Amplifi

6 expert tips for driving business value with AI

What is Gen AI and why should you integrate it into your business' data processes?

Artificial Intelligence (AI) is increasingly becoming part of our daily lives, but few advances in AI have had such wide-ranging impact as OpenAIs release of ChatGPT at the end of 2022. A chatbot based on Large Language Models (LLMs), ChatGPT has driven a boom in widespread adoption of generative AI solutions, by individuals and organisations alike.

Generative AI encompasses a range of artificial intelligence technologies designed to create new content, including text, images, and music, by learning from patterns in existing data.

The applications of generative AI are vast and varied. But these technologies are still in their relative infancy and many businesses are still figuring out how to adopt them successfully and navigate the minefield of risk, trust and ethics with which they have become associated. Technology vendors in the data industry have leapt upon the hype, creating a confusing landscape of potential solutions in which it can be hard to distinguish genuine innovation from vaporware.

This guide aims to help you cut through some of the noise surrounding generative AI and identify real opportunities to harness its potential within your organisation's data ecosyatem. From recognising the potential benefits to addressing the essential aspects of governance and ethics, you'll discover how to harness this cutting-edge technology effectively and responsibly.

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Start small with real business scenarios

Begin by identifying the current data challenges your organisation faces.

Where are you spending time and effort on manual tasks? Do you have issues with quality of output? Does it take too long to get to decisions or to answer business questions that should be simple? Is there potential for Generative AI to enhance internal efficiency or customer experience? Ask if and how Generative AI could assist in these scenarios.

Without specific use cases and tangible business value to unlock, generative AI is just a shiny new tool without a purpose. Delving into real-world applications allows for a practical approach to AI deployment, rather than theoretical speculation. It's about finding tangible solutions to existing problems, using it as a tool for innovation and improvement.

And, as with any technology solution, don't attempt to solve everything all at once. It's very easy to get carried away with the vast potential of AI and miss the quick wins that are staring us in the face. Start small, prove the value on simple use cases and refine your approach before tackling more complex challenges.

Be ready to try, try again

Success with Generative AI is not guaranteed in every scenario.

It's crucial to consider whether other methods, such as deterministic approaches, traditional analytics, or different AI technologies, might offer better or more cost-effective solutions. Just because generative AI can solve a problem doesn't mean it is the best solution.

Experiment with Generative AI in your specific scenario to validate its effectiveness. Be prepared that the results, whilst promising, might not be the right fit for your desired outcomes. Think about your success criteria and target audience – for example, an AI helper designed to assist your employees might have less stringent requirements around accuracy than a customer facing 'expert' chatbot.

Embrace the experimental nature of this technology, scaling up successful prototypes and having the courage to abandon those that don't work.

Look beyond the hype of 'AI-driven' claims

Exercise caution with software marketed as 'AI-driven' or 'AI-embedded.'

Investigate these claims critically to understand how AI is utilised and its relevance to your organisation.

Not all AI integrations may be pertinent to your specific needs. When evaluating software, focus on how it can address your business challenges and ask for demonstrations tailored to these needs. Remember, many platforms which claim to be 'AI powered' or have 'AI embedded' are merely accessing publicly available LLMs like ChatGPT.

Give careful consideration to your specific requirements, both functional and non-functional and challenge software vendors on whether they can meet these. Engage in proof-of-concept activities before committing to a vendor.

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Use AI as an augmentation, not a replacement

As Gartner advises, "don't forget the humans."

The most effective use of Generative AI in business is as a supplementary tool, enhancing the capabilities of your workforce, rather than replacing them. By planning for operational models where employees collaborate with AI, organisations can harness the strengths of both human and machine intelligence.

AI's ability to automate data-intensive tasks not only streamlines processes but also frees up employees to engage in more complex data analysis and strategic decision-making. Managing this transition effectively involves crucial steps such as retraining and upskilling, ensuring that AI complements human skills and focuses on amplifying - rather than substituting - human capabilities. This approach maximises the potential of both assets, driving innovation and efficiency.

Understand the need for quality data and metadata

Generative AI delivers the best results when provided with high-quality data, richly described by metadata and knowledge graphs.

This is especially true when working with relational databases in an enterprise. Since generative AI models are not inherently specialized for your business, utilising techniques like Retrieval Augmented Generation (RAG) can yield more tailored results. However, the efficacy of RAG hinges on the quality of input data and metadata.

Imagine navigating an unfamiliar place without a map, or trying to assemble flat-pack furniture without any instructions. Providing an LLM with rich metadata is like providing that map or instruction manual, significantly increasing the chances of delivering the desired outcome.

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Ensure robust governance and ethics in AI usage

As Generative AI becomes more integral to business processes, governance and ethical considerations grow in importance.

Think about cataloguing AI models just as you would other data assets or integrations. Define the purpose of each model, how it should (and shouldn't) be used, and its who should (and shouldn't) be able to use it.

Establish clear guidelines to ensure responsible usage and maintain operational integrity. Additionally, document the expected outcomes, potential risks, and necessary controls for each model. This approach enhances transparency, aids in compliance, and aligns AI practices with both business objectives and regulatory requirements.

Be prepared to explain AI-generated results and consider the impacts of AI inaccuracies or 'hallucinations' on your audience. Responsible AI usage means balancing innovation with ethical oversight and accountability.

AI Implementation with Amplifi

At Amplifi, we are committed to transforming promising AI prototypes into robust, real-world applications that deliver substantial value to organizations. We employ a strategic three-pronged approach to transform your innovative ideas into practical AI solutions that deliver tangible results:

ACCELERATE

We utilise AI technologies to ensure the efficient delivery of data solutions, using techniques such as data model discovery and business rule discovery. High quality, governed data is the bedrock upon which AI success is built, and AI can help us establish that bedrock too! Our approach is designed to accelerate your journey to AI readiness, ensuring swift, efficient delivery of data solutions.

AUGMENT

We aim to enhance your existing data solutions (e.g. Master Data Management, Data Integration, Analytics) with AI, improving their efficiency and effectiveness on targeted use cases. Our goal is to deliver solutions which enhance productivity for our clients and help ensure an ongoing high quality data foundation. This, in turn, helps unlock future value from AI.

ARCHITECT

We design and implement tailored AI solutions to address specific client use cases (e.g. 'expert 'chatbots) and, in doing so, embed scalable architectures that are both ready for the present and geared to unlock value from future AI initiatives. Each solution is crafted with a focus on driving ROI.

Our AI, data and analytics capabilities mean that we can address a vast array of use cases, many of which may not yet be on your radar. Whether you're looking to optimize existing processes or explore uncharted opportunities, our team is equipped to guide you through the complexities of AI delivery. **Get in touch** to see how our data experts can help you determine your needs and devise a strategic approach, tailored to your organization's unique goals.

How can Amplifi help?

Amplifi is a modern data consultancy for modern data challenges.

We empower our customers to innovate, grow and succeed by establishing and delivering strategies across all elements of the data value chain.

From the governance and management of data through to analytics and automation, our integrated approach to modern data ecosystems delivers measurable results through a combination of expert consultancy and best-in-breed technology.

Our services include Data Strategy, Data Governance, Data Quality, Data Migration, Data Integration, Data Mesh, Data Fabric, Metadata Management, Master Data Management (MDM), and Product Information Management (PIM).

Gartner.

Amplifi has been recognised by Gartner as an expert consultancy for five years running

Amplifi have worked with many organisations to ensure their data management is world class

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Do you want to use AI to add business value, but don't know where to start? Maybe you've started but now you're stuck with the next steps. Wherever you're at in your data journey, Amplifi can help.

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