



THE VIRTUAL FORGE®
DATA-DRIVEN SOFTWARE

WHITE PAPER

Considerations for an **AI** **Strategy**

Demystifying key AI terms and strategies for successfully
integrating AI into your business

WRITTEN BY MATT WICKS

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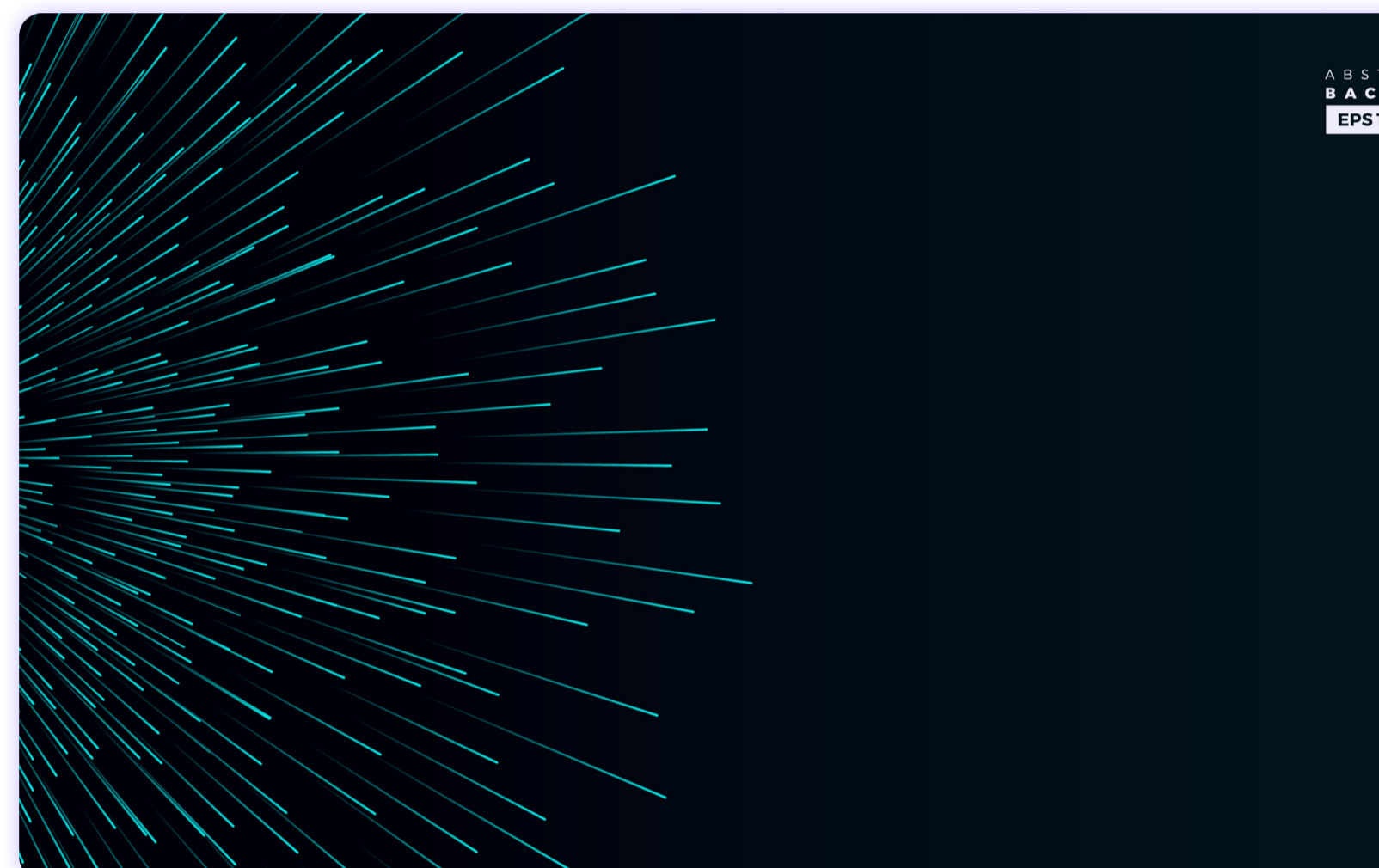
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Gradual Rollout and Stakeholder Alignment

