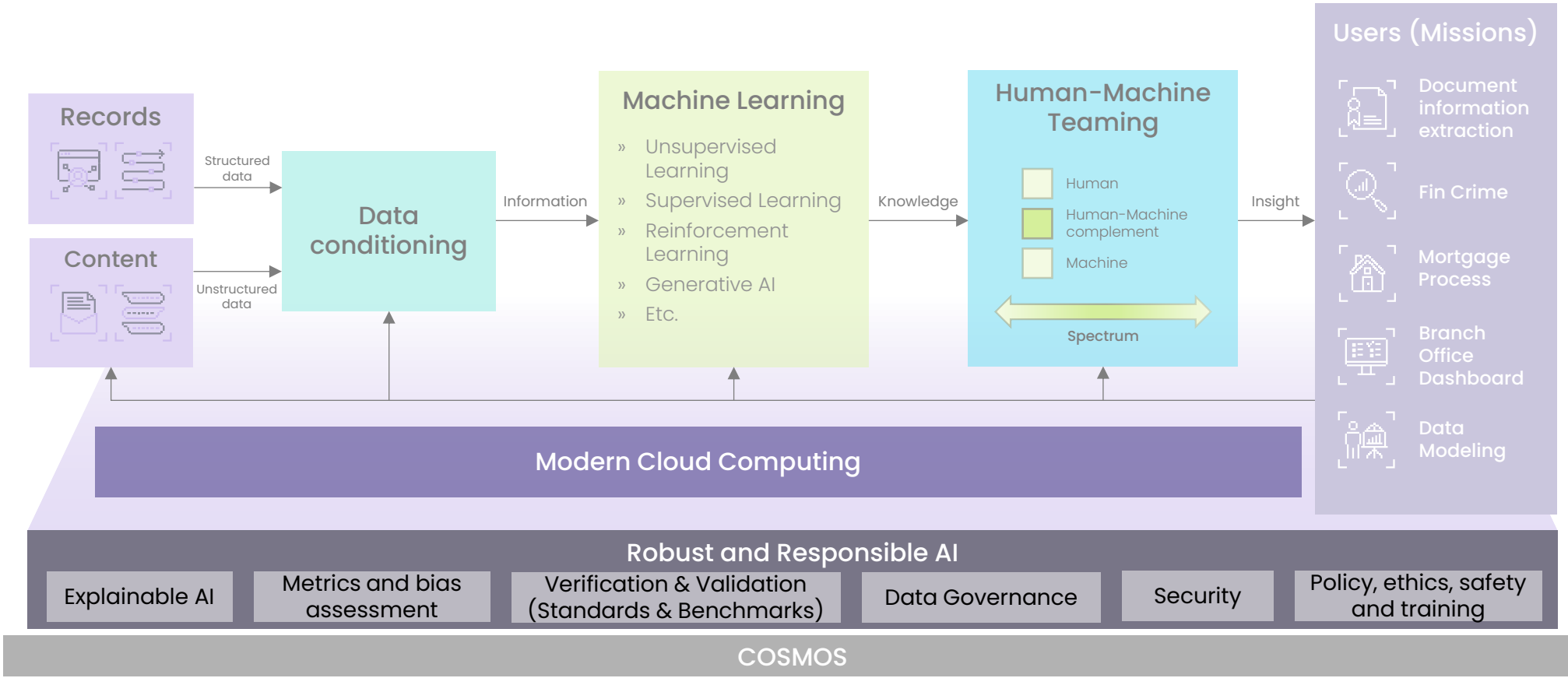
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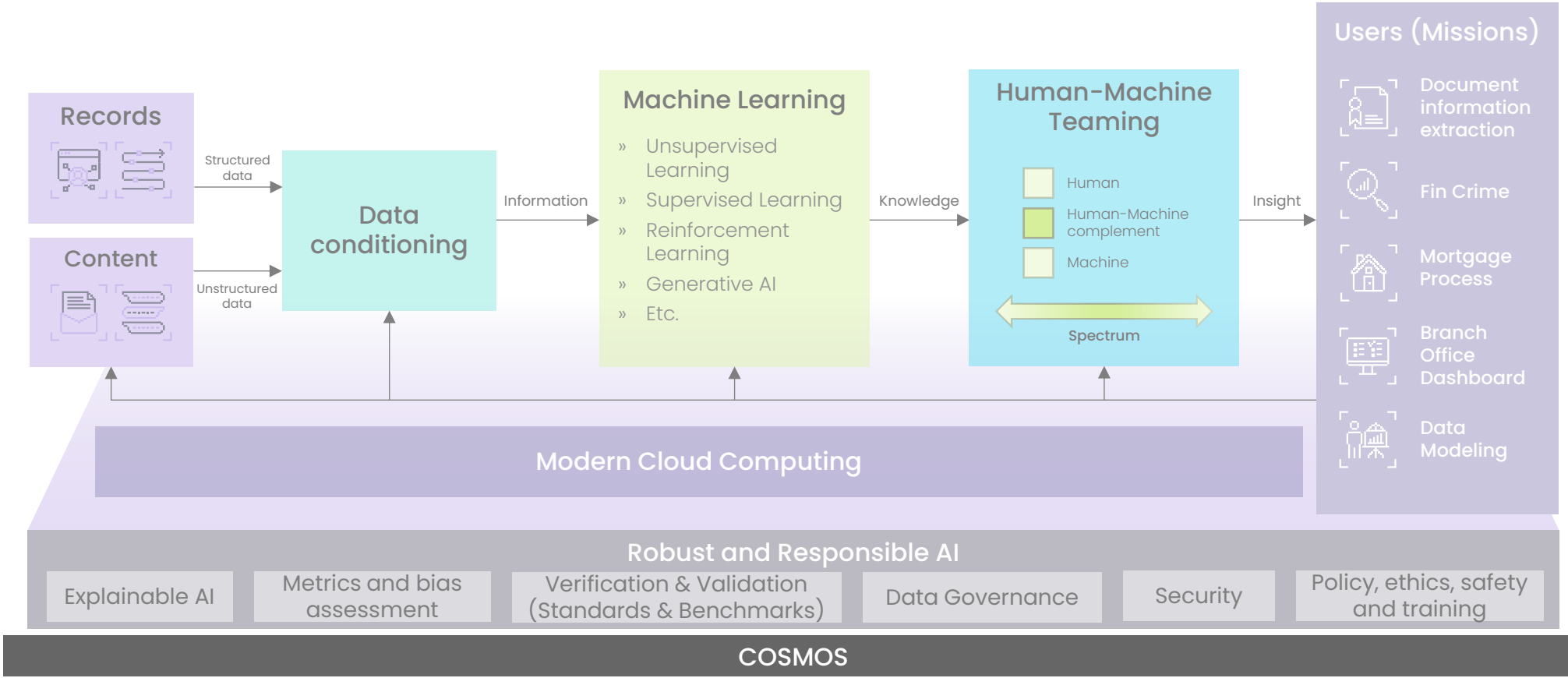
