



Creeër Bedrijfswaarde met AI



Jan Meskens
Jan@Sievax.be



DAY 2



Program

DAY 1

Background about
AI, Models and Use
Cases

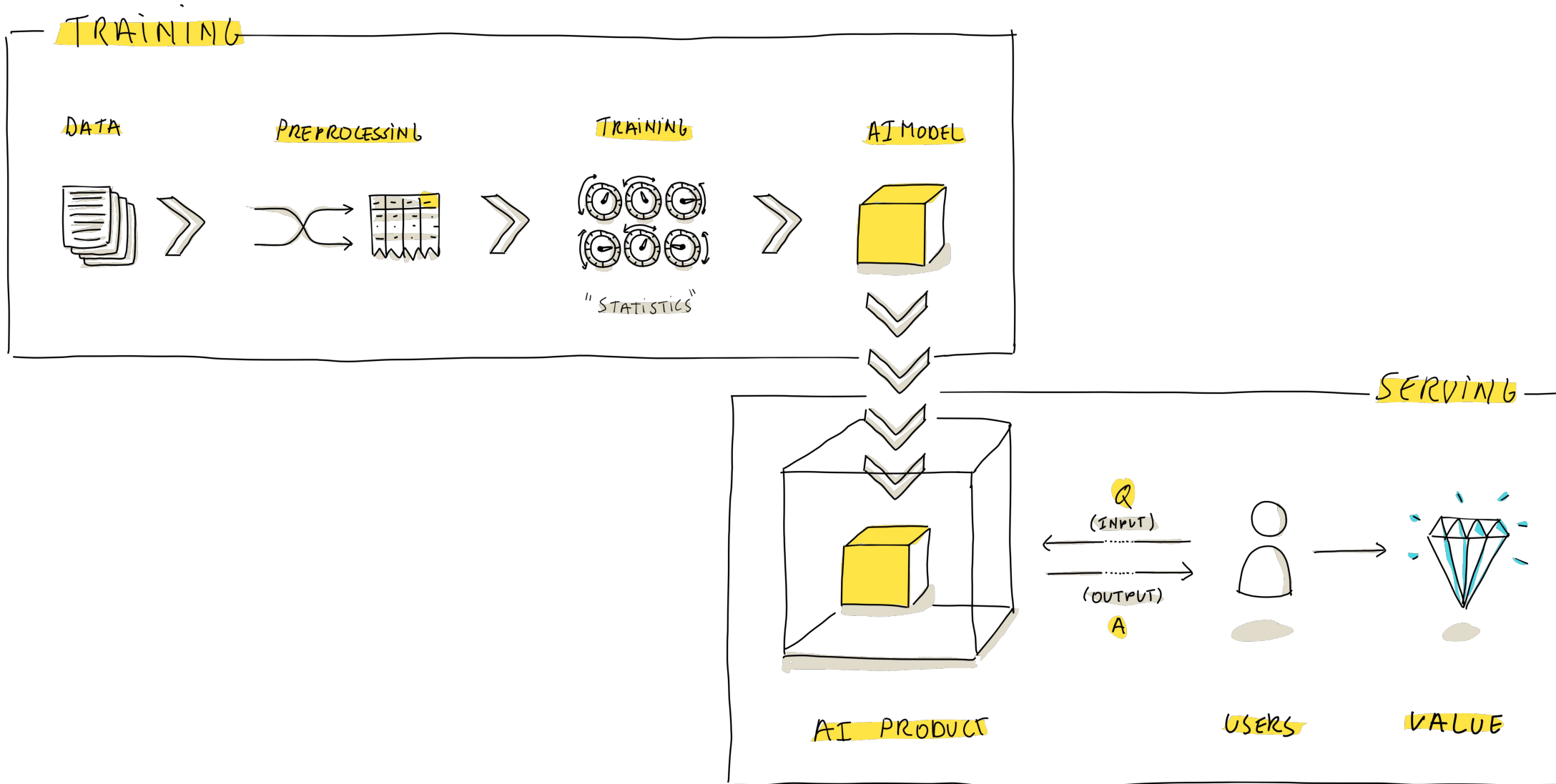
*Where might AI be
usefull in your
business?*

DAY 2

Value from AI

Use Case
Development

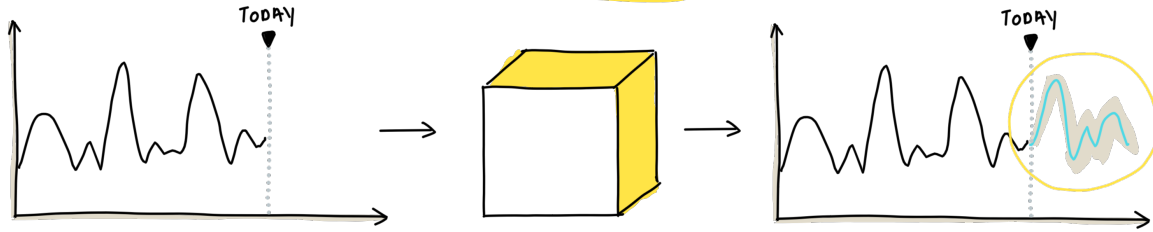
RECAP DAY 1



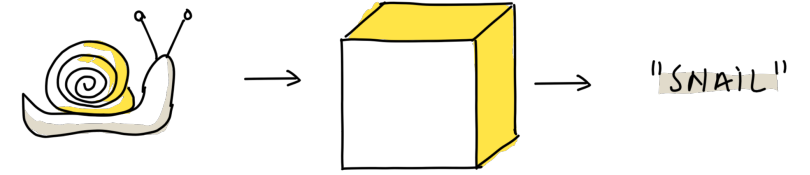
AI Models have Varying Capabilities



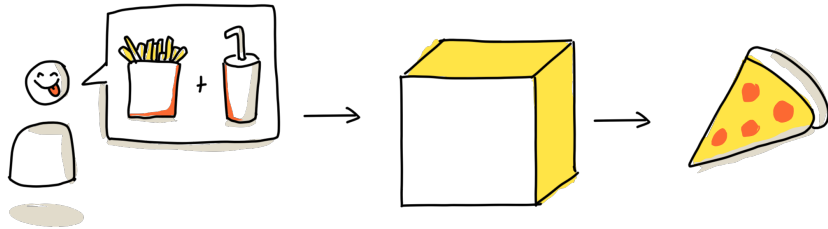
FORECASTING



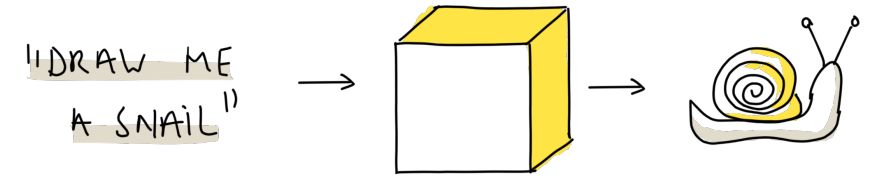
CLASSIFICATION



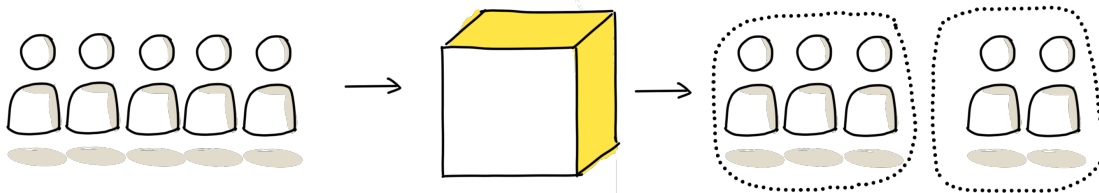
RECOMMENDATION



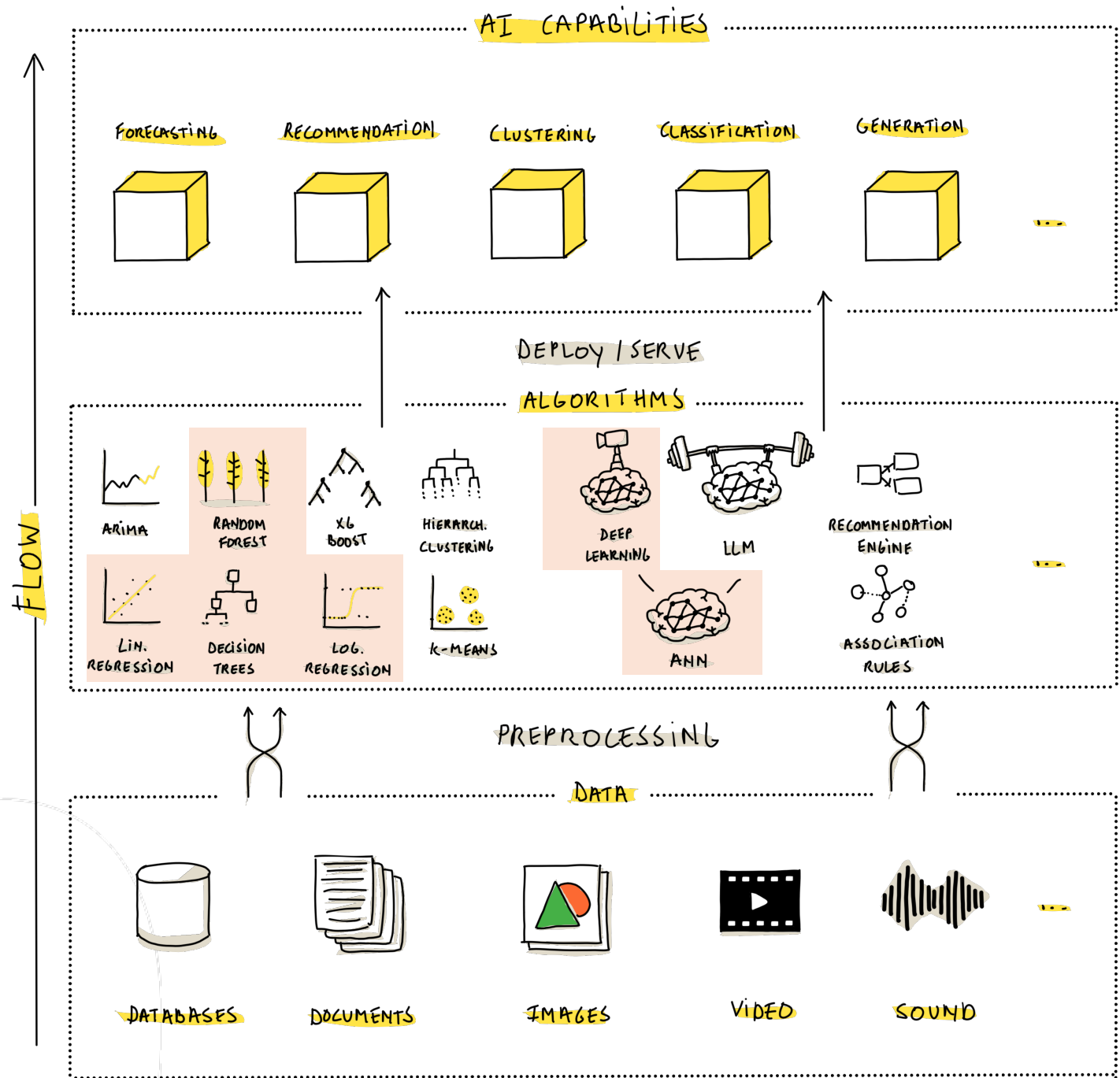
GENERATION



CLUSTERING

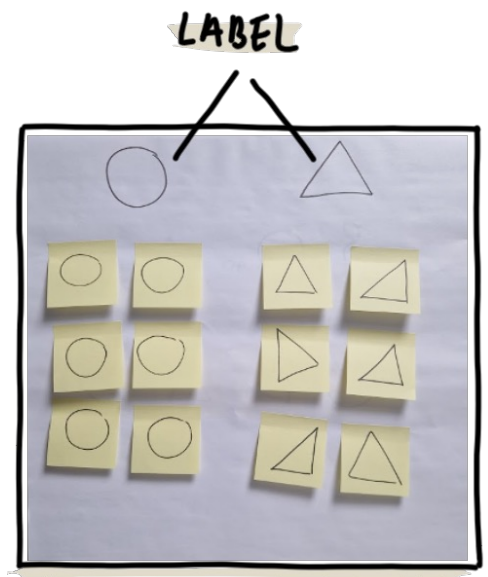


(THERE EXIST MORE)

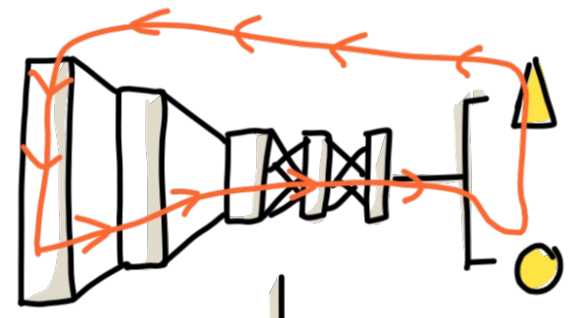


TRAINING

① TRAINING DATA

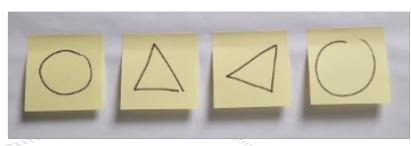


② ANN TRAINING

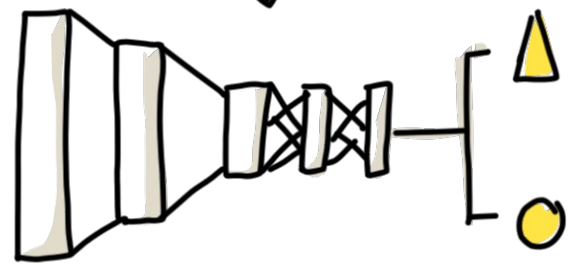


SERVING

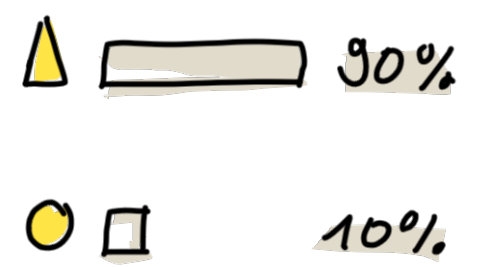
④ NEW DATA



③ TRAINED ANN

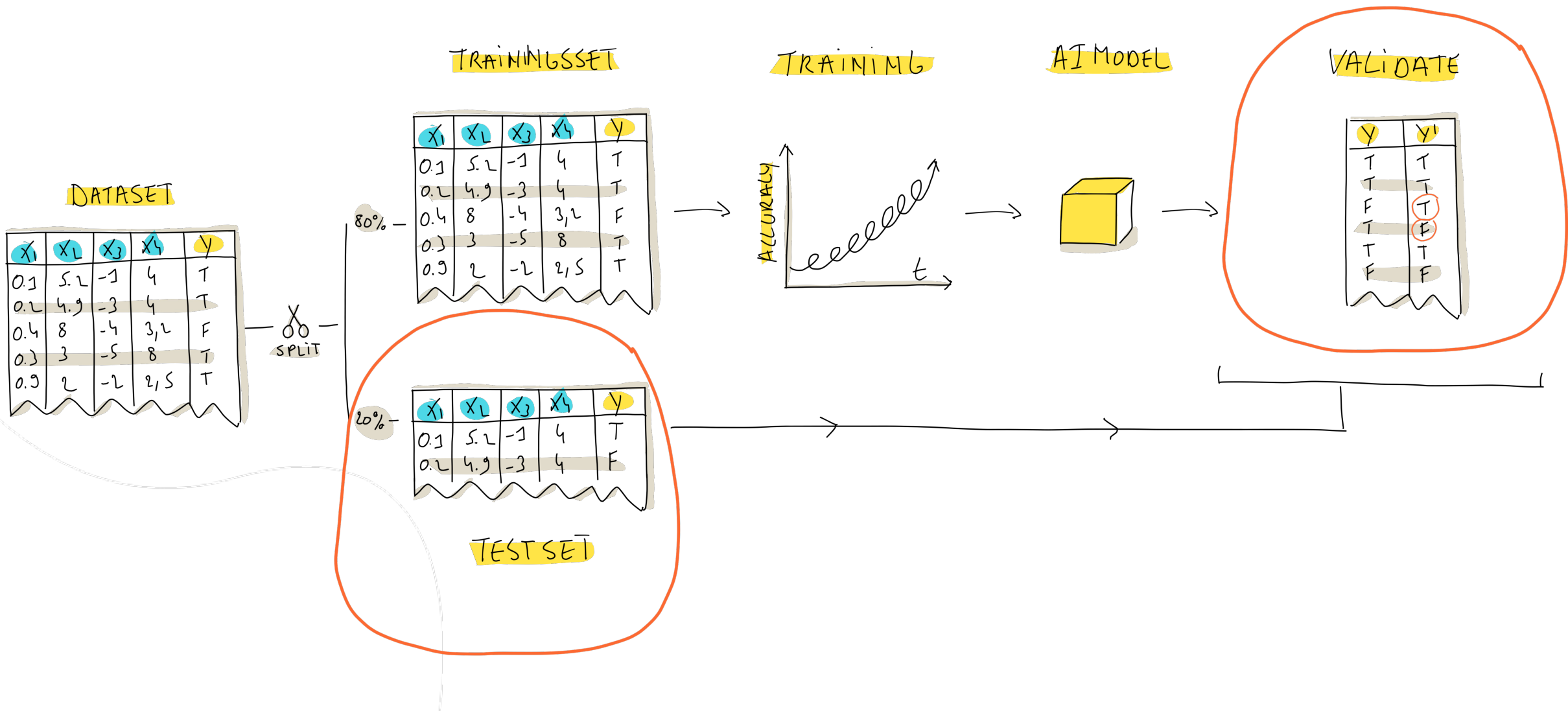


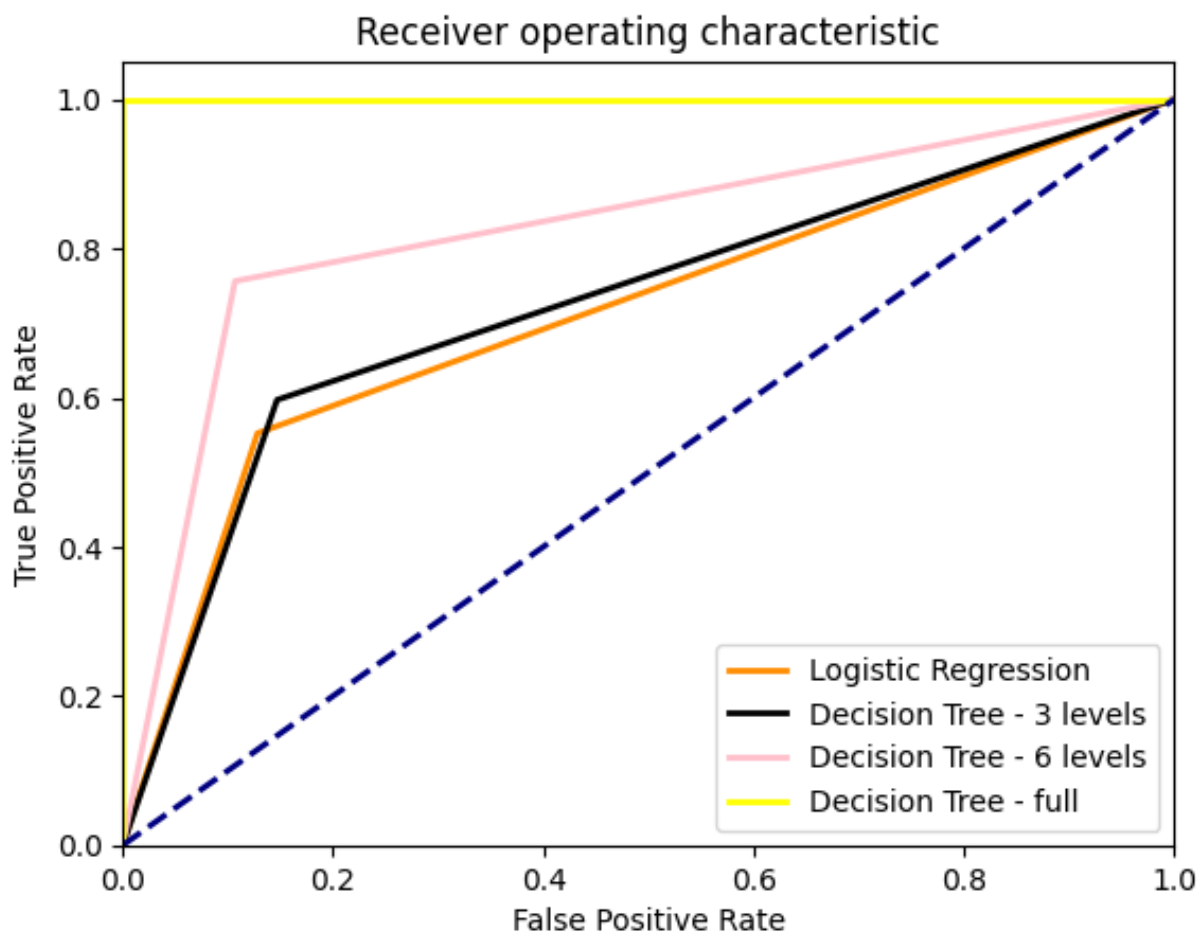
④ PREDICTION



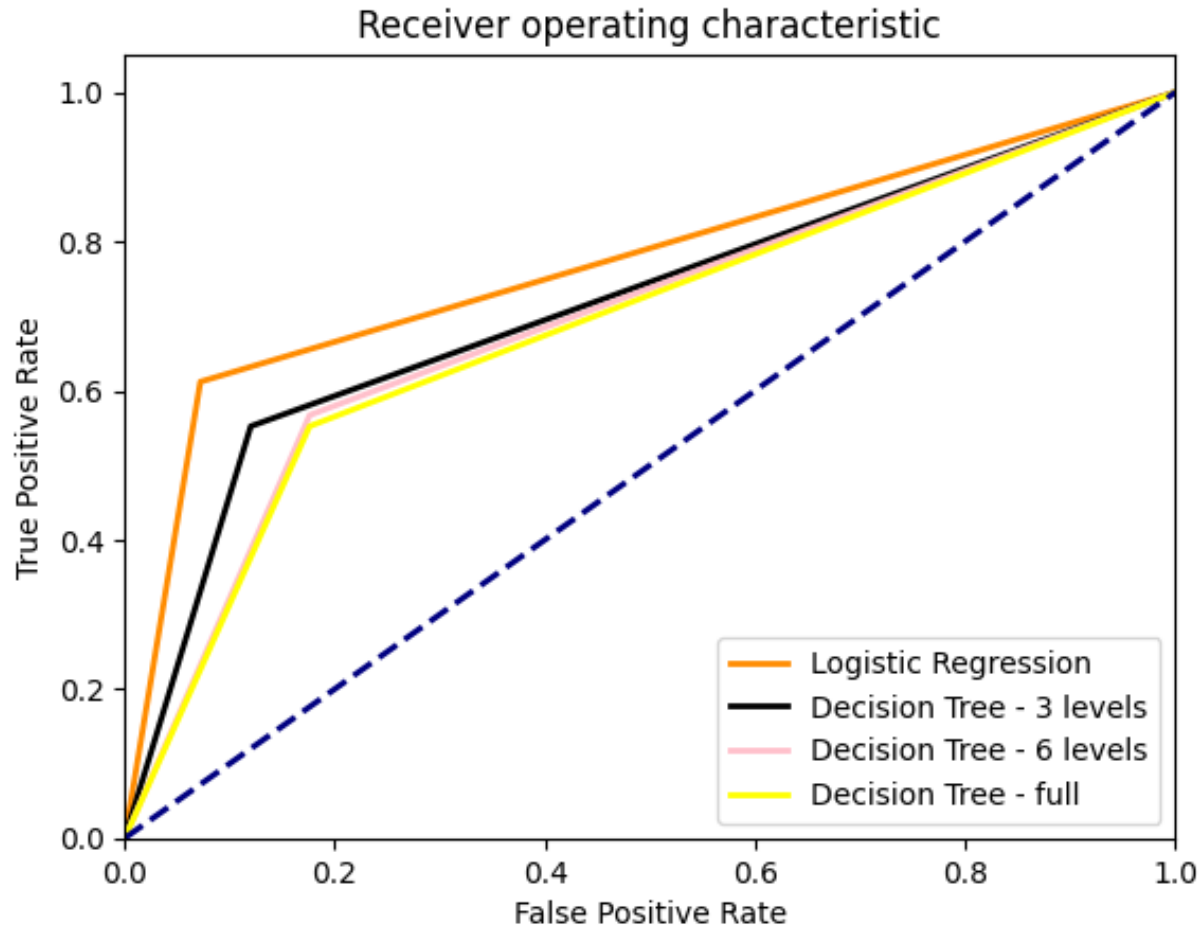


Validation?





Trainingsdata



Testdata



CHURN DETECTION



EMAIL TRIAGE



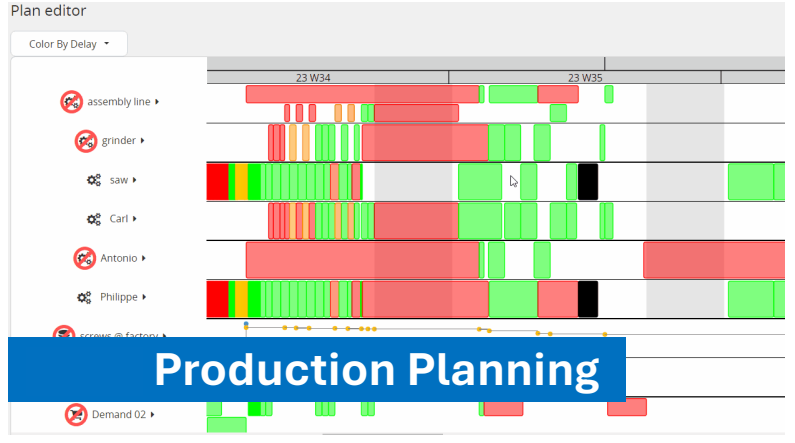
FLOATING WASTE



FRAUD DETECTION



RETAIL



Production Planning



Stimulate Innovation

END RECAP DAY 1



Program

DAY 1

Background about
AI, Models and Use
Cases

*Where might AI be
usefull in your
business?*

DAY 2

Value from AI

Use Case
Development



Table of Contents – Day 2

1. Use Case Elevator Pitch
2. Value Proposition Canvas
3. AI Product Return
4. Alternative Solutions
5. Needed A
6. AI Capabilities
7. Implementation
8. Identify Potential Roadblocks
9. MVP & Validated Learning
10. 10x Thinking
11. AI Portfolio Management

1

USE CASE ELEVATOR PITCH





Our  **help(s)**  **who**

products and services *customer segment*

want to  **by**  **and**

jobs to be done *your own verb (e.g., reducing, avoiding)*

 **unlike**  **)**

your own verb (e.g., increasing, enabling) *competing value proposition*

Tip
Add at the beginning
or end of sentence:



EXERCISE 1: PITCH YOUR USE CASE

Our  **help(s)**  **who**

products and services *customer segment*

want to  **by**  **and**

jobs to be done *your own verb (e.g., reducing, avoiding)*

 **·** **(** **Tip**
Add at the beginning
or end of sentence:
unlike  **)**

your own verb (e.g., increasing, enabling) *competing value proposition*

2

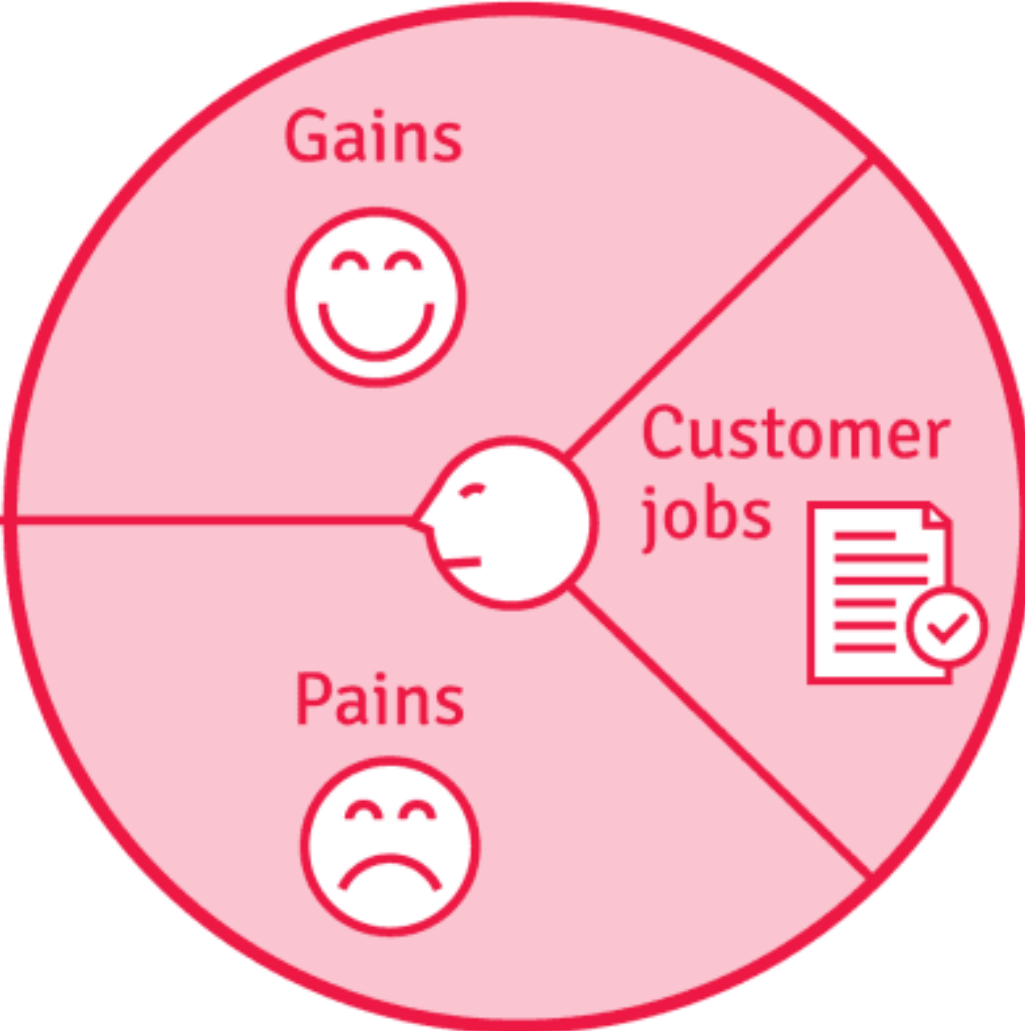
VALUE PROPOSITION CANVAS



Value Proposition



Customer Profile





Value Proposition Canvas

- Customer Profile
- Value Proposition



Value Proposition Canvas

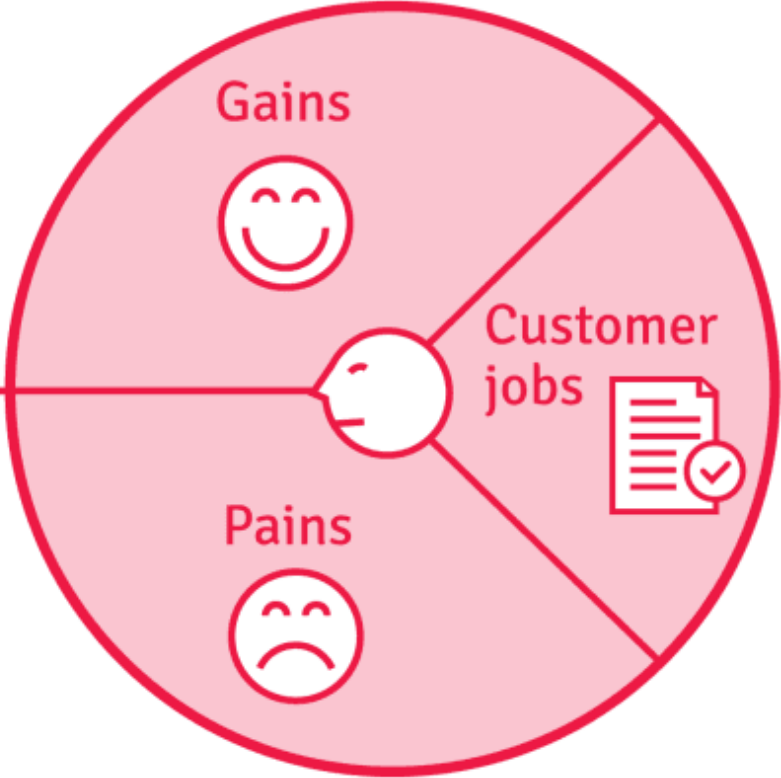
- **Customer Profile**
- Value Proposition



Value Proposition



Customer Profile

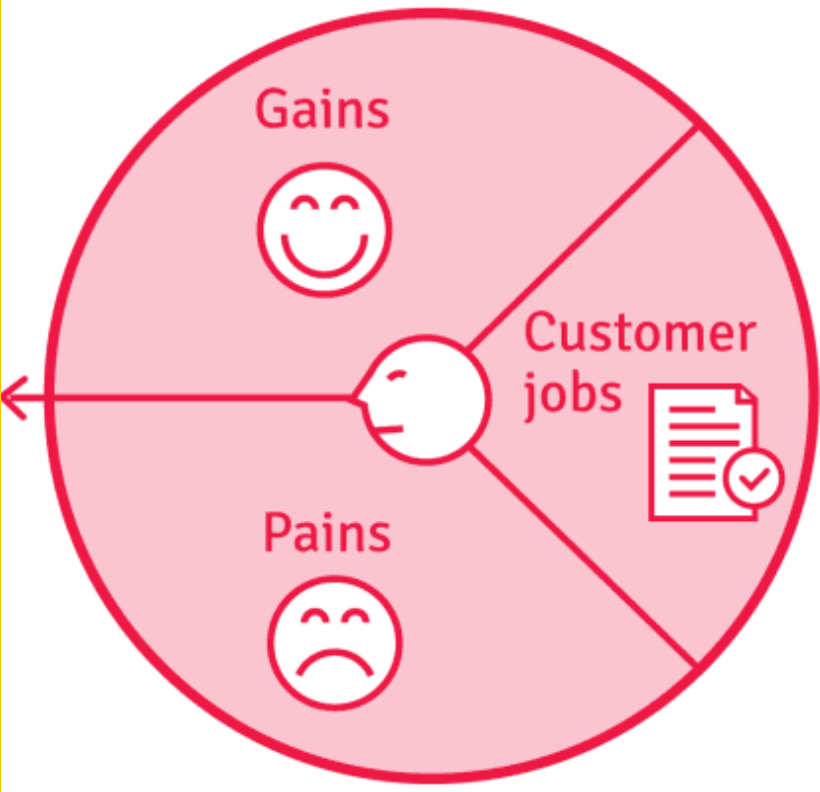




Value Proposition



Customer Profile





NAME

**Brian,
Top Manager**

TYPE

Rational

Goals

Brian is looking for a software product that will boost the team's production and will help bring better results in the long run.

Motivations

- Decrease the time spent on routine operations
- Flat learning curve

Frustrations

- Low ROI
- The product takes way too much time to learn and integrate

NAME

**Chris,
CRM Manager**

TYPE

Artisan

Goals

The main goal for the product is to be easy to use and not a roadblock when trying to solve a particular problem

Motivations

- Intuitive interface
- Easy to learn and use

Frustrations

- Messy navigation
- Not clear what to do at each stage

NAME

**Kevin,
IT Specialist**

TYPE

Guardian

Goals

To get a product that is easy to integrate into the current IT infrastructure and that doesn't require intensive support

Motivations

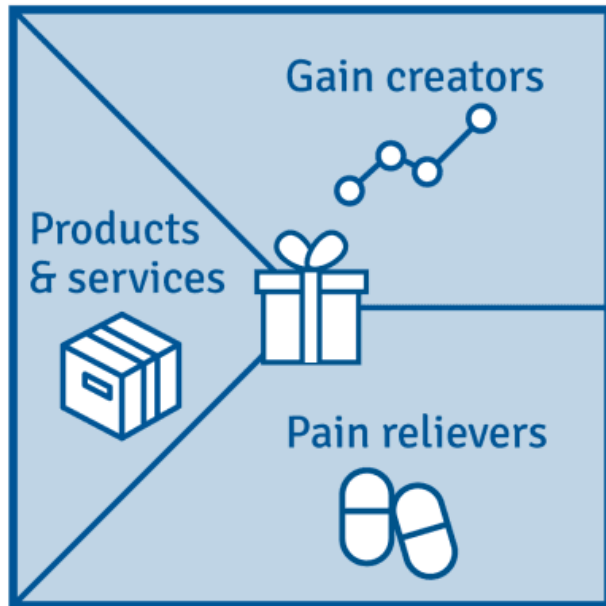
- Easy integration with the current infrastructure
- Security

Frustrations

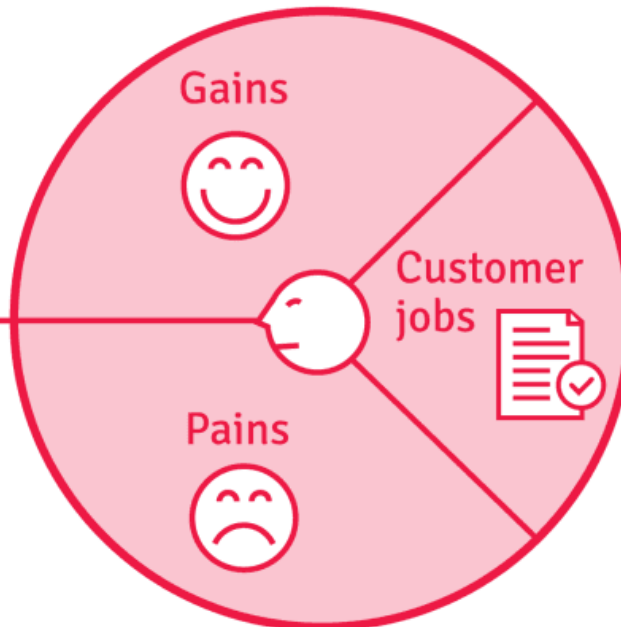
- Requires a lot of support

EXERCISE 2: VPC – CUSTOMER PROFILE

Value Proposition



Customer Profile



- Who are your AI product customers?
- What are their jobs?
- What are their pains/gains?

