How to Avoid the Pitfalls of Building AI

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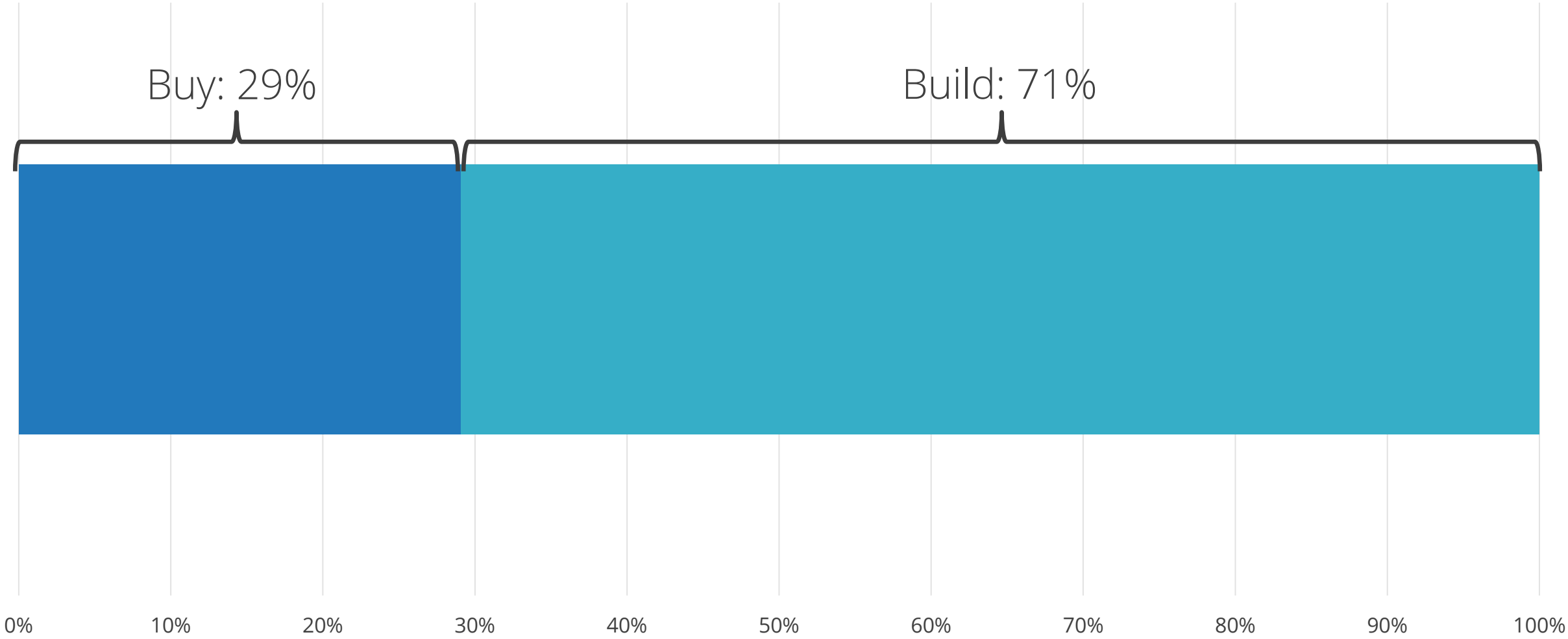
Why Building AI is Hard

- What's the scale of the problem?
- Why does it matter?
- Why is it happening?
- And What to do about it?

How has your organization taken to implement AI?



Source: IDC's *European Artificial intelligence Survey*, December 2021 (n = 493)

Companies that build AI can access a wider array of specialized value opportunities

AKSigorta

Developed an AI-based insurance pricing system.

The group's overall margin grew from **15%** to **23%**.

Shifted from a manual to a fully automated AI engine for forecasting passenger numbers.

The new system was **70%** more accurate.

