DATA.
DIGITAL.
AI.

aiimi

AI NOW:

HOW UK BUSINESS LEADERS CAN OPERATIONALISE AI.

A STRAIGHT-TALKING PLAYBOOK FOR LEADERS SEEKING TO TRANSFORM THEIR BUSINESS WITH AI.

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A STRAIGHT-TALKING PLAYBOOK FOR LEADERS SEEKING TO TRANSFORM THEIR BUSINESS WITH AI.

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FOREWORD.

BY AIIMI CEO, STEVE SALVIN

We talk to business leaders every day, and they all want to talk about AI. Some are worried it's going to take our jobs, others are excited about how it might transform their business, and some remain sceptical about what AI can really do. At Aiimi, we're huge advocates of AI and the enormous value it offers us all. We understand the considerations and concerns; it's just about figuring out the best places to start, and things to avoid.

The biggest opportunities for AI lie not just in automating low-value processes or boosting productivity, but in doing things we couldn't or wouldn't do otherwise. And when we talk about AI, we don't just mean Generative AI; different types of AI should be used to support different use cases and bring different benefits. We believe the best approach to AI will be at departmental and enterprise levels – extending the capabilities of existing solutions and their built-in AI by augmenting their access to data, and beyond that, enabling specific AI use cases that create brand-new value and capabilities at scale.

Success with AI is underpinned by good data. The results of our survey show that while leaders know how important high-quality, well-governed data is, most still aren't able to achieve this at scale. Fortunately, as well as requiring good data, AI can also be used to fix data quality issues and accelerate us towards a higher standard of data. Being 'AI-ready' means being primed to take advantage of the next opportunity, whether that's the latest Large Language Model (LLM) or new Small Language Model (SLM). The only way to do this is to get your data foundations right, agree a position on responsible and ethical AI use, and build an agile, iterative AI strategy that enables you to continually evolve your approach and keep up with new developments.

In this playbook, we'll focus on what leaders have told us matters most to them right now, as well as share our advice for success with AI – from the imperative to get AI operationalised, to what organisations gain by getting it right, and the risks of getting it wrong.

WE ARE AIIMI

A British AI, data, and digital engineering company, designing and building products that transform business.

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INTRODUCTION.

We've combined Aiimi's expertise in digital, data, and AI with exclusive insights from business leaders across 15 UK industries, to create a playbook that's packed with practical advice and step-by-step guidance for operationalising AI.

37 SENIOR LEADERS ACROSS 15 INDUSTRIES TOOK PART IN OUR RESEARCH.

WHICH ROLE BEST DESCRIBES YOU?

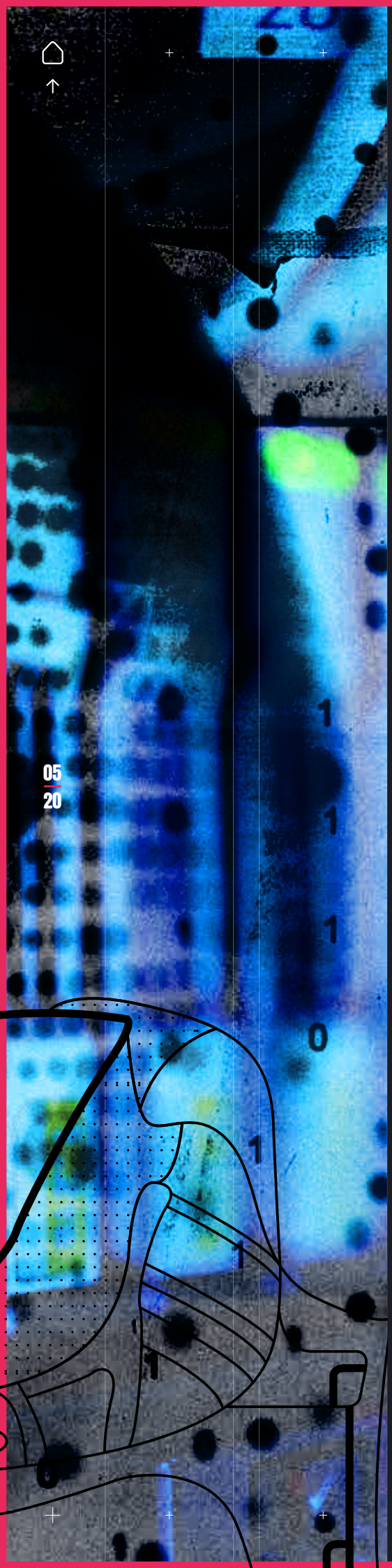
0% → 5% → 10% → 15% → 20%

- OTHER
- DEPARTMENTAL LEADER
- SENIOR DATA LEADER
- CEO
- SENIOR IT LEADER
- HEAD OF IT
- RISK & COMPLIANCE LEADER
- HEAD OF AI
- CHIEF DATA OFFICER

WHICH INDUSTRY BEST DESCRIBES YOUR ORGANISATION?

0% → 5% → 10% → 15% → 20%

- PROFESSIONAL SERVICES
- GOVERNMENT / LOCAL AUTHORITIES
- INSURANCE
- TECHNOLOGY
- HEALTHCARE
- BANKING
- TRANSPORTATION & LOGISTICS
- TELECOMMUNICATIONS
- UTILITIES
- MEDIA
- AUTOMOTIVE
- PHARMA
- ENERGY
- RETAIL
- MANUFACTURER



03

FIVE KEY FINDINGS.

Through our research into leadership's current priorities and AI readiness, we gained the following key insights.

I.

UK LEADERS HAVE HIGH HOPES FOR AI'S IMPACT.

81% of leaders believe AI will significantly change the way their company creates, delivers, and captures value – and nearly **60%** have already identified high-value use cases that AI can help them with.

II.

AI OWNERSHIP IS FALLING TO VARIED ROLES.

