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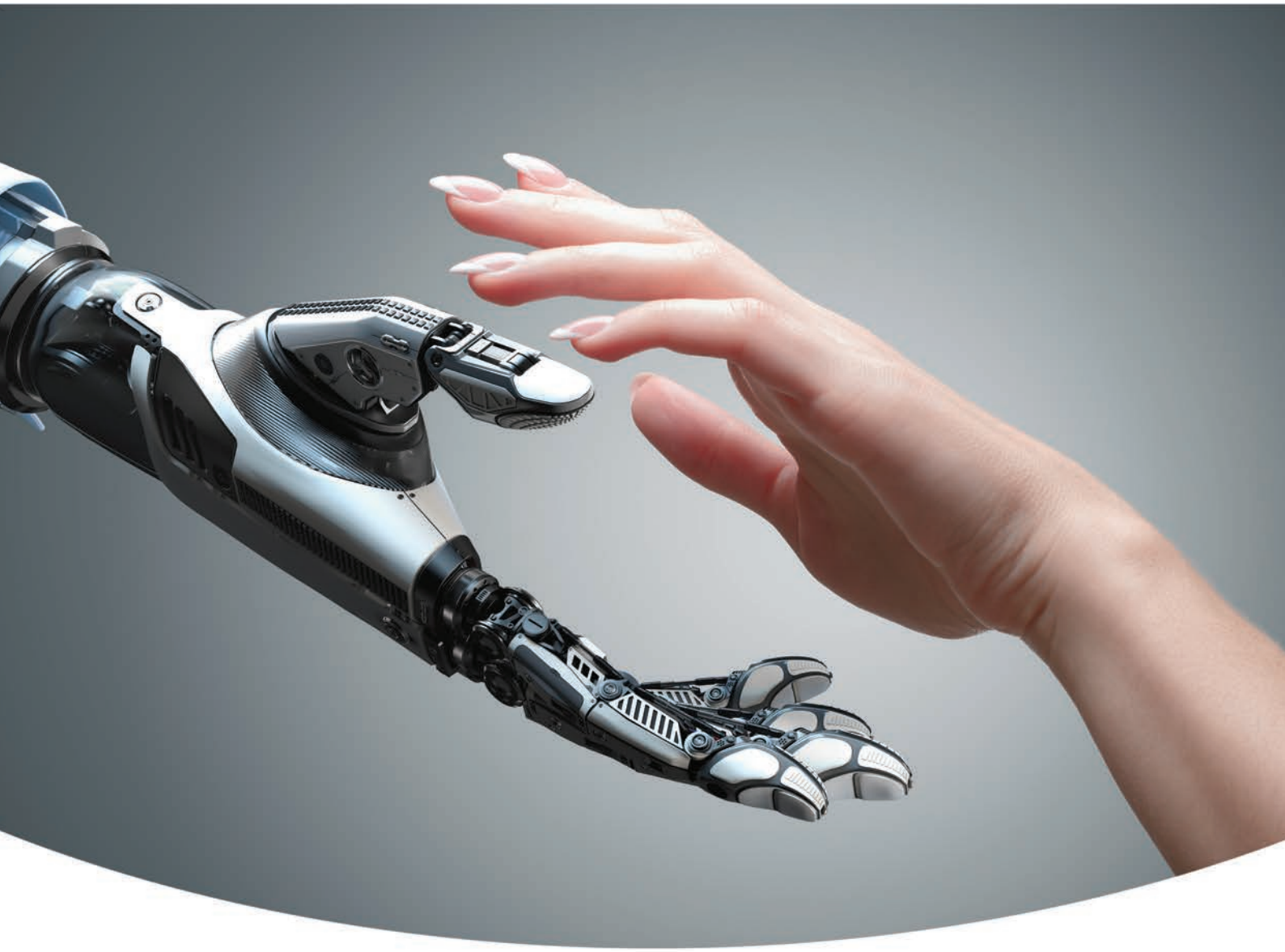
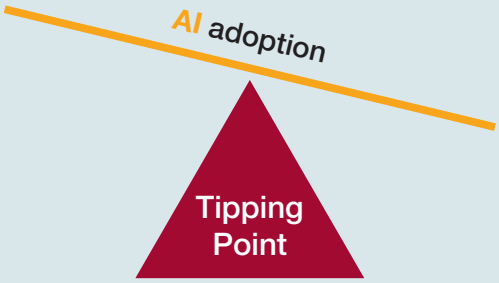
Artificial Intelligence in the Making:

