

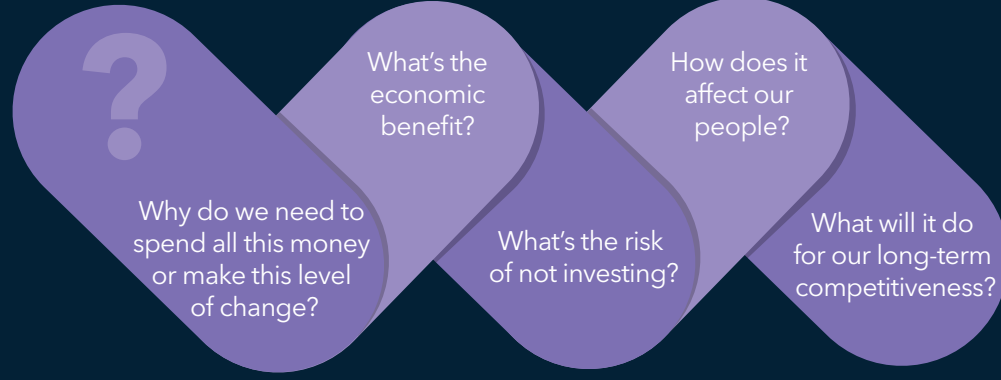
7 Steps to Get Going With AI

STEP 1 Know Your Stakeholders

Over **50%** of technology execs intend to deploy AI before the end of the year.¹

50%

Nothing happens in a vacuum. When you're making a pitch, make sure you have all the decision makers and stakeholders in the room. Then prepare for their questions, like these:

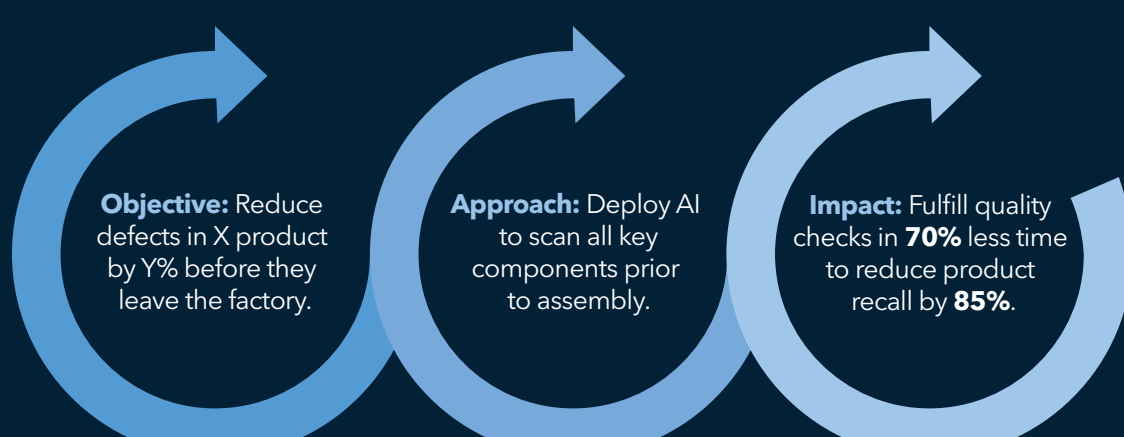


STEP 2 Frame Your Opening

Recent research suggests **80%** of organizations deploying AI see their projects fail.²

80%

Creating a three-part structure for your opening statement keeps your pitch organized and easy to understand. The one below for a production example could apply for almost any application:



STEP 3 Identify the Risks

The risk of doing nothing is a real concern for business leaders given the pace of digital transformation and its central role in enabling the world economy during the COVID-19 outbreak.