Departmental leaders and CDOs share the top spot for AI ownership, highlighting the need for a departmental and enterprise AI approach.

III.

DATA QUALITY ISN'T CURRENTLY SUFFICIENT TO ACHIEVE THE DESIRED AI RESULTS.

57% of leaders believe that their data is not of good enough quality for use in training or tuning AI models.

IV.

AUTOMATED DATA MANAGEMENT IS KEY TO AI SUCCESS.

Leaders who are using automated data classification and management technology were **6x** more likely to agree their data is of sufficient quality for training or tuning AI models than those who aren't using automated technologies.

V.

DATA GOVERNANCE AMBITIONS ARE HIGH, BUT LACK PRACTICAL APPROACHES.

76% of leaders plan to improve their Data Governance capabilities as a foundation for AI, but only **1** in **2** of these leaders currently have automation tools in place that can assist with this.

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AI NOW: HOW DOES YOUR BUSINESS COMPARE?

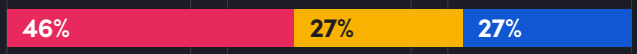
Every organisation stands to benefit from AI, so every leader is under pressure to bring AI to their business. We set out to discover what the current state of play is among organisations that are trying to adopt AI, including how their leaders are approaching AI strategy, skills, ethics, and use cases.

AI STATE OF PLAY

KEY → AGREE | NEITHER | DISAGREE

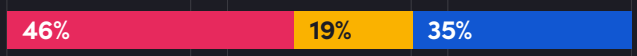
AI WILL SIGNIFICANTLY CHANGE THE WAY MY COMPANY CREATES, DELIVERS, AND CAPTURES VALUE.

MY COMPANY HAS CHANGED ITS TECHNOLOGY STRATEGY FOR FY24 AND BEYOND BECAUSE OF AI.



MY COMPANY HAS ALREADY IDENTIFIED HIGH VALUE 'USE CASES' THAT AI CAN SOLVE.

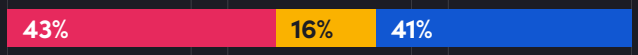
MY COMPANY HAS AN AI STRATEGY.



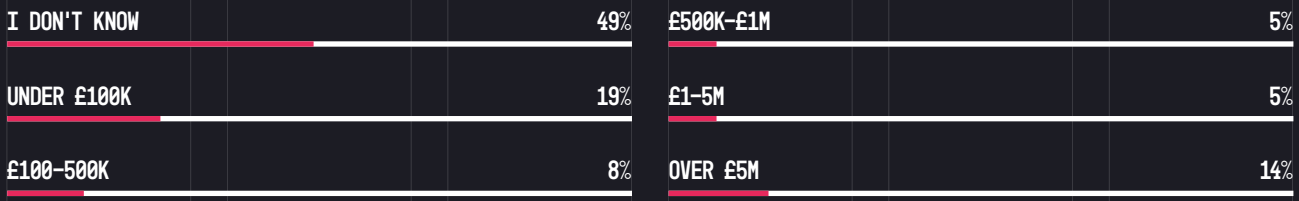
MY COMPANY KNOWS WHERE IT IS GOING TO DEPLOY AI FIRST WITHIN THE ORGANISATION.

MY COMPANY IS INVESTING IN DEVELOPING AI SKILLS WITHIN OUR WORKFORCE, SO THEY CAN BETTER UNDERSTAND HOW AND WHEN TO USE AI.

AI HAS BEEN OFFICIALLY ADOPTED ACROSS MY COMPANY.



HOW MUCH DOES YOUR COMPANY PLAN TO INVEST IN AI INITIATIVES IN FY24-25?



THE RESULTS.

WE FOUND THAT 81% OF LEADERS SURVEYED AGREED THAT AI WOULD SIGNIFICANTLY CHANGE THE WAY THEIR COMPANY CREATES, DELIVERS, AND CAPTURES VALUE.

Yet the responses from leaders we surveyed highlight that, on the whole, just one in two organisations feels they have made active steps towards valuable, formalised AI adoption right now.

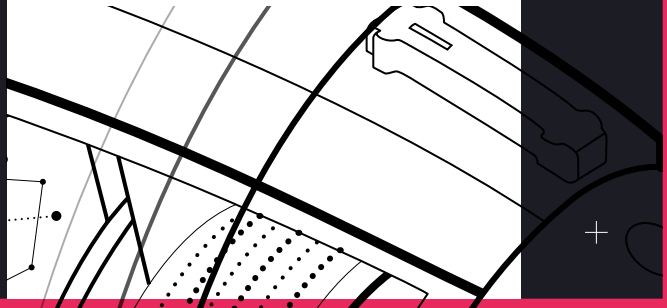
- **46%** of leaders believe that their company has changed their technology strategy for FY24 and beyond because of AI.
- **46%** believe they have some level of AI strategy in place within their business.
- **54%** know where their company plans to deploy AI first.
- **43%** agree that AI has been formally adopted in their business in some form.
- **49%** reported that their company is investing in skills development and training to help workers understand when and how to use AI.
- Nearly half of our surveyed leaders (49%) were unsure how much their organisation planned to invest in AI in FY24-25, with the remaining respondents converging around opposite ends of our scale (19% reported planned investments of under £100k, 14% reported investments of over £5M).

