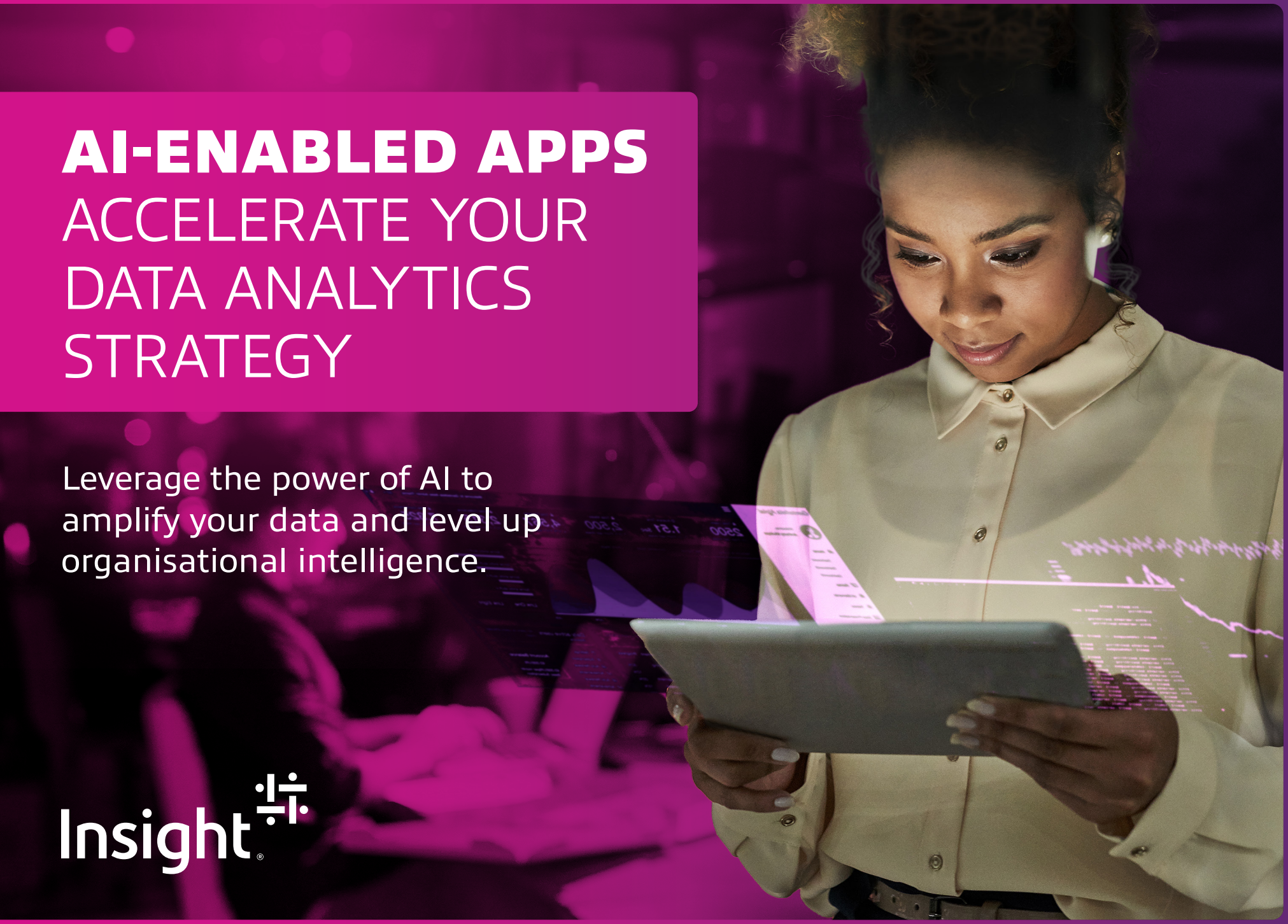
AI-ENABLED APPS ACCELERATE YOUR DATA ANALYTICS STRATEGY

Leverage the power of AI to amplify your data and level up organisational intelligence.



