

Making AI a Killer App for your Data: A Practical Guide

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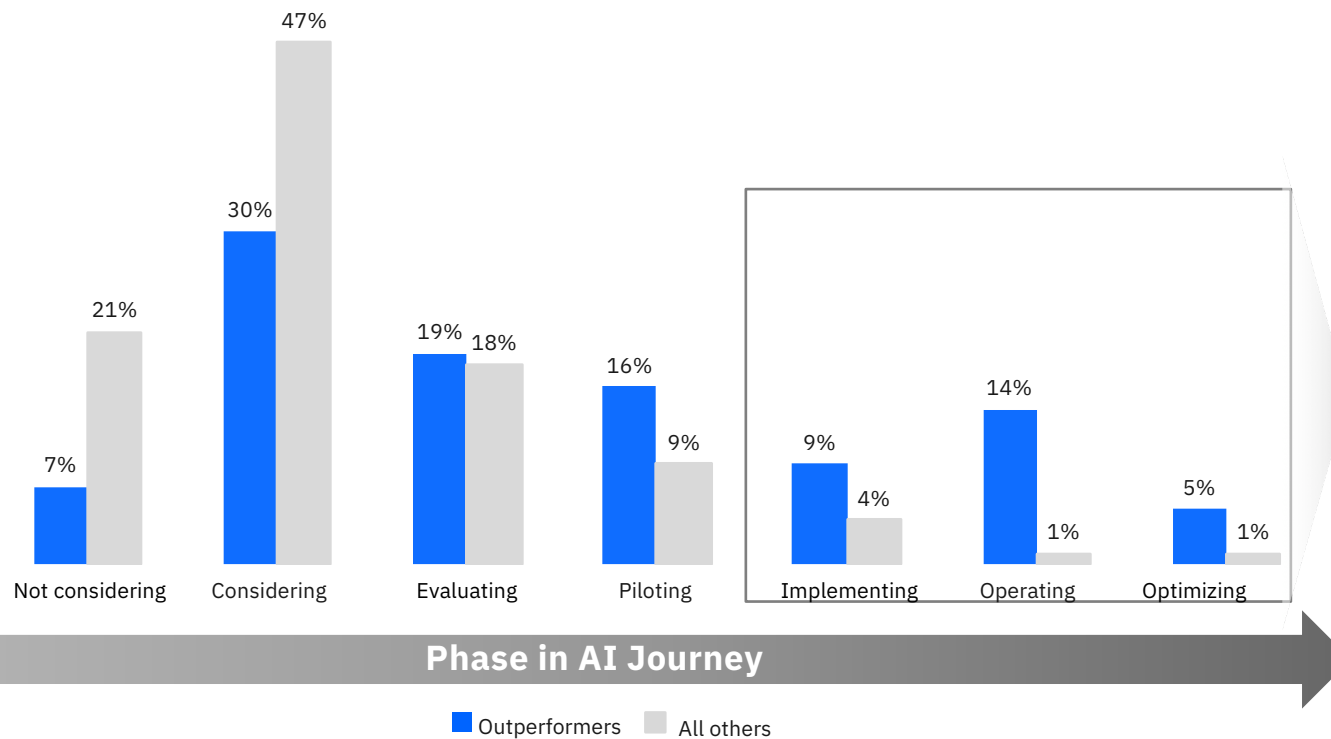


The AI Opportunity

*AI could potentially deliver additional global economic activity of around **\$13 trillion globally by 2030¹**, or about 16 percent higher cumulative GDP compared with today*

