

The Case for Artificial Intelligence in Business

Unleash the power of Artificial Intelligence to improve your business. Areas of Impact and Possibility

What is Artificial Intelligence “in Real Terms”

What is Artificial Intelligence?

The term ‘artificial intelligence’ commonly applies to devices or applications capable of carrying out specific tasks in human ways, by mimicking cognitive functions such as learning, reasoning, problem-solving and understanding.

How Has It Been Used?

Over the years, AI research has enabled many technological advances, including:

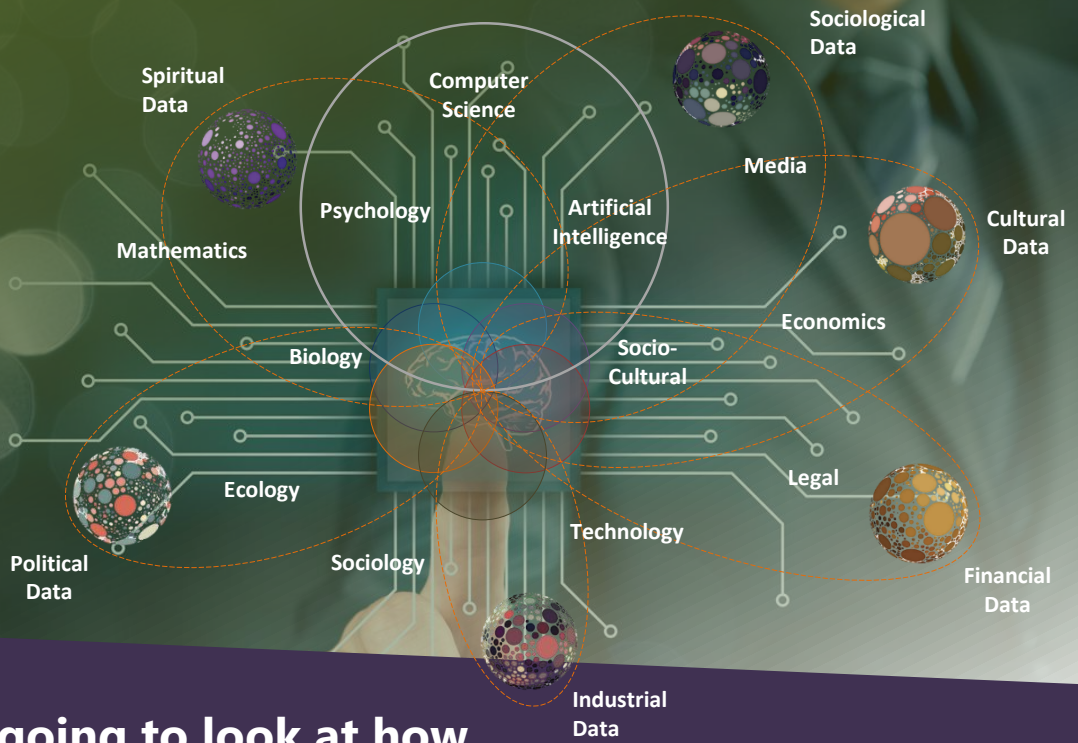
- ~ Autonomous driving and automatic scheduling
- ~ Suggestive searches, targeted advertising
- ~ Face, voice and speech recognition
- ~ Virtual agents and chatbots
- ~ Machine translation
- ~ Pattern recognition
- ~ Predictive analytics

Where can AI be Applied?

- Strategy and Organization
- Brand Management, Marketing and Sales
- Business Process, Change and Continuity
- Human Capital, Skills and Competency
- Business and Competitor Intelligence
- Business and Operational Support
- Vendor and Sourcing Optimization
- Finance and Risk Management
- Manufacturing and Delivery
- Legal and Governance

Impact of AI

- More effectively automates planning processes
- Increases prediction accuracy, reduces errors
- Better able to streamline managerial tasks
- Better captures dynamic complexities
- Increases speed, flexibility and agility
- Self-improves over time



We are going to look at how Artificial Intelligence can be applied to business!

AI Benefits

- Use insight to predict customer preferences
- Offer customers personalized experiences
- Mine vast amount of data to generate leads
- Save time and cost through automation
- Grow expertise by enabling analysis
- Increase productivity and efficiency
- Avoid mistakes and 'human error'
- Make faster business decisions

- Increase revenue by maximizing opportunities
- Solve business, operational or technical problems
- Offer intelligent advice and support
- Impact customer demand

Program

Design

Create

Embed

How can FirstAlign help?

We uncomplicate AI

We help leaders identify their AI opportunities and we bring them to life.

- ~ Change governance
- ~ Current state analysis
- ~ Future state design
- ~ Transition planning

We assess and develop

We consider the business problem, and build awareness.

- ~ New services
- ~ Existing services
- ~ Automation
- ~ Predictive analytics

We deploy tactically

We develop proof(s) of concept, and systems that bring ideas to life.

- ~ Understand
- ~ Diverge - sketch - decide
- ~ Prototype
- ~ Validate

We create lasting value

Embed new working methods, and develop better analytics.

- ~ Operational transition
- ~ Center of Excellence
- ~ Long term viability
- ~ Knowledge & education

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