

Accenture Applied Intelligence

accenture

Business of AI

From Experimental to
Exponential



The Numbers Tell The Story

84%

of executives say they must scale AI to achieve their growth objectives.

75%

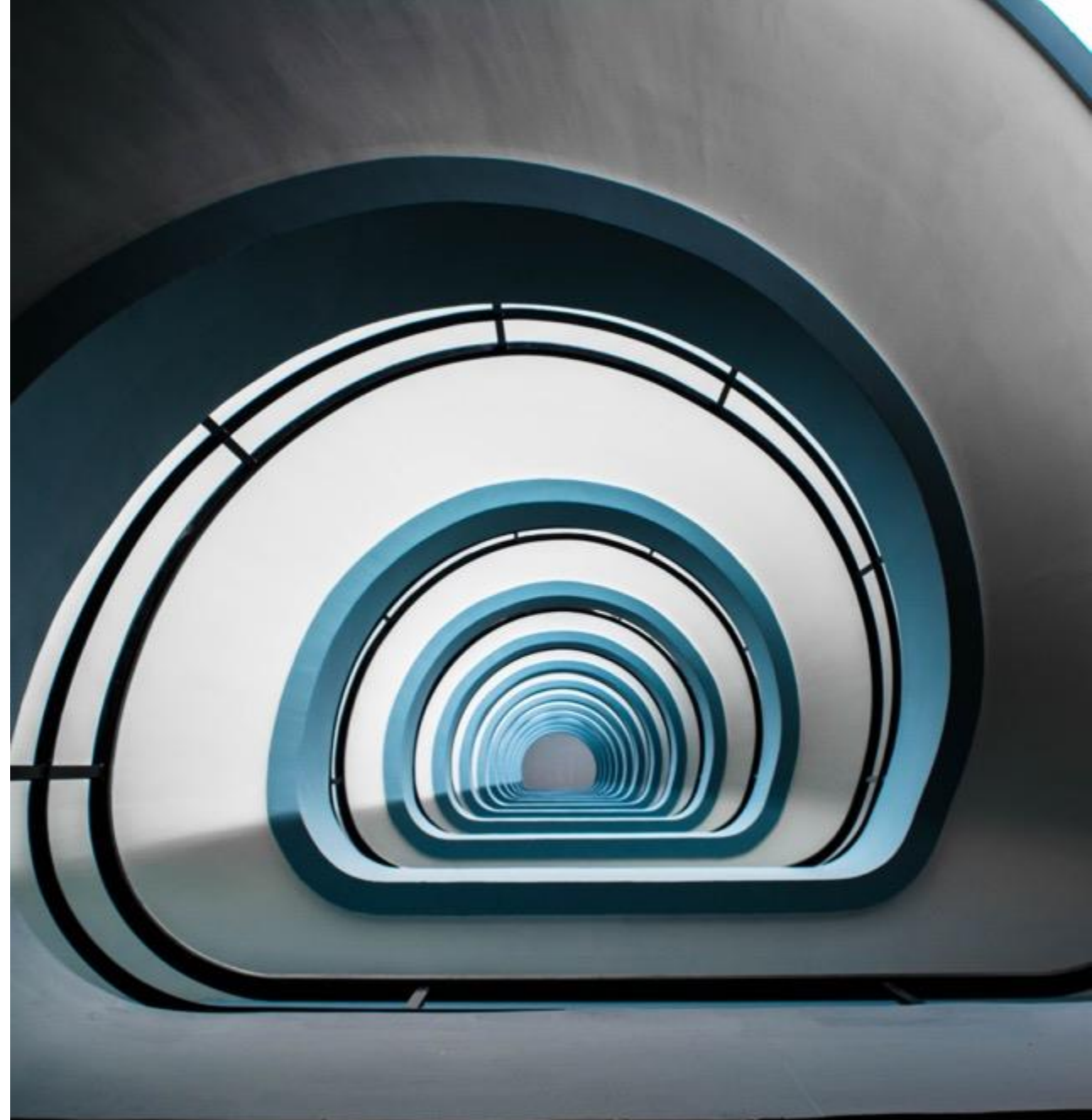
of executives agree that if they don't scale AI in the next five years, they risk going out of business.