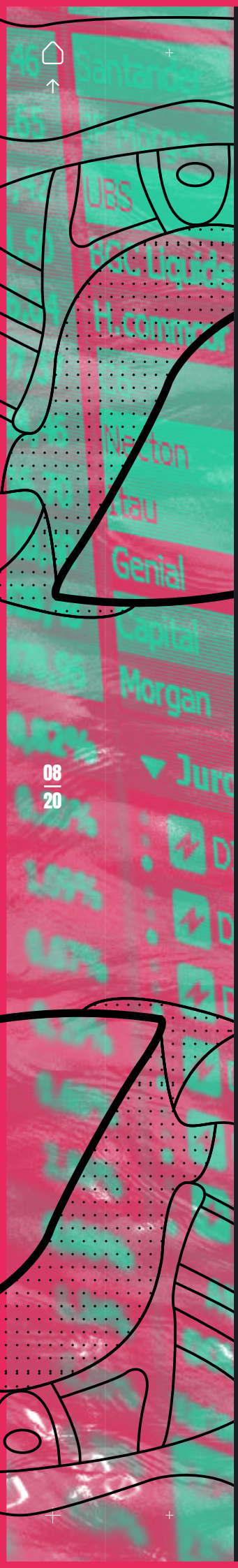
THE AIIMI VIEW:

While the trend for AI action appears promising, leaders should also be mindful of defining what AI strategy, high-value use cases, and AI adoption mean to them. For some, an AI strategy might focus on tightly defined AI use cases, or 'adopting AI' might mean utilising AI functionality within existing business tools, like Slack or SAP. In this playbook, we offer guidance on how to set yourself up for success with an adaptive AI strategy that's value-led, underpinned by robust data, and designed to operationalise AI at scale for your enterprise.

"Leaders are feeling the pressure, especially CIOs, CDOs, heads of data, digital, and now AI. Looking at LinkedIn, they'd be forgiven for thinking everyone is already deploying generative AI, for example – when in reality, very few mature organisations are properly using generative AI in any kind of compliant, auditable, safe, and secure way. As with any hype cycle, there'll always be a peak in interest and the sense that everyone else is ahead – but they're not, and going back to the fundamental rules and principles is always the right approach; identifying high-value AI use cases, creating an agile strategy, and taking the time to deploy AI safely and securely."

AIIMI CEO STEVE SALVIN



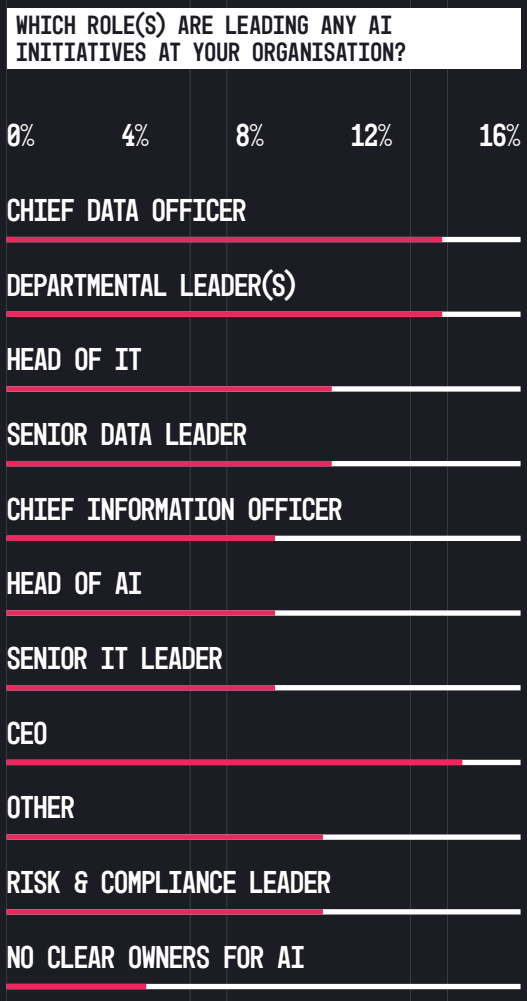


05

WHO'S LEADING AI?

RESPONDENTS WERE ASKED TO SELECT AS MANY ROLES AS THEY FELT APPLIED IN THEIR ORGANISATION.

WHICH ROLE(S) ARE LEADING ANY AI INITIATIVES AT YOUR ORGANISATION?



THE RESULTS

For most organisations we surveyed, responsibility for AI is falling to existing leadership roles, rather than a dedicated 'Head of AI' role. The most commonly reported roles responsible for AI were **CDO** and **Departmental Leaders. CIOs** was a less common answer among the leaders surveyed.

> **"OUR BIGGEST BARRIER TO AI ADOPTION AT SCALE IS FEAR OF THE UNKNOWN. AI DEVELOPMENT IS MOVING AT A RAPID PACE, SO WORKING OUT WHAT DO, AND HOW TO DO IT, IS A CHALLENGE. ADDITIONALLY, THERE IS A RISK THAT INVESTMENTS IN AI WILL QUICKLY BE SUPERSEDED BY NEW EMERGING TECHNOLOGIES, SO WE ARE PERPETUALLY PLAYING CATCH UP. SENIOR DATA LEADER, INSURANCE INDUSTRY**

THE AIIMI VIEW

AI use cases often arise from departmental needs, but successful AI adoption needs to consider both departmental needs and enterprise data in its scope. If AI remains at departmental level, without an enterprise-wide strategy in place, organisations risk missing the biggest opportunities to transform ways of working, as well as creating silos or even 'shadow AI' – unofficially adopted AI tools that workers use to solve discrete challenges, often without due consideration of data risk.

"While everyone we surveyed sees AI as positive for their organisation, there's tension within management teams at the moment around AI ownership. It's easy for inertia to arise from the impetus to take action versus fears around how to embrace AI safely."

AIIMI CEO STEVE SALVIN

WHO'S LEADING AI?

DEPARTMENTAL SYSTEMS TEND TO HAVE EVOLVED TO SUIT A PARTICULAR GROUP'S WORK; THEY'RE PERFECTLY TUNED TO CAPTURE, HANDLE, AND SERVE THE DATA NEEDED TO DO THOSE JOBS.

Many of these corporate systems now have their own AI co-pilot, which is great for boosting productivity in that department.

But we need to consider that most enterprise organisations have 300+ corporate systems, so in time, we'll have 300+ AI co-pilots. Each of those AIs is as good as – and is limited by – the information repository it sits on. This is an extension of the problem we've seen with data silos in the enterprise – in fact, it compounds that exact problem by putting an AI gate in front of the existing silos.

