

Finding Value Beyond the Hype

AI for Strategic Data Driven Business Growth

PRESENTED BY

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Introduction

19_{yrs}

experience in strategy,
research & advanced
analytics

5

industries (retail,
property, FMCG, data
tech and Agriculture)

3

analytics teams across 3
sectors reporting into
different business units

1 How can you tell what works for your business without over investing ?
Best practices, tell-tale signs and trends to pick from the start

2 Developing a robust AI roadmap that's aligned to business objectives, data capabilities and operational realities

3 Implementing a data driven approach through AI projects that directly impact bottom lines, competitive positioning

Beyond Trends & Hype



Separate Reality from Hype

Focus on verifiable case studies



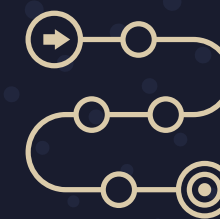
Data Readiness

Is there sufficient, high-quality data to support the AI application?



Low Risk, High Impact

Choose areas with lower adoption risk and minimal disruption



Operational Integration

Is there a process where the AI solution fits in or is significant change management required



Clear Business & Value Case

What are you solving for and why



Measurable Outcomes

Projects must have quantifiable outcomes

Solve First. Innovate Second

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The First Step



Understand the business
and look for areas where
quick wins can occur



Conduct a listening tour
and identify stakeholder
pain points



Build trust and
relationship across the
business

The Second Step



Connect AI initiatives to
business strategy and
goals



Assess existing enterprise
data and infrastructure
and understand gaps



Evaluate capability,
operational and business
readiness

Developing a Roadmap



Vision, Purpose, Mission

What, Why, How



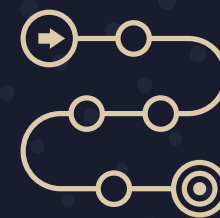
Focus Areas

Change management? Embedding existing project? Project management?



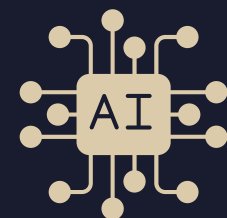
Team & Culture

Do you have the right capabilities and culture for a high performing team



Integration into the Business

Foundations, quick wins, scale and innovate



Prioritise AI Initiatives

Determine which initiative to develop based on impact to business and feasibility



Implementation & Tracking

Have clear goals to achieve each month and track all achievement and projects

Start Small. Be Clear.
Show Impact

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Case Studies

Project

Impact



Digitising and optimising
stacker movements

Cost Saving



Exploratory project to predict
risk and improve safety

Enabler → Cost Saving



Increasing Canola crush
volume

Revenue and Profit

Why, What, How

Q&A

Solve First.
Innovate
Second.

Start Small.
Be Clear.
Show Impact.

Why
What
How