THE SIX PILLARS OF AN EFFECTIVE AI STRATEGY

VIDEO TRANSCRIPT

Javier Polit:

I think there's maybe six pillars of an AI strategy, right? And I always say start with the business value. Define the trap business value and recognize the leverage that you need to unlock that growth for the business. And when you think about algorithms, which are the critical algorithms that are going to solve the business value that was defined by the business, and when you think about algorithms today, it's a complicated world, right? We need to make certain that they're designed to scale and that they're unbiased because we hear a lot of algorithms are being defined with bias now. And we have to be very cautious about that. And then you have to think about data, right? Because you understand the business now, you're built, you're defining the algorithms are going to support that business value that you're trying to capture.

And you've got to look at the data and have a clear first, second, and third party data strategy, right? And make certain that you have a life cycle around that data that to create signals of value for the enterprise. The fourth area that I would say is a platform strategy, making certain that you have the right ecosystem, and we talked about that earlier, making certain that you have the right foundation of capabilities to create and be able to manage inside the enterprise. And then the ability to execute that strategy, right? How should our enterprises be organized to be able to execute that strategy across the enterprise? And that means different teams and different responsibilities and different ways of working and different behaviors in the enterprise. And then the greatest investment is the sixth piece of this is focus on your talent and the culture that you're building and how you're going to continue to retain, attract and engage those resources that are helping you bring this value to life and this distinctive capability that you're building in your enterprise.