“A gradual rollout with stakeholder gateways is a crucial aspect often overlooked in AI projects. “

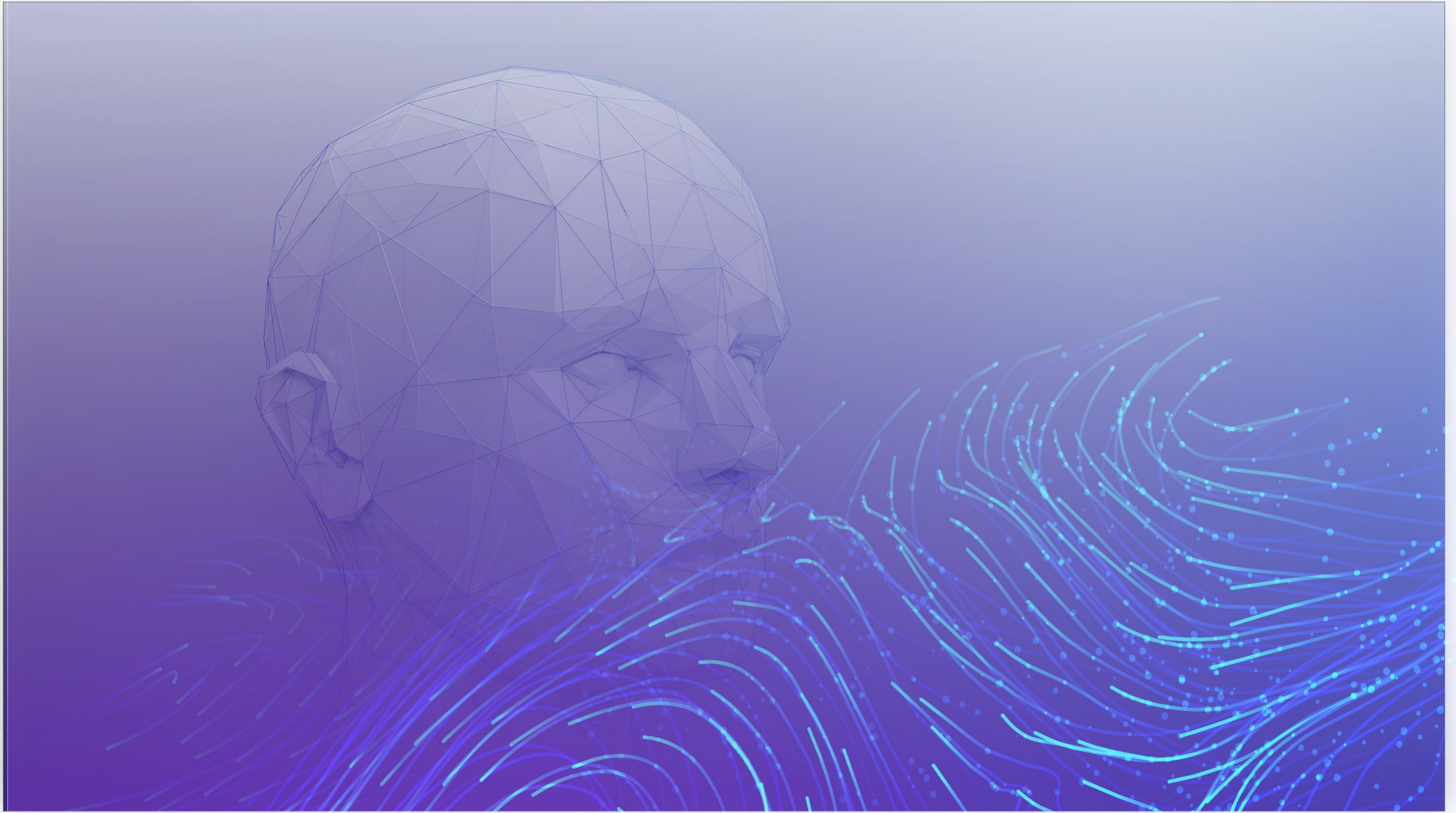
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Considerations for an **AI Strategy**

Demystifying key AI terms and strategies for successfully integrating AI into your business

First and foremost, thank you for attending our webinar. The Virtual Forge team hopes you liked it and we will see you on the next one!