The CIO or CDO's vision is to have joined-up, consistent data. So, while they want to drive productivity at a departmental level, they also want AI to be able to get insights that aren't limited to any one system. This means it's vital to be thinking about AI at enterprise level and how it can make use of your entire data picture.

To operationalise AI, you need to be able to discover and interconnect all enterprise information, pulling it all together through one universal information layer that sits across everything. Once organisations have this complete picture, they can discover the most relevant, gold-standard data that should be fed to LLMs, and then get valuable AI outputs that can be used in decision-making. Plus, results at a departmental level can be dramatically improved by giving their AI co-pilots access to an enterprise-wide view of data.

"Departments will be able to perform better by having that joined-up information picture, so it's a win-win for everyone – so a role like CDO can really push that messaging and ensure the value makes it downstream into the departments."

AIIMI CTO PAUL MAKER

The typical enterprise is made up of an estimated 90% unstructured data. The CIO/CDO role should be pivotal in ensuring an AI strategy will maximise the value of all the organisation's information, not just its structured data. In fact, using AI to bring new structure to previously unstructured information in order to augment business intelligence can provide an ideal first use case for the tangible, measurable **benefits of AI.**

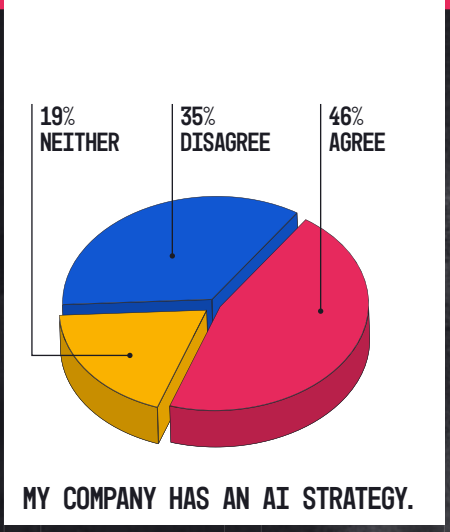
Of course, this all needs to be done with respect for the role-based access permissions that keep your enterprise data safe.

"The 'protectors of the realm' (IT security, legal, etc.) are charged with protecting the business from harm, and they're quite rightly concerned about data privacy issues that come with AI. There's a risk of these people being perceived as 'blockers', when really, they're just trying to ensure progress is made safely and securely. It's incumbent on the organisation to properly understand how AI models work before jumping in feet first. Some of this is a skills gap, but it also goes hand-in-hand with data quality and governance strategies, to ensure the right information is being fed to AI – especially if we're going to start divesting some of our decision-making to AI."

AIIMI CTO PAUL MAKER

06

STRATEGY: HOW TO OPERATIONALISE AI.



MY COMPANY HAS AN AI STRATEGY.

Almost half of leaders we surveyed believe their organisation has some form of AI strategy in place – but our analysis shows many are not yet achieving operationalised AI. In this section, we'll look at where their AI strategy could be letting them down, and where they might they be struggling to establish the foundations needed to operationalise AI.

KEY → AGREE | NEITHER | DISAGREE

46% AGREED WITH "MY COMPANY HAS AN AI STRATEGY", OF THOSE...

MY COMPANY HAS ALREADY IDENTIFIED HIGH VALUE 'USE CASES' THAT AI CAN SOLVE.
71% | 12% | 18%

MY COMPANY IS INVESTING IN DEVELOPING AI SKILLS WITHIN OUR WORKFORCE SO THEY CAN BETTER UNDERSTAND HOW AND WHEN TO USE AI.
53% | 29% | 18%

MY COMPANY UNDERSTANDS THE RISKS ASSOCIATED WITH AI-POWERED DECISIONS.
88% | 6% | 6%

MY COMPANY HAS/IS DEVELOPING A PLAN TO ENSURE TRANSPARENCY AROUND AI GENERATED DECISIONS AND CONTENT.
71% | 18% | 12%

MY COMPANY HAS/IS DEVELOPING A FRAMEWORK TO ENSURE AI IS USED ETHICALLY IN OUR BUSINESS.
82% | 12% | 6%

MY COMPANY HAS A GOOD GRASP ON THE COSTS ASSOCIATED WITH DELIVERING OUR AI INITIATIVES.
59% | 18% | 24%

MY COMPANY UNDERSTANDS HOW TO MEASURE THE RETURN ON INVESTMENT FOR AI INITIATIVES.
53% | 24% | 24%

AI HAS BEEN OFFICIALLY ADOPTED ACROSS MY COMPANY.
64% | 18% | 18%

35% DISAGREED WITH "MY COMPANY HAS AN AI STRATEGY", OF THOSE...

MY COMPANY HAS ALREADY IDENTIFIED HIGH VALUE 'USE CASES' THAT AI CAN SOLVE.
62% | 23% | 15%

MY COMPANY IS INVESTING IN DEVELOPING AI SKILLS WITHIN OUR WORKFORCE SO THEY CAN BETTER UNDERSTAND HOW AND WHEN TO USE AI.
46% | 31% | 23%

MY COMPANY UNDERSTANDS THE RISKS ASSOCIATED WITH AI-POWERED DECISIONS.
69% | 15% | 15%

MY COMPANY HAS/IS DEVELOPING A PLAN TO ENSURE TRANSPARENCY AROUND AI GENERATED DECISIONS AND CONTENT.
46% | 15% | 38%

MY COMPANY HAS/IS DEVELOPING A FRAMEWORK TO ENSURE AI IS USED ETHICALLY IN OUR BUSINESS.
38% | 31% | 31%

MY COMPANY HAS A GOOD GRASP ON THE COSTS ASSOCIATED WITH DELIVERING OUR AI INITIATIVES.
31% | 23% | 46%

MY COMPANY UNDERSTANDS HOW TO MEASURE THE RETURN ON INVESTMENT FOR AI INITIATIVES.
15% | 23% | 62%

AI HAS BEEN OFFICIALLY ADOPTED ACROSS MY COMPANY.
8% | 23% | 69%

STRATEGY: HOW TO OPERATIONALISE AI.