This amounts to about 1.2 percent additional GDP growth per year

Enterprises are acting on this transformative potential impact of AI



82% of organizations are in some stage of considering / adopting AI

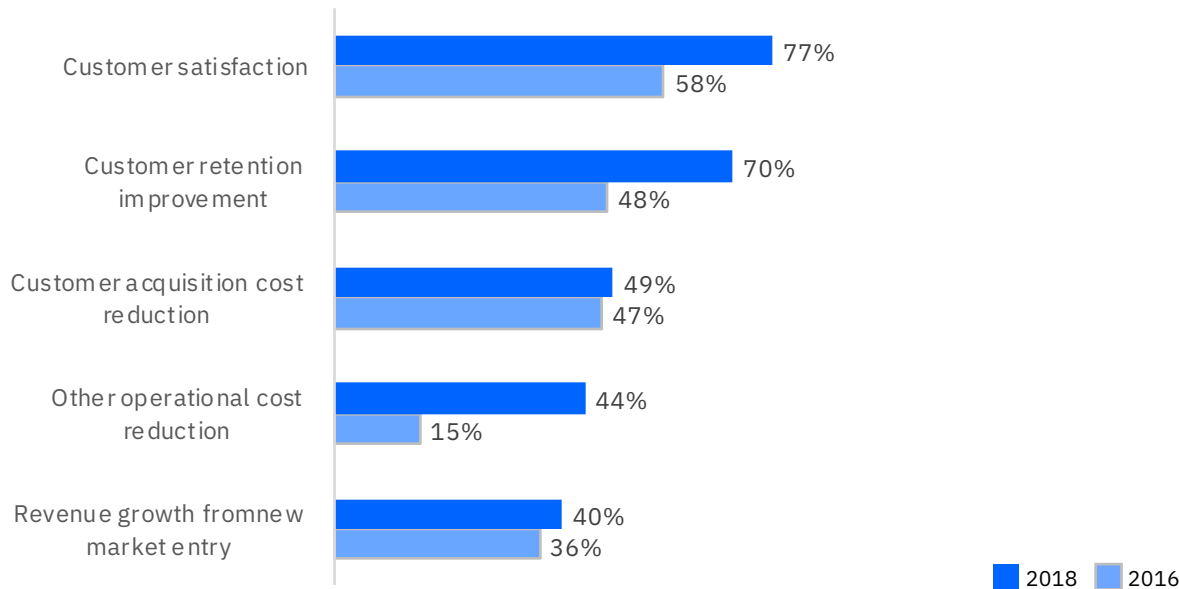
28% of outperformers are in more mature phases **vs.** only **6%** of all others

Source: 2018 AI Survey : AI1: Level of AI adoption; N=5001

* Outperformers are those organizations that self-identify as having outperformed their peers on revenue growth and profitability for private sector organizations or revenue growth and effectiveness at achieving objectives for public sector organizations

Enterprises have also become clearer and more discriminating in what is important to their enterprise AI strategy