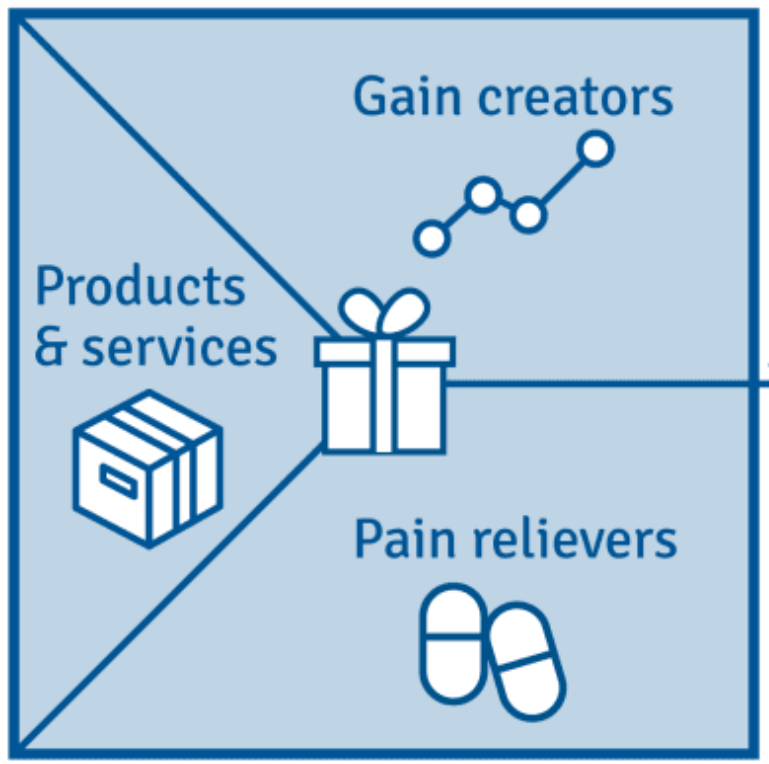


Value Proposition Canvas

- Customer Profile
- **Value Proposition**



Value Proposition



Customer Profile





DataNews

Nieuws ▾

Analyse ▾

Opinies

Reviews

Carrière ▾

Events

AI-tools boosten vooral de productiviteit van de individuele medewerker, niet die van het bedrijf

Charles Boutens

Mede-oprichter en CEO van de Gentse scale-up Uman • 10:50 • Bijgewerkt op: 10:51 •

Bron: Data News •



Value Proposition Canvas

- Customer Profile
- **Value Proposition**
 - Value Stream
 - Data & AI Use Cases
 - Business Value Pyramids

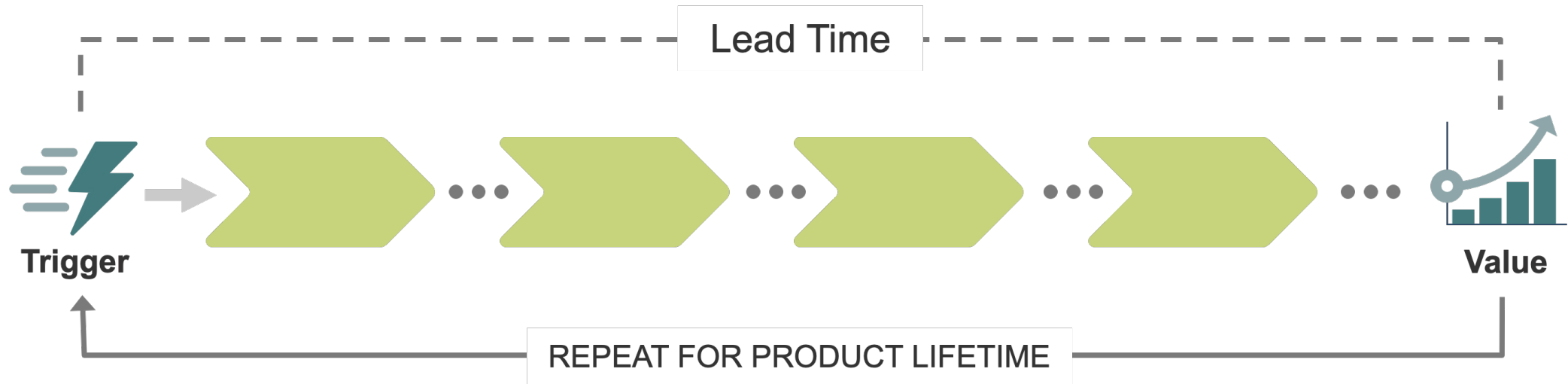


Value Proposition Canvas

- Customer Profile
- **Value Proposition**
 - **Value Stream**
 - Data & AI Use Cases
 - Business Value Pyramids



Value Stream



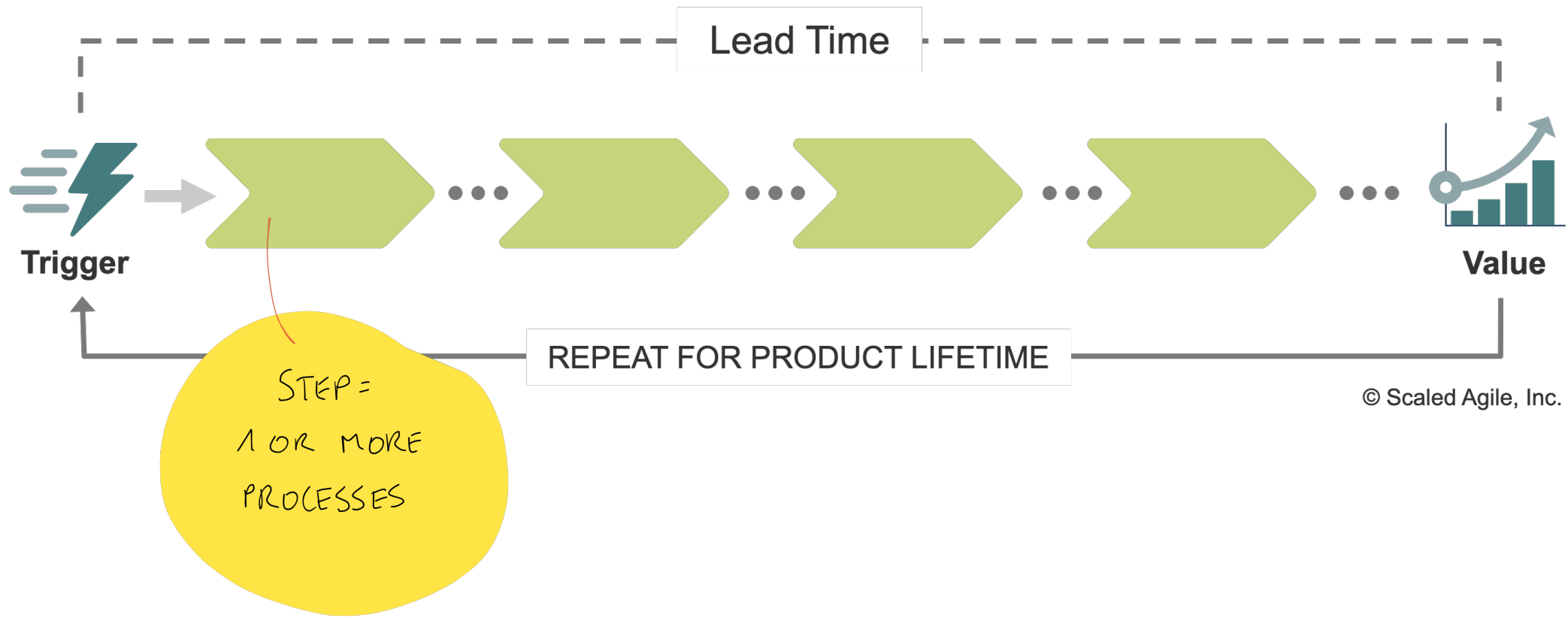


Value Stream

- The sequence of activities needed to deliver a product or service to a customer.
- Components:
 - **Trigger** - A request for a product or service, initiates the flow.
 - **Steps** – Activities needed to process the order. Each step takes time to complete.
 - **Lead time** - The sum of all the processing-step times, plus the delay periods between them, is the ‘total lead time’
 - **Value** – The delivered added value by the product or service for the customer

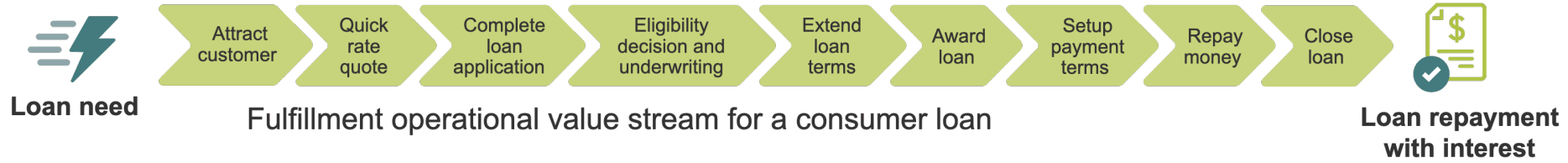


Value Stream



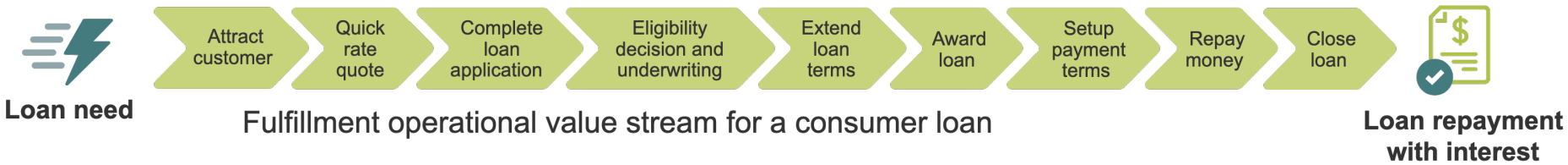


Value Stream: Examples





Value Stream: Examples



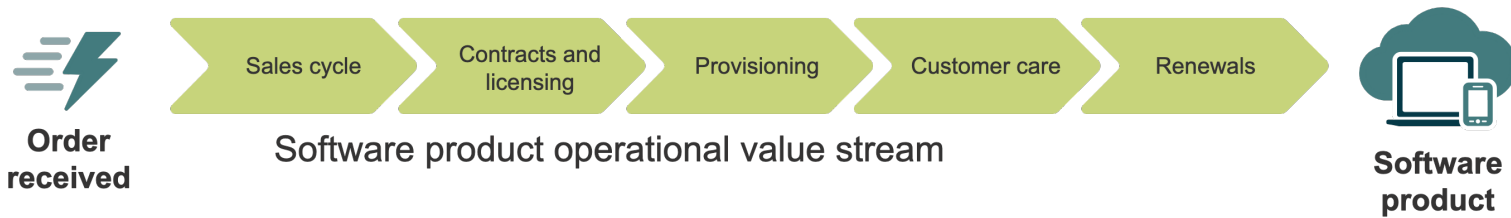
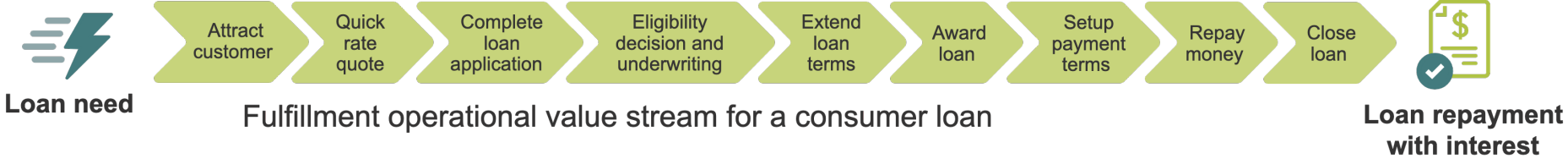
Fulfillment operational value stream for a consumer loan



Manufacturing operational value stream for a vehicle

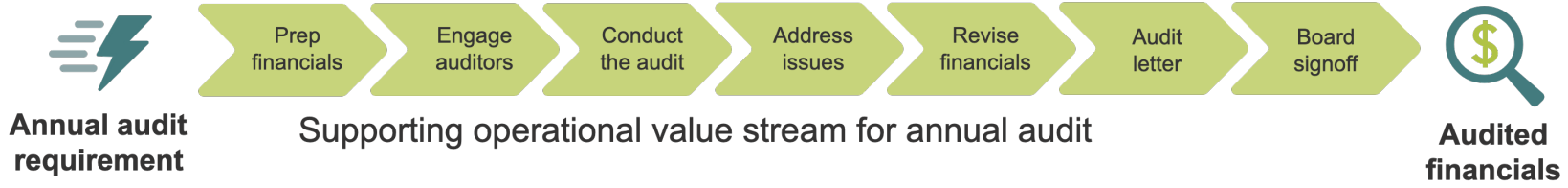
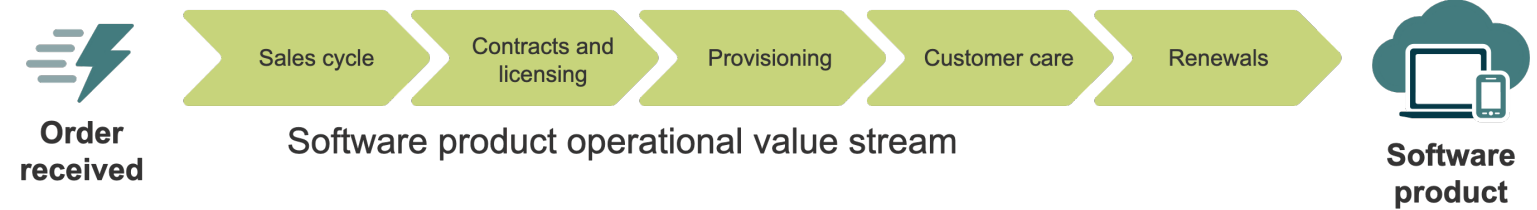
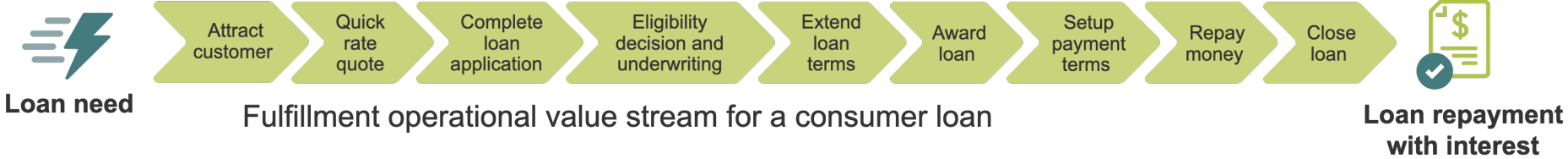


Value Stream: Examples



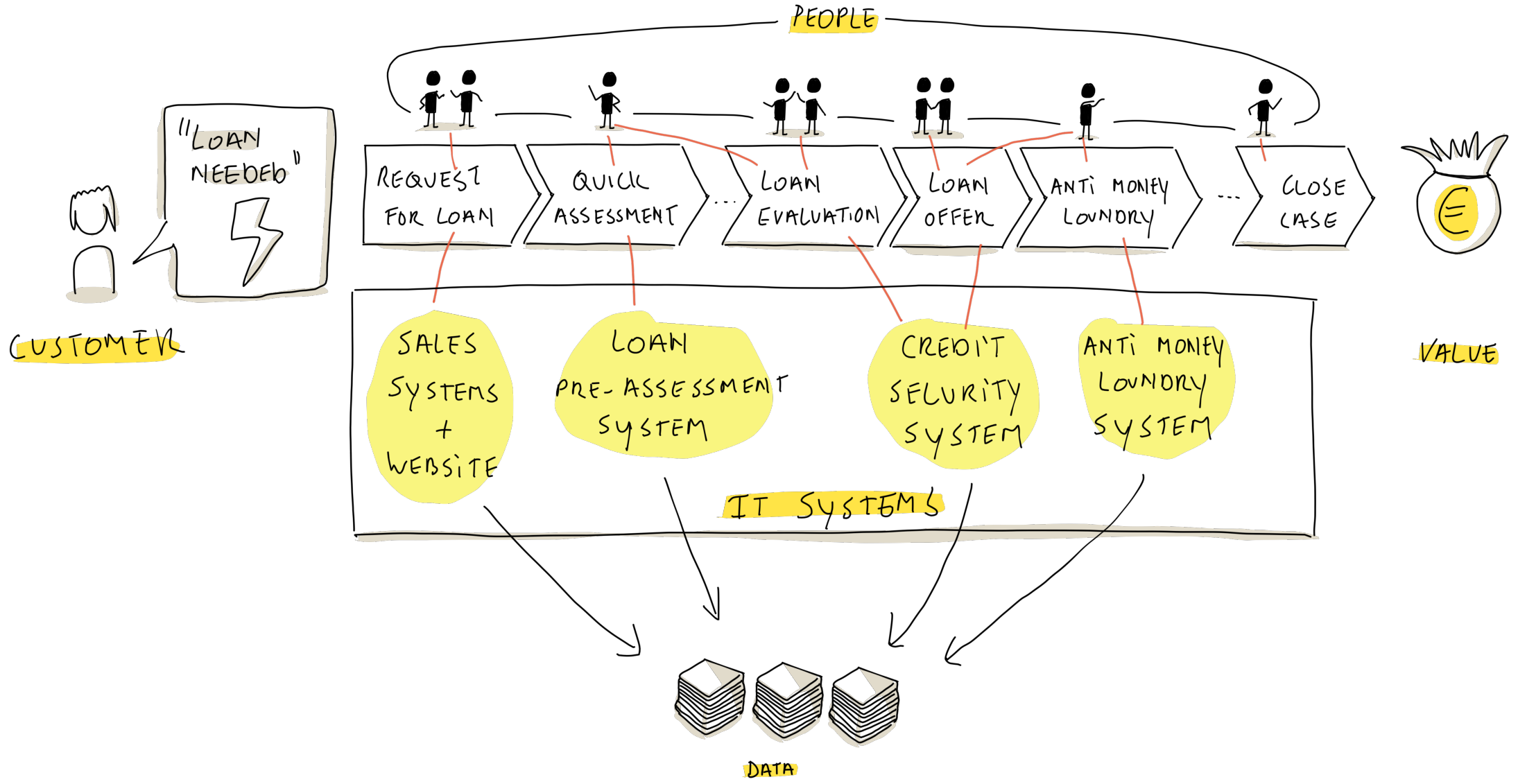


Value Stream: Examples





Value Streams & Data





Value Proposition Canvas

- Customer Profile
- **Value Proposition**
 - Value Stream
 - **Data & AI Use Cases**
 - Business Value Pyramids

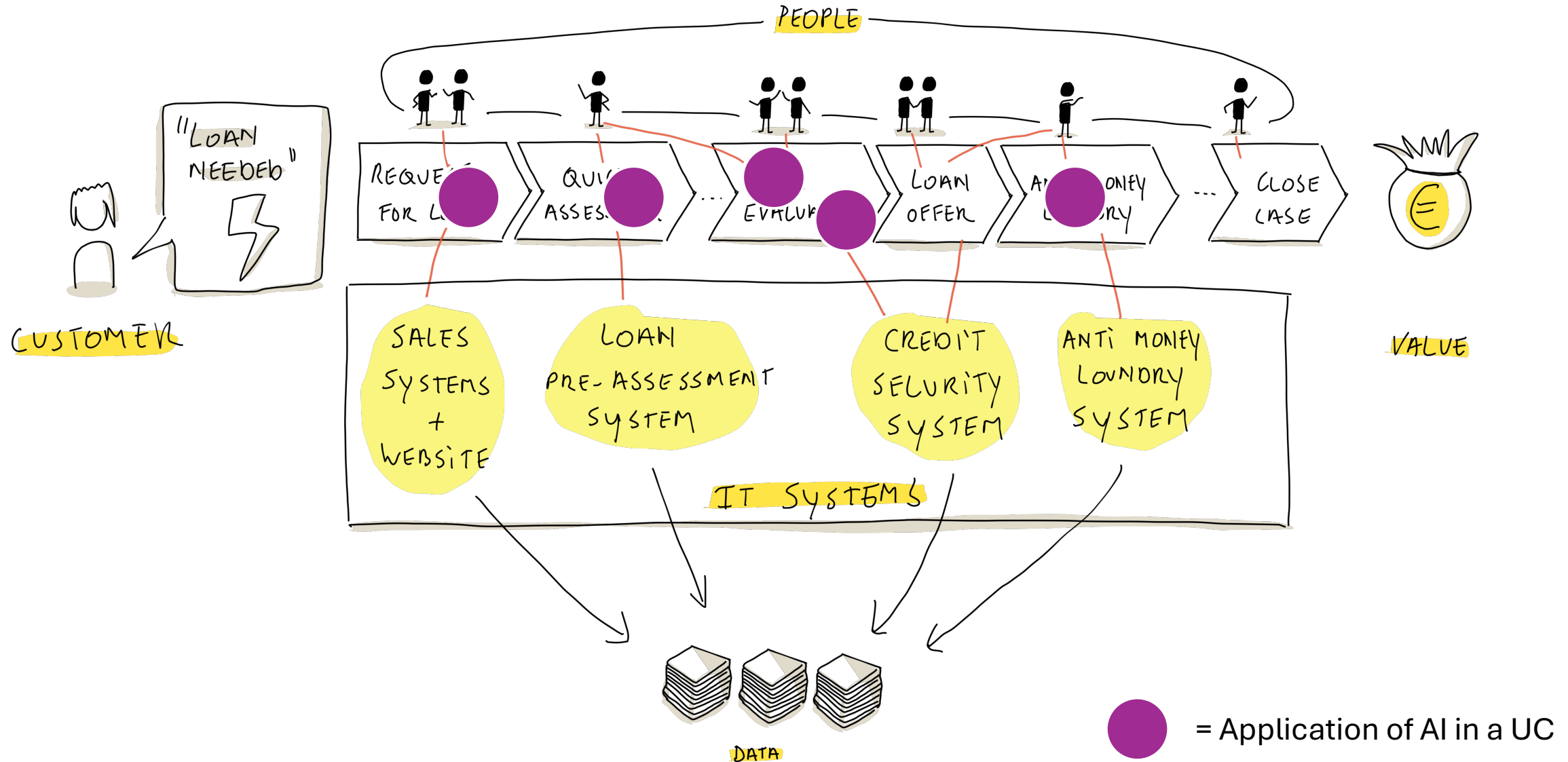


Data & AI Use Case (UC)

- = A specific scenario in which data is leveraged to achieve a **Particular Business Objective** or solve a business problem.
- Demonstrate how data can Improve the Value Chain of an organization to add **Measurable Business Value**.
- **Business Value** = The overall benefit that an organization derives from its value chain (activities, processes, or assets) encompassing both tangible and intangible outcomes.
- Business Value is created for company stakeholders:
 - Customers,
 - Employees,
 - Shareholders,
 - Society

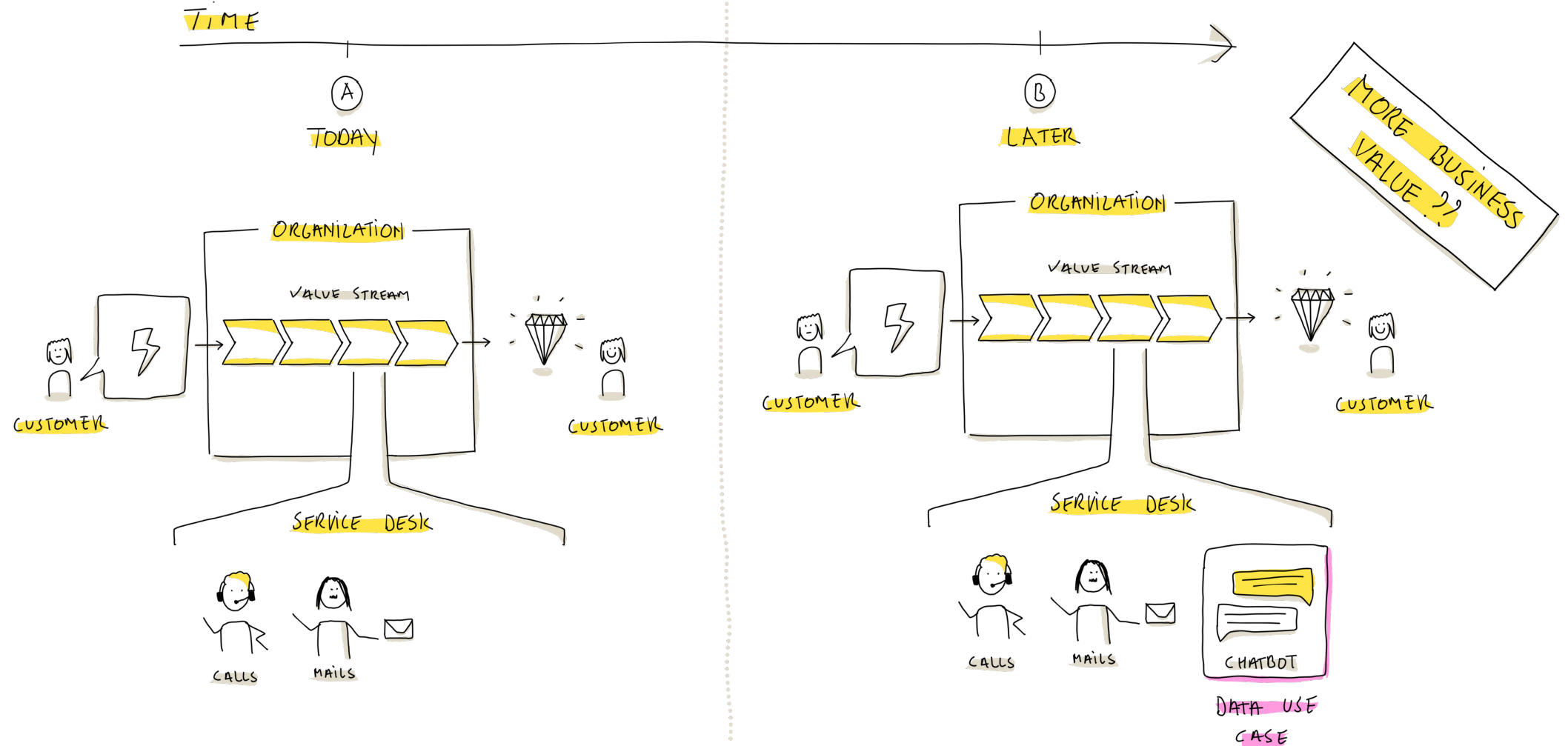


Use Cases in the Value Stream



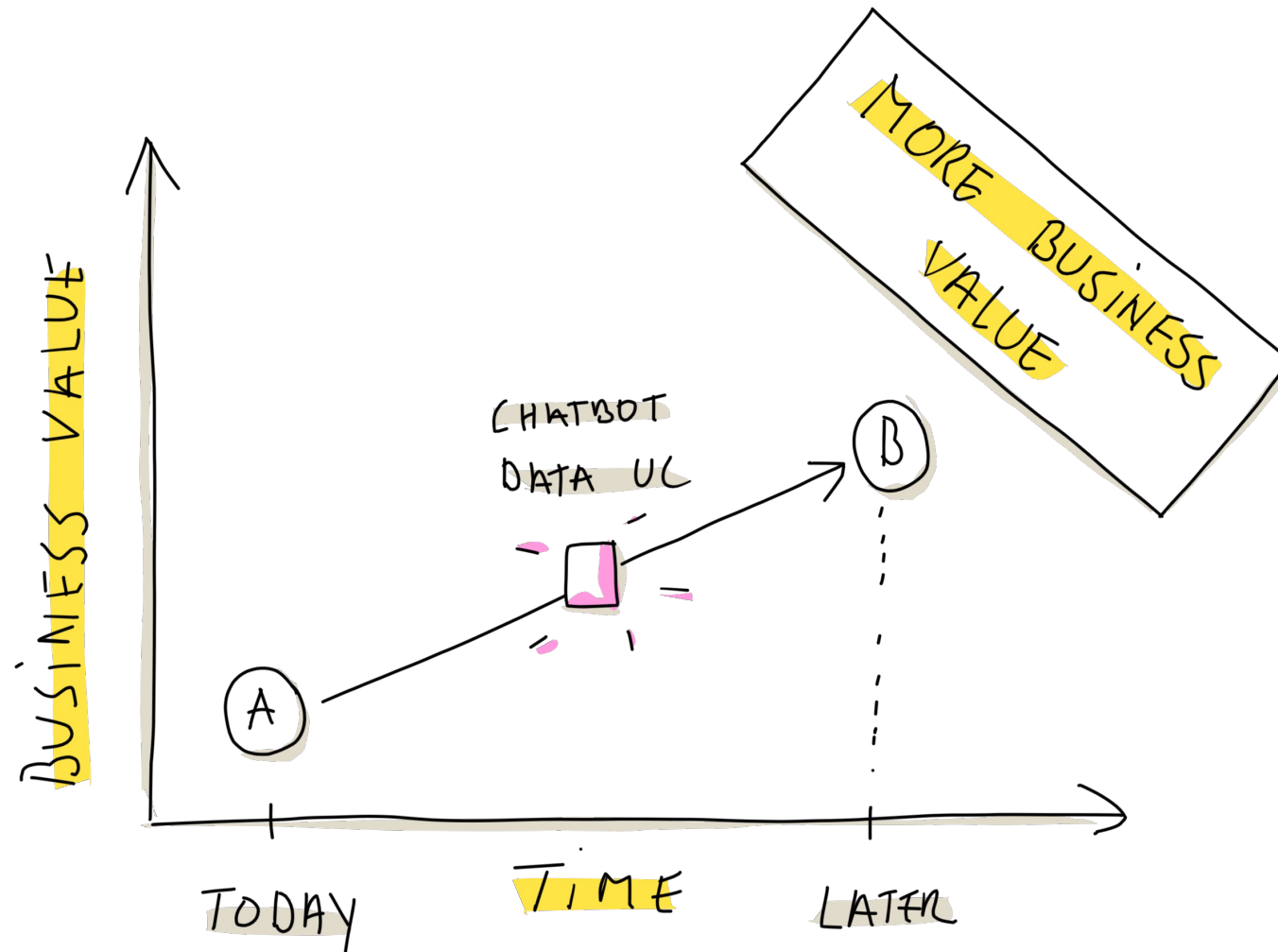


Data UC: Service Desk Example

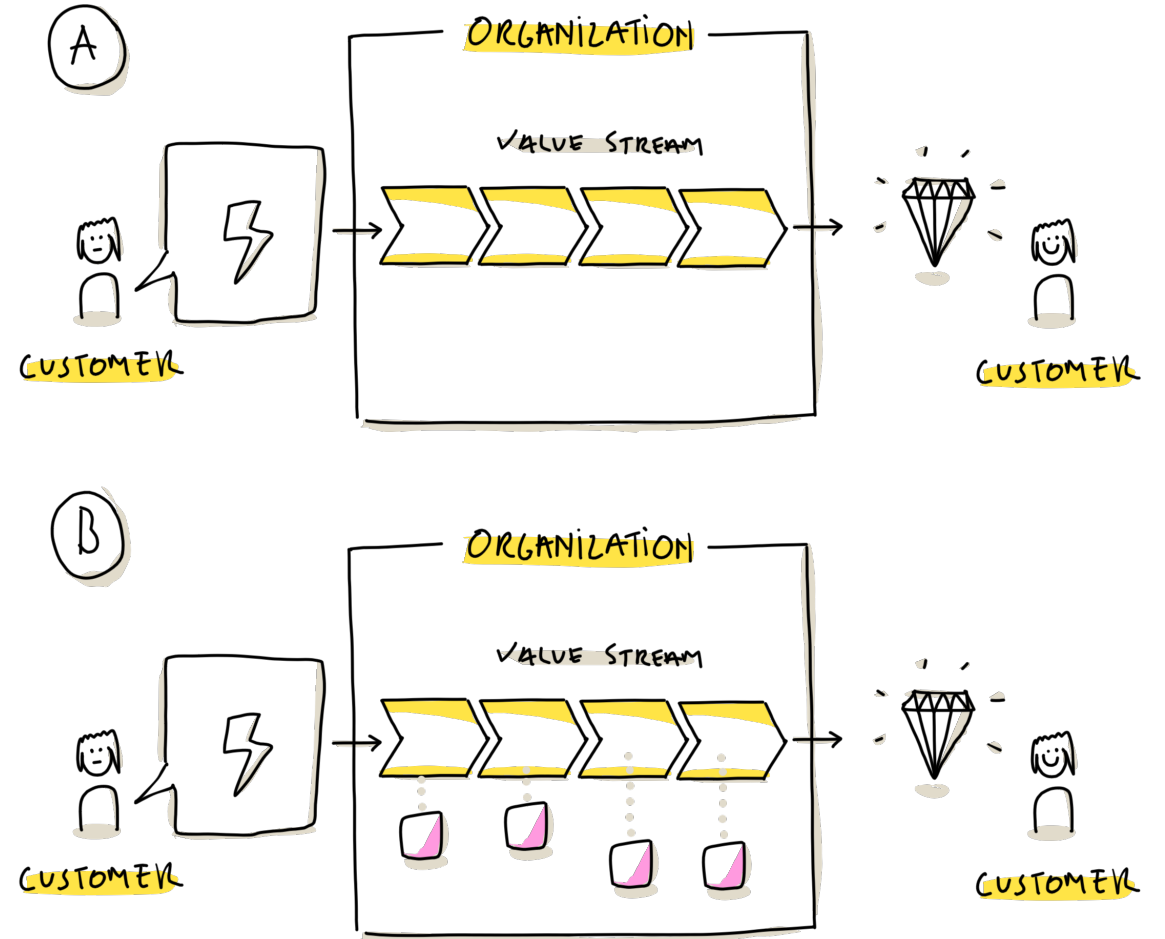
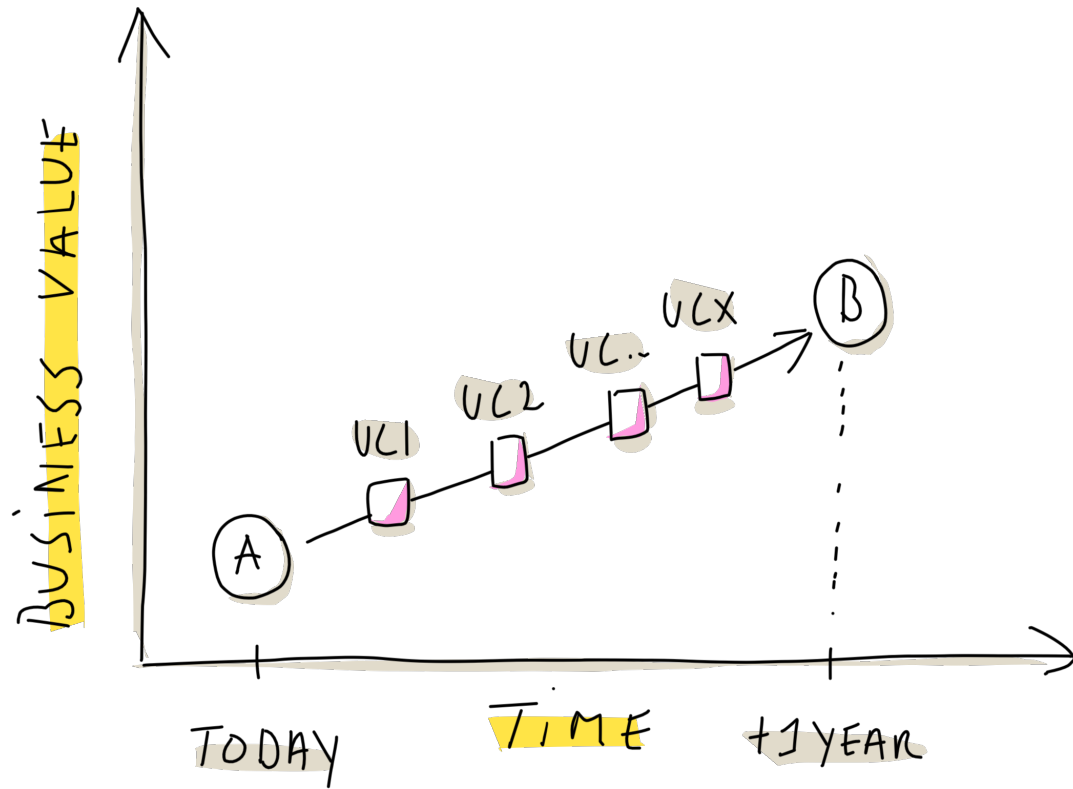




Data UC: Service Desk Example

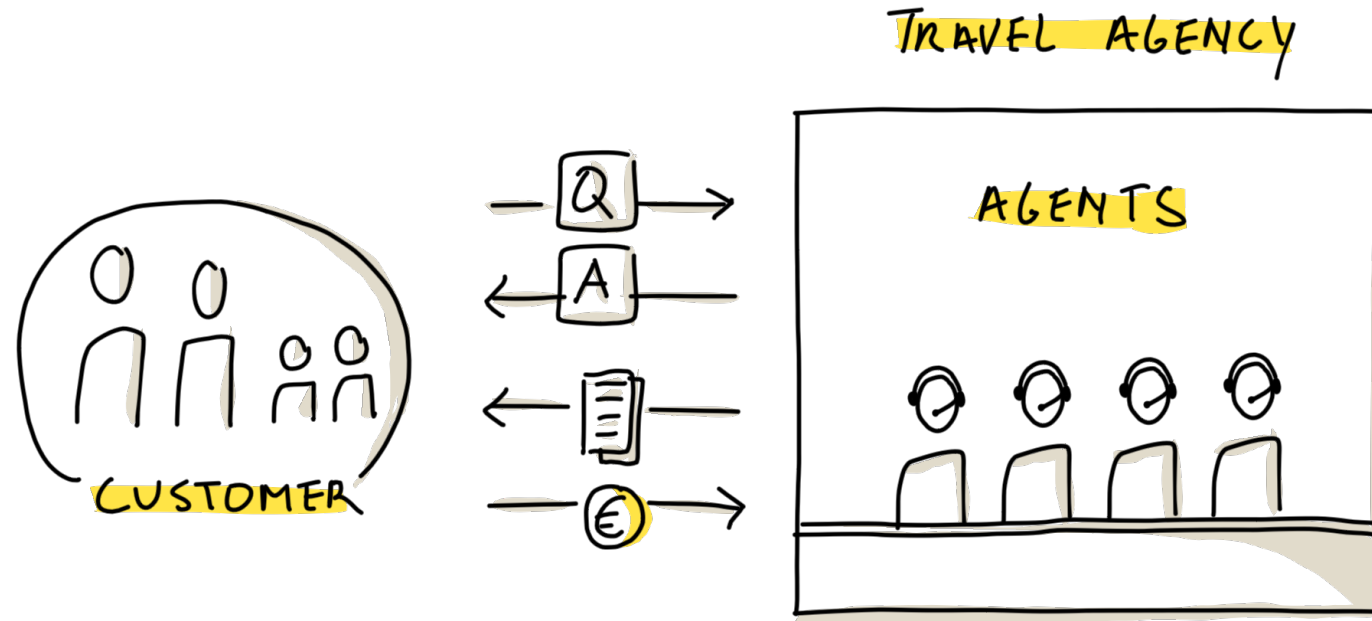


Data UCs: Generic Overview



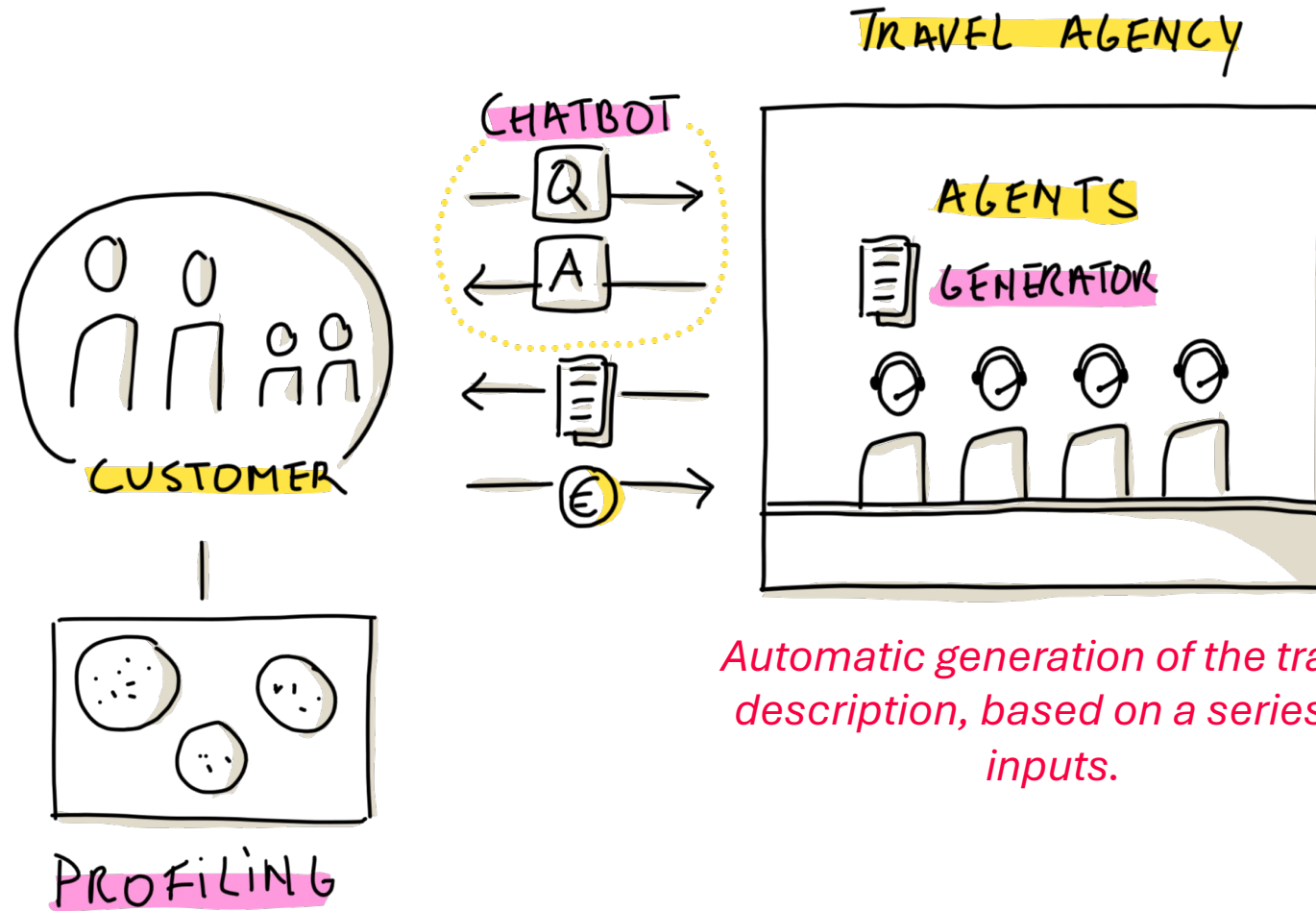


Example: Travel Agency





Example: Travel Agency

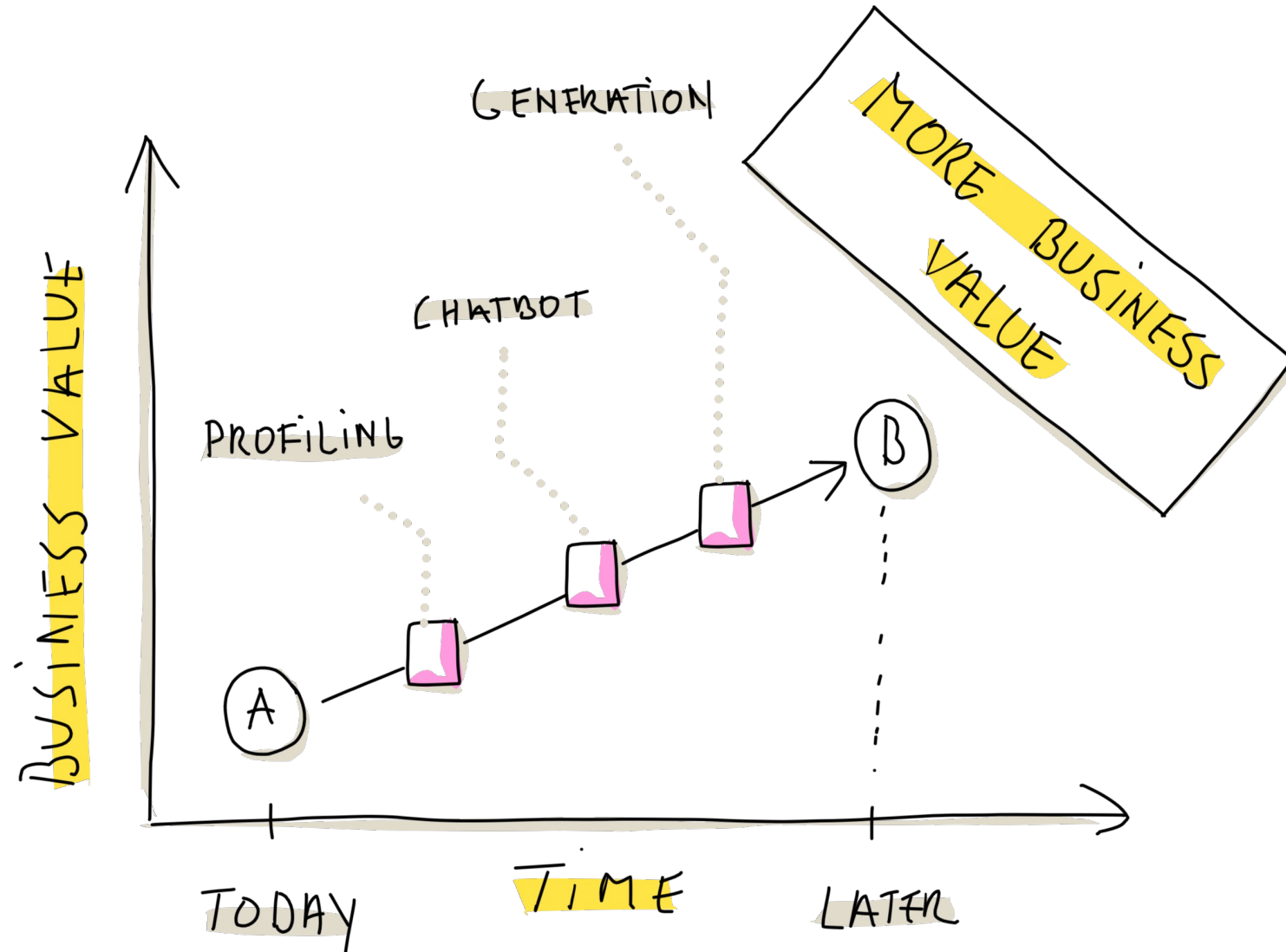


Data-driven profiling of your customers (group travelers, big spenders, ...)

