

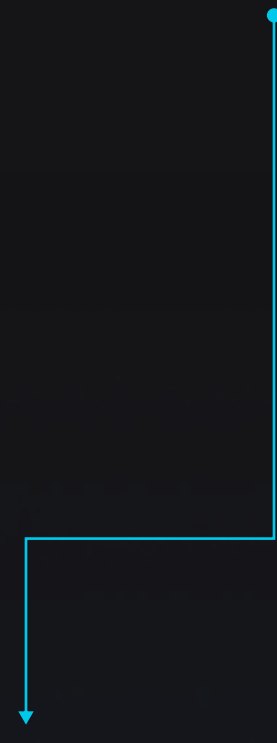


[A PRACTICAL ROADMAP]

The C-level guide to kickstart your AI journey

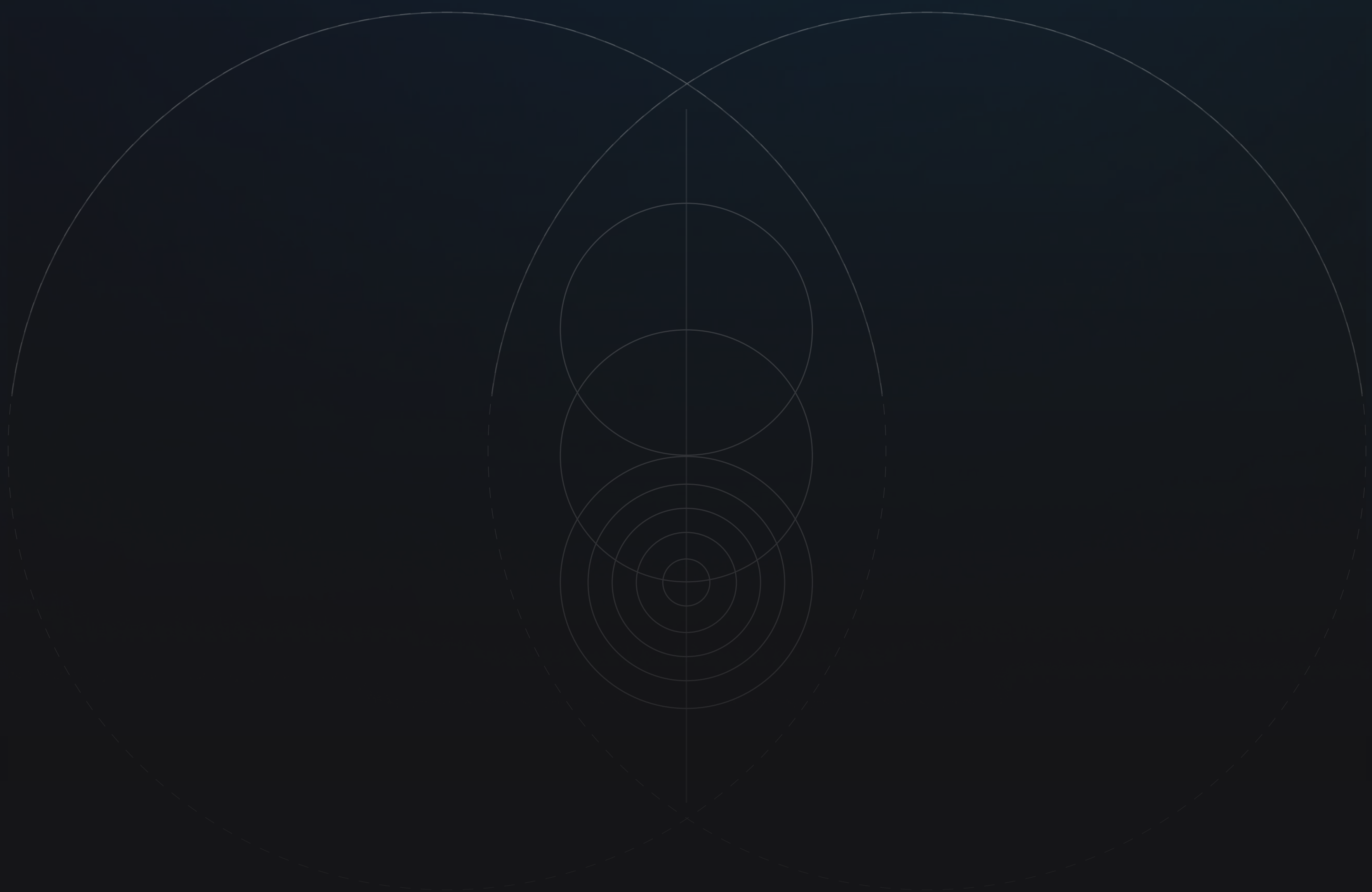
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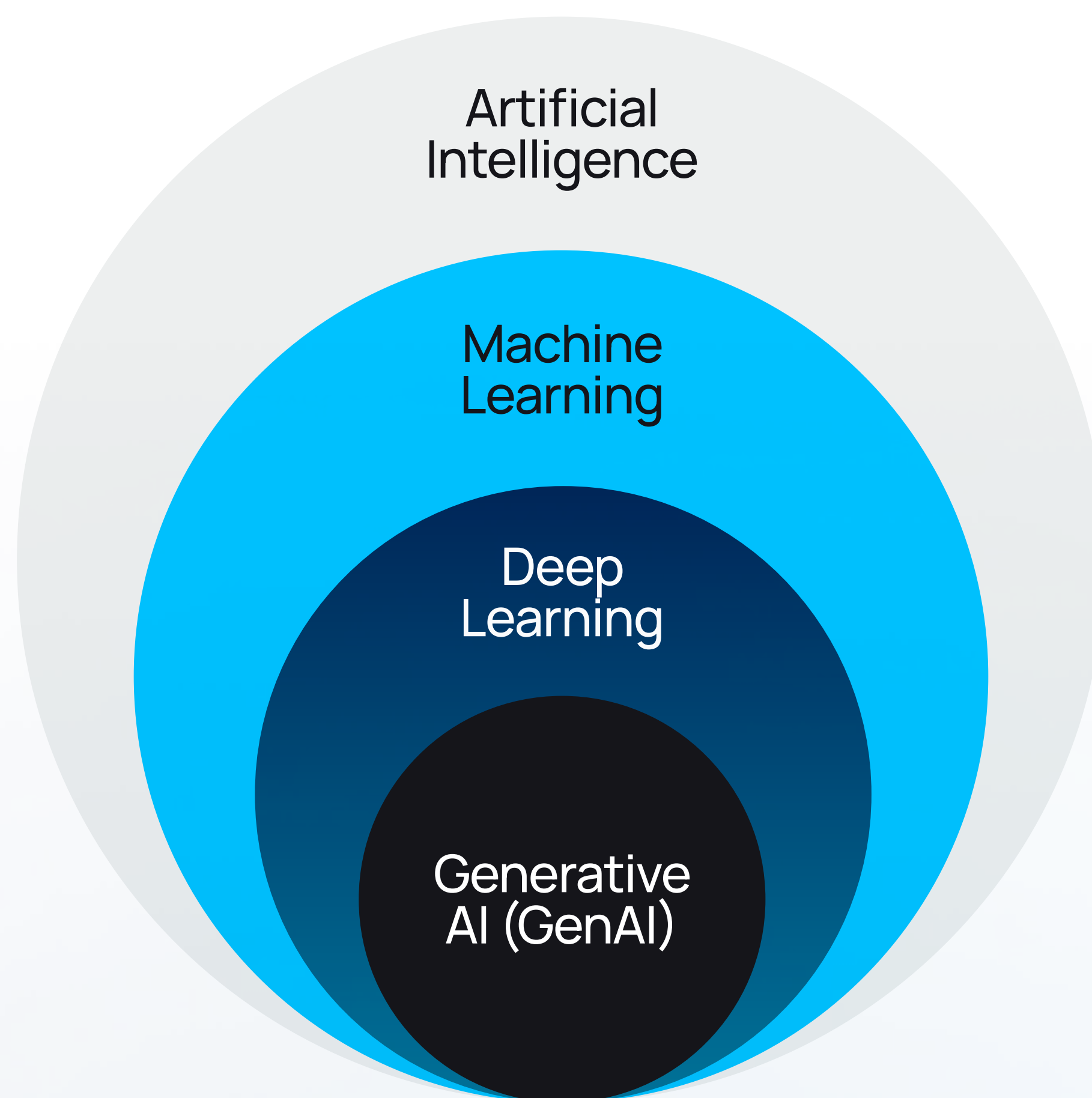


