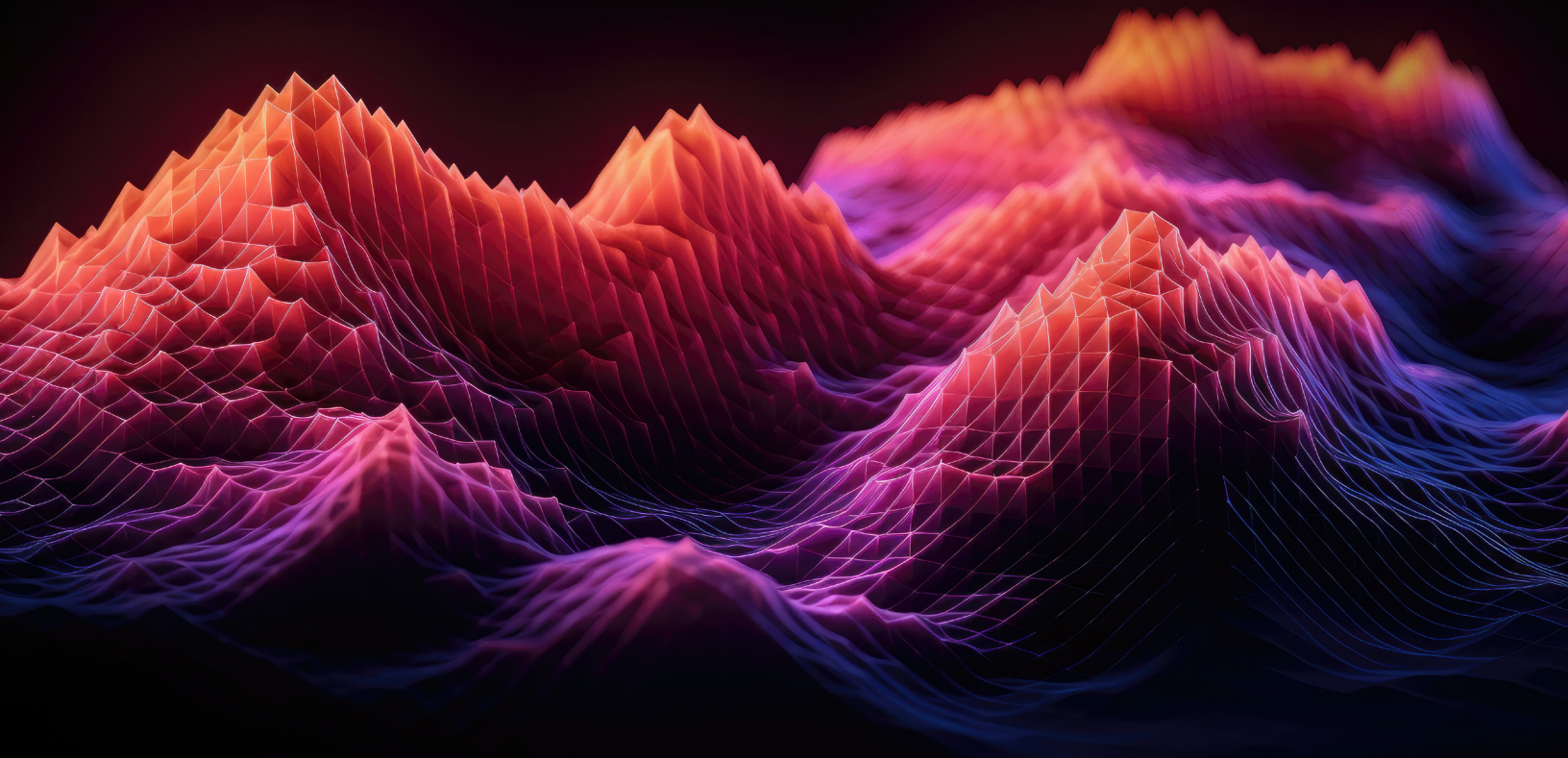


# Leveraging AI Expertise for Business Advantage



# The age of AI is upon us. Are you well prepared?

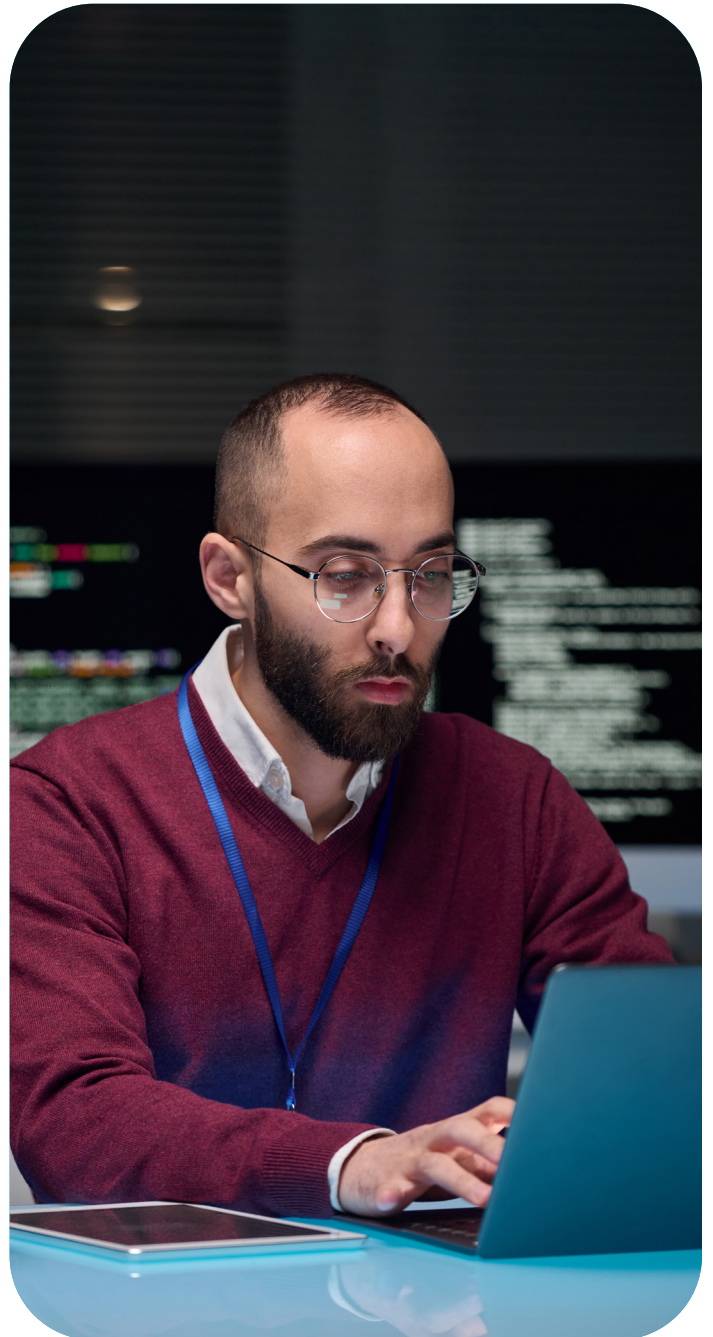
Artificial Intelligence (AI), the technology that ingests big data, analyzes it for patterns and correlations, and predicts future states, is poised to change business as we know it.

[McKinsey](#) estimates that generative AI will reduce labor hours across the US economy by 30% and cause 12 million occupational shifts as soon as 2030.

With these and other developments to come, companies are racing to secure their spot in the age of AI. According to the Census Bureau, AI use across US businesses rose from [3.7% to 5.4%](#) between September 2023 and February 2024 and will reach 6.6% by fall 2024.

In the near future, AI transformation will become as ubiquitous as digital transformation did before it. And when this happens, the tech-phobic companies will quickly fall behind as they watch forward-thinking counterparts maximize benefits.

Therefore, it's crucial to strategically incorporate AI as soon as possible to gain a competitive advantage. One approach is enlisting a reliable company's full-service transformation expertise to help navigate AI implementation challenges and meet goals.



# Challenges and Considerations in Implementing AI

Common challenges companies encounter during AI implementation include:



## Poor Data Quality

According to a recent [Deloitte report](#), more than 33% of companies view data-related issues as a major impediment to their AI initiatives.

These businesses struggle to capture and manage data to their advantage because it exists in disparate systems, sources, and formats. Extensive manual data processing has often led to an accumulation of erroneous, incomplete, and duplicate information.

This is problematic in the context of AI implementation because the quality of output is only as good as the quality of input. When models are trained on flawed or inadequate data, conclusions and predictions will be flawed, and decisions will be suboptimal.

Yet, making poor data usable is not so easy. Some studies show that data cleaning and preparation can take up to 50% of an AI project's time, significantly derailing implementation.