Top 5 value drivers for adopting AI for outperformers ²



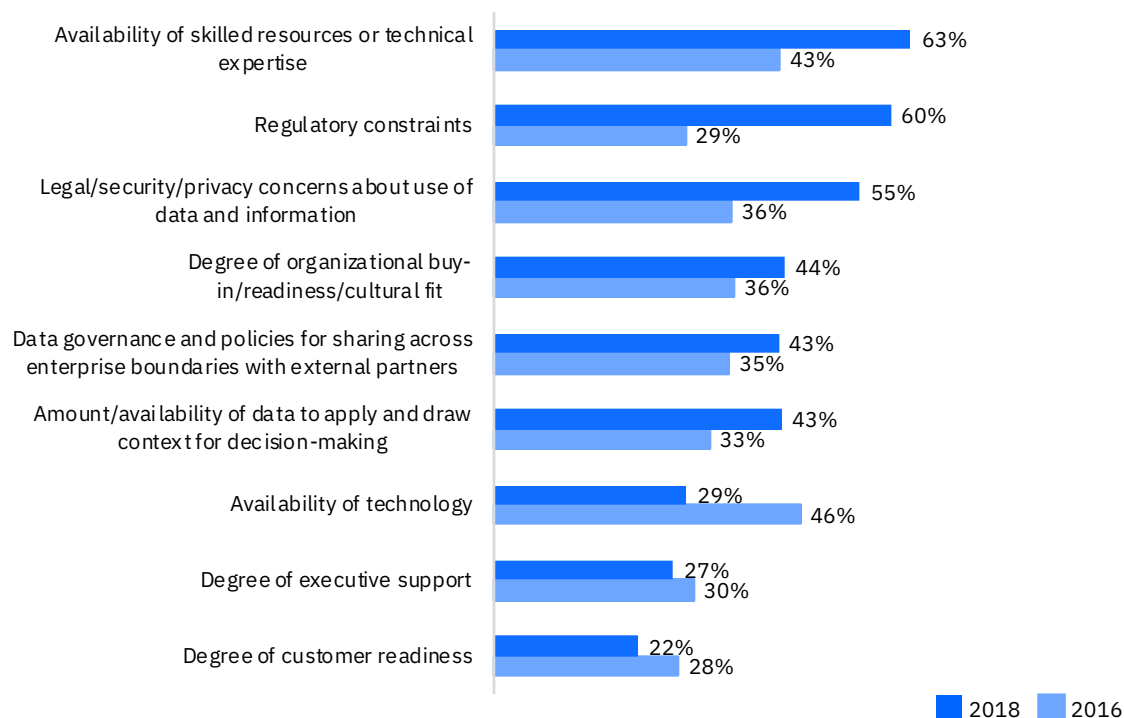
Source: [1] Percentages represent the number of respondents who selected 1 or 2 on a scale from -2 to +2. Source: Q3.4.f In which direction do you think the business landscape will change in 2-3 years?

Source [2]: 2018 AI Survey : A12. What are the important value drivers for artificial intelligence/cognitive computing?; N=5001

*Companies are prioritizing
driving top line growth
with their investments in AI
above cost considerations*