Many companies feel overwhelmed when beginning their AI journey, and as a leader, you may feel the same amid a sea of information and recommendations.

This guide will help you cut through the noise and navigate your AI journey one step at a time.



AI glossary



Artificial Intelligence (AI)

Refers to a field of computer science that creates machines capable of human-like tasks, such as perception, reasoning, planning, learning, and decision-making.

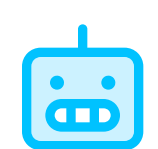
Example: AI optimizes scheduling for tasks like employee shifts or transportation.



Machine Learning (ML)

A branch of AI where machines learn to solve problems by generalizing patterns from provided examples.

Example: ML detects patterns and anomalies to identify fraud.



Deep Learning

A specialized area within machine learning using brain-like neural networks to process complex data such as text or images.

Example: Neural networks process camera sensory data for autonomous driving.



Generative AI (GenAI)

A category of deep learning algorithms focused on creating realistic content from data such as text, images, or audio.

Example: Popular examples are ChatGPT (for text) and DALL-E (for images).

AI Glossary

Understand AI - from data to decisions

Unlike programming that operates on deterministic rules and predefined instructions, AI, particularly Machine Learning (ML), uses a probabilistic approach. Instead of following rigid rules, AI systems learn patterns from data, make predictions, and adapt over time based on feedback and observed outcomes. This adaptive, data-driven method allows AI to handle uncertainty and continuously improve, making it fundamentally different from the static, rule-bound nature of traditional computing.

AI's data dependency - balancing data and expert knowledge

The data needs of AI projects vary based on the specific problem and algorithm used. While having large amounts of labeled data can reduce the need for some types of expertise, expert knowledge remains key in building relevant and usable AI solutions. Experts provide the domain-specific insights needed to structure data, define meaningful objectives, and interpret results accurately. When data is limited, expert involvement becomes even more critical to ensure that AI models are not just technically sound but also tailored to the needs of end users.

Harnessing AI - key metrics for model performance and business value

The true measure of an AI model's success is measured by its technical performance but also by the business value it creates. To effectively assess AI models, it's important to distinguish between model-specific metrics and those that reflect broader business impact. For example, in a classification task like defect detection in quality control, model-specific metrics such as false positives (detecting a defect when none exists) and false negatives (missing an actual defect) are crucial for understanding model performance. However, the ultimate goal is to connect these technical metrics with business-relevant outcomes like operational efficiency and key financial outcomes like cost reduction, revenue growth, and improved profitability.

AI Glossary

Humans AI - augmentation, not replacement

While AI can mimic specific human tasks, it is still just one tool in the broader toolbox for creating value. AI can assist in thinking, planning, and decision-making processes, but it relies on human guidance to define, refine, and apply these capabilities effectively. This distinction is crucial for leaders to understand; AI accelerates and amplifies what humans can achieve but does not replace the nuanced judgment, creativity, and contextual understanding that only humans bring.

Scaling AI - the need for full pipeline support

Unlike traditional software, AI cannot be separated from its data, making it hard to break the system into smaller modules that can be easily managed or updated separately. This challenge is amplified by the lack of specialized tools for managing AI workflows, often turning simple AI pilots into unexpectedly complex scaling efforts, sometimes costing 10-20 times more than the pilot phase. Scaling AI requires continuous management of the entire so-called ML pipeline — a process that oversees every step from data preparation and model training to deployment and user interaction. Mastering AI at scale remains one of the biggest hurdles in business today.