## Lack Of In-House Expertise

Many companies have difficulty filling their DevOps, MLOps, and project management teams due to prevailing tech talent shortages. This is a significant hurdle given these teams' impact on AI development and deployment.

For context:

- DevOps teams combine software development and IT operations to enhance development lifecycle quality and speed.

- MLOps teams automate the machine learning (ML) lifecycle to streamline data preparation, model training, and deployment. These pros also ensure you build efficient and scalable ML systems for your AI project.
- Project managers plan, organize, and manage AI initiatives to ensure timely and cost-effective delivery.

Fortunately, companies facing technical expertise constraints can tap an external resource to bridge the gap.



## Data Privacy, Security, and Governance Concerns

Training models with sensitive data sets, such as health records or personally identifiable information (PII), pose serious privacy and security risks.

Therefore, it's vital to implement robust measures to thwart potential breaches and unauthorized access. At the same time, you must comply with relevant regulations, such as the Health Insurance Portability and Accountability Act ([HIPAA](#)), the General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA).

Navigating these areas requires serious commitment and can be challenging.

**33%**

of companies view data-related issues as a major impediment to their AI initiatives.



# Building a Winning AI Strategy



## The Partner Advantage

The smartest way to accelerate your transformation is to tap a full-service [AI partner](#) with experience deploying solutions in your industry. This gives you access to all the expertise required across data management, DevOps, MLOps, cybersecurity, and project management. Moreover, it ensures you have someone to guide you at every step of your AI journey, from strategy development and solution design to implementation and beyond.



## Identifying the Right AI Use Cases

AI has various use cases in different industries. However, it's not always the right solution. Powerful as it is, other technologies may sometimes be better suited to solve your pain points. Therefore, thinking about your full toolbox of potential ways to handle things before going all in on AI is essential.

The potential return on investment (ROI) is another crucial factor to consider when choosing suitable problems for AI implementation. In other words, how does the effort and cost expended in the AI implementation compare to the value or impact realized? Answering this question helps set the right expectations, control risk, and avoid spending money needlessly.

Ideally, you should prioritize initiatives with the highest ROI and problems you can't solve without AI. Partnering with a reputable digital transformation company that has expertise in your specific industry can be very valuable when determining the most impactful AI use cases.

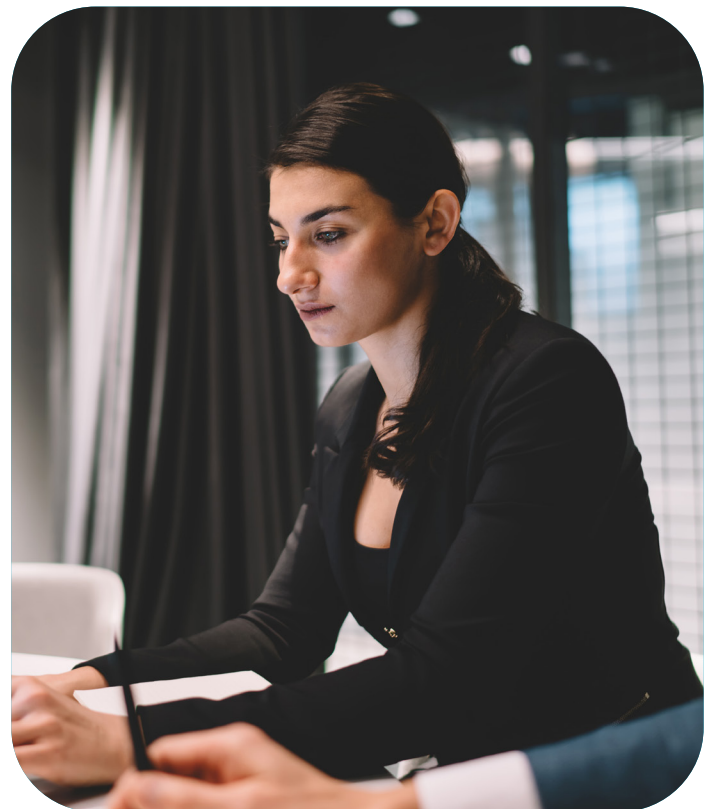


## Building an AI-Ready Culture

Establishing the right culture is the final step in building a winning AI strategy. The initiative should flow from the top down, with top executives championing the change and employees willingly embracing it.

Business leaders should understand how AI deployments impact their workforce and develop talent policies, programs, and strategies that make sense for the workers and business alike. At the same time, they should foster an environment of trust, data literacy, agility, and rapid experimentation with AI tools and technologies.