76%

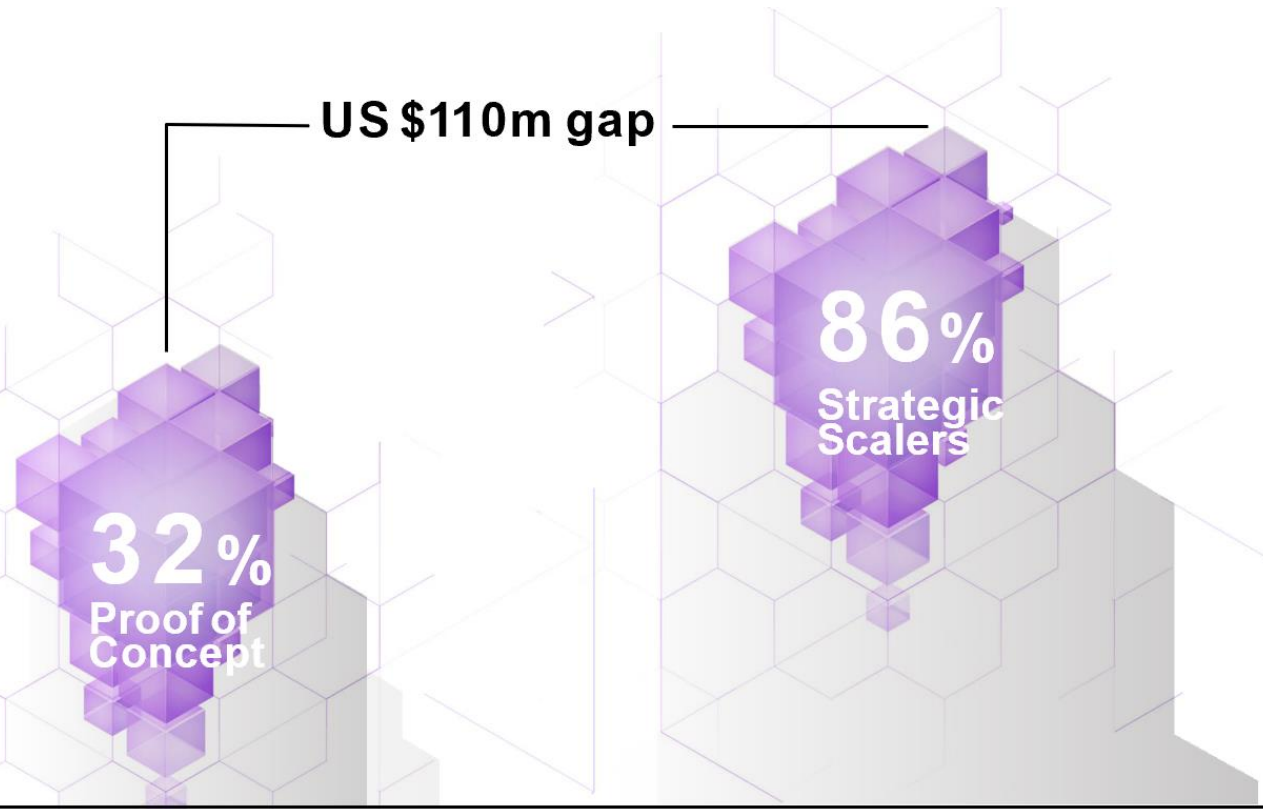
of executives acknowledge they know how to pilot, but struggle to scale AI across the business.

Narrow AI

from Mathematical to Industrial....



The great divide



The difference in return on AI investments between companies in the Proof of Concept stage and Strategic Scalers equates to an average of US\$110 million.

Companies strategically scaling AI have nearly
**2x the success rate
and 3x the return**
from AI investments vs. companies
pursuing siloed proof of concepts