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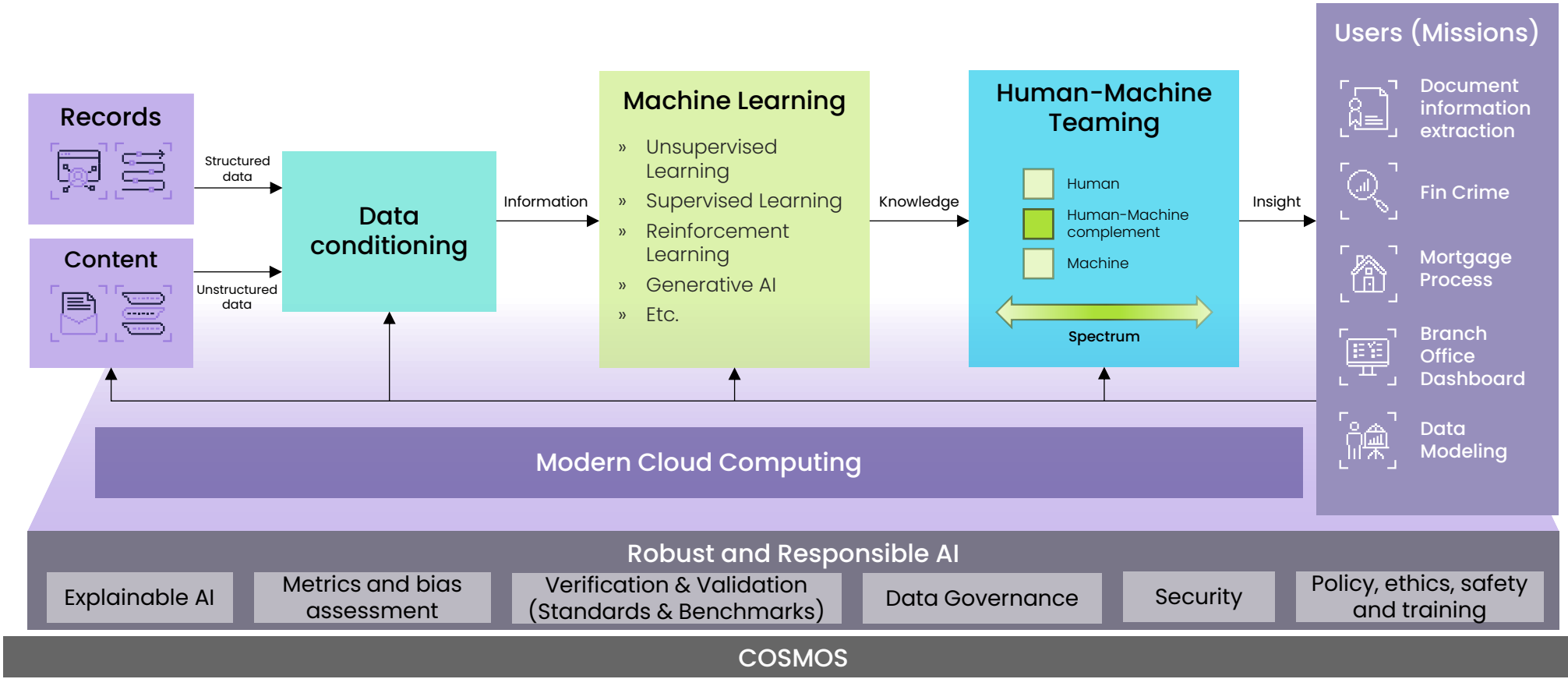
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