

AI Readiness Kickstart

Understand Your Organisation's AI Readiness and Deliver Impact

At Telefónica Tech, we work with many customers at different levels of AI maturity, so we understand that not one-size fits all when approaching AI engagement. We have developed the AI Readiness Kick-Start to be flexible to your organisation's requirements, designed to equip your team with what it needs to drive successful AI.

Artificial Intelligence (AI) is not new, but never before has it made such an impact on the way people and organisations work. With the expansion of generative AI services such as OpenAI & ChatGPT, and embedded tools such as Microsoft CoPilot, the competitive gap between organisations ready to adopt AI and those that are not, has created a large market divide. Business leaders can see that AI plays a role in their industry, but reaching successful adoption is not straight forward. This new era of AI brings with it new critical challenges and considerations.

CHALLENGES

Inspired by the user-friendly efficacy of services such as ChatGPT, more organisations than ever can see where AI plays a role in their industry. However, there are fresh challenges that these organisations now face.

AI Challenges

Articulate the AI Opportunity

Inspired by the user-friendly efficacy of ChatGPT, many organisations understand that AI plays a role in their industry but struggle to define an applicable use-case for their specific business needs. Articulating the AI opportunity is crucial for use-cases to be properly evaluated and viable.

Demonstrating Value from AI

When organisations begin experimenting with AI, it can be challenging to demonstrate the value of AI proof of concepts and ensure feasibility. Organisations without significant data science or AI teams often lack the ability to tangibly deliver even simple use cases, or build effective business cases for AI.

AI Analysis Paralysis

Many organisations across all industries are teeming with AI opportunities and use cases but are unsure how to prioritise and propel AI into wider adoption. Many organisations can become stuck in analysis paralysis, unable to make a firm decision on the best route forward on their AI journey.

AI Adoption

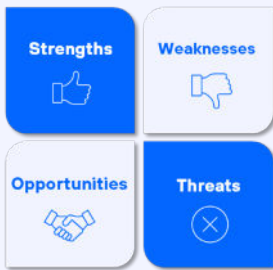
Lasting impact from AI requires a level of data maturity that can be challenging to achieve, and ill preparedness can lead to widespread disappointment in an AI commitment. Organisational adoption is crucial to ensure durable success with an established use-case.

Telefónica Tech AI Readiness Kick-Start comprises of 4 tailored engagements that explore the technical and organisational impacts of AI. The approach ensures an organisation examines all aspects of its preparedness and offers a bespoke pathway to AI Readiness:

1. AI Impact Assessment

This assessment looks to answer the question, "How will AI change our organisation?" We examine the key functions of the organisation and identify the strengths, weaknesses, opportunities and threats that AI could pose. This assessment will surface any key use-cases and also inform the AI strategy and the business operating model.

SWOT Analysis



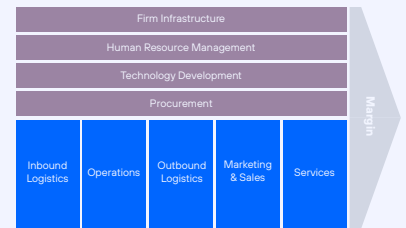
Identify the strengths, weaknesses, opportunities and threats of AI on your organisation, looking at both internal and external factors.

Strategy Canvas



Map out strategic business model and assess how AI can drive the offering levels up or down accordingly.

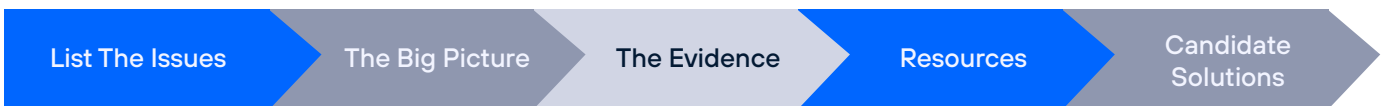
Porters Value Chain



Analyse the constituent elements that drive value and identify opportunities for AI to increase the contribution of both primary and support activities.

2. AI Envisioning

Using use-cases discovered through impact assessment and those potentially already circulating within the organisation, the AI Envisioning session is a deep dive into the context with key stakeholders from your organisation. This guided workshop will enable you to uncover key success metrics and challenges. Additionally, qualify resources and potential candidate solutions.



Decision Makers & Leadership
Business leaders ensure the organisation is bought into the process and can provide sponsorship.



Data Scientists & Analysts
Analytical experts can highlight potential challenges or opportunities and can help illustrate the value.



Source System / Data Experts
Source system experts can advise on the technical aspects of the solution and explain the data and its context.



Subject Matter Experts
Information workers that understand the processes and will experience the value first hand.

3. AI Business Case

Map the prioritised use-cases against the key value pillars, decision support, operational efficiency and innovation. Begin the process of structuring the business case for approval and internal alignment, with our guidance on how to build an impactful AI business case.

4. AI Strategy

Wrap the knowledge gathered in the previous 3 engagements into a cohesive, estimated and unified AI Strategy, documenting the target operating model, security design, people and process required to deliver the outcomes. This overarching output will establish an actionable way forward on your responsible AI journey.

BENEFITS

- › Understand the impact AI will have on your organisation and what steps you need to take to adopt securely and responsibly.
- › Learn how to transition a good idea into a great AI use-case.
- › Establish the fundamental tools and technical foundations to leverage AI.
- › Gain a clear, actionable plan which demonstrates how AI initiatives will bring value to your organisation now, and in the future.

NEXT STEPS

The Telefónica Tech AI Readiness Kick-Start will extract the core use-cases applicable to the organisation and offer a viable plan to implement these using language and terminology that is coherent with each business department. To prove the feasibility of each use-case, Telefónica Tech can demonstrate the impact via a proof of concept engagement that uses real world data to substantiate the initial business case.

Start your AI journey today!

Leading the Way in *Digital Transformation* for our Customers

Telefónica Tech unlocks the power of integrated technology, bringing together a unique combination of the best people, with the best tech and the best platforms, supported by a dynamic partner ecosystem to make a real difference to every business, every day.