THE RESULTS

- **46%** of our surveyed leaders agreed they had some form AI strategy in place – a reassuring indicator of the long-term value organisations are placing on getting AI right.
- Similarly, for those who were giving AI strategic attention, the outlook across several key precursors for successful AI adoption, including consideration of ethics and risk, was much more positive. Those who believe they have some form of AI strategy in place were:
  - More confident in their organisation's understanding of the risks associated with AI-powered decisions than those without an AI strategy **(88% vs 69%)**.
  - Significantly more likely to have plans for ensuring transparency in AI-generated decisions and content **(71% vs 46%)**.
  - Significantly more likely to use a framework for ensuring ethical use of AI **(82% vs 38%)**.

But still, over a third **(36%)** of respondents who reported having an AI strategy in place did not feel confident that AI had been officially adopted across their business.

So, why are leaders not yet achieving practical adoption?

THE AIIMI VIEW

We believe AI strategy requires a different approach to all previous strategies. With AI capabilities evolving at an unprecedented pace, traditional strategies and maturity models are outdated as soon as they're published. So we can't spend years developing an AI strategy and then draw a line under it and execute it. Instead, organisations should develop a strategic approach that's built to adapt.

New AI models are constantly emerging – each one faster, smaller, smarter, more cost-effective, and capable of handling greater payloads than the last. New risks and regulations will continue to emerge, too – for example, parts of the EU AI Act come into force this year. Only an evolving, iterative AI strategy will enable organisations to keep pace and make the most of the latest tools in a safe way.

This agile AI strategy should be owned by a diverse set of people who'll become your in-house AI Lab; tasked with continually learning about and implementing AI, working with external AI experts to build up the organisation's own skills, and deciding how best to deploy it. And because this AI strategy is iterative, the AI Lab can quickly start releasing value and demonstrating this to business leaders, fuelling the motivation to do more with AI.

07

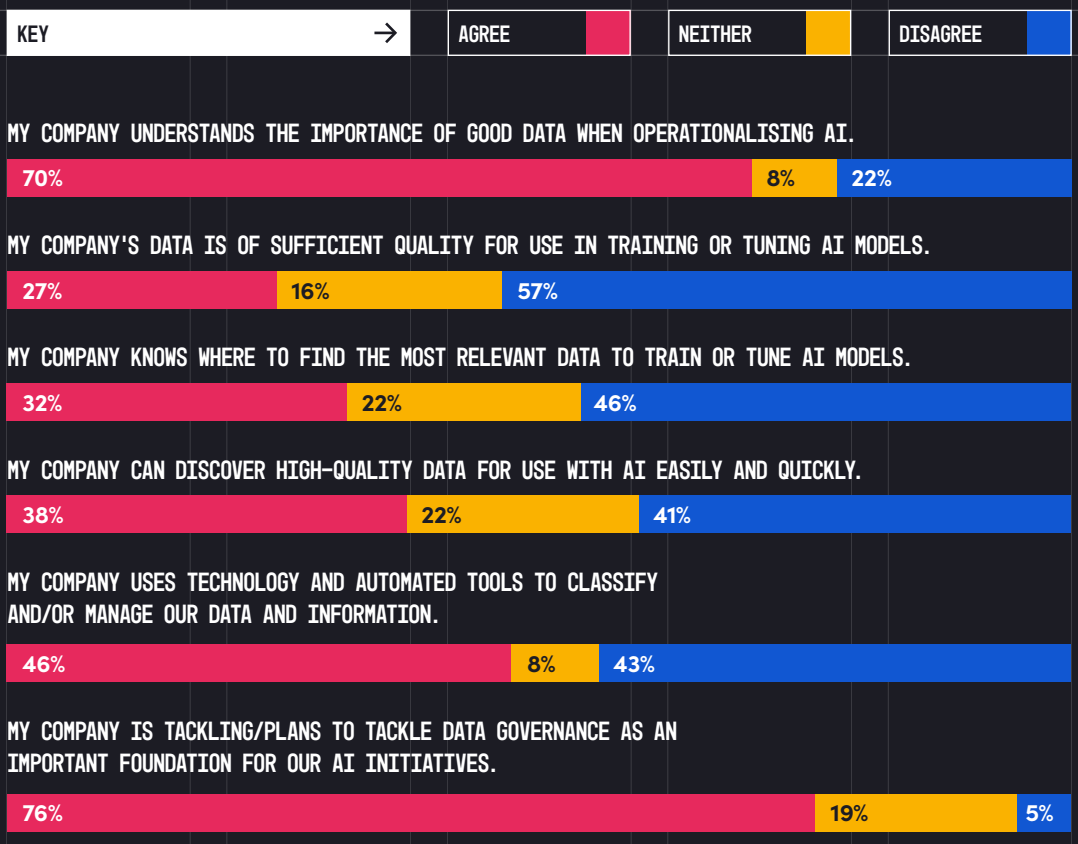
DATA: AI'S BIG DIFFERENTIATOR.

[QUALITY & AUTOMATION]

Data is the greatest enabler for AI success – which is why our survey included sections on data quality, accessibility, and governance, including organisations' existing ability to tackle data challenges using automated tools. If businesses want to use emerging technologies like Generative AI to support productivity and decision-making, they need to consider data quality in the context of information retrieval. As the old saying goes, garbage in, garbage out; you need to be confident you're retrieving and handing the right information to an LLM, in order to have confidence in the resulting AI output. Good data quality, governance, and classification enable you to provide AI with the best data, so you get the best results.

