OVERCOMING BARRIERS TO SCALING AI

VIDEO TRANSCRIPT

Today I want to talk about some of the objections I see from our clients on scaling AI, and how do we approach those objections to get them going with their advanced analytics and artificial intelligence initiatives.

Barrier #1: Data Paralysis

One common objection that clients have is, having the right data before they get started. And often this results in paralysis by analysis.

So instead of worrying about getting all of the data that they could potentially need, we need to take a pivot and look at, what's the use case we're trying to solve for, and then what datasets could be relevant?

And then we can start to look at what data they have internally, what's available across silos, what's the quality, and then identify gaps.

And that's where we can start to use this concept of a data marketplace. So we can pull in external datasets to enrich the data that clients are using—or if they don't know what data to use internally yet, we can go completely external and start to create analysis to generate insights and give them ideas on where pockets of values are. And then we can start to pull in the relevant internal datasets to complement those external datasets.

Barrier #2: Skills Gap

Another barrier clients face in scaling AI is the skills or the talent gap that they face internally. So a lot of organizations are trying to stand up these analytic capabilities where it requires a lot of data engineers, data scientists, and they don't have that talent inhouse.

So now we're coming at it with this concept of a pod model, where we can wrap resources around their business leads, and we can bring in a data engineer, a data visualization person, a data scientist, to work with the business lead. To understand, again, "what's the use case? What are we trying to accomplish? What's the objective? What insights would be relevant? And then what datasets we would need to generate those types of insights."

And then we can also look at how we stand up the COEs, Center of Excellence—offshore, near shore—to continue to scale the experiments that were successful in our experimentation phase.

Barrier #3: Incorrect Architecture

Another barrier I see to scaling AI is the right architecture. So a lot of clients, even after they get the data and the talent figured out, they're not sure what tools and what platform to leverage. And they're too worried about making an investment in a tool that may not be the right fit long-term.
So what we see a lot of organizations doing is testing out sandbox environments, similar to what we offer within AIP+. So now they're able to see, "does this cloud provider meet my needs from a processing capacity,

or a security and regulations perspective? And does this tool set do what I'm looking for? Perhaps we're looking for something on data integration. Or, does it do the type of machine learning analytics that I need? Or, can it handle the visualizations that I'm trying to put out to my users?"
So rather than counting on the vendor to accurately represent what the tools can do, we can test them out in that sandbox environment, do some benchmarking, determine what's a fit, without any type of commitment or concerns on long-term investments.

Barrier #4: Funding/ROI Expectations

Another barrier to scaling AI is how it's going to be funded, and even the ROI expectations on initial use cases or experimentation.

Clients really need to think about this as a way to test pockets of value, and not look for ROI on those initial experiments.

So they need to understand that by doing these experiments, we're able to identify the value that will be delivered when we scale it across the organization. Not "If I do this small POC or proof-of-value off of that initial experiment, I should see a 10x return on my investment."

I really appreciated having the time to talk to you about some of the hurdles that we see in scaling AI. If you have any further questions, feel free to reach out to us.

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