IDM Solutions
Intelligent Decision-Making

Where to Start: Bridge the Gap Between AI and Business

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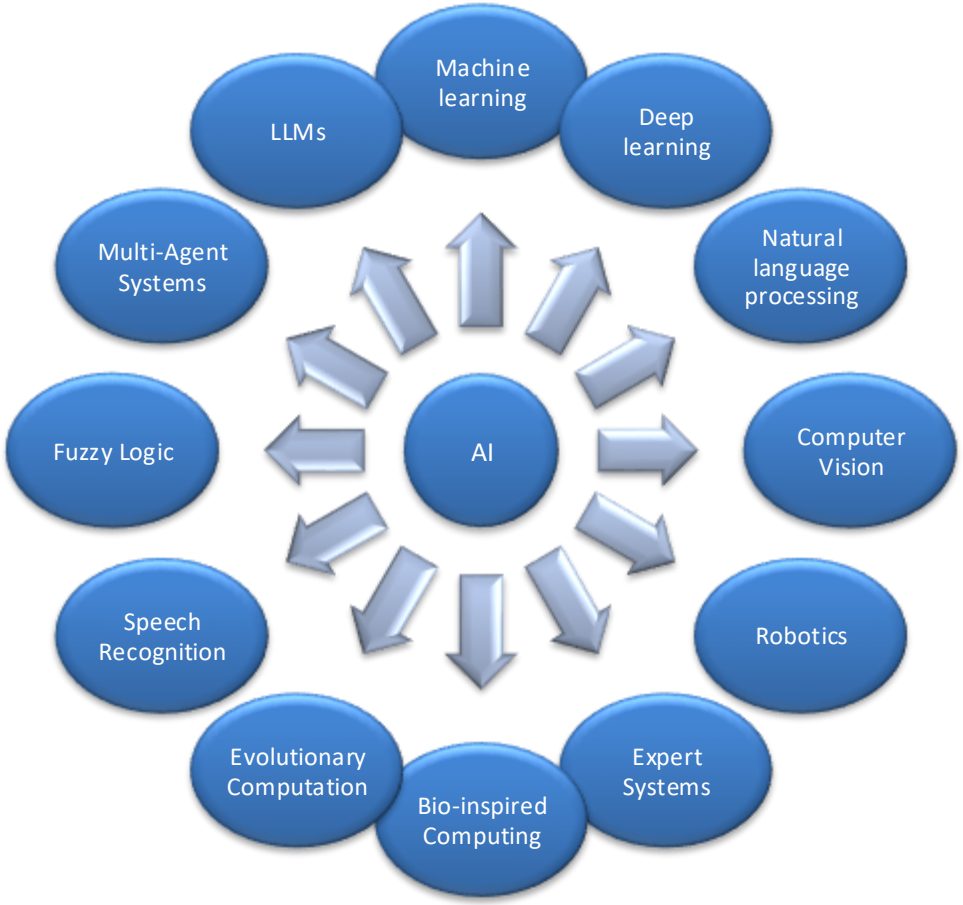
Branches of Artificial Intelligence

Caution: People used the term Artificial Intelligence as a ”catch all” phrase….avoid generalities…
The following are all “considered AI” depending on the market and technology areas….