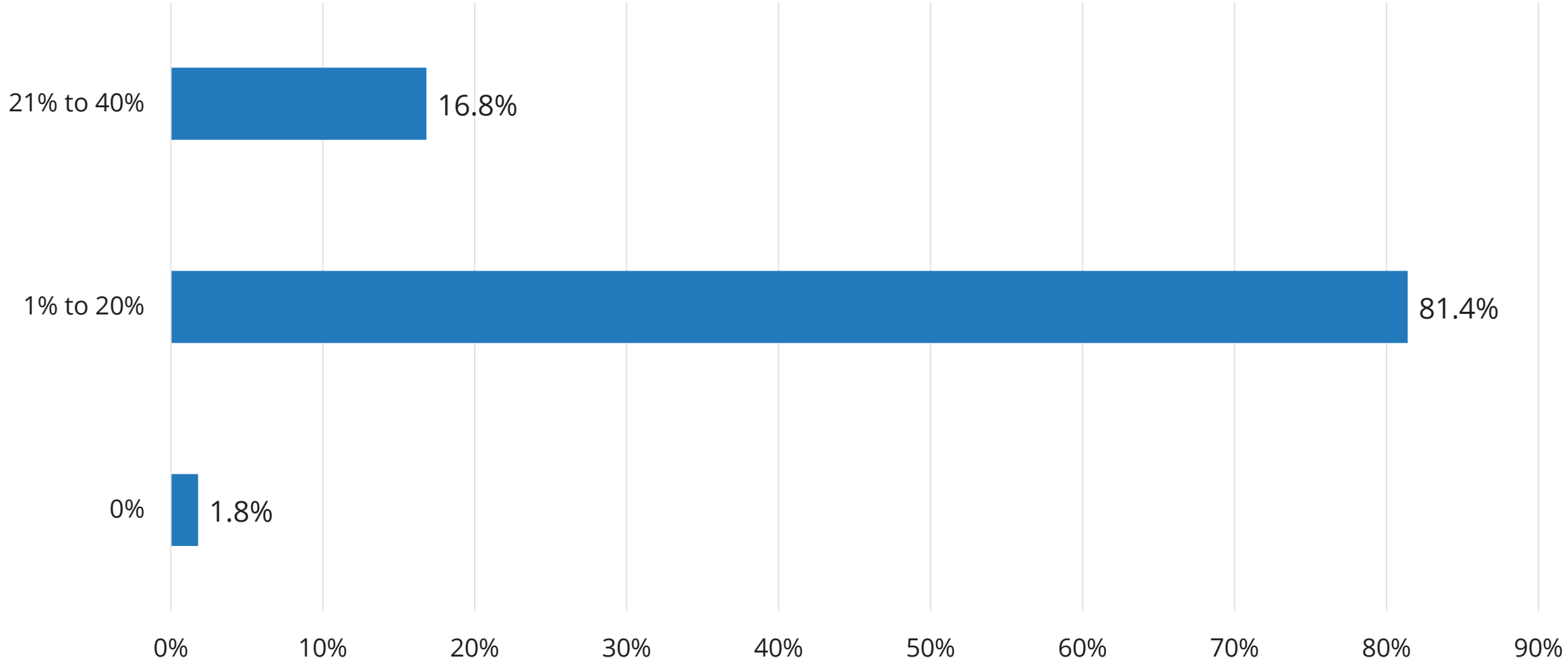
MOLSLINJEN

carhartt®

Developed an AI tool to predict store demand at a postal code level.

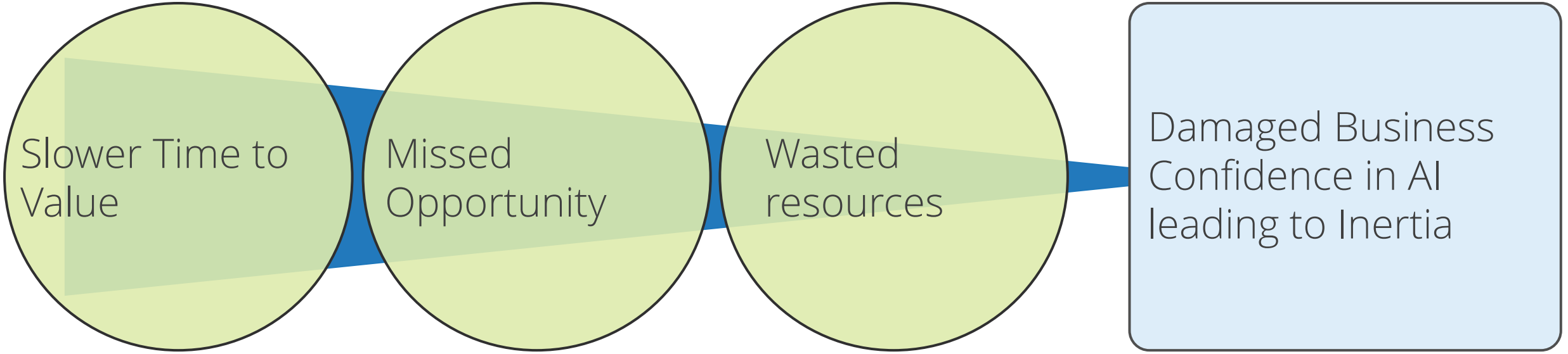
New stores opened using the system, overperformed on revenue plans by over **200%** in their first year of trading.

