

Asking "Why AI?"

You're in good company.

It's the hottest topic at the intersection of business and technology. But it's hard to make the most of AI when:



88%

of global executives incorporate AI only because it's a hot topic¹



88%

of IT decision-makers admit they don't know how to use AI¹



79%

say internal resistance limits implementation of AI¹

It doesn't have to be this way. AI that augments the workforce to improve customer and employee experiences can contribute directly to achieving business goals.

What you need to know

Where you are today

1. Just getting started

You might be asking: What part of the business should we start with? How do we apply AI? What's the ROI?

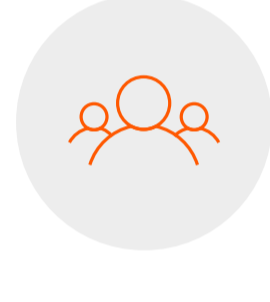
2. Middle of the road

With a holistic view of data and better knowledge of customers, you're going in the right direction. However, you're some way from being able to realize the true value of AI.

3. In the fast lane

You're applying advanced analytics with machine learning to well-ordered data sets to create interesting – and valuable – scenarios.

Human-centered means revenue-focused



85% of global executives say companies must manage both humans and machines to successfully deploy AI.

AI shines when it augments human workers and enhances business outcomes. It gives people more time to focus on complex work.

Where to apply AI



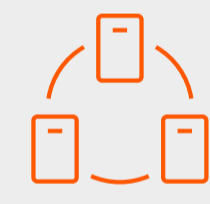
AI can impact your bottom line

A major North American bank **saved \$1.8 million** a year by using cognitive services to enhance back-office automation.



Machine learning delivers new insights

A consumer goods company used machine learning to **more accurately predict marketing spend** and future sales.



AI helps you understand customer behavior

An insurance company used analytics to **reduce churn by 65%** and post an 80% upsell success rate on cross-promotions.



AI improves experiences

A large software company's help desk used intelligent automation to more accurately route incident tickets and **reduce resolution time by 50%**.

It's a long game. Here's a short plan.

Get your data in order

Take stock of your data landscape and how it relates to business goals, then prepare data for use throughout the company.²

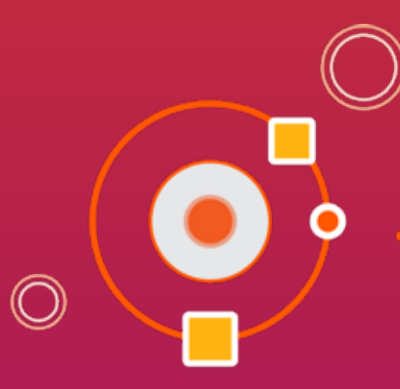
Consider your skills

Voice is becoming a common interface, so designers need new skills and different ways to think about conversational interactions.

Think culture and ethics

Develop a digital ethics framework to address potential bias in AI algorithms and privacy and security issues that may arise.³

Discover what to do next at www.avanade.com/ai



1. "Avanade Hot Topics Survey," QuickRead report, Wakefield Research, December 2017

2. "Harness the power of analytics and AI to predict what's next: A 6-step practical guide to get ready for AI," Avanade, March 2018

3. "AI drives critical need for a digital ethics framework," Julia Jessen, Avanade Insights, Feb. 23, 2018