Automatic generation of the travel description, based on a series of inputs.



Example: Travel Agency





Value Proposition Canvas

- Customer Profile
- **Value Proposition**
 - Value Stream
 - Data & AI Use Cases
 - **Business Value Pyramids**



Value Pyramids

- Delineate the objective and subjective **Criteria of Business Value** for various stakeholders.
- **Business-to-Consumer (B2C)** Pyramid:
 - Stakeholder focus: The customer
 - Question: What motivates customers to buy your product or service?
 - Value: The more customers, the more value for your organization
- **Business-to-Business (B2B)** Pyramid:
 - Stakeholder focus: Your organization, company owner and its shareholders
 - Question: How to reach your organization's business objectives?
- Online reference: [Bain Inc. – Elements of Value](#)

B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?



Social-impact elements

THE B2C VALUE PYRAMID



SELF-TRANSCENDENCE

Life-changing elements



PROVIDES HOPE



SELF-ACTUALIZATION



MOTIVATION



HEIRLOOM



AFFILIATION AND BELONGING

Emotional elements



REDUCES ANXIETY



REWARDS ME



NOSTALGIA



DESIGN/AESTHETICS



BADGE VALUE



WELLNESS



THERAPEUTIC VALUE



FUN/ENTERTAINMENT



ATTRACTIVENESS



PROVIDES ACCESS

Functional elements



SAVES TIME



SIMPLIFIES



MAKES MONEY



REDUCES RISK



ORGANIZES



INTEGRATES



CONNECTS



REDUCES EFFORT



AVOIDS HASSLES



REDUCES COST



QUALITY



VARIETY



SENSORY APPEAL



INFORMS

SOCIAL IMPACT ELEMENTS

Customers buy your product because it connects with something larger, such as other **people**, **nature**, or a **higher power**.



TRIGGER

LIFE CHANGING ELEMENTS

Customers buy your product instead of others because it **guides them in life changing events**. For example, **providing hope** or **motivation**.



TRIGGER

EMOTIONAL ELEMENTS

Customers buy your product instead of others because it triggers emotions. For example, **nostalgia** or a **fun/entertaining factor**.



TRIGGER

FUNCTIONAL ELEMENTS

Customers buy your product because it **fulfills their needs**. For example, it helps them to **make money** or it **reduces effort**.



TRIGGER

B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?



Social-impact elements

THE B2C VALUE PYRAMID



SELF-TRANSCENDENCE

Life-changing elements



PROVIDES HOPE



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TRIGGER



B2C

B2B

SAVES TIME

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Life-changing elements

Emotional elements

Functional elements

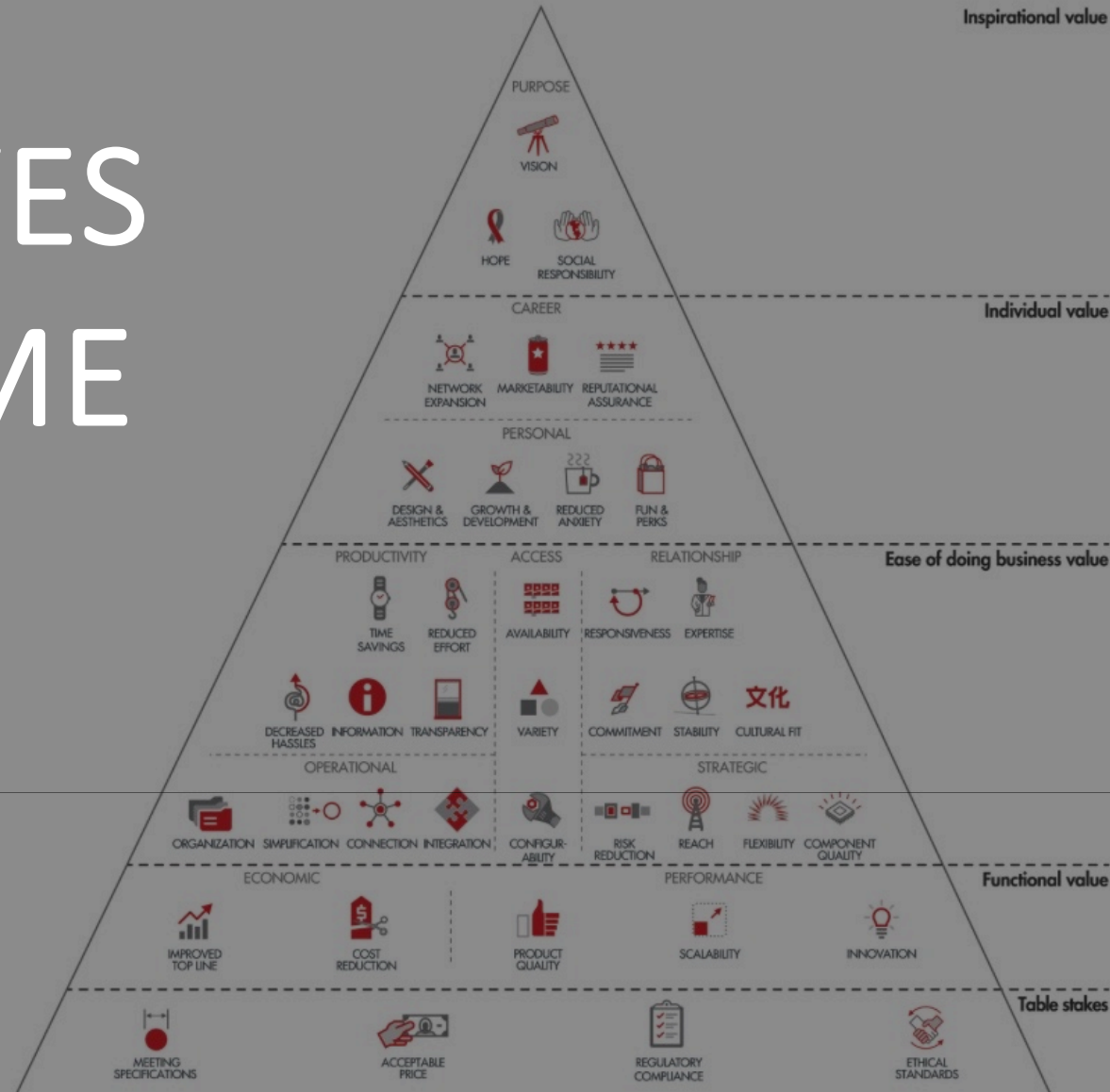
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



trivago



Park Hotel

★★★★ Hotel

Rome, Italy

8.7 Excellent (1402 reviews)



Hotel site

\$220

per night

View deal >

Hotels.com

\$250

per night

Our lowest price

\$220

per night





B2C

B2B

MAKES MONEY

Social-impact elements

Life-changing elements

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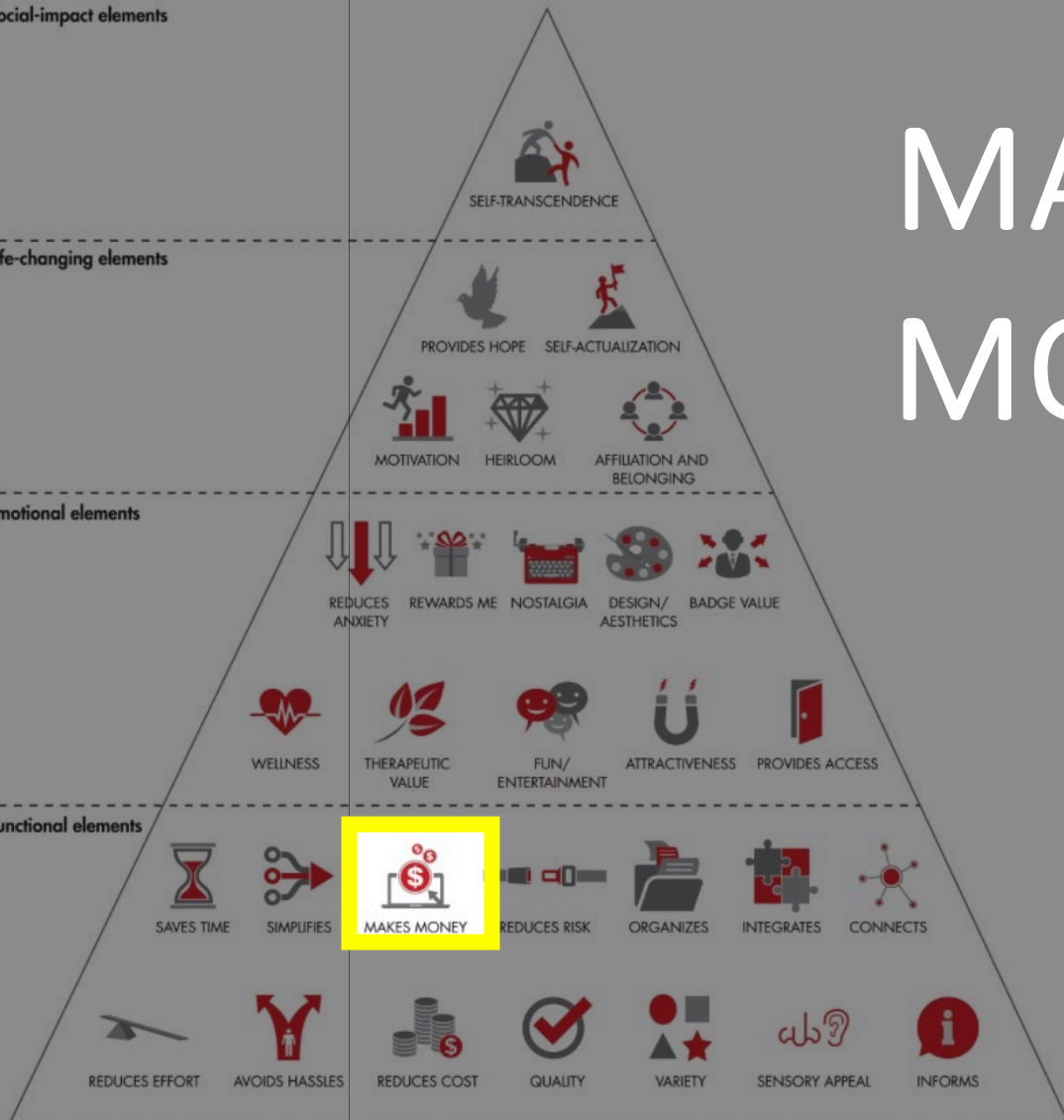
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B2C

B2B

INFORMS

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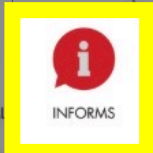
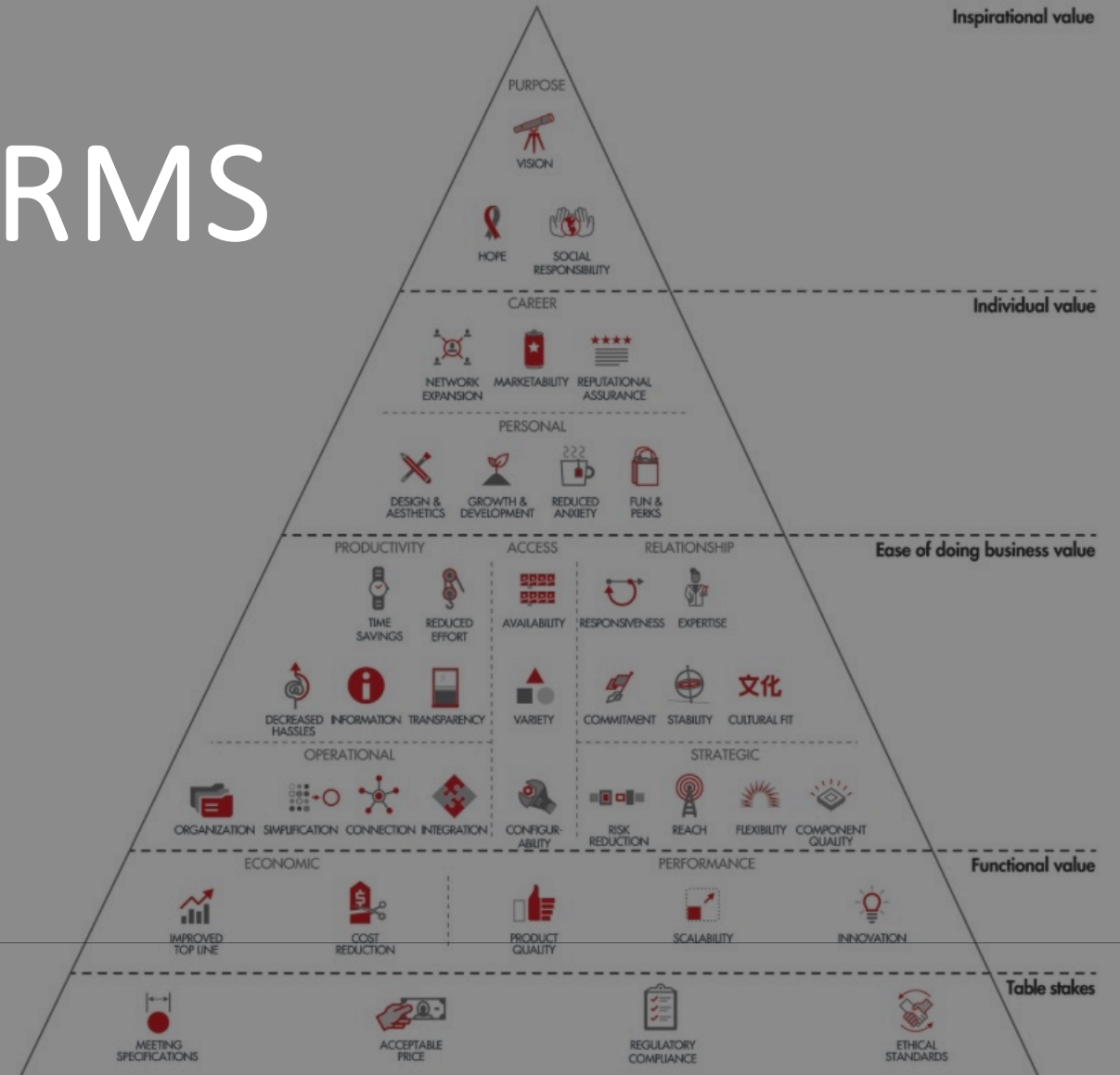
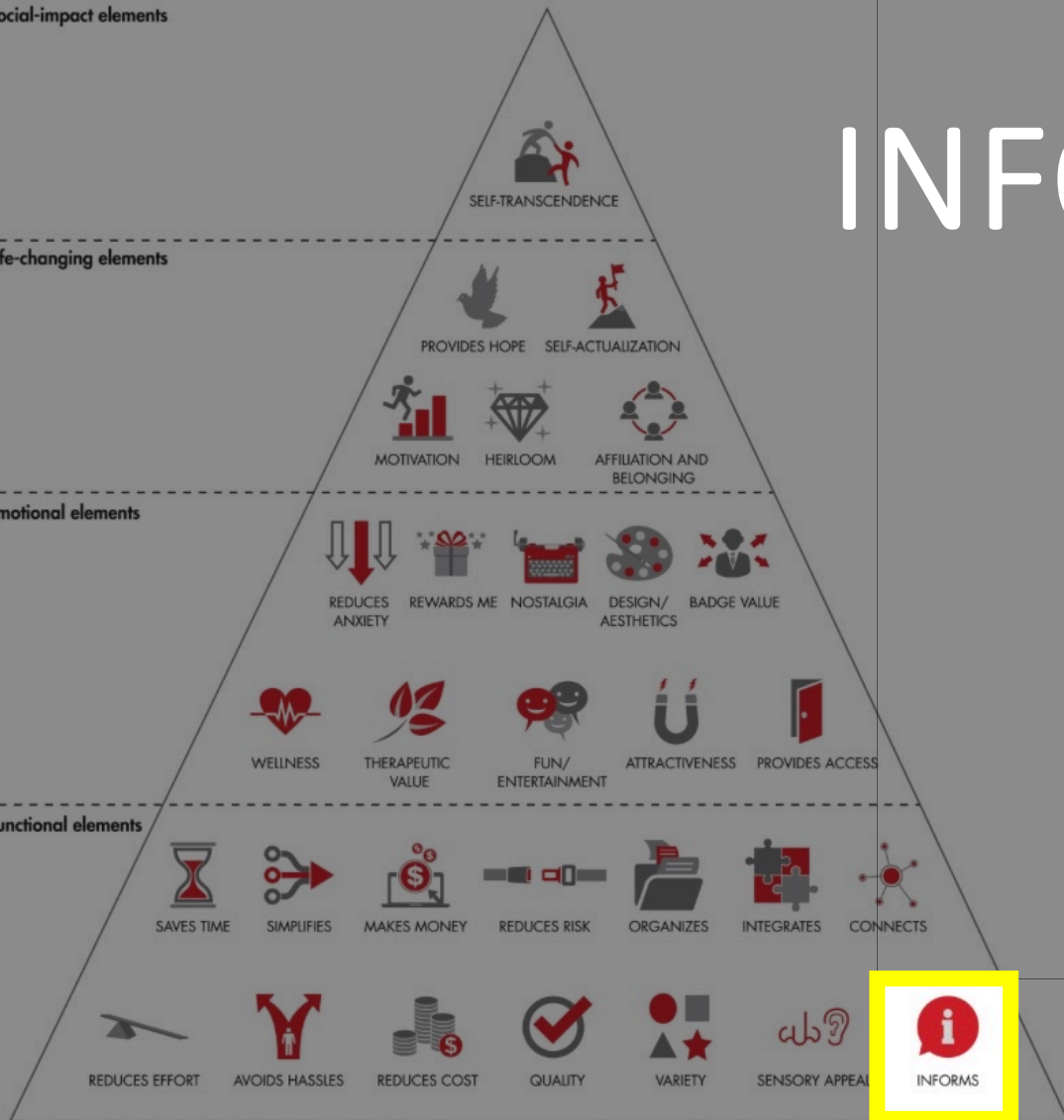
Inspirational value

Individual value

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Functional value

Table stakes





Round trip 1 Economy

Chicago ORD ↔ Los Angeles LAX Fri, Feb 24 < > Mon, Feb 27 < >

- All filters
- Stops
- Airlines
- Bags
- Price
- Times
- Emissions
- Connecting airports
- Duration




Track prices Feb 24-27 Any dates

Date grid Price graph

Travel Feb 25-27 for \$118
Change dates


Best departing flights

Ranked based on price and convenience Prices include required taxes + fees for 1 adult. Optional charges and bag fees may apply.

	6:00 AM – 8:46 AM Spirit	4 hr 46 min ORD-LAX	Nonstop	166 kg CO ₂ -6% emissions	\$184 round trip
	6:10 PM – 8:26 PM United	4 hr 16 min ORD-LAX	Nonstop	157 kg CO ₂ -11% emissions	\$250 round trip
	5:15 PM – 7:44 PM American	4 hr 29 min ORD-LAX	Nonstop	178 kg CO ₂ Avg emissions	\$268 round trip

Prices are currently typical for your search [View price history](#)

Other departing flights

	2:10 PM – 8:10 PM Delta	8 hr ORD-LAX	1 stop 43 min SEA	364 kg CO ₂ +105% emissions	\$239 round trip
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B2C

B2B

REDUCES EFFORT

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes

SELF-TRANSCENDENCE

PROVIDES HOPE SELF-ACTUALIZATION

MOTIVATION HEIRLOOM AFFILIATION AND BELONGING

REDUCES ANXIETY REWARDS ME NOSTALGIA DESIGN/AESTHETICS BADGE VALUE

WELLNESS THERAPEUTIC VALUE FUN/ENTERTAINMENT ATTRACTIVENESS PROVIDES ACCESS

SAVES TIME SIMPLIFIES MAKES MONEY REDUCES RISK ORGANIZES INTEGRATES CONNECTS

REDUCES EFFORT

AVOIDS HASSLES REDUCES COST QUALITY VARIETY SENSORY APPEAL INFORMS

PURPOSE

VISION

HOPE SOCIAL RESPONSIBILITY

CAREER

NETWORK EXPANSION MARKETABILITY REPUTATIONAL ASSURANCE

PERSONAL

DESIGN & AESTHETICS GROWTH & DEVELOPMENT REDUCED ANXIETY FUN & PERKS

PRODUCTIVITY ACCESS RELATIONSHIP

TIME SAVINGS REDUCED EFFORT AVAILABILITY RESPONSIVENESS EXPERTISE

DECREASED HASSLES INFORMATION TRANSPARENCY VARIETY COMMITMENT STABILITY CULTURAL FIT

OPERATIONAL STRATEGIC

ORGANIZATION SIMPLIFICATION CONNECTION INTEGRATION CONFIGURABILITY RISK REDUCTION REACH FLEXIBILITY COMPONENT QUALITY

ECONOMIC PERFORMANCE

IMPROVED TOP LINE COST REDUCTION PRODUCT QUALITY SCALABILITY INNOVATION

MEETING SPECIFICATIONS ACCEPTABLE PRICE REGULATORY COMPLIANCE ETHICAL STANDARDS



Verizon 9:25 PM 50%

Italy Trip

You owe **\$119.56**

Settle up Balances More

May 2016

- Tip for dinner Sorrento** *you borrowed* **\$3.75**
Jeff G. paid \$15.00
- Dinner in Sorrento** *you borrowed* **\$38.00**
2 people paid \$152.00
- Car to Sorrento** *you lent* **\$67.50**
You paid \$90.00
- Pizze in Praiano** *you borrowed* **\$5.00**
Astrid paid \$20.00
- Drinks at Praiano Beach** *you lent* **\$11.25**
You paid \$15.00

Friends Groups **+** Activity Me

Verizon 9:26 PM 49%

Edit bill

Save

With you and: **All of Italy Trip**

Wine near museum

\$35.65

Paid by **you** and split **equally**

Today	Italy Trip	
1	2	3
4	5	6
7	8	9
.	0	X

Verizon 9:26 PM 49%

SPLITWISE

you owe \$119.56	you are owed \$0.00	total balance -\$119.56
-------------------------	----------------------------	--------------------------------

Italy Trip *you owe* **\$119.56**

- You owe Astrid **\$87.10**
- You owe Jeff G. **\$23.15**
- You owe Cocoa! **\$9.31**

Non-group expenses **no expenses**

+ Start a new group

Friends Groups **+** Activity Me

B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?



Social-impact elements

Life-changing elements

Emotional elements

Functional elements

THE B2C VALUE PYRAMID



SELF-TRANSCENDENCE



PROVIDES HOPE



SELF-ACTUALIZATION



MOTIVATION



HEIRLOOM



AFFILIATION AND BELONGING



REDUCES ANXIETY



REWARDS ME



NOSTALGIA



DESIGN/AESTHETICS



BADGE VALUE



WELLNESS



THERAPEUTIC VALUE



FUN/ENTERTAINMENT



ATTRACTIVENESS



PROVIDES ACCESS



SAVES TIME



SIMPLIFIES



MAKES MONEY



REDUCES RISK



ORGANIZES



INTEGRATES



CONNECTS



REDUCES EFFORT



AVOIDS HASSLES



REDUCES COST



QUALITY



VARIETY



SENSORY APPEAL



INFORMS

SOCIAL IMPACT ELEMENTS

Customers buy your product because it connects with something larger, such as other **people, nature,** or a **higher power.**



TRIGGER

LIFE CHANGING ELEMENTS

Customers buy your product instead of others because it **guides them in life changing events.** For example, **providing hope or motivation**



TRIGGER

EMOTIONAL ELEMENTS

Customers buy your product instead of others because it triggers emotions. For example, **nostalgia** or a **fun/entertaining factor.**



TRIGGER

FUNCTIONAL ELEMENTS

Customers buy your product because its **fulfills their needs.** For example, it helps them to **make money** or **it reduces effort**



TRIGGER



B2C

B2B

NOSTALGIA

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

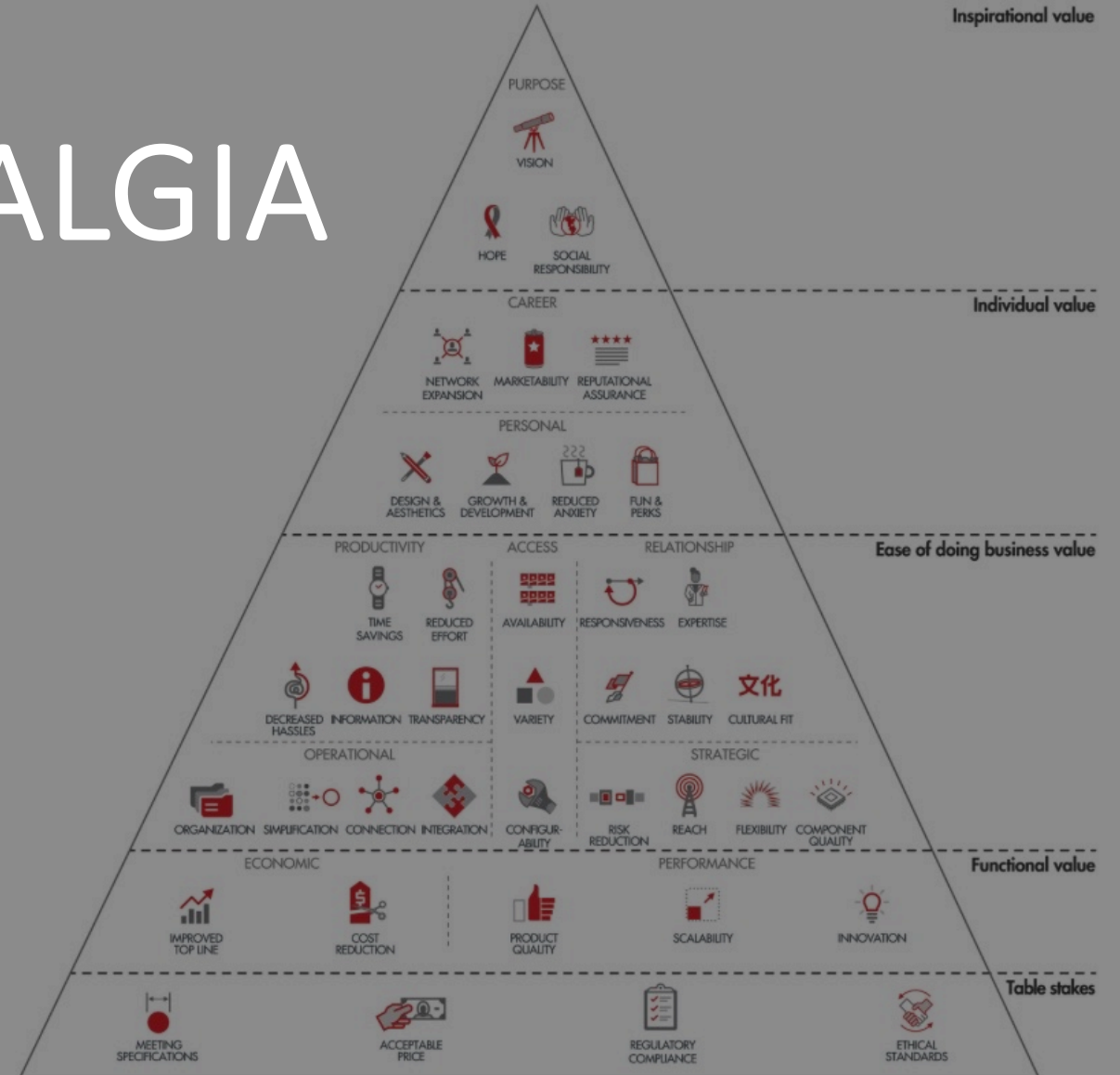
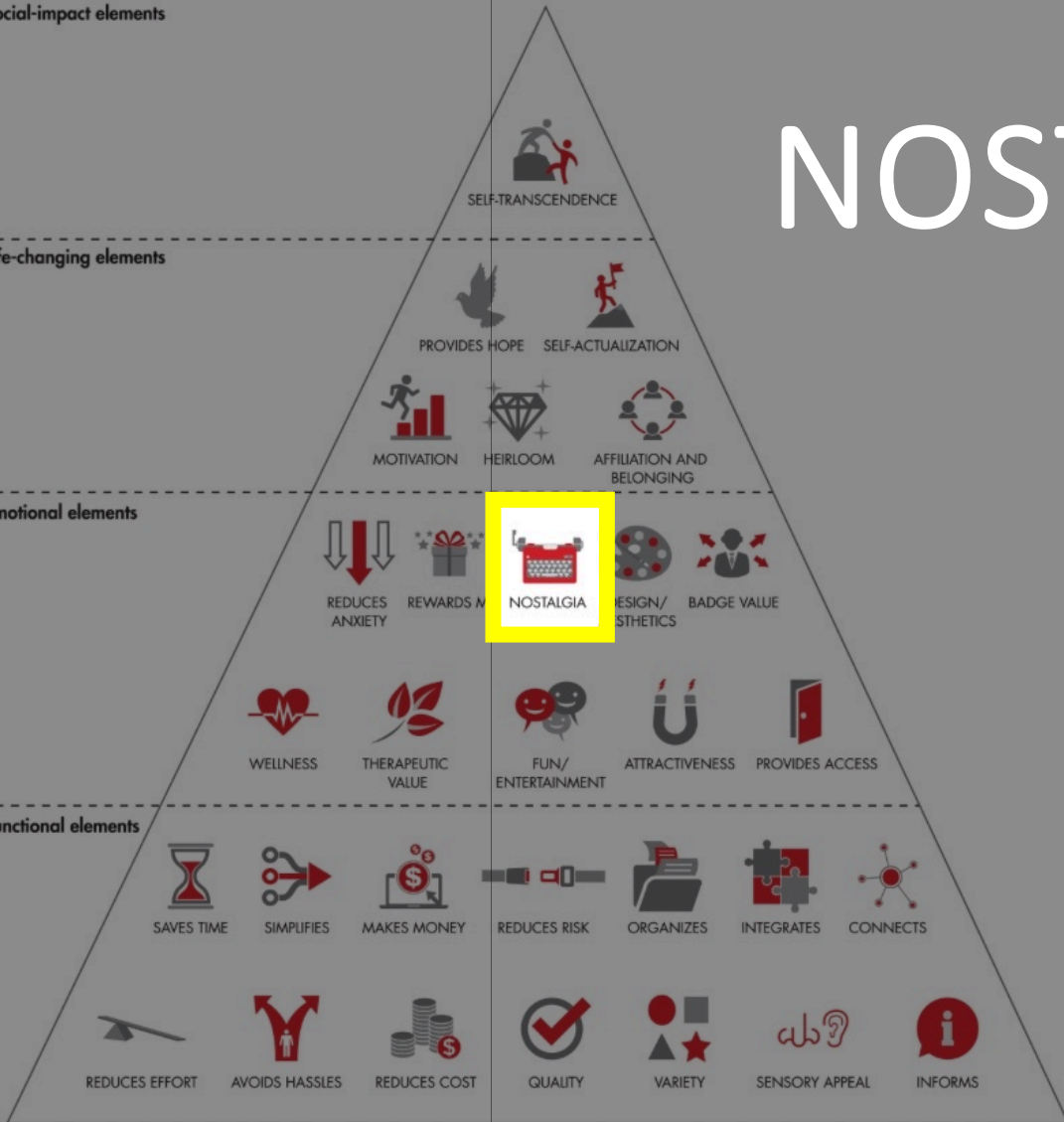
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes



AI YearBook



B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?



Social-impact elements

THE B2C VALUE PYRAMID



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TRIGGER

Life-changing elements



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TRIGGER

Emotional elements



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TRIGGER

Functional elements



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TRIGGER



B2C

B2B

MOTIVATION

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

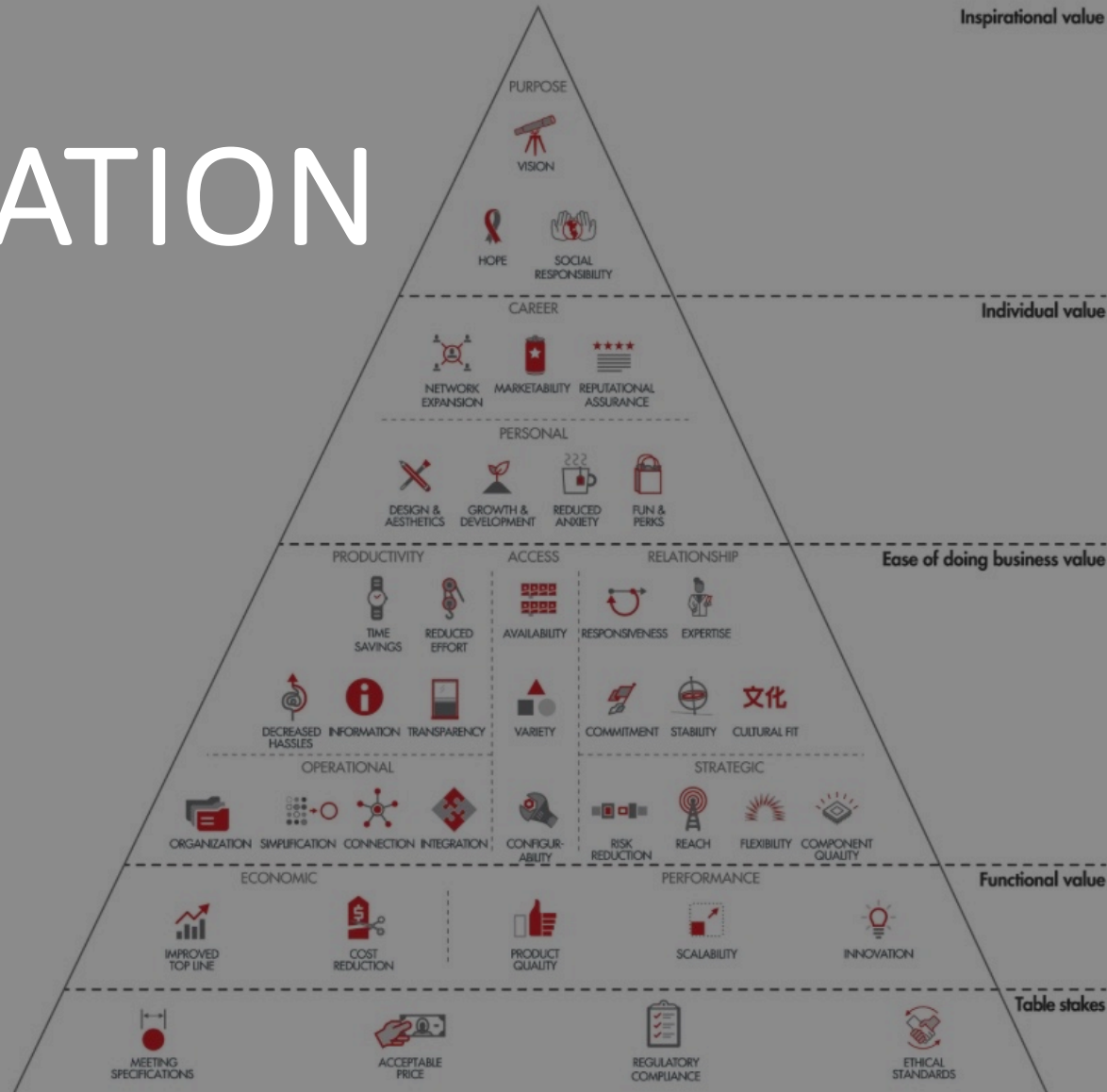
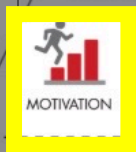
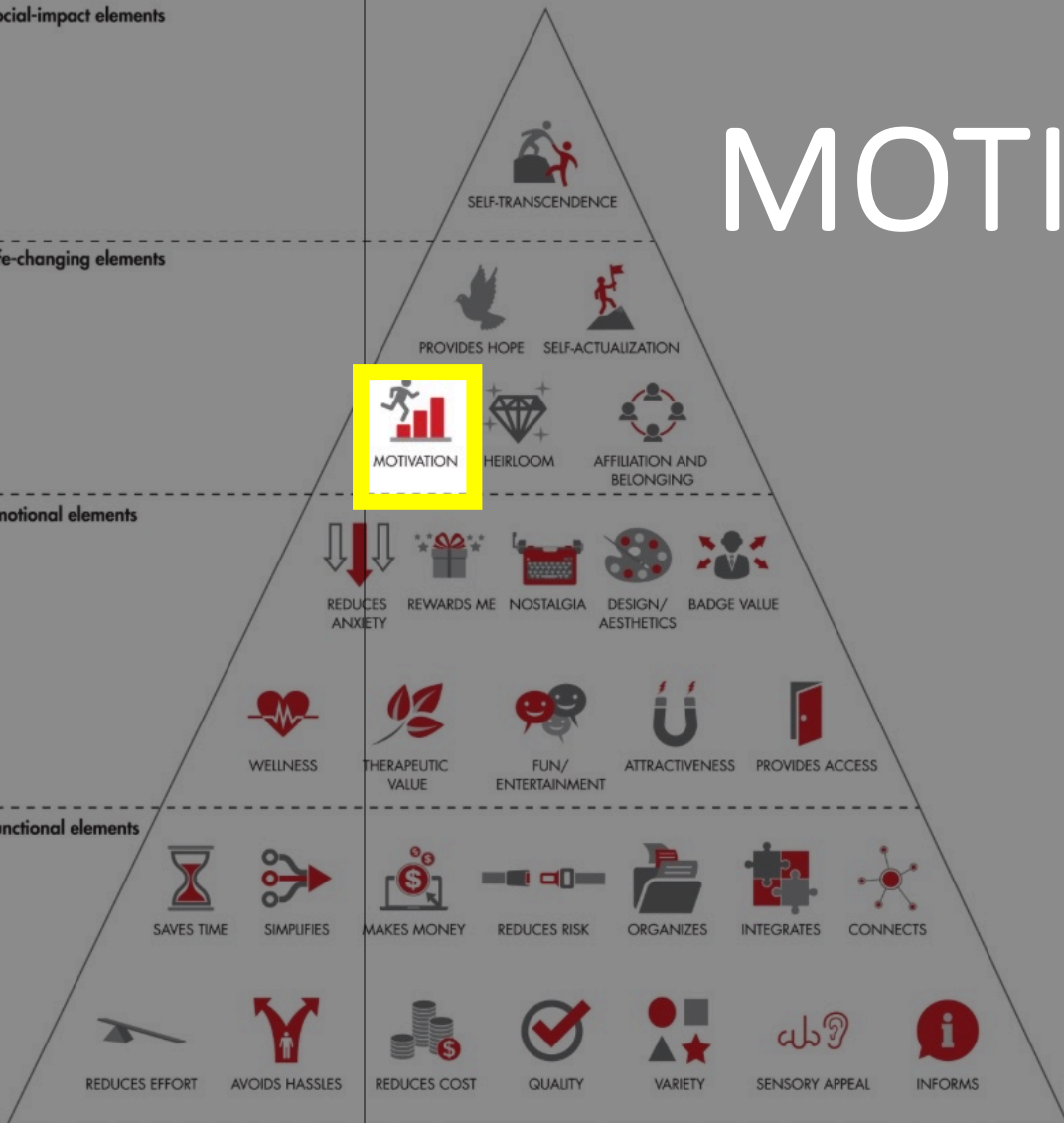
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes





AI optimized training

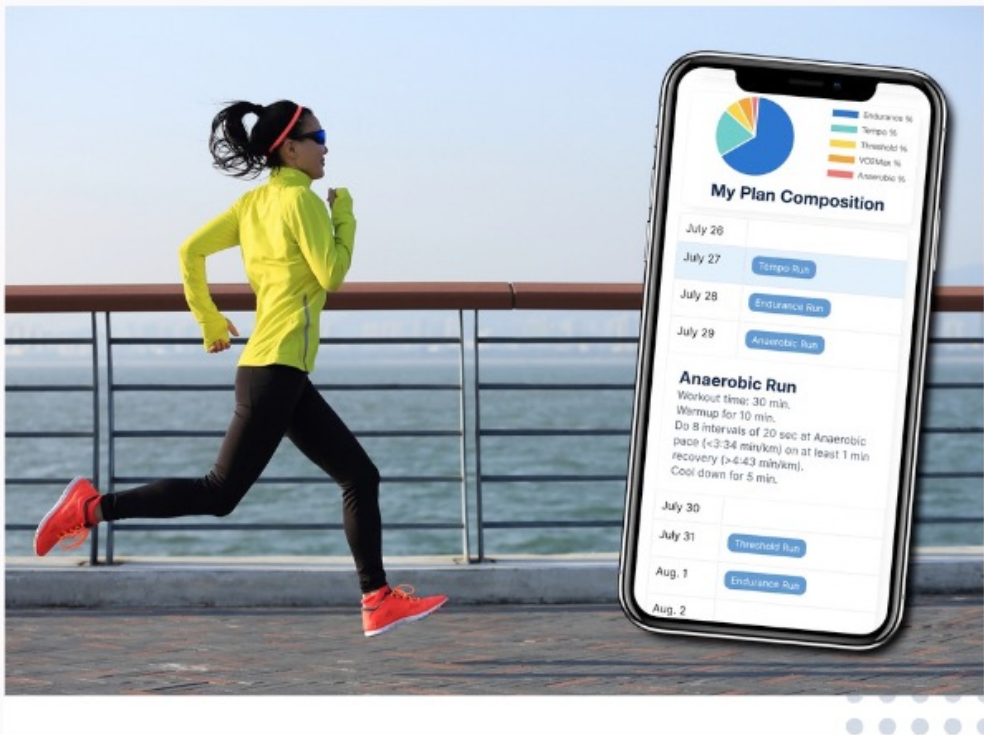
A scientific, data-driven training plan that actually improves your performance - we have the data to back it up. Artificial intelligence is your edge.

