

Architecting the AI-Fueled Business

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Last Year During CIO 100, we were *Dreaming*

GDP Growth

“Generative AI could
*raise global GDP by
7%...over a 10-year
period.*”

Goldman Sachs,
April 2023

Productivity Gains

“Generative AI’s
impact on
productivity could
add *trillions of
dollars* in value to
the global economy.”

McKinsey Report.
June 2023

Innovation Acceleration

“Drug development
(scratch to pre-
clinical) *from 4.5
years to 18 months.*”

InSilico use cases
IDC, Sept 2023

Last Year During
CIO 100, we were
Experimenting

Hundreds of Use Cases Identified

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Last Year During CIO 100, we were *Planning*

Strategy and Roadmap

Align the C-Suite to update your AI roadmap



Intelligence Architecture

Underpin the organization with an enterprise intelligence architecture



Digital Infrastructure

Achieve sustainable cloud economics



Trusted Enterprise

Navigate the new dimensions of trust



Skills

Prepare for required roles and skills



IDC's AI Everywhere Readiness Framework

One Year Later

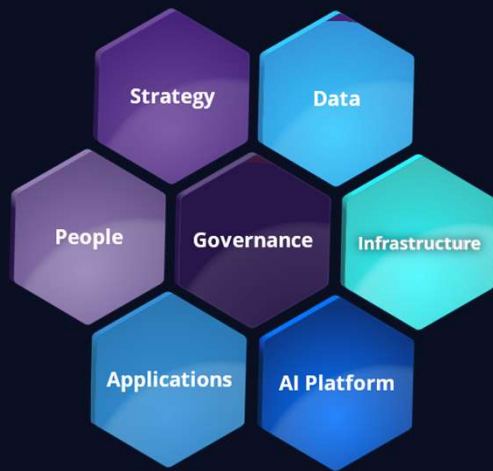


Source: Future Enterprise Resiliency & Spending Survey Wave 4, IDC, April, 2024. N.A. = 288

What Will it Take?



The Future State



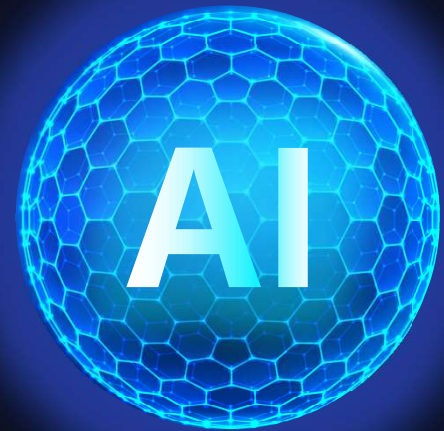
The AI-Fueled Business

AI-Fueled Business Model

- AI-Fueled Business Strategy
- AI-Augmented Work
- Unified AI Governance Model

AI Technology Operating Model

- AI Platform Orchestrator
- Autonomous Processes
- Data Managed like a Product
- Fit-for-Purpose Infrastructure



IDC AI Adoption Model





What is
Holding
You Back?

AI Strategy

Create Enterprise Use Case Roadmap

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Prioritized GenAI Projects for 2024



Source: IDC WW AI Use Case Survey August 2024; n=3130

Partner Closely with the Business

39%

of organizations report poor coordination between IT and line of business teams is the greatest factor preventing their organization from achieving a higher success rate

Source: Future Enterprise Resiliency & Spending Survey Wave 4, IDC, April, 2024. N.A. = 288

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Top GenAI Use Cases for the Business

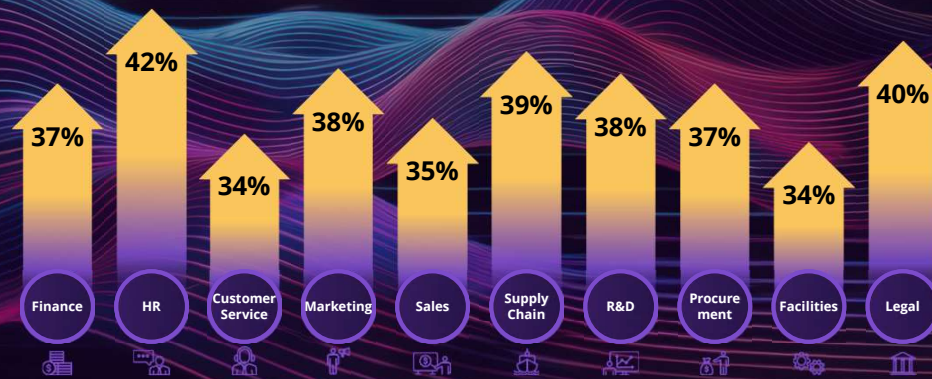


Source: IDC WW AI Use Case Survey August 2024; n=3130

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Future GenAI Use Case Investment Areas