What (%) Of AI Models End Up In Production in your business?

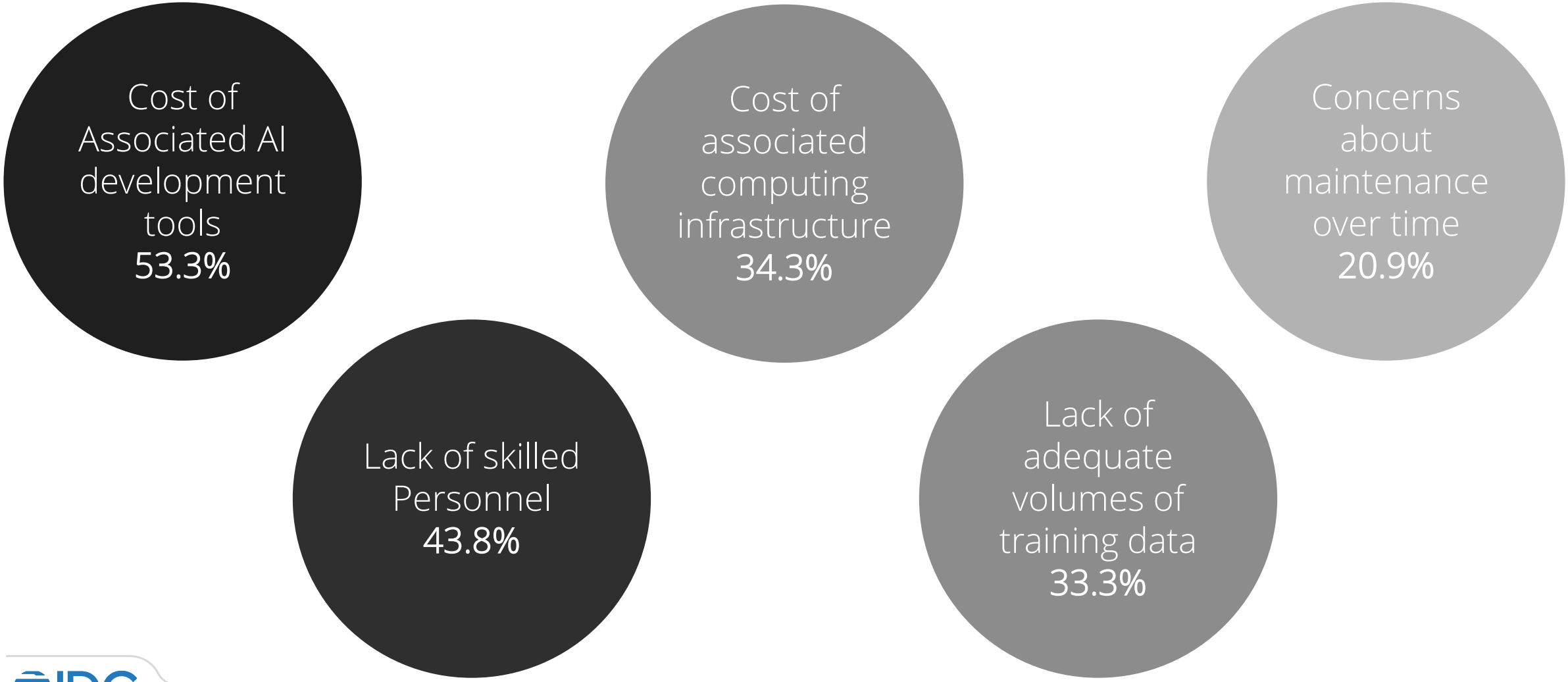


Source: IDC's *European Artificial intelligence Survey*, December 2021 (n = 446)

