

# The Benefits of Professionalizing AI

## Cost

As noted in AI:Built to Scale, companies have spent \$306 billion on AI applications in just three years, while individual businesses can spend millions on what results in experimentation. Having trained, interdisciplinary teams and defined processes to productionize those applications is one way that professionalization will help you maximize the value of your AI investments. Industrializing solutions that work, then scaling and tuning for other use cases, essentially allows you to recycle and reuse data and data models, fueling exponential returns with incremental spend.

## Quality

When a driver purchases a new vehicle, they expect it to function as advertised and to comply with the latest safety and environmental regulations. With the professionalization of AI, people can expect better outcomes through data quality, coding standards and clear parameters (ethical and otherwise) for technical development. Many businesses are taking matters into their own hands with additional testing and governance, improving some outcomes. But to advance the AI landscape beyond the current “Wild West” (where quality will vary from company to company or even business unit to business unit), these highly skilled engineers and technologists will need industry-wide standards by which to measure their work and thus allow innovation to flourish.

## Repeatability

In professionalized fields, organizations scale innovation with repeatability, meaning these companies can achieve consistent results when performing the same or similar actions multiple times. Individuals, companies and society as a whole would benefit from repeatability whereby trained and vetted data scientists, engineers and other practitioners develop, test and build cutting-edge technologies across use cases with consistent methods for reliable results.

## Trust

With higher standards and systems of accountability, the professionalization of AI will contribute to more ethical and transparent applications of the technology. The result is responsible AI that meets the ethical and privacy expectations of users and clients, which ultimately builds increased levels of trust. As Accenture research shows, companies that scale AI successfully understand and implement responsible AI at 1.7 times the rate of their counterparts. To achieve responsible AI, companies will need the accountability, processes and training that accompany professionalization.