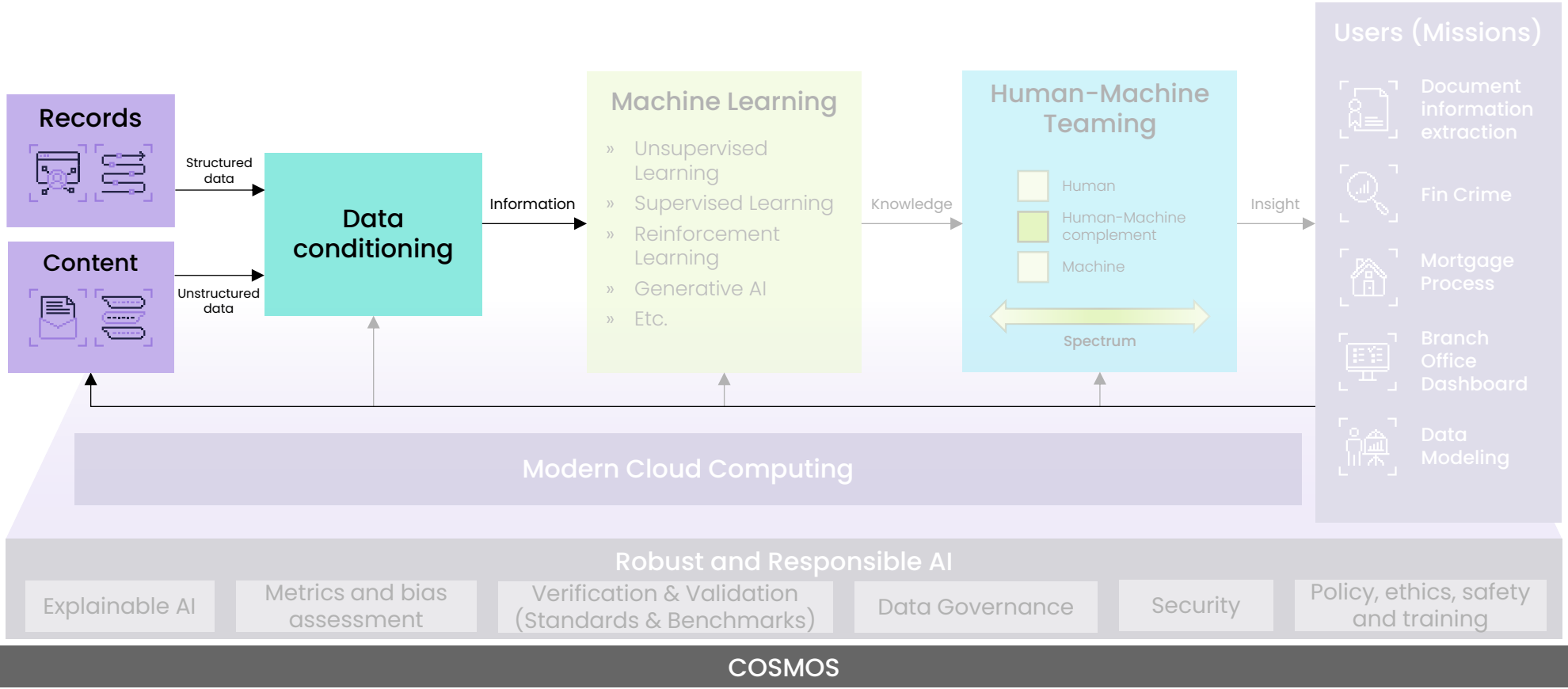
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Data Platform

