

# Accelerating innovation with Industrial AI



# AI is shifting manufacturing and energy today

We are entering a new era where AI is accelerating business transformations across every industry, creating new challenges and opportunities, and changing how businesses of all sizes define success. Manufacturing and energy leaders are looking for ways to optimize operations by finding AI-optimized value through predictive maintenance, process optimization, connected worker productivity, and driving innovation that keep their companies ahead of competitors.

**93%** of businesses are currently using AI or plan to do so in the coming year.<sup>1</sup>

Leaders must understand that success with AI requires a clear vision, a strong strategy, and collaboration with trusted experts. As the **2024 Microsoft Partner of the Year for AI Innovation**, SymphonyAI can help you harness advanced AI and machine learning capabilities that offer real-time, actionable insights and better decision-making. The world is changing, and technology is advancing; seize this opportunity to lead AI transformation with us and make a meaningful impact on your business.



# Exploring the transformative impact of AI

In today's data-driven economy, AI has emerged as a catalyst for transformation, offering unprecedented opportunities for leaders to redefine their operations, enhance efficiency, and gain a competitive edge in the pursuit of innovation and growth. One of the biggest drivers of AI success is the degree to which leaders have defined, organized, and prioritized a clear path of strategic goals.

While there is no one AI approach for all organizations, we have seen that there is a common journey that all businesses take as they build toward AI success.

**01 Exploring**  
Learning about AI and experimenting with different uses

**02 Planning**  
Actively assessing, defining, and planning AI strategy across the organization

**03 Formalizing**  
Communicating and executing AI strategy across the organization and varied business units

**04 Scaling**  
Delivering both incremental and new value across the organization

**05 Realizing**  
Achieving consistent AI value across the organization and multiple business units

# Unlocking the potential of AI

This e-book emphasizes the significant impact of AI on business and provides insights to guide leaders in navigating AI strategy confidently. It explores five key categories crucial for driving foundational value with AI and how prebuilt applications can empower leaders to realize success.

- Business strategy
- Technology strategy
- AI strategy and experience
- Organization and culture
- AI governance
- Accelerate industrial AI adoption

With **SymphonyAI**, you can accelerate progress on your AI adoption whether you are just embarking on your AI journey or establishing your transformation.

**“Rather than starting by asking what AI can do, we need to turn the telescope around and ask, ‘What are you trying to do in your business, and how can AI help?’”**

**—Jason Price**

Director of Specialist Management at Microsoft.<sup>2</sup>



# Business strategy

Business leaders must prioritize defining business objectives and aligning use cases to unlock the full value of AI. By clearly outlining goals and identifying business units where AI can drive impact, organizations can ensure consistent value is generated by connecting AI initiatives to broader business objectives. This strategic clarity is crucial given the vast applicability of AI across diverse functions such as process optimization, content generation, procurement, and supply-chain optimization.

In fact, the Gartner 2022 AI Use-Case ROI Survey states that the “main barriers preventing implementation of AI are unable/hard to measure value and lack of understanding AI benefits and uses.”<sup>1</sup>



# Technology strategy

The pace of AI innovation has captured the imaginations of people around the world. It has also intensified many of the biggest questions leaders face when seeking to optimize AI value.

Leaders should be asking themselves three key questions:

01

Is the infrastructure in place to ensure secure, rapid, and scalable data access required for AI applications?

