



Scaling AI Adoption



How successful organizations are using Artificial Intelligence (AI) to fundamentally change the way they work.

DEBJYOTI PAUL



FROM POINT SUCCESSSES TO PERVASIVE AI
INFUSION





Structure

- AI @ Scale – A Story of Untapped Potential
- The Data Lake and Growing up Pains
- Data Mesh: Rearchitect Your Future
- Build the AI Culture and Org Muscle
- Stay Fit: What to Avoid



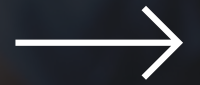
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Broad based and Scaled adoption of AI delivers superior results.

But, there's so much untapped potential!

> 10% revenue growth and >20% cost reduction – just starting to be seen.





Instances of AI @ Scale



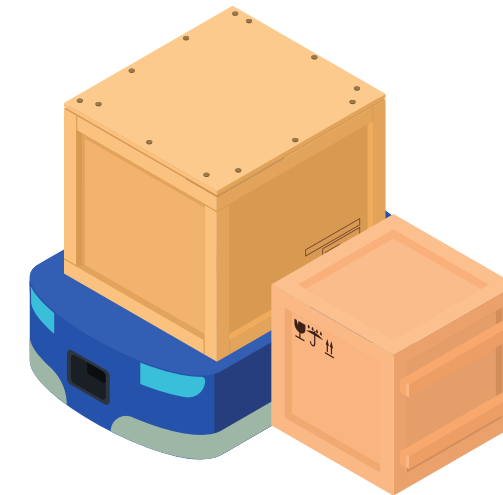
Microsoft

Sales Forecasting of 100% of Revenues by Finance Function



JP Morgan

Approval of 1 M good customers – who might have been declined



Amazon

Amazon Robotics powering high warehouse efficiencies



Estée Lauder

Designing new fragrances to suit specific olfactory receptors

SOURCES:

MICROSOFT: [HTTPS://CUSTOMERS.MICROSOFT.COM/EN-US/STORY/MICROSOFTFINANCE](https://customers.microsoft.com/en-us/story/microsoftfinance)

JP MORGAN: FINANCIAL TIMES. [HTTPS://WWW.FT.COM/CONTENT/E082B01D-FBD6-4EA5-A0D2-05BC5AD7176C](https://www.ft.com/content/e082b01d-fbd6-4ea5-a0d2-05bc5ad7176c)

ESTEE LAUDER: MIT SLOAN MANAGEMENT REVIEW: [HTTPS://SLOANREVIEW.MIT.EDU/AUDIO/THE-BEAUTY-OF-AI-ESTEE-LAUDERS-SOWMYA-GOTTIPATI/](https://sloanreview.mit.edu/audio/the-beauty-of-ai-estee-lauders-sowmya-gottipati/)

AMAZON: [HTTPS://FEEDVISOR.COM/RESOURCES/AMAZON-SHIPPING-FBA/HOW-AMAZON-LEVERAGES-ARTIFICIAL-INTELLIGENCE-TO-OPTIMIZE-DELIVERY/](https://feedvisor.com/resources/amazon-shipping-fba/how-amazon-leverages-artificial-intelligence-to-optimize-delivery/)



Most organizations believe they are doing a lot to be Data and AI driven, but are nowhere close to realizing value at scale.

Common Scenario

- Millions spent on data programs.
- Only point use cases deployed
- Broad based adoption elusive.