Whether you're a runner, cyclist, or triathlete, AI Endurance helps you get the best results from the time you invest in training. Our app creates personalized training plans using AI, to prepare you for any race or to simply keep you in shape.

Try 14 days FREE with no upfront payment information required!

Get Started

Learn More





B2C

B2B

Social-impact elements

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Life-changing elements

Individual value

Emotional elements

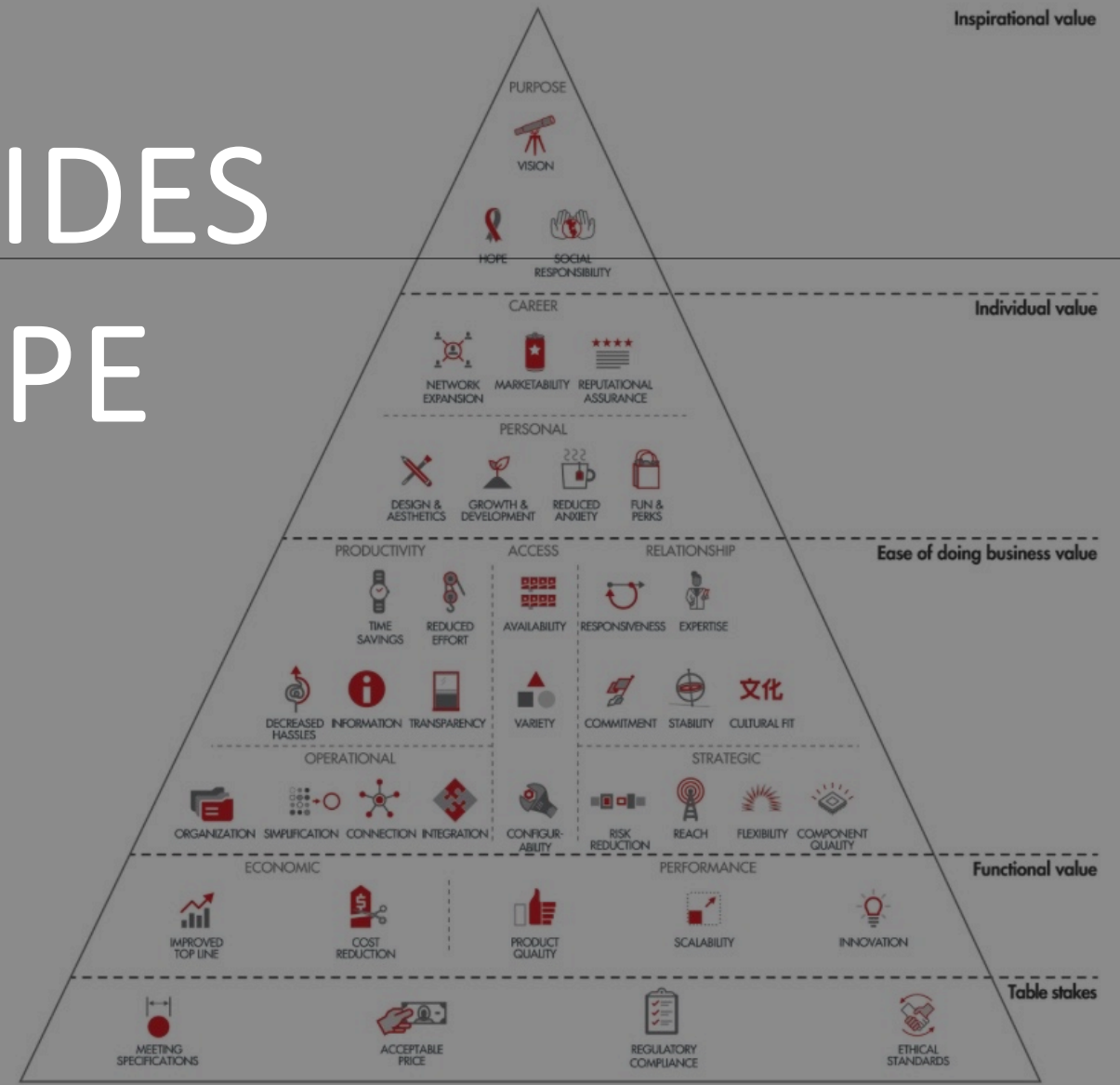
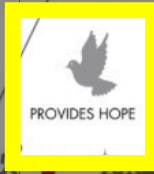
Ease of doing business value

Functional elements

Functional value

Table stakes

PROVIDES HOPE





09:05 📶 🔋

⚙️ Dashboard 🏠 ⋮

Time smoke free 🔗

3m 2d 16h

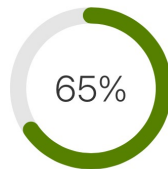


EXPLORE

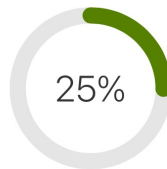
Your health improvements 🔗



Gum texture



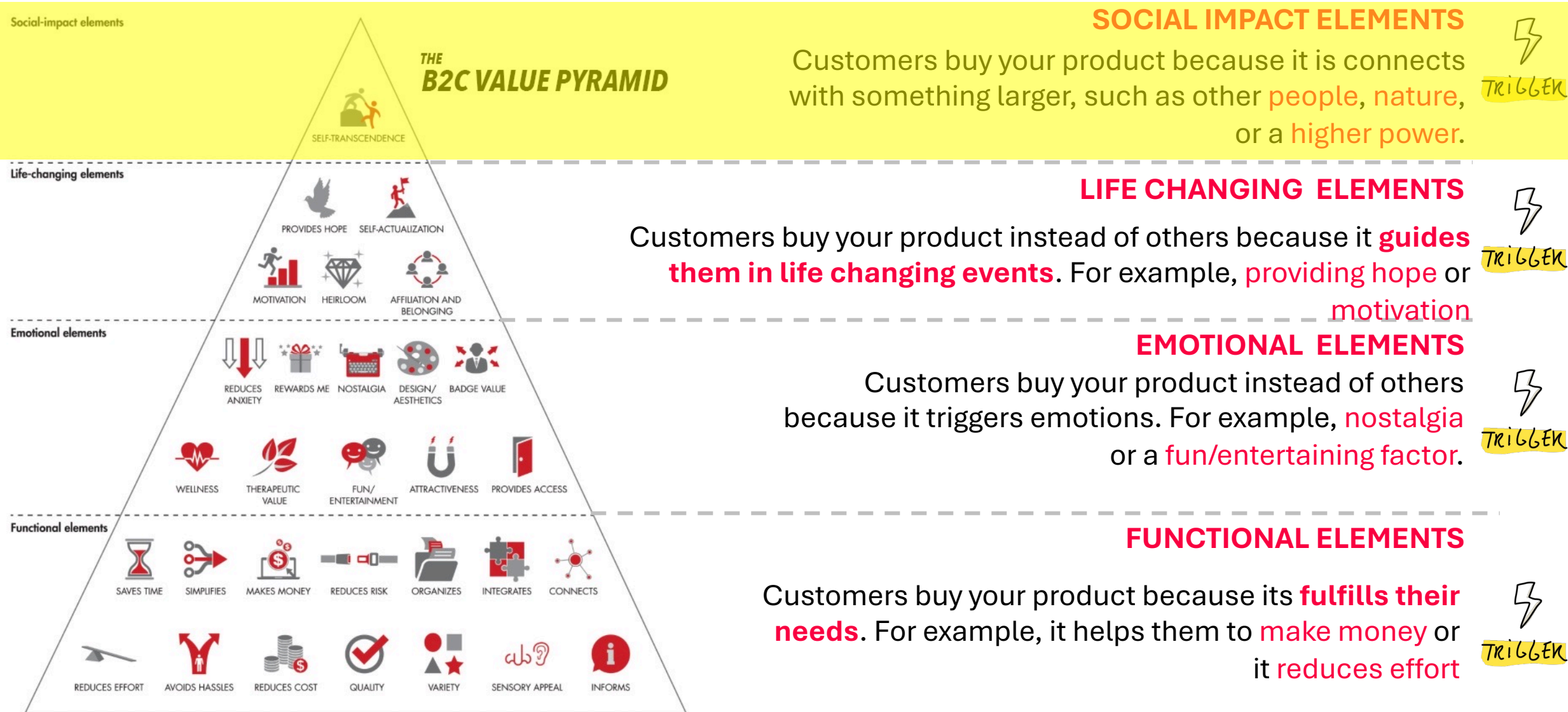
Immunity and lung function



Reduced risk of heart disease

🕒 Dashboard 💬 Support 📅 Diary 📈 Cravings 🏆 Missions

B2C Value Pyramid: WHAT MOTIVATES CUSTOMERS TO BUY YOUR PRODUCT OR SERVICE?





B2C

B2B

Social-impact elements

Inspirational value



SELF-

TRANSCENDENCE

Life-changing elements

Individual value

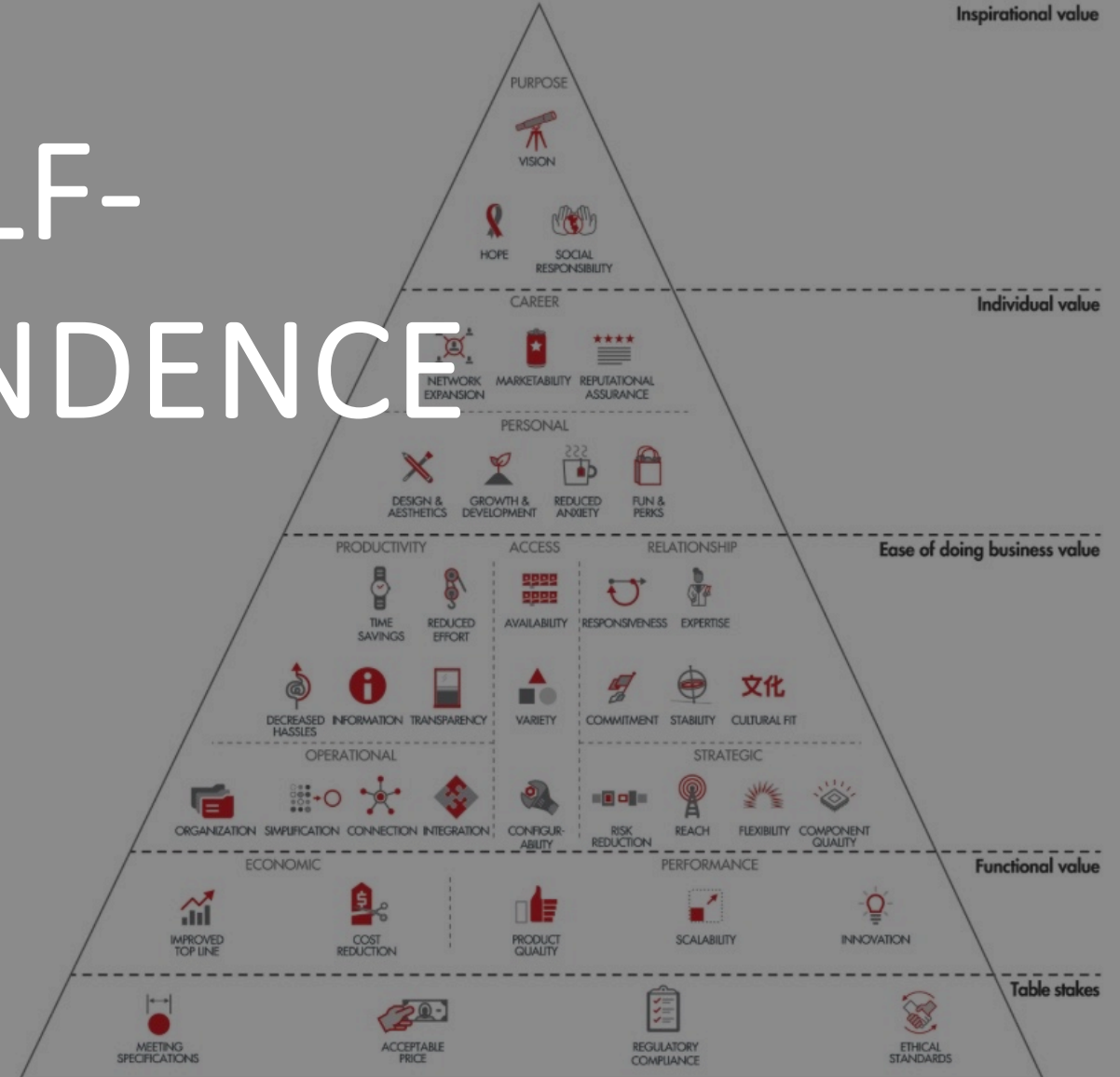
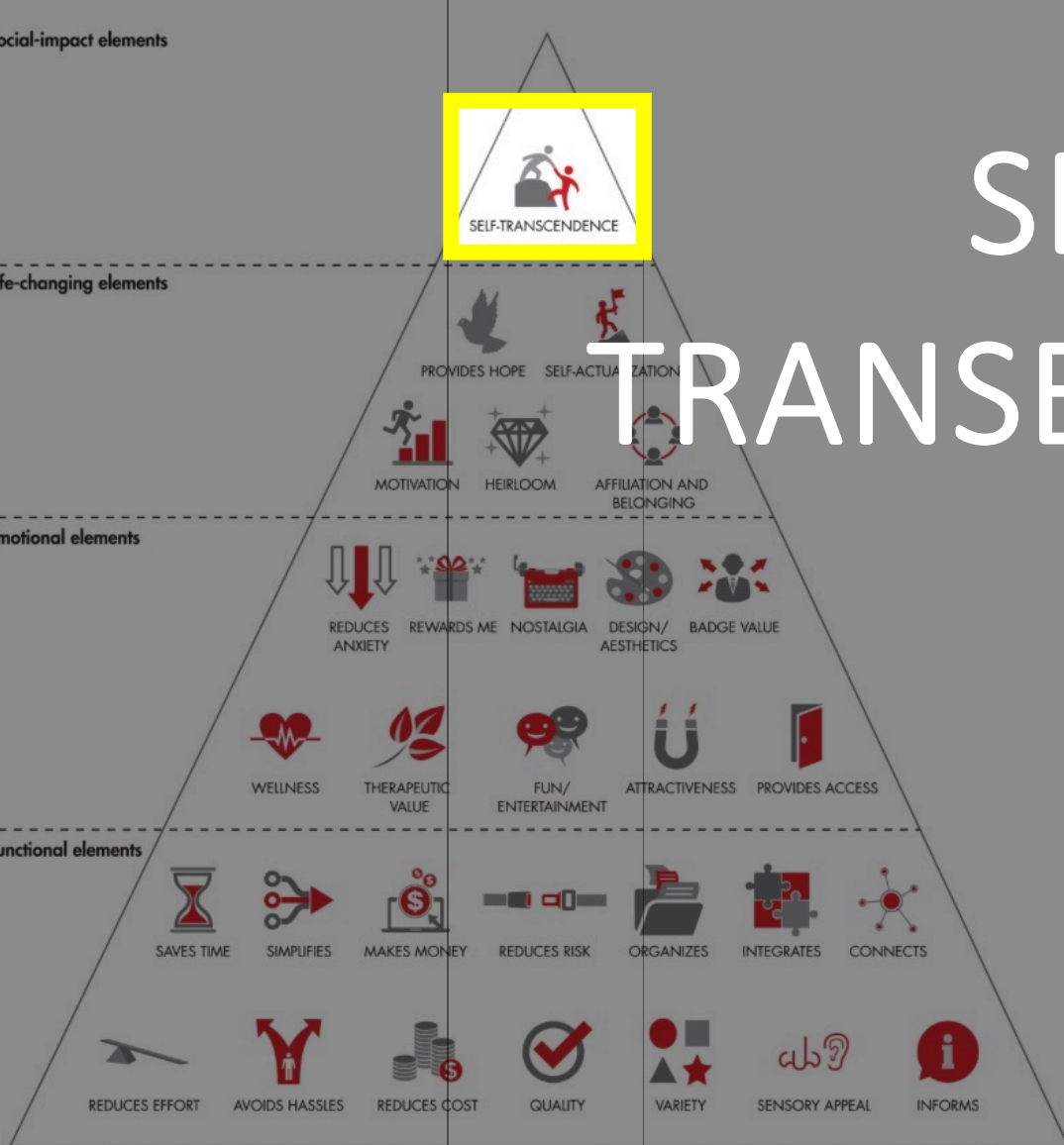
Emotional elements

Ease of doing business value

Functional elements

Functional value

Table stakes

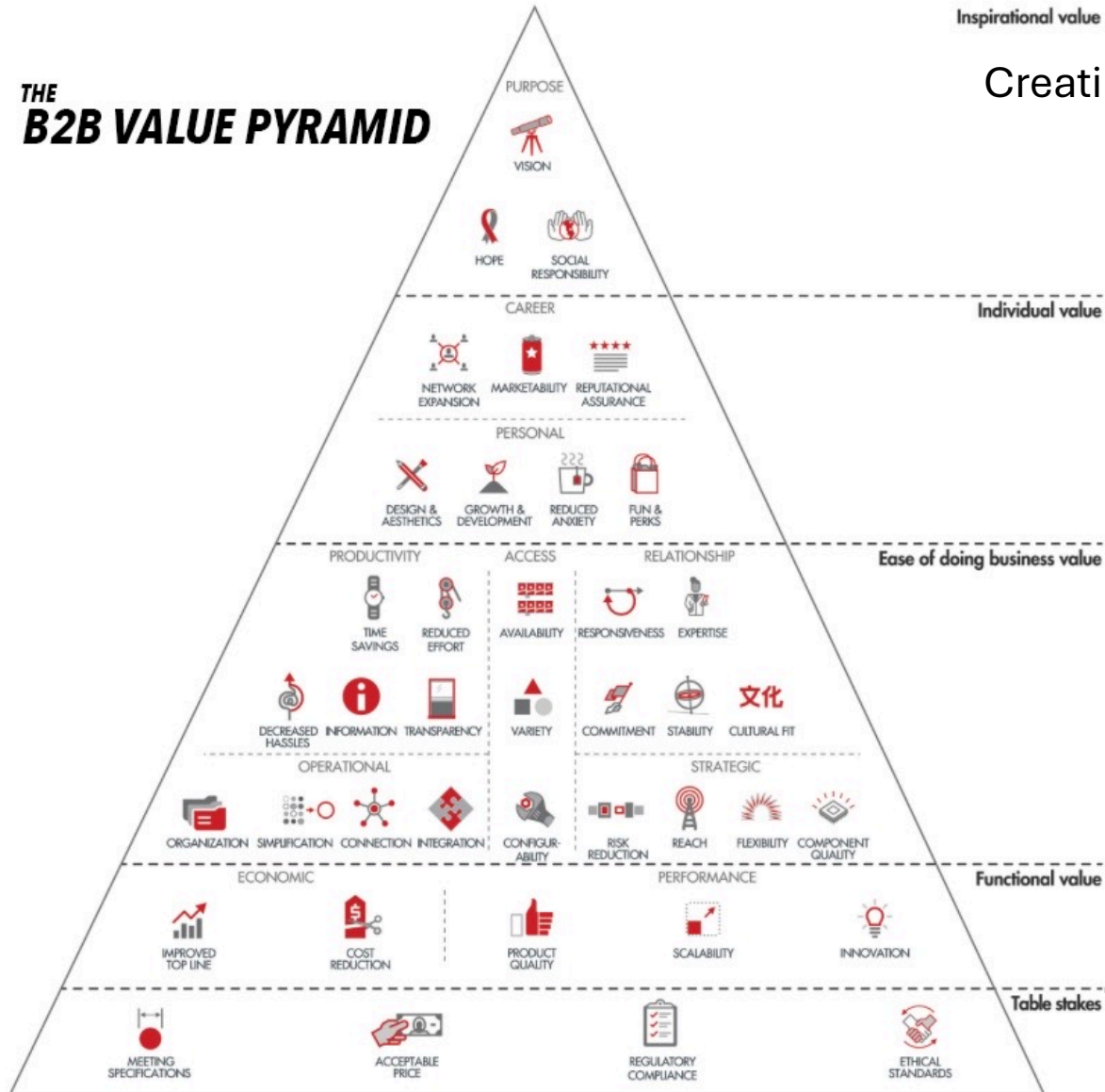




B2B Value Pyramid: HOW TO REACH YOUR ORGANIZATION'S BUSINESS OBJECTIVES?



THE B2B VALUE PYRAMID



INSPIRATIONAL VALUE

Creating an inspiring organization that gives purpose to its stakeholders
 E.g. : **Helping to be more Social Responsible**

INDIVIDUAL VALUE

Helping colleagues and other stakeholders to improve
 E.g. : **Personal Development, Making employees more marketable**

EASE OF DOING BUSINESS VALUE

Improving how an organization is doing business.
 E.g. : **Increase productivity or become more accessible**

FUNCTIONAL VALUE

Improving the organization's way of working.
 E.g.: **Deliver Better Product or Service Quality**

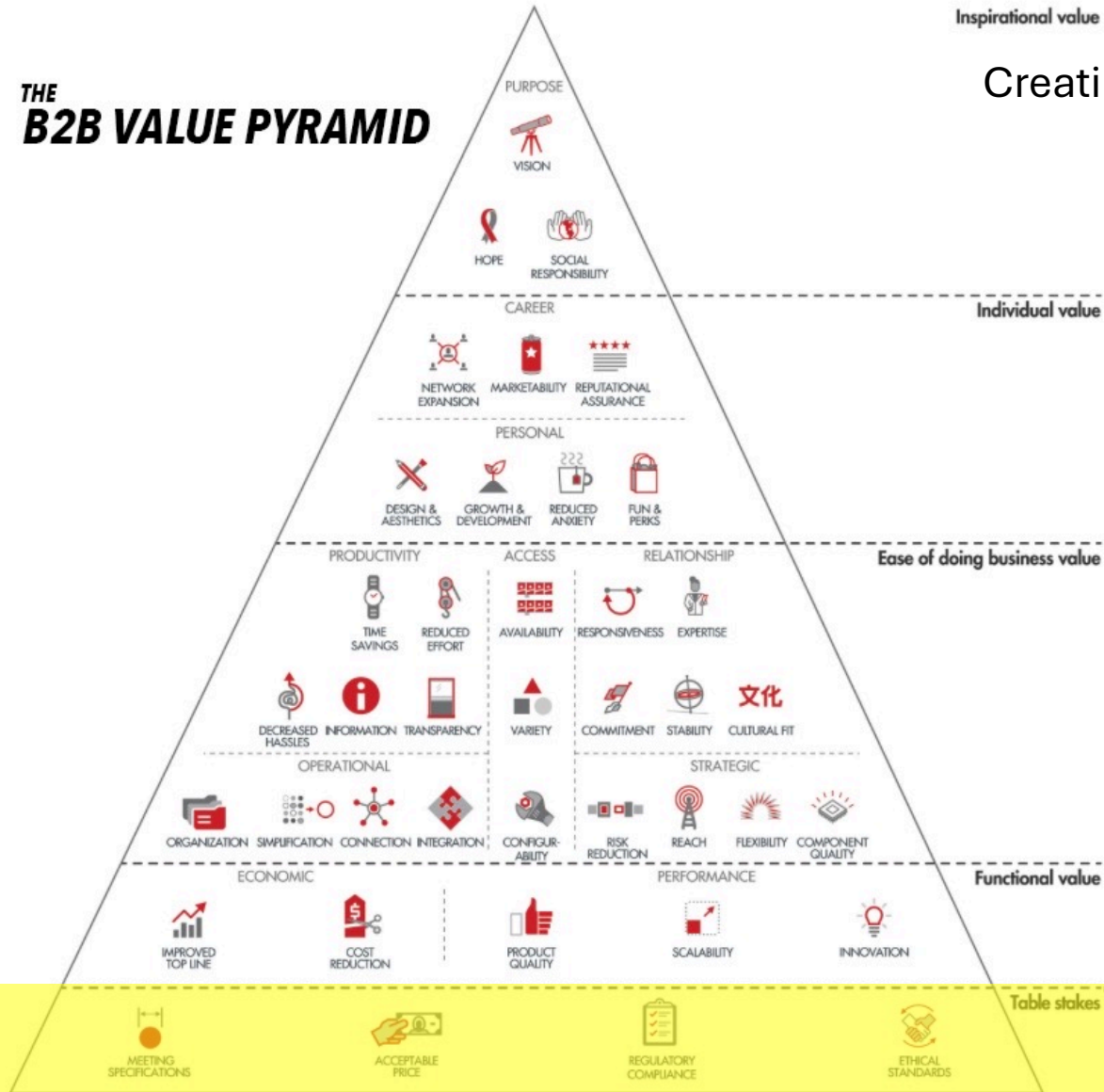
TABLE STAKES

Improving the basics of the product/service. E.g.: **Ethical**

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B2C

B2B

ETHICAL STANDARDS

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

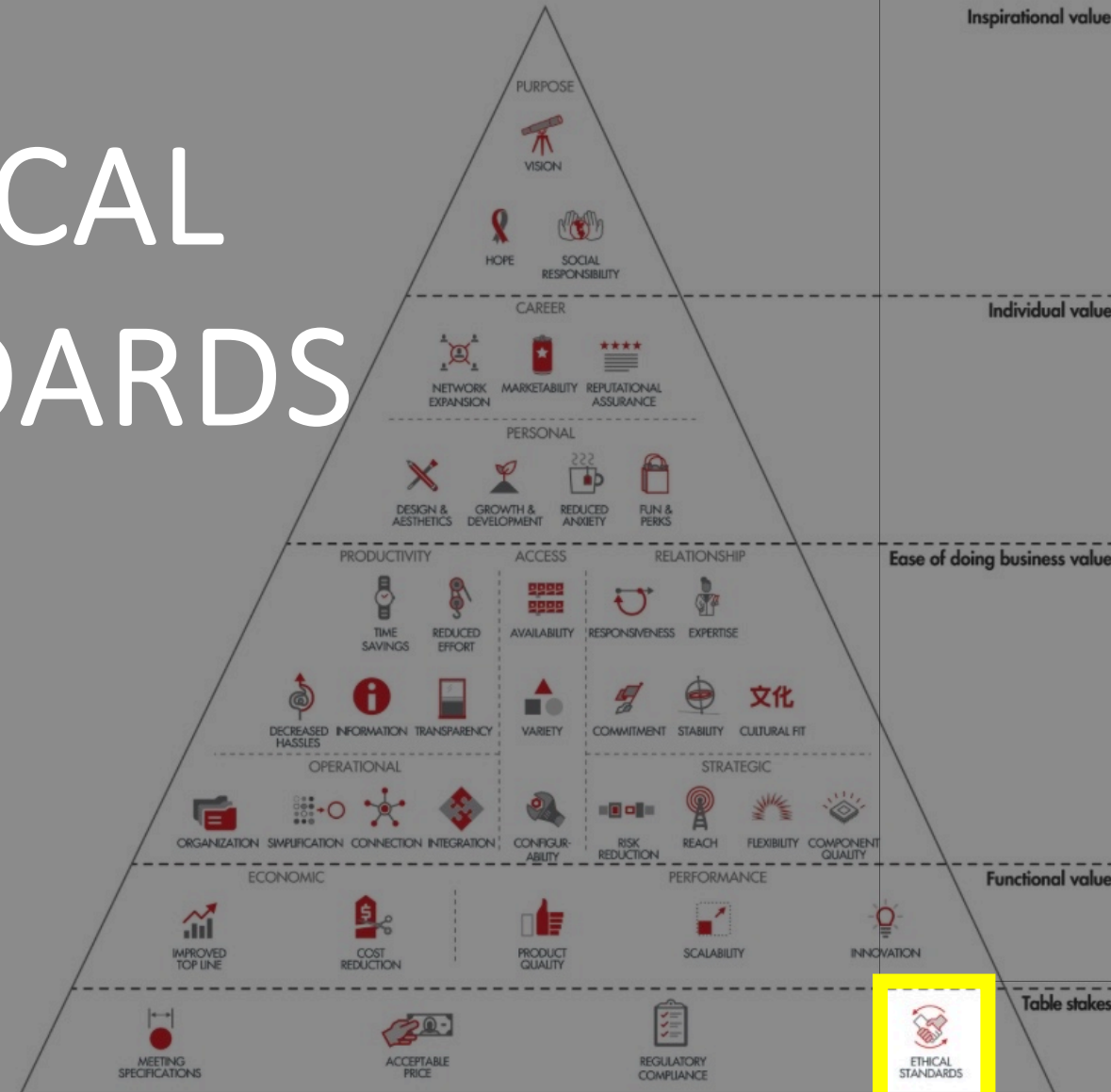
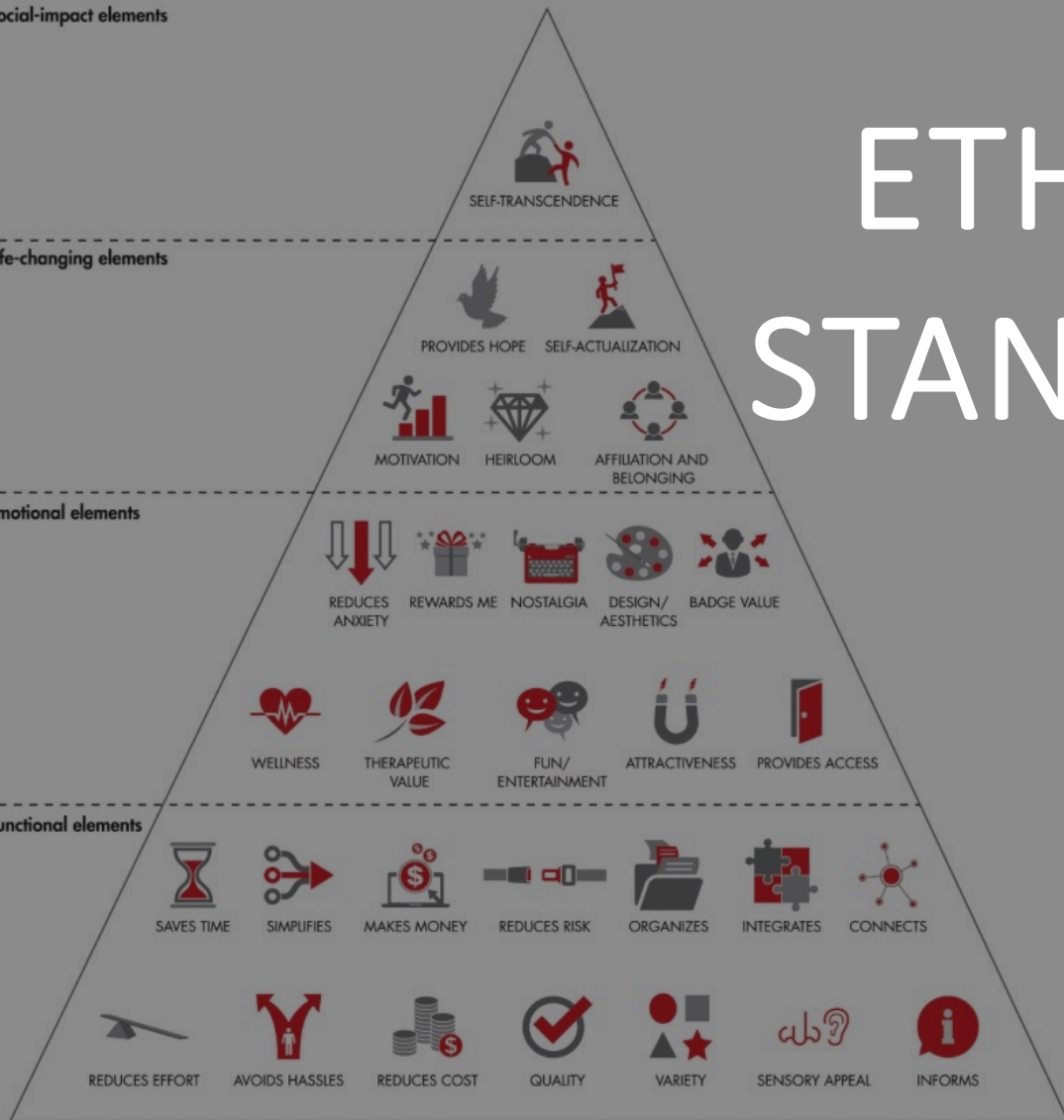
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes





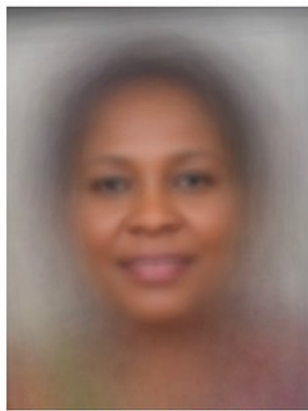
Ethical Face Recognition

98.7%



**DARKER
MALES**

68.6%



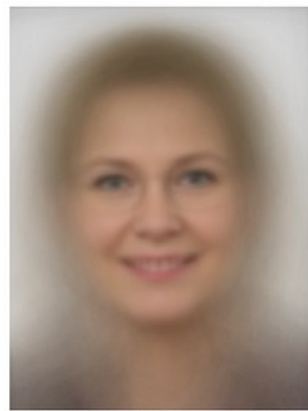
**DARKER
FEMALES**

100%



**LIGHTER
MALES**

92.9%



**LIGHTER
FEMALES**



B2C

B2B

Social-impact elements

Inspirational value

Life-changing elements

Individual value

Emotional elements

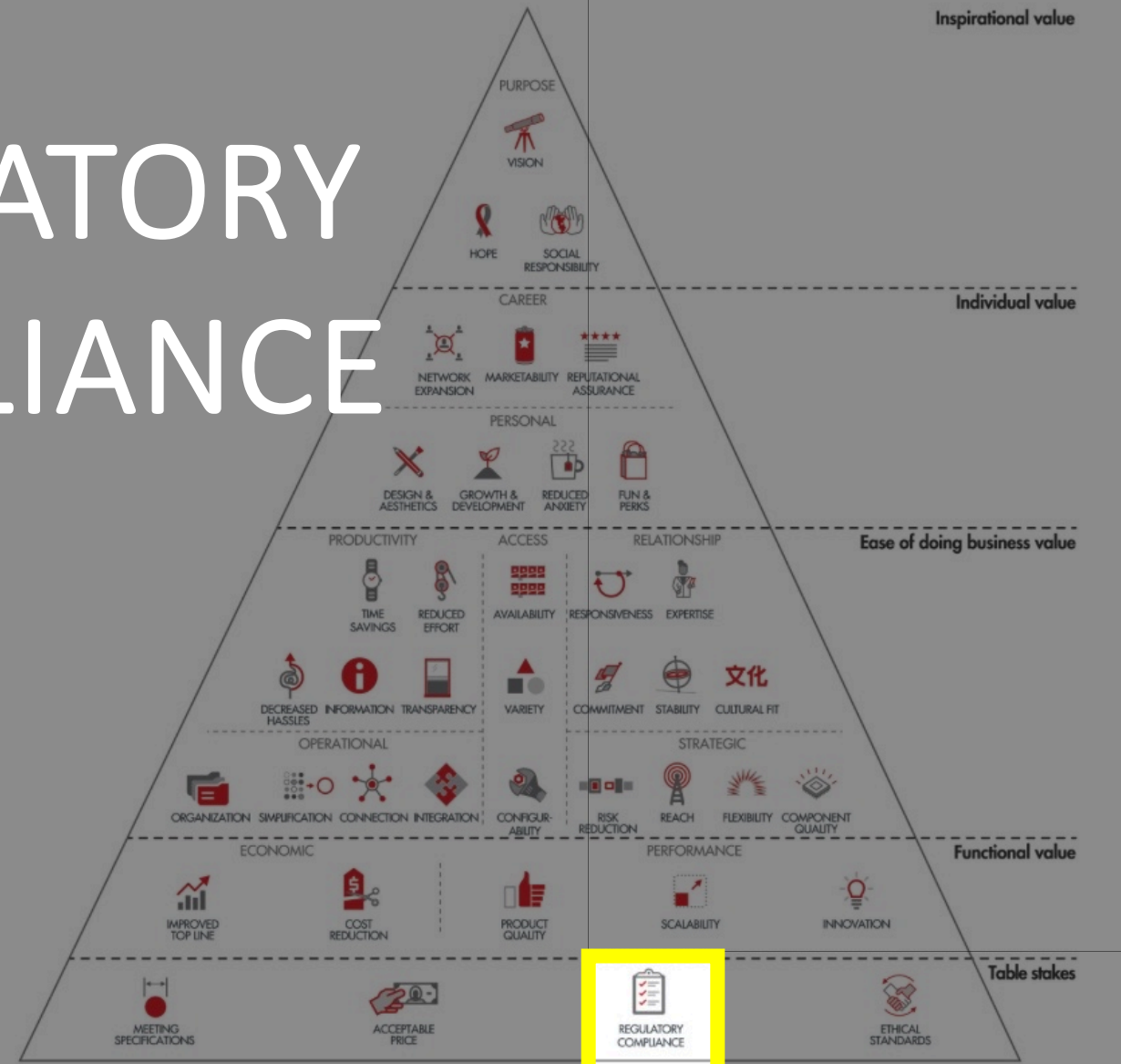
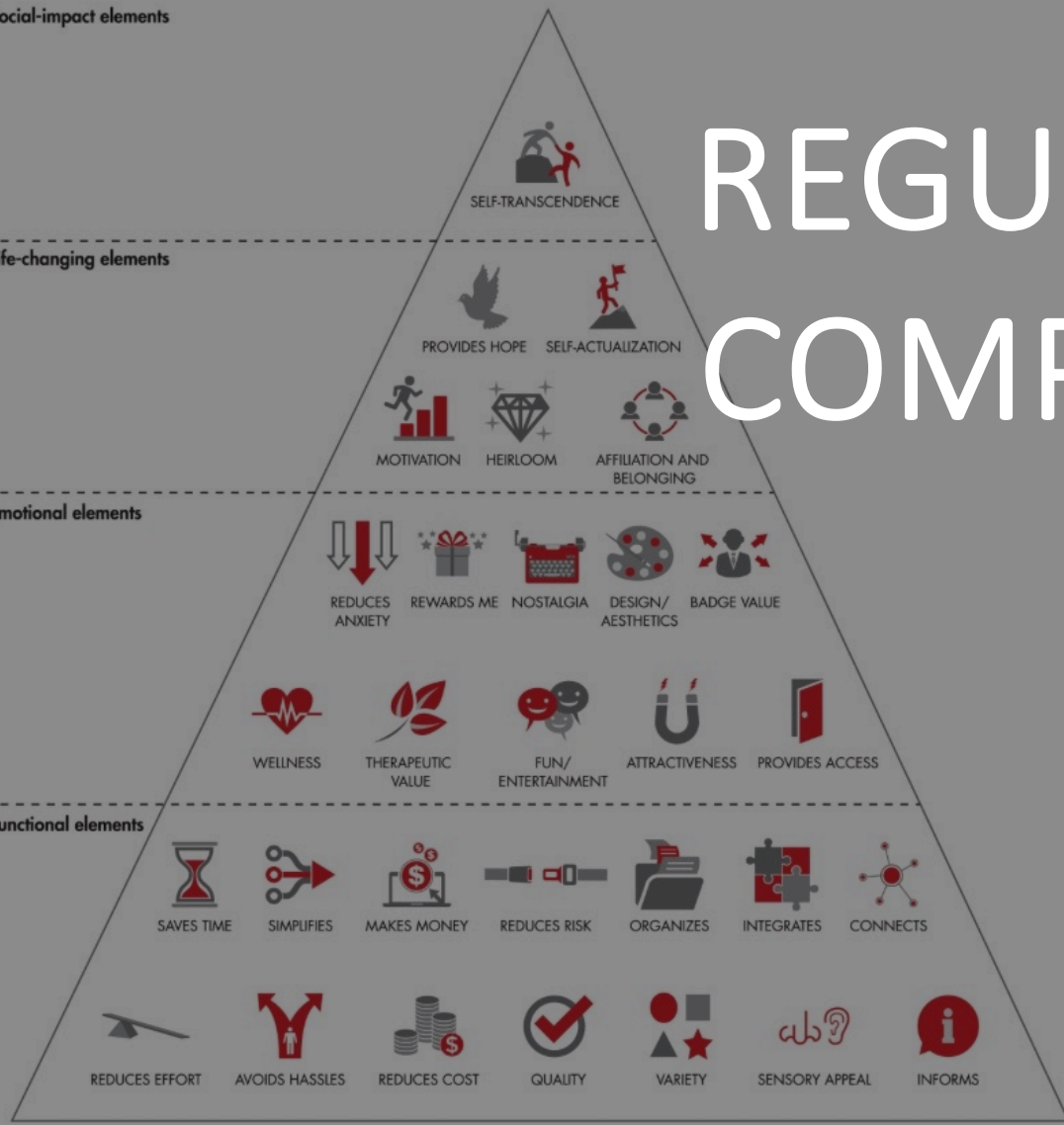
Ease of doing business value

Functional elements

Functional value

Table stakes

REGULATORY COMPLIANCE





Data Regulations

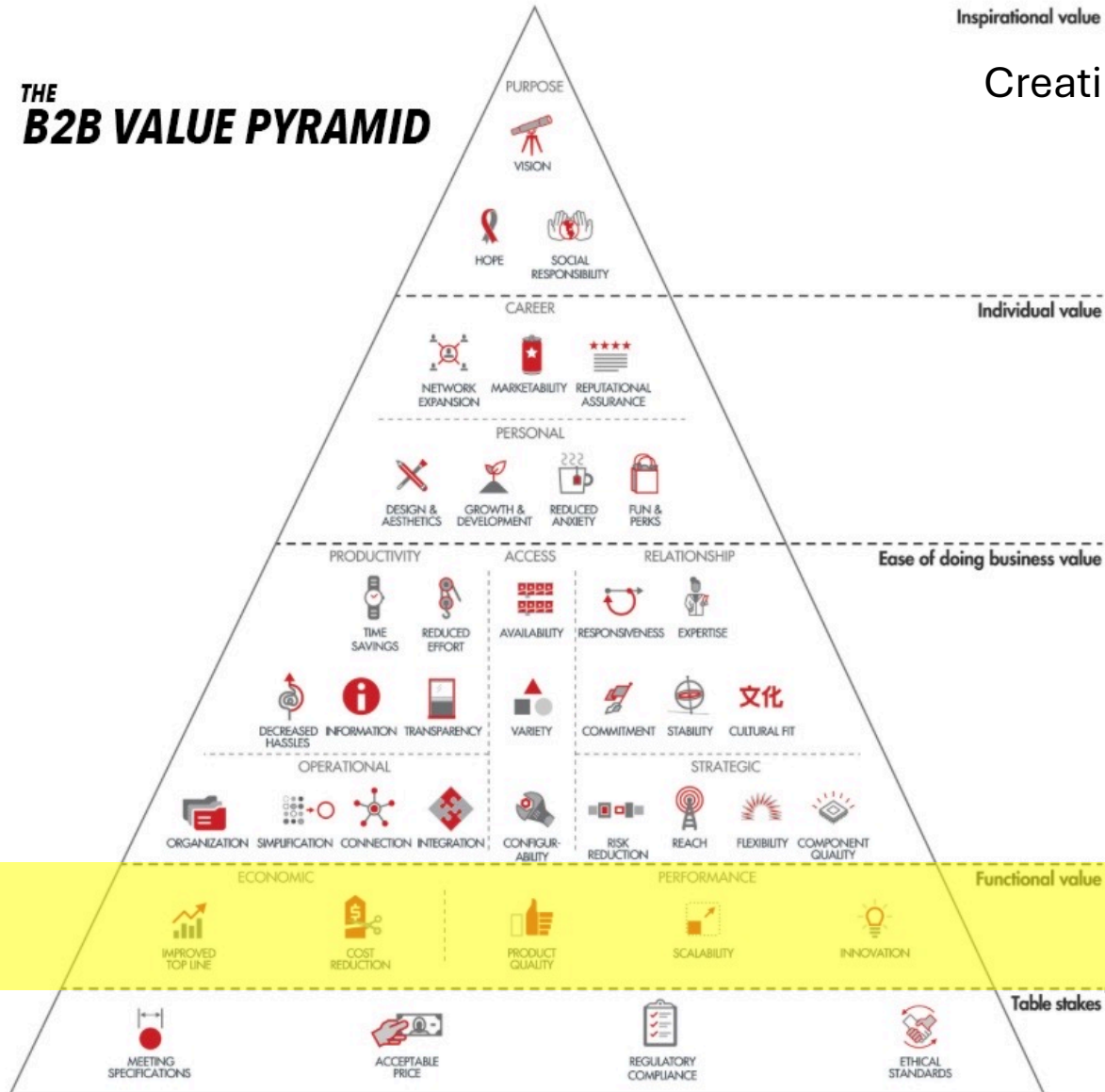


Compliance with data regulations is a fundamental requirement; failure to do so can result in significant fines for your organization.

