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AI Maturity & Business Modelling Toolbox

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Create faster more business value with AI

Understand the topic of AI
and its impact on your business

Evaluate the AI maturity of your own
company to direct investments

Identify profitable use cases (canvas)

Focus investments on scientifically proven
most important scalars for AI

Map and track your individual roadmap
toward an AI driven company

Vision

Audience

- Division or Line-Manager with PL accountability
- Expected to deliver business results
- Novice or little experience with regard to AI
- Takes a more holistic perspective on the topic

Challenge

- AI is a megatrend and everyone is talking about it
- The C-Level asks for purpose, application possibilities and the business case
- Constant pressure for cost reduction / increased efficiency / development of new business
- The own competence on AI as well as the time to build it is limited.

Solution

An easy to understand methodology for the...

- Rapid establishment of critical basic knowledge
- Systematic evaluation of one's own AI maturity
- A business canvas like structure to identify use cases based on the maturity
- Recommendation of next-best-activities/best-practice for the build up of a mature AI organization

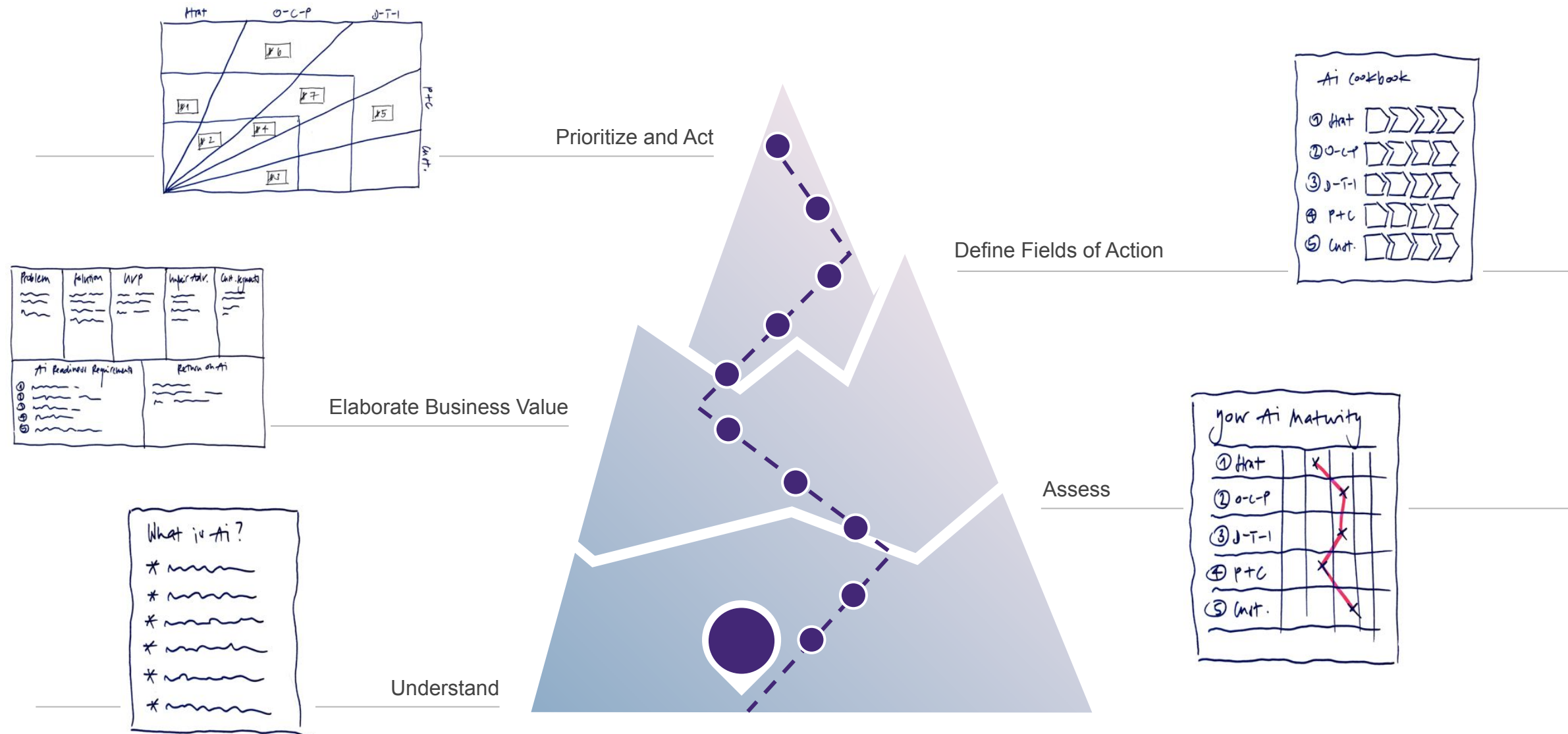
Unique Value

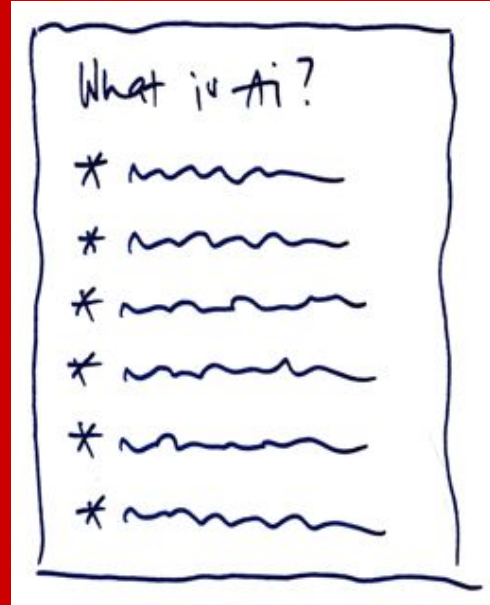
- Scientifically based AI Maturity reference model (basis: empirical study)
- No "isolated solution" (Maturity Assessment only), but comprehensive toolbox with concrete, directly usable output (e.g. for presentation versus Mgmt)

Goal and Purpose

Generate sustainable value with AI:

The toolbox helps to **understand the topic of artificial intelligence**, to **assess the maturity** of one's own AI and to derive a **concrete definition of benefits** (canvas) as well as **prioritized areas of action**.