Data at Scale

› A platform operating at enterprise scale, powering thousands of users and processes every day.

Petabyte-scale Data Platform



Enterprise-wide historical and real-time assets

+35k ETLs



Automated, governed data pipelines running every day.

+3k Business Users



Thousands of users leveraging data for daily decisions.

360 Business Areas



End-to-end coverage across every business domain and function.

+15 Group Companies



A unified data platform serving all companies in the group.

+1500 DataProducts



A growing catalog of operational data products delivering daily value.

Applications

› Data

Risk scoring, segmentation, operational dashboards

› ML / AI / GenAI

Fraud detection, NLP assistants, predictive models

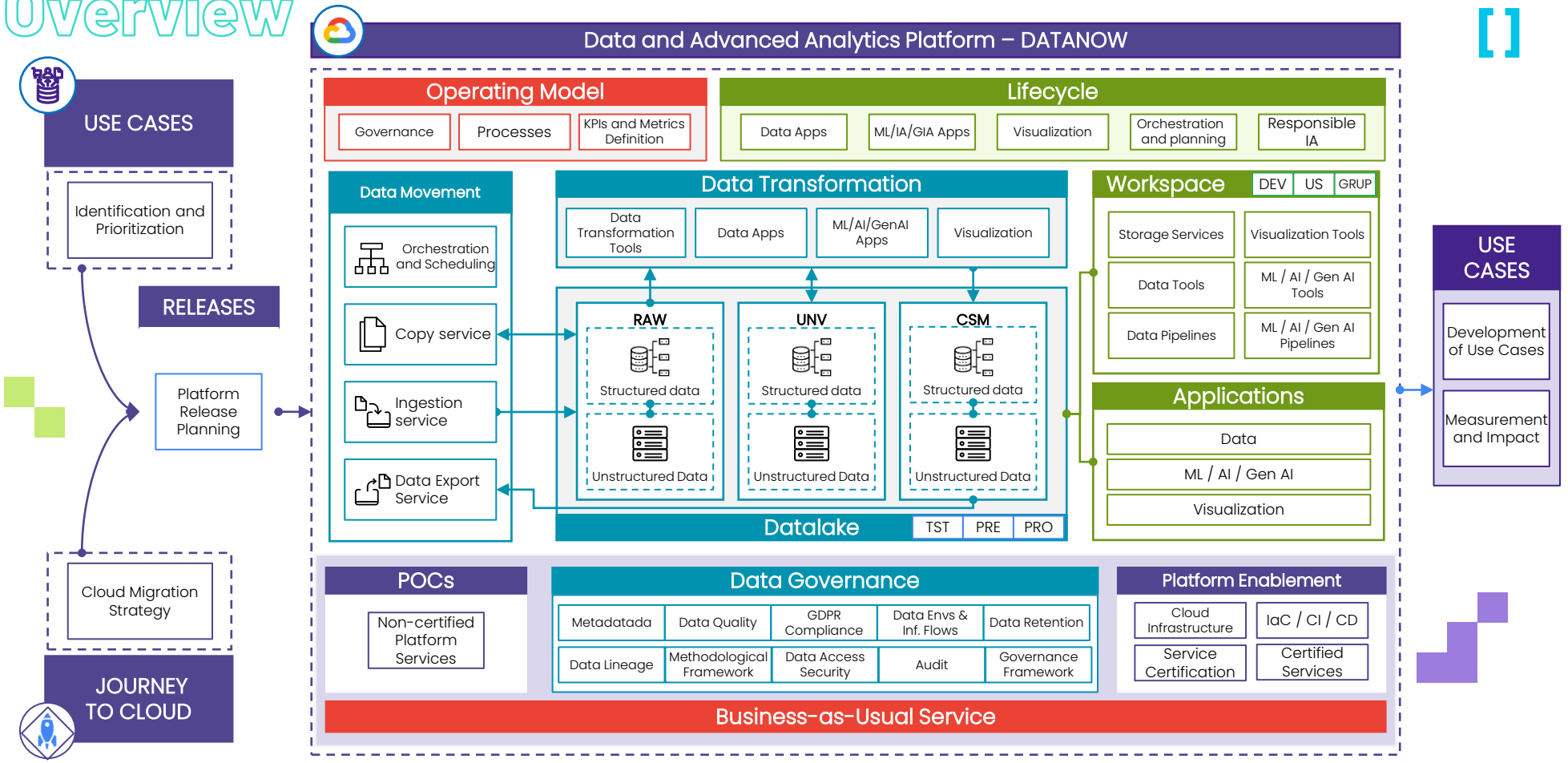
› Visualization

Executive dashboards and self-service BI

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Data Platform

Overview



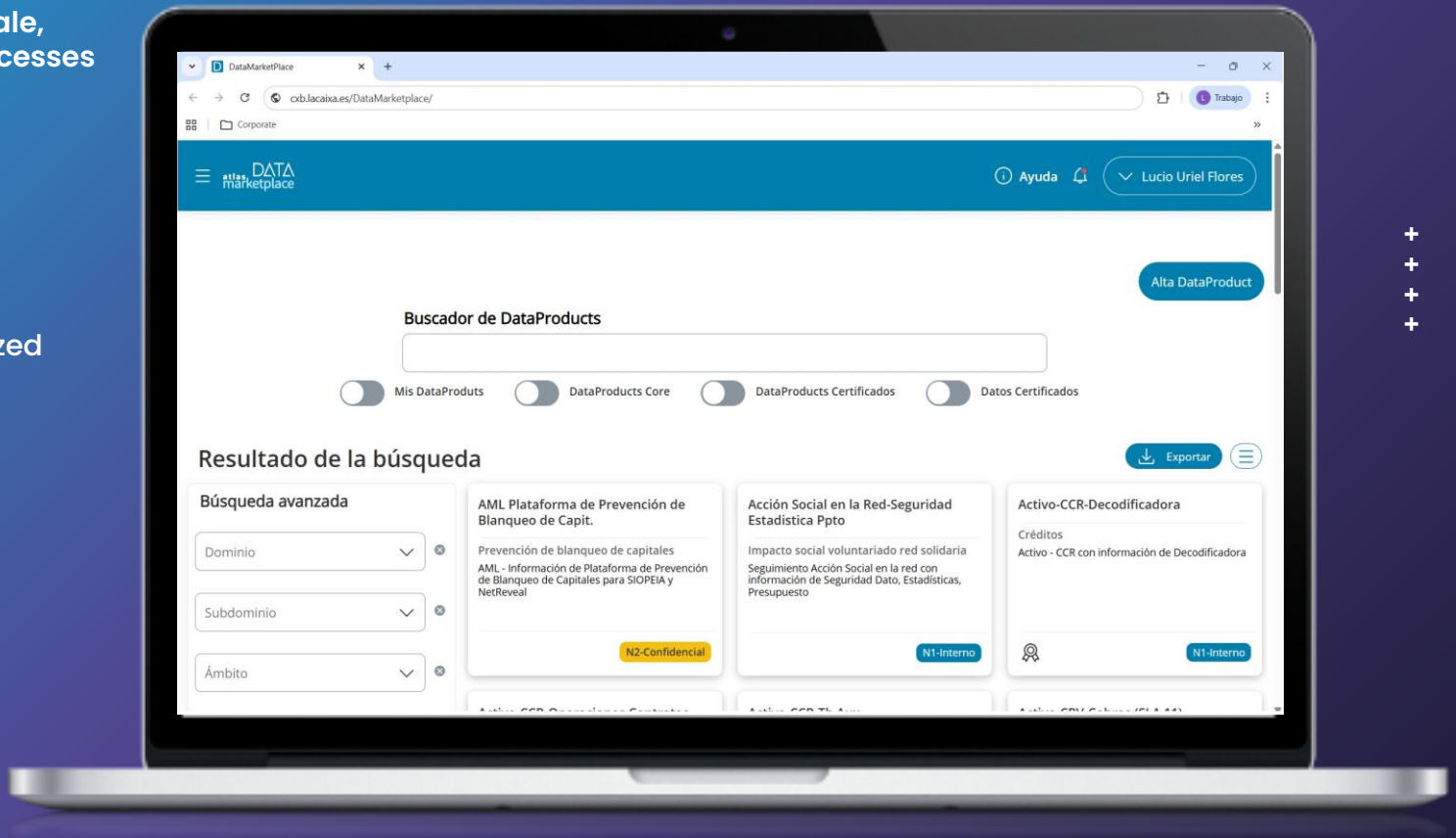
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Data Governance

