7 Steps to Get Going With AI
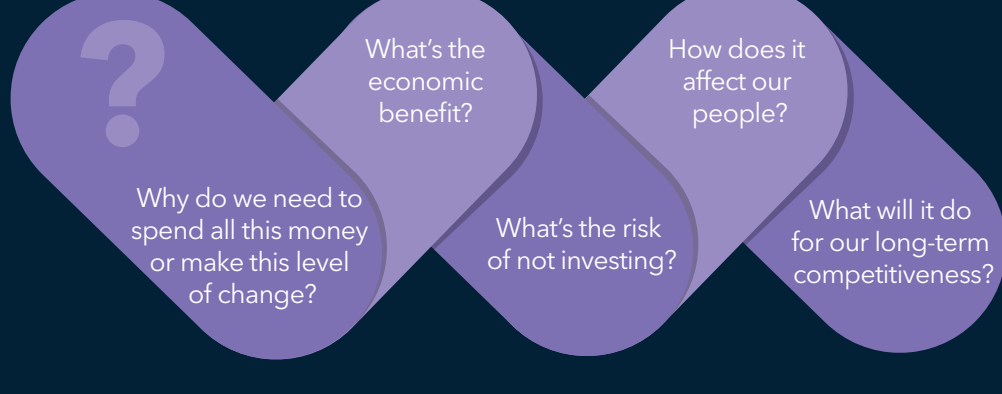
STEP 1 Know Your Stakeholders

Over **50%** of technology execs intend to deploy AI before the end of the year.[1]

50%

Nothing happens in a vacuum. When you're making a pitch, make sure you have all the decision makers and stakeholders in the room. Then prepare for their questions, like these:
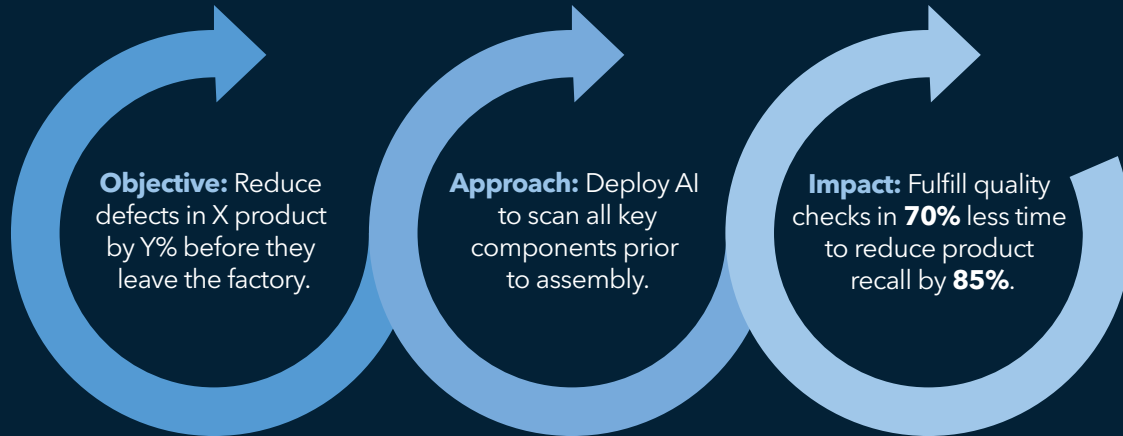
?

What's the economic benefit?

How does it affect our people?

Why do we need to spend all this money or make this level of change?

What's the risk of not investing?

What will it do for our long-term competitiveness?

STEP 2 Frame Your Opening

Recent research suggests **80%** of organizations deploying AI see their projects fail.[2]

80%

Creating a three-part structure for your opening statement keeps your pitch organized and easy to understand. The one below for a production example could apply for almost any application:

Objective: Reduce defects in X product by Y% before they leave the factory.

Approach: Deploy AI to scan all key components prior to assembly.

Impact: Fulfill quality checks in **70%** less time to reduce product recall by **85%**.

STEP 3 Identify the Risks

The risk of doing nothing is a real concern for business leaders given the pace of digital transformation and its central role in enabling the world economy during the COVID-19 outbreak.

No FOMO

BY 2030

The accelerating development and adoption of AI will boost global GDP by **14%**[3]

70% of companies will adopt at least one type of AI technology.[4]

## STEP 4 Spotlight the positive

90% of executive enthusiasm for AI is driven by its positive potential[5,6]

90%

Focus on Five Impacts

This section of your business case should detail your proposition for how AI should be deployed within your organization.