Module 1

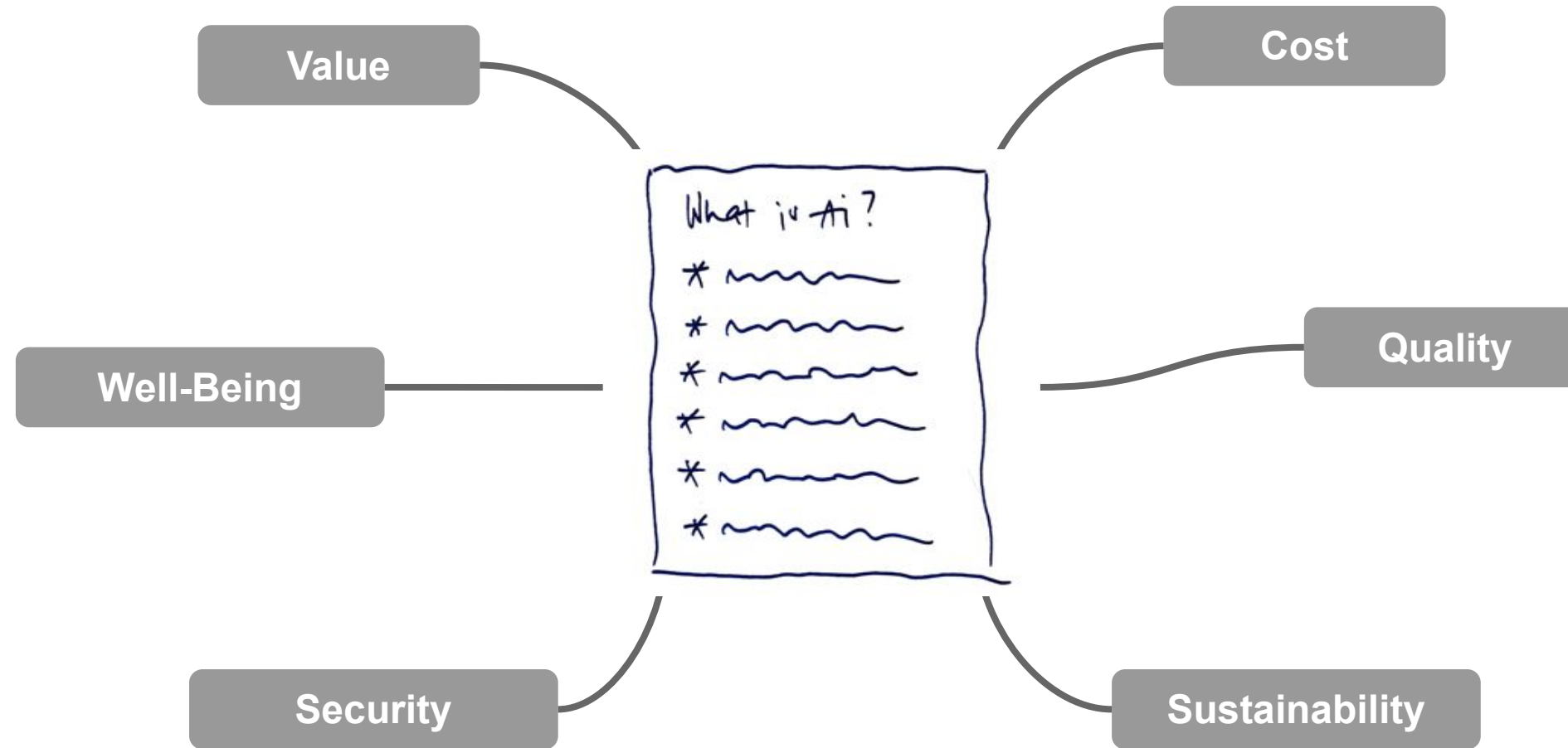
Understand

From the perspective of the target audience, not only rational questions are important

- Why should I pay attention to AI? I have so many other problems and it's so far away?
- Why should AI prevail?
- What time horizon are we talking about? When is it relevant for me? Why now?
- What forms of intelligence can AI offer?
- What is the biggest barrier to the spread of AI?
- How do I recognize AI opportunities?
- How do I start?

The rational answers have to be answered in the situational context of the target group and finally it is not only business value that decides if an AI initiative will be launched.

Module 1 - Understand: Topics to be addressed



your Ai maturity

① Hat	X		
② o-c-p		X	
③ J-T-1		X	
④ P+C	X		
⑤ Int.			X

Module 2

Assess

Module 2 – Assessment criteria

