

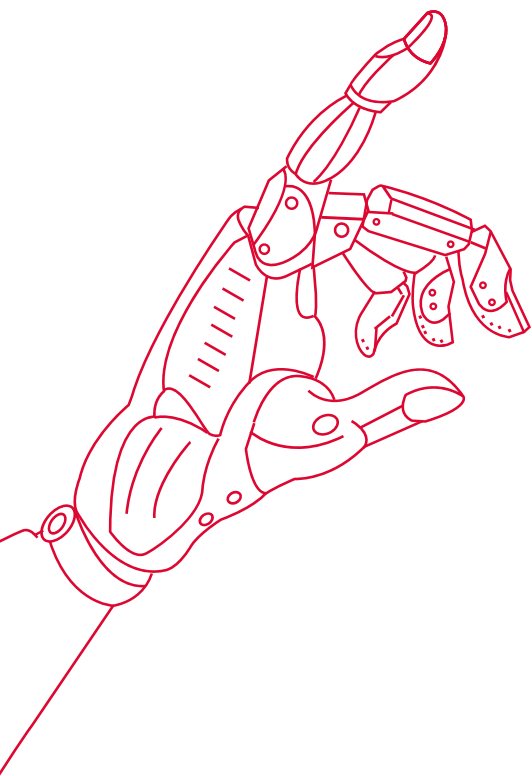
# 3 Steps Towards Having an **AI Strategy**

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**AI is about creating feedback loops which give the possibility to learn from data. The sooner you get moving, the better will be your competitive advantage. If you start later, the competitors will remain better than you.**

However, there is a common question about where to start with artificial intelligence. As the data is there then this question is usually followed where and how to concentrate their efforts. Should they optimize customer service, optimize revenue, manage risk or use machine learning to come up with better products?

The answer to these questions is that almost all aspects of business can be positively impacted by AI. But that's not a feasible approach. MindTitan has a clearly defined process which we use to understand the business objectives, audit existing and future processes from two perspectives, and create an AI roadmap to truly gain competitive advantages across the business.