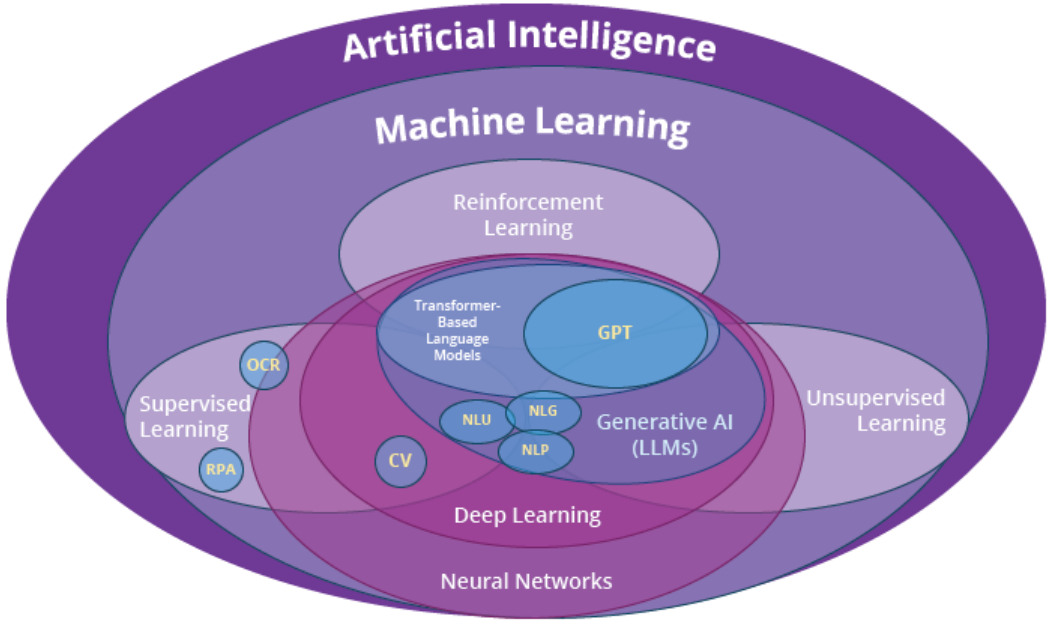


Hierarchy of Artificial Intelligence

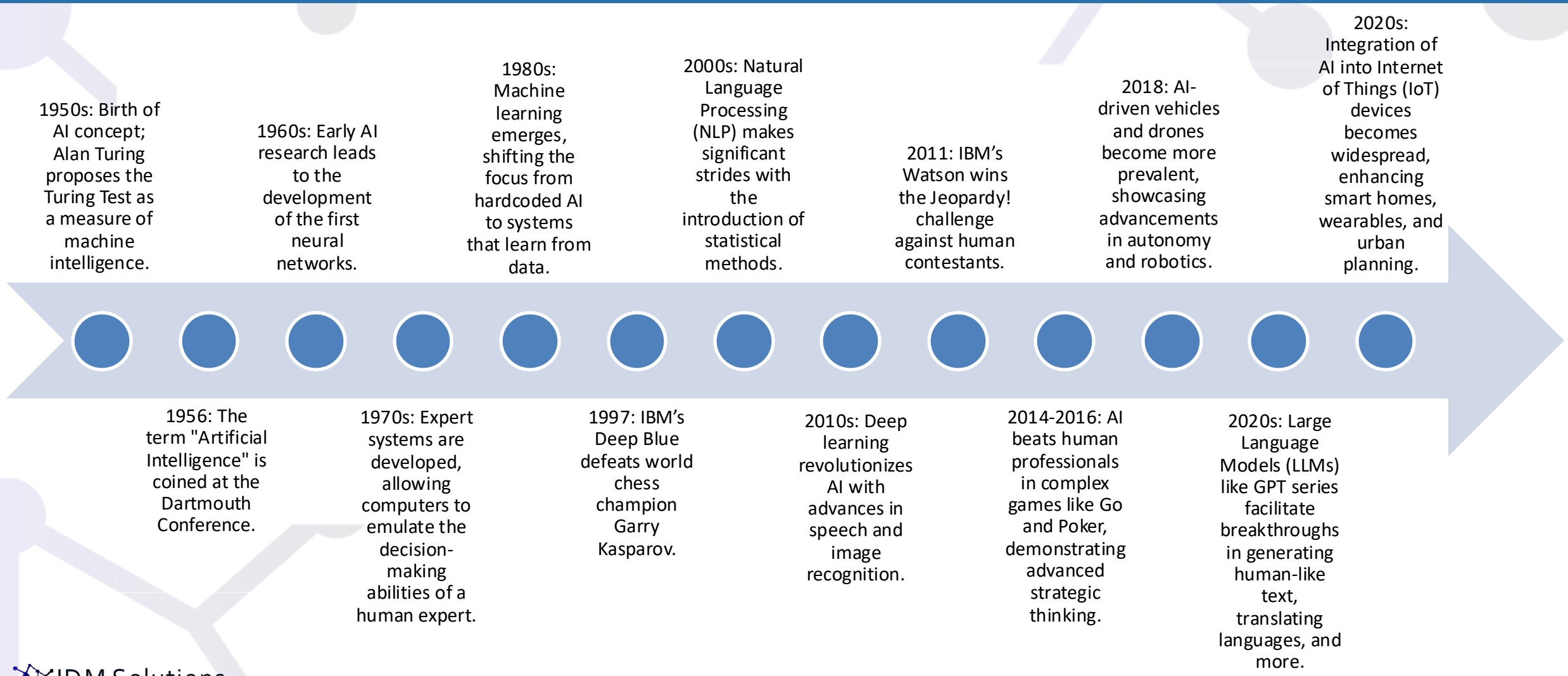
BLUF: At a high level, ML algorithms fall into three main categories but subdivide even further…