A Pathway to Success for Canadian Enterprises





Over the next three years, AI adoption in industries will reach critical mass

INTEGRATING AI IN BUSINESS

AI adoption is moving at the fast pace within Telecom, Financial Services, and Utility industry enabling and improving service operations, marketing, and product and service development. Retail, Manufacturing, Transport, Pharma, and Health Industry are closely following to benefit from AI, especially in product life cycle management and supply chain management. AI is creating value across industries and business functions, helping to improve customer experience, optimize and improve profits, and cut costs.

BASED ON CGI'S F2018 VOICE OF OUR CLIENT RESEARCH

- About **46%** of our global clients have identified **Predictive Analytics** and **AI** as their **top priority**.

Across industries, businesses are reaching a tipping point. The choice is theirs: embrace Artificial Intelligence (AI) as a part of their digital journey, or risk being left behind. CGI has conducted extensive research to uncover the top priorities both it and business decision makers are exploring right now, and has found that AI is top of mind for businesses across the board.

As significant progress is made in the adoption of AI across various organizations, it is increasingly difficult to source the proper talent, stay up-to-date on the latest AI technology, and, ultimately, stay relevant. Businesses must be strategic and meticulous in their approach. Although AI adoption is no longer negotiable, companies still risk failing if they don't follow a prescribed method developed by a team of professionals. To get you started on your AI journey, CGI has identified eight critical elements to consider when planning and implementing your next AI project.

START SMALL

It's a common misconception that new technology must be adopted across all levels and aspects of the business simultaneously. In fact, this approach poses threats to your adoption of new technologies. Don't be too ambitious. Choose one area where AI will be useful, well received, and relatively easy to implement. Once the technology is successfully adopted by this group, the business will have a good use case to present, and leverage to expand the project scope and continue implementing in other areas. On the other hand, there are a lot of unknowns in AI implementation even if it seems straightforward. Choosing one area to start with, and using an iterative approach to your expansion will allow the business to face and resolve issues before your next project phase.

CLEARLY DEFINE YOUR GOALS AND STRATEGY

As with any project, AI should support and advance your business goals. If the desired outcome is not defined or tracked correctly, initiatives risk seeing no tangible results. Instead, determine clear goals, objectives, and strategies but stay flexible in your tactics and adjust if the business is not yielding the anticipated results.

ASSESS THE QUALITY OF YOUR DATA

Artificial Intelligence relies exclusively on data. If the data being collected is low quality, inaccurate, or incomplete, companies will not get the most out of AI implementation. Prior to implementing any new data-centric initiative, assess the quality of your data and ensure you have a Data Governance protocol in place. CGI has developed several methodologies such as Data2Diamonds and Data as a Service (DaaS) to guide our clients through the digital transformation process.

BUILD MULTIDISCIPLINARY TEAMS

In the context of AI, data is complex and disorganized. Once received, it requires a team of professionals to collect, classify and model in order to deliver valuable business insights. As such, businesses need a dedicated team of business analysts, data engineers, IT architects, and data scientists in place prior to AI integration is complete.

ESTABLISH A DEDICATED CENTER OF EXCELLENCE (COE)

New technology is not adopted successfully without the proper support teams and advocates in place. An administrative support team and governance body must be in place to remove or mitigate obstacles and challenges the project will encounter. Executive shareholders' involvement in AI adoption initiatives will often encourage teams to take an interest in the new technology, which, in turn, helps lead to greater adoption. Finally, CoE's provide an environment where teams can uncover new trends and debunk myths to help adjust the business process and allow AI to create value within your organization.

CHOOSE AND USE THE RIGHT TECHNOLOGY

Proper technology planning in the early stages will save you a considerable amount of time and money. Businesses must choose the proper platforms, products, and solutions to successfully support and maintain AI technologies. In order to secure, store, extract, and transfer data from existing enterprise applications to new applications, the IT department must be engaged and technical feasibility must be tested throughout the implementation process. If not completed, the mid-way migration of current models to new technologies will delay your adoption rate and increase operational costs.

