

# MAXIMIZING VALUE FROM AI

The digital transformers' guide



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# 11 steps to creating value with AI:

- Build trust in AI: take a rigorous approach to data and AI training methodology
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## Executive overview

This executive guide sets out practical steps aimed at all digital transformers who plan to use AI to achieve a stronger digital future. The guidelines are distilled from the most successful AI practices of digital natives and are those which, based upon our experience, work well for people integrating AI into their digital transformation programs.

No industry has natural protection from disruption by digital natives – our practical steps to maximizing the business impact of AI in a digital transformation program are relevant to all.

# Digital natives vs digital transformers

Most of what we hear about the power of AI to transform business, comes from a select number of the so-called digital giants – Google, Facebook, and Amazon, among others. These digital natives are data-driven by design and must be credited with having brought forward the application of AI and other technologies at a speed few imagined possible. The impact of their achievements, which goes deep and is widely felt, has disrupted many traditional markets.

So, what about the digital transformers, those world-leading businesses born in the pre-digital age? They share a determination to digitize their businesses, push into new, high-value digital marketplaces, retain competitive advantage, increase differentiation, and stave off the ever-increasing threat of displacement by disruptive digital natives.

“Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities – it is the process of moving to a digital business.”  
– GARTNER

An enterprise, beginning its digital transformation, starts its journey from a markedly different place to that of a digital native – as it often realizes end value in very different ways. However, there remains a lot that digital transformers can learn from digital natives about AI. For eg., the ‘fail fast’ approach, favored by the digital natives – of trying multiple projects, then progressing and rapidly scaling the successful ones have a lot to offer to non-digital industries. No less critical is the relentless focus on usability, A/B testing, and user experience, to the point that the user is barely aware of the sophistication of the tool.

By understanding the differences between natives and transformers, and combining this knowledge with smart translation of core practices that make the natives successful, it is possible to build a pathway to rapid, effective, digital transformation.

# Why digital transformers need to get serious about AI

There is evidence of a growing digital divide – companies that are still competing in the traditional, non-digital manner are seeing lower earnings, growth, and revenue as compared to those that have acted and implemented a digital strategy within their operations. The transformers are increasingly out-performing their traditional counterparts and competition.

“Artificial intelligence is going to be similar to what the internet was back in the 1990s. You are going to be using artificial intelligence or be outpaced by people who are.”  
– INTEL CEO BRIAN KRZANICH ON AI

## How digital transformers are pulling away from the pack

“As digitization progresses, incumbents competing in new, digital ways are already outperforming those that continue to operate traditionally.”  
“Companies competing in traditional ways i.e., without applying digital technologies and strategies in their businesses, have seen lower rates of revenue and earnings growth than have companies competing in digital ways – and those rates are tightly correlated with the level of digitalization, or digitization, in their respective sectors.”

“But other players are seeing tremendous growth as digitization advances. The companies making digital moves – digital natives, industry incumbents competing in new and digital ways, and incumbents moving into new sectors – are out-performing their traditional, incumbent counterparts.”  
- MCKINSEY

AI is one of the many available tools to generate value from data, and digitalization is not just about AI. However, it is in many ways the jewel in the crown of an end-to-end digital transformation program because of the extraordinary prospect for disruption that it offers.

## Opportunities include:

- Automation of repetitive operational tasks requiring the immediate human judgment of incoming data feeds. AI-based classification, directs manual attention only towards exceptional events, freeing up staff time to focus on higher-value tasks
- AI frameworks that learn pre-failure signatures, which predict component failure or determine underlying causes to streamline repair and maintenance



- Customer and supply chain AI. Learning about your customer's real-world behaviors to allow better targeting of services, deeper engagement, and increasing efficiency in supply chain management – moving products to local distribution centers in anticipation of future orders
- Cutting costs through AI automation of new sales and customer support services and providing immediate answers to customers' commonly asked questions

The question for digital transformers, whose value chain depends upon R&D, operational design processes, building and supporting physical assets, products, goods, and services is – how do they create value and competitive advantage from digitalization and AI? It is important to recognize that these companies are traditionally grounded in the physical world, with products that are real, tangible, finite, and not the infinite, virtual products and services associated with digital natives. What this transformation looks like in practice depends upon your business and value chain, but common themes emerge, such as connecting people and data across your enterprise and augmenting your workforce with tools and systems that enable them to do more, better, quicker, and with greater precision. These are the central goals for industrial digitalization. What is clear, however, is that the well-targeted use of AI can accelerate progress exponentially – an opportunity you cannot afford to pass over.