Through its work with clients, **Accenture** believes that there are five characteristics pertaining to key business processes that firms usually want to transform with AI.

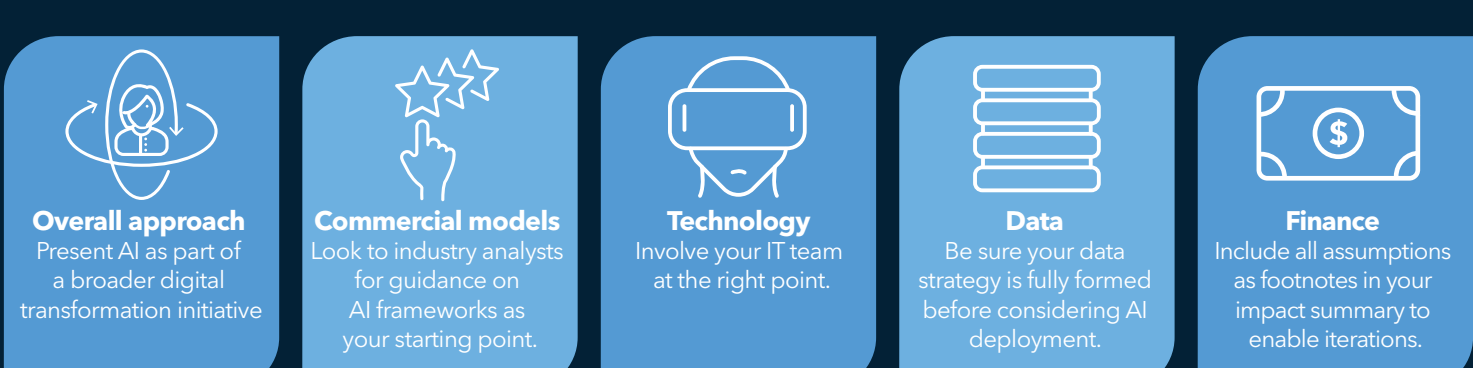**FLEXIBILITY** | **SPEED** | **SCALE** | **DECISION MAKING** | **PERSONALIZATION**
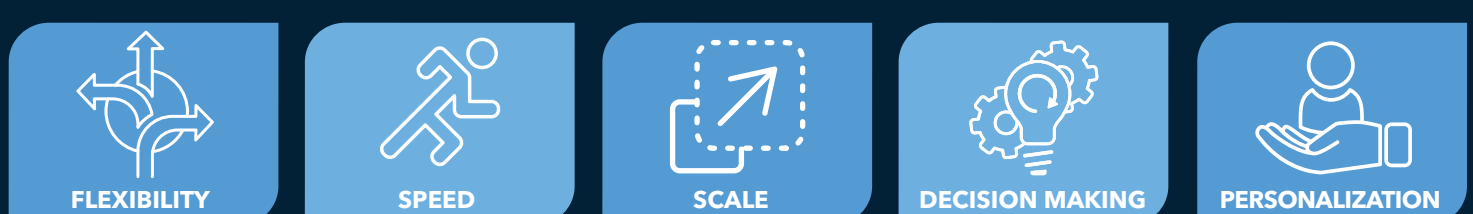
STEP 5 Show it's been done

Nothing speaks more eloquently to the impact of AI than applications at work today. Choose from these applied AI stories from across industries.

KIA   Royal Bank of Scotland   ROGERS   VOLVO MACK   Orlando MAGIC   LOCKHEED MARTIN

STEP 6 Line up the details

Put your stakeholders at ease with these five essential types of facts and figures.

Overall approach
Present AI as part of a broader digital transformation initiative

Commercial models
Look to industry analysts for guidance on AI frameworks as your starting point.

Technology
Involve your IT team at the right point.

Data
Be sure your data strategy is fully formed before considering AI deployment.

Finance
Include all assumptions as footnotes in your impact summary to enable iterations.

STEP 7 Zero in on your partner

Line up the facts that spotlight your AI partner's strengths.

This checklist of five can help ensure the lasting success of your foray into AI.

REPUTATION | **EXPERIENCE*** | **FINANCIAL RESILIENCE** | **END-TO-END CAPABILITIES** | **FLEXIBILITY**

* Hint: SAS has over 40 years of experience innovating with analytics and AI.

Learn more
The AI business case guide | SAS

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