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B2C

B2B

Product Quality

Social-impact elements

Life-changing elements

Emotional elements

Functional elements



Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes





Automating Repetitive Work for Consistent Results



Cobots: Automating Production Steps

The screenshot shows a web interface for editing a product item. The title is "Edit Item". In the top right corner, there are "Actions" and "Save" buttons. The form contains the following fields:

- Item type:** Physical
- Name:** Coffee Mug
- Description:** 12 oz, frosted, personalized, witty, names, favorite color. Below this field is a "Generate" button.
- Image area:** A dashed box with the text "Drag image here, upload or browse image library."
- Locations:** A dropdown menu with "Asia, Africa" visible.

On the right side of the form, there is a grey box with the text "Co" and an "Edit" button below it.

AI-Based Product Description



B2C

B2B

Scalability

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

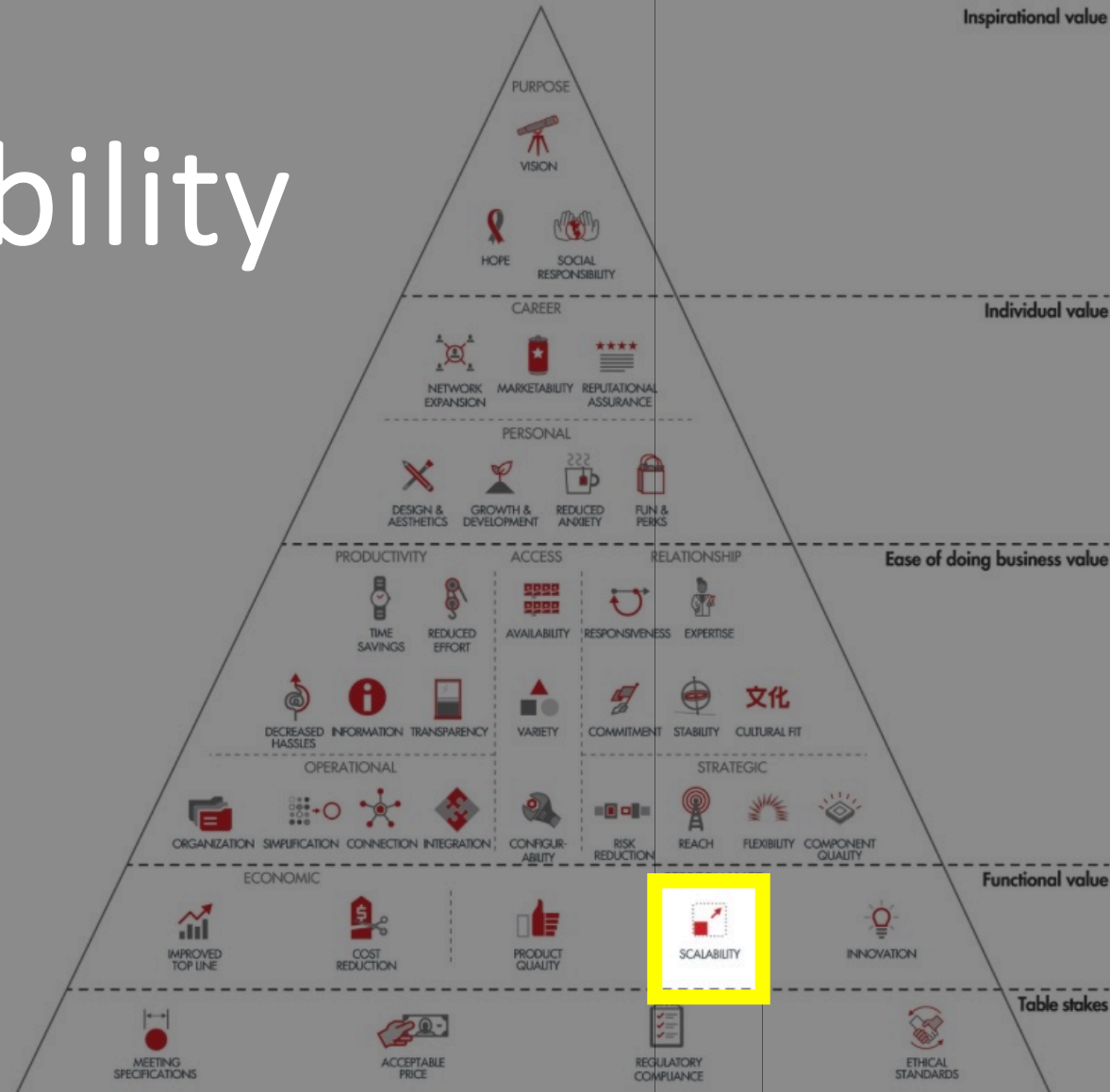
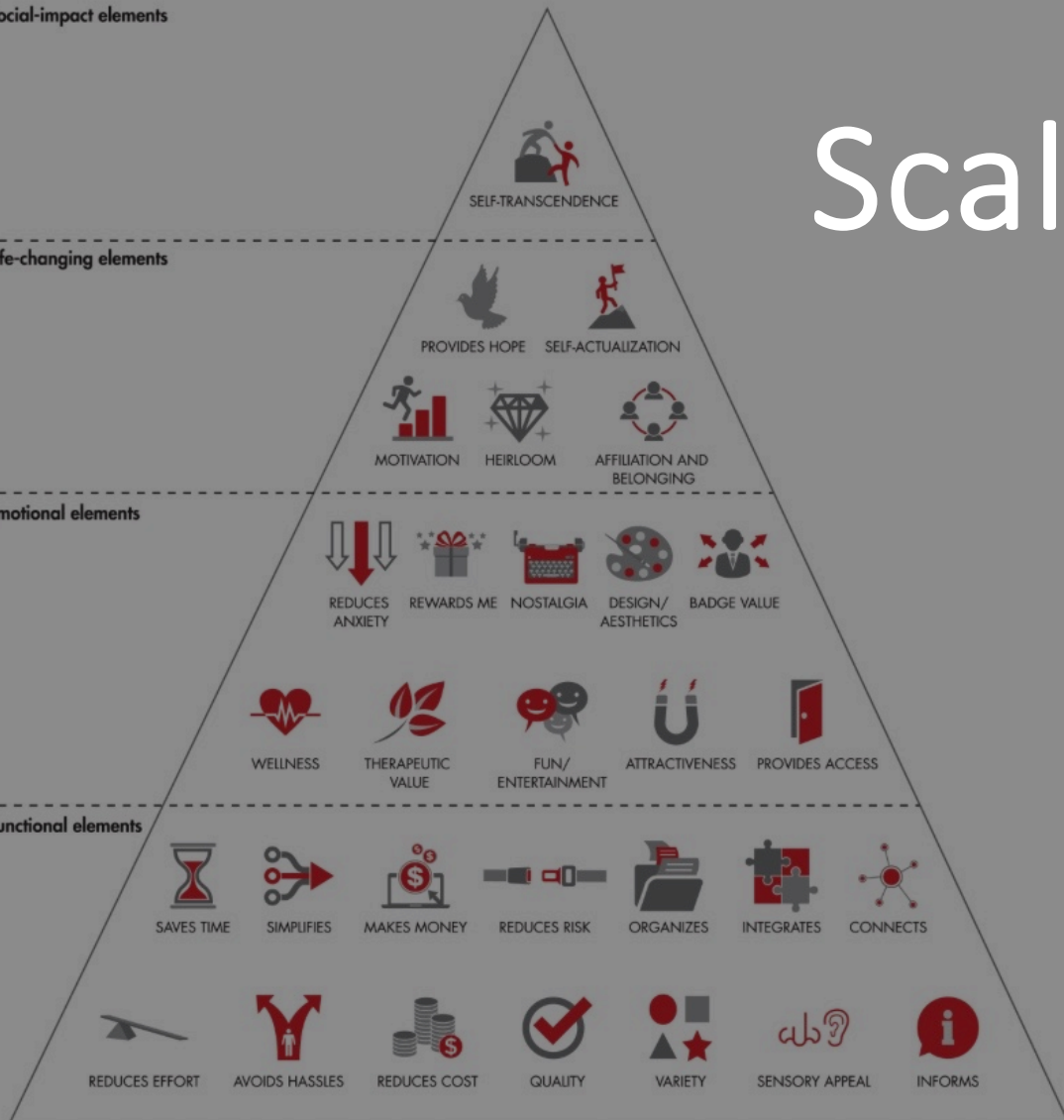
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes





Automated Shelf Auditing

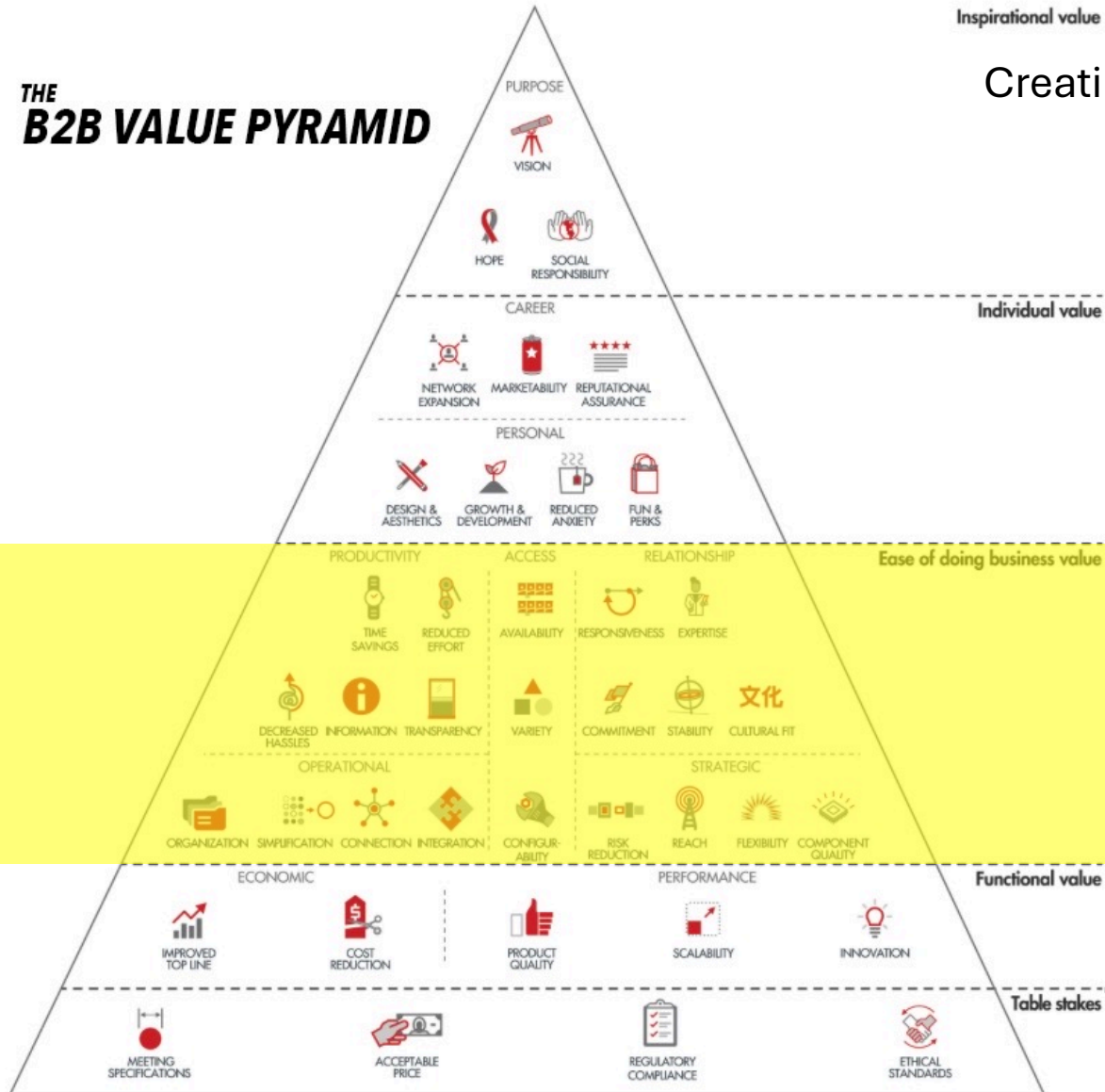


Automatically detect nearly empty shelves and restock them without human intervention, enabling supermarkets to efficiently scale during periods of high demand.

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B2C

B2B

TRANSPARENCY

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

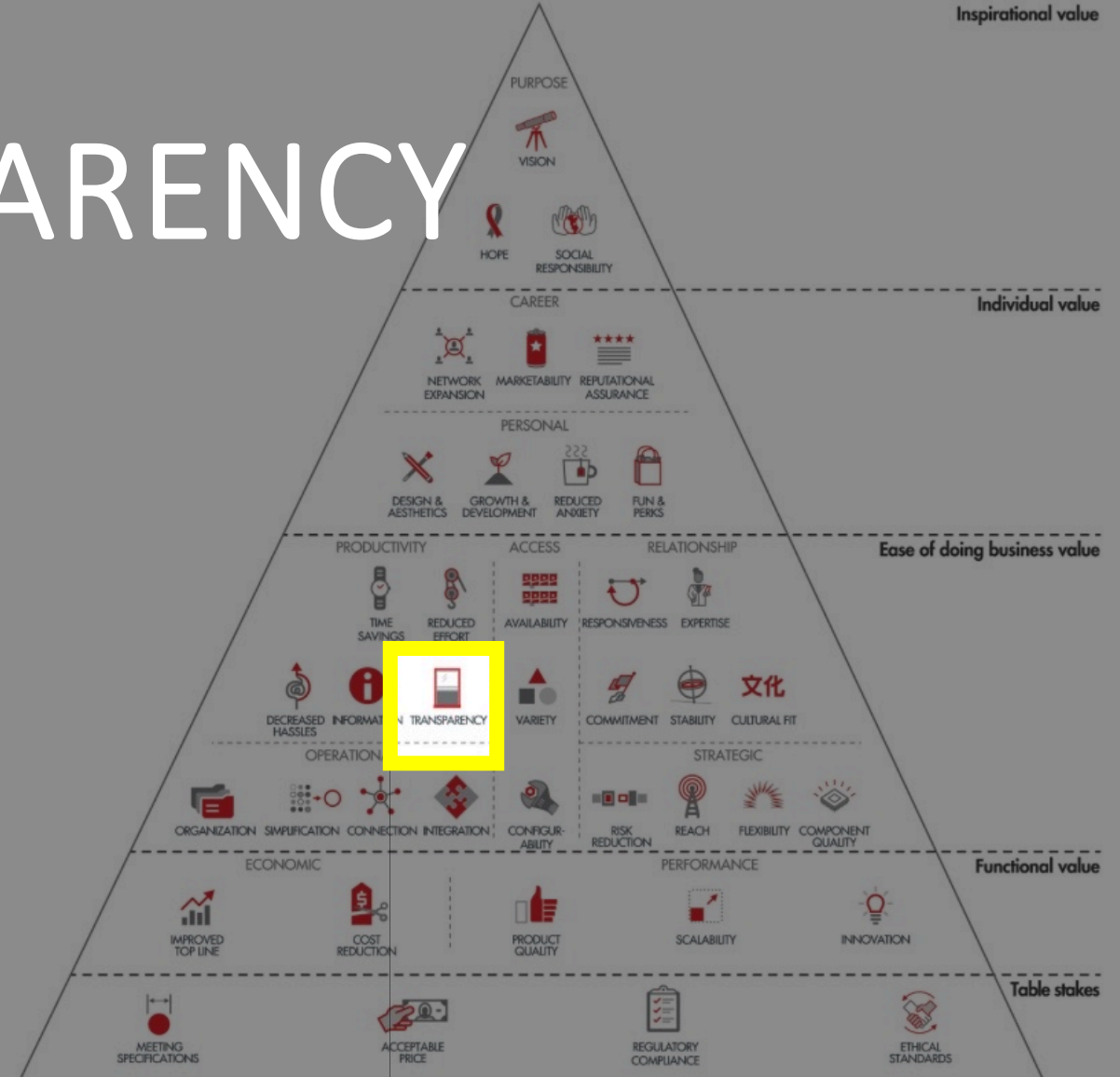
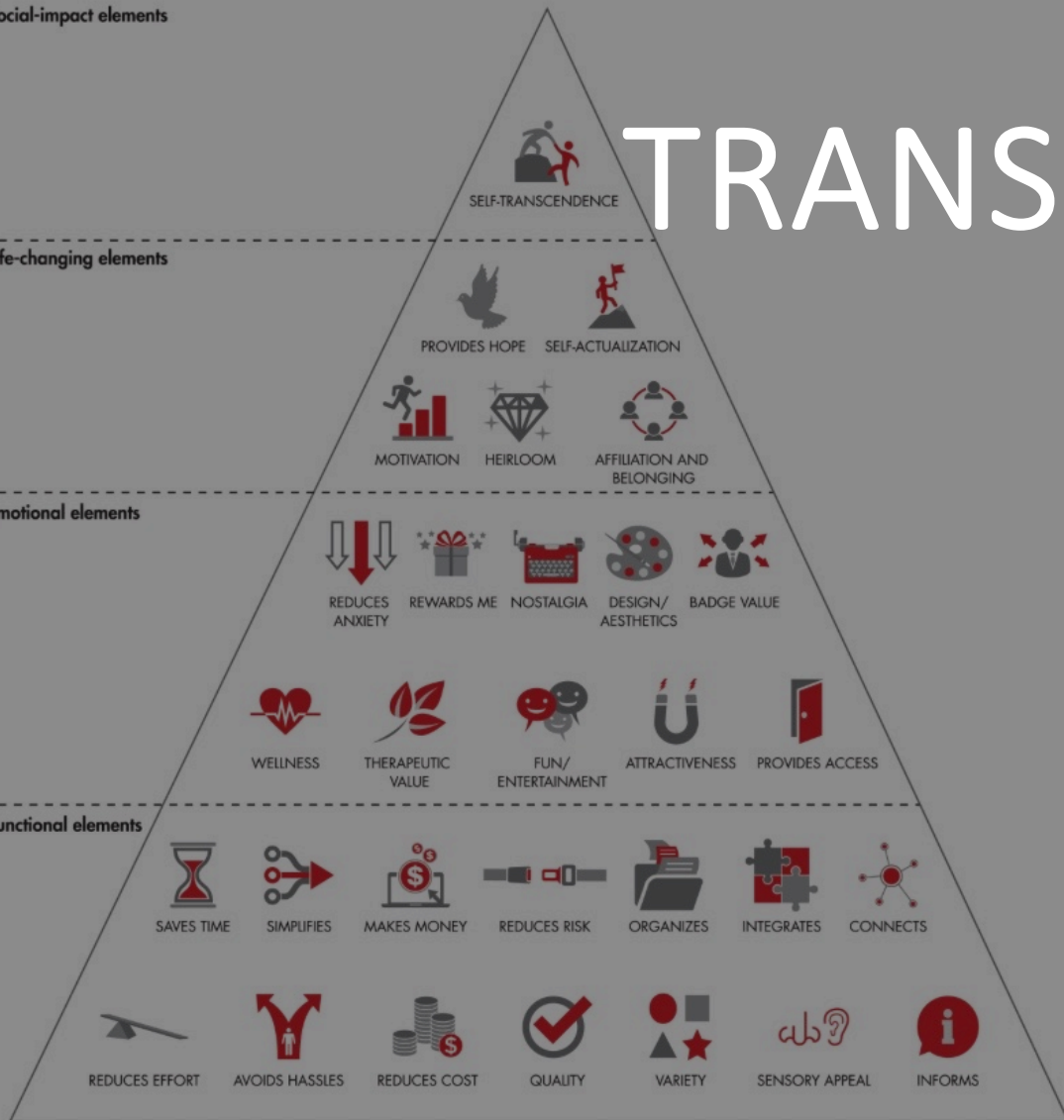
Inspirational value

Individual value

Ease of doing business value

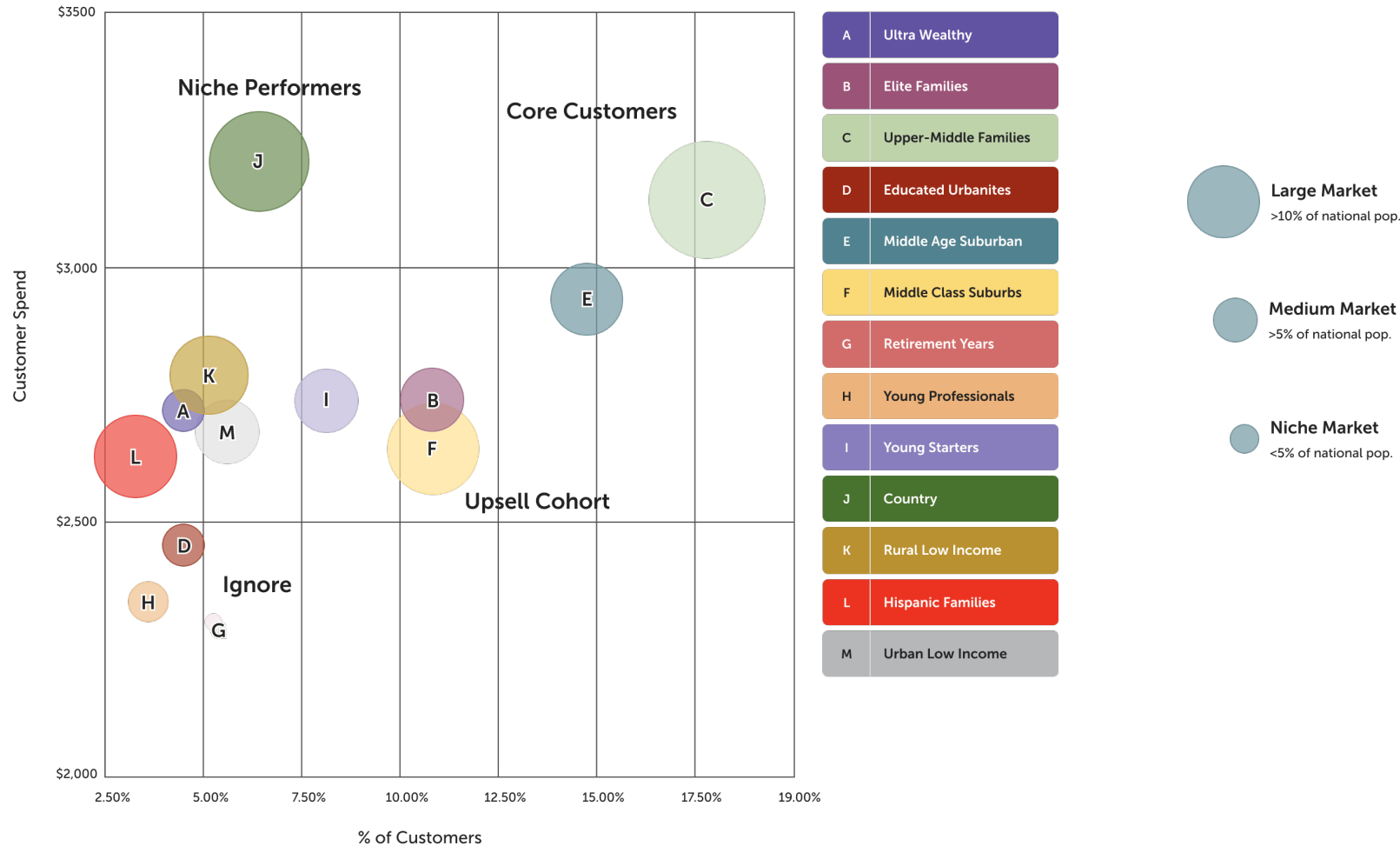
Functional value

Table stakes





Customer Segmentation



Reports provide a transparent and unbiased perspective on various aspects of the organization, enabling data-driven, fact-based decision-making.



B2C

B2B

AVAILABILITY

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

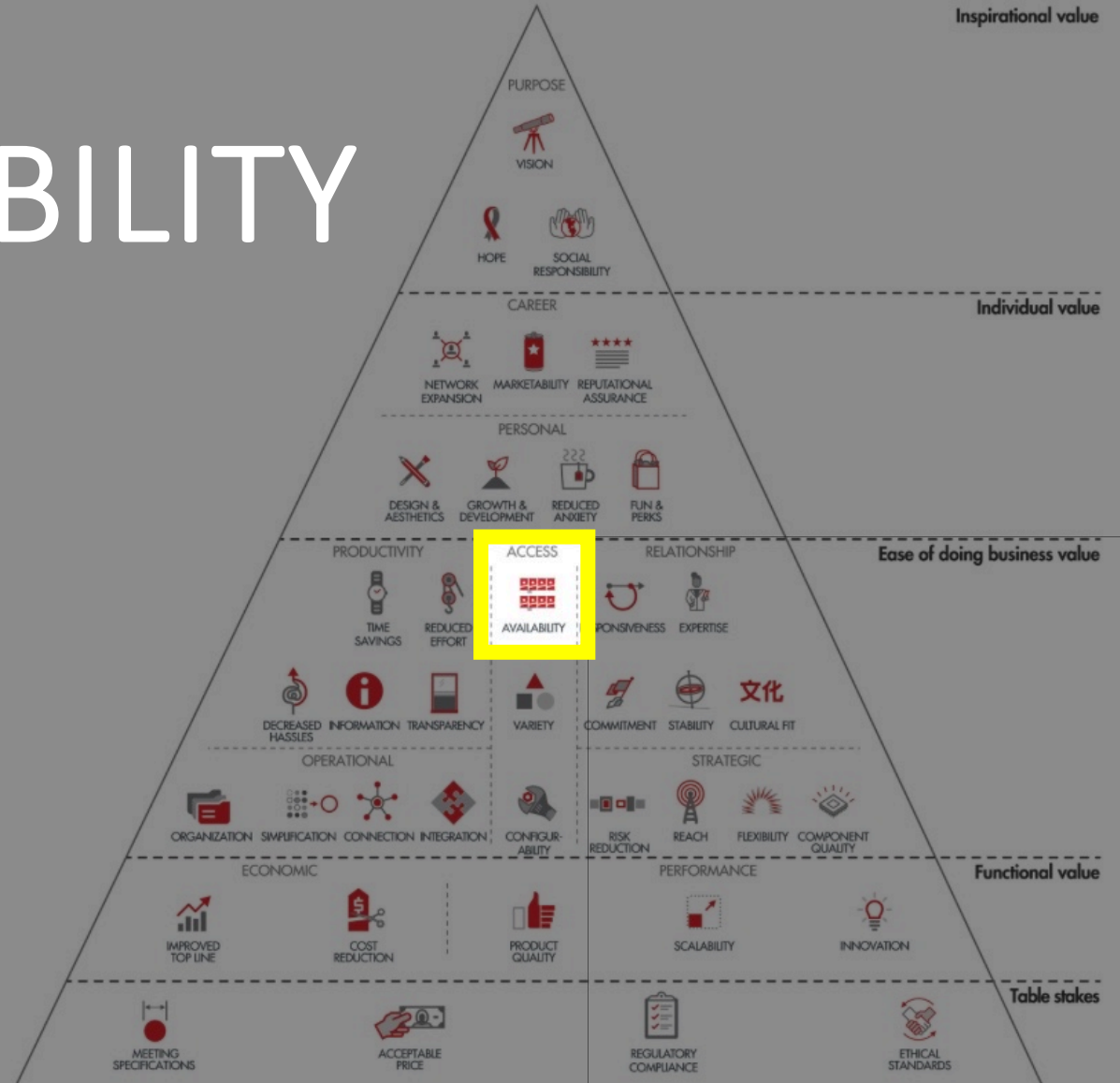
Inspirational value

Individual value

Ease of doing business value

Functional value

Table stakes





Chatbot

Jimmy 5:41 PM

How can I change my password?

Pete the Chatbot 5:42 PM

Please give me your email address.
I'll send you a special link.