Source: IDC WW AI Use Case Survey August 2024; n=3130

Super Foods



High Nutrient Density | Rich in Antioxidants | Promotes Overall Health

GenAI Super Use Cases



Rich in Business Outcomes | Builds Resilience | Promotes Overall Health

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Scan for the Super Use Cases

Super Use Case Criteria



Clorox is Focused on Innovation Use Cases

“...the one thing that we're remaining disciplined about it is stick with the use cases we think can drive the most value, not just for fun.”

Linda Rendle,
CEO & Chairman, June, 2024

 The Clorox Company



Source: dbAccess Global Consumer Conference, June 7, 2024

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What is
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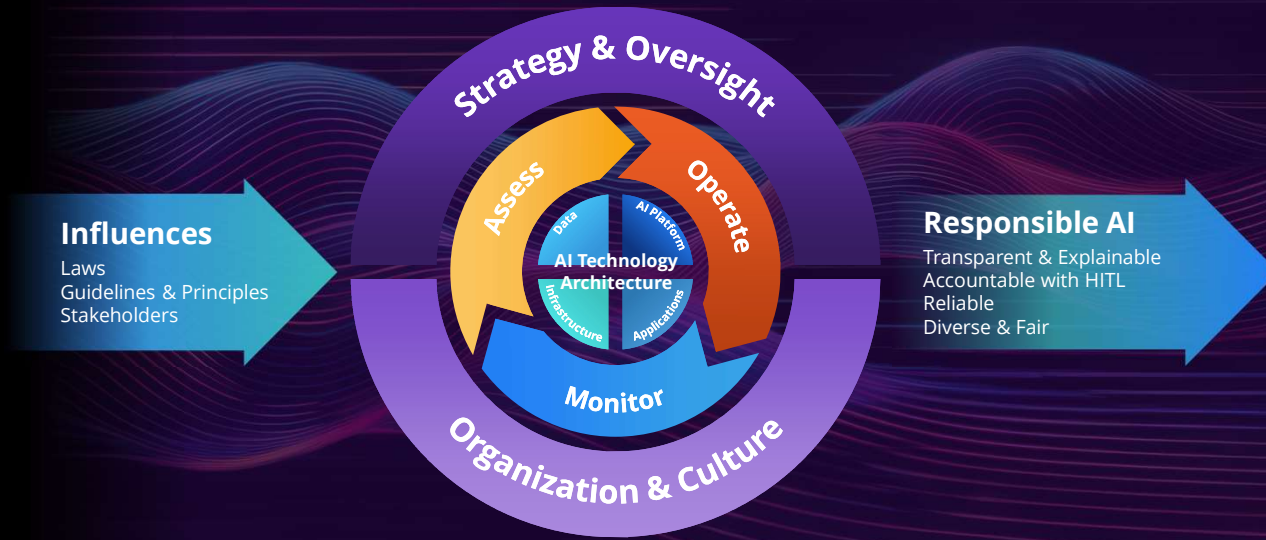
AI Governance

Create a Unified AI Governance Model

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Unified AI Governance Model



Responsible AI means...

- Employees feel empowered
- Customers feel there is transparency
- AI doesn't discriminate against customers
- Protects customer privacy
- Controlled AI without unintended consequences
- AI is environmentally-friendly

“ AI is about using data and algorithms in responsible and beneficial ways for the many people and our planet.”

