AI in practice: creating impact and developing strategy

Technology Breakout Session

14.15-15.00

FUJITSU

shaping tomorrow with you

Human Centric Innovation

Co-creation for Success

How AI will drive the greatest value to your company's business applications

FUJITSU

Key findings on the innovative evolution of business processes

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PAC, CXP Group

Agenda

1. Setting the scene
2. AI in business apps
3. Moving forward with AI
4. Dos and don‘ts with AI

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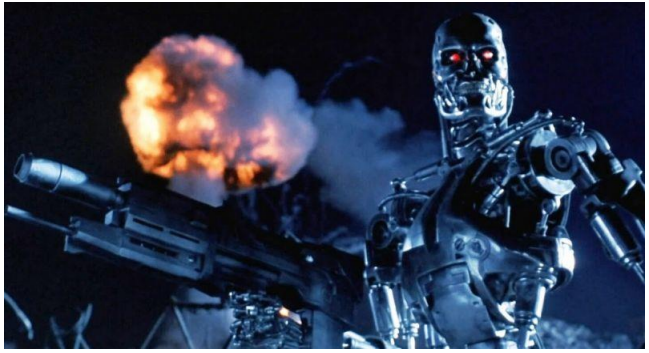
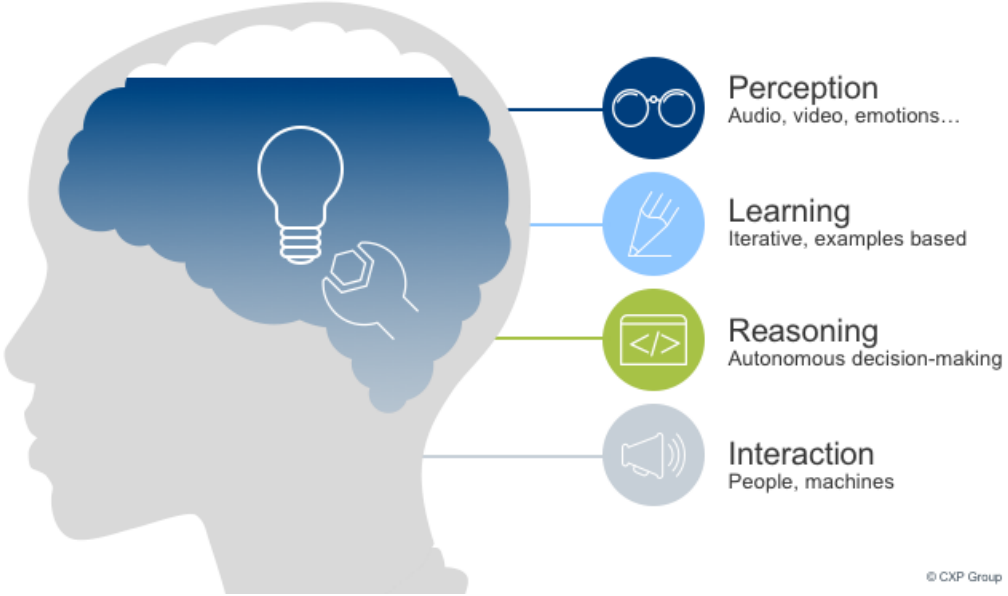
Setting the scene

