ionology

ARTIFICIAL INTELLIGENCE IN BUSINESS CASE STUDY

Building an AI Business Plan in the Telecoms Industry

Specification

- Industry: Mobile Network Operator
- Company Size: <5,000
- Department: IT and Executive Leadership
- Location: Middle East
- Ionology Solution: 3 day, Customised, Executive Development Course, "Building an AI enabled Business"
- Outcome: How to Build an Artificial Intelligence Plan
- Impact: Implementation of AI Initiatives

Misalignment between Leadership and the AI/Data Science Teams

It's not unusual that Ionology gets a phone call from a frustrated Artificial Intelligence team. They have been recruited to explore the company data and come up with solutions and innovations.

However, typically what is missing is the direction - a solution to what business problem? An innovation to do what?

The business leaders feel that as AI is a technology issue that it's the role of the technologists to lead. The technologists have the capability to radically transform the business but they don't have the authority to do so or the direction required. We see this problem repeated across many industries.

- The business had a technically capable artificial intelligence and data science team

- Lots of usable data - required updating

- Business executives didn't understand the business capabilities of artificial intelligence

- A business that could easily automate many of its technical, network and more human functions, was missing the appropriate plan, resources and authority

- Leaders understood that Artificial Intelligence would be important in the future

THE PROBLEM

How do we Bridge the AI Gap?

Some businesses are ready for AI, some are not. Operational efficiencies require removing people from jobs and replacing them with AI. The AI team doesn't have the authority to radically overhaul the status quo.

AI teams need to have sufficiently high-quality data. This data, on its own, is often not sufficient to create a unique innovation or compelling proposition. For that to happen, they need to collaborate with the owner of other unique data sets. The AI team doesn't have the authority to do so.

The value of new innovation lies at the crossroads of having a clear AI business plan, innovation, data, talent and desire for creating competitive advantage or operational efficiency.

CHALLENGES

- The business leaders viewed AI as just another technology to be utilized

- The business leaders didn't understand the capabilities of this new, emerging technology

- The data science and AI teams did not have a clear plan, direction or permissions to create radical transformation within the business that goes beyond the business silo

- The value of the company's data assets would be amplified if integrated with 3rd party data, yet there was no easy mechanism to collaborate with external businesses in innovation projects

- There's no easy way to write an AI business plan.

THE INSIGHT

Create an Artificial Intelligence Business Plan. It starts with a Business Challenge, not Data!

- Exploratory data analysis can deliver great insights and inspiration. However, the business challenge first needs to be defined. With regards to the telecoms industry they moved from "selling sims", to "selling tech" and now need to find new business models powered by AI in order to remain competitive and stop competing on price alone.

- Most leaders and decision-makers are also unaware of the journey of cultural change that needs to be undertaken to create an 'AI ready business,' and their role in that journey.

- Getting non-tech execs to build an AI, using supervised and unsupervised learning acts as a great inspiration.