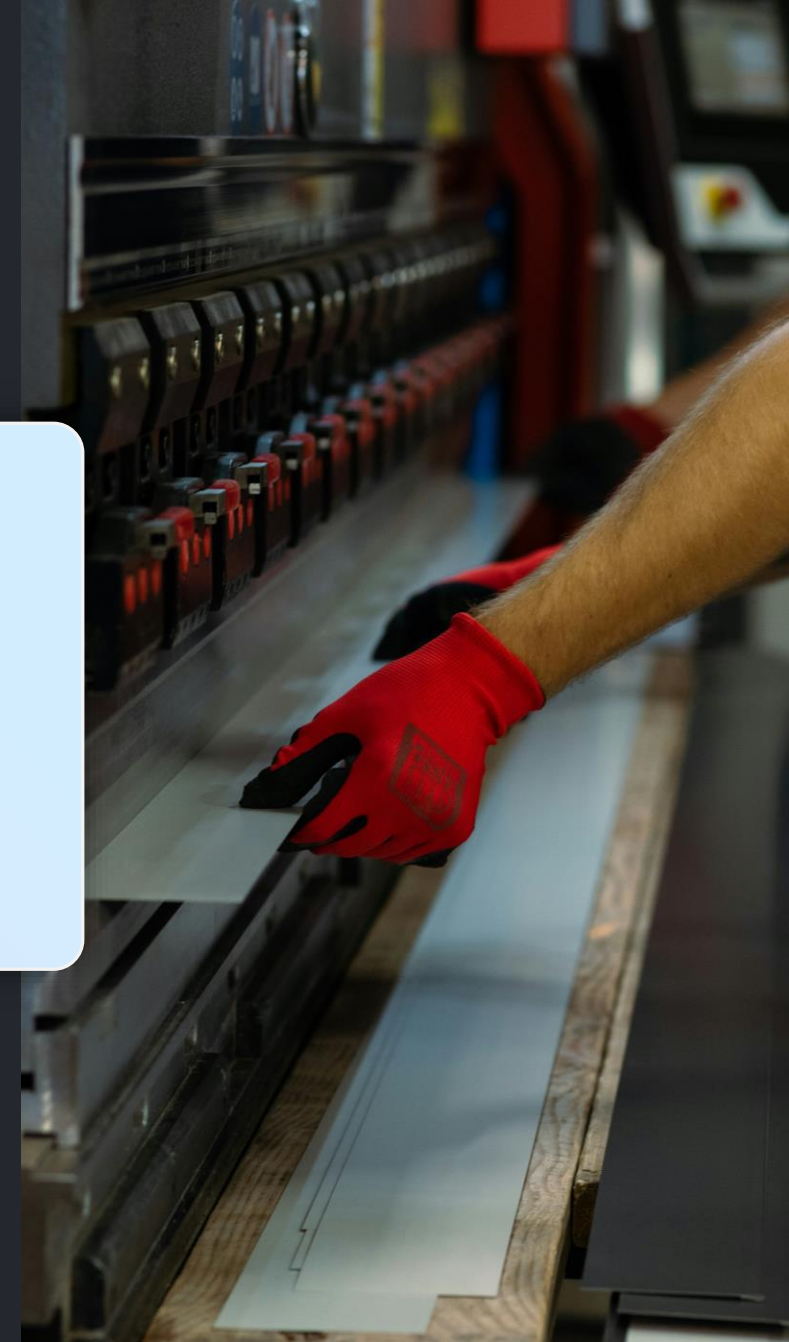
02

Given the primary use cases defined by our business strategy, should we buy, build, or modernize AI applications?

03

What criteria should guide the decision between on-premises or cloud hosting for data and AI applications?

As you work through these questions, [SymphonyAI](#) industrial DataOps platform, copilots, and prebuilt industrial applications align to top use cases to ensure the fastest path to value. Whether you're pursuing a prebuilt approach, doing everything in-house, or following a hybrid model, we know that your AI readiness is determined through a fully realized technology strategy.



# AI strategy and experience

For AI to improve customer and workforce experiences, businesses must be proactive by creating supportive operating models that foster a culture of agility and experimentation and are backed by leadership support.

## To drive business value with AI:

- Upgrade tech architecture with a focus on data readiness.
- Review proven AI use cases in manufacturing and energy and how they align to your business needs.
- Define objectives for each use case, weigh 'build versus buy' strategies, and partner with trusted providers that can help navigate the intricacies of establishing AI-centric operations.
- Consider using pre-built AI applications to accelerate business impact.
- Consider using Copilot for Microsoft 365, SymphonyAI copilots built for industry, or build your own copilot to accelerate learning and time to value.



## One compelling example of AI's impact in customer experience optimization

Nippon Gases, a leading industrial and medical gas business, needed an advanced reliability program to monitor equipment and help prevent unplanned downtime. SymphonyAI's Predictive Asset Intelligence unified data and used predictive AI models tailored to industrial needs to maximize uptime with preemptive warnings.

[Read more](#)



# Organization and culture

As leaders look to revolutionize their businesses, they should ensure their organization has embraced a culture of innovation from the top down.

AI initiatives can only thrive in an atmosphere that encourages experimentation, embraces diversity of thought, and fosters continuous learning opportunities. This means getting buy-in from stakeholders across the business who recognize and support the opportunities presented by adopting AI as a value-driver.

**Some key areas of focus when establishing organization-wide AI culture are:**

- Developing a clear operating model.
- Getting leadership support.
- Embracing change.
- Establishing a routine for up-skilling and continuous learning.
- Getting input from subject matter experts.
- Empowering decision-making capabilities at the user level.
- Adopting tools tailored to the needs of industrial teams.





# AI governance

By integrating responsible principles and AI governance practices into their AI initiatives, businesses can unlock the full potential of AI while mitigating risks and safeguarding against potential harms. This approach enables organizations to build trust, foster innovation, and drive sustainable value creation with AI.

The new era of AI requires that businesses acknowledge and confront the critical imperative of securing data, fortifying assets, and implementing AI responsibly.

**“Ensuring the right guardrails for the responsible use of AI will not be limited to technology companies and governments. Every organization that creates or uses AI systems will need to develop and implement its own governance systems.”**

**—Anthony Cook**

Corporate Vice President and Deputy General Counsel, Microsoft<sup>2</sup>



# Proven use case: Predictive Asset Intelligence

Increase asset performance and make smarter decisions with our advanced composable solution.