Welcome to a deep dive into the world of Artificial Intelligence (AI). We will attempt to to guide you through the realm of innovation and technology, demystifying AI buzzwords, discussing strategies, and exploring the transformative power of large language models (LLMs).

A glowing brain with a network overlay. The brain is rendered in a bright cyan color, with a complex network of white lines and nodes overlaid on it, suggesting neural connections or data flow. The background is a dark blue space filled with numerous small, colorful dots (red, blue, green) and horizontal streaks of light, creating a futuristic, digital atmosphere.

Demystifying AI Buzzwords

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1. Demystifying AI Buzzwords

Before we delve into strategies and approaches for integrating AI into your business, **let's demystify some common AI buzzwords.**



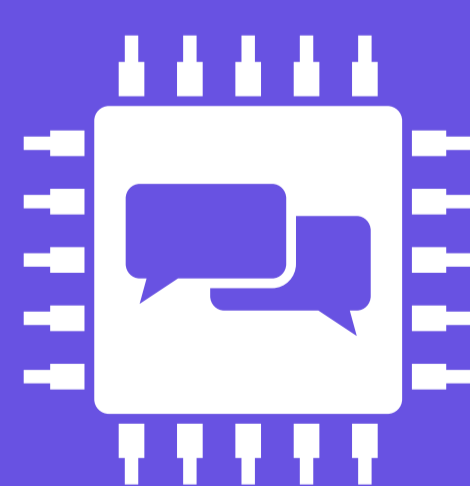
Machine Learning

At the heart of AI lies machine learning (ML), where data scientists leverage vast amounts of information to predict outcomes based on specific scenarios. Despite its challenges, ML proves invaluable in predicting patterns, from sports events to urban planning.



Large Language Models (LLMs)

While AI has been around for a while, the recent rise of large language models has revolutionized the field. LLMs, like GPT (Generative Pre-trained Transformer), are based on massive datasets and can predict responses based on that information. These models continually evolve, with newer iterations like Meta's, LLAMA, and BARD coming into play. When integrating AI into your business, you're likely dealing with services that rely on, or directly integrate, LLMs.



Natural Language Processing (NLP)

Natural Language Processing (NLP) stands as a game-changer in the AI landscape. This technology allows users to communicate with AI systems using everyday language, eliminating the need for technical jargon. Whether it's asking Alexa about package deliveries or interacting with smart speakers, NLP enriches queries with contextual information to provide more accurate and human-like responses.



Strategies for AI Integration

Now that we've demystified some key AI terms, let's discuss strategies for successfully integrating AI into your business. A high-level strategy involves applying the principles of "regular" projects to AI initiatives. Despite the inherent unpredictability of AI, businesses can leverage sensible business methodology to create measurable deliverables and derive value from AI applications.