The Impact of failing to get AI into production on the Business



What are the top reasons that currently stop your organization from developing AI proofs-of-concept into full AI implementations? [Choose up to 3]



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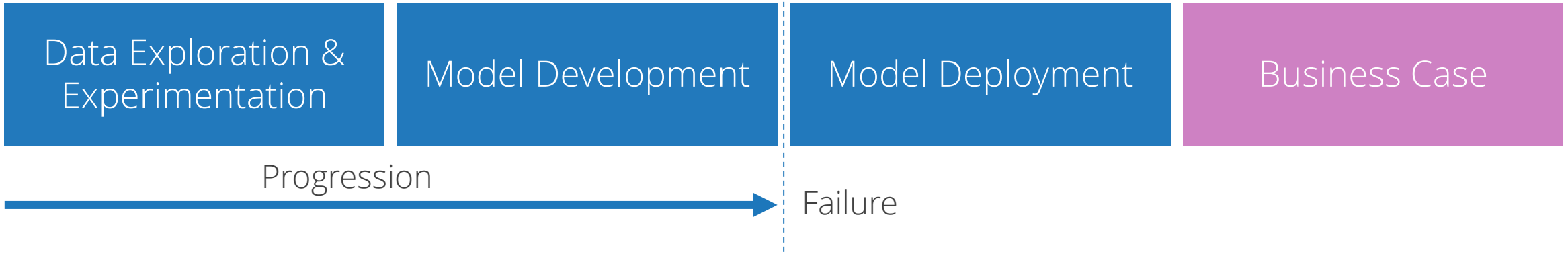
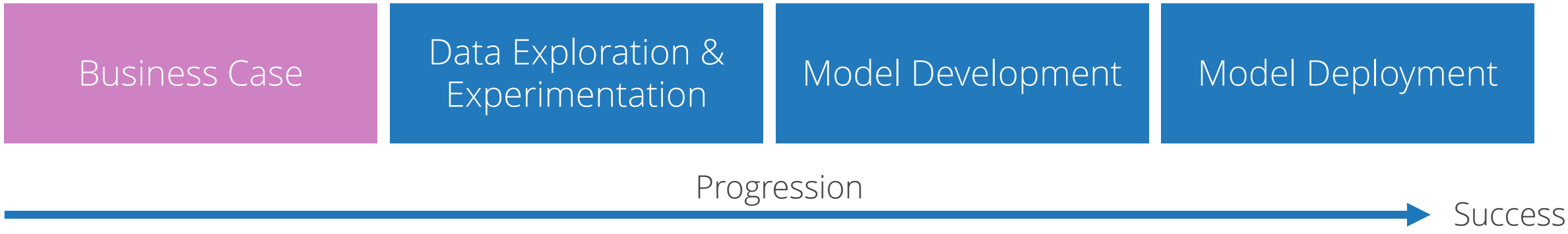
Start by finding a clear Business Case