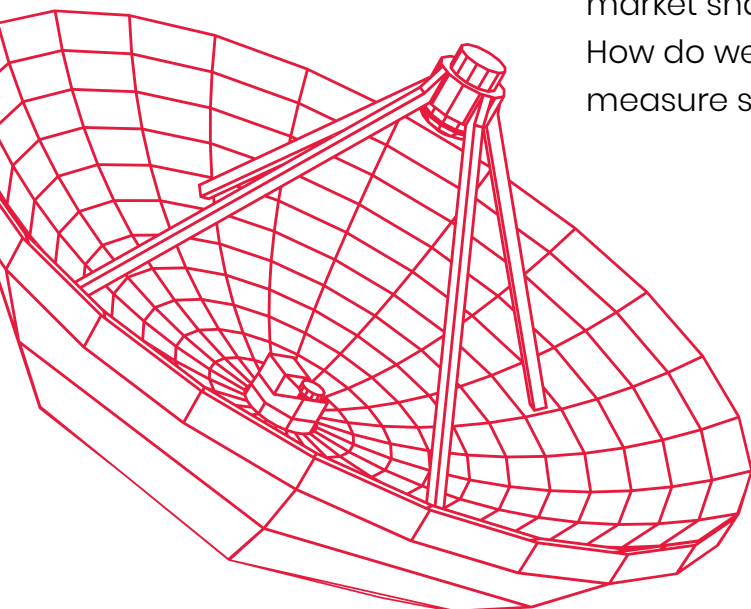


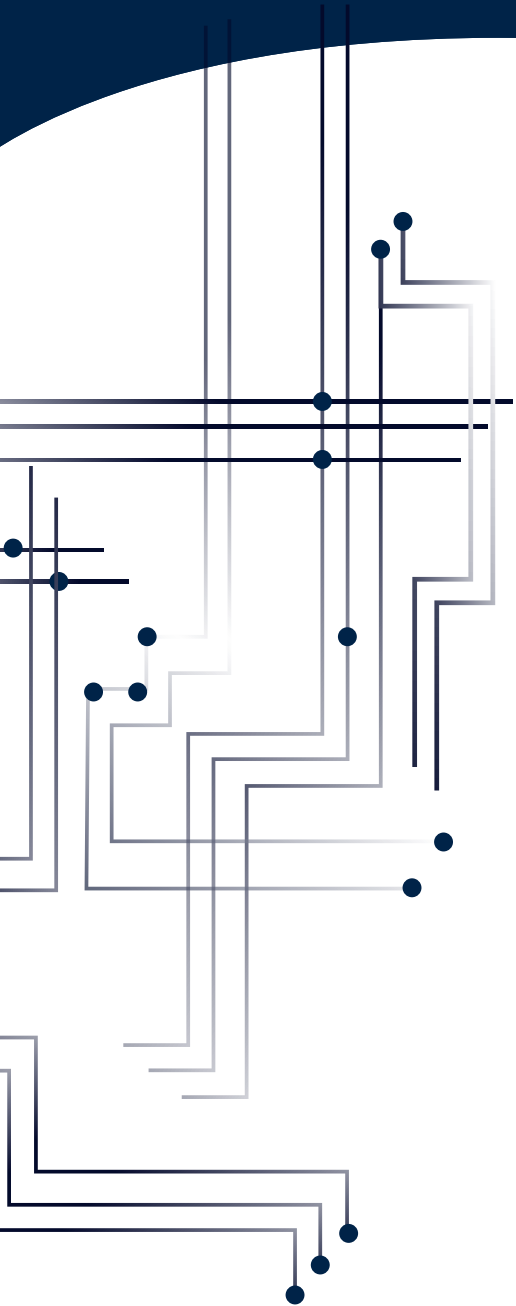
## Start with business objectives

**As a business executive management team makes strategic decisions, these decisions roll down to business unit leaders and become time-restricted objectives and goals.**

To illustrate, a strategic decision could be to expand market share in a particular region this year, which become objectives for cross-functional business units. Sales and marketing have an objective to increase demand and convert that demand into revenue. Customer service must retain customers, as not to lose revenue, and field inbound inquiries to sales. Risk management comes into play as well. And the company needs to understand if the products they offer meet the market need, or if core products must be updated, or new products and services should be created.

Clearly, each business unit has its own interests, but the objectives are clear and aligned to increasing market share. This leads to the next logical question: How do we accomplish our objectives and how do we measure success?





## Audit existing & future processes

Sure, it's exciting to think about jumping into the data and getting started with an artificial intelligence plan, but there's a crucial step company must take before even getting to the data: Auditing existing and future processes.

Why? Well, no amount of artificial intelligence and machine learning models will fix broken businesses processes. Granted, working with an AI expert, processes will be re-thought, making them scalable, more efficient, and more effective.

During this audit, it is utterly important that the processes are looked at from two perspectives. First, the processes must be looked at from someone that understands the process, typically someone from the business (also known as a "problem owner.") Second, someone with artificial intelligence expertise must look at the process, as this person provides a fresh, data-led perspective of the process.

**The AI model will automate processes to "nudge" the customer in the right direction, like pushing educational information to the customer.**

This person is typically a data scientist, who understands if there is even a use case with business impact, or if the data to achieve the objective exists throughout interconnected processes within and between business units.

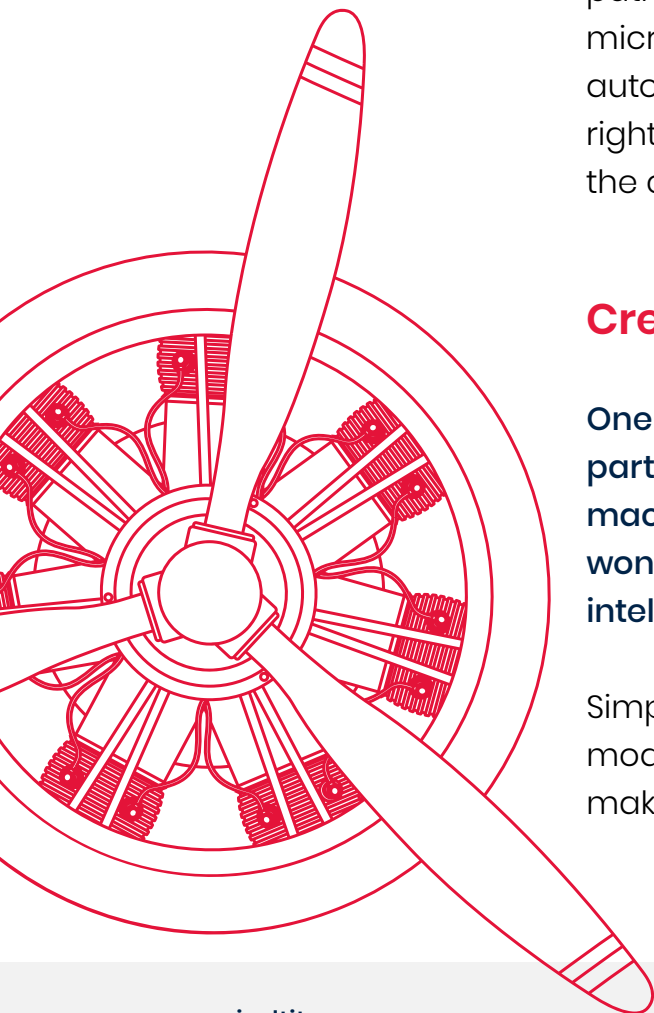
Also, the AI expert can help understand the most optimal starting point. For instance, one area companies can start with machine learning is finding ways to reduce friction in the customer journey to increase revenue, as to not lose opportunities to competitors. Companies can have a plethora of customer behaviour data, as well as detailed information about customer personas and product information.