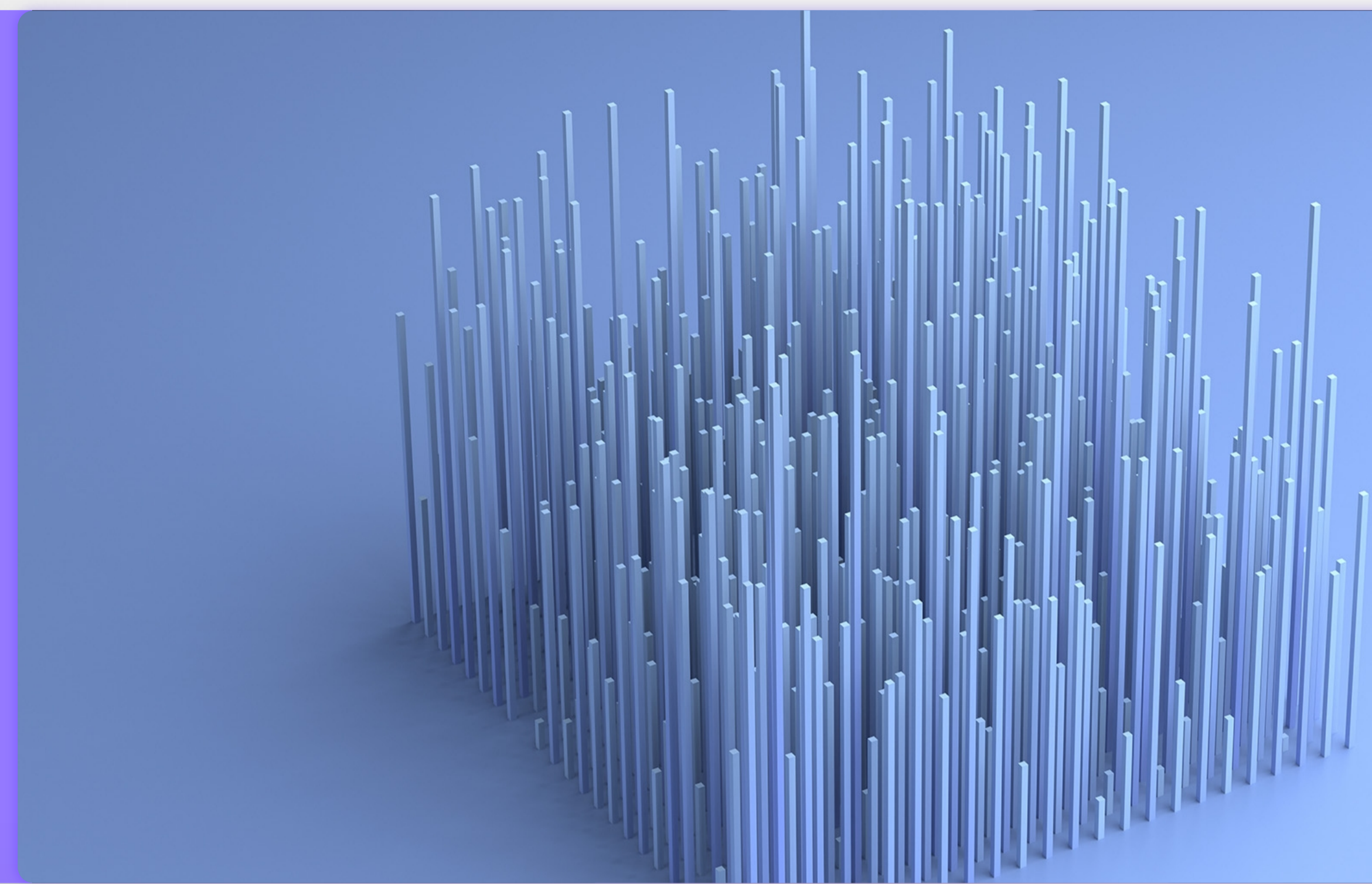
Data: The Backbone of AI Success

“It all begins with data – the lifeblood that fuels artificial intelligence. The quality, timeliness, governance, availability, and security of data are paramount considerations.”

2. Data: The Backbone of AI Success

As we embark on the journey of building a robust AI strategy, it all begins with data – **the lifeblood that fuels artificial intelligence**. The quality, timeliness, governance, availability, and security of data are paramount considerations. While AI may seem like the new frontier, it's the age-old issues surrounding data that will ultimately define the success of your AI project.

