



SIX CONSIDERATIONS FOR AI SUCCESS

How to deploy artificial intelligence for maximum benefit

Your business, like most, is operating today in a whirlwind of complexity, threat and opportunity. With the help of artificial intelligence, disruptors are seemingly tearing the rules of business up.

What can you do to get AI's powerful benefits working for you in the same game-changing ways? You'll need to make use of the endless sources of data available to you. Imagine being able to inform your customer service strategy with all the invaluable feedback you get from surveys, interactions with customer services, complaints, sales calls and social media sentiment. How about being able to predict what financial offers or discounts different customers will take up? Or learning about the energy consumption of different citizens and cities to personalise energy plans and improve sustainability?

In the years ahead there will be no end to the innovations AI can support. Now, is therefore the time to make the right considerations in order to ensure AI's success in future.

BE BUSINESS-SMART WITH AI

Consider these six factors

CONSIDERATION 1

PREPARE FOR A LESS SILOED APPROACH TO IT

If you are involved in or responsible for AI projects, prepare for a less siloed, less functional and more open approach to data and its management. Modernise IT structures in ways that allow your organisation to collect, prepare and manage heterogeneous data easily and rapidly. Allow your people to share it compliantly with an ecosystem of AI collaborators and you'll be directly supporting competitive advantage in the analytics economy.

CONSIDERATION 3

HOW WILL YOU AMPLIFY THE VALUE OF AI?

Take a business case-by-business case approach to deploying AI. Do your risk/cost calculations and make sure all stakeholders buy into the business case so that there is a common and realistic understanding of what AI can deliver. Start small and invest the learnings from one project to the next in order to build AI value incrementally. Consider the opportunity costs of not investing in AI when your competitors are – it could be expensive and you could rapidly lose market share.

CONSIDERATION 5

ENSURE AI APPLICATIONS ARE ETHICAL AND WELL GOVERNED

How will you guarantee AI's responsible and ethical use? How will you use it for the good of your customers, without detrimental or subversive impacts on them or the markets in which you operate? And how will you use the data AI relies upon in both ethically and in alignment with industry regulations? Do you already have the right governance frameworks, storage and security in place?

CONSIDERATION 2

ARE YOUR BUSINESS CHALLENGES RIGHT FOR AI?

To ensure AI delivers meaningful business value, first assess your business challenges and ambitions. Ask yourself whether the ability of AI to automate processes and/or augment human cognition will make a real difference to your organisation. Don't be afraid to experiment with AI applications because what you learn from failing fast can be very useful in your next projects.

CONSIDERATION 4

AGREE AN ONBOARDING APPROACH THAT WORKS FOR IT AND EMPLOYEES

Decide whether embracing AI means you should bring in or develop in-house IT talent, whether you should begin by buying in external expertise, or formulate a hybrid approach. Be aware of the sensitivities many of your workforce may have about AI. Some will feel threatened by it, others will be delighted to embrace it, so begin any processes of onboarding with supportive cultural change.

CONSIDERATION 6.

DON'T OVERSTRETCH YOUR CAPABILITIES INITIALLY

We suggest looking at applications of AI within your industry. Don't believe all the AI hype and get advice on what is really possible today. Don't forget that AI has been around for many years, so many of the more straightforward decisioning applications we see in online environments, where action has to be taken in real time, are already powered by the cleverness of AI.

To learn more about how we at SAS are helping customers understand and deploy the value of AI, please listen to our podcast series or visit sas.com/uk/ai