SCALING AI: 3 CRITICAL STEPS FOR SUCCESS

VIDEO TRANSCRIPT

I'm Fernando Lucini, I'm the lead for Artificial Intelligence for Accenture in the UK. My team and I's obsession and job is to take the value that is in our customers' data, and help them get a multiplier value out of it using artificial intelligence and data science.

My team has spent the last few years looking at: What does good look like? What does great value return look like, and what are the ingredients of that? And through a lot of observation, and obviously helping customers to achieve it, we came up with a set of – think of it as "applied research." So what are the steps we see provide an answer to how do you get to this value, how you do get the scale?

So the three patterns that we see emerge from Ready Set Scale, which are clear indicators of successful scalers:

Firstly: The alignment of your AI needs to your business strategy. So, very clear alignment to what you want to do with this technology, and what the business needs from everybody in the business to succeed. Clear alignment of AI projects to business strategy.

Number two: People and capability. You need- the scalers tend to have a great mix of the kind of people they need to attack one of these AI problems. It's not always data scientists. You may need a great variety of people on the team who understand the problem.

So you might need data scientists, you might need AI engineers, you might need sociologists, you might need economists. So a great mix of things. And this should include your partners and your ecosystem partners to help you, in the cases where you yourself don't have that capability.

And thirdly: Governance and responsibility. We're all concerned about data and technology and the uses that it can be put to because the technology is so powerful. So having a very strong governance process and responsible AI framework to help us navigate through, from the choice of problem to how we execute it to success, is a critical hallmark of the scalers.

If you haven't already, please read our guide, Ready Set Scale, for tips on how to scale artificial intelligence. More broadly, if you want more information on how Applied Intelligence can help you and your business, again, please don't hesitate to contact us.