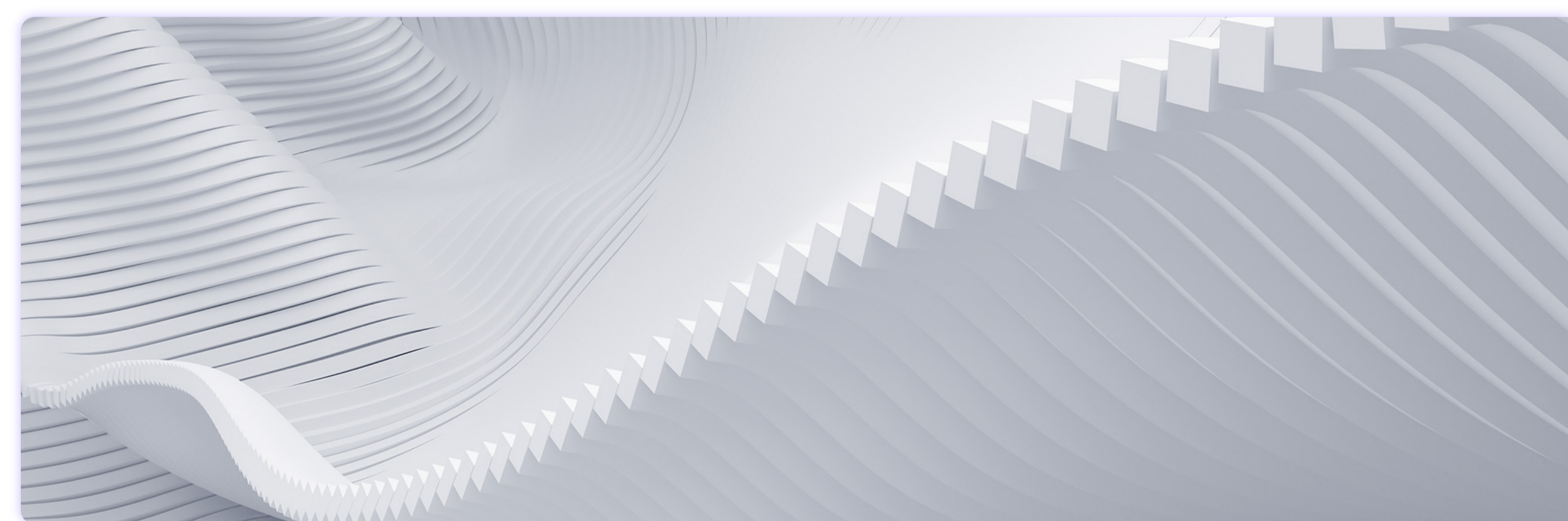
In the realm of data, one must carefully assess the sources and types of information that will be fed into AI systems. While off-the-shelf chatbots may rely on data assimilated from the internet, enterprises often seek to leverage their proprietary data.



Take, for instance, the task of training AI to identify specific products. The success of such endeavors hinges on having a sufficient number of accurately labeled images. Diversity in images is crucial, avoiding biases that may arise if certain attributes, like color, inadvertently become associated with specific products.

Privacy considerations also come to the forefront.

Where and how is the data stored? Who has access to it? Tight and integrated control of permissions is crucial.



If an AI is designed to interrogate documents, it must be adept at providing responses based on the user's permissions, ensuring that sensitive information remains secure. Its not enough to restrict user access to documents, you need to restrict AI output of the content of those documents in the context of the person asking the questions.