Doing so fosters better adoption and results across the board. As employees acquire the prerequisite AI skills, they become more comfortable with AI and readily use it to improve effectiveness and efficiency.



# Case Studies: Success Stories in AI Implementation from Core BTS

The National Association of Tax Professionals (NATP), serving over 23,000 members, faced challenges during tax season with tight deadlines and slow response times from its database of 460,000 tax questions.

We developed an AI-powered chatbot using Microsoft Azure Open AI services, reducing response times from days to seconds. Additionally, Azure AI Search Service enhanced the chatbot's ability to deliver precise answers quickly.

This transformation allowed NATP to vastly improve service quality during tax season, empowering tax professionals with faster, more efficient support. NATP is now exploring AI for personalized training recommendations, elevating its educational offerings and positioning itself as an industry leader in leveraging AI for service innovation and member development.

In another instance, a [healthcare retail giant](#) needed to pilot AI technology to streamline internal business operations. We helped them implement a generative AI tool to aid day-to-day employee tasks like summarizing emails, writing documents, and preparing demonstrations for meetings.

Currently, we're developing a framework that will help the retailer measure the AI tool's impact on productivity. This will provide a great opportunity to uncover insights for improving employee effectiveness and efficiency.





# The Future of Work with AI

Despite speculations that AI might wipe out jobs, keeping humans in the loop will always be necessary. What's more likely to happen is an augmentation of roles in a positive light and increased human-AI collaboration.

Humans will work hand-in-hand with AI, and new jobs will emerge for those displaced jobs, leading to a net positive result. For example, certified drone operators will oversee AI-powered drones that replace workers in high-risk areas.

AI will allow people to focus on more meaningful work, execute tasks more efficiently, and unlock unprecedented productivity levels. However, workforce development and adaptation will be crucial to navigate the change and maximize benefits.

According to the World Economic Forum's 2023 [Future of Jobs Report](#), companies must cultivate analytical and creative thinking among employees and train them to work with AI and big data to thrive in the times ahead.

Examples of how businesses can proactively prepare their workforce include:

- Being transparent about the value of AI.
- Providing AI tools, knowledge, and acumen to support employees' work.
- Redesigning talent development and training programs to make learning more personalized, relevant, and embedded into how work gets done in the age of AI.

Cultivating the right mix of soft and technical skills to support higher-level work and bridge existing skill gaps.



# The Core BTS Advantage

Core BTS has been at the forefront of the AI revolution since 2015 when our transformation began. Over the years, we've gradually integrated AI across all our practice areas and helped leading companies implement cutting-edge cloud, on-premise, and hybrid AI solutions.

Our extensive experience and expertise allow us to build holistic AI solutions that incorporate robust data and application strategies and have security baked in across the board. No matter the type of AI project, we can deliver complete DevOps, MLOps, or AIOps to help you manage costs, security, and data governance and streamline your overall journey.

Core BTS's full-service approach to AI covers strategy and vision, solution design, implementation, and managed services. Let's break that down:

**Since 2015**

Core BTS has been at the forefront of the AI revolution when transformation began.

- 1. Strategy And Vision:** Through a comprehensive [AI assessment](#), Core BTS helps you discover what AI means for you and whether you're ready for its implementation. We evaluate gaps and maturity levels across the entire technology ecosystem and then use a magic quadrant to identify areas where AI delivers high value at low cost and where it must be implemented. From there, we advise on what types of AI are necessary, the ideal rollout strategy, common pitfalls to expect, and how to manage change and set expectations.
- 2. Solution Design:** Here, Core BTS takes the first steps to bring your AI strategy and vision to life. We architect the solution by defining goals, metrics, and desired outcomes for successful implementation.
- 3. Implementation:** With the design in place, Core BTS's pros roll up their sleeves and build the AI solution to perfection.
- 4. Managed Services:** Our [managed services](#) option keeps your AI solution secure, continually running, and up to date after it is fully deployed and rolled out to production.

With Core BTS, you not only receive best-in-class expertise but also a reliable partner who meets you where you are in your AI journey and empowers you to manage solutions independently after deployment (if desired).

## Embrace The Future With AI Adoption

Just as all companies became technology companies in the digital era, so too will they become AI businesses in the age of AI. The smart choice is to embrace this shift rather than delay the inevitable. Remember, not having the internal capabilities shouldn't discourage you from AI implementation—you can always leverage external expertise for a smooth and impactful AI journey

[Read More: How To Unlock The Power of Generative AI](#)



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