> "OUR BIGGEST BARRIER TO AI ADOPTION AT SCALE IS TRYING TO ADOPT AI TOO FAST, WITHOUT SORTING FOUNDATIONAL DATA, TECH, AND CULTURAL ISSUES. HEAD OF IT, HEALTHCARE INDUSTRY

DATA QUALITY: THE GOOD, THE BAD, AND THE UNGOVERNED



07 (CONT.)

DATA: AI'S BIG DIFFERENTIATOR.

[QUALITY & AUTOMATION]

THE RESULTS

We found the biggest gaps lie between leaders' beliefs about the building blocks for successful AI adoption, versus the reality of having these foundations in place:

- **70%** of those we surveyed agreed that their business understands the importance of good data in operationalising AI, but just **27%** felt that their company's data was of sufficient quality for use in AI model training or tuning.
- **46%** of leaders felt that their company didn't know where to find the most relevant data to train or tune AI models.
- **41%** said they didn't think they were able to discover high-quality data for AI use easily or quickly.
- **The majority, 57%, felt that their data was not good enough for AI.**

> IF YOUR DATA ISN'T READY FOR GENERATIVE AI, YOUR BUSINESS ISN'T READY FOR GENERATIVE AI. MCKINSEY & COMPANY, THE DATA DIVIDEND

According to our respondents, the biggest barriers to adoption are issues with data quality and governance.

VISUALISATION OF TERMS MOST COMMONLY USED BY OUR SURVEYED LEADERS TO 'DESCRIBE THE BIGGEST BARRIER(S) TO ADOPTING AI AT SCALE IN YOUR ORGANISATION.'

Reassuringly, beyond understanding the importance of good data for operationalising AI, **76%** of those surveyed said their company is or plans to actively improve Data Governance as an important foundation for AI. **Half of the 76%** are currently using automated tools for classifying and managing their data and information.

> OUR BIGGEST BARRIER TO AI ADOPTION AT SCALE IS A LACK OF WIDESPREAD, EFFECTIVE DATA GOVERNANCE. DATA GOVERNANCE IS HAPPENING IN POCKETS, BUT IT'S NOT ACROSS THE WHOLE ENTERPRISE YET. SENIOR DATA LEADER, AUTOMOTIVE INDUSTRY

07 (CONT.)

DATA: AI'S BIG DIFFERENTIATOR.

[QUALITY & AUTOMATION]

THE AIIMI VIEW

AI IS ONLY AS GOOD AS THE SOURCE MATERIAL WE GIVE IT; WITHOUT GOOD QUALITY DATA, EVEN THE MOST ADVANCED AI WILL FAIL TO SUCCEED.

Data is often thought of as curated data sets that are carefully knitted together, often of relatively high quality. But when you start looking at raw data, it's not so clear cut, as an estimated 90% of information is unstructured data.

We need to pass documents and pieces of text to AI models, so we need to be good at finding things – or 'information retrieval'. To find data reliably, quickly, and at scale, we need to manage all enterprise data consistently and automatically – both structured and unstructured. People naturally describe and label data in different ways and terms. That's why data quality issues emerge when employees, customers, assets, and products are given inconsistent names. And that starts to make search relevancy difficult.

When we think about fixing data quality, we often think about data cleansing projects that take years to complete and need to be repeated, because new data is continually created. With AI, we need something that can fix the problem now and continue to resolve it as we go along; we need AI-powered governance and automated data management.

AUTOMATION: THE ANSWER TO AI SUCCESS

	WITH AUTOMATED TOOLS	WITHOUT AUTOMATED TOOLS
MY COMPANY'S DATA IS OF SUFFICIENT QUALITY FOR USE IN TRAINING OR TUNING AI MODELS.	41% AGREE ▲	6% AGREE ▲
MY COMPANY KNOWS WHERE TO FIND THE MOST RELEVANT DATA TO TRAIN OR TUNE AI MODELS.	47% AGREE ▲	12% AGREE ▲
MY COMPANY CAN DISCOVER HIGH-QUALITY DATA FOR USE WITH AI EASILY AND QUICKLY.	53% AGREE ▲	24% AGREE ▲

THE RESULTS

Our research highlights the benefits seen by leaders who employ automated data classification and management tools to get their data AI-ready. Those using technology and automated tools to classify or manage data were:

- → **7x more likely** to agree their data is of sufficient quality for training or tuning AI models
- → **4x more likely** to be confident in the location of relevant data for training or tuning AI models
- → **2x more likely** to be confident in their ability to discover high-quality data for use with AI quickly and easily.

Yet, despite having automated data classification and management tools in place, **47%** of respondents still didn't feel that their data was of high enough quality for AI, **29%** didn't know where to find the most relevant data, and **29%** didn't feel they could discover this data quickly and easily.

07 (CONT.)

DATA: AI'S BIG DIFFERENTIATOR.

[QUALITY & AUTOMATION]

THE AIIMI VIEW

You get the best from AI when you can provide it with the most relevant, high-quality data; but how can you find this when your data management plan leaves huge swathes of data and systems out of scope, or your data catalogue only covers the structured data in your business? Automatically classifying data and content from your CRM, your Shared Drive, or your email is a great step towards better information retrieval – but what happens when relevant data lives in too many places, or when you don't know where to look for the answer?

We believe automation is the key to getting your data in good shape for AI. AI-powered automation tools can discover, classify, and enrich all data and information – structured and unstructured – consistently and at enterprise scale. When data is cleanly labelled and sorted by quality metrics, it makes the right information discoverable to the right people. It means silos between systems and departments can be broken down, with classifications that cross departmental boundaries. It means that data governance can be automated, so only secure, permission-trimmed data is passed to AI tools. Ultimately, it means AI can be passed the 'gold-standard' data, and then deliver the best results.

