

How to create business value with AI

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How to Create and Maintain Business Value With AI



Harvard Business Review estimates that AI will add **\$13 trillion** to the global economy over the next decade.¹

Despite this, organizations struggle to actually generate tangible business value with AI, meaning their efforts have fallen short when it comes to improving business outcomes to make key processes and functions **better, faster, or more cost-effective**.



There are in fact **6 main drivers** that an organization must deliver on to not only create and maintain business value associated with AI projects, but also to evolve from one phase of AI maturity to the next.

Read on for a *non-exhaustive* list of actionable solutions for each driver.

¹ <https://hbr.org/2019/07/building-the-ai-powered-organization>



Value

Generate early wins and build on them, such as creating use cases that will be game changers for the company.

Implement a use case qualification framework and appoint an owner of use case qualification.

Track value creation as early and as often as possible and assign an owner of value tracking to coach and evangelize on the value of AI for the organization.



Vision

Evaluate their current AI maturity and communicate on it.

Determine the organization's short-, medium-, and long-term visions for AI.

Start choosing and mapping out specific use cases for each stage of the vision.



Data

Leverage the data accessible to them.

Provide wide self-access to data in order to foster democratization.



System

Start operationalizing their AI projects in parallel to their infrastructure transformation projects.

Experiment in agile mode, setting up formal and regular use case ideation and review sessions.

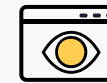
Take a platform mindset — one platform with multiple instances to scale resources up and down in an elastic, responsible, and governed way.



Governance

Ensure their data is of high quality, usable, and secure.

Aim to find a balance between auditability and permission management that doesn't stagnate the organization's efforts to accelerate their ability to use data at scale.



Talent

Define and lead the initial effort for talent hiring, retention, and upskilling.

Design the best experience for their existing cross-

profile
workforce.



92%

of data leaders attribute the “principal challenge to becoming data-driven” to people, business processes, and culture, with only 8% identifying technology limitations as the barrier.²



Continue reading to check out the full Business Value Guide for AI!