AI: buzzword of the year





Source: https://www.ald.softbankrobotics.com/en/solutions/education-research

Source: Distrb Films US

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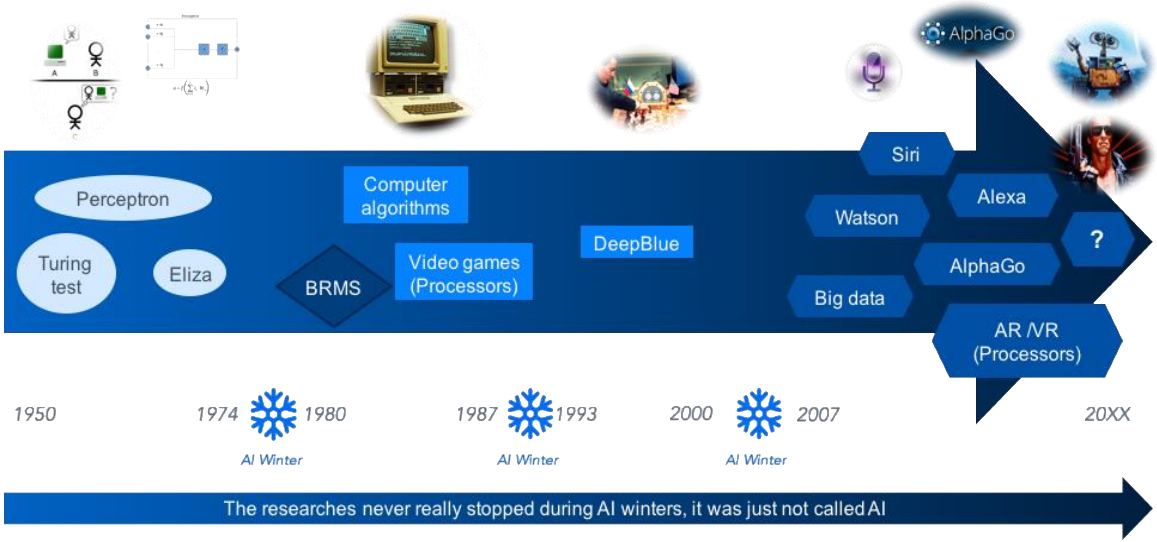
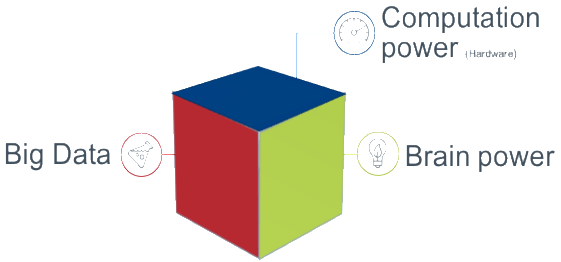
AI beyond Alexa: business applications





Source PAC SITSI Research Platform – Artificial Intelligence: Demystification and Market Opportunities report

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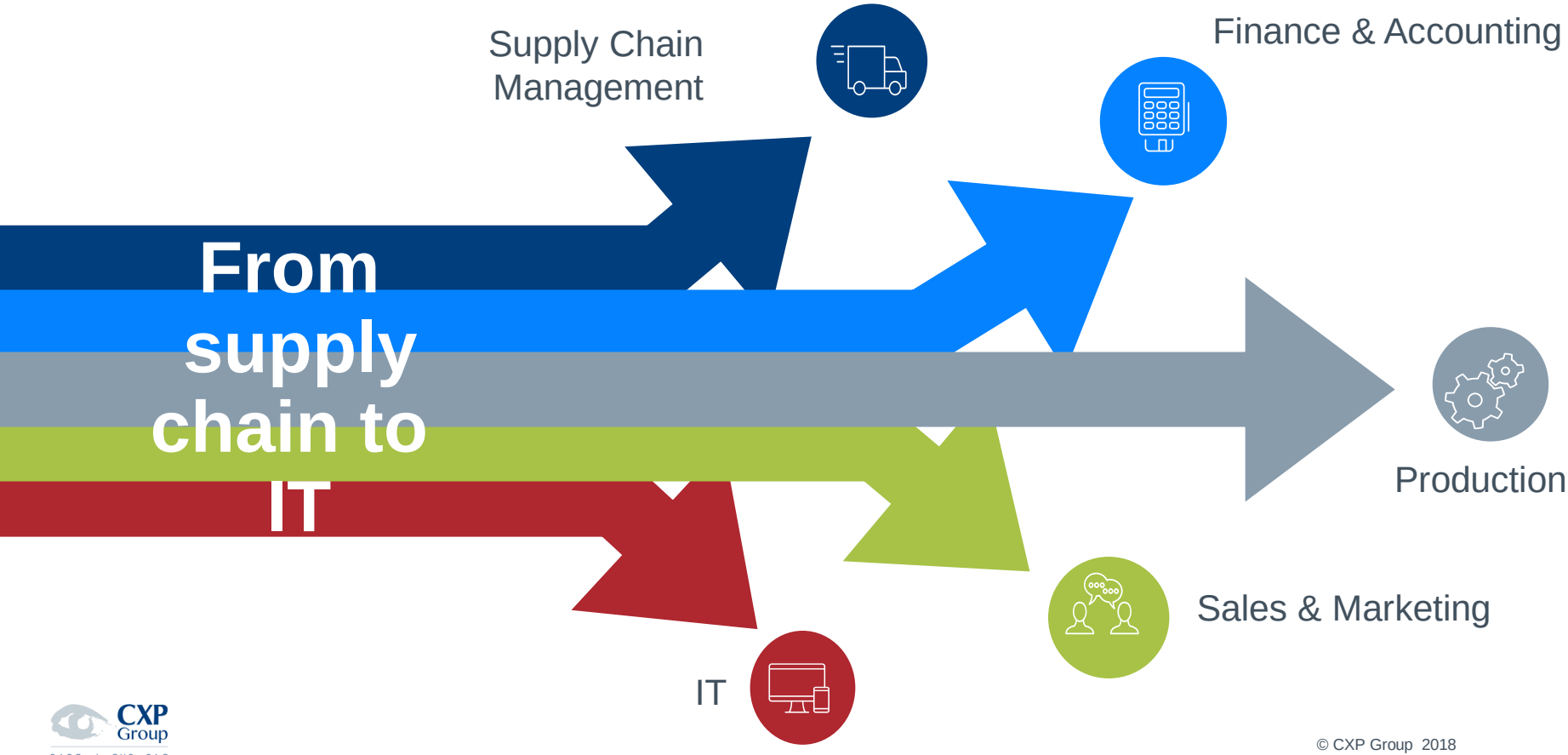
AI use cases in business applications