We use proven drivers that are the prerequisite for a successful introduction of AI

Customer & Market

- How well do we know our customers?
- Through which channels do we have transactions with customers?
- How can we build a USP with AI?
- What is the impact on the brand?

Vision, Strategy & Compliance

- Can AI contribute to the vision?
- Is AI supported by management?
- What influence does AI have on the business model?
- What resources are available to build AI?

Culture, Organisation & Processes

- How does the corporate culture react to AI?
- What does AI mean for leadership?
- Is the organizational structure ready for AI?
- Is the process organization ready for AI?

People and Skills

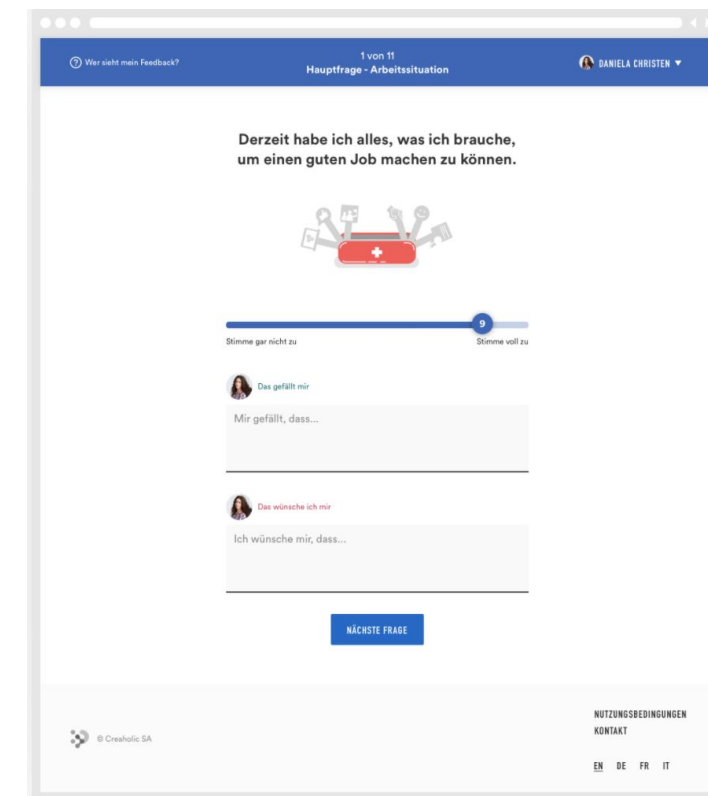
- With which mindset do we encounter AI?
- How do we communicate about AI?
- What skills do we need to develop?
- What development opportunities do we give our employees?