### **AI, machine learning, neural networks, and deep learning**

AI in current use by business, has been designed to solve specific, discrete problems. The ability for AI to take on any task without any guidance – strong AI – is an active and interesting area of research but not one we advise digital transformers to invest in at this point of time. Much, though not all AI that is

currently being used successfully, is machine learning (ML). This covers a huge number of tools and disciplines including deep learning and artificial, neural networks.

Neural networks are inspired by our understanding of the biology of the human brain, a dense matrix of interconnected neurons exchanging information. Whereas neurons in a human brain can connect to any number of neurons surrounding it, artificial neural networks have a discrete number of connections to a predetermined number of neurons, organized into hierarchical layers. Data flow through the network is also predetermined, with each neuron assigning a weighting to its input according to how important it is, relative to the task at hand.

To perform extremely complex or nuanced tasks that require high precision, we need to build complex, deep, neural networks, with many layers of connected neurons. Such deep neural networks are often referred to as deep learning and it is deep learning that has enabled many practical applications of ML, and by extension the goal of AI.

## AI best practices for digital transformers

For digital transformers looking to take maximum advantage of AI, it is essential to learn, adopt, adapt, translate, and add to the successful strategies of digital natives. This represents a real challenge – it can be hard to judge which lessons are directly applicable to your business and your digital needs, and which ones need to be adopted, adapted, translated, or ignored.

Drawing from our breadth of expertise and hard-won experience, we have found that the following rules increase the likelihood that digital transformers adopt and benefit from AI.

### **Build trust in AI: take a rigorous approach to data and AI training methodology**

AI is going to make businesses more productive by automating repetitive operations, releasing resources to focus on higher-value tasks, and remove the subjectivity from a human judgment call. However, organizations will only adopt AI if they can trust that the decisions made are within an acceptable level of risk. This is one of the areas where it is essential that digital transformers adapt to the thinking of digital natives. The natives are able to accommodate some imprecision in AI decision-making. For eg., in consumer marketing, it is reasonable to run an AI on vast data sets, without the need to understand that data well. It might find that people who tweet a lot about shoes are more responsive to shoe adverts. If targeting all shoe tweeters consistently leads to 10% uptick in sales, that is great. It does not matter who within that group clicked – just that shoe buyers are a clear group somewhere inside a broader group of shoe tweeters. On the other hand, if you are applying AI to spot when a plane

engine might fail, you need much higher certainty. Knowing 1% of planes might fail isn't very good – you need to know which ones and when.

Using AI to make precise predictions requires a rigorous approach to data and AI training methodology. You cannot just let AI loose on all the vast, unstructured data you have collected from your engine measurements. You need to turn this data into rigorous training data, tagged and curated by experts. This needs people who understand that data represents something in the real world – material strain, temperature readout, chemical reactions, and maintenance schedules – who can put together effective training regimes. AI should be designed not just by technical teams, but by people who understand the underlying data and what it represents within a business context. As a general rule – the greater the negative consequence of incorrect AI behavior on the business, the more rigorous the approach to data and training.

From time to time, we hear stories about AI making mistakes, such as the Amazon AI which designed phone covers from random stock photography, including pictures of heroin needles and men in adult diapers. Many of these AI bloopers are the consequence of not following a rigorous approach to training and data.

Ignoring the importance of trust is one of the highest risks to any investment in AI, undermining your strategy and leaving you vulnerable to being disrupted by competition. Trust is invested in people, not the machines or the AI platforms.

### **Maintain oversight: AI needs human governance**

AI is a tool and can be easily misused if not fully understood – human oversight will always be an essential part of ensuring that AI is delivering correct and trustworthy results. Regularly monitor AI decision-making to identify when it does something wrong. Taking random samples of AI outcomes and checking them against human experts for accuracy and appropriateness must be a part of even the most basic governance process.

