

# 5 steps to integrate AI into your organization's DNA



Only 15% of organizations are fully integrating AI into their operations. That means there's a real opportunity to gain an edge over your competition.

But, to beat those odds, you'll need to overcome several challenges:

- Defining your strategy and vision
- Tackling data issues
- Finding the right use cases
- Addressing ethical concerns
- Overcoming talent shortages

Fortunately, if you establish a clear AI strategy and make it a core priority, you can make it happen.

But how? Follow these five steps.



## 01

### Establish an AI office or council.

Creating an AI center of excellence is a crucial first step to shape your enterprise AI strategy. This will empower your business leaders to collaborate with a cross-functional team, prioritizing AI implementation in high-impact areas aligned with business objectives.

## 02

### Transform assorted data into intelligence.

AI thrives on diverse data, including unstructured, structured and dark data. A strong data analytics foundation built on a well-designed data strategy is vital to unleash AI's full potential for maximum value and a data-driven culture.



## 03

### Uncover high-impact use cases.

Build a strategic enterprise-wide AI initiative by identifying high-impact use cases. Prototype, validate and iterate through continuous learning and feedback. Scale successful solutions across the organization to drive business impact.

## 04

### Prioritize ethical excellence.

The top 69% of digital innovators admit they don't understand the full ethical implications of AI. Ensure a human operator is involved in decision-making to promote a responsible and ethical approach to AI implementation. Establishing and communicating your organization's standards, guidelines and principles regarding the use of AI are key factors of ethical adoption.



## 05

### Overcome economic pressures with the deliberate use of AI.

AI can address the talent shortage by augmenting your workers, boosting productivity, efficiency and creativity. AI can counter inflation-driven pressures by automating and augmenting processes.

## With AI embedded into your operations, you'll:

- Unleash productivity and creativity.
- Achieve greater agility, optimization and efficiency.
- Streamline workflows to optimize resource allocation, leading to cost savings.
- Uncover new revenue opportunities and growth areas.
- Employ self-driving IT operations.
- Heighten security through robust detection and prevention mechanisms.

Ready to learn more? See how more than 2,000 business and technology leaders are embracing a new era of transformation.

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