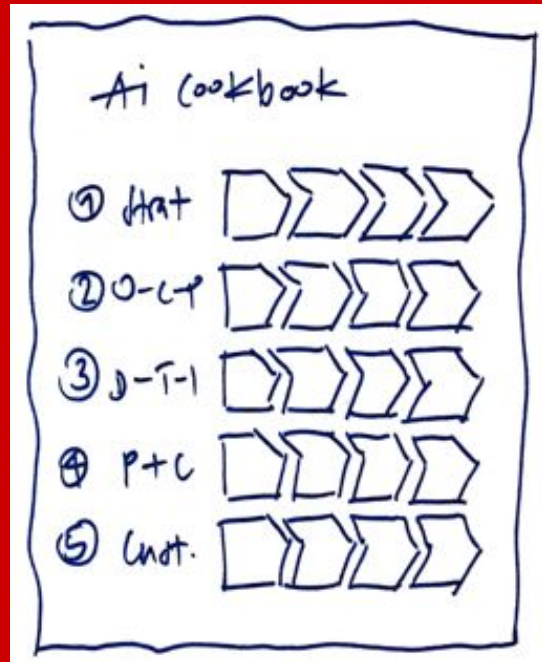
AI Technology Building Blocks

- What platforms and technologies do we have?
- How do we deal with data?
- How strong are our analytics?

Module 2 – Assessment Tool

- AI is fundamentally changing the way we will work in the future. This change will be more massive than the industrial revolution. To benefit everyone, we need to understand where the organization is.
- The assessment determines how mature the organization is based on the most important success factors of AI.
- This can be used to derive which use cases can be implemented and what the development path should look like.
- For the assessment, a mature platform from Creaholic will be used that brings all the necessary features to run assessments in companies
- Today, the platform is used for the Pulse assessment (<https://www.start-pulse.com/en>)





Module 4

Define Fields of Action

From hundreds of projects, we've filtered out what you need to do to realize a successful implementation

- Not every company has to make a new learning curve. There is a lot of experience know-how how to implement AI sustainably in a company
- We have summarized this know-how in 5 categories and over 4 development stages
- It provides a kind of overview of what the next-best activity is from level to level

Module 4 - Define Fields of Action (Cookbook)