Establishing normal and acceptable operating parameters of AI is equally important.

AI is good at automating routine tasks, even complex ones like predicting drug chemistry or flying a plane. However, it cannot deal with situations outside its training where something rare or unexpected happens, such as chemical contamination or extreme weather. This is partly because of the complexity of non-routine events, and also because there is often not enough data on unpredictable events to train it. In this situation, expert human intervention needs to be ready to step in and take over. Consequently and paradoxically, the rise of AI will necessitate the maintenance of the expertise it is automating.

### **Users first: maintain an unwavering focus on user experience**

The balance between control and autonomy while applying AI technology is vital. For efficient collaboration between humans and machines, appropriate levels of automation must be carefully defined. This is even more important in intelligent applications that are designed to change human behaviors such as medical devices that incentivize humans to take their prescribed treatments on time.

The interaction should not make people feel like they are being monitored or controlled, but instead, assisted. This is an area where digital natives are incredibly adept at embedding AI experience and expertise under the hood, while at the same time making sure that the complexity does not undermine the experience of users and customers. For eg., Google Photos runs sophisticated neural networks, image analysis, and natural language understanding to give users the ability to search their photos using simple terms that describe what they are looking for. However, all the user needs to master is a search bar and a list of photos.

Your AI implementation needs to be the same – simple, intuitive, and natural to interact with. Whether designing new materials with specific physical properties or scaling up production of a monoclonal antibody to treat a rare disease, any interaction with AI must be designed with the user in mind. The ultimate aim of AI is to act as a collaboration partner to the human, to have informed decision making, and generate trust in its data-driven conclusions. History shows us that without relentless focus on user experience, the reality is that it is more likely to confuse and distract.

### **Talent: AI is about talent as much as technology**

The tendency to prioritize adoption of the most hyped and expensive technologies as the best solution to growing complexity, needs to be continuously challenged, whatever the given context. This applies to AI and digitalization technologies. The big disruptions have not followed purely from significant capital investments into existing, shiny, AI-enabled platforms. It has come from the right mix of people, with a clear vision and the right blend of experience, problem-solving, and technical expertise.

It is noteworthy that successful digital natives have concentrated considerable effort on hiring and developing data scientists and AI engineers, and evolving their ecosystems and processes for how these teams interact and work together. In traditional sectors, those transforming into digital businesses are often likely to focus money and effort on platforms and infrastructure, and neglect the importance of people and culture. These biases tend to be inherent in how they approach procurement and organize around information and knowledge.

Let's be clear – commercial, off-the-shelf platforms do play an important part in solving a well-defined task and are powerful when deployed on the right level of the problem. Often, however, the business or organizational context is not given enough significance, particularly in off-the-shelf, AI-enabled platforms. AI should be designed not just by technical teams, but by people who understand the problem, the underlying data, and what it represents within this business context.

Organizations that are looking for genuine transformation using AI, and seeking to protect themselves from being disrupted out of business, must take a more comprehensive approach. Adopting a platform does not remove the need for embedding AI expertise in mixed teams, to lead the curation of data, the crafting of algorithms, and the accurate training of data-driven models. Most high-importance business questions are a unique combination of complexity and subtlety, and accelerating their resolution using AI does not come with the turn of a handle.

### **Become an AI extrovert: engage external expertise to boost your internal capability**

Become an extrovert and look outside your organization for support in building fast and effective AI capabilities. The skills required to make, train, and implement AI are highly prized, and demand for expertise has never been higher.

AI demands a rare blend of specialist skills – data management, machine learning, and data science may not all be readily available internally to the standard that you need. Seek them out externally and form partnerships. Bring them into your organization and embed them within your business teams.

Seek an AI partner who has experience working across multiple industry sectors. Your problem is likely to have been solved elsewhere, and they can bring ready-made solutions to your organization. New thinking and fresh perspectives on your most challenging issues are drivers for game-changing innovation

### **Mix people: embed AI professionals within your business units and customer teams**

The most effective AI implementation teams are multi-disciplinary, with representatives from IT, operations, and business teams complemented by AI and data analytics experts. These teams should be led by those with a keen understanding of the business need and the tangible outcomes that must be delivered by AI. Their role is to never lose sight of how the program is linked back to business value. They are the bridges between an abstract aspiration of what is better, into discrete changes that deliver better, in a way that respects real-world business constraints and the reality of people's working environments.