Jimmy 5:41 PM

jimmy@sample.com

Pete the Chatbot 5:42 PM

Thanks! Please check your email inbox! 📧❤️

× support × password × newsletter



B2C

B2B

PRODUCTIVITY

Social-impact elements

Life-changing elements

Emotional elements

Functional elements

Inspirational value

Individual value

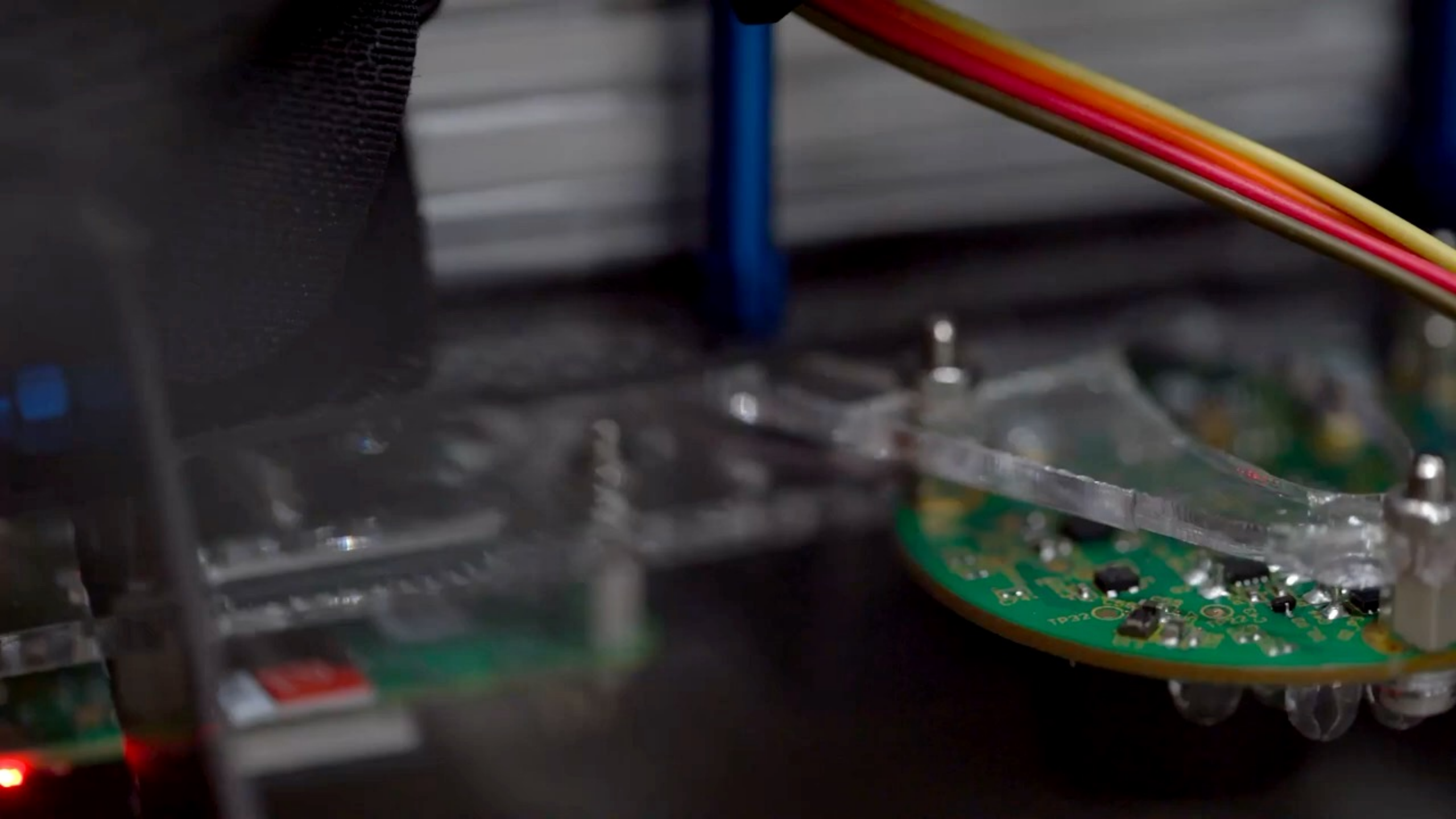
Ease of doing business value

Functional value

Table stakes



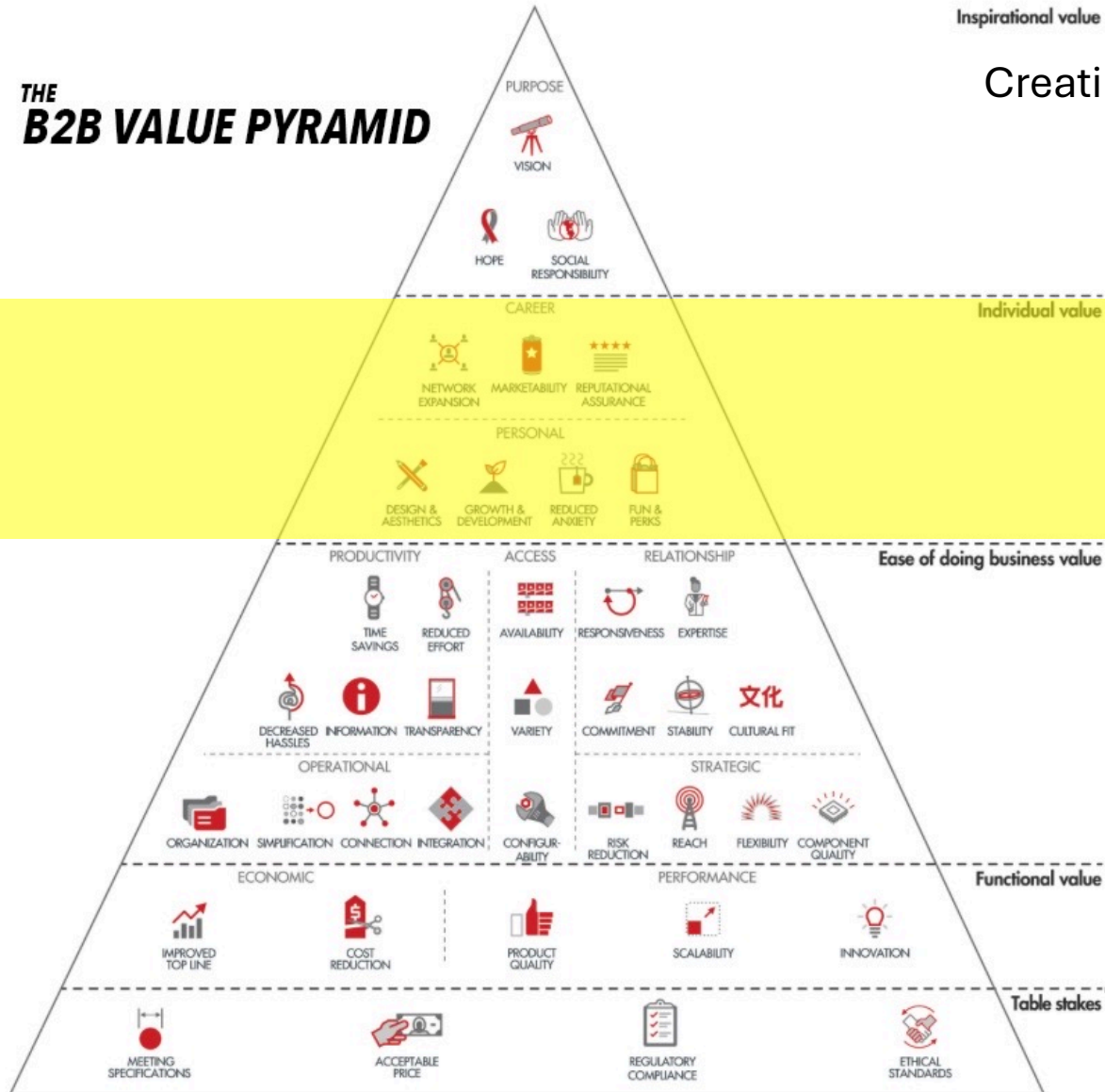




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TABLE STAKES

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B2C

B2B

Marketability

Social-impact elements

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Functional elements

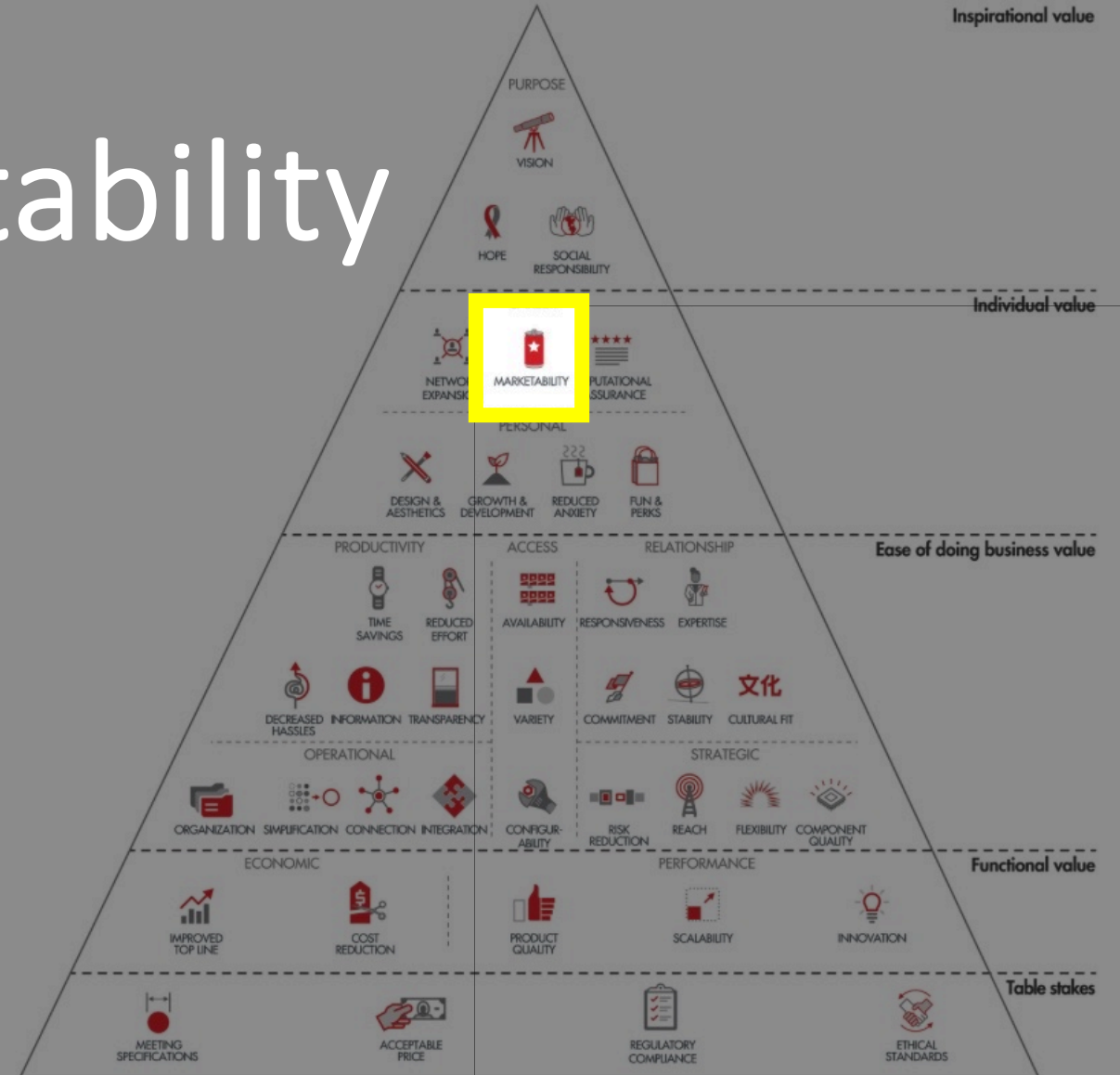
Inspirational value

Individual value

Ease of doing business value

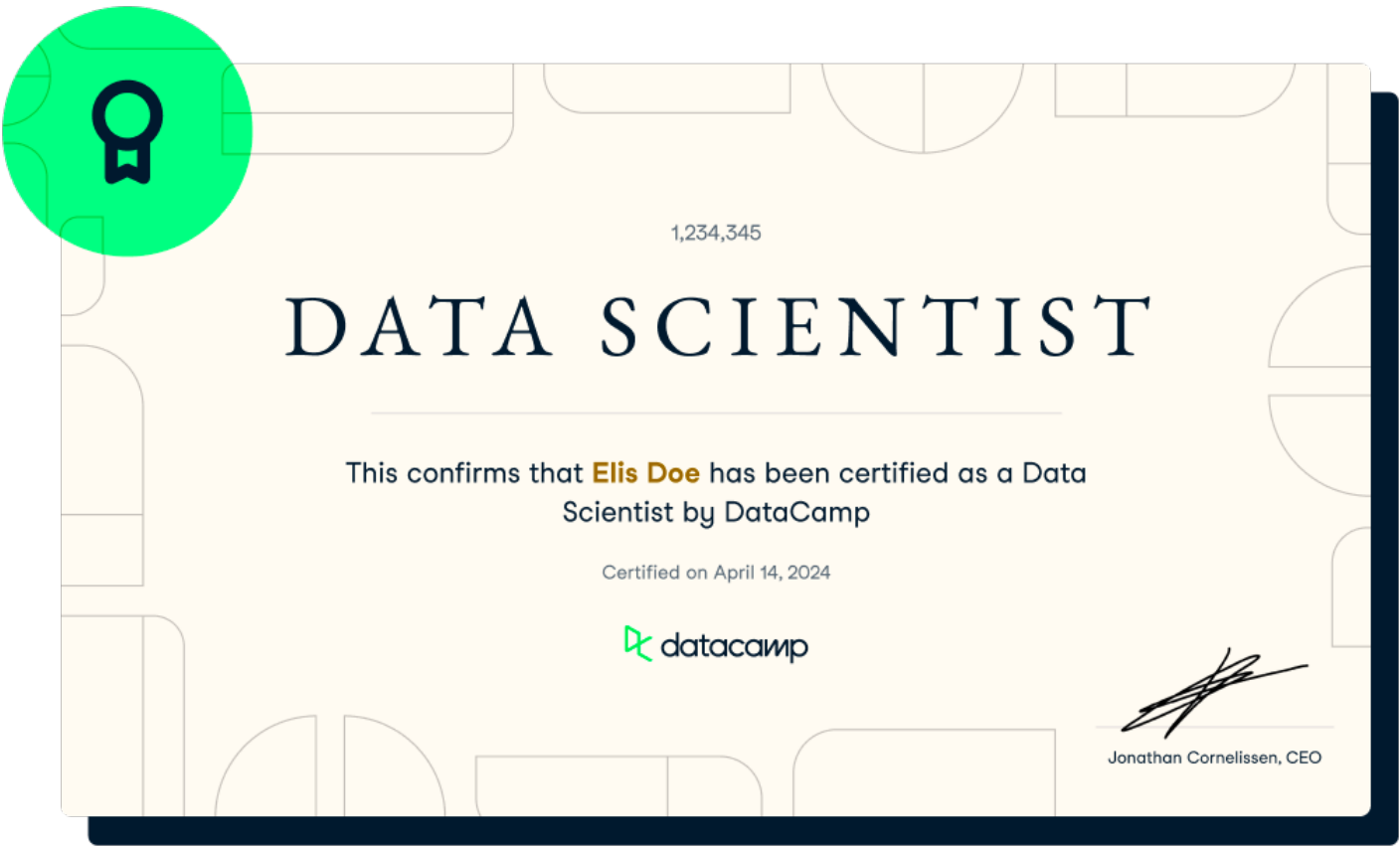
Functional value

Table stakes





Marketability

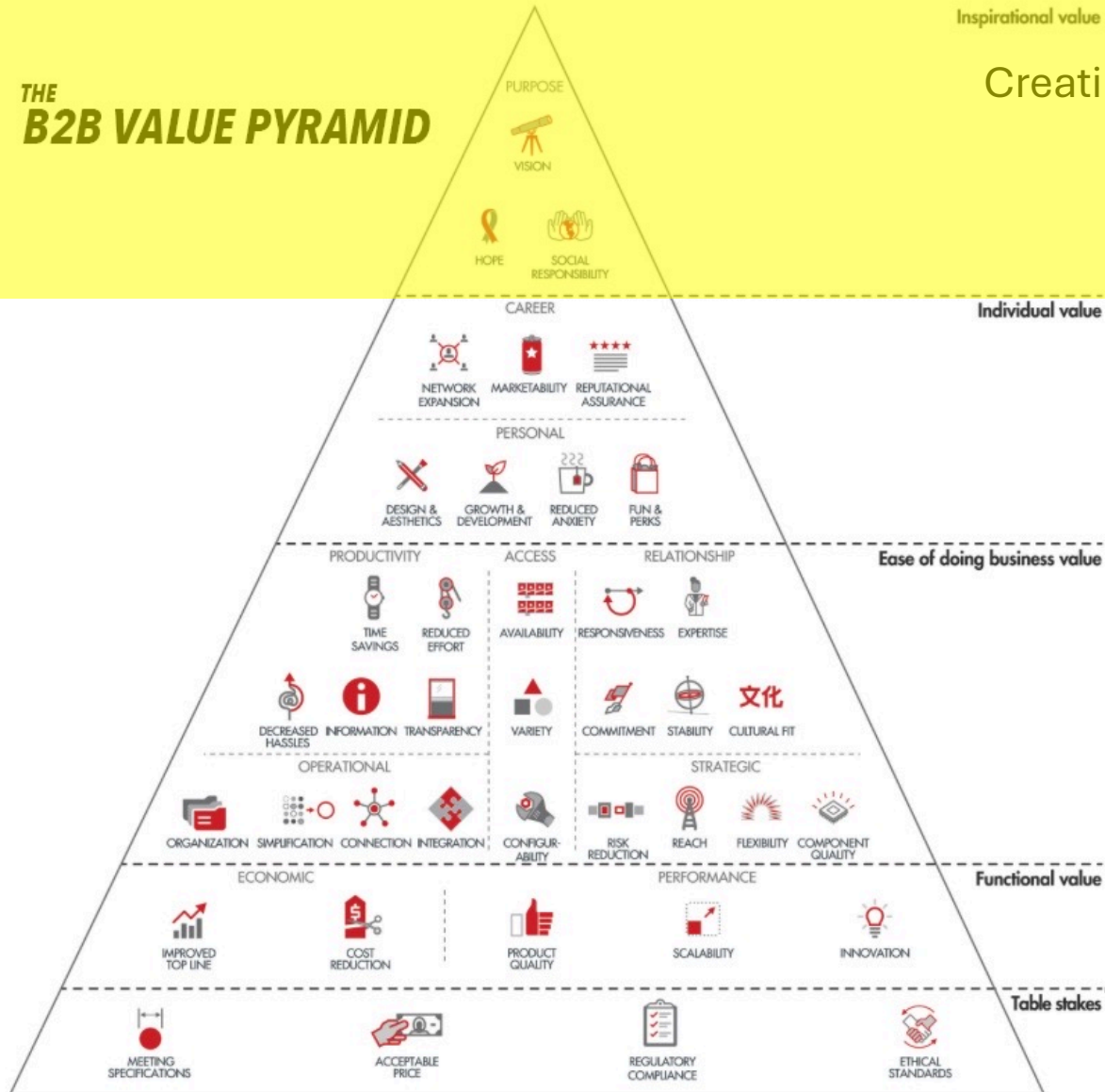


Certifications about data knowledge (such as Datacamp) are industry-recognized credentials for data professionals.

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TABLE STAKES

Improving the basics of the product/service. E.g.: Ethical



B2C

B2B

Social-impact elements

Inspirational value

Life-changing elements

Individual value

Emotional elements

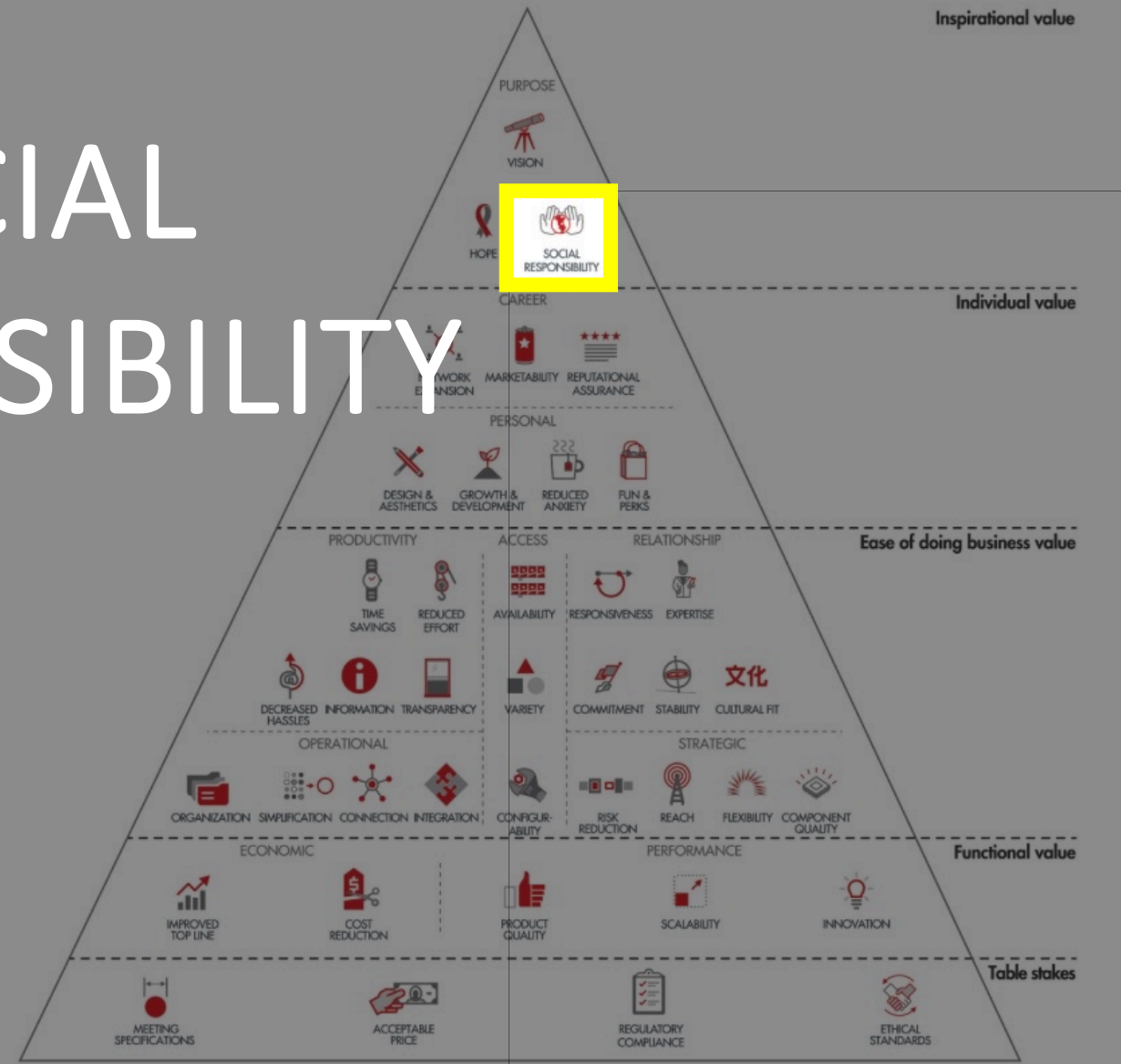
Ease of doing business value

Functional elements

Functional value

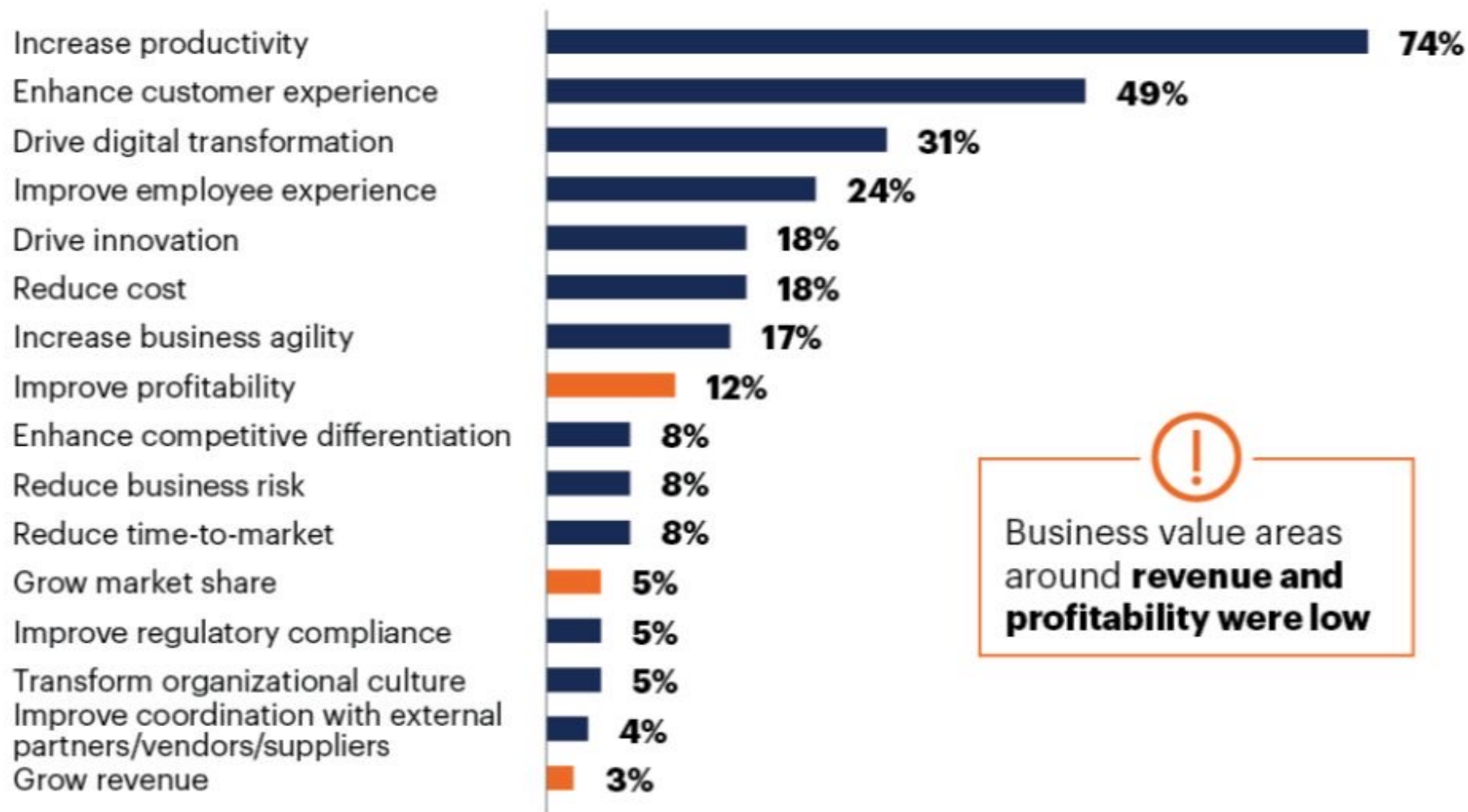
Table stakes

SOCIAL RESPONSIBILITY



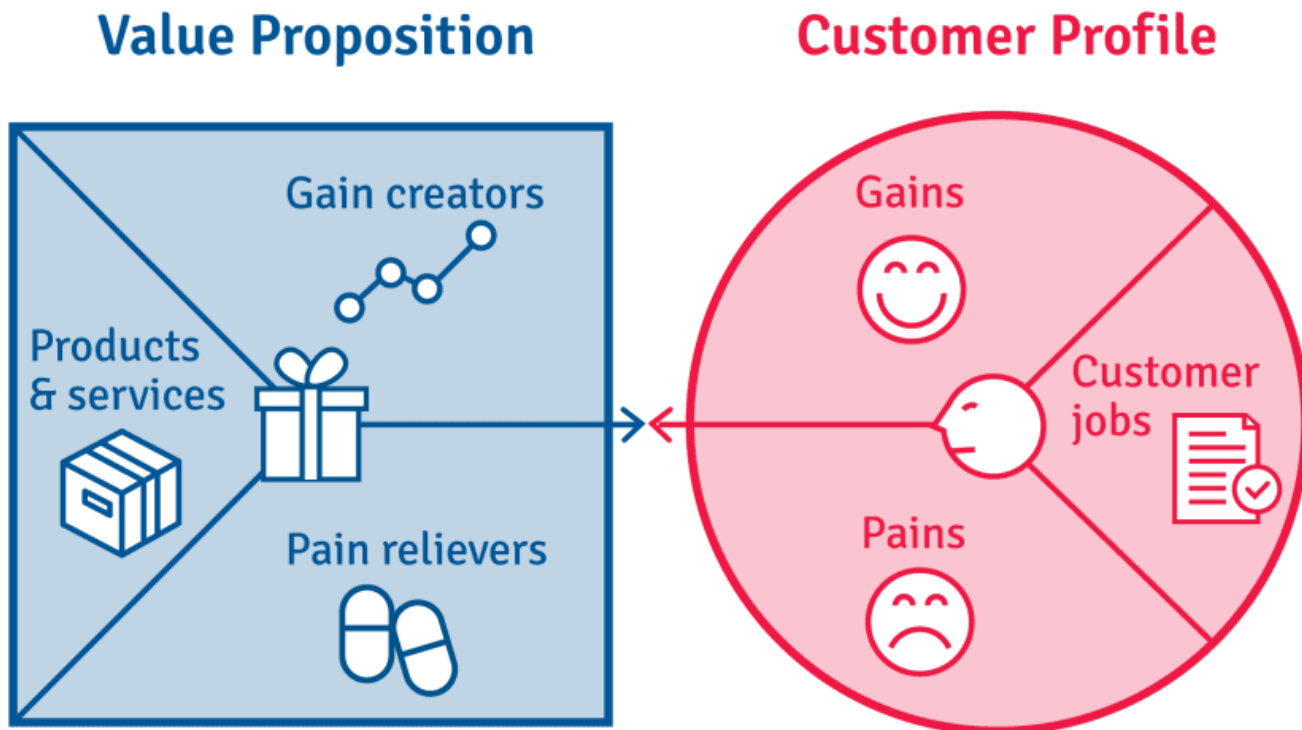


Top types of business value from applying GenAI



Business value areas around **revenue and profitability** were low

EXERCISE 3: VALUE PROPOSITION



- Which Business Value brings your AI Use Case?
Inspired by the “Value Pyramids”
- Which Business processes are impacted?
- How does it attribute to the pains/gains of your customers?
- *Draw/Schematize if possible*

3

AI PRODUCT RETURN



①

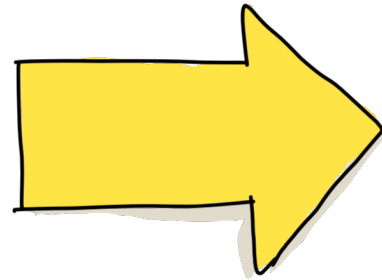
MEASURE & QUANTIFY
CURRENT SITUATION



②

ESTIMATE THE
IMPROVEMENT

INPUT



OUTPUT



DOORHINGE

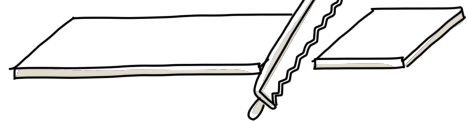


DOORHANDLE

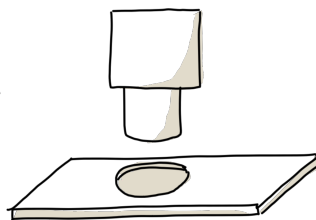


HOOD

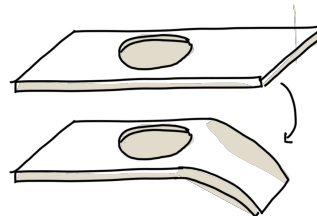




SAWING

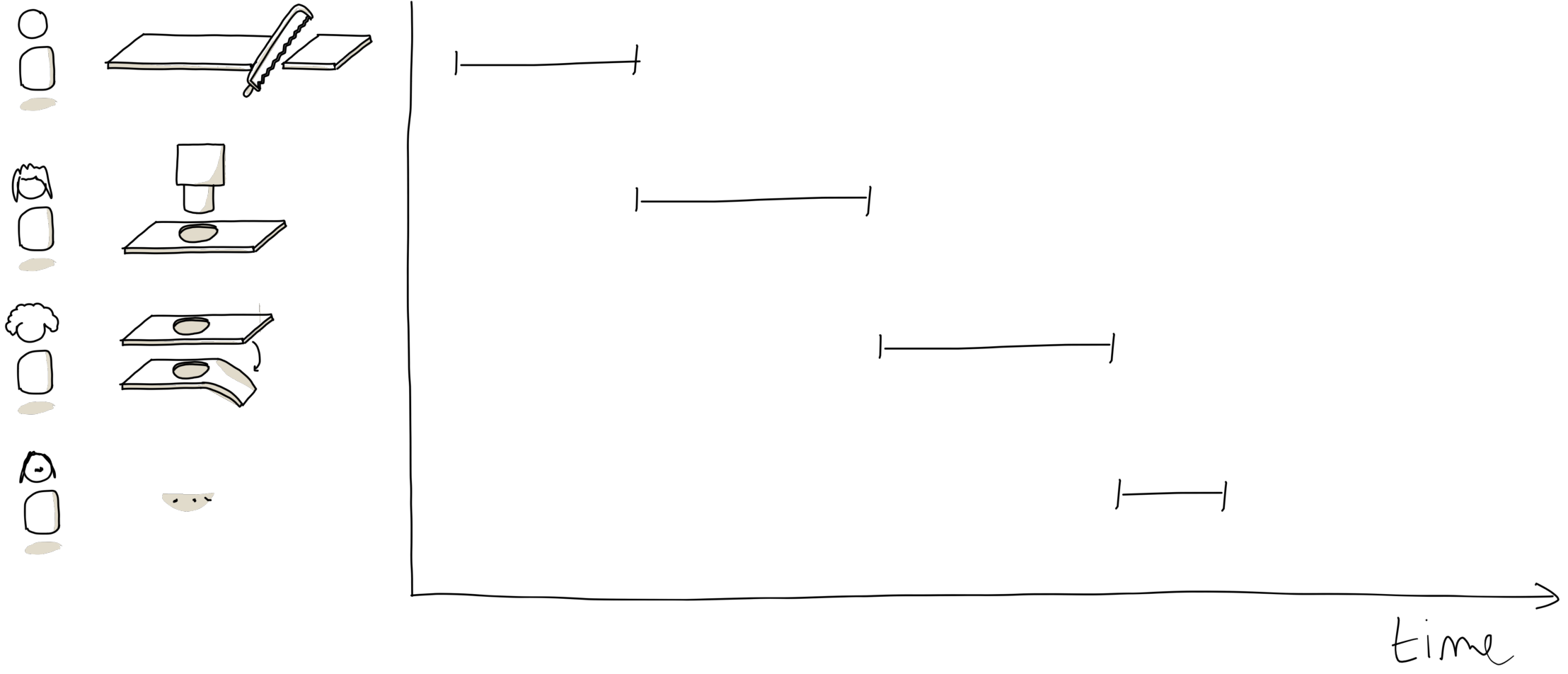


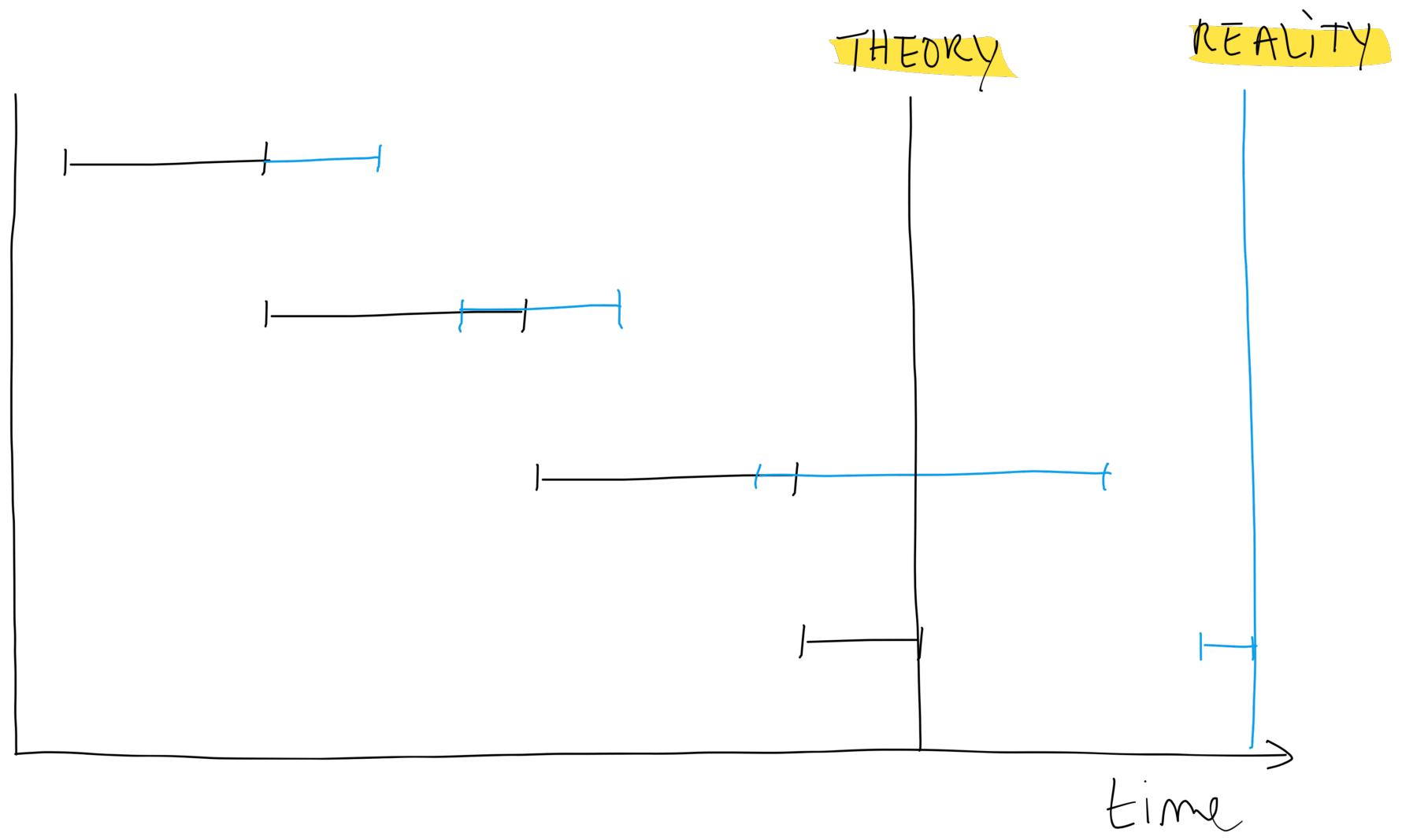
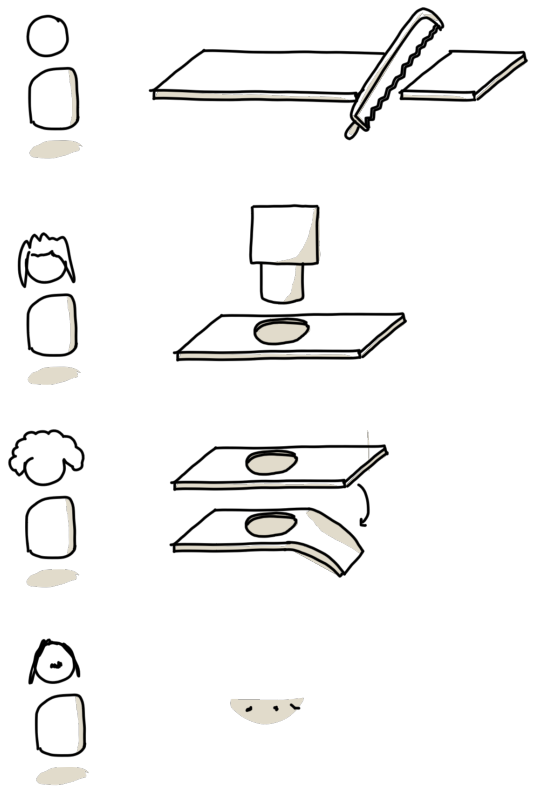
MILLING

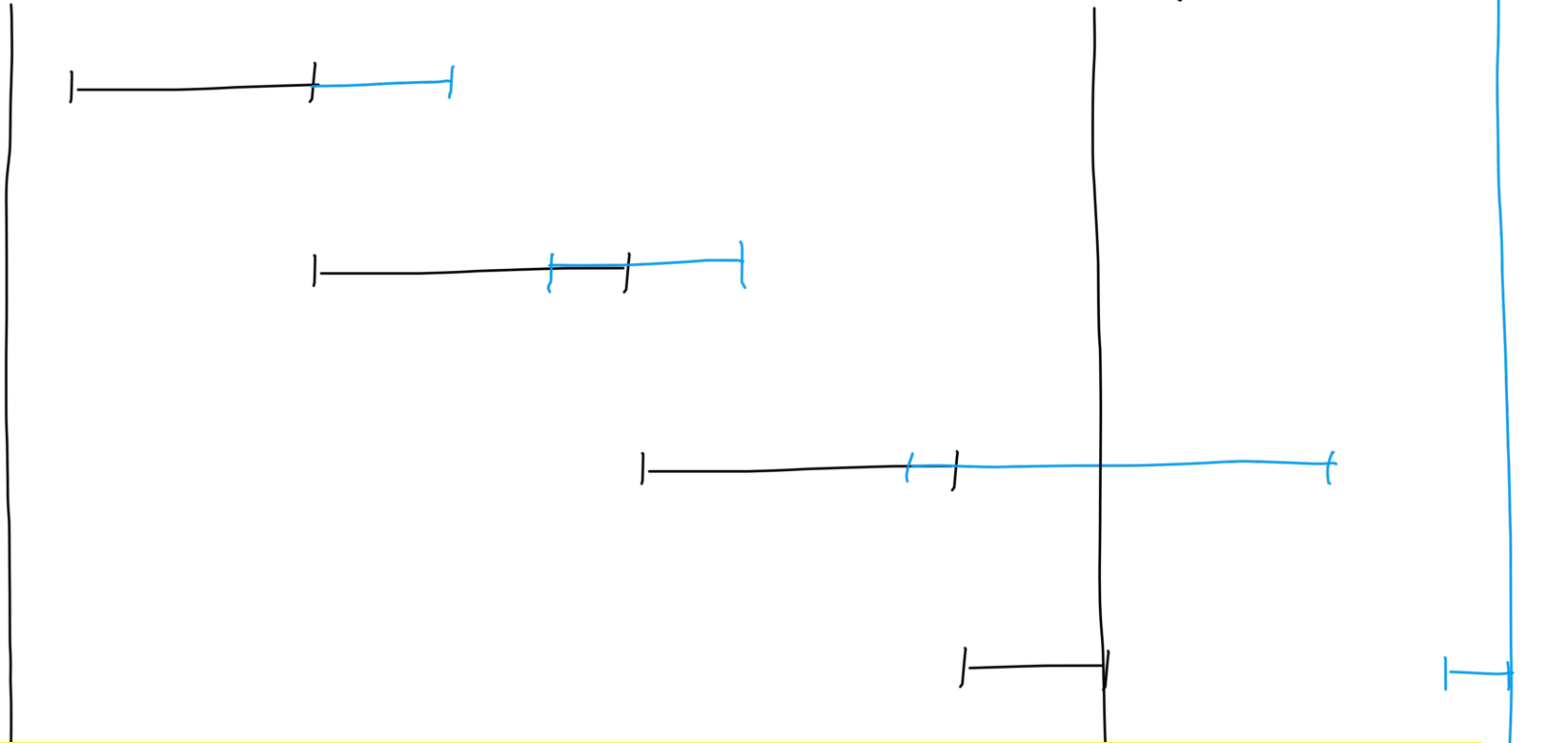
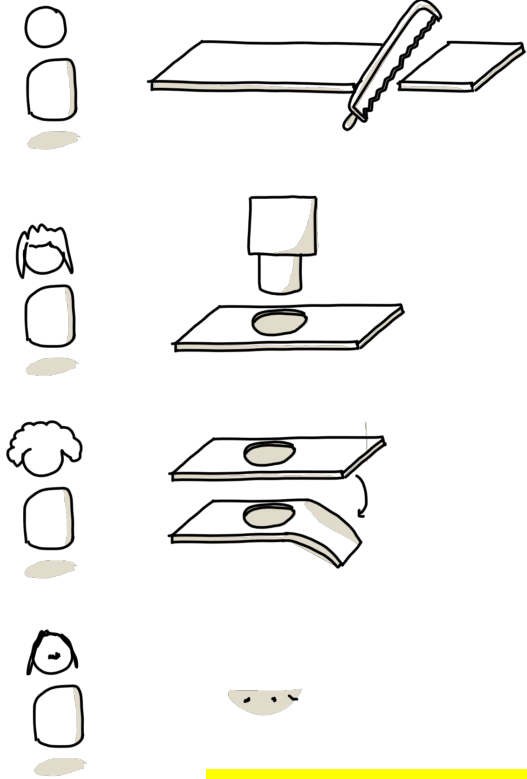


BENDING

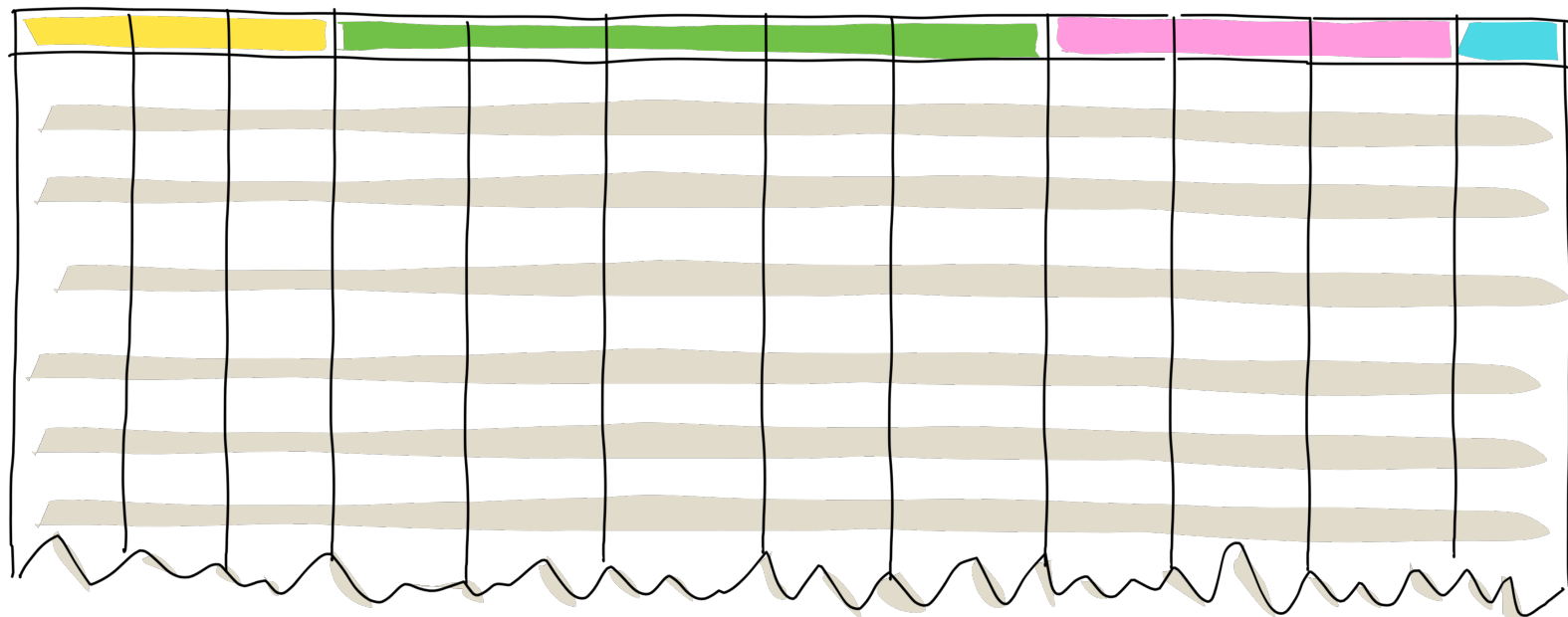
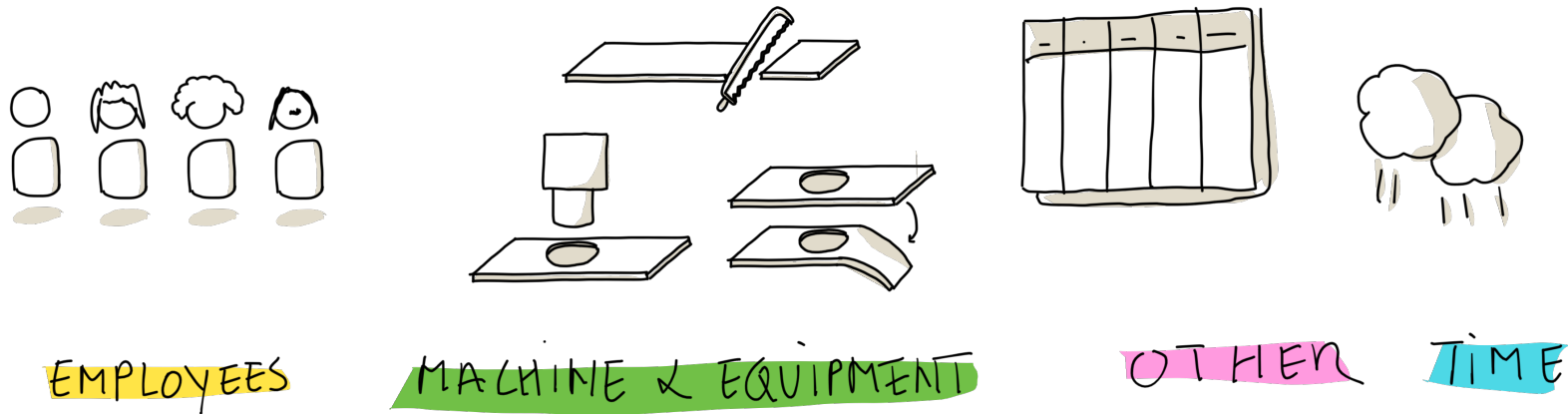