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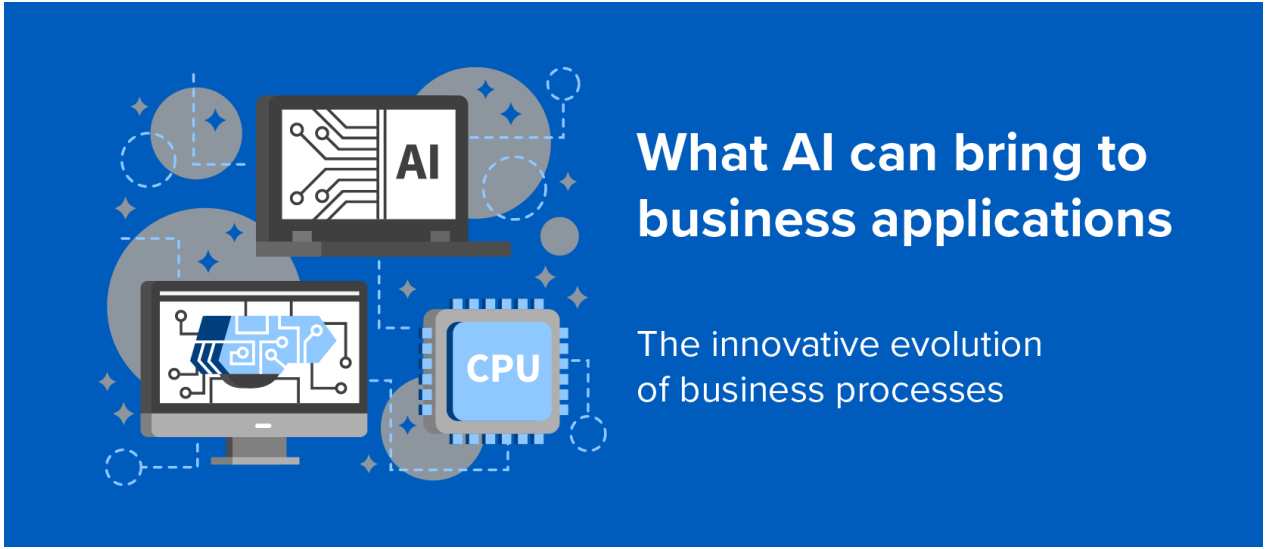
PAC & Fujitsu trend study

- 240 companies surveyed
- UK, France, DACH, Nordics, Spain & Italy.
- Manufacturing, services, trade & transport.
- Full report available at the following link.