Critically, the AI specialists, who are not only skilled in the technical aspects of AI and modern data science, also understand the business domain into which any solution is to be deployed. They must be capable communicators in both the language of AI and the domain – they are the translators around which everything becomes joined up. Digital natives have shown how these translators accelerate transformation when embedded within core business and customer-facing teams, by balancing the various stakeholders and their differing expectations, demands, and requirements for AI. In our experience, these translators are the vital link between using a promising technology like AI and achieving a real competitive advantage.

#### **Build momentum: progress via small steps, moving rapidly and with purpose**

The temptation is to cover everything, launching into an all-encompassing initiative to build and implement a complex, cross-enterprise AI platform. Our experience shows that starting too big and too early, undermines effectiveness and delays delivery of impact felt by the organization. When feasible, aim to cover the entire business within time – but don't try and do it all from the beginning.

Start by laying out an AI roadmap, clearly identifying the decisions that AI can inform and the key business problems it should tackle. Quick wins are paramount, so the initial stages of the roadmap should focus on well-understood, immediate opportunities, with a clear statement of the outcomes required. Concentrate early AI projects on accessible and well-scoped problems. Then execute quickly and establish clear milestones to demonstrate success.

This offers several advantages. First, it rapidly increases the hands-on experience of working with AI. Internal resources are

quickly up-skilled, strengthening in-house expertise. The early delivery of real-world results, with an immediate impact upon operations, builds greater confidence, as compared to work done on isolated proof of concepts (PoC), which offer theoretical value. This generates vital momentum in your AI workstreams, where the demonstration of results increases interest, excitement in AI, and new demand. As C-suite executives and leaders see early return on investments, this increases corporate confidence and calms fears commonly associated with adoption of new technology.

Establishing this momentum builds lasting trust in the AI program and its ability to deliver usable results. Without trust, the insights generated will be met with skepticism or dismissed entirely, condemning AI investment as another hyped, technological flash in the pan.

#### **Parallelize: become more agile, exploring multiple AI projects in parallel**

Enterprise-scale momentum behind AI builds trust, skills, increases adoption, value delivery, and the buzz around AI in an organization. Accelerate this further by exploring multiple AI projects in parallel, in an agile delivery framework that can support rapid reallocation of effort and mix of skills. This flexibility is lacking in many pre-digital organizational structures, though it is the cornerstone of how natives explore new ideas to deliver innovation.

Parallel project execution increases end-value delivery by ensuring that the best ideas and solutions are progressed rapidly, with bad ideas allowed to fail early. This parallelized, experimental approach to AI development, combined with the rapid, agile delivery of the best solutions is used by the natives to bring their innovations and digital products and services to the marketplace as rapidly as possible.

As we will see below, early attrition reduces operational waste, in terms of time, cost, material, and resources, while still giving plenty of room for innovation to be explored rather than choosing low-risk options.

Rapid prioritizing of resources into the delivery of the most successful ideas demonstrates an AI strategy, focused on the realization of tangible value which, it is worth repeating, is crucial in building trust.

#### **Early attrition: fail fast to give AI quick successes and richness of experience**

Digital and AI are accelerating shifts in the shape of markets, customer demands, and expectations. Accurate navigation in this world of uncertainty requires the ability to assimilate an understanding and experience of these changes and to detect the direction in which they are pointing. Humans need to sample their surroundings, and AI is no different.

AI learns by experience – this experience is embedded in its structure, which is built from the data you train it upon and the priorities you assign it. How rapidly your process can gain this experience, and then adapt to exploit it, is a critical factor. Agility and staying open-minded are vital. The most successful strategy is to put into trial many AI prototypes, monitoring and checking relative performance, and proactively improving training regimes to reflect previous success.

Expertise comes only from having many different experiences. Sampling widely and failing fast results in a far better trained AI, dependent upon fewer misplaced human assumptions and openness to innovation. Agility in your approach, while delivering AI is therefore crucial if you want your digital transformation program to release business impact.