Data Marketplace

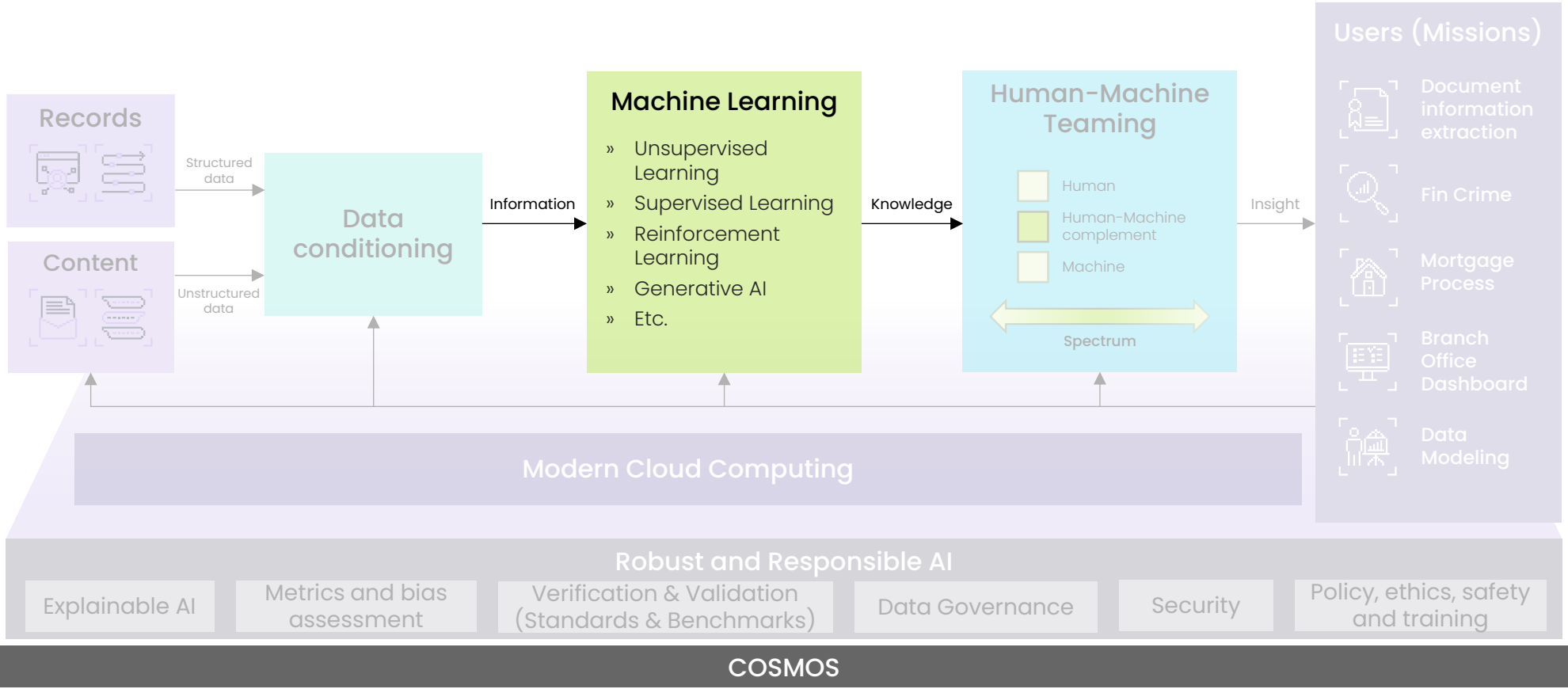
A platform operating at enterprise scale, powering thousands of users and processes every day.

