



# THREE WAYS TO DRIVE VALUE THROUGH AI

## TRANSCRIPT

**Host: Amit Bansal, Applied Intelligence Leader, Accenture ANZ**  
**Guest: Mary Sabin, Artificial Intelligence Engineering Lead, Accenture ANZ**

**On-screen text:** THERE'S AI. THEN THERE'S APPLIED INTELLIGENCE.

**On-screen text:** THREE WAYS TO DRIVE VALUE THROUGH AI

**Amit:** Mary, today we are going to talk about marketplace trends. From your perspective, what are the one or two things that clients should be doing that will get them that return from the investment they're making?

**Mary:** I would really just start right at the top, which is when you are thinking about what use case you're going to choose to build out, really having a proper strategic think about that.

**On-screen text:** STRATEGY + FEASIBILITY

**Mary:** So often the pitfall that we find is that people have, you know, something that seems like a quick win or tactical and it's really not getting them that strategic, transformative outcome that they seek. So really thinking strategically about the feasibility, about the value. Through that delivery experience, is when you really understand what it takes to bring this to life.

**Amit:** So it's about picking the right use cases or value cases. What about vision? What's your view on what's the vision they need to have?

**On-screen text:** A CLEAR VISION

**Mary:** Yeah, again, that's where it can sometimes fall flat, is because if you have only that proof of concept lens, you're really thinking, you know, one or two months out, really not thinking about putting it into production. Then you can lose sight of, really, the vision: what are you trying to achieve? So, having that crystal-clear vision up front is really powerful, in terms of; what is the experience I want to create? Really, what am I trying to transform here? What is the target state that I'm trying to achieve?

**On-screen text:** [Accenture logo]

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