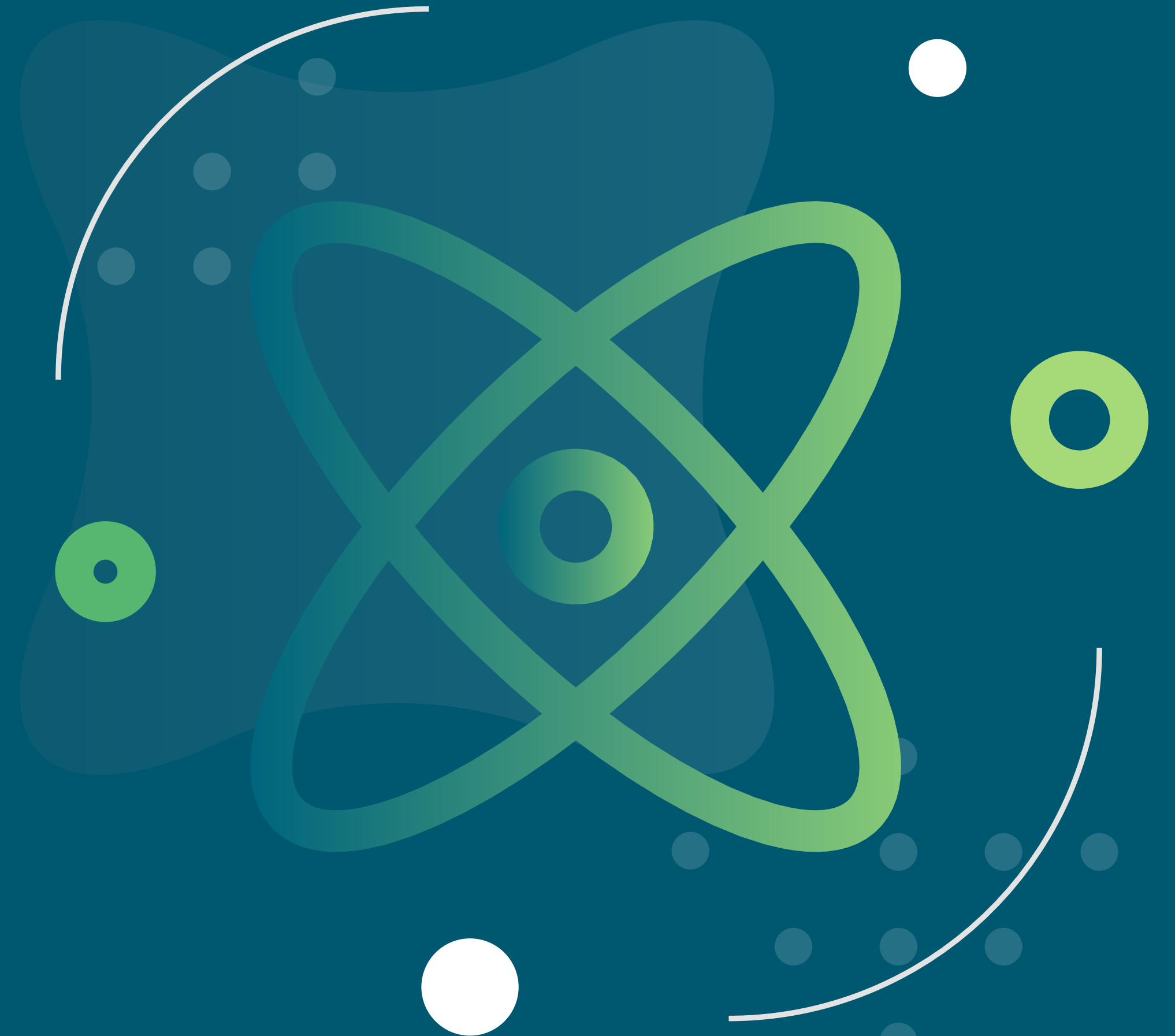


EBOOK

The Enterprise Guide to Kicking Off the AI Adoption Process

Three Steps You Can Take to
Successfully Unleash AI in
Your Business



Introduction

According to a **November 2018 survey** conducted by O'Reilly, 81% of respondents worked for an enterprise that already employed some kind of AI solution in their business.

That's the good news.

The bad news is there remain some common—and significant—hurdles for enterprises looking to adopt or expand AI capabilities. These hurdles include:

- Identifiable use cases for AI
- Data cleanliness and quality
- Lack of technical expertise

In this eBook, we walk you through how your enterprise can clear these hurdles. Specifically, three steps you can take to successfully adopt AI and realize its benefits—from automation and deep learning, to better products and service for your customers.

Ready? Let's get into it.



Step one:

Identify use cases

The first thing to recognize is that adopting AI is a marathon rather than a sprint.

While it can be tempting to shoot for the moon with your first AI projects, doing so will probably make your efforts crash and burn.

Instead, your first project should be at a scale that is achievable and makes an immediate, tangible impact. Don't bite off more than you can chew.



Before you begin

Start by figuring out why you're adopting AI in the first place. You might relate to one of these common motivations:

Providing better products and services for your customers

Making smarter business decisions based on your data

Creating new products to push your enterprise forward

Finding efficiencies in your internal operations

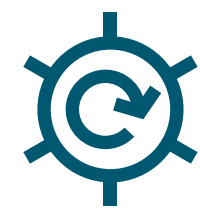
Freeing up time for your employees to be more creative

By pinpointing and documenting your motivations for adopting AI, you can stay focused as you go through the adoption process. That way, you're more likely to succeed without wasting time and resources.



Putting AI to work

In general, these are the four business use cases for AI:



Automation

AI can successfully handle tasks like data entry, basic natural language processing, and updating records. In fact, a good rule of thumb is if a job can be outsourced, it can be automated.