Insight®

The power of AI-enabled apps

While AI has become an imperative for businesses, it can be hard to sort the hype from the practical use cases that allow organisations to take advantage of this technology to improve organisational intelligence. AI-enabled apps leverage AI's power to enhance an application's function and impact while promoting a positive user experience. Rather than using rule-based models, AI-enabled apps allow you to strategically interact with the knowledge contained in the Large Language Model (LLM) as part of the app functionality, without requiring a detailed understanding of data science or advanced neural networks. From improving patient care to accelerating manufacturing production, AI-enabled apps are the latest innovation to serving customers better , improving operations and capturing competitive advantage.

Unpacking organisational intelligence

Organisational intelligence describes the process of leveraging data to optimise resources for the benefit of the business. It helps organisations make sense of their data and amplify its value by leveraging knowledge gained from data assets to support and drive business decision-making. This practice is meant to act instantly on data that is generated and analysed in real time.

3-step process: Organisational intelligence

1

Identify, capture and govern data assets and use AI/ML to…

2

Turn data into corporate knowledge for enhancing apps and business processes to…

3

Enable corporate intelligence, bring business value and capture ROI.

For this process to be successful, certain measures need to be in place. For example, data assets should be well governed and curated to ensure that high-quality corporate knowledge is developed. Additionally, the corporate knowledge should be actionable — this data should be able to be realistically leveraged for the benefit of the business. Lastly, the process should be continuous and allow the organisation to learn, adapt and mature its use of data assets.

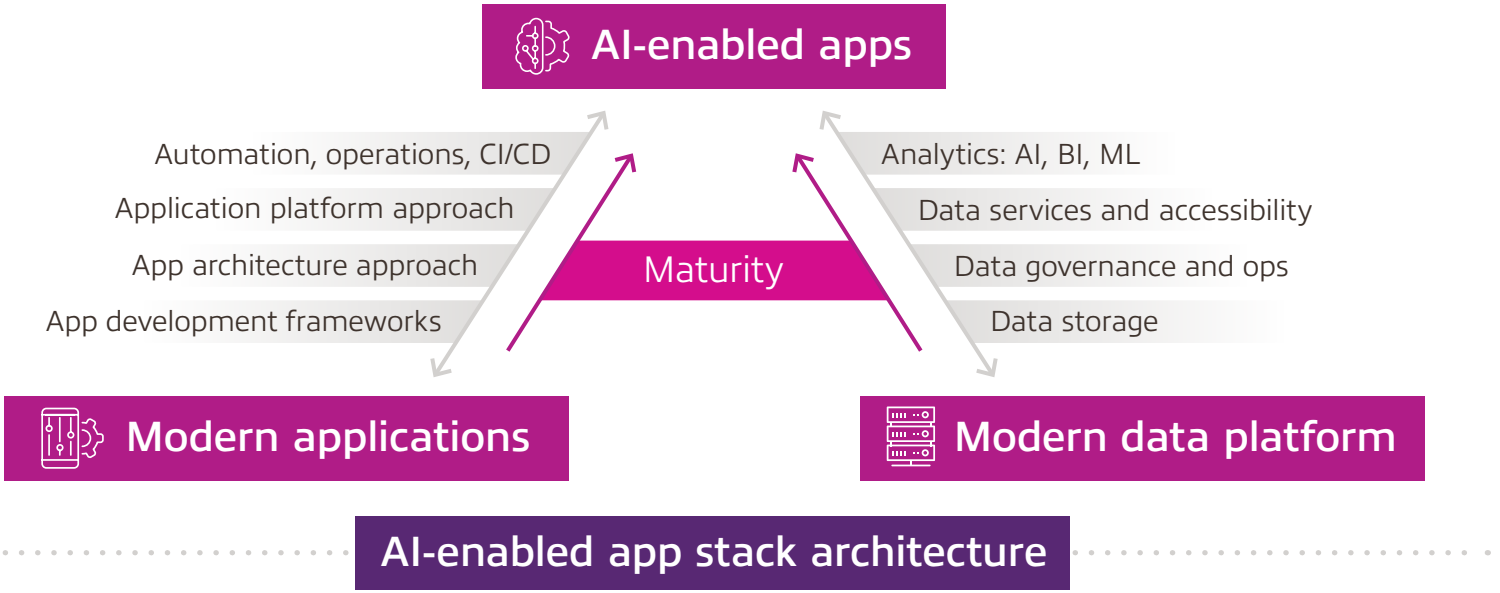
What impact does AI have on apps?