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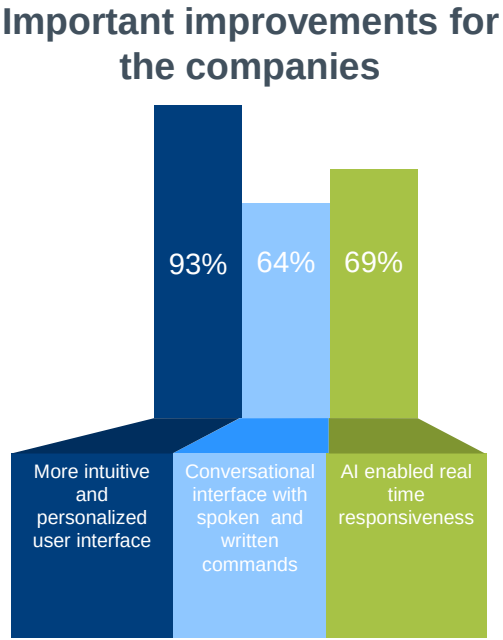
Business applications today



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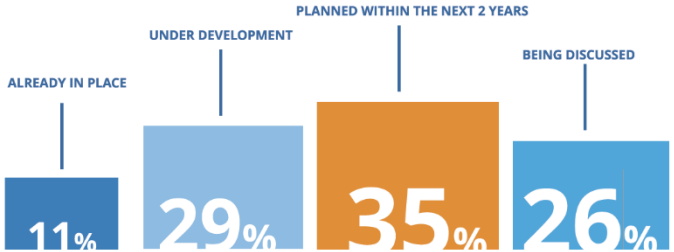
AI strategy

Do you have an AI strategy?



Is AI important?

25% AI is strategically important for our future business.

53% AI is not strategically important, but provides the basis for process improvements and automation.

22% AI is currently not important but an interesting technological development for the future.

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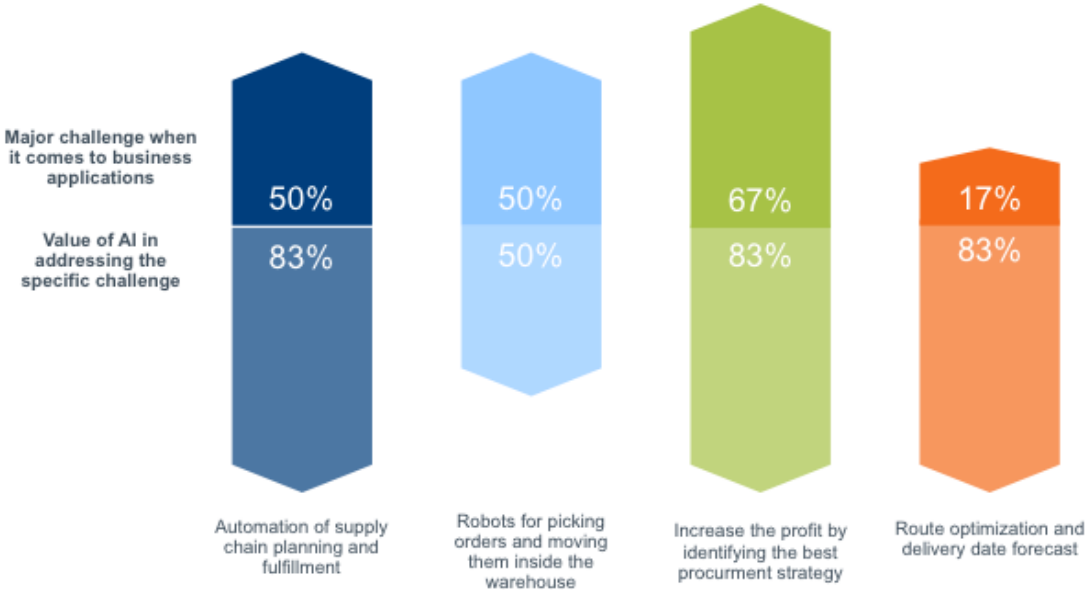
AI in business apps