The benefits of automation include greater efficiency, lower costs, fewer errors, and better use of employee time and creativity.



Data analysis

With data increasingly the foundation of business, unlocking usable—and often profitable—information is critical.

AI can efficiently sift through oceans of data to help you make better business decisions, from helping you predict customer trends to creating new products and services that are more likely to be successful.



Internal communications

AI automation can work wonders in-house as well.

Monitoring employee usage habits, booking the most direct and cost-effective travel, crunching vacation hours to ensure staffing needs are met—AI can be tasked with these and other time-consuming jobs and let your employees be more productive.



Customer service

Through AI, expenses such as always available customer support can be replaced by intelligent chatbots to answer questions. Resources can be scaled automatically as needed, and problems quickly solved.



Step two:

Assess your technical maturity

Adopting and implementing AI solutions takes a working knowledge of data storage, analytics, data science, and more.

By understanding your own technical maturity, from what kind of data you rely upon to where your AI workloads will run best, you can start to build out an AI adoption plan that is effective.

Our own **Technical Maturity Framework** is designed to help you nail down exactly what you're trying to achieve and whether something like AI makes sense. It also determines whether you have the expertise in-house to put AI to work.

Most enterprises looking to adopt AI quickly realize they need outside expertise.

Finding partners

If you are an enterprise that needs outside expertise, begin your search for partners by asking whether you want help getting started with a partner to manage all your AI initiatives on an ongoing basis.

Questions to ask

Then, once you've identified the level of help you need, ask potential partners questions like:

- Are they experienced in implementing and managing AI?
- Do they provide end-to-end support?
- What is their methodology for helping you adopt AI?

Making a roadmap

Regardless of what you're seeking outside help to accomplish, the ideal partner should be able to present you with a clear and proven roadmap for implementing AI solutions. This roadmap should:

- Help you assess your needs from AI.
- Identify test projects.
- Assist you in developing a proof of concept for AI.
- Provide guidance on infrastructure and storage needs.
- Chart out a path for you to adopt AI successfully and with little to no budgetary surprises.

Step three:

Clean & manage your data

AI is only as powerful as the data it has access to.

A disorganized data pool limits the effectiveness of AI by obscuring insights or leading to untrustworthy results. For example, a chatbot that has trouble finding information a customer is looking for because the data is a mess.

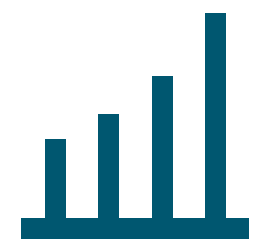


To successfully put AI to work, you need to ensure all your data is cleaned and organized. While different enterprises will have different data needs, in general, cleansing data can be broken down into five steps:



Make a plan

Identify the data sets you want to use, along with all the elements needed within those sets. For example, if you want a complete data set of your customers' locations and industries, make sure to include specific validation rules to capture them.



Analyze

Review your existing data to identify what information is vital and what can be thrown out. This is also where you want to recognize any gaps in your data sets.





Cleanse

Set up scripts or workflows to standardize and clean the flow of incoming data, either in real-time or batches depending on the amount of data you're going through. These scripts and workflows can also be used to retroactively cleanse existing data.



Find missing data

Work with a third party or reach out directly to contacts and customers in order to fill in any missing data revealed during cleansing. For example, if you have a set of data with customer locations but not the industries they work in, you can append that data to bring all your information in line.



Monitor

Keep revisiting the previous steps regularly since the flow of data is nonstop and new variables may need to be included as your business evolves.

As for hardware solutions for employing AI, we often recommend the [Dell EMC Isilon and NVIDIA DGX-1](#) and [Dell MC Ready Solutions for AI, Deep Learning with NVIDIA ResNet 50 Computational Throughput](#).



A note about infrastructure

Your compliance and security needs, as well as the amount of data you have, will dictate whether you should go on-premises or with the cloud for your storage, network, and compute solutions.

Often, the cloud is a preferred option given its comparatively cheaper price tag and ease of scalability. But for enterprises dealing with sensitive or highly regulated data, or those that utilize so much data that paying to access it in the public cloud is no longer cost-effective, on-premises can be the right solution.

For more info on hardware and infrastructure, check out our free whitepaper [Taking the Leap with On-Premises or Co-Location Datacenters](#).

Closing questions

What happens if you don't go the AI route?

For many enterprises, it will mean missing out on efficiencies, reduced costs, and greater insights into customer wants and needs—elements that make the difference between enterprises that are thriving and those that are not.

It will also mean any competitors employing AI will have a distinct advantage over your business.

So how do you get the help you need to adopt AI?

The answer to this question will depend on a) the amount of data you will be using, b) your level of expertise, and c) how much you are willing to scale your operations.

Bringing talent in-house is always a possibility, but for enterprises just starting to look into AI, it can be quite a leap—especially if there's not full buy-in from every link in the chain.

In that case, finding a partner is likely the best way to go. Speaking of which ...

We're here to help.

At Redapt, we have the knowledge and expertise to help you adopt and implement AI throughout your enterprise. We can:

- Help you identify the right project to get your feet wet.
- Walk you through and implement the cleansing and management of your data.
- Help you ensure you have the right hardware and infrastructure solutions in place to get the most out of AI.



The key to successfully adopting AI is to start with the manageable and doable.

The right use case is out there. But first you need to understand just what you're trying to achieve by employing AI. You also need to understand how AI can be most effective.

Whether you're looking to use automation or bolster your data analysis, or you simply want to provide your customers with better products and services, we can help you find and deploy the right AI solutions for your needs.

Contact us today at www.redapt.com/contact to get started on the road to your AI adoption.