AI in apps isn't a new concept, but we are thinking more intelligently about practical applications that can result in real ROI. Here are some of the ways AI-enabled apps can drive business goals:

- **Improved automation and efficiency**
- **Faster, more accurate decision-making**
- **Enhanced customer experiences**
- **New product and/or service development opportunities**
- **Competitive advantage**

Illustrating the structure of AI-enabled apps

For successful implementation and business impact, AI-enabled apps require the orchestration of your modern data estate and your modern app landscape. To realise the benefit of organisational intelligence, AI-enabled apps require a level of maturity in both the data and app stack (as depicted below) to drive repeatable, scalable impact. Every organisation will have a unique journey depending on its current data, app and architecture environments — and this guide can help you identify any gaps your organisation may have. The specifics of each component will be explored in more detail in the coming pages.



Enabling AI apps with modern data and app estates

Depending on existing architecture and app or data landscapes, the process of AI-enabled apps can look very different from organisation to organisation. However, these apps have a multitude of business applications that can help you reach broader enterprise goals and move the needle. Understanding what's needed for AI-enabled apps can help accelerate your ROI during this process.

AI-enabled app maturity models

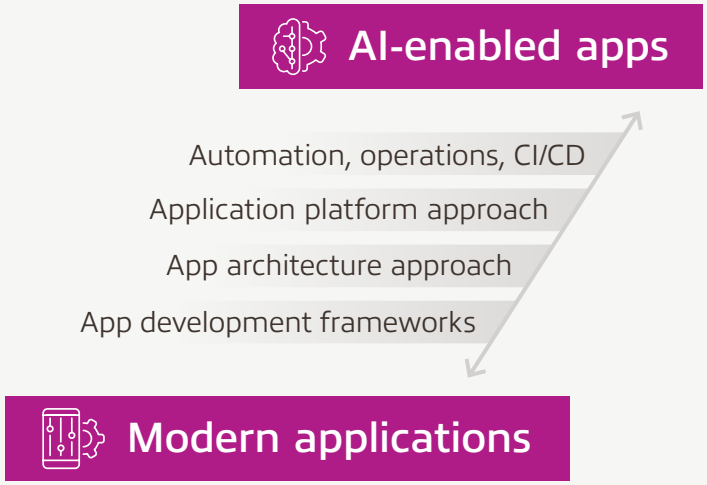
How mature is your app estate?

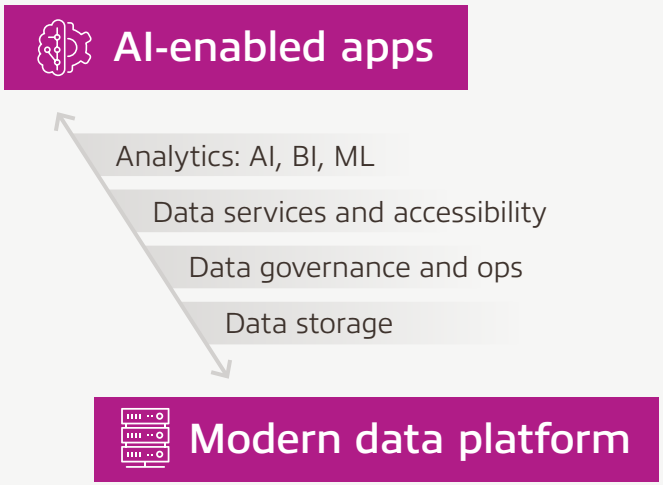
Development frameworks
Determine the right application development framework depending on your existing landscape and AI-enabled app use case.