- Centralized & Standardized Data Governance Ops
- Democratized & Decentralized Data Access
- Safe & Accelerated Data Usage



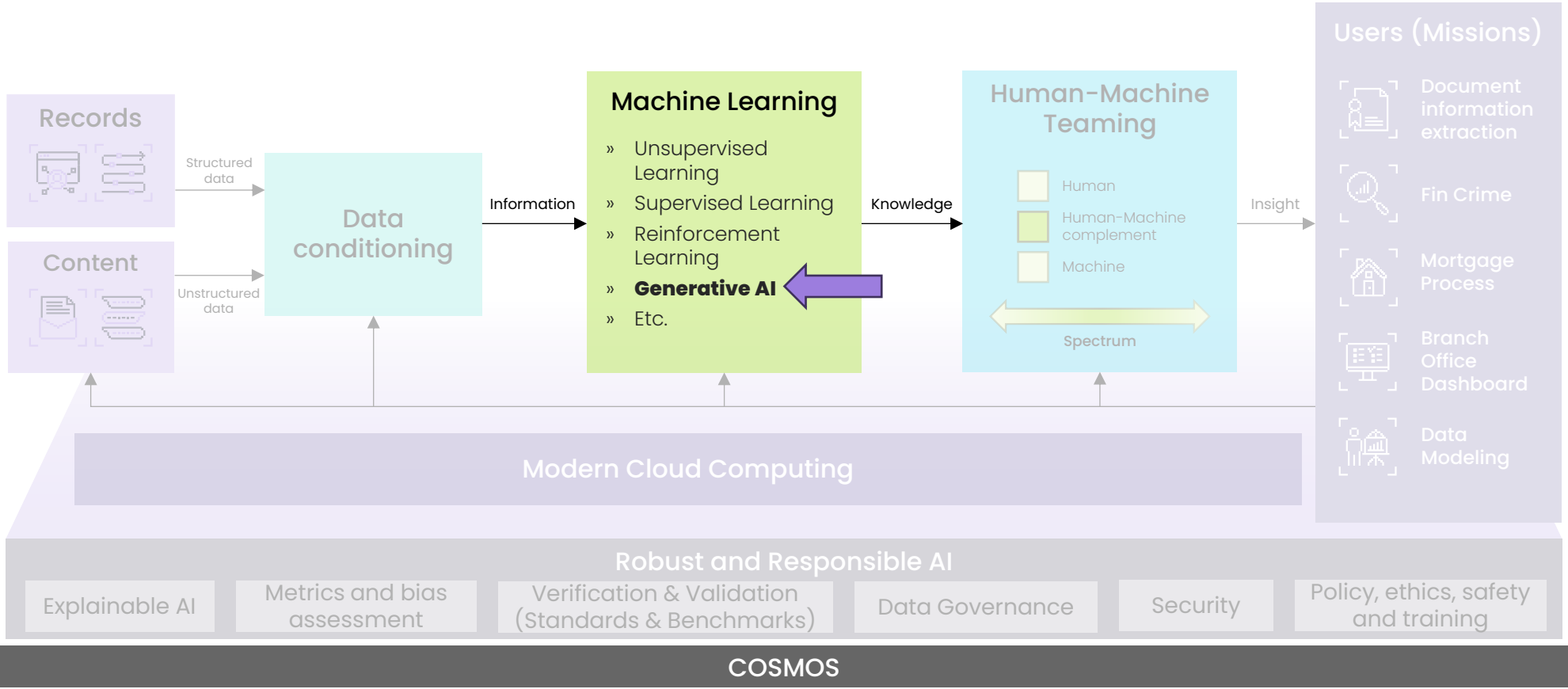
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Cognitive Platform

