Trusted AI creates a bigger opportunity for data resilience partners

AI is leaving the pilot phase and entering live business processes. There are four ways partners can expand services, deepen customer relationships, and build recurring revenue.

1

Open the door with data readiness

Before AI goes live, customers need to know what data they hold, who—or what—can reach it, and how it is protected. Data discovery, classification, and access assessments create an entry point before the customer has made a major AI technology decision.





2

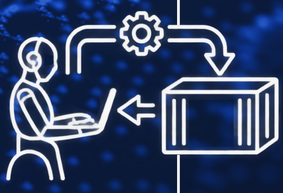
AI agents bring a new identity challenge

AI agents access data, call tools, and act across systems far faster than any person. Identity, privileged access, and zero-trust expertise already applies—extending it to non-human identities takes partners into AI governance and risk management.

3

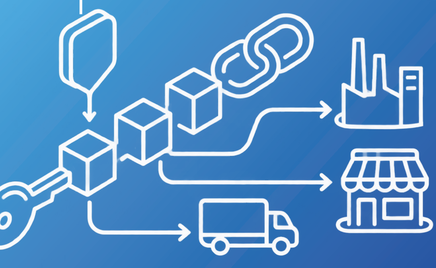
Be ready when the agent gets it wrong

When an AI agent triggers the wrong transaction or acts on compromised data, customers need to contain it, reverse it, and recover without rolling back the entire environment. Clean data, tested recovery, and clear playbooks put partners at the center of trusted AI.



> You first must have the data backed up, governed, and then let an agent do its work."
>
> **Executive, European reseller and services provider**

4



The biggest opportunity starts after go-live

Data, permissions, agents, and threats keep changing after deployment.

Managed governance, monitoring, resilience, and recovery services turn one-off projects into long-term relationships and recurring revenue.

> We see it as a huge opportunity to provide AI governance as a managed service."
>
> **Executive, European reseller and services provider**

Build the services customers will keep buying

AI is expanding the opportunity for partners with expertise in data protection, security, identity and resilience. Those that develop repeatable services now can strengthen customer relationships and build recurring revenue as AI adoption grows.

Where can your business expand next?

Explore the emerging services opportunities, capabilities and business models shaping the future of data resilience partners.

Read the full report →

The Future of Trusted AI and the Evolving Partner Opportunity →