Paying dividends



AI's evolutionary paths to growth

03 Industrialized for Growth

02 Strategically Scaling

01 Proof of Concept Factory

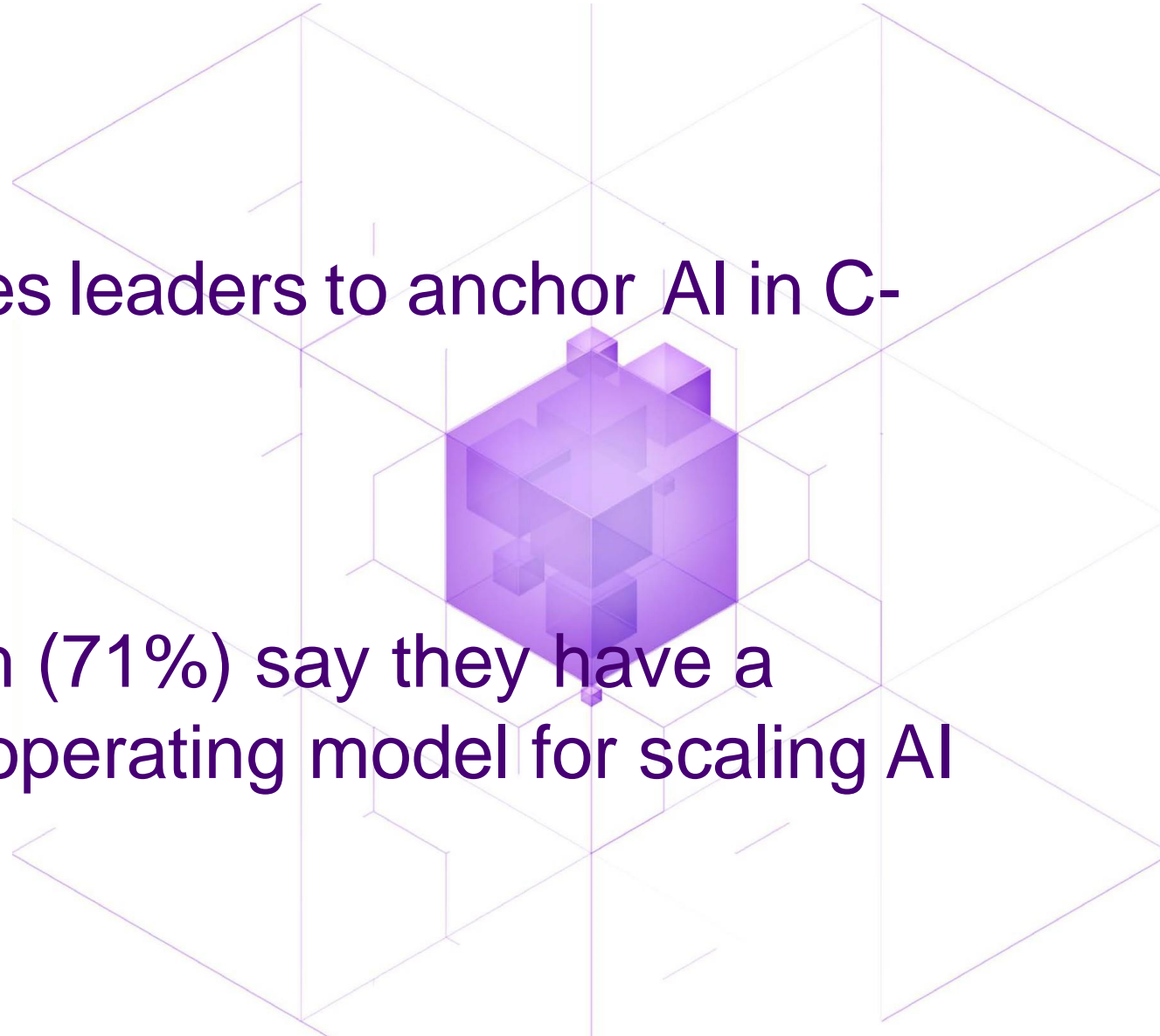
How to succeed in scaling?

- 01 Drive “intentional” AI
- 02 Tune out data noise
- 03 Treat AI as a team sport

01 Drive “intentional” AI

Creating value from AI requires leaders to anchor AI in C-suite objectives.

Nearly three-quarters of them (71%) say they have a clearly-defined strategy and operating model for scaling AI in place.



02 Tune out data noise

If you focus on the 5-10% of your data that drives 90% or more of your business value, you're ensuring that the data informs your analytics.



My organization recognizes the importance of our core data as the foundation to scaling AI.

54% vs **37%**

**Strategic
Scalers**

**Companies in the
Proof of Concept stage**

03 Treat AI as a team sport

The effort of scaling calls for embedding multi-disciplinary teams throughout the organization in addition to having sponsorship from the top.

AI advocates are every where and the transformation happens across the entire organization; AI adoption is not the purview of a lone champion.

92%

of Strategic
Scalers leverage
multi-disciplinary
teams



What is it about the Business of AI?

It's not just about **SPEED**

It's about moving deliberately, in the right direction.

It's not just about **MONEY**

It's about aligning your investments to the right places with the intention of driving large-scale change.

It's not just about **MORE DATA**

It's about investing in your data, deliberately yet pragmatically, to drive the right insights.

It's not just about a **SINGLE LEADER**

It's about building multi-disciplinary teams that bring the right capabilities.

MAY the 4orce be with you!!