Types of Machine Learning

- Supervised – machine learns from training data
  *Example: Do I bring a rain jacket today?
- Unsupervised – No training data is required
  *Example: Cluster these samples together
- Reinforcement – machine learns on its own
  *Example: Have my vehicle cross the intersection with no accidents

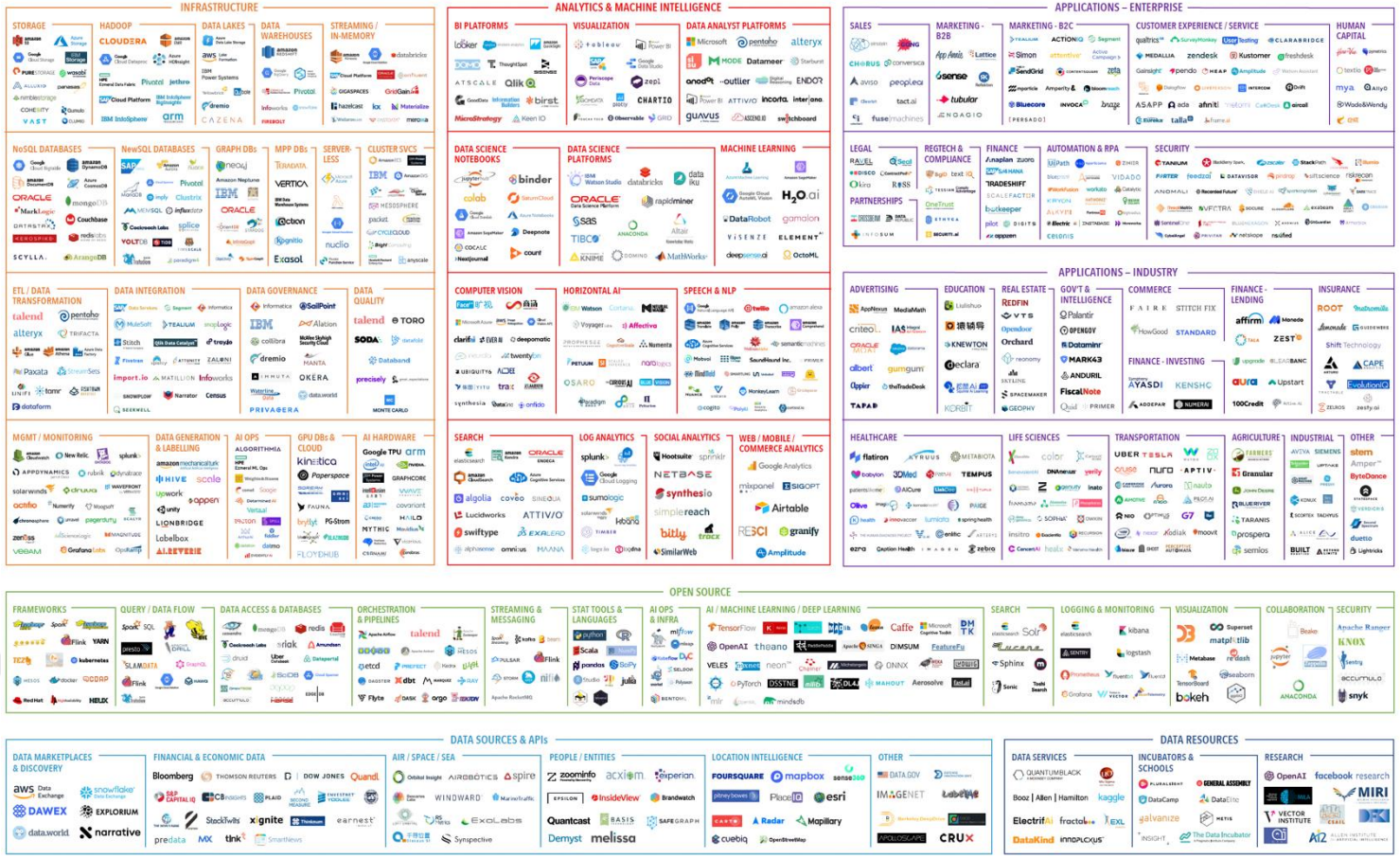


Timeline of ”Most” Notable Events

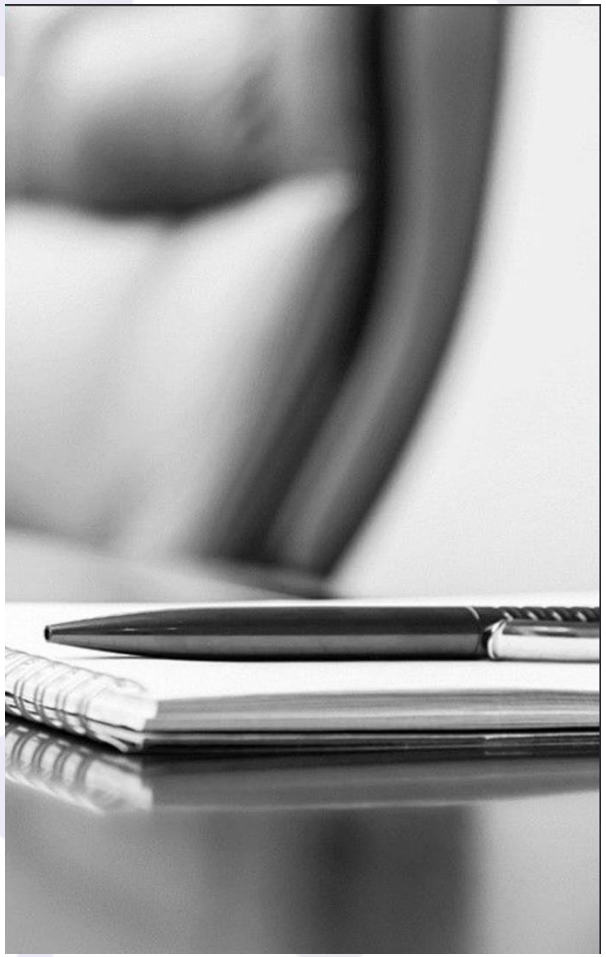


Lets face it…this can be difficult to navigate

How do we bridge the vast technical landscape and find the middle ground between both technical (AI practitioners) and non-technical (business executives) participants?



Aligning your Business



01

Where do we start?
R&D or Operations? ROI? Technical feasibility?

02

How do we define and measure success?
What is working? What is not? Did we meet our objective?