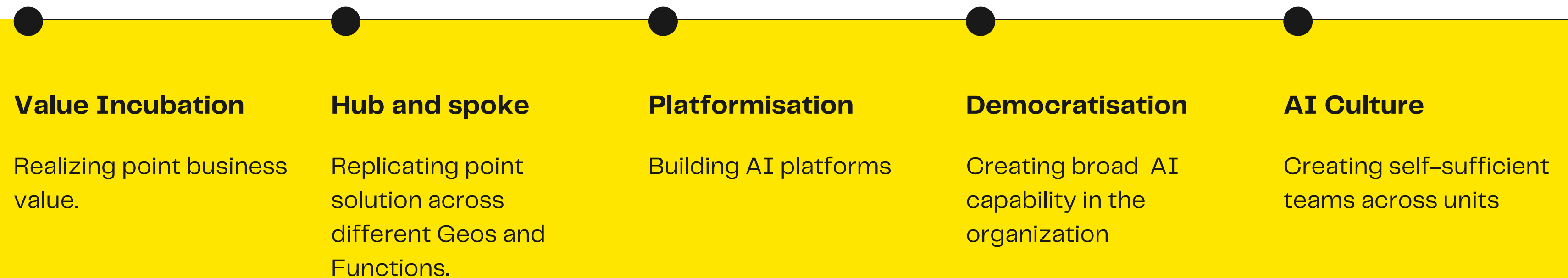
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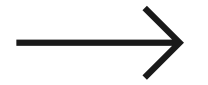
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Use of AI has been maturing.

Stages of maturity typically seen:





Data Architecture and models have evolved to support the journey.

Stages of maturity typically seen:



Data Warehouse

Implementing
'business intelligence'



Data Lake

Opening Up Possibilities
with Data Lakes on the
Cloud.



Beyond Data Lake

Debottleneck and
Democratize Data and
Access



Where many organizations struggle:

Data Lakes get you only so far

X

Inflexibility and data siloes

X

Continuously evolving Data quality issues

X

Slow pace of value discovery and scaling

X

Slow adoption



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Consider Data Mesh as an architectural design

(1 of 2)

Key Steps to Break Out
and Succeed

FROM POINT SUCCESSSES TO PERVASIVE AI INFUSION



Data Mesh is a new approach for sourcing, managing, and accessing data at scale.



Empowers users, provides flexibility.
Self-serve design.



Decentralized Domain-driven model.