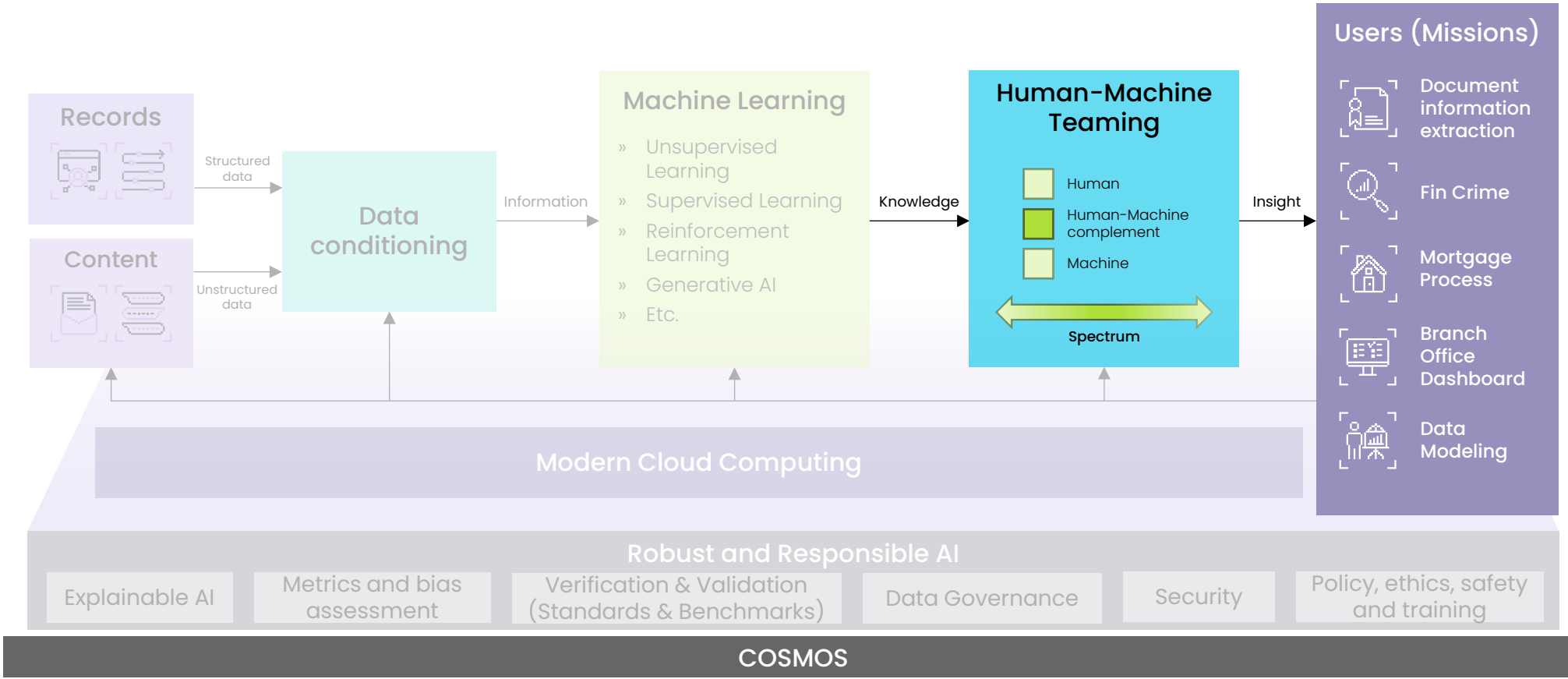
From models to value at scale

> Framework to **build & operate specialized agents** that orchestrate or execute tasks

Shared Capabilities	System of shared capabilities built for **reuse**, **measurement**, and **scale**
Operating Fabric	**Out-of-the-box**: Retrieval + Memory • MLOps/LLMOps • E2E Governance (RAI)
Business Outcomes	▼ **time** ▼ **integration cost** ▲ **user experience** ▲ **reuse**

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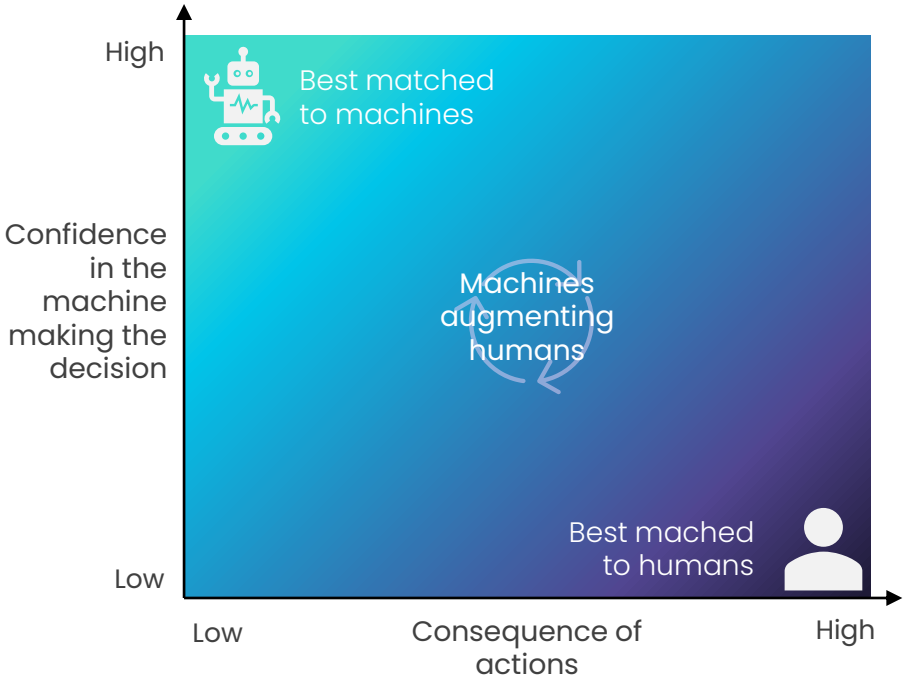
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Human-Machine Teaming

AI with us, not instead of us



What machines excel at

- Processing large volumes of information
- Pattern detection
- Speed and consistent execution