03

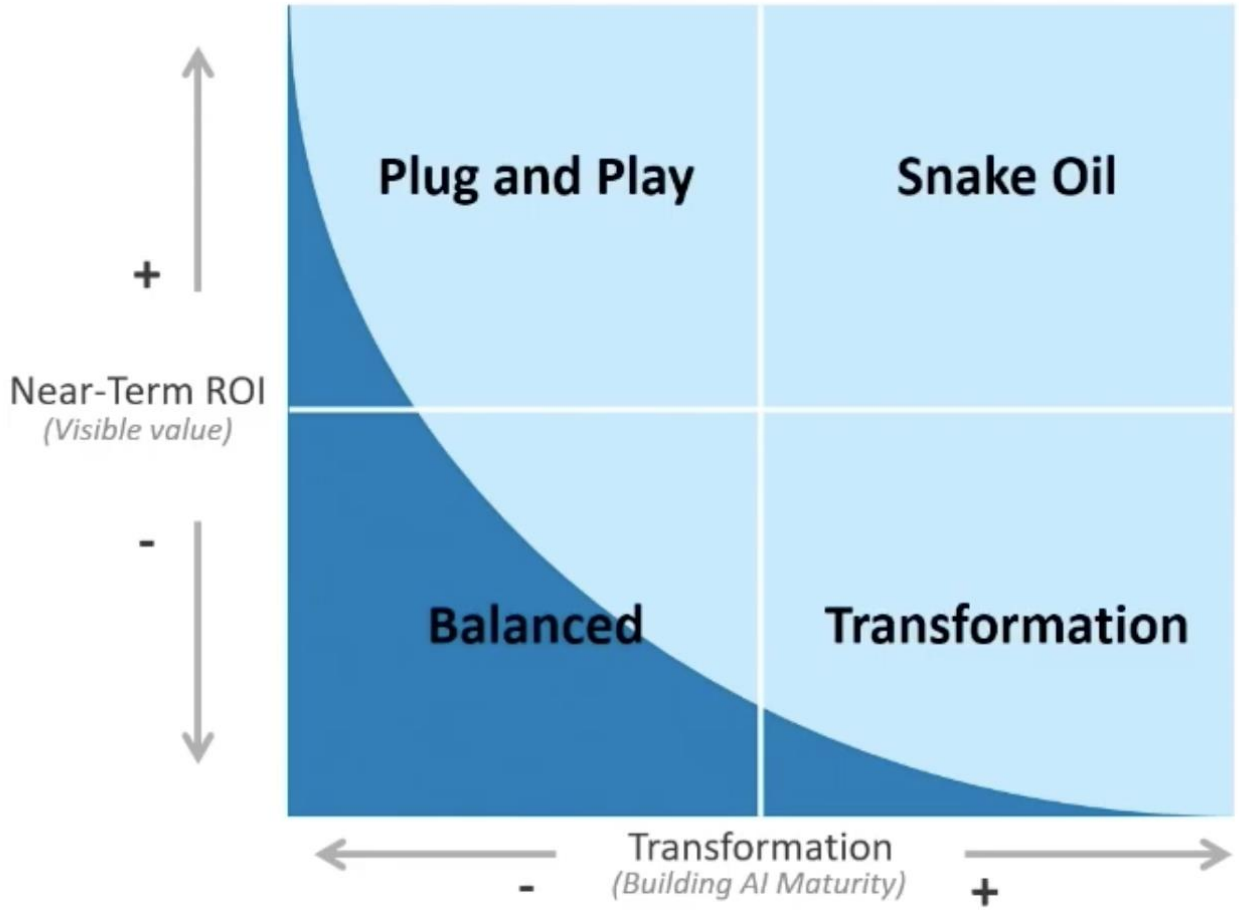
How should metrics be communicated and consumed?
Will this resonate?

04

What is the role of IT in data science and AI?
How do we make IT part of the solution?

Where do we Start

How do we determine the uses cases, where to start, and how we define the roadmap to ROI? How do we start with and balance high risk/high reward innovation projects with projects that can show an immediate return for the business (customer/stakeholder)?