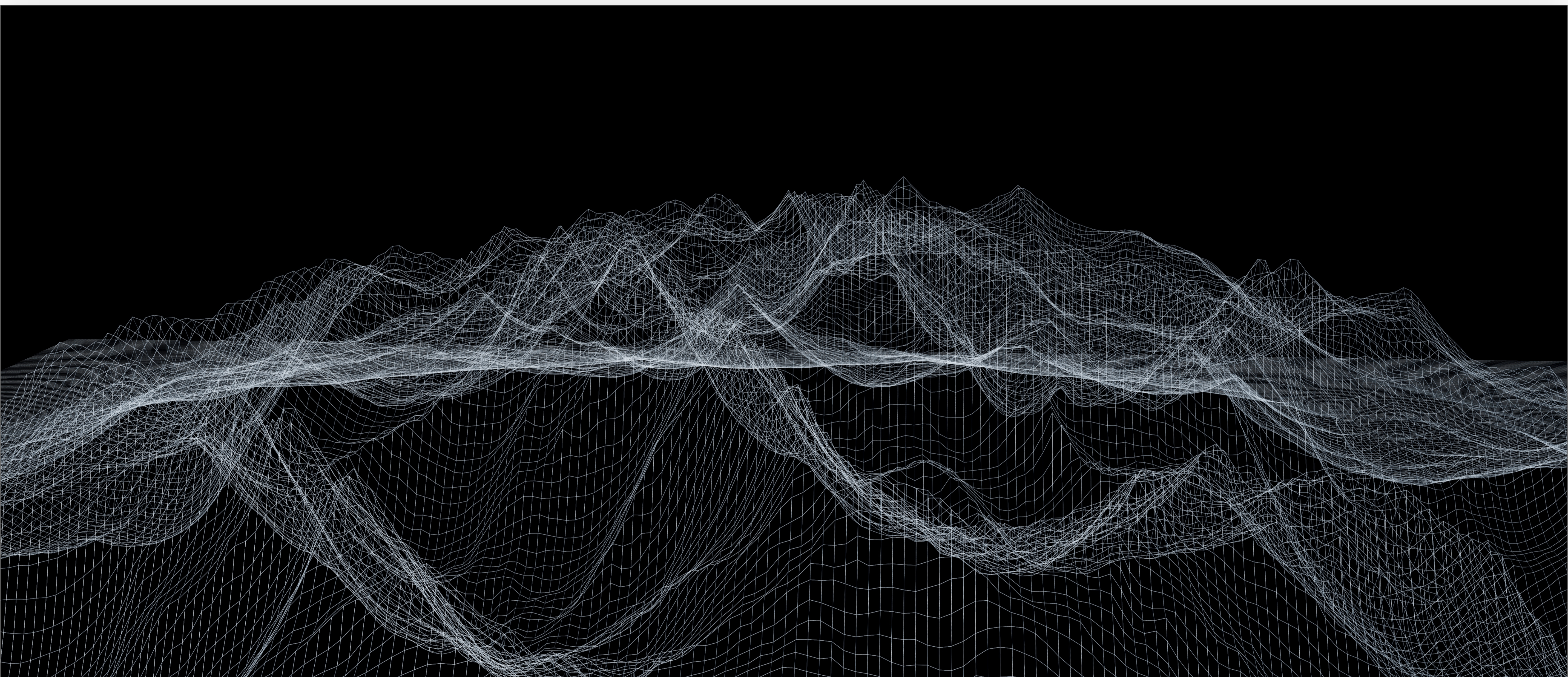
Integration: Harmonizing AI with Existing Systems

“how seamlessly AI can harmonize with existing systems and services within an organization”

3. Integration: Harmonizing AI with Existing Systems

The next pillar of a successful AI strategy is integration – **how seamlessly AI can harmonize with existing systems and services within an organization.**

This involves evaluating the extent to which AI applications will be intertwined with established workflows and processes. A thoughtful integration strategy enhances efficiency, avoids disruptions, and ensures a smooth transition into the AI-driven future.



The strategic decision of how much AI integration into existing workflows and systems requires careful consideration. Organizations must weigh the benefits against potential risks, balancing short-term savings with long-term considerations of de-skilling.

The implementation of AI skills, both in infrastructure and model development, becomes crucial in maintaining a successful AI pipeline.

Platforms: Choosing the Right AI for Your Business

“organizations must align platform choices with their specific needs.”

4. Platforms: Choosing the Right AI for Your Business

The abundance of AI platforms, from Fabric to OpenAI, presents a challenge in choosing the right fit.

Whether leveraging a fully featured service, chatbots, document integration, or automating tasks, organizations must align platform choices with their specific needs.

Considering short and long-term costs, understanding licensing models, and measuring outcomes are vital components of a comprehensive AI strategy.





Security: The Fortification of AI Initiatives

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5. Security: The Fortification of AI Initiatives

Security concerns in AI are not confined to the fear of machines taking over, but extend to the practical aspects of data access, permissions, and ethical considerations.

Managing hallucinations, recording inaccurate information, and understanding the origin of training data are integral to maintaining security in AI implementations.

The separation of security costs and processes from the allure of shiny features is crucial for a well-informed strategy.





Gradual Rollout and Stakeholder Alignment

“A gradual rollout with stakeholder gateways is a crucial aspect often overlooked in AI projects.”