Supply Chain Management



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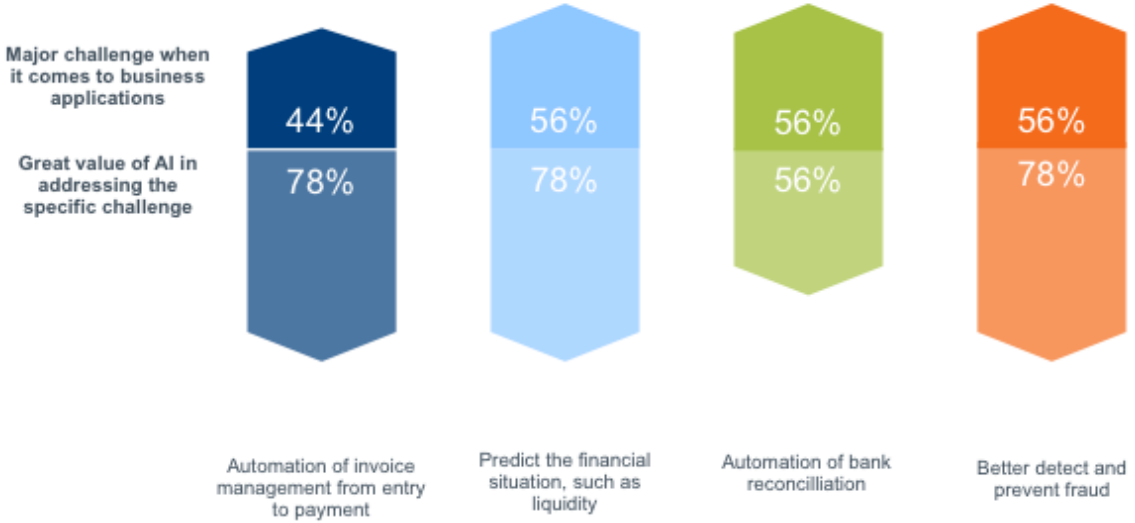
Finance & accounting



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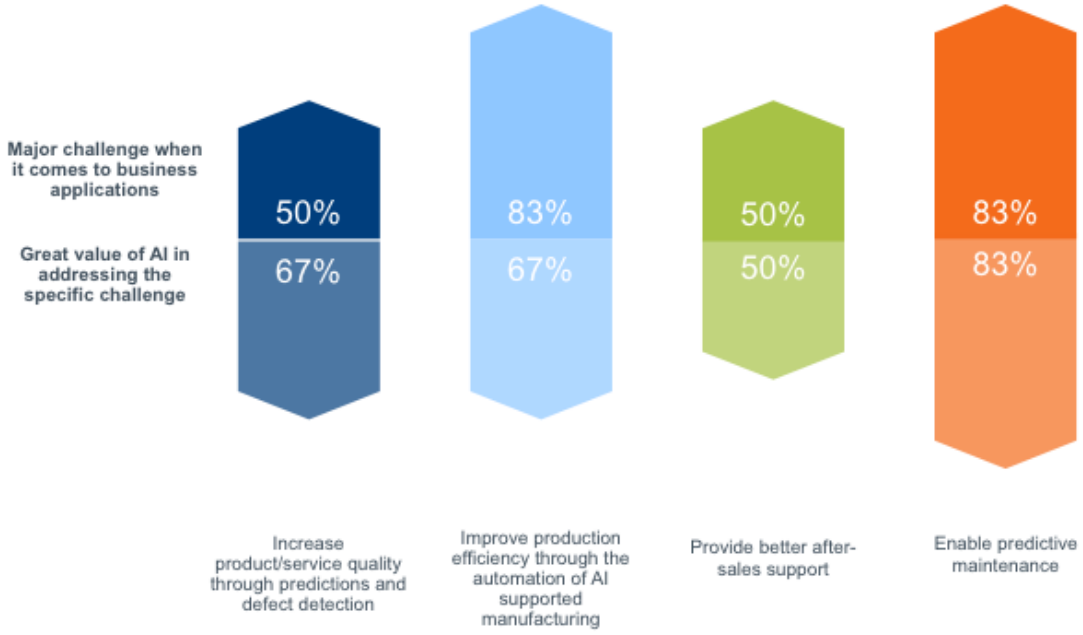
Production



