Tecknoworks

A preparedness guide for the era of AI

Microsoft

AI is shifting business 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. Leaders are looking for ways to find AI-optimized value by improving operations, enhancing customer experiences, and driving innovation in products, services, and business models that keep their companies ahead of competitors.

93% of businesses are currently using AI or plan to do so in the coming year.[1]

Leaders must understand that success with AI requires a clear vision, a strong strategy, and collaboration with trusted experts. As a Microsoft partner, we can get you prepared for AI innovations by guiding you through the evolving technological landscape. 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, empowering leaders to realize success.

- Business Strategy
- Technology Strategy
- AI Strategy and Experience
- Organization and Culture
- AI Governance

Together with our solutions 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.[2]

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."[1]

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, it is important to know that we can help you determine what technologies align with your unique use cases. 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.
- Familiarize yourself with generative AI use cases and how they might support 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.
- Assess the number of business units and processes, length of time in production, and age of deployments in your organization to reveal patterns that may point to opportunities or blockers.
- Consider using Copilot for Microsoft 365 or build your own copilot to accelerate learning and time to value.

LALIGA

One compelling example of AI's impact in

customer experience optimization

By harnessing the power of AI-driven analytics and machine learning algorithms, businesses can gain deep insights into customer behavior, preferences, and sentiment analysis. For instance, LALIGA is taking advantage of next-generation AI to deliver innovative fan experiences by reimagining data and AI at scale to drive customer loyalty and revenue growth.

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.

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[2]

How prioritizing AI can grow your business

There are countless use cases for AI that all organizations, no matter the stage in their journey, can start exploring as they build toward AI success.

Natural language processing

- Customer service chatbots
- Social media analysis
- Language translation services
- Copywriting
- Automated code generation

Predictive analytics

- Financial forecasting
- Demand planning
- Inventory management
- Predictive maintenance
- Optimized decision making
- Fraud detection and cyber security

Computer vision

- Tailored reporting
- Automated data collection and processing
- AI trained on object recognition
- Image classification
- Medical imaging processing
- Simulations and digital twins

Recommendation systems

- Personalized content
- Preference tracking
- Product and service innovation
- Automated workflows
- Enhanced engagement opportunities

Is your business ready for AI?

As leaders embark on the journey of AI implementation, it is essential to recognize that the transformative potential of AI extends far beyond technological innovation.

Success hinges on:

- Preparing a systematic approach to deploying and adopting AI strategies.
- Getting guidance and expertise to ensure a firm technological foundation.
- Focusing on driving value through improved experiences.
- Creating a culture that thrives on innovation.
- Prioritizing principles and processes that approach AI through the lens of responsibility and governance.

Next Steps

Learn how we can advise you throughout your AI transformation, integrate AI capabilities into your products, and build on the Microsoft AI platform to drive value faster.

www.tecknoworks.com

adrian.balint@tecknoworks.com

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)