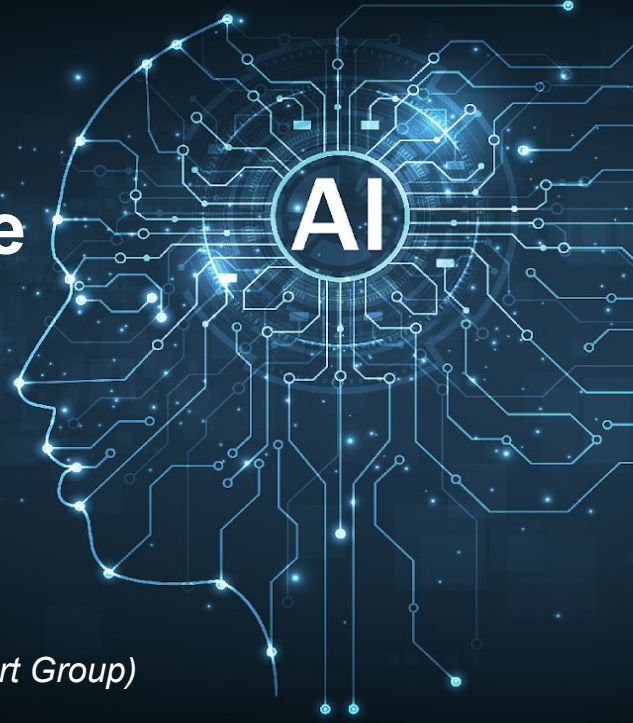


Mastering the Generative AI Revolution

Key Takeaways from the ANSR Leadership Forum (ALF)

With *Kirk Ball* (CIO, ANSR | Former CIO, Giant Eagle),
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Generative Artificial Intelligence (GenAI) is poised to be a transformative force across industries. A staggering 74% of leaders in GCC companies report AI as a top-three priority for 2024. This prioritization is fueled by compelling projections:

- Over \$60 billion will be invested in AI and integration over the next three years,
- \$150 to \$275 billion in operating profits projected for retail, travel, and financial services alone.

These figures paint a picture of a disruptive technology on the cusp of explosive growth. However, navigating the complexities of successful GenAI implementation remains challenging for many organizations.

The ALF offered valuable insights for leaders seeking to harness the power of GenAI and build a roadmap for success.

Key Takeaways:

Efficiency and Speed Through GenAI

While GenAI adoption is widespread, implementation often remains in the experimental stage. The focus shouldn't solely be on groundbreaking innovation; rather, accelerating existing opportunities and expediting time-to-market across sectors. For instance, dynamic pricing and promotions in the grocery industry benefit from AI-powered cycle time reduction, leading to faster marketing campaigns, product development, and test case generation. GenAI acts as a catalyst, amplifying existing strengths and propelling businesses forward.

Clearer Focus on People & Strategy Before Diving into GenAI

While GenAI offers immense potential, it's not a silver bullet. Building a skilled team with strong collaboration and clear communication is crucial for maximizing AI's impact. Clean, well-organized data forms the foundation for success – invest in data quality before deployment.

“AI is 10% algorithm, 20% data, and 70% people.”

~ Kyle Nel (Ex-Singularity University Expert in AI).

GenAI Amplifies, Not Fixes

A solid pre-existing strategy and successful processes are essential. GenAI excels at amplifying existing strengths, but will not solve fundamental issues like siloed structures or weak go-to-market plans. Focus on solutions that demonstrably improve sales, reduce costs, enhance customer experience, or achieve other clear business goals. Flashy GenAI capabilities without a demonstrated ROI are a waste of resources.

Centralized Governance for Decentralized GenAI Implementation

A centralized governance structure, likely residing within IT with machine learning and data management expertise, is critical for successful GenAI implementation despite its distributed application across business units. This central team can establish ethical and legal guidelines. Furthermore, close collaboration with key business units fosters strong partnerships, allowing for the identification of high-value use cases that align with strategic goals. Centralized governance facilitates knowledge sharing and best practices, preventing duplication of effort and accelerating AI adoption while delivering tangible business benefits across the organization.

Proactive Partnerships Is The New Competitive Advantage

The traditional wait-and-watch approach to emerging technologies is rapidly becoming obsolete in the GenAI landscape. True competitive edge lies not in acquiring technology itself, but in securing partnerships with skilled AI talent. This talent pool is finite, and early movers are already forging these crucial alliances. Speed is paramount. By the time companies traditionally assess the competitive landscape, those with established AI partnerships will be far ahead. The optimal approach is multifaceted. While building internal GenAI capabilities remains important, a balanced strategy of collaboration with startups and leveraging open-source solutions can accelerate progress and optimize outcomes for your organization.