

Starting Smart with AI: Building Your Business Case for Manufacturers

Teaser Video Transcript

How AI Support Enterprise Value

And this is a great anchor slide as you're thinking about AI. And back to the second point I made about leadership and ROI, there was a Harvard Business scholar, a guy named Tom Davenport. He put out this framework about the offensive and defensive capabilities of data several years ago, and it still holds true today. And because AI is really all about digital assets and data and being able to layer, you know, an emulation of a human on top of that in a much faster way. But the actual return of it from a business perspective, it's got to move the business on either one of two ends of the spectrum, either it's operating cost and risk or its market value and revenue.

If it's not returning or you're not measuring value in one of those ways, you're spending money without being able to really measure your return on that value. And so to get leadership buy because it always starts at the top of Kelly, you mentioned, what is that North Star for AI, that top tone from the top has got to start fundamentally in this framework of what is the return for the business. And so we can measure quickly and adjust quickly instead of putting money down in trying a year later saying, hey, do we really achieve what we wanted to do? Maybe, maybe not. With this framework you've got really instant access to measure that value.