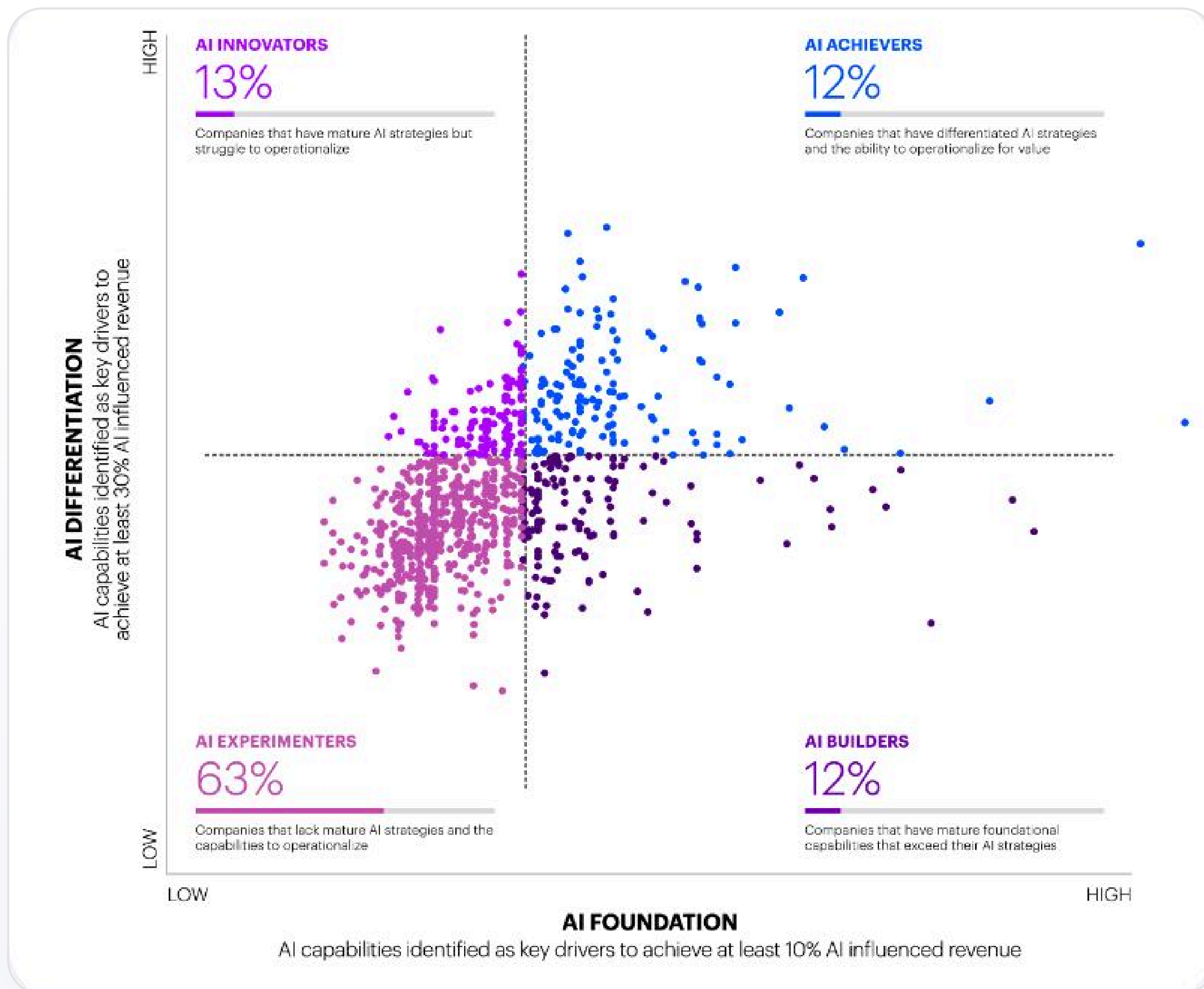
Ownership of AI - make vs. buy

The decision to develop AI in-house or purchase an external solution isn't straightforward due to factors like strategic value, data ownership, customization, performance of external solutions, and total cost of ownership. In-house development offers control and tailored solutions but requires substantial investment in expertise, infrastructure, and continuous maintenance. External solutions provide quicker access to advanced capabilities and ongoing vendor support but may involve compromises on data privacy, integration complexities, and adaptability to specific needs. These implications, especially with their strong financial component, must be carefully considered to align with your business strategy.