No FOMO

BY 2030

The accelerating development and adoption of AI will boost global GDP by

14%³

70%

of companies will adopt at least one type of AI technology.⁴

STEP 4 Spotlight the positive

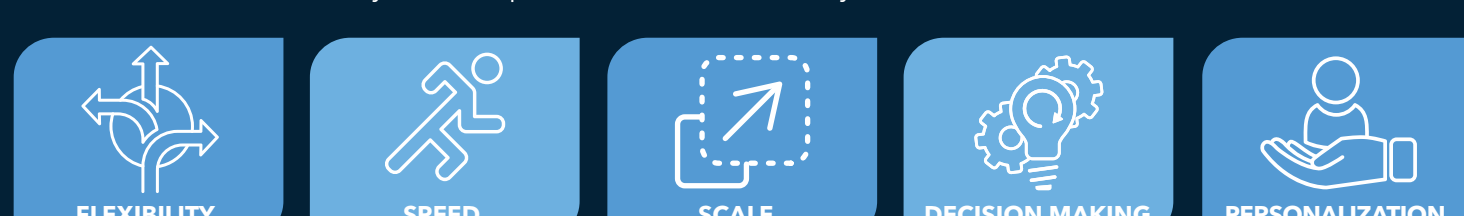
90% of executive enthusiasm for AI is driven by its positive potential^{5,6}

90%

Focus on Five Impacts

This section of your business case should detail your proposition for how AI should be deployed within your organization.

Through its work with clients, **Accenture** believes that there are five characteristics pertaining to key business processes that firms usually want to transform with AI.



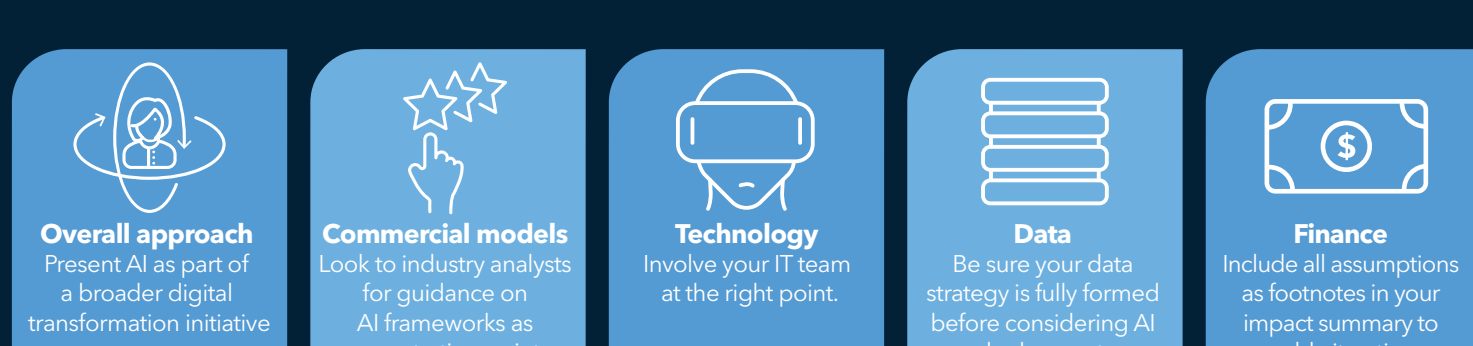
STEP 5 Show it's been done

Nothing speaks more eloquently to the impact of AI than applications at work today. Choose from these applied AI stories from across industries.



STEP 6 Line up the details

Put your stakeholders at ease with these five essential types of facts and figures.



STEP 7 Zero in on your partner

Line up the facts that spotlight your AI partner's strengths.

This checklist of five can help ensure the lasting success of your foray into AI.



* Hint: SAS has over 40 years of experience innovating with analytics and AI.



Learn more
The AI business case guide | SAS

FOOTNOTES

1 CIO survey, 2019: Implications for Product Marketers, Gartner, 2019

2 Big Data and AI Executive Survey, New Vantage Partners, 2019

3 Sizing the Prize: What's the real value of AI for your business and how can you capitalise?, PwC, 2017

4 Notes from the AI frontier: Modeling the impact of AI on the world economy, McKinsey, September 2018

5 Big Data and AI Executive Survey, New Vantage Partners, 2019

6 Artificial Intelligence Global Executive Study and Research Report, MIT Sloan Management Review and Boston Consulting Group (BCG), 2019

