TRANSFORMING INTO AN AI BUSINESS
BOOST YOUR AIQ

TRANSFORMING INTO AN AI BUSINESS

T is for technology for growth
D is for data that creates value
P is for people first
**TRANSFORMING YOUR BUSINESS AND INTRODUCING AI AT SCALE REQUIRES MULTIDIMENSIONAL STRATEGIC THINKING**

**TO EFFICIENTLY REALIZE RELEVANT USE CASES, LEVERAGE ACCENTURE’S AI STRATEGIC APPROACH**

<table>
<thead>
<tr>
<th>Corporate Strategy – Vision &amp; Planning</th>
<th>Capabilities &amp; Culture</th>
<th>Roadmap &amp; Prototyping</th>
<th>Deployment, Agile Execution and Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHY? WHY NOW?</strong></td>
<td><strong>HOW?</strong></td>
<td><strong>PROTOTYPE &amp; VALIDATE</strong></td>
<td><strong>SCALE AND REALIZE VALUE</strong></td>
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<tr>
<td>• Strategic goals</td>
<td>• Org structure &amp; governance</td>
<td>• Define and prioritize AI prototypes according to selected use cases</td>
<td>• Build up team</td>
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<tr>
<td>• C-Suite alignment</td>
<td>• Establish AI Steering Board</td>
<td>• Calculate high level investments</td>
<td>• Deploy AI use cases in sprints</td>
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<tr>
<td>• 4-5 Corporate areas to focus on</td>
<td>• Define and introduce Metrics and incentives</td>
<td>• Train, measure, learn and reiterate / pivot</td>
<td>• Scale within organization</td>
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<tr>
<td>WHERE TO PLAY?</td>
<td>• Reflect on talent, workforce and culture</td>
<td>• ROADMAP</td>
<td>• Train AI and realize value</td>
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<tr>
<td>• Explore industry value shifts</td>
<td>• IT platform architecture (open vs. closed)</td>
<td>• Outline AI use cases roadmap (target state implementation)</td>
<td>• OPERATE</td>
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<tr>
<td>• Evaluate competitiveness of current organization, products and business model</td>
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<td>• Align and sign off</td>
<td>• Execute new Operating Model</td>
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<tr>
<td>• Explore whether you can use platforms</td>
<td>SET-UP &amp; RUN</td>
<td></td>
<td>• Continuously enhance RPA and train Artificial Intelligence</td>
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<tr>
<td>• Agree overall build/buy/partner approach</td>
<td>• Set-up new organization</td>
<td></td>
<td>• Identify areas for continuous improvement</td>
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<tr>
<td>WHAT?</td>
<td>• Implement new operating model</td>
<td></td>
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<tr>
<td>• Focus on existing product portfolio and processes or new value propositions</td>
<td>• Recruit and retain talent</td>
<td></td>
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<tr>
<td>• Identification of relevant use cases and strategic prioritization</td>
<td>• Train personnel</td>
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<tr>
<td>WHEN? HOW MUCH?</td>
<td>• Set-up necessary partnerships</td>
<td></td>
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<tr>
<td>• Roadmap</td>
<td></td>
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<tr>
<td>• High-level business and tech case</td>
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**Strategy: What to do**
- Strategic C-Suite Decisions Develop AI Vision
- Prepare Organization

**Delivery & Operations: Realizing Value**
- Time for Action
- Deliver Impact

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TO IDENTIFY RELEVANT USE CASES ONE HAS TO UNDERSTAND THE COMPANY’S STRATEGIC GOALS

REALIZING STRATEGIC GOALS WITH A HOLISTIC APPROACH
PLOT USE CASES WITHIN AI BUSINESS FRAMEWORK

Assumed strategic goals: Revenue Growth and Operational Efficiency

Illustrative

- Derive ease of enablement for each use case based on capability assessment
- Assess value for each use case
- Assess dependencies and prioritize use cases

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APPLY AI TO YOUR INTELLIGENT BUSINESS ELEMENTS AND ESTABLISH DIGITAL TRUST TO ROTATE INTO THE NEW

REALIZING STRATEGIC GOALS WITH A HOLISTIC APPROACH

Strategic Goals & Principles
(Profitable Growth, Operational Efficiency & defined guidelines for deploying AI within an org.)

Responsible AI Drivers
Governance, accountability
Honesty, transparency, fairness

Regulation & Compliance
Building auditable & regulatory compliant AI solutions & identifying illicit behaviour

Ethical Design
Implementing AI solutions that are ethical and build transparency into the process

Intelligent Technology
Reimagine Business Models
AI technologies will reinvent end-to-end processes, removing not only time and distance factors but also human limitations.