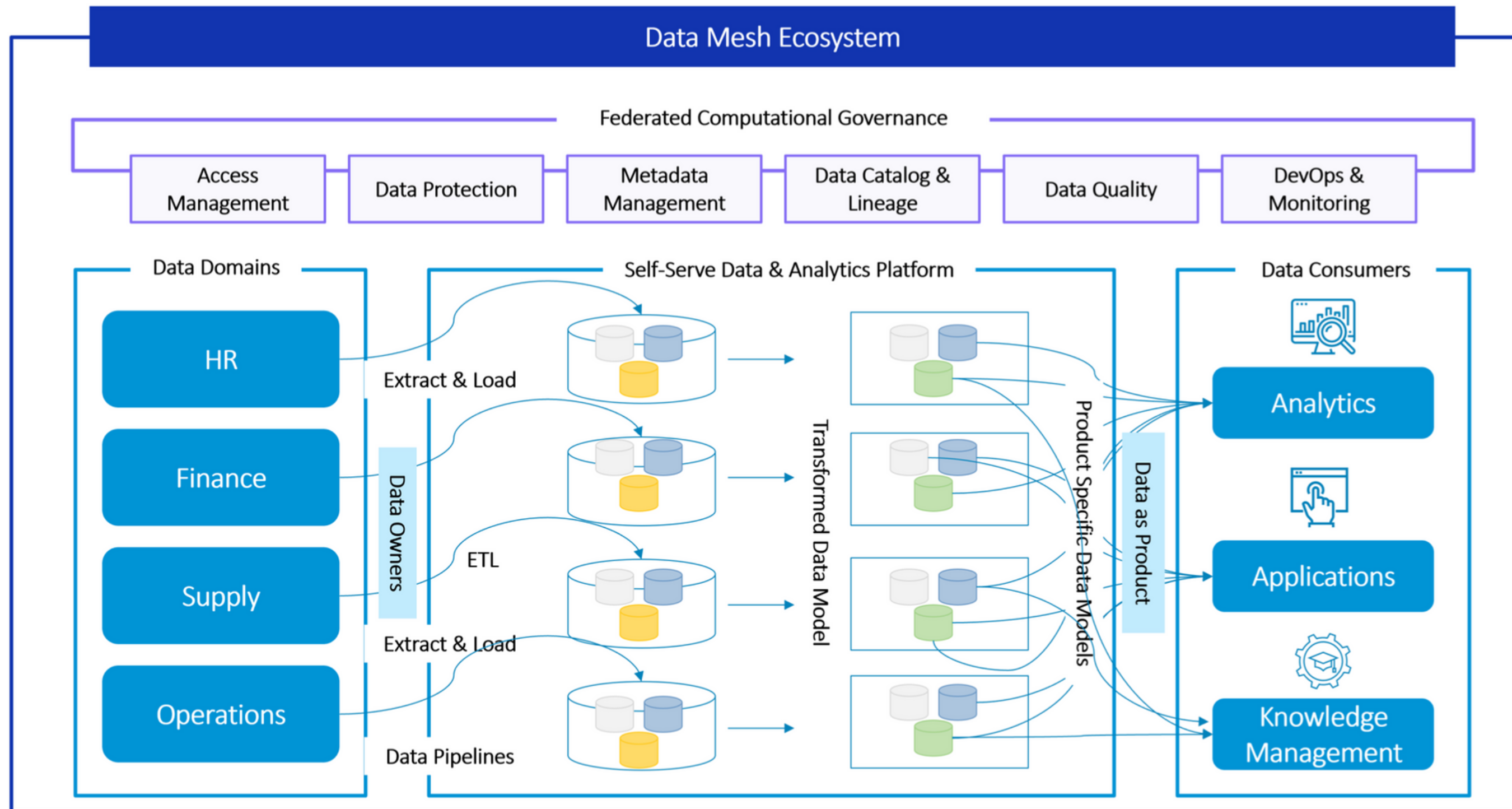


Data as a Product.