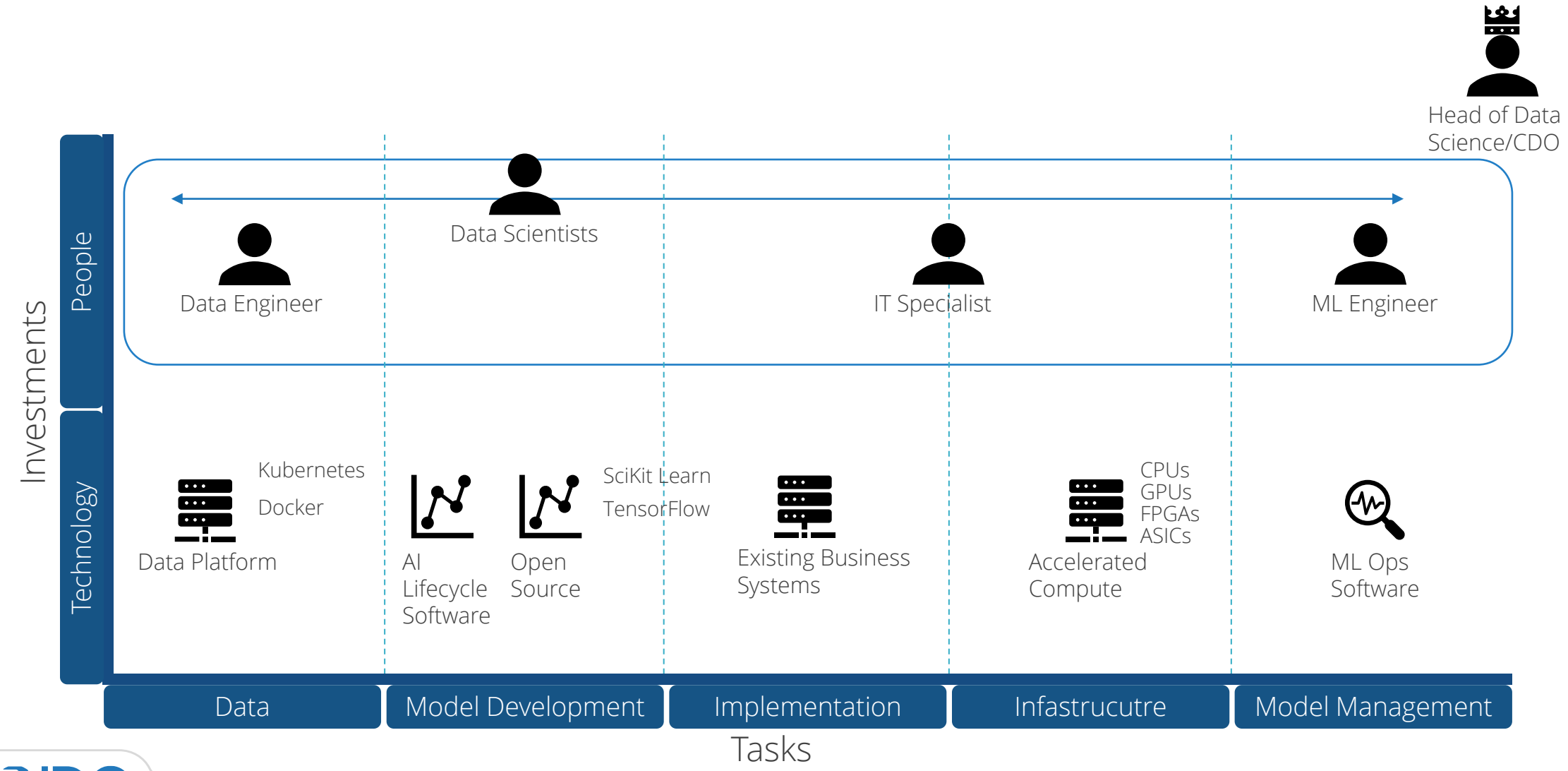
To many data science projects are hunting for a business case



Business cases should drive data science projects



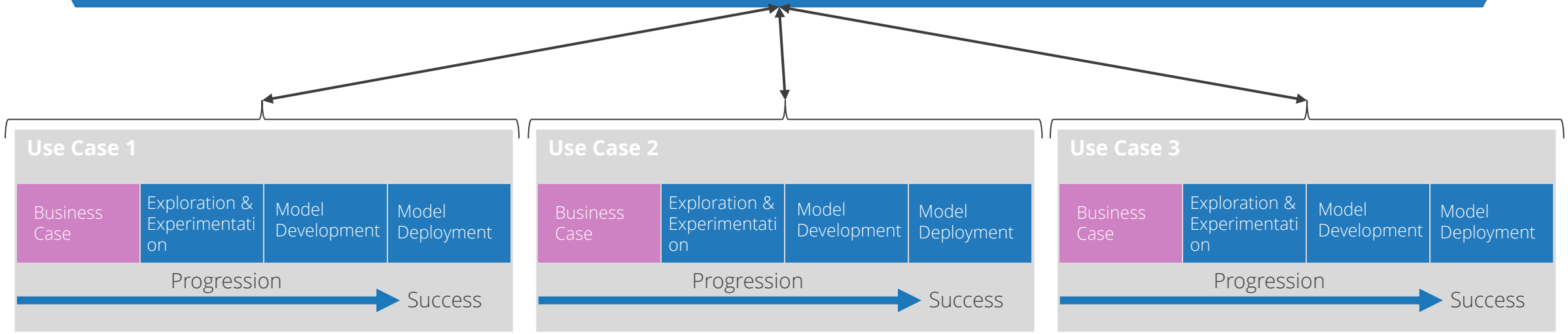
Be realistic about the capital and capabilities involved in building AI