Intelligent Products
Unlock the Trapped Value of Data
Advanced and integrated analytics will continually run on an organization’s large data sets. They will update algorithms with transactional data to evolve faster, and combine data in fresh ways to discover trends and deliver new insights.

Intelligent Processes
Transform the Relationship Between Human and Machine
AI will improve how we live and work as individuals and a society. People will be able to spend more time on creative work.

Intelligent Data

Stewardship, reskilling
Security
Establish Digital Trust

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WE RECOMMEND AN ITERATIVE APPROACH TO DESIGN & IMPLEMENT TAILORED AI SOLUTIONS

THE TYPICAL DEPLOYMENT JOURNEY GOES THROUGH SIX STAGES

1. DISCOVER
   - Understand clients' strategic goals
   - Accenture insight into what works and what not
   - Initial results market scan: what are others doing?
   - How can we understand the market need, solving the challenge from the customer point of view?

2. DESIGN & PLAN
   - Describe service vision and principles for use cases
   - Develop value drivers for use cases
   - Create prototype
   - Plan and get ready for PoC

3. PROOF OF CONCEPT
   - Controlled learning of AI technology with a focus on selected use case

4. PILOT
   - Continued learning of the AI based use case
   - Complete high level assessment and roadmap to transition

5. SCALE
   - End to end implementation of AI based solution with systems and available for all channels and customers

6. EXPAND & MANAGE
   - Expand platform to additional business units and deploy ongoing improvements

*RE-IMAGINE PHASE – define future customer journeys and processes that will input into the PoC
**PROOF OF CONCEPT PHASE – develop PoC iteratively to align to future processes out of the Re-imagine phase

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AI TECHNOLOGY FRAMEWORK

ORGANIZATIONS, PRODUCTS AND SERVICES ARE INCREASINGLY MORE INTELLIGENT

ACCENTURE CREDENTIALS (NON-EXHAUSTIVE)

1. Optimize customer acquisition and profits
2. Automated question answering for customers via webchat
3. Assess car damage based on photographs sent by claimants
4. Extracting sentiment and opinions from unstructured customer survey data
5. Analyze summaries of call center conversations to derive enriched customer insights
6. Automate financial security validation using Accenture Cognitive Robotics solution
7. Front office automation for customer service using Virtual Agents
8. Predict patient readmissions and analyze medical reports using advanced machine learning techniques
9. Automation of invoicing, sales reporting, etc.
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<th><strong>AI TECHNOLOGIES EXPLAINED</strong></th>
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<tr>
<td><strong>RPA – Robotic Process Automation</strong></td>
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<td>Use software to automate manual processes, that are highly repetitive, rule-based and use structured data</td>
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<tr>
<td><strong>IPA – Intelligent Process Automation</strong></td>
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<tr>
<td>Advanced application spectrum of RPA; cognitive automation of human interaction by a software robot</td>
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<tr>
<td><strong>Cognitive Computing</strong></td>
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<tr>
<td>A range of AI technologies enabling existing information systems to adapt and thereby improve the interaction between humans and computer systems</td>
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<tr>
<td><strong>Virtual Agents</strong></td>
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<td>Cognitive systems that communicate in natural language with humans, enabling them to answer questions and perform business processes</td>
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<td><strong>Deep Learning</strong></td>
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<td>Computers draw insights from large datasets using methods similar to human brains. Applications include image analysis, speech recognition, policy learning, and multimodal data analysis.</td>
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<td><strong>Descriptive Analytics</strong></td>
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<td>Data analysis to define the current state of a business situation relying on historical data in the form of producing standard reports, ad hoc reports, and alerts.</td>
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<td><strong>Predictive Analytics</strong></td>
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<tr>
<td>Advanced application spectrum of descriptive analytics which is concerned with forecasting future possibilities</td>
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<tr>
<td><strong>Cognitive Analytics</strong></td>
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<tr>
<td>Advanced application spectrum of predictive analytics which can uncover difficult-to-find patterns and provide confidence-weighted responses to complex inquiries using cognitive elements of computer systems</td>
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<td><strong>Machine Learning</strong></td>
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<td>Lets computers learn from given data. That allows to tackle problems that are difficult to handle with conventional approaches due to the amount of data and ambiguity of information.</td>
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<td><strong>NLP – Natural Language Processing</strong></td>
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<td>Analysis, understanding and generation of human language by computers (in both written and spoken contexts).</td>
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