HUMAN AI IS HERE.

It starts with AI leadership

Data is the DNA of business

Don't forget about your people

Take action on ethics

Organize around human-machine collaboration

Harness the full potential of AI

AI has been embraced by many business leaders as a powerful force for building value. A survey of over 300 executives conducted by Forbes Insights[1] – in partnership with Accenture, Avanade and Microsoft – reveals the potential benefits and complexities of AI.

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92% of executives recognize and evangelize the value of a comprehensive AI strategy

81% of AI Leaders understand the technologies well enough to make informed, effective decisions

Over half of AI Leaders realized more than **20%** revenue growth in the past year

A mere **13%** of laggards accomplished **>20%** growth

To succeed, organizations need to follow the path led by data.

DATA IS THE DNA OF BUSINESS

Data drives powerful insights to help companies better serve customers and improve efficiencies.

Yet only half of the respondents claim that these technologies are highly important in achieving their business objectives.

Importance of data: **54%**

Importance of AI technologies: **52%**

And companies face hurdles when using data.

51% have trouble integrating multiple data sources
49% struggle with data prioritization
48% are unsure if they're collecting the right data

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It starts with AI strategy. Create a strong and diverse culture built around the production and acquisition of data.

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Supercharge human capabilities with the intelligence of machines.

>80% of AI Leaders have created a culture around data that its workforce understands and values

70% of these leaders say their employees completely and enthusiastically accept AI technologies

50% of all surveyed have communicated that AI will complement the roles of humans, not replace them

Place importance on humanities in your talent base such as empathy and self-awareness.

TAKE ACTION ON ETHICS

AI technologies will require oversight and molding by a human hand. What does it take to build ethical AI systems?

58% say algorithm training and analysis are needed to reduce bias

52% believe AI systems need to be transparent and comprehensible to consumers and employees

47% believe that AI systems should be built around humans

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Take action to address bias, including building diverse workplaces, deploying explainable AI and establishing best practices around data.

REDESIGN YOUR ORGANIZATION AROUND HUMAN-MACHINE COLLABORATION

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Three steps to help you become an AI Leader:

1. **Harness end-to-end capabilities at scale.** Develop a clear understanding of the right data services platforms and a robust data supply chain that will deliver intelligent insights.

2. **Get the balance right between automation and augmentation.** Organizations can achieve the largest boosts in performance when humans and machines work together as allies, not adversaries.

3. **Tap into the ecosystem of innovation.** The AI field is changing fast. It's critical to have the right guide and alliance partners with complementary goals.

> Learn more at www.avanade.com/ai

[1]"Human AI is Here," Forbes Insights, February 2018

accenture   avanade   Microsoft