#### **Don't blindly hoard data: master its meaning first, so that AI is applied in a clear context**

If you are not clear at the start, then clarity in any AI output will also suffer.

An AI framework will give its most precise and most reliable answers when fed consistent data. Trust in the conclusions is essential if you want to deliver change with AI. Lack of trust is the most significant challenge facing AI.

It is tempting to collect as much data as possible, from sources both internal and external to your operations. There is a common belief that any data has value, with no exception, and that throwing more data into a pot will always increase the business impact that AI can mine and expose. This is not true.

The winners focus first on the business problem they need to solve, and then work smartly with AI experts and internal teams to identify only the data best suited to solve that problem. This promotes understanding of the problem's context, and builds an informed data acquisition and management strategy for the capture, control, and exposure of data. That is how you start an AI program if you want to end up with reliable, trusted results.

### Quantify value: use data to track and quantify delivered business outcomes

Organizations are adept at using data to measure performance – productivity of business units, operational costs, and effectiveness measures are standard. Metrics are often used to measure the performance of production lines, marketing effectiveness, and customer engagement. KPIs are then used to determine success, progress, or failure against targets. You should do the same with your AI implementation.

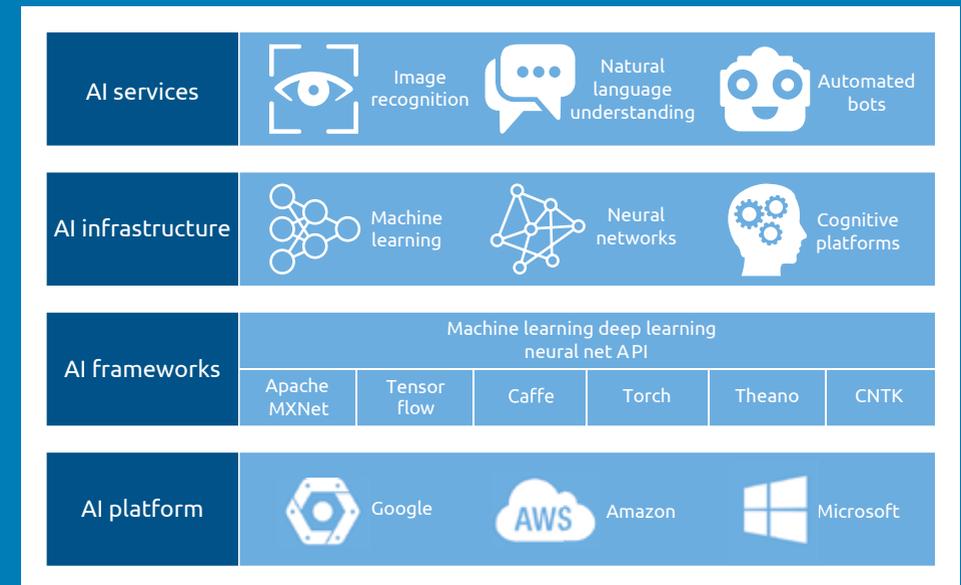
Define measurable goals and KPIs for each new AI capability into your organization, how it has increased customer engagement (number of clicks) – how it has improved the quality of output from your production line milling machines – how it has reduced non-productive time on your drilling rigs. This establishes confidence to act upon the results delivered by AI.

Do not over-complicate measurement, but do enough to give you and your stakeholders confidence that you are delivering valuable results. If a deployment is failing and missing defined performance targets, that is still valuable, as the lessons learned can be reinvested into the next iteration – highlighting where retraining can improve the currently adopted algorithm or where wholesale algorithmic changes are needed to evolve the system further.

Placing AI within such a managed framework delivers many operational and commercial advantages. Performance tracking makes it possible to dashboard and visualize the impact of AI, manage the program as a service, and embed it into a broader DevOps environment. Service management frameworks such as ITIL will only work if you are tracking this performance data.



## The AI technology landscape and market dynamic is disruptor-friendly



Google, Amazon, Microsoft, and others, offer cloud-based AI tools and services, all of which are easily integrated into new digital products and services.