App architecture approach
Set up the app architecture appropriately to allow the solution to scale over time and be responsive to changes in your AI landscape of app needs.

Platform architecture
Ensure the right platform is chosen for both internal and external users and that it supports the use of AI.

Ops and CI/CD
Management of the app solutions should be practical and simplified, with the integration of the necessary tools. Additionally, the solution should be agile and continue to improve over time or respond to customer needs.





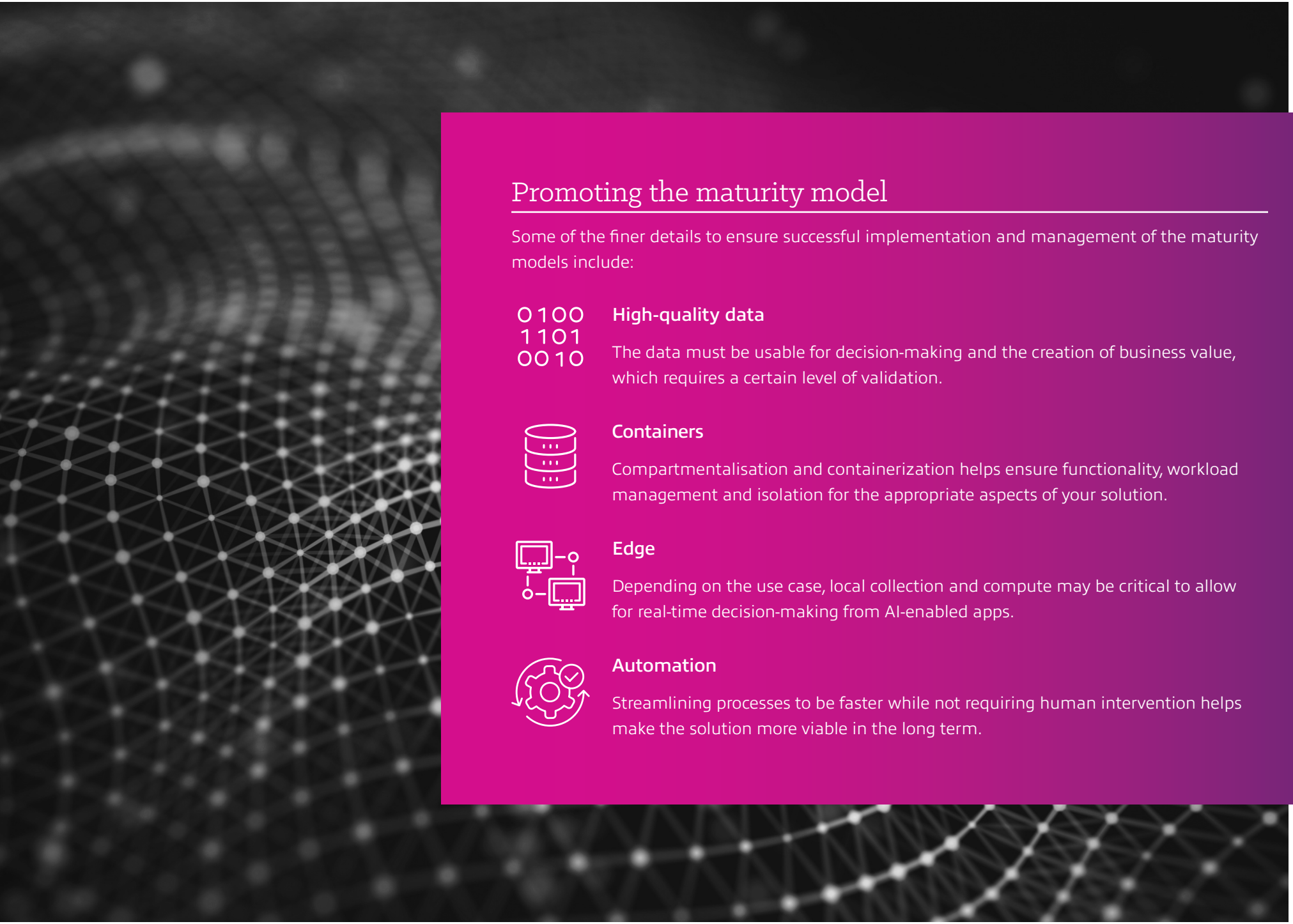
How mature is your data estate?