6. Gradual Rollout and Stakeholder Alignment

A gradual rollout with stakeholder gateways is a crucial aspect, often overlooked in AI projects.

Setting specific checkpoints, measuring success, and aligning all stakeholders – **from subject matter experts to technical teams** – ensures a more cohesive and effective AI integration.

Balancing the conflicting directives of AI's potential and the associated risks is essential for a cautious and sensible approach.





Building an AI Strategy: A Checklist for Success

“As businesses embark on the AI journey, a strategic approach is paramount.”

Building an AI Strategy: A Checklist for Success

As businesses embark on the AI journey, a strategic approach is paramount. The checklist for building an AI strategy includes:



1. Understand Your Use Cases

Clearly define why and where you need AI, along with realistic expectations and deliverables.

Are you able to check this box?



2. Be Realistic About Data

Address data governance, understand data movement, and break down or maintain silos based on business needs.

Are you able to check this box?



3. Consider the Cost

Evaluate not only the direct costs but also the operational costs, including querying, GPU instances, and skills needed for maintenance.

Are you able to check this box?



4. Create an Ongoing Assessment Roadmap

Develop gateways, define success, and establish a roadmap that allows for agility and adaptation as the AI landscape evolves.

Are you able to check this box?

Final thoughts

The promise of AI as a business partner lies not just in its capabilities but in the strategic approach businesses take to integrate, adapt, and derive value from this transformative technology.

As the AI landscape continues to evolve, businesses that navigate this journey with a clear strategy, realistic expectations, and a commitment to ongoing assessment will find themselves well-positioned to harness the true potential of artificial intelligence.

Do you need help?

Were you able to check all the boxes in the previous chapter? No?

That's perfectly understandable if you were not. Understanding the intricacies of when and how to effectively apply these technologies is something most teams are not fully equipped for. Navigating that complexity is precisely where our team of AI specialists excels.

The Virtual Forge Approach

Our AI and ML services seek to make sense of - and help our clients make sense of - where, when and how you can use the range of new tools that are everywhere.