Explore
Learn

Experiment
Proof-of-Concept

Evolve
Scale

Exploit
Ai as part of the
business model

Customer &
Market

Customer
Channel
Differentiation
Brand

Vision, Strategy &
Compliance

Vision, Values & Strategy
Support d. Management
Business
Resources

Culture,
Organisation &
Processes

Culture
Leadership
Organizational structure
Process organization

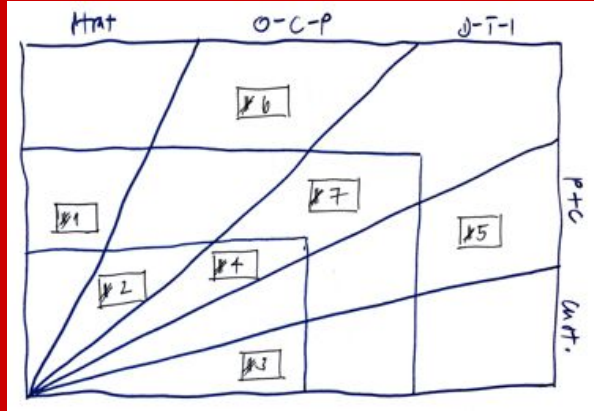
People and Skills

Mindset
Communication
Competences
People & HR

AI Technology
Building Blocks

Platforms & Technologies
Data & handling of data
AI - Analytics

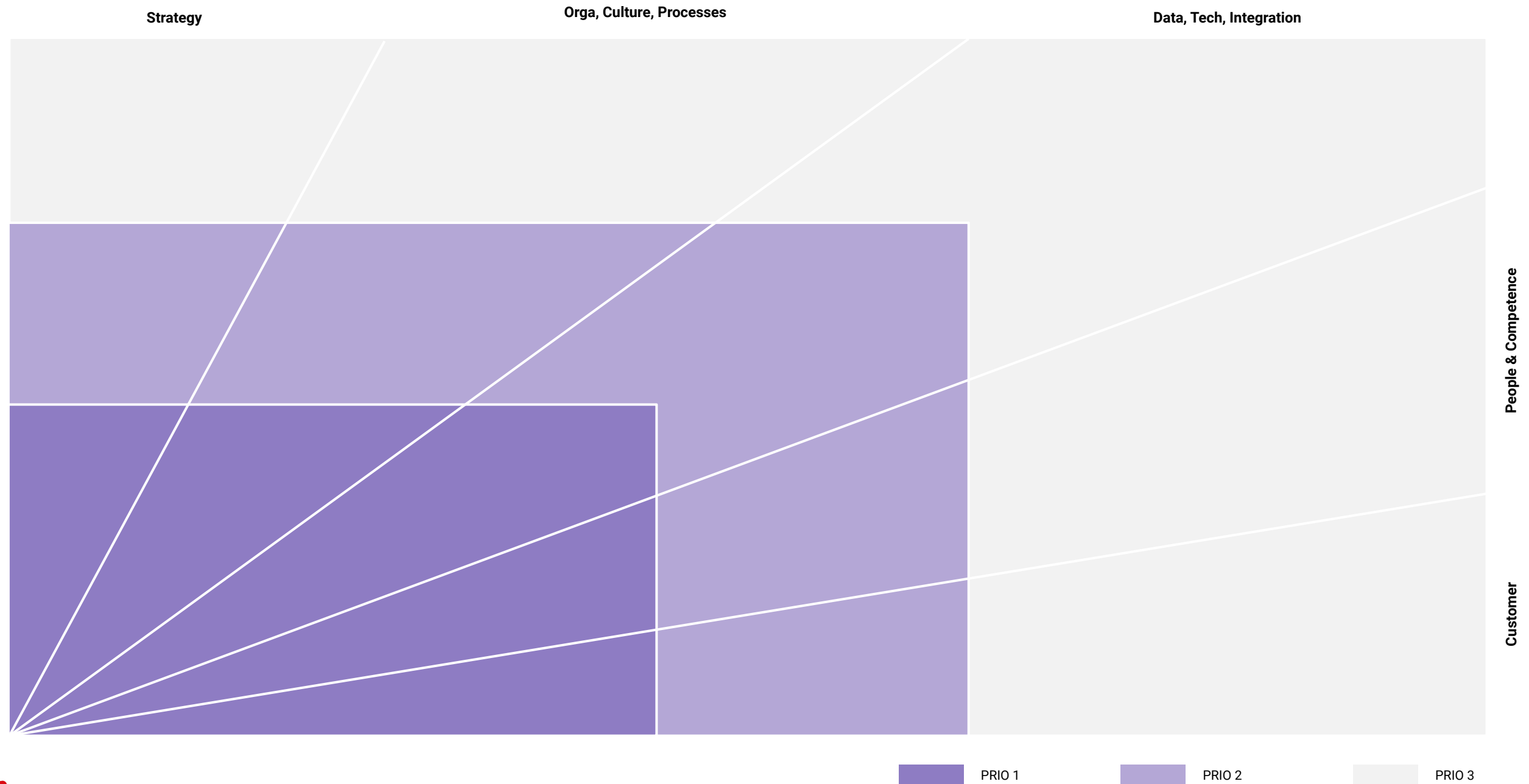
Recommendations for
measures per criterion
and stage



Module 5

Prioritize and Act

Module 5 - Prioritize and Act



Next Step

Join the Pilot!

Join the Pilot!

Target of the pilot

- Test the current beta of the toolbox
- Collect and empirically evaluate data and feedback
- Identify and address optimization potential

Who can apply?

- Your company has already addressed the application of AI or intends to do so in the near future
- You are willing to use real company data within the framework of the AIMBT pilot and agree to the evaluation by the project team

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