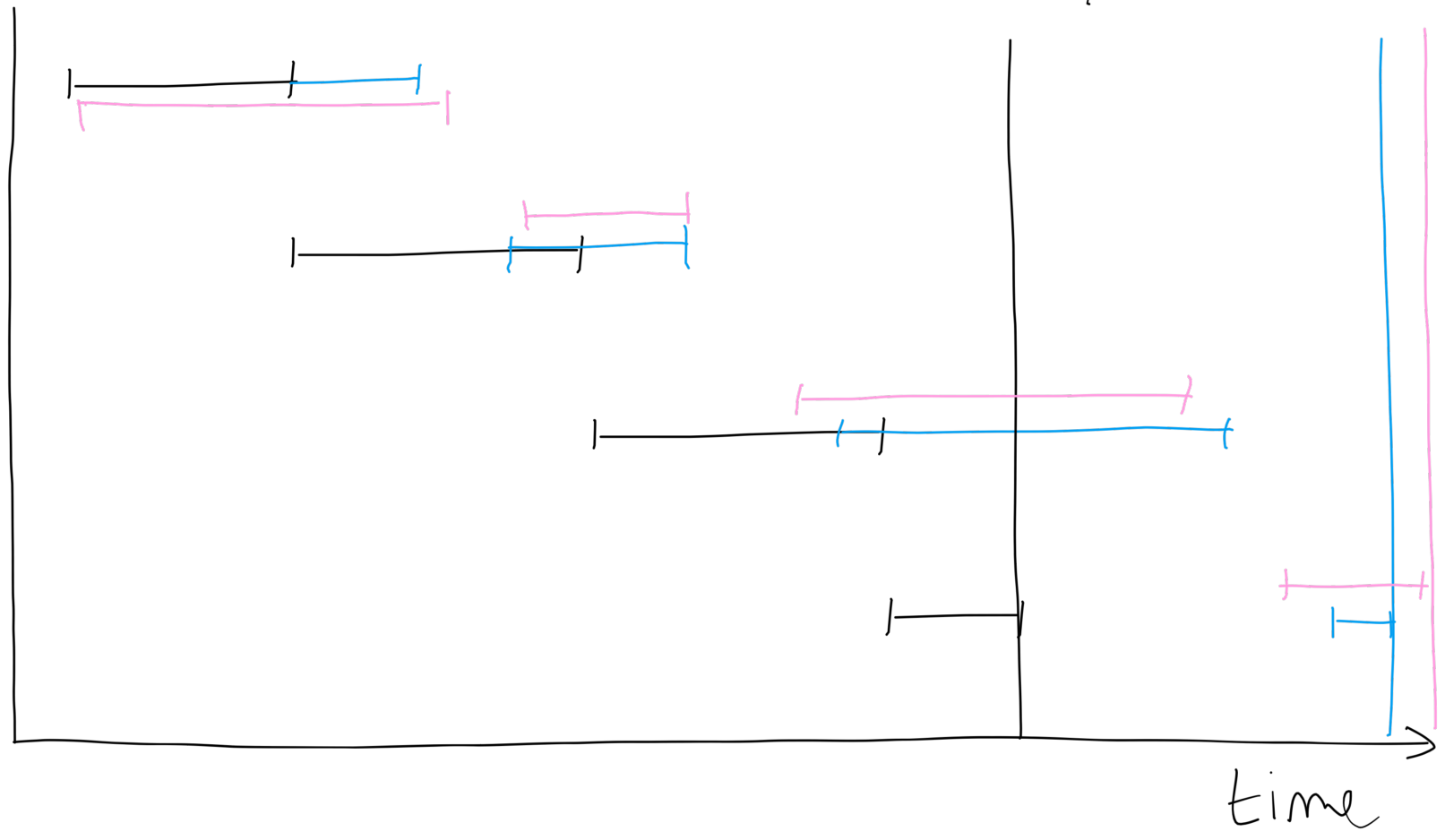
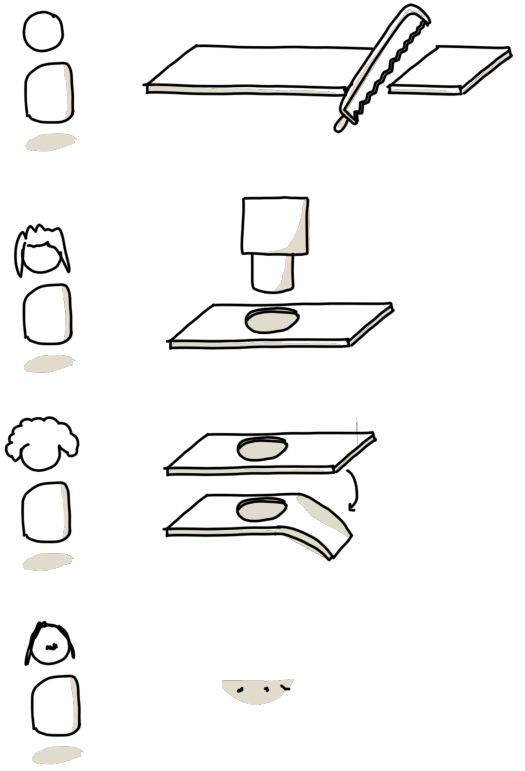
Q: Make the Production Planning More Accurate



$$\times \text{GBOOST} (\text{yellow}, \text{green}, \text{pink}) = \text{blue}$$



THEORY REALITY XGBOOST



①

MEASURE & QUANTIFY
CURRENT SITUATION



②

ESTIMATE THE
IMPROVEMENT





①

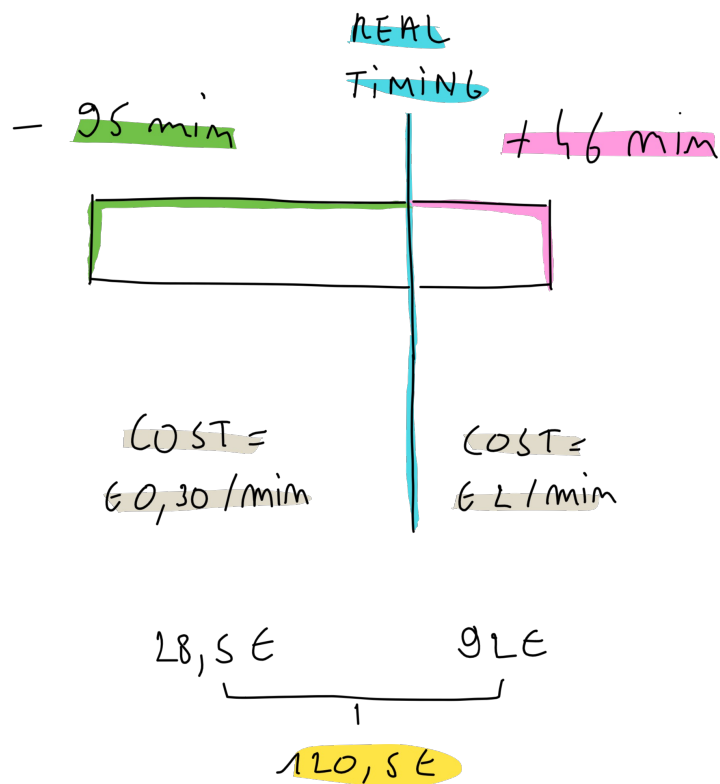
MEASURE & QUANTIFY
CURRENT SITUATION



②

ESTIMATE THE
IMPROVEMENT

AVERAGE PLANNING DIFF PER PRODUCT





①

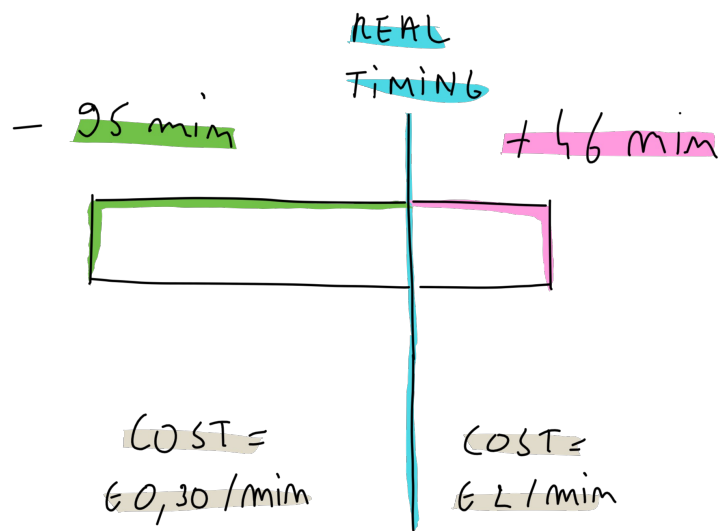
MEASURE & QUANTIFY
CURRENT SITUATION



②

ESTIMATE THE
IMPROVEMENT

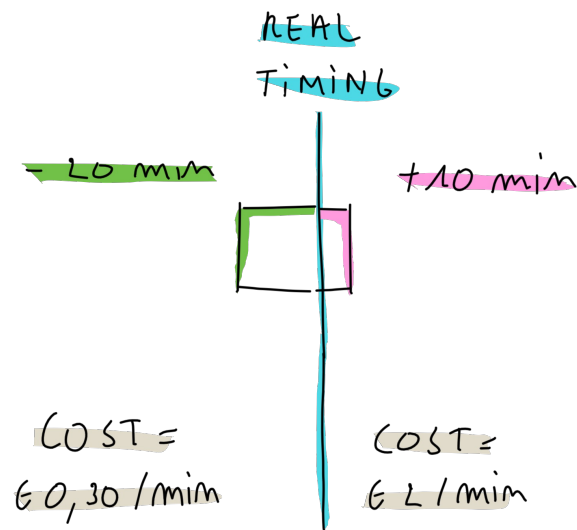
AVERAGE PLANNING DIFF PER PRODUCT



28,5 € 92 €

└──────────┘

120,5 €



6 € 20 €

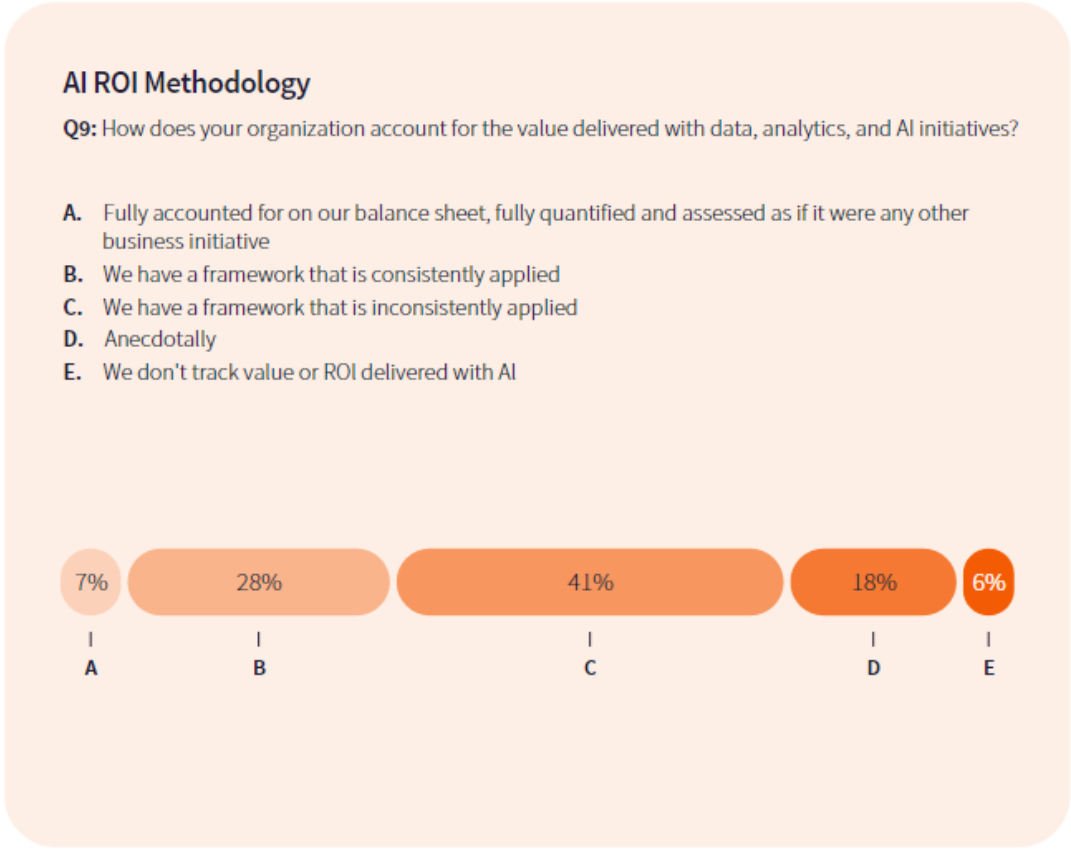
└──────────┘

26 €



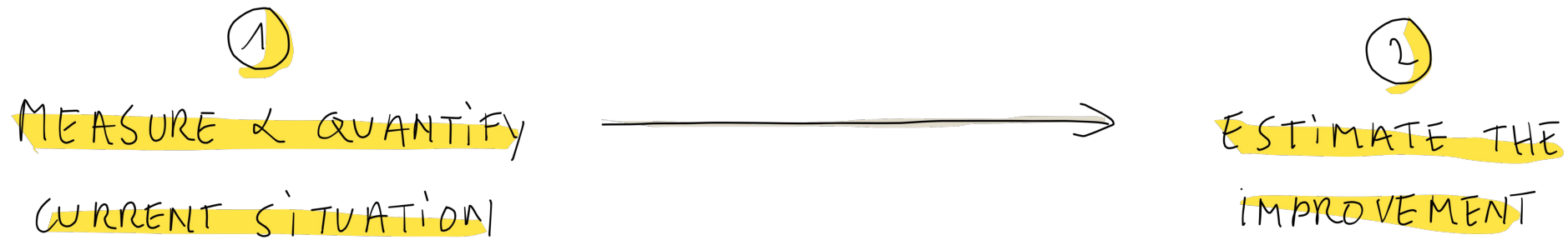
3. RETURN ON INVESTMENT (ROI) METHODOLOGY

Organization has a framework for tracking ROI that is consistently applied or AI initiatives are fully accounted for on our balance sheet, fully quantified and assessed as if it were any other business initiative.



[Dataiku: AI, Today (400 respondents – 2024)]

EXERCISE 4: RETURN



Quantify the value that your AI solution will bring

4

ALTERNATIVE SOLUTIONS



Blockers & Alternative Solutions

- Is AI the right solution for your product?
- Is AI better than other solutions?

EXERCISE 5: ALTERNATIVE SOLUTIONS

- List non-AI solutions for your use case
- Indicate why AI will be better (or not)

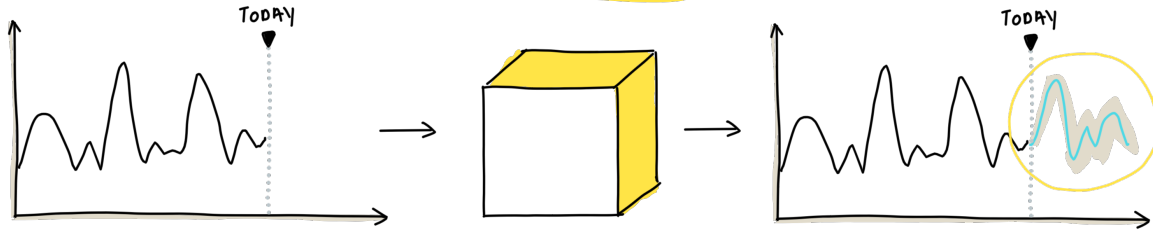
5

NEEDED AI CAPABILITIES

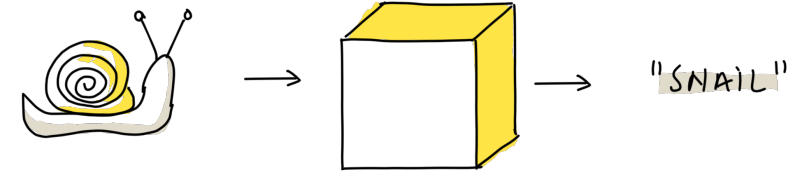
AI Models have Varying Capabilities



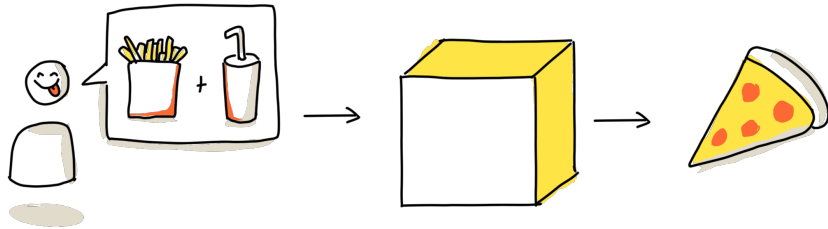
FORECASTING



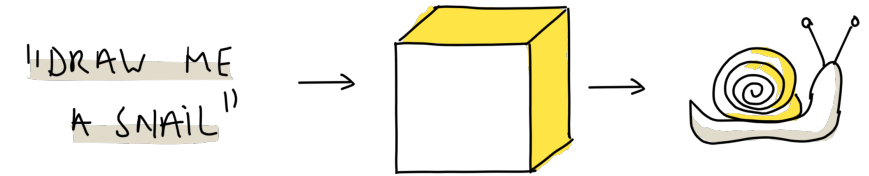
CLASSIFICATION



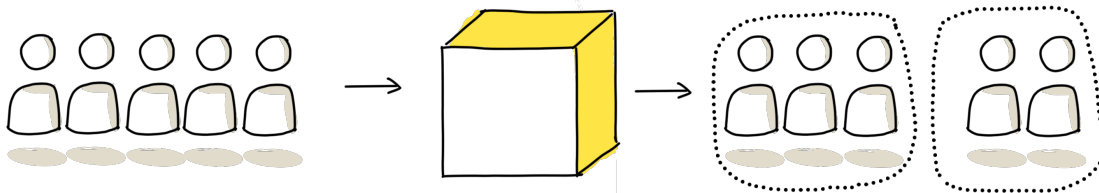
RECOMMENDATION



GENERATION



CLUSTERING



(THERE EXIST MORE)

EXERCISE 6: IDENTIFY THE CAPABILITIES

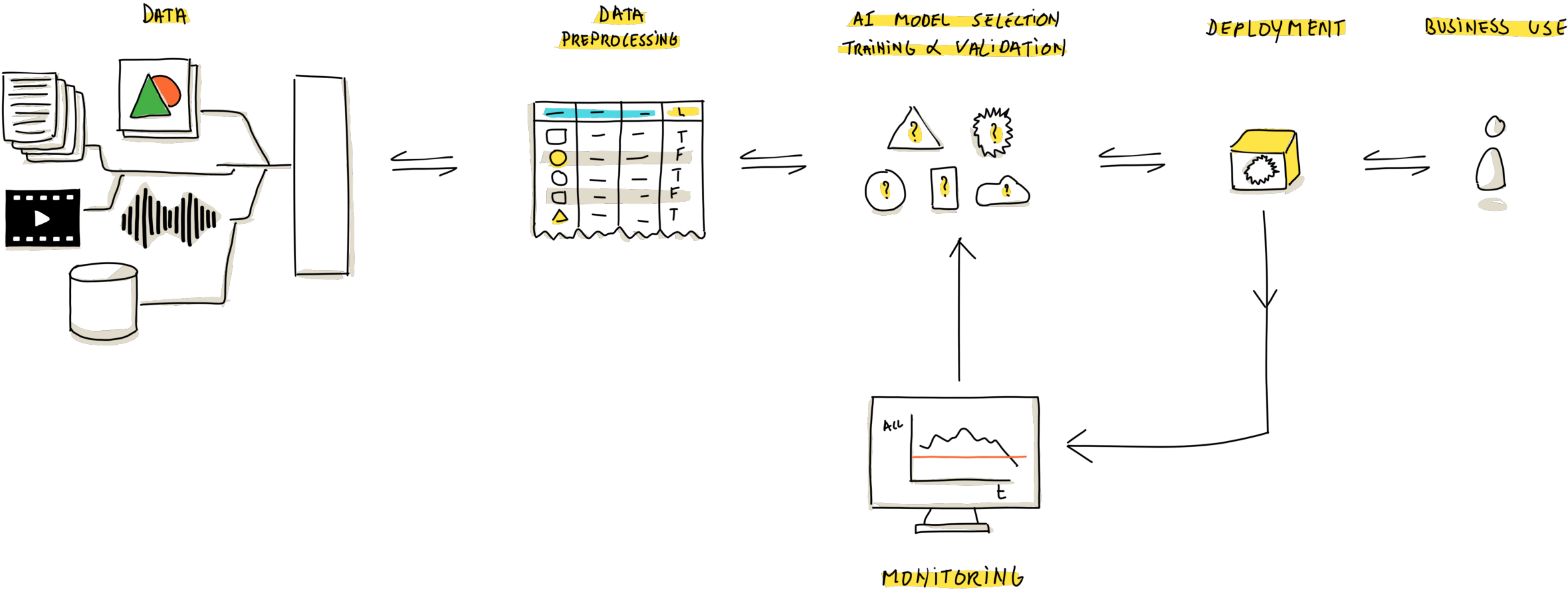
- Which AI capabilities do you need in your case?
- Are there similar tools that do this (but in another sector for example)

6

IMPLEMENTATION

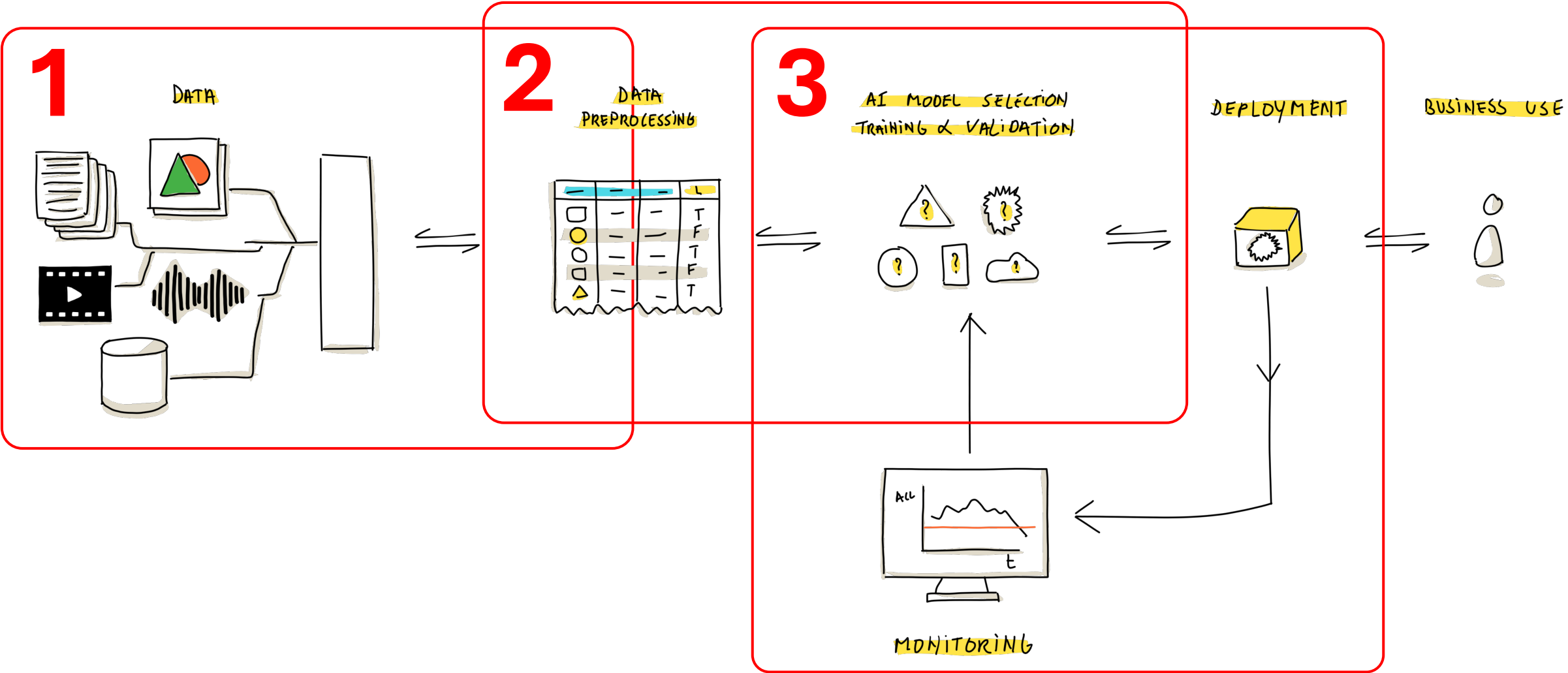


AI Development Flow





AI Development Flow





Implementation

- Data
- AI Tooling
- Monitoring

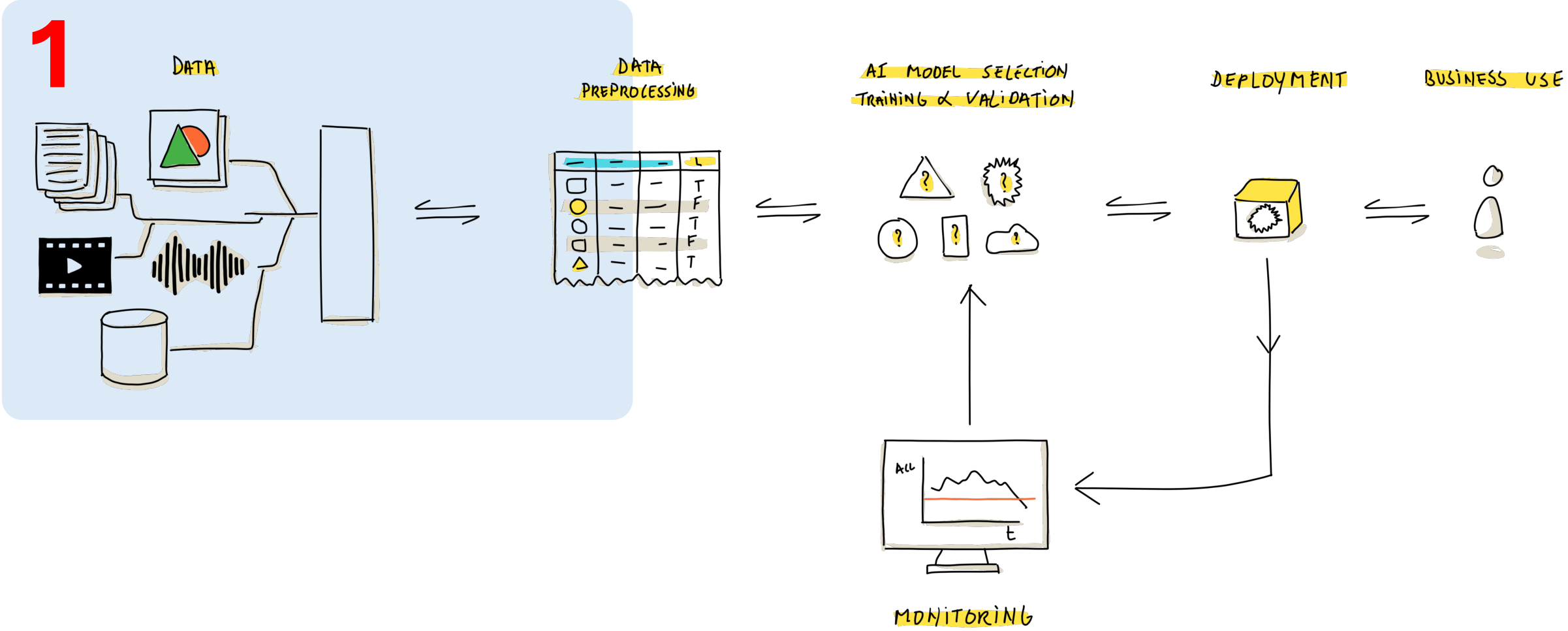


Implementation

- **Data**
- AI Tooling
- Monitoring



AI Development Flow





Barriers to Preventing Organizations From Delivering More Value From Data, Analytics, and AI

Q11: Please rank all barriers preventing you from delivering more value from data, analytics, and AI, where 1 is the biggest/most present barrier (Note: Other (n=41) not shown):

% Ranking Each 'Rank 1 - Biggest/Most Present Barrier,' 'Rank 2,' or 'Rank 3'

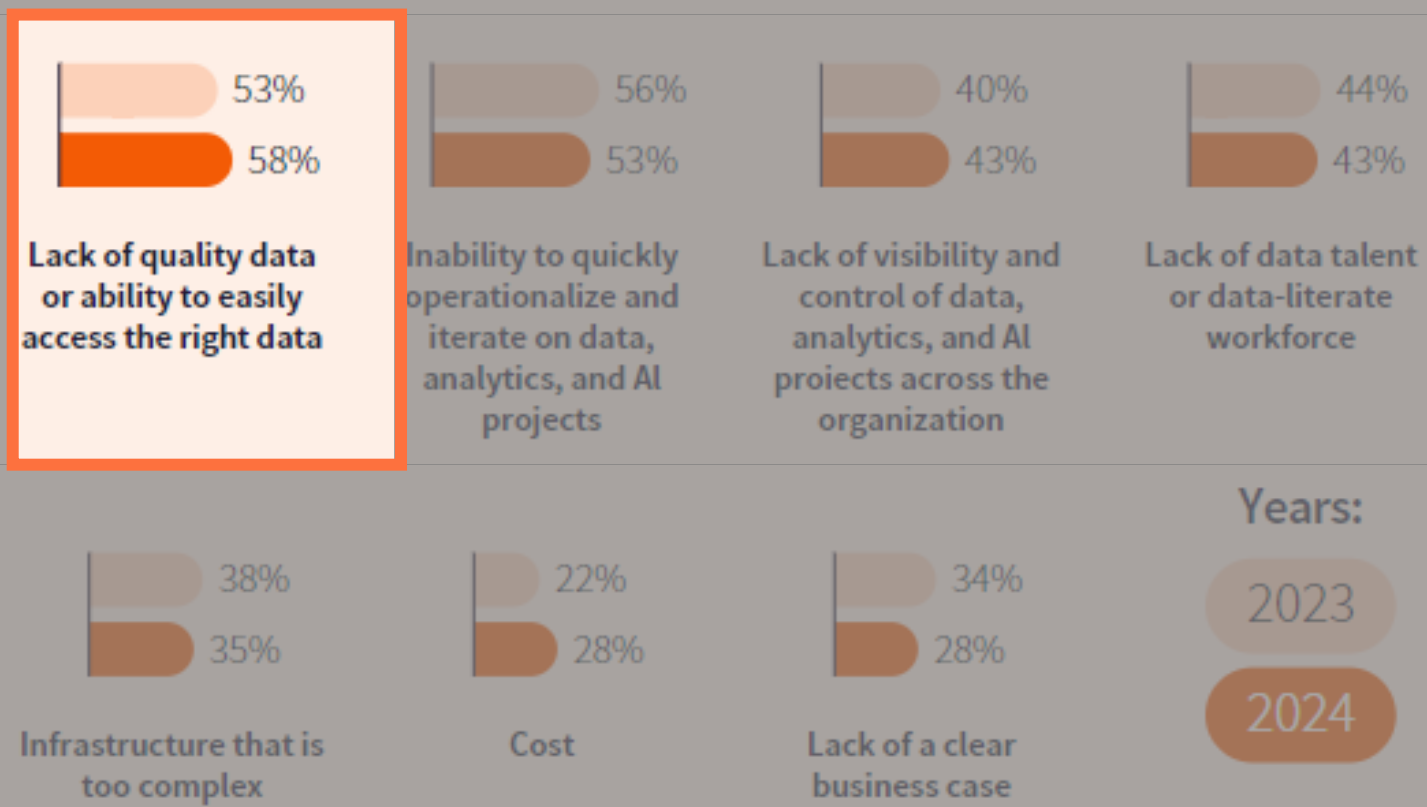




Barriers to Preventing Organizations From Delivering More Value From Data, Analytics, and AI

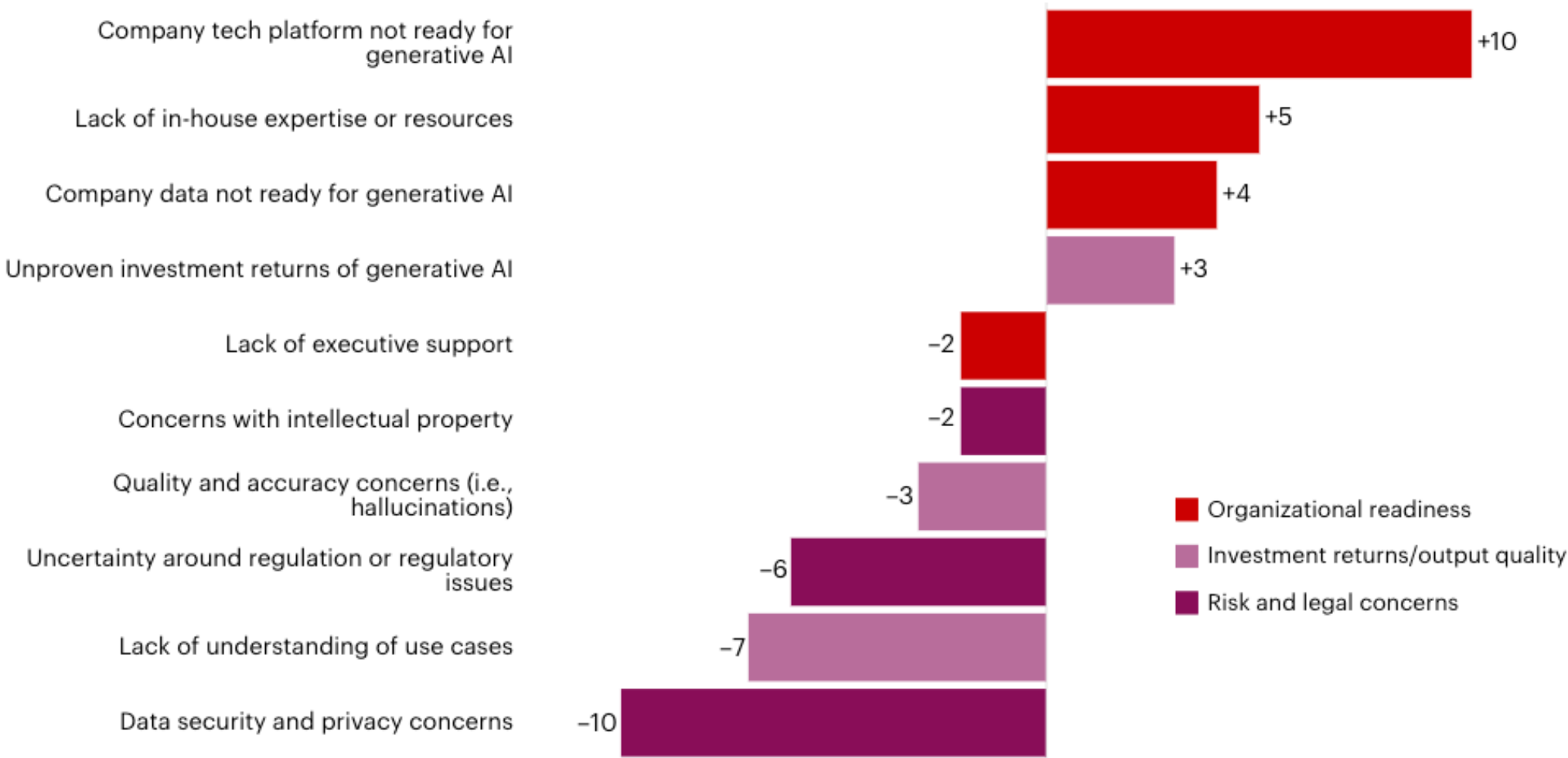
Q11: Please rank all barriers preventing you from delivering more value from data, analytics, and AI, where 1 is the biggest/most present barrier (Note: Other (n=41) not shown):

% Ranking Each 'Rank 1 - Biggest/Most Present Barrier,' 'Rank 2,' or 'Rank 3'





What are the top reasons preventing your company from moving faster with generative AI?

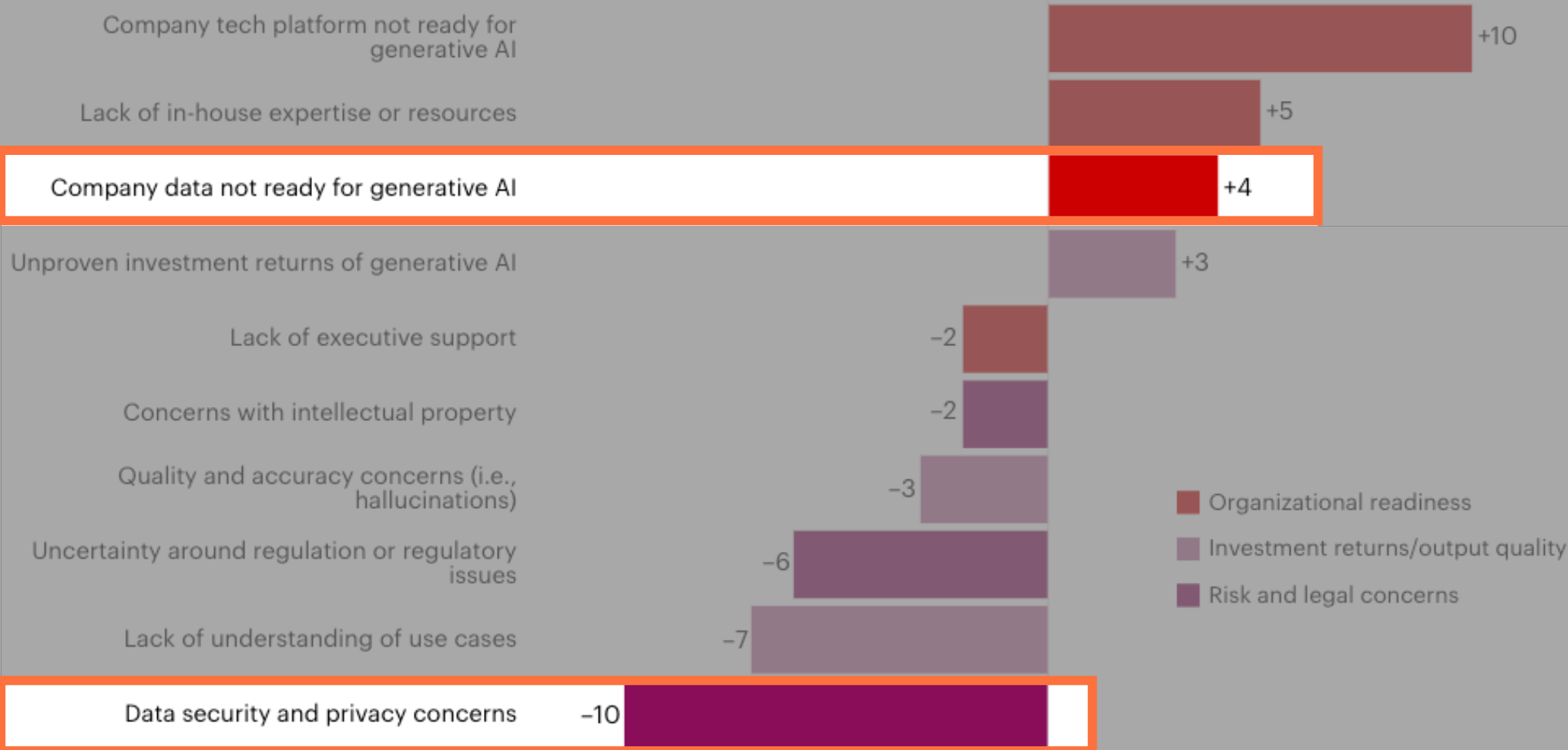


Percentage-point change between October 2023 and February 2024

Sources: Bain Generative AI Surveys, October 2023 (N=198) and February 2024 (N=200)



What are the top reasons preventing your company from moving faster with generative AI?