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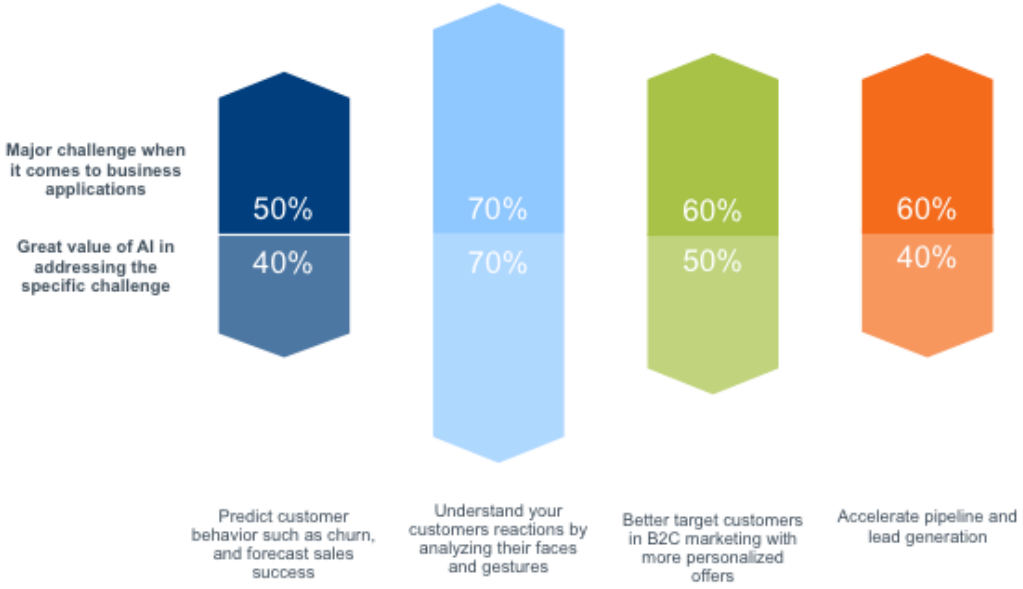
Sales, Marketing and Service



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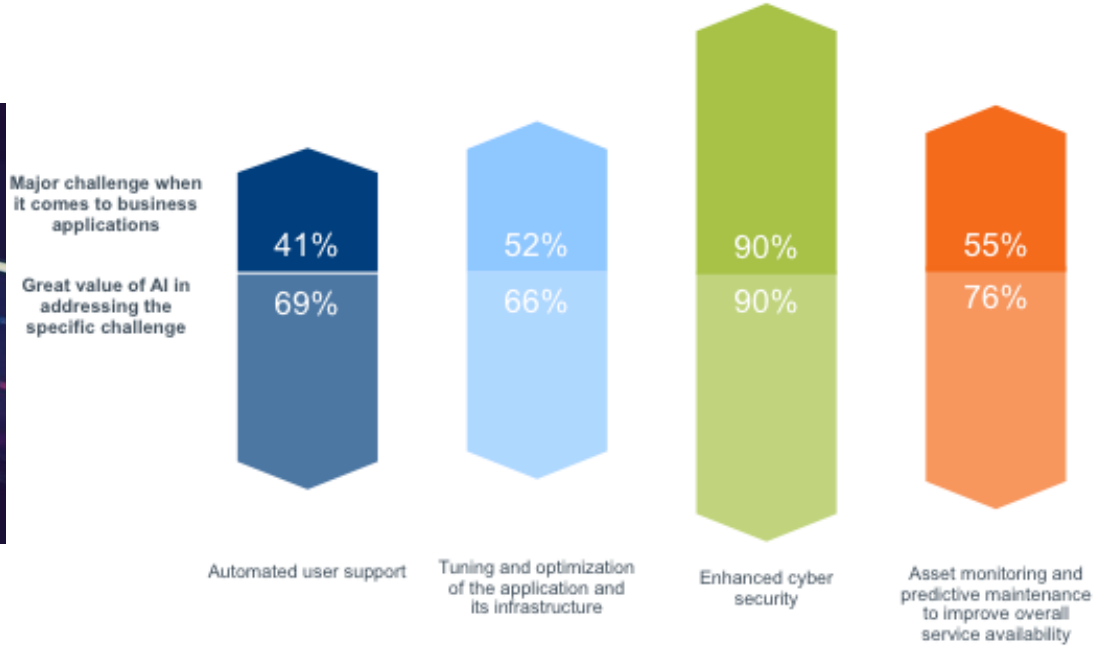

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Some of the AI adopters in the UK