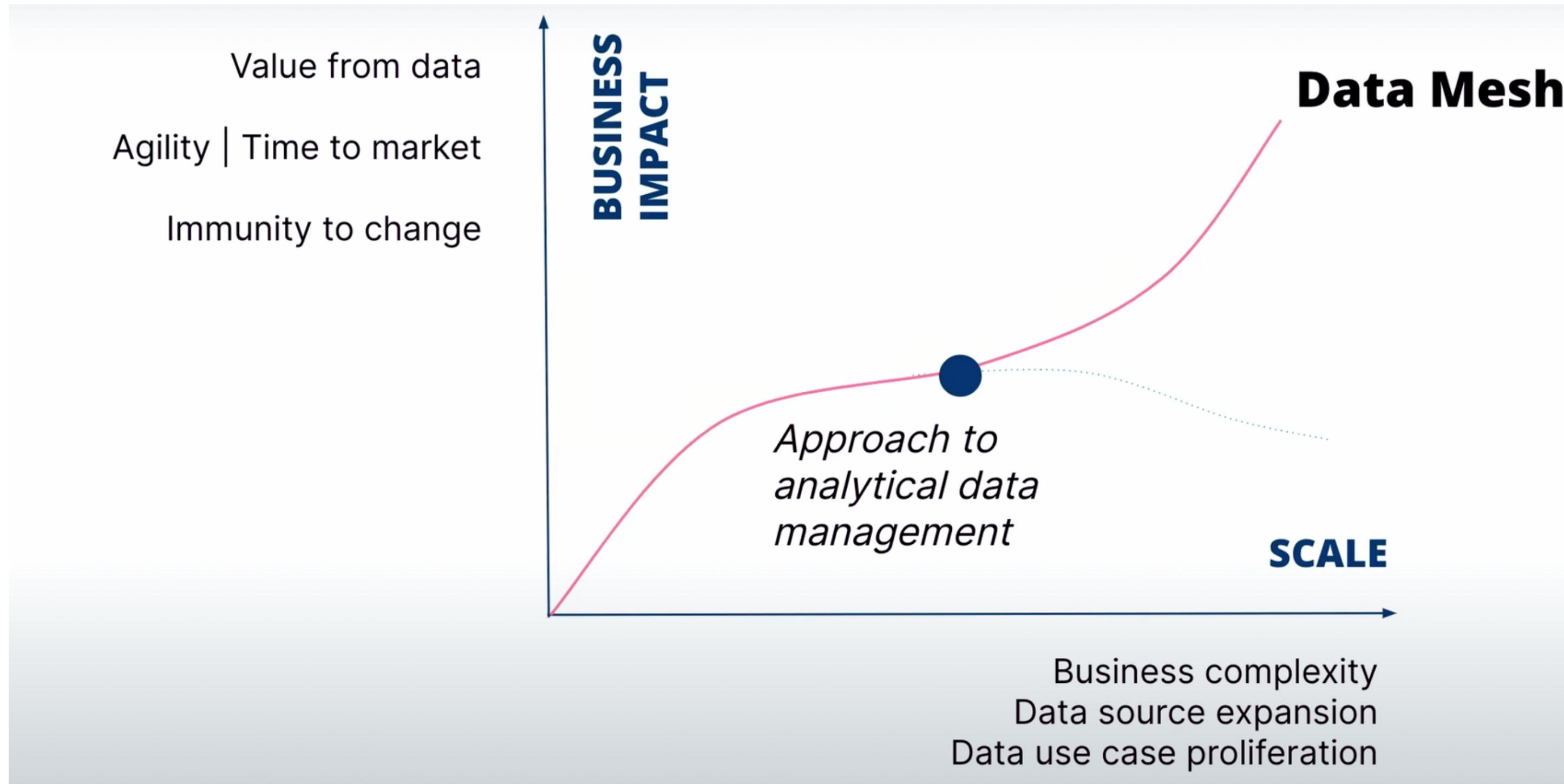


Easier to manage, govern, secure.

Understanding the Data Mesh



Amplify Business Impact





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Address the Organizational Culture to support this transformation

(2 of 2)
Key Steps to Break Out and Succeed

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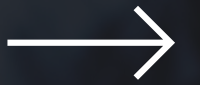
From siloed work to interdisciplinary collaboration.



From leader-driven decisions to data-driven decisions on the front line.



From rigid, risk averse to agile, experimental



Steps to Grow the AI Culture



1 Explain Why

Targeted by persona
Business benefit
Individual growth
Competing with new age
challengers

2 Anticipate Barriers to Change

For instance, how would you
change and implement Sales
Forecasting by CFO organisation?

3 Decentralise or Federate?

- Business complexity
- Need for Rapid Innovation
- AI maturity

4 Implement Governance

Governing team of Business, IT and
Analytics
Execution teams: Product Owner,
Business Analysts, Translators (?),
Designers, Visualization Specialists,
Data Engineers, Data Scientists

5 Education

- Leadership
- Translators
- Business Analysts
- Data Engineers
- Data Scientists

6 Follow-through

- Leadership role modelling
- Business ownership and
accountability
- Measure and report adoption
- Incentivise change



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Avoid these Common Pitfalls



- X** Start with few isolated use cases and without a strategy
- X** Approach AI as an IT program without business sponsorship and participation
- X** Launch IT programs without clarity on business use case and business case
- X** Launch without measurable goals
- X** Approach AI as a string of standalone projects, not transforming technology and operations to implement Data Ops / ML Ops
- X** Isolate analytics and business employees
- X** Miss awareness of and readiness to address ethical, social and regulatory responsibilities

Would you like to sharpen your organisational AI readiness?