Develop Best Practices to Ensure Scalability

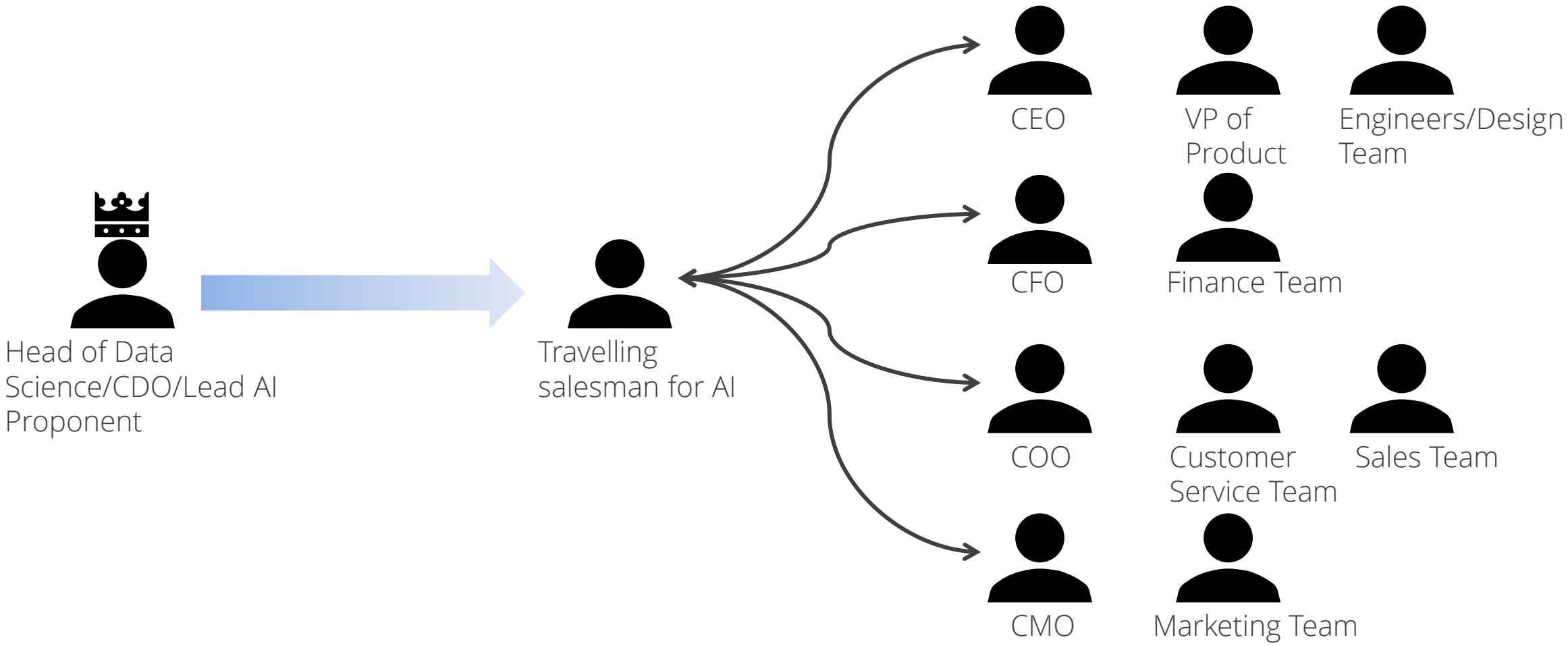
Best Practices

- Integrate with business teams
- Ethics Policies
- Standardized Software Tooling
- Infrastructure Management
- Project management approaches



Connect AI to the Business

A new role for the CDO - Business Case Hunter



Q&A

Thanks For Listening!

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