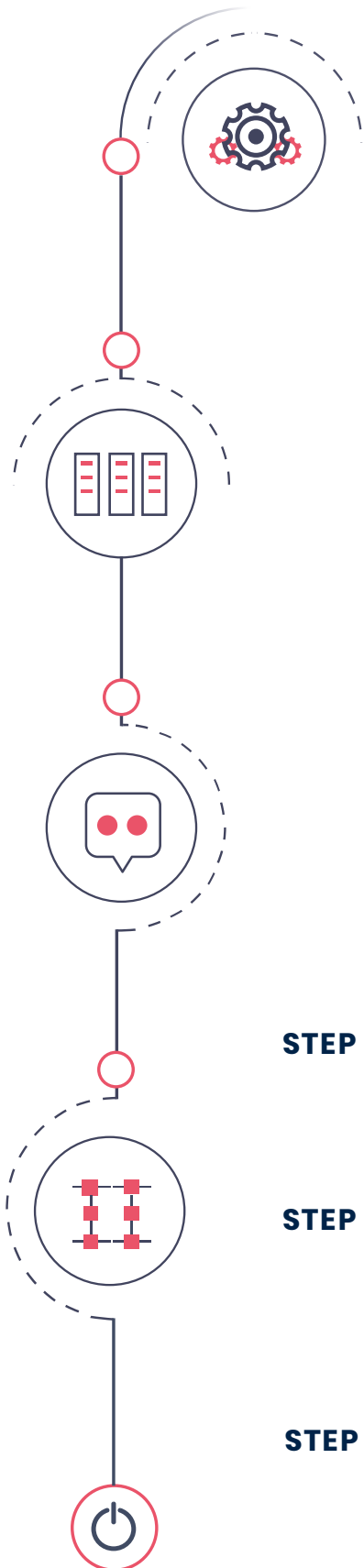
Having a human analyze this data and make decisions is possible, but takes a very long time – the customer has already moved on. Using deep neural networks, an AI model can understand the several paths a customer could take to make a decision, and which path is most probably based on customer personas, micro-segmentation, and behavior. The AI model will automate processes to “nudge” the customer in the right direction, like pushing educational information to the customer.

## Create an AI roadmap

One AI model can accomplish quite a lot for a particular business unit within a company, but several machine learning models, working together can do wonders, which is why a roadmap for an artificial intelligence initiative is important.

Simply put, the output of one artificial intelligence model can become an input for another model, making them more powerful together – think  $1+1 = 3$ .





For example, the AI sales flow assistant model described in the previous section becomes a lot more powerful when coupled with AI-powered propensity modeling. Propensity modeling helps the AI model that assist the product managers in understanding the fit between the services the company offers and the market. And so on.

Granted, budgets and ROI are important, which is why picking an appropriate starting point are necessary, as mentioned above. Think big, but start small by working with the AI expert to deploy a model with a good return on investment, but doesn't take much too long to get results, doesn't have an astronomical price tag, or has an unnecessary strain on company resources overall. Lastly, the roadmap creates a clear plan for the next machine learning models to deploy and work on, while the other ones are learning and improving.

### Get started now!

- STEP 1** **Discuss** with your team what are the business problems you wish to solve and what are the processes you wish to improve.
- STEP 2** **Figure out** whether AI is the right solution to solve those business problems and optimize those processes. Contact MindTitan to do a workshop with your company - [www.mindtitan.com/contact](http://www.mindtitan.com/contact)
- STEP 3** **Create an AI strategy** with MindTitan to understand which AI use cases to tackle and what is the required infrastructure and steps to execute.

Headquartered in the “Silicon Valley of Europe,” the Estonian company has deployed machine learning and artificial intelligence models for enterprises across Europe and North America. With proven experience and a growing data science team, MindTitan established a North American presence in Portland, Oregon, USA.

## About MindTitan

MindTitan believes that data science isn’t just a “nice-to-have” innovation. We believe that it is a **must-have** for any company looking to stay competitive within the next ten years. MindTitan exists to help companies extract actionable business insights from their data, as well as help them understand and apply artificial intelligence to their businesses. In other words, every fool can build a machine - MindTitan solves business problems.

## Our Approach

We help companies make sense of their business data and turn complex data into insights and profit. From data collection to processing to analysis, your data’s in good hands with us.



Some Partners  
We Work With



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## Artificial Intelligence Strategy Workshop for Your Business

Our workshop helps business leaders, high-level executives and data scientists to discover AI use cases both from the business and technical side. All the discovered use cases are analyzed as a whole to prioritize them and discover dependencies between them. AI discovery will include going over both existing processes in the organization and discussing what new AI services could and should be implemented. By the end of the workshop, the knowledge base of the participants will be updated, AI use cases will be defined and an AI roadmap for the organization will be created.

## Key benefits from the workshop

- Knowledge about the possibilities and developments of AI will be up to date.
- Know how to recognize AI opportunities in the organization.
- Know the high-level next steps for development.
- Hands-on with the latest AI-tools and workflows for data scientists and AI developers.
- Sample notebooks with source code for data scientists and AI developers.
- Machine Learning Canvas with defined AI use cases.
- Next steps for implementation will be defined for AI use cases.
- AI roadmap showing the necessary technical infrastructure developments and the logical order of tackling AI use cases.

## Contact us

Contact us at [team@mindtitan.com](mailto:team@mindtitan.com) to book your workshop or ask for more information