AI BUSINESS PLANNING FRAMEWORKS
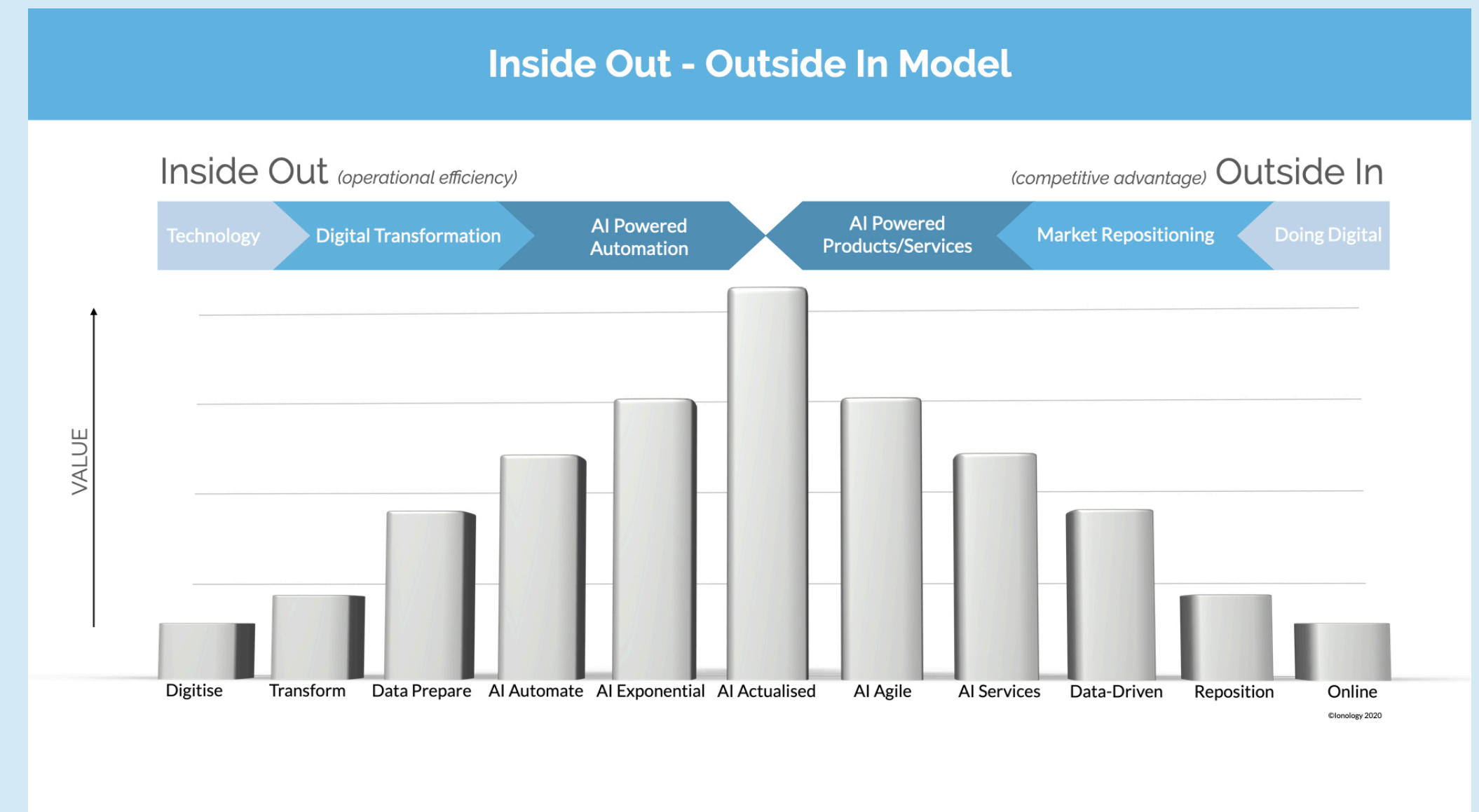
This is the Ionology 'Inside Out - Outside In' AI planning framework for non-technical business executives. We use this framework to diagnose the strategic business challenge, evaluate businesses readiness and identify the non-technical hurdles that must be overcome to succeed as an AI enabled business.

THE SOLUTION

Build a Business Plan that Leverages AI to Create Competitive Advantage & Operational Efficiency

- Leaders must first understand the business capabilities of AI
- Do they want digitisation or business transformation? They are very different pursuits with different risks and resources
- What are the risk parameters they find acceptable?
- What capacity can they create for innovation?
- How do they plan to amplify a culture of innovation?
- What happens when it comes to job displacement?
- Articulate the 'As-Is' problem and 'To-Be' outcome state
- Define rules around collaboration with external organisations
- What are the business challenges they are seeking to overcome, leveraging AI?

THE OUTCOME

- Our Telecoms customer was able to provide new insights and business models to customers powered by AI and telemetry data.
- Operational efficiencies were also achieved in-house, as well as an autonomous, motivated workforce.

IONOLOGY ASSISTANCE

Executive Development Education & Advisory Services

While this case study is specifically written about a telecoms network provider in the Middle East, the story is transferable to most medium - large enterprises and government bodies.

The starting point for creating an effective AI enabled business plan is to have the leaders understand the business capabilities of AI. It seems so obvious, yet it's incredibly rare to find executives taking the time out to study how the new, emerging technology could radically impact their business and how it could be leveraged to create competitive advantage.

Ionology provides a host of training and advisory services needed to get the business and technology singing in harmony.

PRACTICAL STEPS

In this particular instance, we delivered a customized, 3 day, executive development course, 'Building an AI Enabled Business' to the client. This course provided the framework, techniques, skills and knowledge required to embed a AI into the business.