Tania Dias,
Global VP, AI Adoption & Governance
Ingka Group, IKEA Retail





What is
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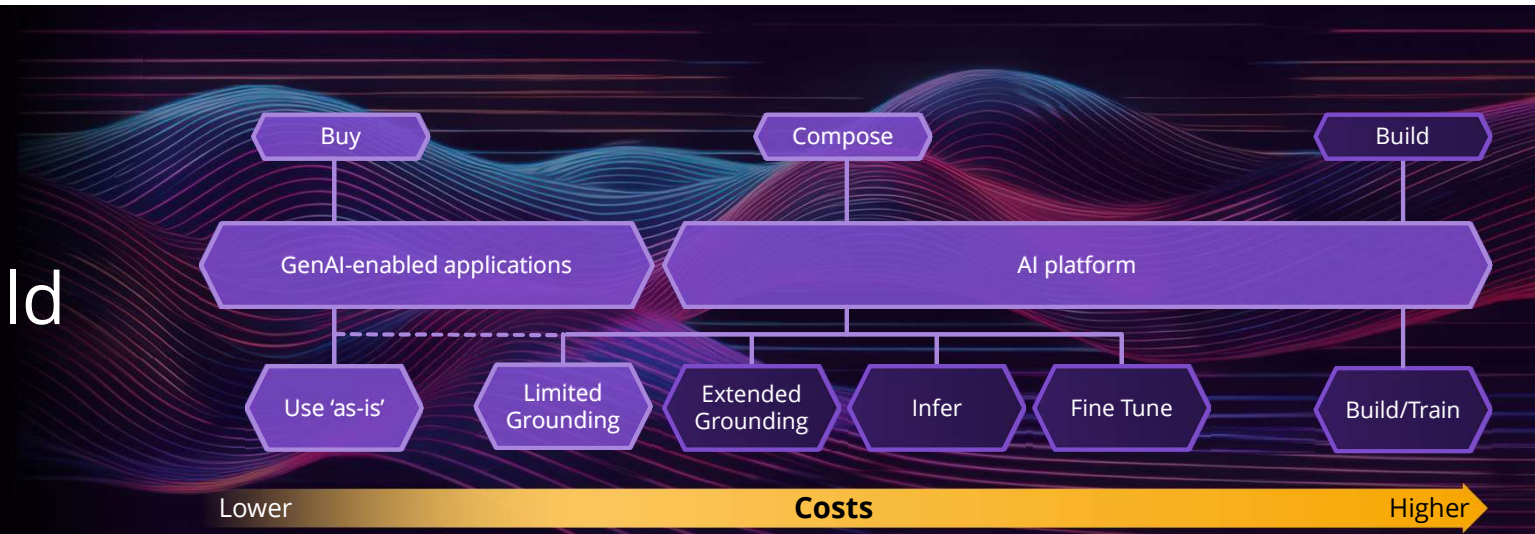
Technology

Establish Predictable Technology Costs

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The Buy, Compose, Build Decision