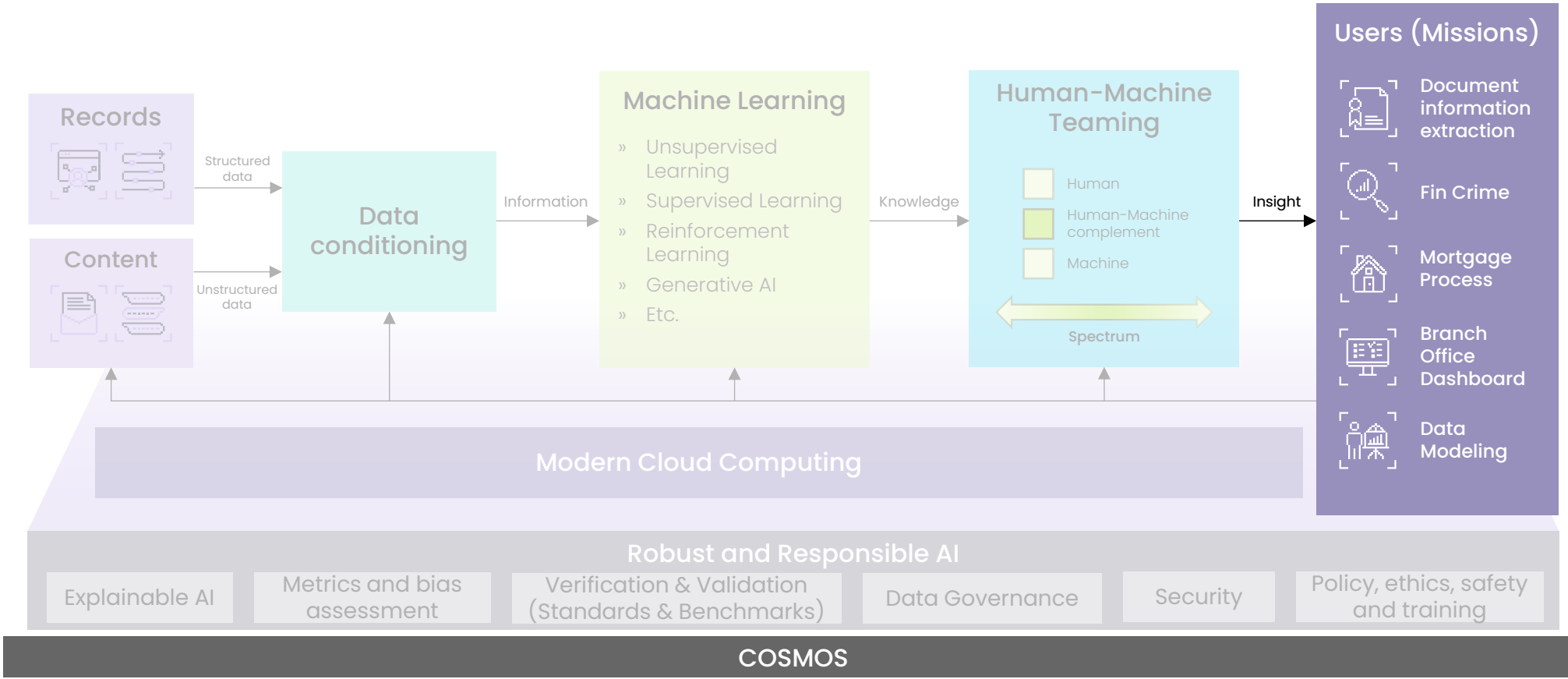
What humans bring

- Judgment
- Ethics and responsibility
- Context and situational understanding
- Oversight: setting goals, constraints and acceptance

Better-informed decisions • More efficient operations • Much better service delivered

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Use Cases

Mortgage analysis, accelerated by data + AI

› A focused view of two capabilities within a broader end-to-end transformation

Data preparation

Bring together the evidence needed to understand the customer situation and the transaction.

- Structured data
- Customer documents
- Property & Legal records

· Data collection and conditioning ·

Generate knowledge

Technical & Legal Report

ML + GenAI turn conditioned data into a consistent, reviewable view of the case.

· Data into information ·

Assist in the flow

Context-aware Assistant

Combines case-specific knowledge with mortgage policies and process documentation to answer the manager in context.



· Information into knowledge ·

Manager

Gets the right information live

- Faster analysis
- More consistency
- Better-informed offers
- Better customer service

· Knowledge into insight ·

20% target reduction in mortgage analysis & offer time

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Use Cases

Data Engineer Assistant

› GenAI-powered assistant that accelerates the delivery of data products by automating the development of DBT (Data Build Tool) projects following CaixaBank's corporate development framework.

Key capabilities

Accelerates migration of existing data pipelines from legacy technologies to DBT.

Enables rapid development of new greenfield DBT projects.

Generates standardized, optimized and tested code from data models, lineage, source systems and business requirements.

Uses specialized AI agents and continuous validation to ensure quality, consistency and governance.

Business impact

Faster delivery of data products.

Increased development productivity.

Reduced implementation effort.

Improved standardization and code quality.

Release	Efficiency	Speed-up
jan-26	20.8%	1.26
apr-26	25.2%	1.34
jul-26	**37%**	**1.59**
Theorical limit	62%	2.63

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Use Cases

Metadata Enrichment Assistant

› GenAI-powered solution that automatically enriches and improves metadata across the enterprise Information Layer, enhancing data discoverability, understanding and governance.

Key capabilities

Analyzes data lineage, usage patterns and technical-functional information to generate high-quality metadata.

Automatically creates descriptions, classifications, business context, origins, calculations and relationships at table and column level.

Reviews and enhances existing metadata, improving consistency and semantic understanding across datasets.

Integrates with the Data Marketplace to enable automated metadata generation for Data Products.

Business impact

Improved data discovery and self-service analytics.

Greater trust and understanding of enterprise data assets.

Reduced manual effort in documentation and governance tasks.

Enhanced Data Product adoption through richer business context..

Total Savings

+1.600.000 €

Cost reduction

99%

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The Essential Ideas

 **Choose wisely to maximize impact**	Being intelligent about **which use cases to tackle** is the biggest multiplier of value. Not every idea deserves AI — the right few change everything.
 **One aligned strategic direction**	Real impact comes **when the company, the strategy and the platform** pull in the same direction — from governance to talent to business priorities.
 **Modern, scalable foundations**	Data platforms, cognitive components, and responsible AI practices aren't "nice to have": they're the **prerequisite** for moving fast and safely.
 **Data + AI act as one system**	The pipeline is simple: **mission → conditioned data → AI → human–machine teaming**. Value appears when the pieces work together.
 **Humans stay at the center**	Machines deliver speed and scale; humans provide context, judgment, and oversight. Most high-value use cases live where people and AI **collaborate** to reach better decisions.

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Q&A //

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