My business is not seeing value

Chief Analytics Officer

Refocus your AI and Analytics programs to realize better business value



Our AI experimentation lacks pace

Chief Digital Officer

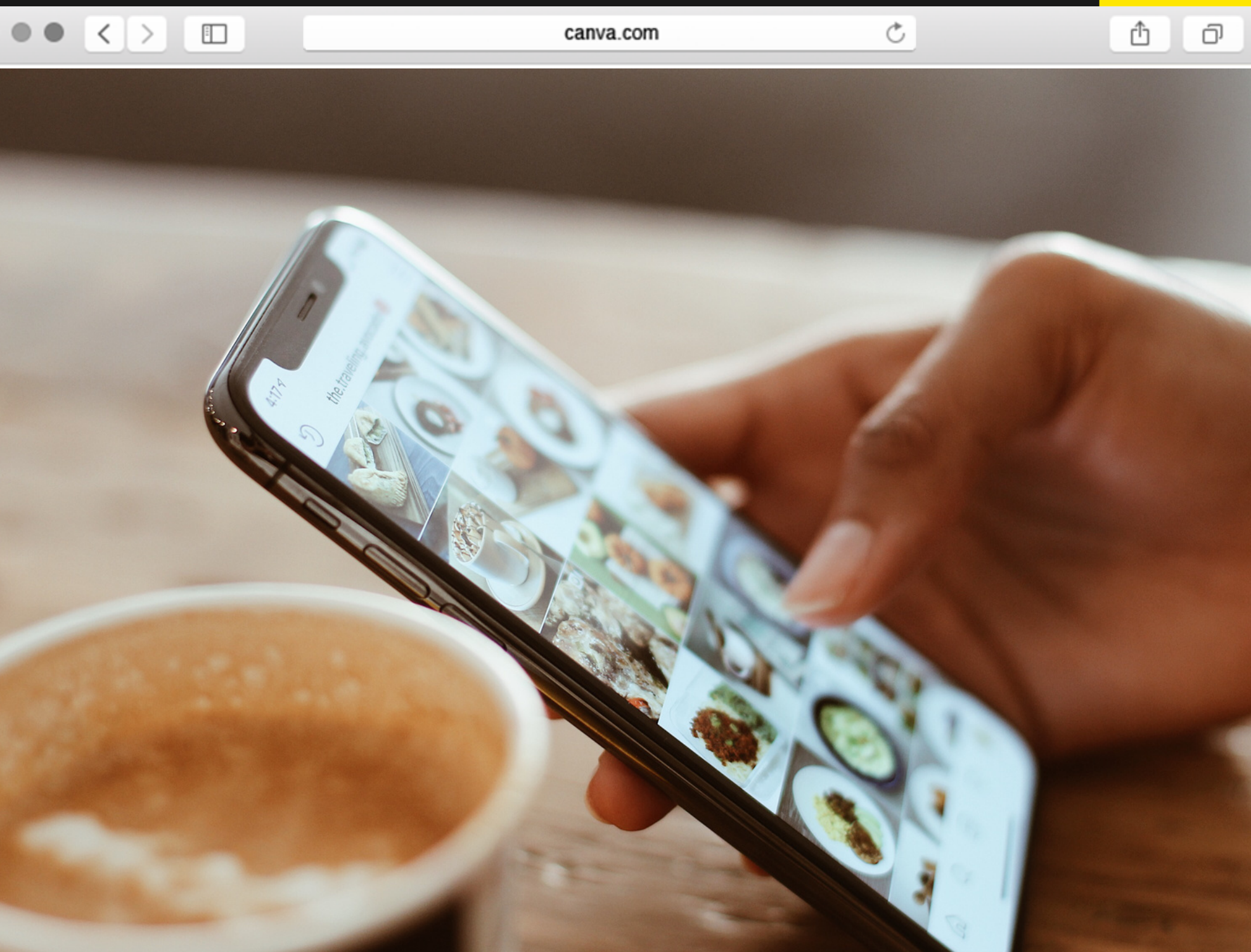
Reorganize and Re-architect to design for agility



AI? Our IT org can't even serve reliable data

Chief Growth Officer

Reset your Data and AI program for integrated business sponsorship



Would love to talk about
all things Data and AI.

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