Data storage
Ensure the storage modality used is appropriate for the use case and future of the solution.

Governance and ops
All security, compliance and privacy standards need to be in place and relevant to AI and the type of data being processed. Additionally, automation and other process orientation should be employed to improve the quality and speed of data management.

Services and access
The right access, service and platform should be brought together for necessary functions as relevant to the use case.

BI, AI, ML
Introduce the power of these technologies to the high-quality data to create business value.



Promoting the maturity model

Some of the finer details to ensure successful implementation and management of the maturity models include:

High-quality data

The data must be usable for decision-making and the creation of business value, which requires a certain level of validation.

Containers

Compartmentalisation and containerization helps ensure functionality, workload management and isolation for the appropriate aspects of your solution.

Edge

Depending on the use case, local collection and compute may be critical to allow for real-time decision-making from AI-enabled apps.

Automation

Streamlining processes to be faster while not requiring human intervention helps make the solution more viable in the long term.

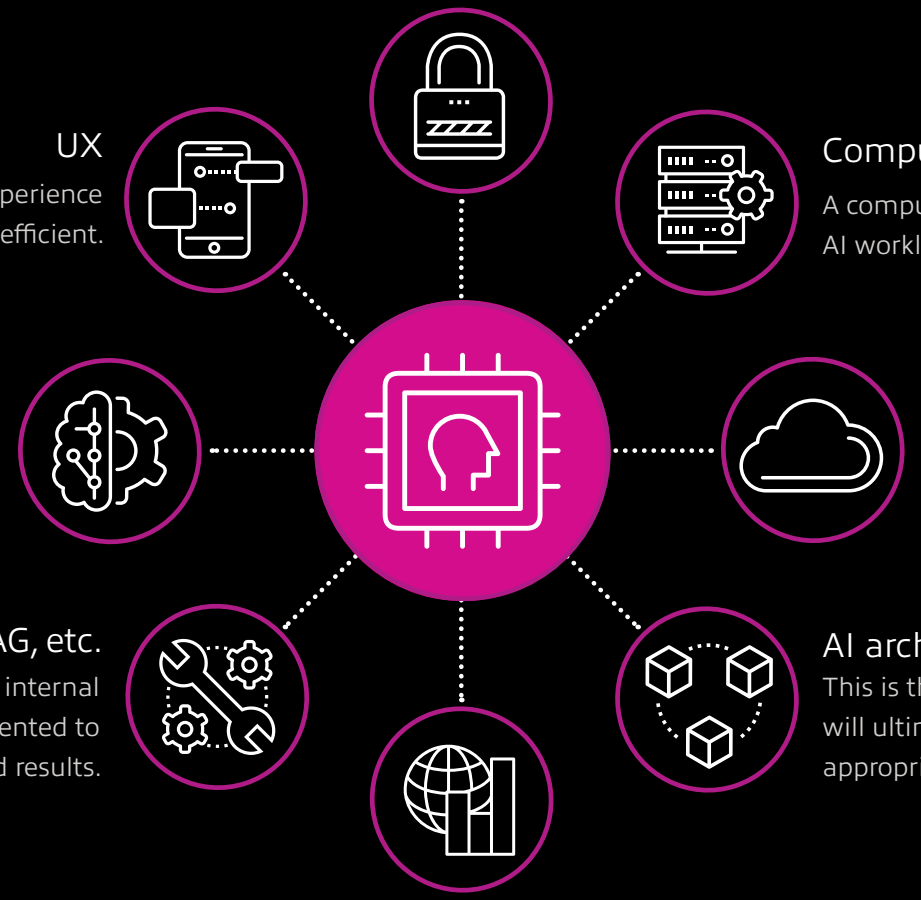
Approaches and frameworks

AI stack architecture

Outside of your modern data estate and app landscape, your solution will require architecture that can support AI. While your organisation may have many of these elements already in play, let's break down the necessary components and their importance.