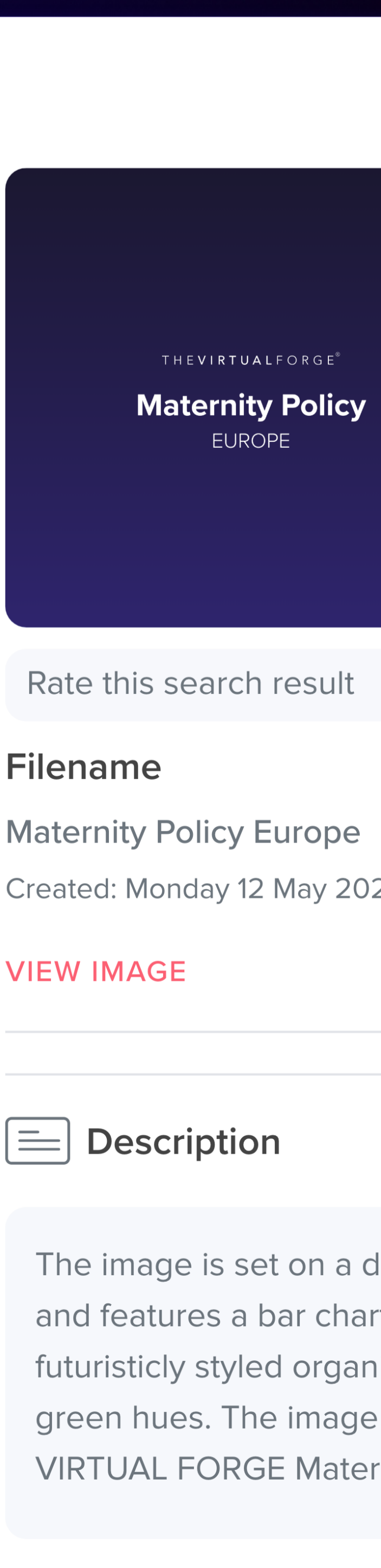
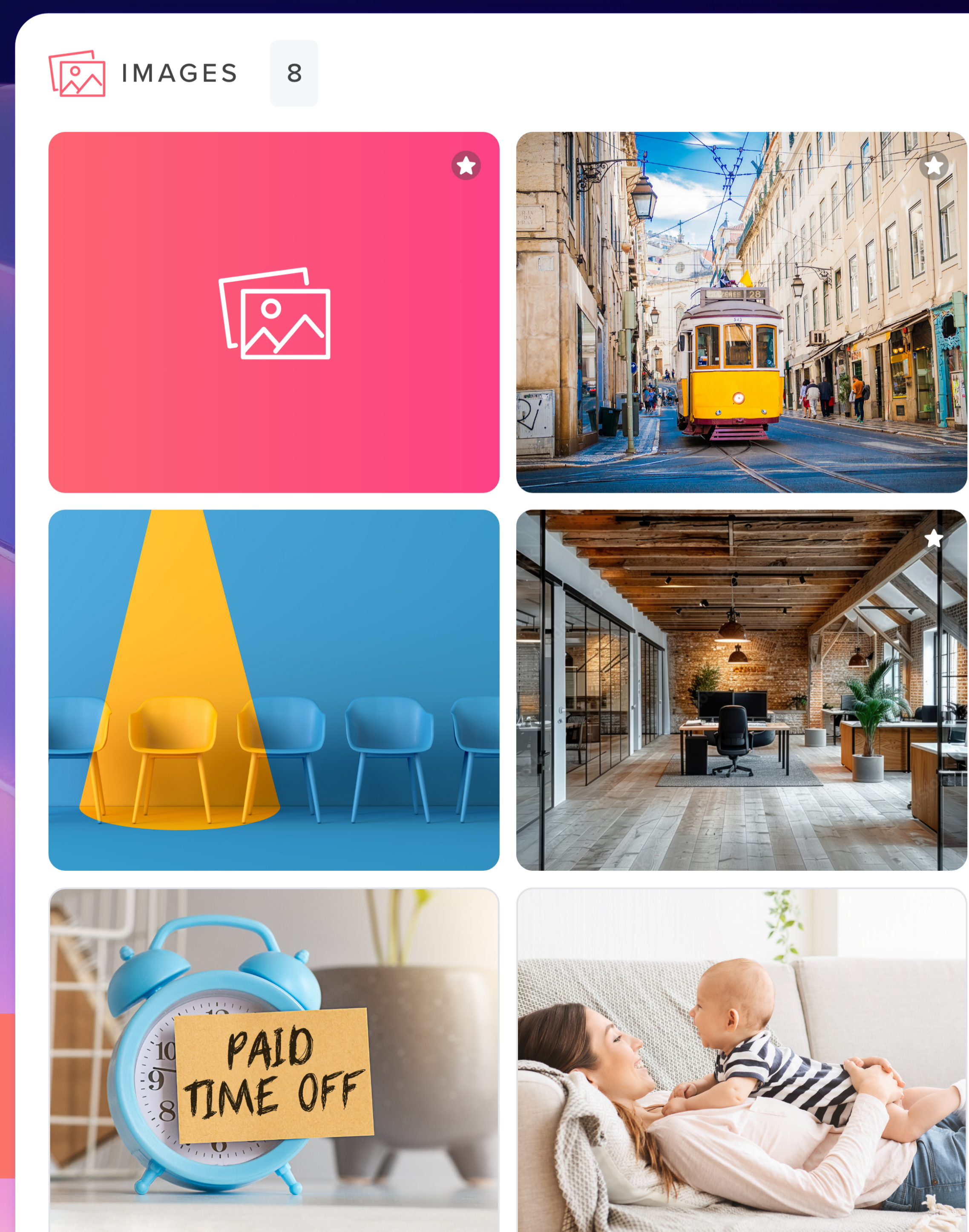
The combined experience among our experts leads us to excel in managing security, assessing data requirements, and tailoring models to specific client needs.



AI search platform to retrieve the answers you need from your organisation's content.
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Arrange a call with our team to discuss how we
could help your business.

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