80% of your portfolio should be in the balanced quadrant

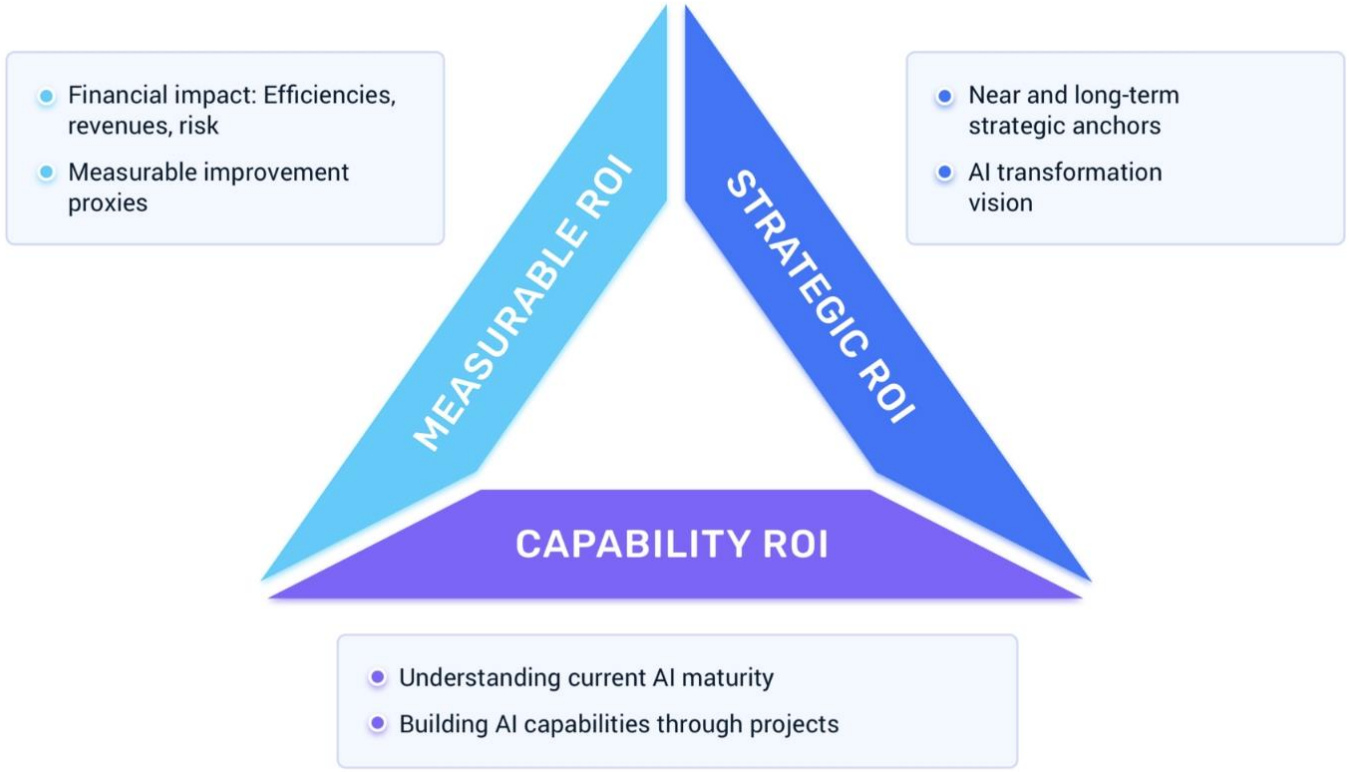
How do we Define and Measure Success

Balancing Perceived Value vs Delivered Value

- Caution: We need to not use "fancy buzzword pitches that offer "quick wins", no ROI, and a bunch of money will be made"
- Not all ROI needs to a financial return – there is also strategic-based and capability-based ROI
- Perceived value – We reduced cost, we had marginal improvement in efficiencies, etc.
- Delivered value – Intangibles and qualitative measures that we learned along the way – this strategically and operationally makes your business more valuable.

How Should Metrics be Communicated and Consumed

How do we communicate the results of the POCs to technical and non-technical audiences alike? How do we frame information in a way that does not lose insights and relevance as the stakeholder becomes more disjoint or farther from the actual work?



What is the Role of IT in Data Science and AI

IT needs a seat at the table with AI practitioners and business

- 80-90% of all AI POCs fail because we did not fundamentally understand how to include and integrate all stakeholders from Day 0 to cross that chasm.
- IT requirements - They have servers, protocols, cyber, security/compliance/governance/etc.
- AI POCs may not need IT infrastructure and are usually developed in a vacuum.
- When developing POC models, AI practitioners need to understand the tech stack and all IT requirements so that from an infrastructure perspective, roadmaps are in place for enterprise wide adoption and integration.