Without comprehensive, enterprise-scale solutions for automated data management that can handle structured data and unstructured content alike, AI success will be limited. The ability to connect to and interconnect the data across disparate systems and sources is crucial. Imagine making decisions based on only a small subset of the insights you need – without the complete data picture, we're placing unnecessary limits on what AI can achieve for us.

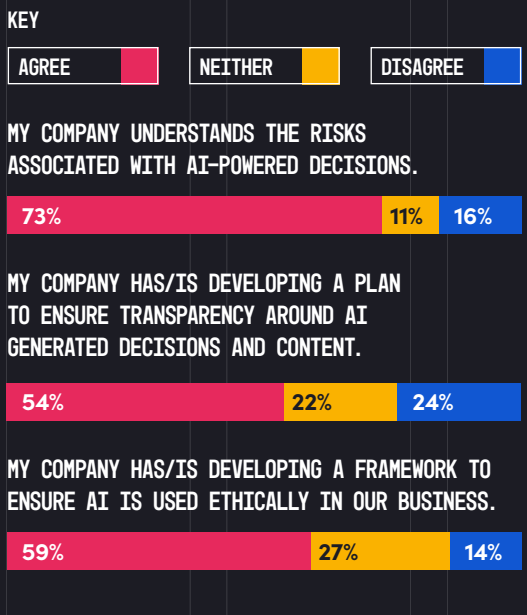
08

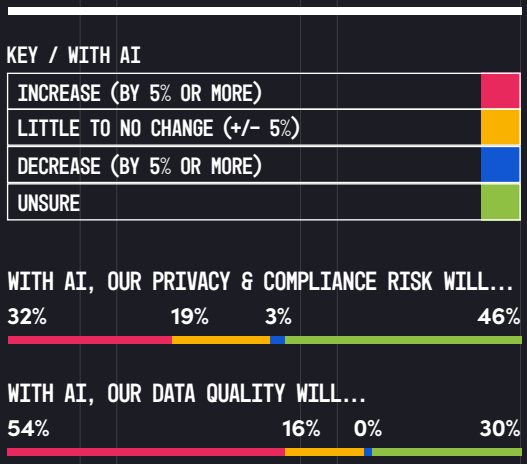
MANAGING RISK: PUTTING AI TO WORK.

JUST LIKE ANY EMERGING TECHNOLOGY WITH POWERFUL CAPABILITIES, AI AND RISK GO HAND IN HAND.

The explosion of Generative AI has brought new risks, as businesses start to divest some of their responsibility for decision-making and potentially disclose sensitive information to unregulated AI tools. The flip side of this is that AI can be used to mitigate risks and protect your business from harm.

> "OUR BIGGEST BARRIER TO AI ADOPTION AT SCALE IS UNDERSTANDING THE RISK AND ACCOUNTABILITIES FOR DECISION-MAKING THAT'S BASED ON AI. SENIOR IT LEADER, BANKING





THE RESULTS

The majority (73%) of the leaders we surveyed were clear in their understanding of the risks associated with AI-powered decision-making – from incomplete insights, misleading results, and the potential downstream impact on business, people, and regulatory compliance. These risks can be mitigated against by ensuring data quality and governance are well managed, and that decisions are fully explainable and traceable.

Reassuringly, most of the leaders we spoke to also felt they had some plans to combat AI's risk areas, including ensuring transparency around AI decision-making (54%) and encouraging ethical AI use (59%). Over half (54%) of leaders were confident that AI would improve their Data Quality, likely through the use of AI-powered automation and data classification tools.

MANAGING RISK: PUTTING AI TO WORK.

MOST OF THE LEADERS WE SPOKE TO WERE VERY UNCERTAIN ABOUT HOW AI WOULD AFFECT THEIR PRIVACY & COMPLIANCE RISK - WITH 46% REPORTING TOTAL UNCERTAINTY, AND 32% SUGGESTING THAT AI WOULD ACTIVELY INCREASE THEIR RISK PROFILE FOR DATA PRIVACY AND REGULATORY COMPLIANCE.

Just 3% felt that AI would help them to reduce their privacy and compliance risk – though we think this area is prime for AI-led improvement, much like data quality.

> **"THE INTRODUCTION OF AI INTO DEFENCE SCENARIOS IS CHALLENGING. WE NEED TO BE ABSOLUTELY SURE OF THE ACCURACY OF THE DATA IF IT WILL BE USED TO MAKE LIFE-AND-DEATH DECISIONS. SENIOR IT LEADER, GOVERNMENT & LOCAL AUTHORITIES**

THE AIIMI VIEW

AI and machine learning aren't just part of the challenge; they're also part of the solution, when used to improve data quality at scale and accelerate governance and compliance. And by using automated technologies to automate compliance and reduce risk, you free up your people for strategic thinking.

AI is very good at finding patterns and spotting anomalies in large data sets. Starting with automating process mining and data discovery, AI models can be used to help data governance teams identify processes and information that have flown under the radar. When AI spots data at risk of breach or sensitive data stored in the wrong location, it helps governance leaders to actively reduce non-compliance. Automated classification means you can permission-trim data at scale, for better compliance and less risk. You get data that's governed, secure, and ready to feed into Generative AI, and data governors are freed up to focus on building a framework that flexes and works at scale.

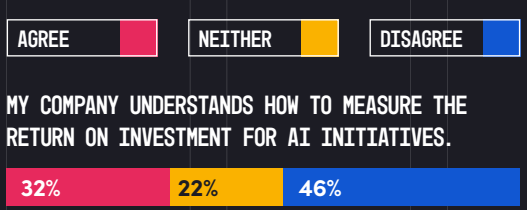
Ultimately, leaders want to have confidence and trust in AI outputs; businesses need to be able to provide evidence for their decisions and assurance for audit and compliance purposes. Explainability protects the business by ensuring all AI outputs are transparent and their origins fully traceable. We believe this should include continuous monitoring for accuracy, toxicity, overall performance, and conformity to ethical standards, with a human override mechanism and human controls at every step along the way.