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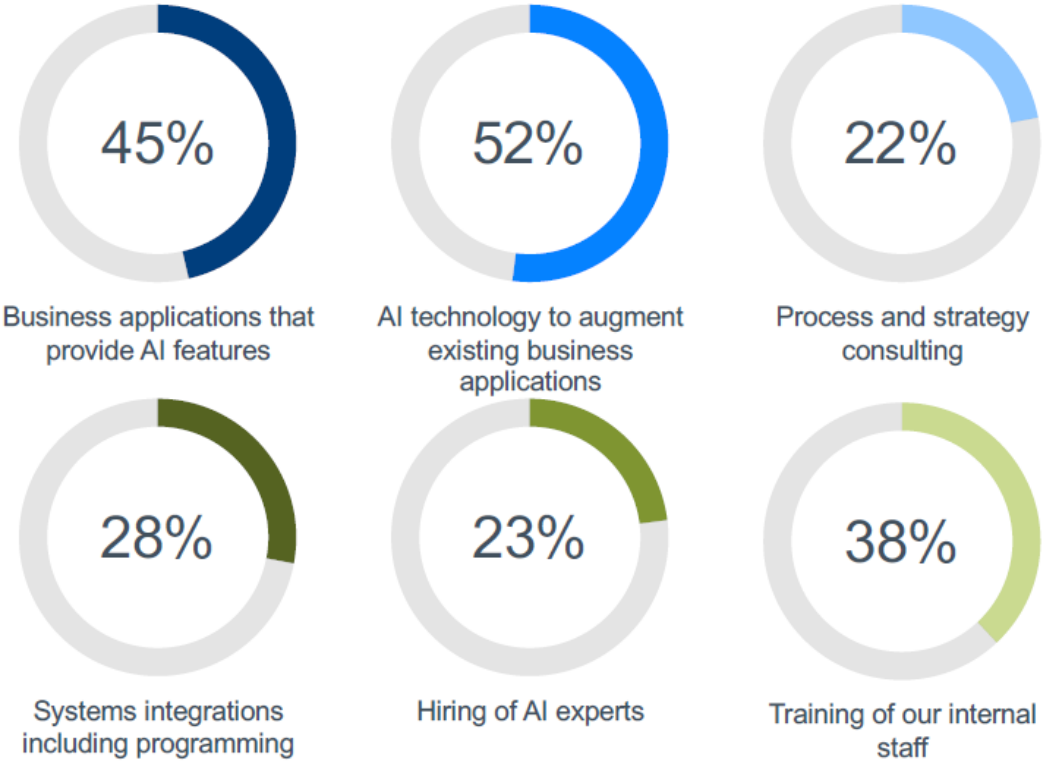
Moving forward with AI

Investment areas



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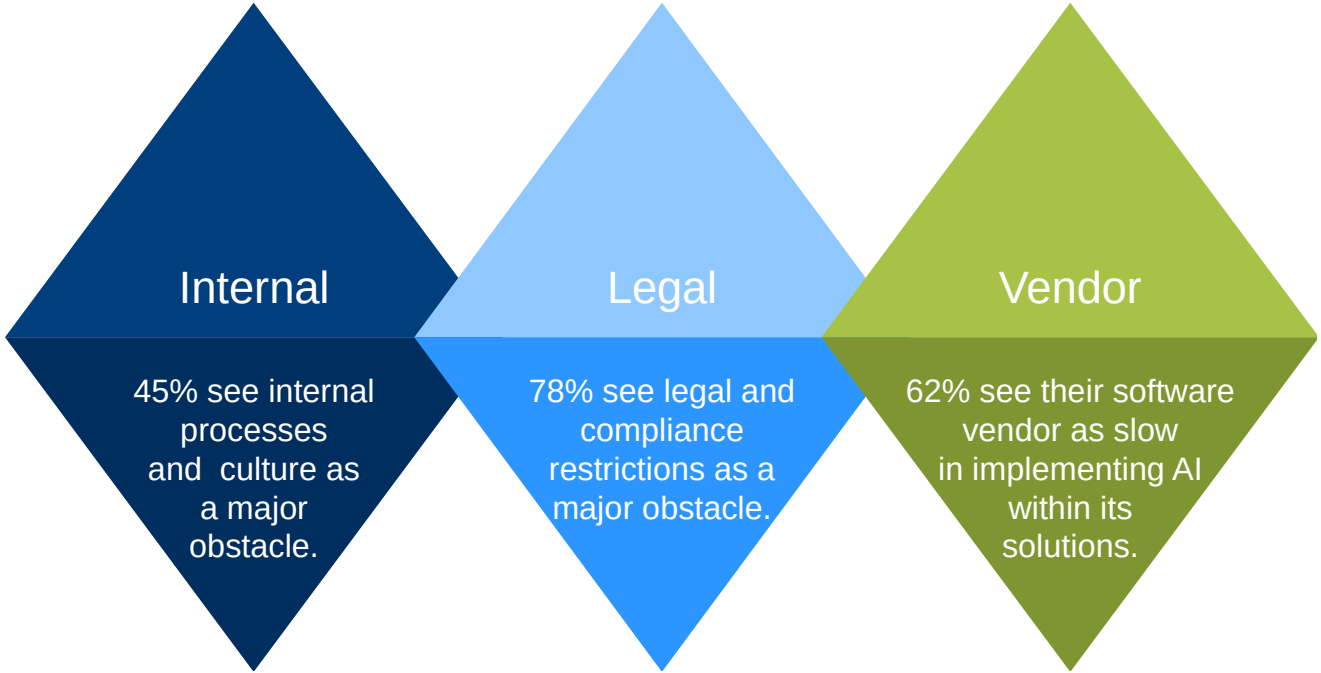
Obstacles on the AI road