However, they are facing a number of barriers to implement AI

Barriers to implement AI

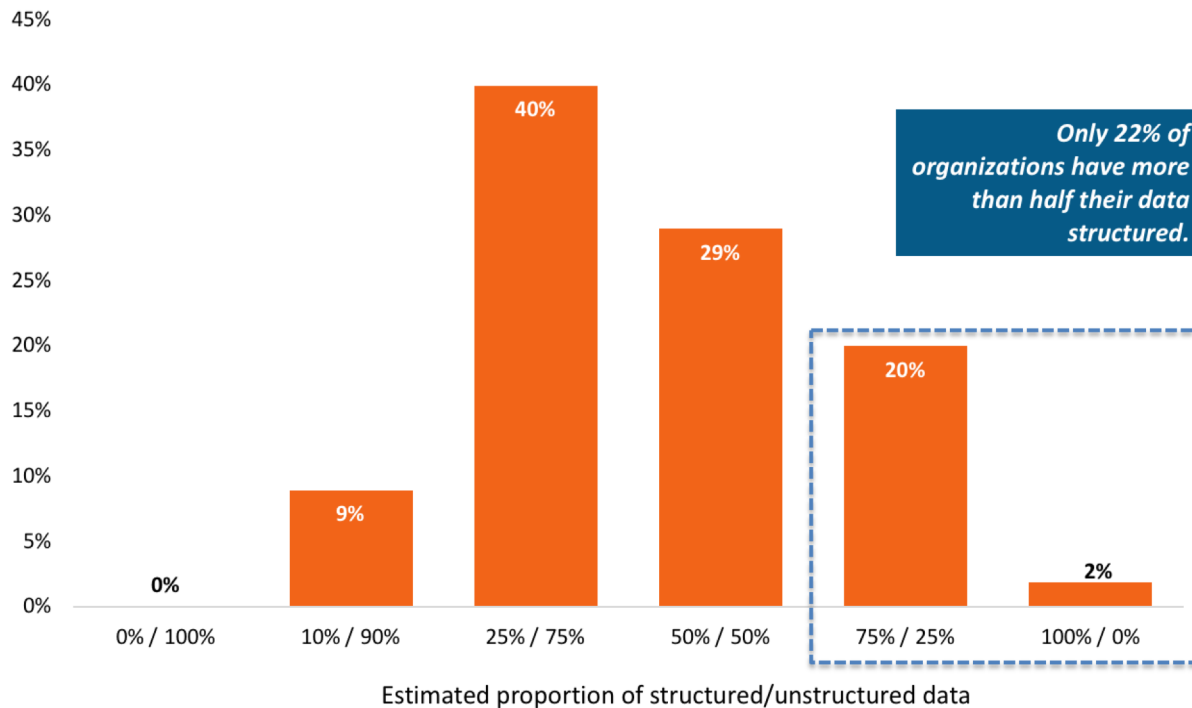


While lack of skills is a top barrier, enterprises need to tackle a host of other related issues to get to AI@Scale

Source: 2018 AI study : AI3. What are the top barriers your organization faces in implementing artificial intelligence ?, N= 5001; Brad Hershbein, "We have to upgrade our skills to match intelligent machines", Business Insider, Oct 2016

Data is the fuel that drives AI, however most enterprises are struggling in managing and utilizing the data that they have

State of data in enterprises¹



*Differentiation will come from **creating powerful data supply chains** to locate, transform and move data to where it is needed*

[1]: HFS Research 2018; Sample: Global 2000 Enterprise Buyers = 460

Four success factors for starting your AI journey



1. Strategy

Don't forget the “why”

- Create a business-value-driven AI strategy
- Improving a business through digital transformation requires an enterprise-wide approach

2. Data

There is no AI
without Data

- Don't avoid AI because you think you have no usable data
- Internal, proprietary data is not your only source to power AI initiatives
- Make data the cornerstone of your delivery strategy
- Data privacy has to be a core part of the overall data management strategy

3. Execution

Avoid AI tourism

- Scale or fail
- Nothing has bold impact in isolation
- There is no singular starting point for automation and AI journeys
- Focus on re-imagining your processes rather than applying AI as patchwork

4. Change

Change heads, hearts
and hands

- You need talent that understands the intersection of data and algorithms, as well as their impact on process chains and workflows
- Change management is key for the fundamental shifts in the workplace as humans and machines work side by side

Examples of AI deployments at scale



- AI systems augmenting and assisting **20,000 advisors** across **5,000 branches**
- Saves **200,000** working days annually
- Focused program to **re-train** advisors and **drive adoption**

[Credit Mutuel Case Study](#)



- **70%** of device troubleshooting, usage, and order tracking inquiries handled by TOBi (virtual agent) in the UK
- TOBi's **NPS: 60+**
- Agents re-trained and re-focused to case management

<https://www.youtube.com/watch?v=bYqazJ5jy2k>



- AVA (virtual agent) supports **30,000+** conversations per month
- Recognizes **40** unique use cases
- **99%** faster resolutions from 1.5 days to 5 min

[Autodesk Case Study](#)



- Built AI powered systems to **capture knowledge** of senior experts
- Employees used to spend **80%** of their time researching problems and **20%** fixing it. **AI system has reversed this**

[Woodside Case Study](#)

The four success factors for the AI journey

- 1. Strategy: *Don't forget the "why"*.** Your AI strategy needs to be driven by the desired business values and outcomes. AI is a means to an end, not an end in itself. Start with the end goal in mind.
- 2. Data: *There is no AI without data*.** When enterprise data is coupled with external data and made accessible via a platform, you can unlock endless AI opportunities. Without accessible data in the right format, there is no AI.
- 3. Execution: *Avoid AI tourism*.** Understand the need, build the solution, and execute with scale in mind.
- 4. Change: *Change heads, hearts, and hands*.** Building the necessary skills required to enable technological and process changes requires significant change management focus to successfully re-train your talent pool, maintain the culture, and achieve scale.

Thank you

Please visit the following link for more details on AI studies:

<https://www-935.ibm.com/services/us/gbs/thoughtleadership/cognitivelibrary.html>