Security

The entire solution needs to be wrapped in the appropriate security and governance controls as determined by law and internal policy. Also importantly, the identification of your information assets not only drives your AI capabilities, but also aligns with your security risk assessment strategy.



UX

Users should be served an experience that is easy to use and efficient.

Compute platform

A compute platform that can support AI workloads needs to be established.

Gen AIOps

As with any other solution, there will be ongoing management tasks as well as CI/CD best practices to ensure the solution can be leveraged long term.

Cloud

To ensure the transfer of data and scalability that an AI-enabled app solution requires, the right cloud solution should be chosen.

Fine-tuning, RAG, etc.

With the addition of your data (or internal knowledgebase), the AI tool will be augmented to ensure the solution produces the desired results.

AI architecture

This is the foundation that everything AI will ultimately be built upon and should be appropriate for the use case.

AI platform, frameworks, algorithms and foundation models

This will entirely depend on the use case of the AI-enabled app. For example, a medical organisation would require a specific algorithm and foundation model for diagnostic intelligence.

Operationalisation of AI

Similar to generative AI, the AI in AI-enabled apps goes through a lifecycle. Understanding this lifecycle will help you operationalise your AI solution:

Business challenge:

What are you using AI to solve?

Selection:

What algorithm and/or foundational model fits the use case?

Augmentation, optimisation and evaluation:

How will your internal knowledgebase improve the AI solution, and does the solution help solve the business challenge?

Monitoring and management:

How is the solution going to be upheld and used long term?

Continuous improvement:

How can the solution be optimised to better solve the business challenge?

What's possible? Examples across industries

Healthcare

A medical organisation could develop a predictive model for a severe disease. That organisation could create an AI-enabled app that allows doctors to input patient information and receive preventative recommendations related to the disease.

Manufacturing

A technology component manufacturer could develop a powerful recommendation engine. In an app, a sales representative could provide details of a customer's current technology and needs, and receive a custom list of suggested compatible components.

Financial services

An investment firm could develop a predictive retirement or savings model. Customers could log in to their accounts and see a variety of retirement scenarios based on their current account balances.

Real-world client story: Leveling up operational efficiency across the enterprise

A utilities, retail, and transportation and holdings company was looking to support internal operations through a series of generative AI web apps. The client leveraged Insight Lens™ for Gen AI to develop generative AI solutions for legal, security, and tax and audit use cases.

Outcomes:

- Saved 120+ hours/week
- Enhanced operational efficiency in multiple departments
- Delivered stellar user experience
- Enabled secure generative AI use

Real-world client story: Construction firm captures competitive advantage

This construction firm sought to overhaul its current data estate and analytics capabilities to improve internal operations and carve out a competitive advantage. With the help of Insight, the client developed an app for its customers where they could build custom reports using the client's newly modernised data and analytics.

Outcomes:

- Completed in rapid 13-week timeline
- Gained a competitive advantage in market
- Carved out new avenue for revenue generation

Getting started

Key considerations

Are you ready to get started? Here are some quick steps for getting started with AI-enabled apps at your organisation:

1. Define organisational intelligence for your organisation.
2. Work backward from your desired end state.
3. Understand how AI-enabled apps could support that desired end state.
4. Determine if your existing data estate supports these objectives and what gaps may need to be filled.

Why Insight for AI-enabled apps

Insight understands that every AI-enabled app journey is unique to the client. Most importantly, we can support the full scope of your journey from modernising your app landscape and evaluating your modern data estate to architecting an AI solution. Our deep partnerships with leading technology and service providers give you access to curated solutions from our expert teammates.