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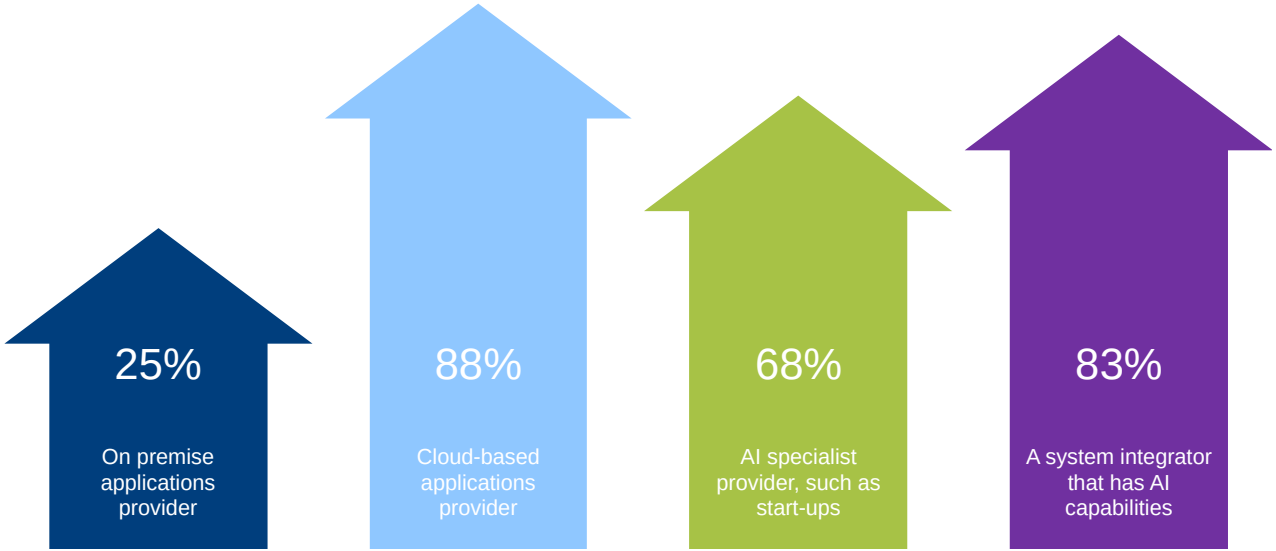
Preferred AI suppliers



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Dos and don‘ts with AI

Dos and don’ts for AI

Dos

1. List your problems and business challenges.
2. Use what you have: data, tech & talent.
3. Get to know AI use cases and vendor ecosystem.
4. Personalize services/products.
5. Improve efficiency.
6. Think about the culture.

Don’ts

1. Don’t do it because everybody does it.
2. Don’t make big technology investments without thinking about the strategy first.
3. Don’t forget that AI can bring automation but also big change as well.
4. Don’t forget to ask about quantifiable use cases when dealing with vendors.
5. Don’t be afraid to learn from other players, even competitors.

Next up...

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15.15

Industry Breakout Sessions:

Transportation

Education

Manufacturing

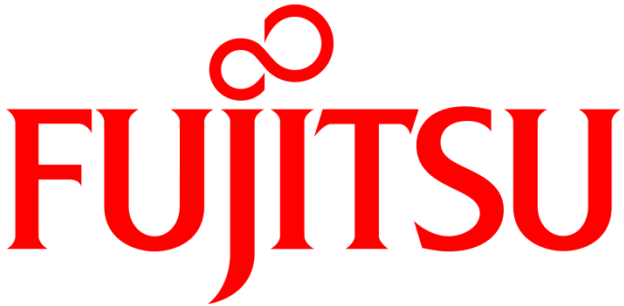
Retail & Hospitality

Public Sector

Guided Tours of the Demo Center:

Financial Services

Energy & Utilities



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