Navigating AI ethics - mitigation bias

Ethical AI goes beyond compliance; it's about building systems that are fair, transparent, and aligned with your company's values. Addressing bias is crucial, as AI decisions are deeply tied to the quality and biases of its training data. Principles like 'equal treatment' require human intervention to define fairness, making us rethink whether treating groups 'on average' is sufficient. This underscores the critical role of human judgment as a safeguard, but also as an active guide in ensuring AI decisions are contextually aware and aligned with the broader ethical goals of the organization.

The AI opportunity



Most companies are still experimenting with AI, facing challenges in strategy and execution.

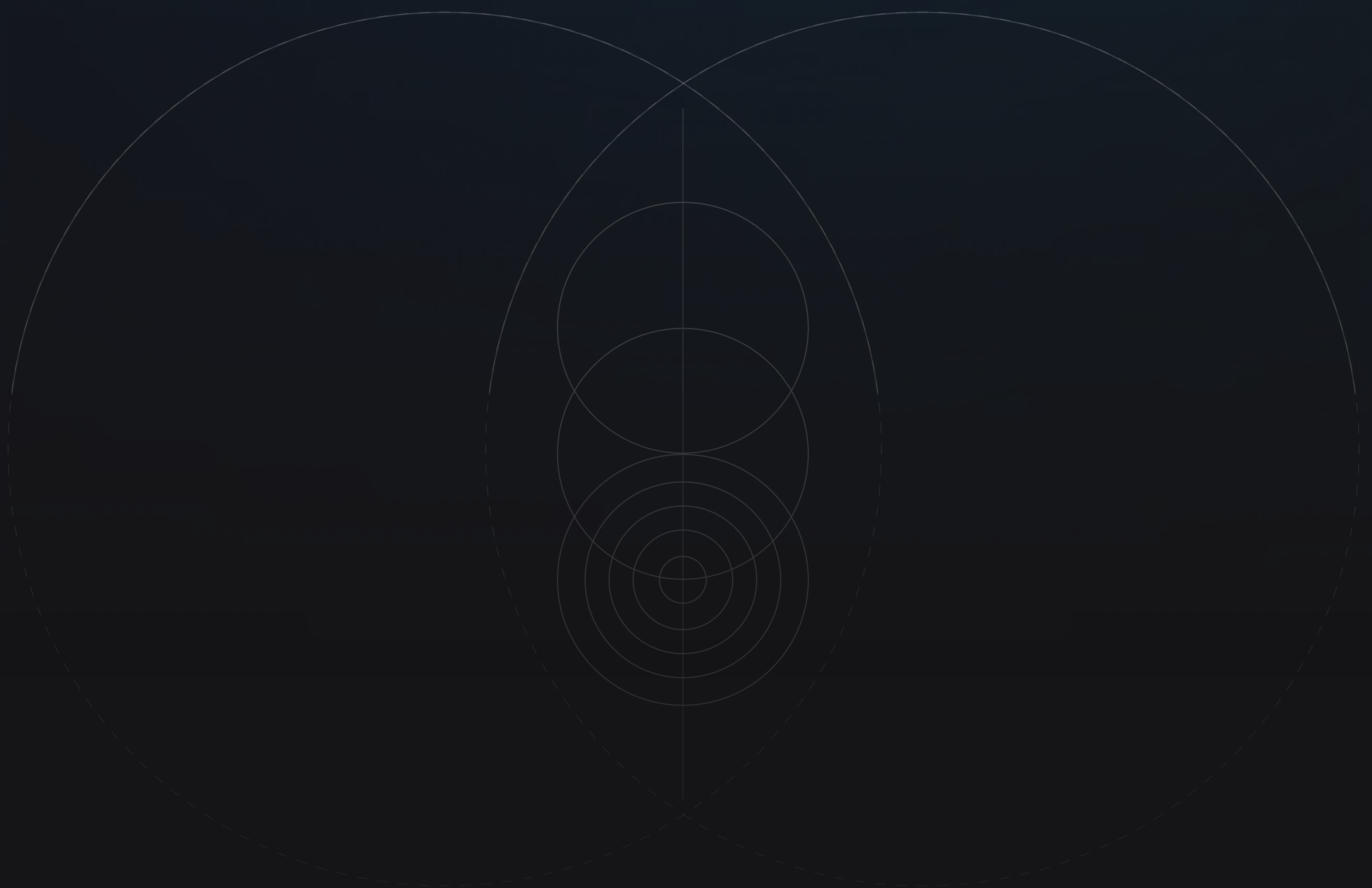
However, its impact is clear. AI can boost EBITDA by 20-30%, according to McKinsey and Accenture.