Few Will Build



Buy



Compose



Build

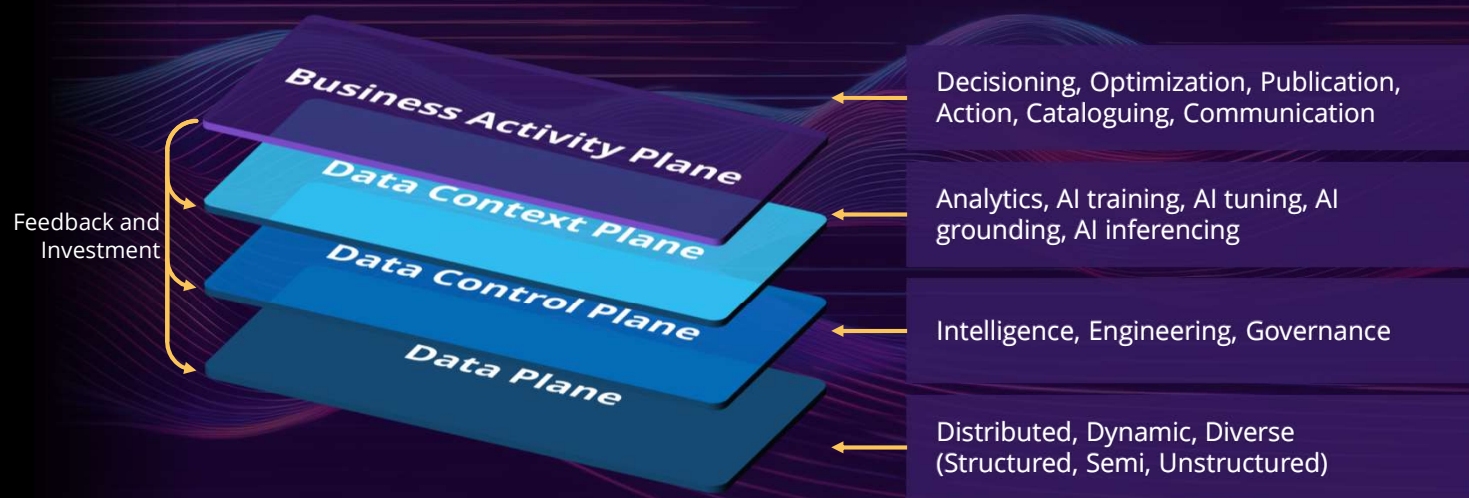
Lower

Costs

Higher

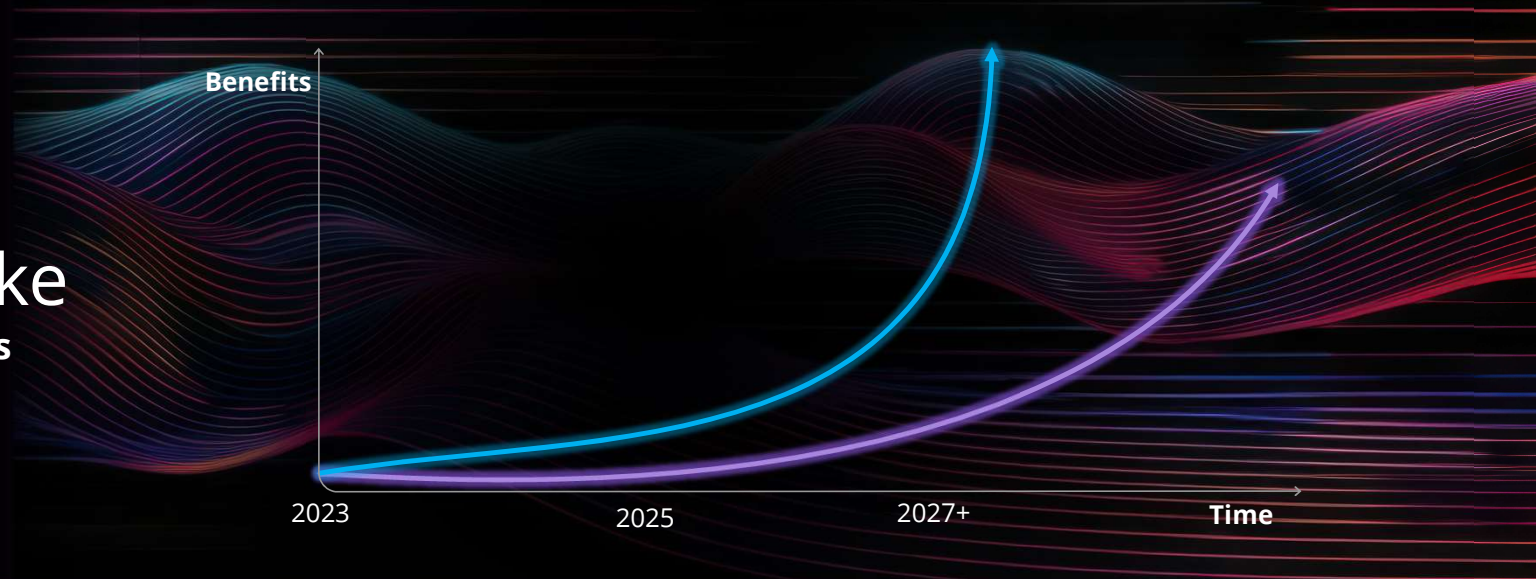
Source: IDC WW AI Use Case Survey August 2024; n=3130

AI-Ready Data



What is at Stake

AI Impact On the Business





Making the AI Pivot

1

AI Strategy: Enterprise Use Case Roadmap

Enterprise-wide AI strategy with prioritized use case roadmap

2

Governance: Unified AI Governance Model Aligned with Strategy

Strategic focus on alignment with a multi-stakeholder, unified AI governance model

3

Technology: Predictable Costs

Alignment of use cases with AI platform and data strategy

One Year
Later

