Experiential AI for Digital Transformation

EAI Drives 5-Year Digital Transformation at High-Tech Manufacturer

CHALLENGE

PROJECT:
Data Opportunities Roadmap

PERIOD OF PERFORMANCE:
Spring/Summer 2022

An international manufacturer of high-tech materials, industrial systems, and product components knew that their digital transformation would need to be data-driven in order to be successful. So they engaged the Institute for Experiential AI (EAI) at Northeastern University to be their **Strategic Analytic Advisor** and guide a five-year digital transformation process.

As the first step, they needed to understand the current state of data and align it to the objectives of the Digital Transformation. This called for the development of a **Data Opportunities Roadmap.**

SOLUTION

The EAI team used quantitative and qualitative data collection methods to create an independent snapshot of each business unit's operating model, technology landscape and priorities. Using this information, they cataloged potential data, technology and automation opportunities. The EAI team presented, discussed, and prioritized these opportunities during a two-day workshop with business unit leaders.
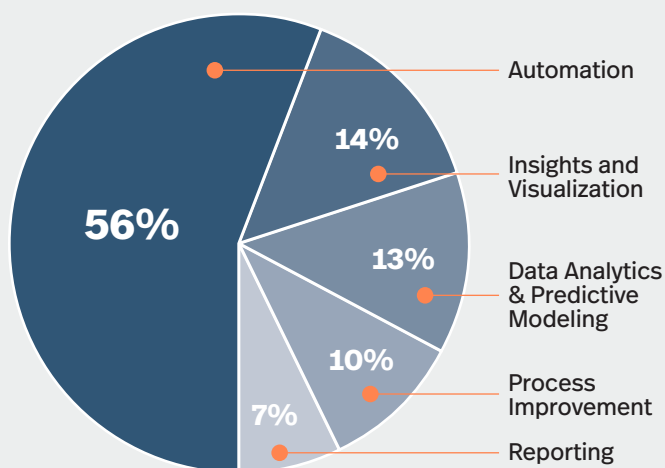
OUTCOME

EAI identified **118 opportunities** totalling over **$31 million** in ROI, prioritized by business impact.

> **Having cross-talk and cross-pollination between the groups and BU leaders, I think that happened for the first time ever. That was a huge thing. That is big. That is transformational.**
>
> - Client Digital Transformation Lead

RESULTS

Opportunities Identified Across Five Key Areas

56%

14% — Automation

13% — Insights and Visualization

10% — Data Analytics & Predictive Modeling

7% — Process Improvement

Reporting

Four-Step Digital Transformation Roadmap Established

Define: Set ambitious, measurable, value-tied targets
Build: Begin with achievable quick wins
Accelerate: Drive value and develop digital-first culture
Scale: Multiply project impact across BUs to transform business

Journey to Digital Transformation Began:
Timelines established for execution of 17 top-priority projects. First projects began Fall 2022.

DEFINE › **BUILD** › **ACCELERATE** › **SCALE**

Find out how we can help you.
Scan this code or visit ai.northeastern.edu to get started

EAI