AI isn't just a technical upgrade; it transforms businesses at every level. Tools like LLM chatbots (e.g., ChatGPT) are changing how we work and learn. For companies, AI drives efficiency, sparks innovation, and reshapes operations, enhancing competitiveness. At the industry level, AI optimizes processes from R&D to distribution, redefining whole value.

To keep in mind

AI projects differ from traditional IT initiatives due to their experimental nature. The outcomes are not always guaranteed, and success often hinges on iterative experimentation and adaptation. Effective AI adoption requires significant data science expertise, strategic planning, and a shift in how leaders engage with data science.

Implications for the CMO function



Implications for the CMO function

Core responsibilities

01 Marketing

AI has transformed advertising, messaging, product and service customization, changing the marketing function to an entirely data-driven and increasingly technical function. Marketing teams must adapt to new demands, such as infrastructure and skillsets, and allocate resources towards AI-driven approaches. While this shift began in B2C marketing, it now also impacts B2B, enhancing online customer journeys and interactions. CMOs must ensure their teams are equipped with the right infrastructure and skill sets to meet these evolving demands.

02 Customer relationships & data

While AI can significantly enhance customer relationships, it's essential to navigate carefully. In Europe, strict regulations like GDPR set clear rules for handling customer data. Businesses must avoid creating a sense of privacy intrusion or manipulation. Additionally, automated interactions, such as chatbots, offer great potential but must be thoughtfully implemented to ensure a positive experience. CMOs should remain aware of these nuances to leverage AI effectively while protecting the brand and customer trust.

03 Sales

AI's transformative impact on marketing almost directly translates into a similar impact on sales. As digital channels expand, AI enhances both online and traditional sales by integrating data-driven insights. It provides sales teams with clear, actionable information that was previously difficult to access. This shift means that AI helps bring sales and marketing strategies into closer alignment, ensuring that both functions work more cohesively towards shared business goals.

Implications for the CMO function

Example of AI in action: Use cases

Use cases	Description
Content creation	Generative AI can create tailored marketing content, such as blog posts, social media updates, and email campaigns. AI can analyze engagement data to refine future content, ensuring it strengthens brand connection.
Intelligent trend monitoring	AI can be leveraged to track and analyze social media, customer feedback, and other digital channels, detecting shifts in customer sentiment and emerging trends. This insight allows the CMO to make data-driven decisions on brand positioning and optimize marketing strategies.
AI-powered customer segmentation	AI can segment customers based on detailed data on purchasing patterns, demographics, and preferences, allowing for targeted and personalized communication that can improve engagement and conversion rates. This approach can also be used to improve discount ranges and pricing strategies.

Content creation using Generative AI

🎯 The challenge

Our client's team, responsible for developing campaign content and educational materials, faces challenges with time-consuming non-core activities that hinder efficiency. Despite producing 900+ publications annually, inefficiencies in writing, quality control, and project management disrupt productivity.