ESTABLISH AN AI ROADMAP

A roadmap identifies business priorities and areas of opportunity. A clearly defined roadmap will prevent the challenge of trying too many things at once, and will help place your AI initiative alongside other business priorities to provide a bigger picture for you and your teams. As well, it will provide a blueprint for scaling up and acquiring new talent as your teams plan ahead for each next step. Planning ahead allows the business to have the right resources, systems, and investments in place at the right time.

SELECT THE RIGHT PARTNER

It is imperative that organizations select the right partner to support them in their AI journey. This partner must understand your company, your industry, and your technology and have the know-how to advise, support and deliver for you. CGI's pragmatic and agnostic point of view and proven track record of successful delivery of Advanced Analytics Solutions Implementations globally and across industries makes us an excellent partner of choice for any organization. CGI ensures your success by guiding you through the AI journey to uncover hidden value in your data, ultimately maximizing your return on investment.

Reach out today to learn more about how we can help you discover new capabilities as you become a fully transformed, data-centric and AI-enabled organization.

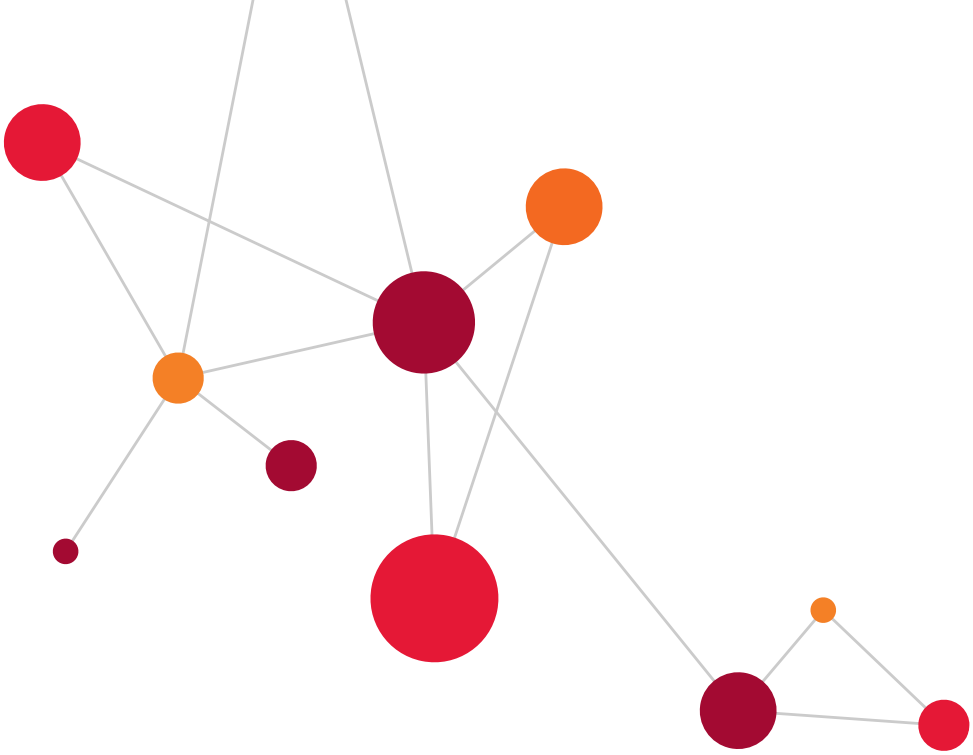
"Are you heading in the right direction and moving at pace and scale?"

Organizations must recognize the need to create **new business combinations**

Collaboration and platforms are critical to scale at pace

Leaders are driving **organization and cultural change**

Innovation will be fundamental to differentiation



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ABOUT CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. Operating in hundreds of locations across the globe, CGI delivers an end-to-end portfolio of capabilities, from IT and business consulting to systems integration, outsourcing services and intellectual property solutions.

CGI works with clients through a local relationship model complemented by a global delivery network to help clients achieve their goals, including becoming customer-centric digital enterprises.

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