The internet enabled global disruption, new competition emerged that replaced or challenged the market leaders in many sectors. It opened doorways and created opportunities for change on a scale, not seen before. Established enterprises who had assumed that their size, infrastructure, legacy market position, and supply chains posed too significant a barrier to entry for hi-tech startups and digital natives, to threaten their dominance, had to think again.

Successive waves of internet technologies, the cloud, and data analytics have washed over a growing number of industries from media and content to consumer electrical goods, the toy, and game mega-retailers. Each technological innovation enabled agile, digital native startups to disrupt marketplaces, removing barriers to cost, infrastructure, and business risk. The latest reviews by the technology and business sector analysts all conclude that AI is the next big wave of innovation and disruption. The key here is not just the technology itself, but how it is accessed.

High capital cost is no longer a barrier to entry to state of the art AI. The digital giants from the previous generation of disruption, such as Google, Microsoft, and Facebook all offer AI toolkits as free, open source software, for immediate download and use. All a new disruptor needs is an internet connection, an original business idea, and the skills to build AI.

Similarly, the incremental cost charged by the big cloud platform providers for accessing their AI frameworks is kept low. The objective is to convince their target market, of developers and solution providers, to use their ecosystems to host high-value, customer-facing digital services. Moreover, these platforms are continually extending their AI capability, productivity tools, and speed of AI tool deployment to become more attractive and differentiated in an increasingly crowded marketplace

### **So what does this mean for digital transformers?**

The scale and speed of these changes mean that any competitor can get fast, direct access to best-in-class AI technology. Digital giants, innovative start-ups, your current competitors pursuing their own transformation plans, and wholly new players, yet unseen, have immediate access to mature, enterprise-ready, and internet scalable, AI capabilities. This, combined with agile working practices, rapid prototyping, and a culture that integrates AI into the daily way of working, means that previously untouched markets are susceptible to incredibly fast change.

## Conclusion

Being a traditional, physical enterprise will not insulate you from the disruptive potential of AI. If we consider the digital world, it is possible to build a content delivery platform with the low initial overhead of a laptop and cloud infrastructure. The entertainment industries, built upon traditional manufacture, supply, and control of physical media became almost entirely digital in just a few years.

Traditional manufacturing and engineering, in contrast, have higher barriers to entry – e.g., drilling platforms and machines to extract conventional and unconventional hydrocarbons, and extensive plant works to refine them into energy and other products. This barrier of entry may delay a newcomer from entering the energy market, or direct their focus, but it will not prevent competitors with a more mature AI capability, from disrupting or even displacing you. The presence of AI in business will continue to grow in prevalence, impact, and importance, and it is vital that digital transformers are aware, informed, and positioned to compete effectively.

There are many lessons that digital transformers can apply from the disruptive experience of digital natives. However, those operating in pre-digital industries, centered upon physical products or assets must pay close attention to the fact that they are starting from very different positions. This will be reflected in how they exploit and focus the power of AI to transform the performance of their business. Merely attempting to duplicate the AI strategy of a digital native is not the answer, but being smart in adapting the lessons from a disruptor, helps protect against being disrupted in the future.

Digital transformers should form close partnerships with AI experts, embedding them within mixed teams inside outcome-focused business units. These AI experts must combine experience in the data sciences with a clear understanding of the industry domain, insights, and mission objectives for that programme of work. Embedding the experts in the business, enables them to adapt quickly, guiding the refinement of the wider AI programme, exploiting new opportunities and improving the performance of delivered AI assets. By executing multiple projects concurrently in an agile manner, moving forward in small, rapid steps, more innovative solutions can be explored, and higher delivery of end-business value achieved.

Building business-changing AI is a multi-dimensional challenge. Commodity, AI enabled platforms will often be constrained to work with an approximate description of your business or the problem you want to solve. Sometimes that is enough, but when you are seeking higher performing solutions to defend, maintain, and extend the competitive advantage of your business against disruptive threats, more is needed. Custom crafted AI, designed and trained by expert teams to a detailed understanding of your industry domain and business goals, will unlock the full value offered by this rapidly developing technology.

Finally, take advantage of your deep understanding of the historical market, but do not be constrained by your history – your disruptive competitors won't.



## About Capgemini Engineering

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