⚙️ The solution

Visium developed an innovative GenAI solution, a medical writing tool that augments writers' work with multiple functionalities such as writing aids: automated text generation, compliance checks and real-time proofreading; knowledge assistance: smart literature search and reference checks; as well as project management support, including automated email suggestions and next-best action recommendations.

✅ The outcome

- Delivered up to 64% time savings in the overall writing process.
- Streamlined project execution by automating administrative tasks.
- Enhanced consistency in style, accuracy, and adherence to specific writing guidelines, aligning with the team's content quality and compliance commitments.

Marketing campaign impact prediction

🎯 The challenge

With 1100+ country-specific marketing promotional campaigns constantly rolling out, our client frequently faces performance inconsistencies, leading to significant gaps between target and actual revenue. These fluctuations hinder stable growth and make it challenging to accurately meet rolling quarterly financial targets.

⚙️ The solution

Our team developed an AI-driven sales forecasting model that predicts the impact of each marketing campaign with a forecasting horizon of up to three months, allowing for adjustments to the promotional strategy.


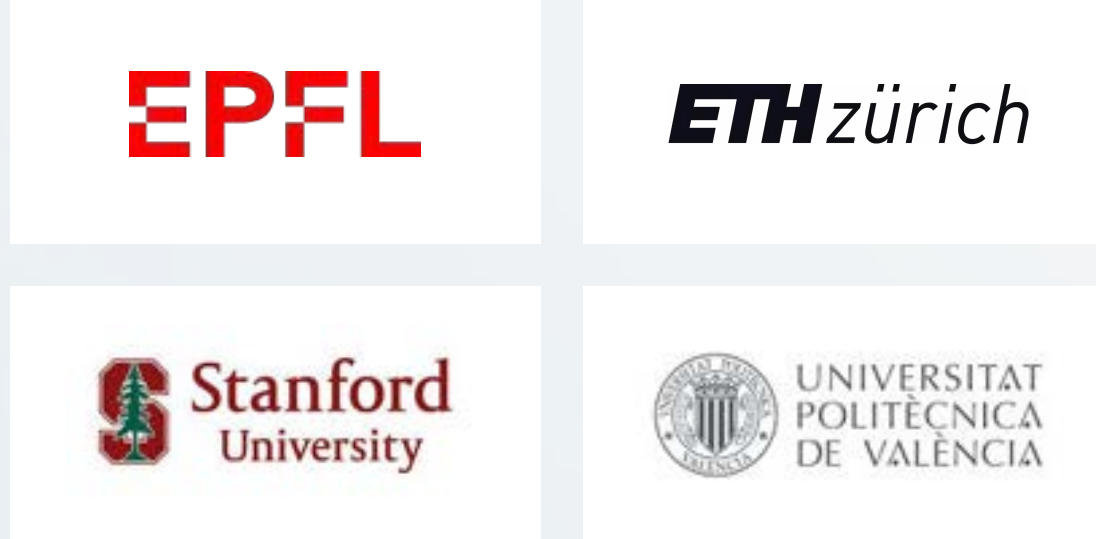
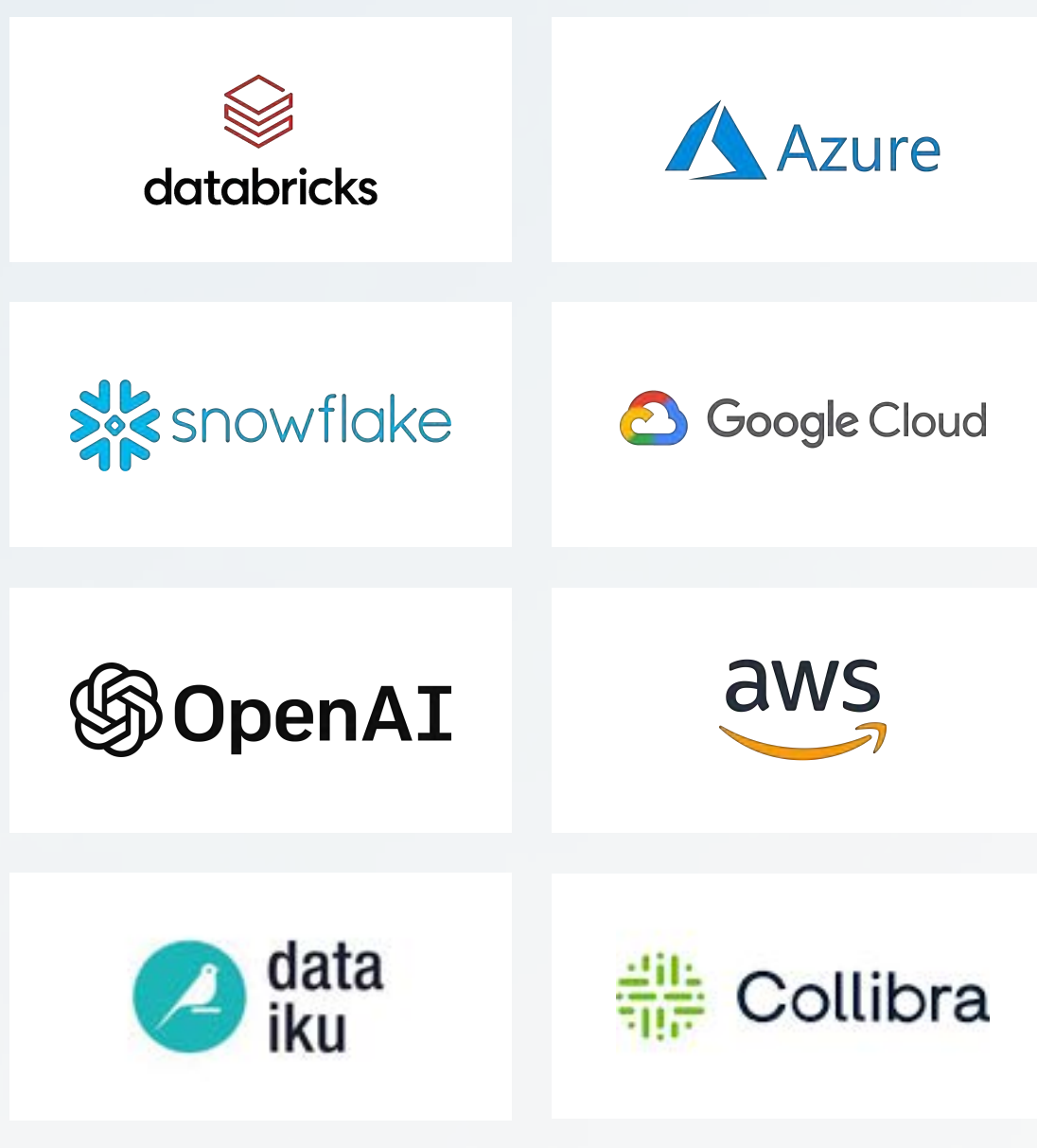



✅ The outcome

- Accurate prediction of campaign ROI within a 0.5% tolerance window, ensured sales targets were consistently met.
- The company met shareholders expectations by matching top line forecasts.
- After a successful pilot in Singapore, the solution was deployed globally.

About Visium

Visium is a leading Swiss AI & Data consultancy helping enterprises turn their most strategic AI initiatives into measurable business outcomes. Since 2018, we've delivered over 250 solutions for global leaders like Roche, Novartis, Nestlé, and dsm-Firmenich; helping them drive efficiency, unlock new revenue streams, and scale solutions that deliver long-term value.

Built on a foundation of ethical innovation, our mission is to make AI work for business, people, and long-term impact.

70+ Engineers and consultants throughout Europe	50+ Happy enterprise clients 	Our partners Academia  Technology 
250+ AI & data engagements		
Pan-European presence 	Recognized leaders 2nd fastest growing company in Europe by Financial Times 	

Get in touch

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AI initiatives delivering real impact at scale

www.visium.com