## Benefits

Maximize uptime,  
minimize downtime

Reduced maintenance  
cost

Eliminate  
knowledge silos

Fully self-service  
and configurable

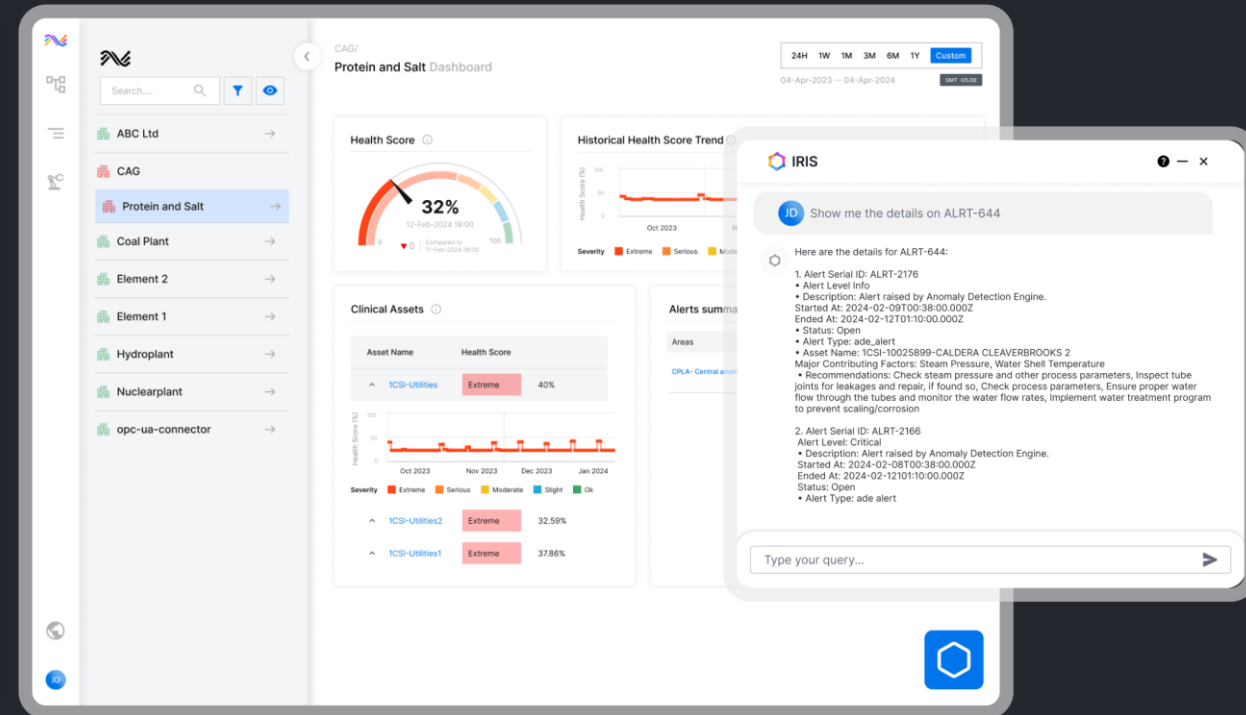
## Capabilities

AI Copilot for real-  
time analysis

Predictive asset health

Automatic causation  
analysis and  
recommended actions

Advanced  
early-warning system



# Predictive Asset Intelligence

Symphony AI's Predictive Asset Intelligence doesn't simply explain what happened—it provides the tools to help you understand why and predict what will happen next.

## Our innovation solution offers:

- Accurate recommendations for specific actions based on predictive AI models.
- The ability to interact with any data using natural language using generative AI.
- Insights that help you dynamically respond to changing conditions.
- Easy adoption using intuitive UI or open APIs to integrate in existing workflow.

[Learn more](#)





# Generative AI purpose-built for industrial operations

Engage with OT, IT and engineering data in real-time

Use natural language for faster decisions

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## Industrial large language model

Manufacturers and energy companies can unlock powerful insights, predictions, and planning capabilities.

## Predictive models

Harness the wealth of data generated within industrial operations to forecast potential issues, enabling proactive problem-solving and minimizing downtime.

## Industrial knowledge graph

Query systems and take advantage of the underlying data relationships to create a holistic and structured repository of assets, systems, and processes.



# Next steps

Learn how **SymphonyAI** can accelerate your industrial AI transformation using an industrial DataOps platform with prebuilt applications to drive value faster.

Contact us

1. [IDC Infographic](#), sponsored by Microsoft, The Business Value of AI, doc #US51315823, November 2023
2. [Building a Foundation for AI Success: A Leader's Guide](#) - Microsoft 2023
3. [Paid Program: Lessons From Enterprise AI Pioneers \(wsj.com\)](#)