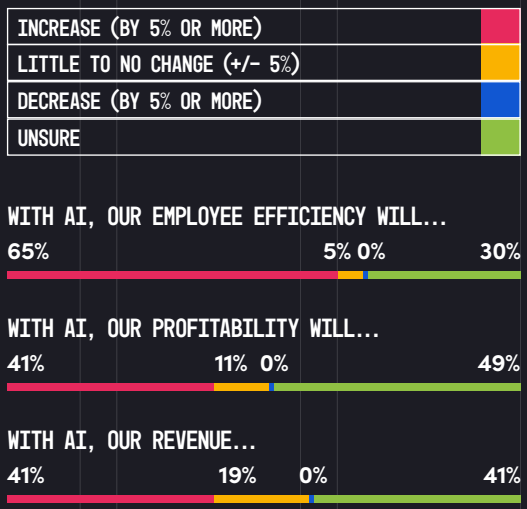
09

MEASURING SUCCESS.

How do you prove the value AI that is bringing to your organisation? How do you secure and grow AI investment for the long term? How do you get ahead of competitors when everyone is boarding the AI hype train? It all starts with a clear grasp on your vision and objectives for AI, followed by an iterative plan to measure the results and the return on your investment.

> "I WORK WITHIN A GOVERNMENT DEPARTMENT. IT IS DIFFICULT TO LAND THE BUSINESS CASE FOR WHAT IS SEEN AS 'NEW TECHNOLOGY' WITHOUT VERY CLEAR BENEFITS. EVERYONE SEEMS TO KNOW THAT AI WILL BE CENTRAL TO TRANSFORMING OUR CAPABILITIES AND PRODUCTIVITY, BUT SECURING FUNDING AND HUMAN RESOURCE TO INTRODUCE AI WILL TAKE HUGE EFFORT. SENIOR IT LEADER, GOVERNMENT DEPARTMENT





THE RESULTS

46% of leaders reported that their business didn't know how to measure the return on their AI investments. Coupled with almost **50%** reporting that they didn't know how much their company planned to invest in AI in FY24-25, this uncertainty about ROI isn't surprising. Even among those who believed they had some level of AI strategy in place, **48%** still expressed uncertainty about their organisation's know-how in measuring AI ROI.

In areas including Employee Efficiency, Profitability, and Revenue, our surveyed leaders were either unsure of the effect AI would have on their business, or confident that these factors would improve with AI in place – none believed that AI would cause a decline in these areas.

For those with low confidence in their organisation's ability to measure ROI, how can these predicted improvements be reliably reported?

09 (CONT.)

MEASURING SUCCESS.

THE AIIMI VIEW

AI COSTS CAN QUICKLY SPIRAL IF FACTORS LIKE DATA PREPARATION AND MODEL SELECTION FOR LLMS AREN'T TAKEN INTO ACCOUNT.

It's vital to choose the right tool for the job (hint: it's not always Generative AI). AI models come in different sizes, have different compute costs, and can be opensource or commercial. Why use a large, expensive model to do simple tasks like summarisation? Why use Generative AI when an extractive model can return the answer for lower cost and less risk? Intelligent AI platforms can automate this process, to optimise for speed and cost without compromising the user's needs – selecting the right model for the right job, guided by considerations such as nature of task, urgency, the device used, carbon footprint, economic factors, connectivity, and license terms.

Existing uses of AI, machine learning, and analytics shouldn't be overlooked either – it's important to consider how these are being used and measured alongside the latest developments in AI technology.

CLOSING THOUGHTS: WHERE NEXT?

AI MAY FEEL DAUNTING, BUT BUSINESS LEADERS CANNOT AFFORD TO MISS OUT ON THE VALUE IT OFFERS.

THESE ARE OUR TOP RECOMMENDATIONS FOR ACHIEVING AI READINESS AT SCALE:

I.

AI NEEDS AN ADAPTIVE STRATEGY APPROACH:

Start with high-value use cases you can measure. Look for tools that can help you keep pace with new AI models and developments and handle your entire information landscape.

II.

AI MUST BE DEPARTMENTAL AND ENTERPRISE IN SCOPE:

Augment departmental solutions by interconnecting all enterprise data and information, unlocking the value of unstructured data, and creating a universal information layer.

III.

DATA QUALITY AND GOVERNANCE ARE KEY TO AI SUCCESS:

Data governance must be automated so you can correctly handle the information retrieval challenge at the heart of AI. Gold-standard, relevant, permission-trimmed data means valuable AI outputs. Explainability enables trust in AI-based decision-making.

IV.

AI CAN HELP TACKLE BARRIERS TO AI ADOPTION:

Use AI to interconnect your data and information, improve data quality and governance, reduce risk, and deliver the right answers to the right people. Select first use cases to demonstrate measurable benefits.


DATA.
DIGITAL.
AI.
aiimi
CONNECTING PEOPLE
TO INSIGHT
WE GET YOU DIRECTLY TO THE VALUABLE ANSWERS YOU NEED.
WE USE DATA, DIGITAL, AND AI TO SOLVE BIG BUSINESS CHALLENGES FOR ENTERPRISE ORGANISATIONS.
WE'RE THE TECH COMPANY THAT TURNS ENTERPRISE DATA INTO ANSWERS.
WE THINK DIFFERENTLY, ACT QUICKER, AND OFFER A BETTER WAY TO FIND AND UNLOCK DEEP MEANING AND INTELLIGENT INSIGHTS FROM YOUR INFORMATION.
CHATGPT. CHATBOT.
CLAUDE. CHATBOT.
BING AI CHAT. CHATBOT.
JASPER. AI COPILOT.
DESCRIPT. AUDIO TRANSCRIBING.
GITHUB CO-PILOT. CODING.
SCRIBE. PROCESS DOCUMENTATION.
WRITER. COPYWRITING.