Percentage-point change between October 2023 and February 2024

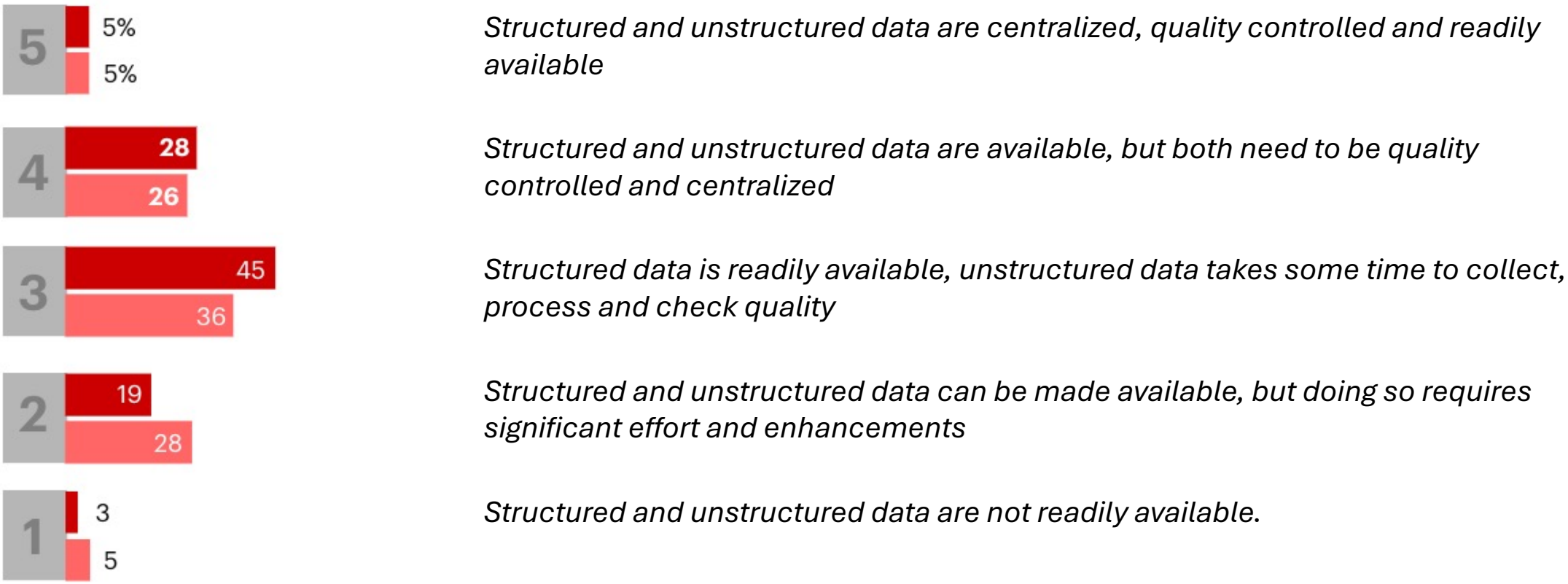
Sources: Bain Generative AI Surveys, October 2023 (N=198) and February 2024 (N=200)



Data Readiness for Generative AI

Tech Nontech

Data readiness for generative AI



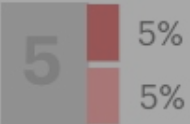
Source: Bain Generative Artificial Intelligence Survey, February 2024 (N=200)

Data Readiness for Generative AI

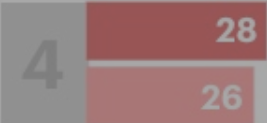


Tech Nontech

Data readiness for generative AI



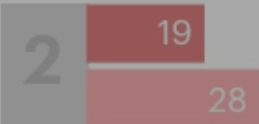
Structured and unstructured data are centralized, quality controlled and readily available



Structured and unstructured data are available, but both need to be quality controlled and centralized



Structured data is readily available, unstructured data takes some time to collect, process and check quality



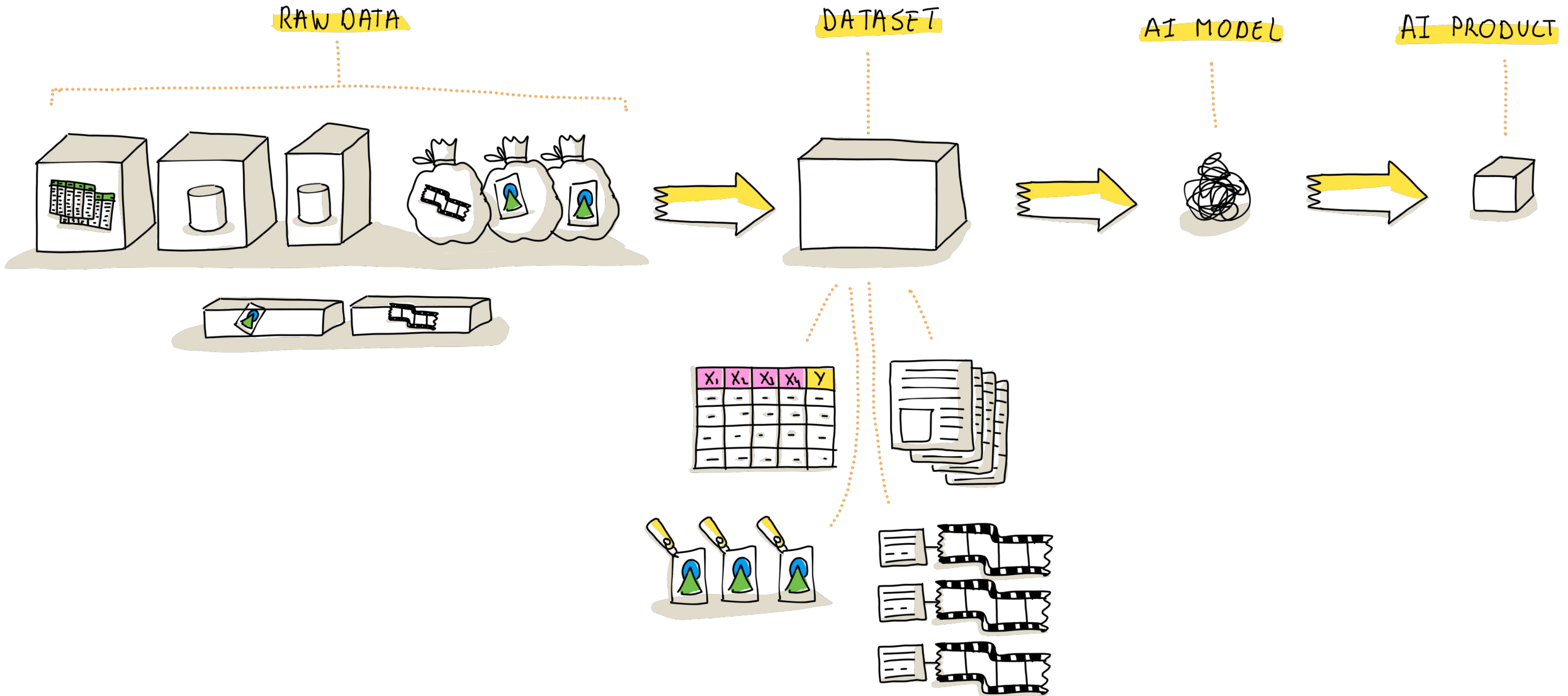
Structured and unstructured data can be made available, but doing so requires significant effort and enhancements



Structured and unstructured data are not readily available.

Source: Bain Generative Artificial Intelligence Survey, February 2024 (N=200)

The Bigger Picture





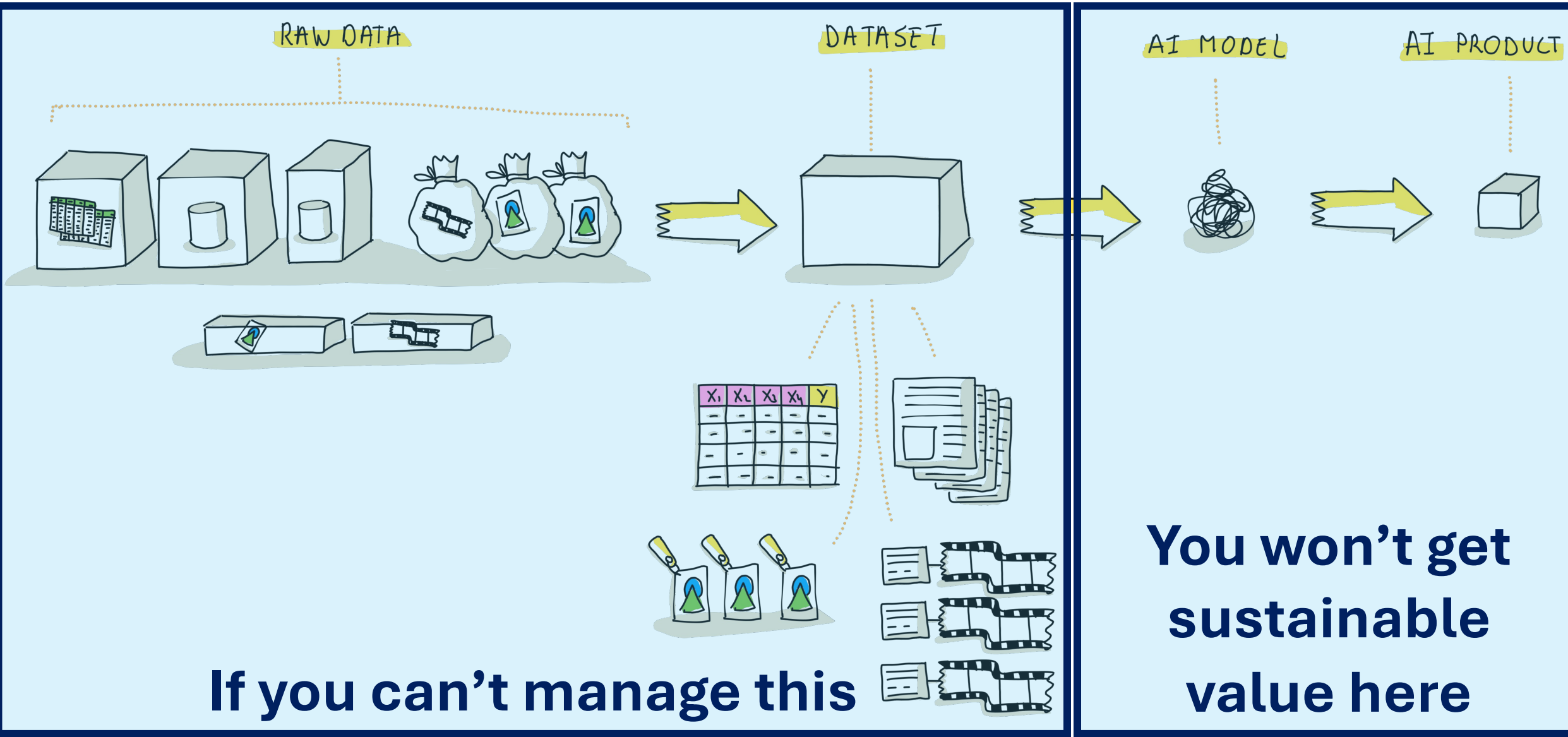
The Bigger Picture

RAW DATA

DATASET

AI MODEL

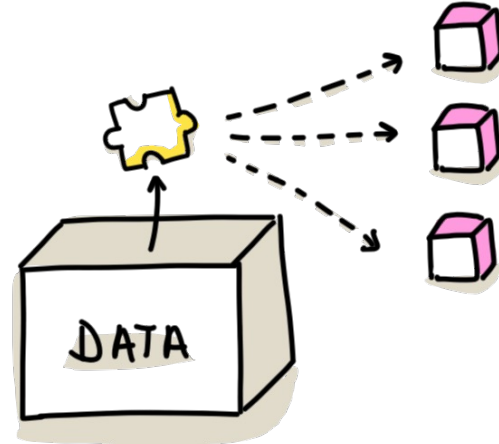
AI PRODUCT



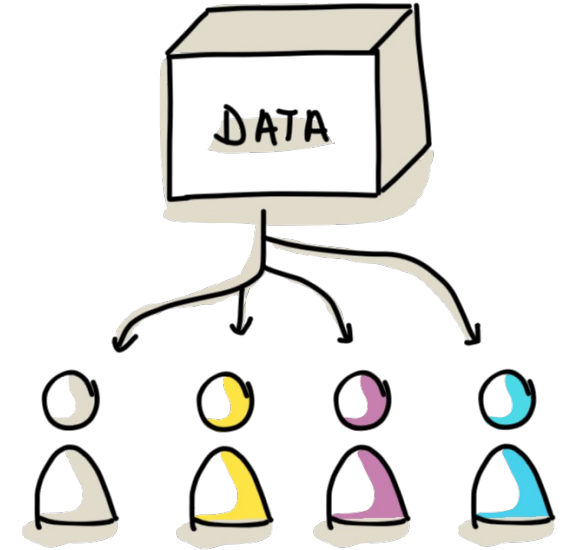
#1 One Common Data Language



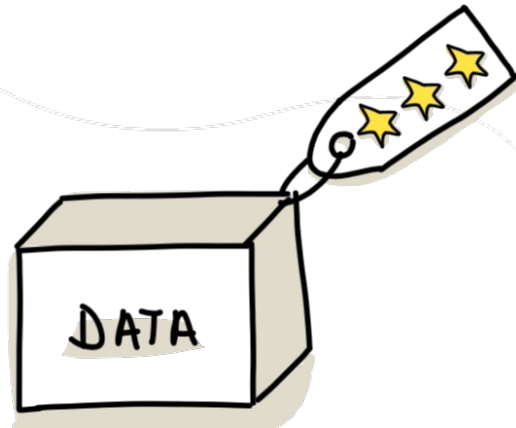
#2 Improved Data Reusability



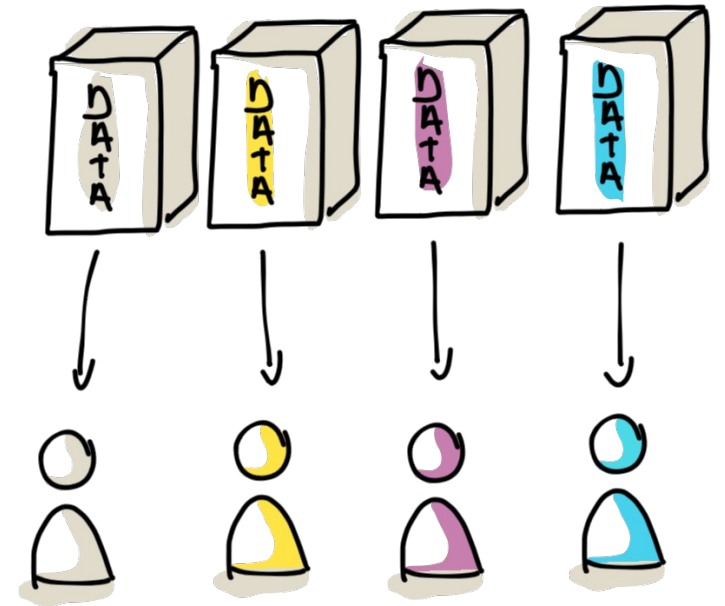
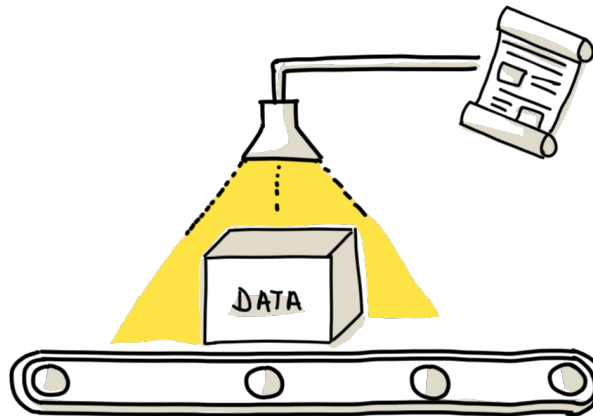
#3 Single Source of Truth



#4 Increased Confidence in Data

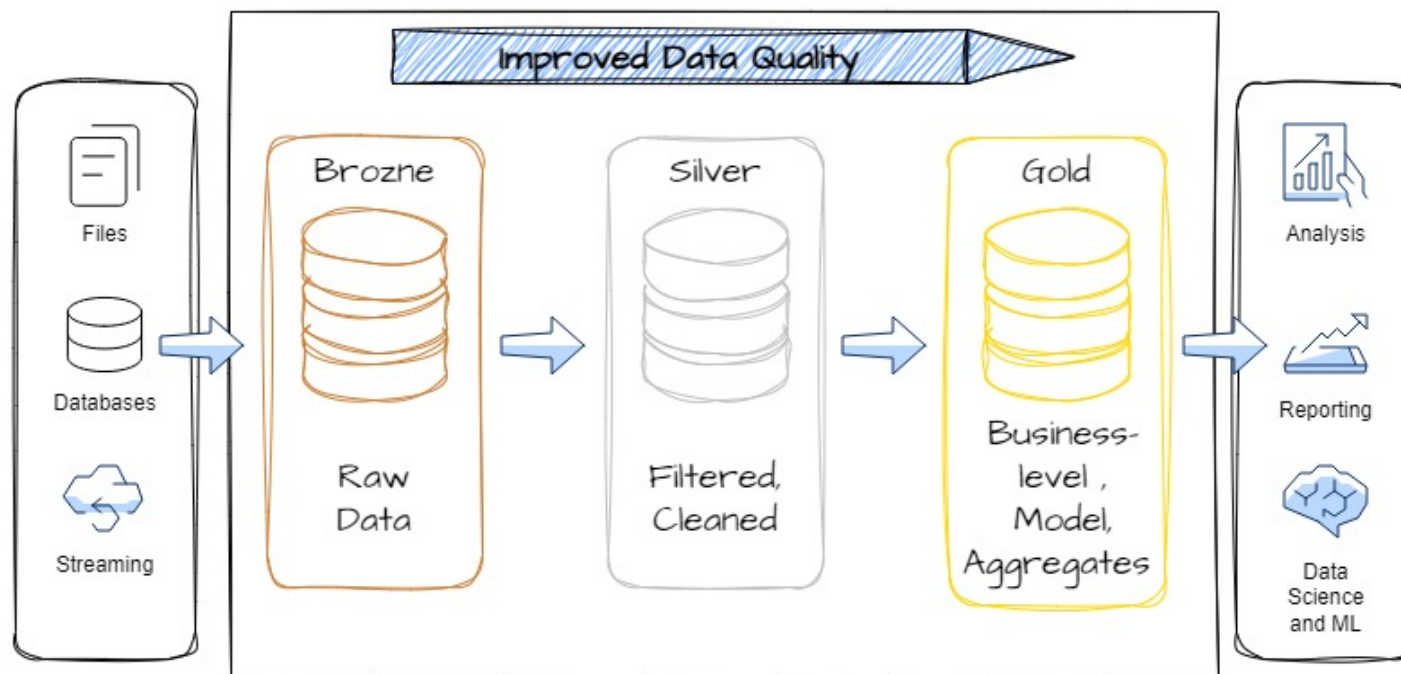


#5 Better Data Management Mechanisms





Data Governance and Data Management Practices



Data Platforms



A

B

C

D

E



**WHICH CHARACTERISTICS
HAVE YOUR DATA?**



A

B

C

D

E

AVAILABLE

Y

Y

Y




Y

?






	A	B	C	D	E
AVAILABLE	Y	Y	Y	Y	?
QUALITY	50%	80%	20%	?	?



	A	B	C	D	E
AVAILABLE	Y	Y	Y	Y	?
QUALITY	50%	80%	20%	?	?
VOLUME	XXL	L	XL	S	?
TYPE	?				?
VELOCITY	SEC	DAY	YEAR	?	?



	A	B	C	D	E
AVAILABLE	Y	Y	Y	Y	?
QUALITY	50%	80%	20%	?	?
VOLUME	XXL	L	XL	S	?
TYPE	?				?
VELOCITY	SEC	DAY	YEAR	?	?
DEFINITIONS	Y	Y	?	N	?
CONFIDENTIALITY	X	X	X	X	?
HISTORY?	2yr	3M	10Y	0	?

EXERCISE 7: DATA

- Which data do you need for your use case?
- Is this data available?
- What are the most important characteristics of this data?



Implementation

- Data
- **AI Tooling**
- Monitoring



AI Development Flow

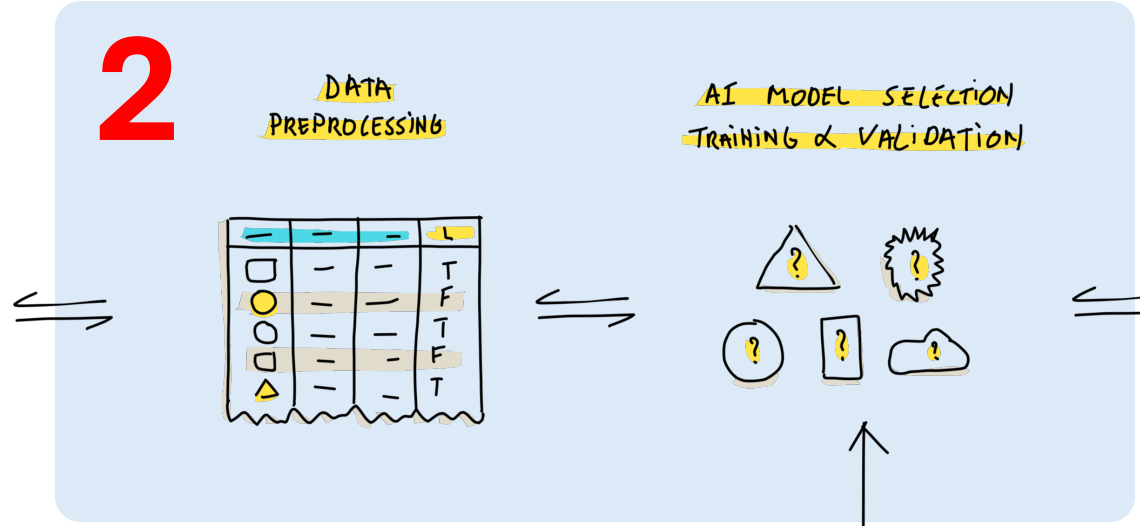
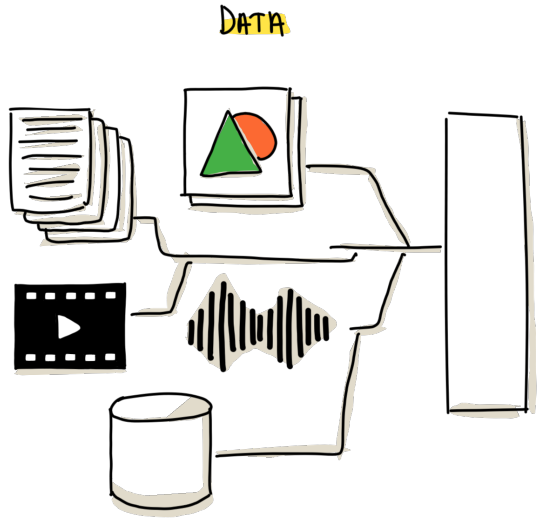
2

DATA PREPROCESSING

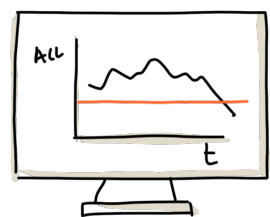
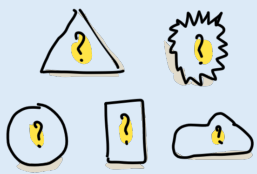
AI MODEL SELECTION TRAINING & VALIDATION

DEPLOYMENT

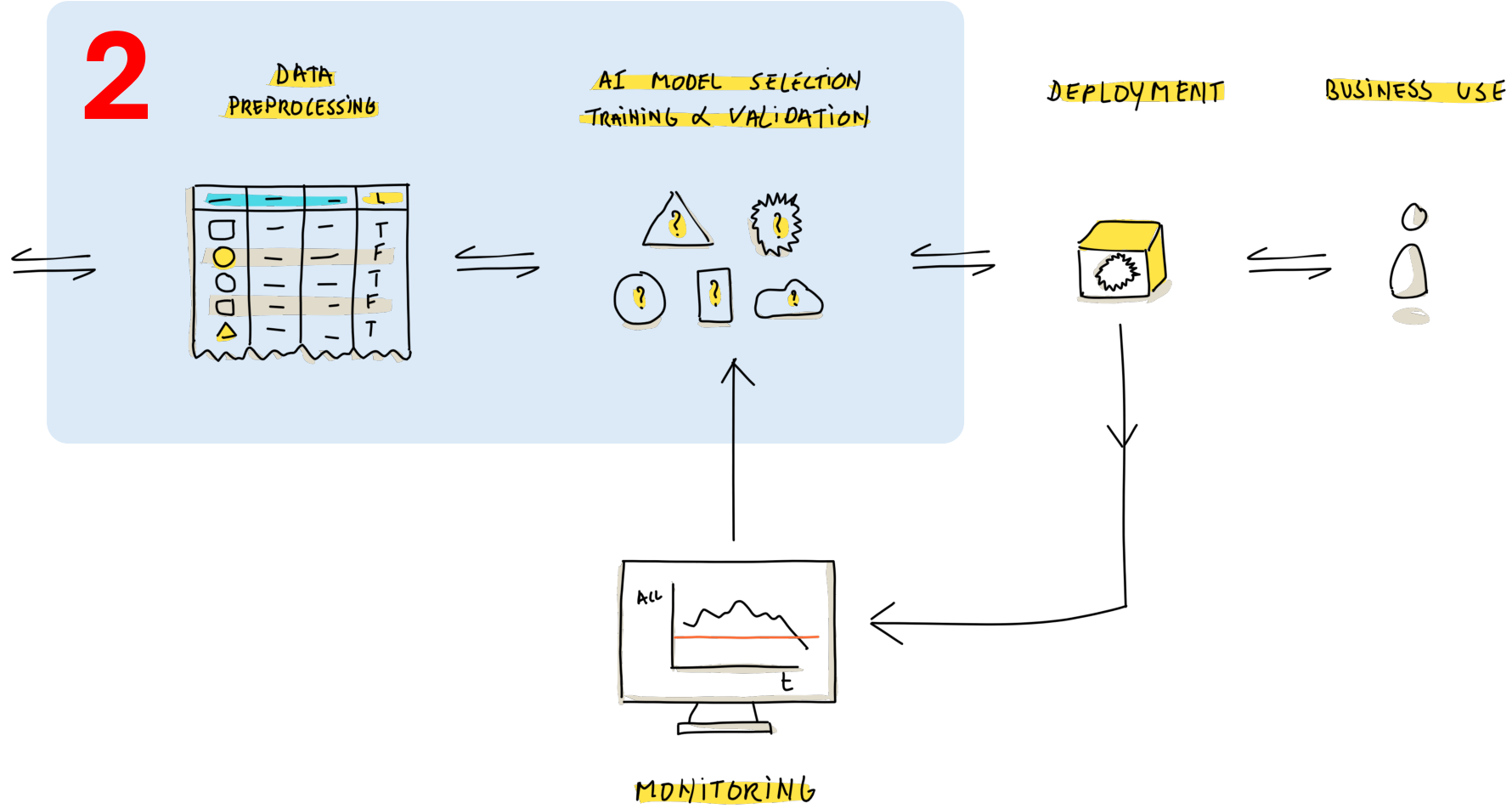
BUSINESS USE



			L
-	-	-	T
□	-	-	F
○	-	-	T
◇	-	-	F
△	-	-	T



MONITORING





3 Approaches

1. Hiring Data Scientists
2. AutoML
3. “Off the Shelf” AI



3 Approaches

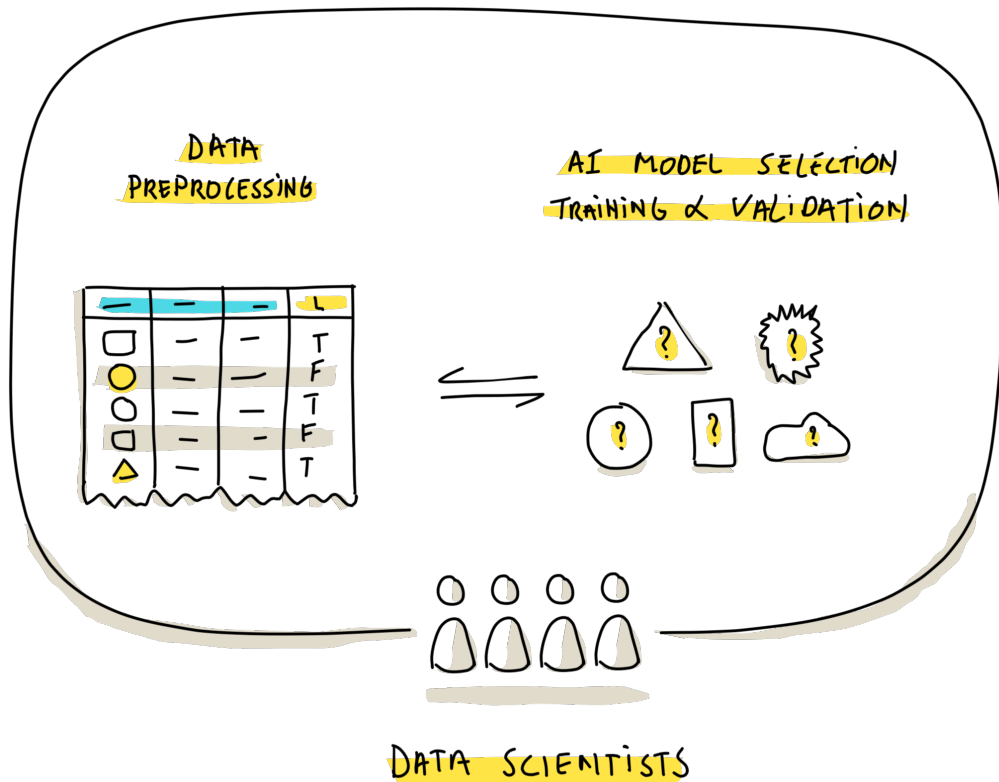
1. Hiring Data Scientists

2. AutoML

3. “Off the Shelf” AI



Classic Approach: Hiring Data Scientists





WOUTER HOEFFNAGEL - 13 FEBRUARI 2017 Deel dit artikel [+](#) [f](#) [x](#) [✉](#) [in](#) [📱](#)

Nieuwe opleiding moet **tekort aan data scientists** terugdringen

[Data](#) [Big data](#) [Analytics](#) [Arbeidsmarkt](#) [Detachering & opleidingen](#)



De Universiteit van Amsterdam, de Vrije Universiteit en de Hogeschool van Amsterdam slaan de handen ineen met de oprichting van de Amsterdam School of Data Science. De drie kennisinstellingen willen met het grootste opleidingsaanbod van Europa het nijpende tekort aan data scientists op de arbeidsmarkt terugdringen. Kajsa Ollongren, wethouder en locoburgemeester van Amsterdam, verzorgt op 24 maart de officiële opening van het nieuwe opleidingsplatform.

Data Scientist: The Sexiest Job of the 21st Century

Meet the people who can coax treasure out of messy, unstructured data. by Thomas H. Davenport and DJ Patil

From the Magazine (October 2012)



Andrew J Buboltz, silk screen on a page from a high school yearbook, 8.5" x 12", 2011 Tamar Cohen



Home Page - Select or create a notebook | Decision Tree Regression in Jupyter | x

localhost:8888/notebooks/Decision%20Tree%20Regression%20in%20Jupyter%20Notebook.ipynb

Apps Program to print al... SEND CODE Image result for eg... JSON Formatter &... Earth Engine Pytho... salib tutorial - Goo... Why is the file nam... Sensitivity Analysis... Reading list

Jupyter Decision Tree Regression in Jupyter Notebook (autosaved)

Logout

File Edit View Insert Cell Kernel Widgets Help Notebook saved Trusted Python 3

Save + Undo Copy Paste Run Stop Refresh Run Code

6	0.000041	0.018358	26.80	27.56	642.568	244.449
7	0.000044	0.018319	25.80	26.56	765.452	266.611
8	0.000041	0.018766	26.70	26.48	448.680	269.184
9	0.000037	0.015654	27.00	27.04	201.872	248.631

In [58]: `# Splitting the dataset into training and testing dataset`
`from sklearn.model_selection import train_test_split`
`# Splitting the dataset`
`X_train, X_test, y_train, y_test = train_test_split(X, y, test_size = 0.20)`

In [59]: `print(X_train.shape, X_test.shape, y_train.shape, y_test.shape)`
`(192, 6) (48, 6) (192,) (48,)`

In []:

Type here to search Desktop 23°C Cloudy 2:56 AM 12/26/2021

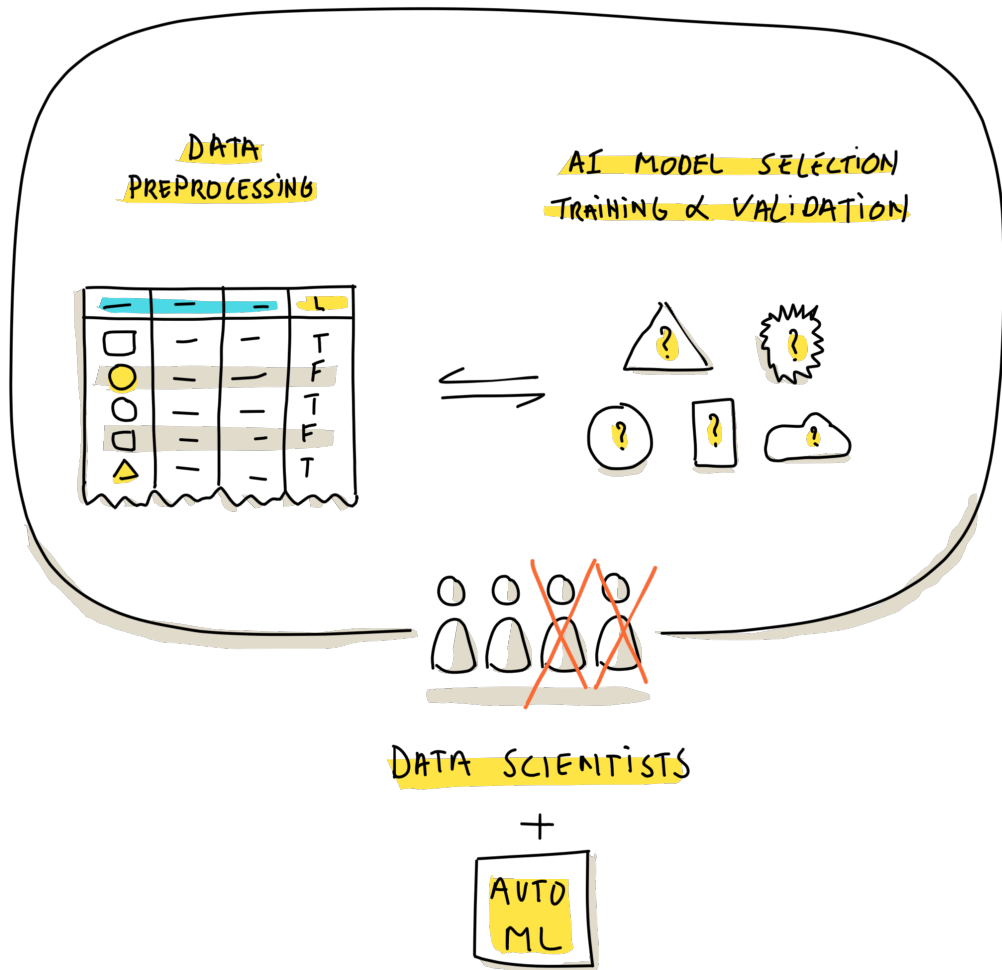


3 Approaches

1. Hiring Data Scientists
- 2. AutoML**
3. “Off the Shelf” AI

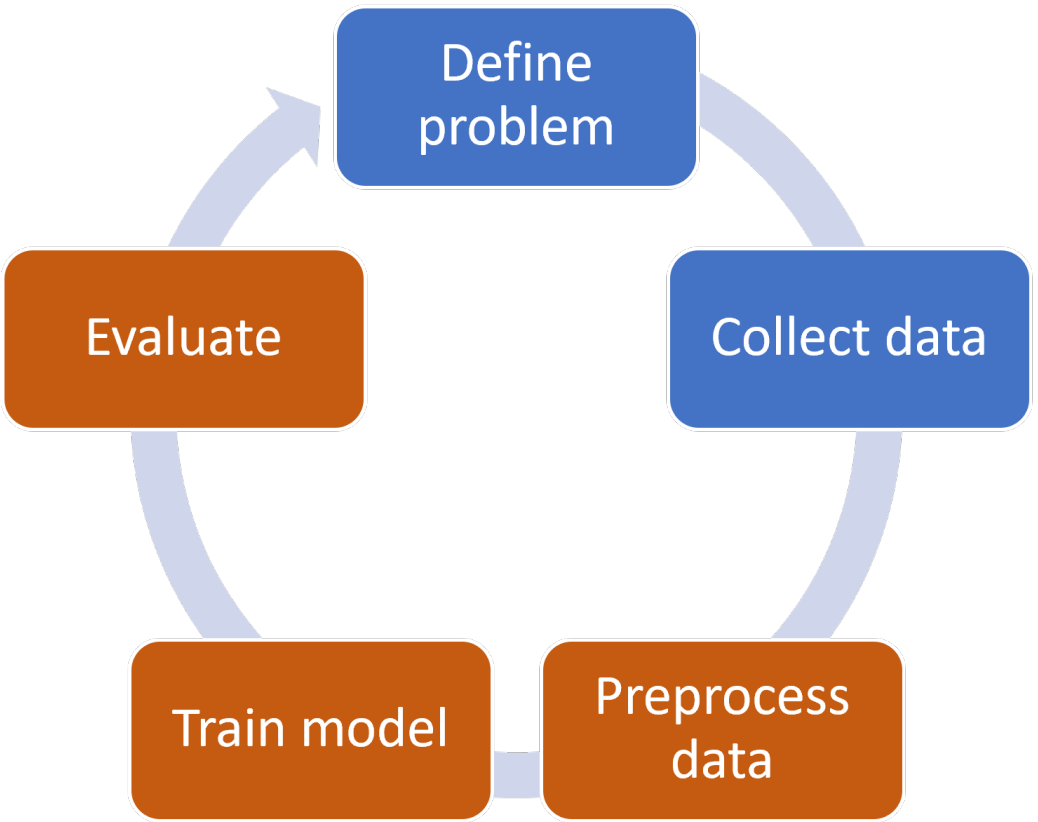


Automated Approach: AutoML

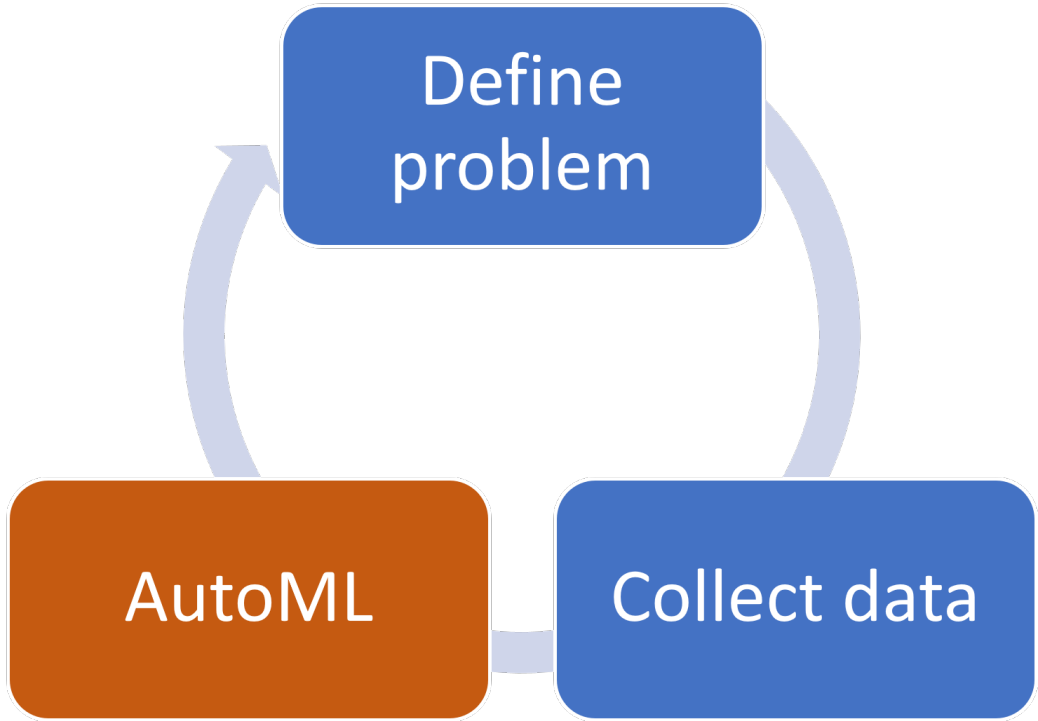


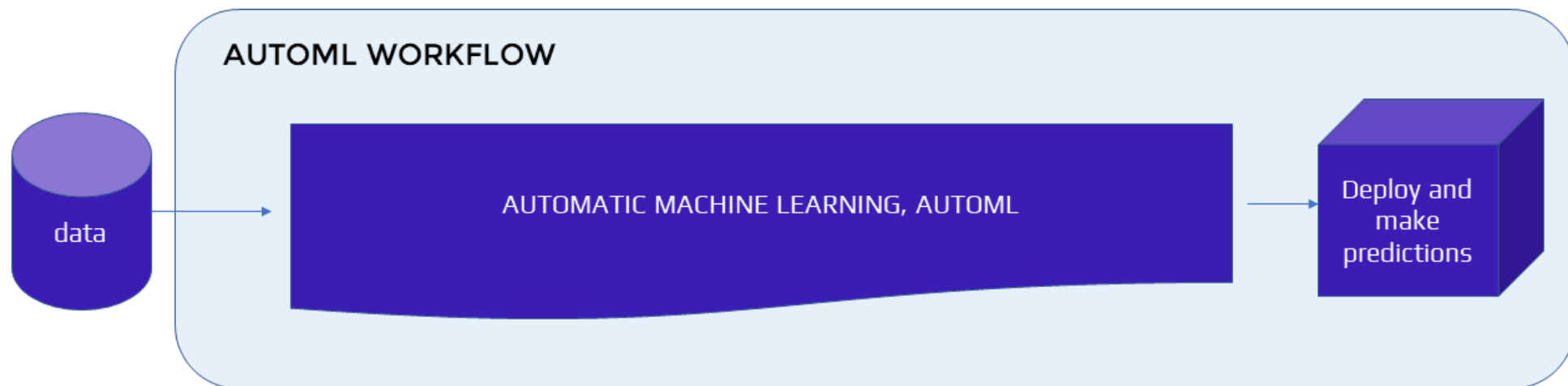
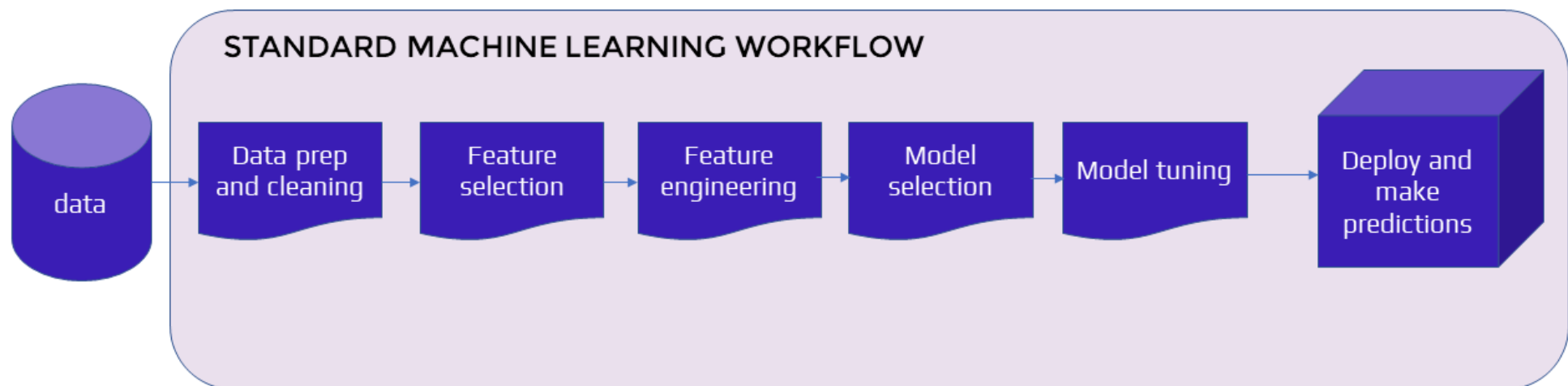


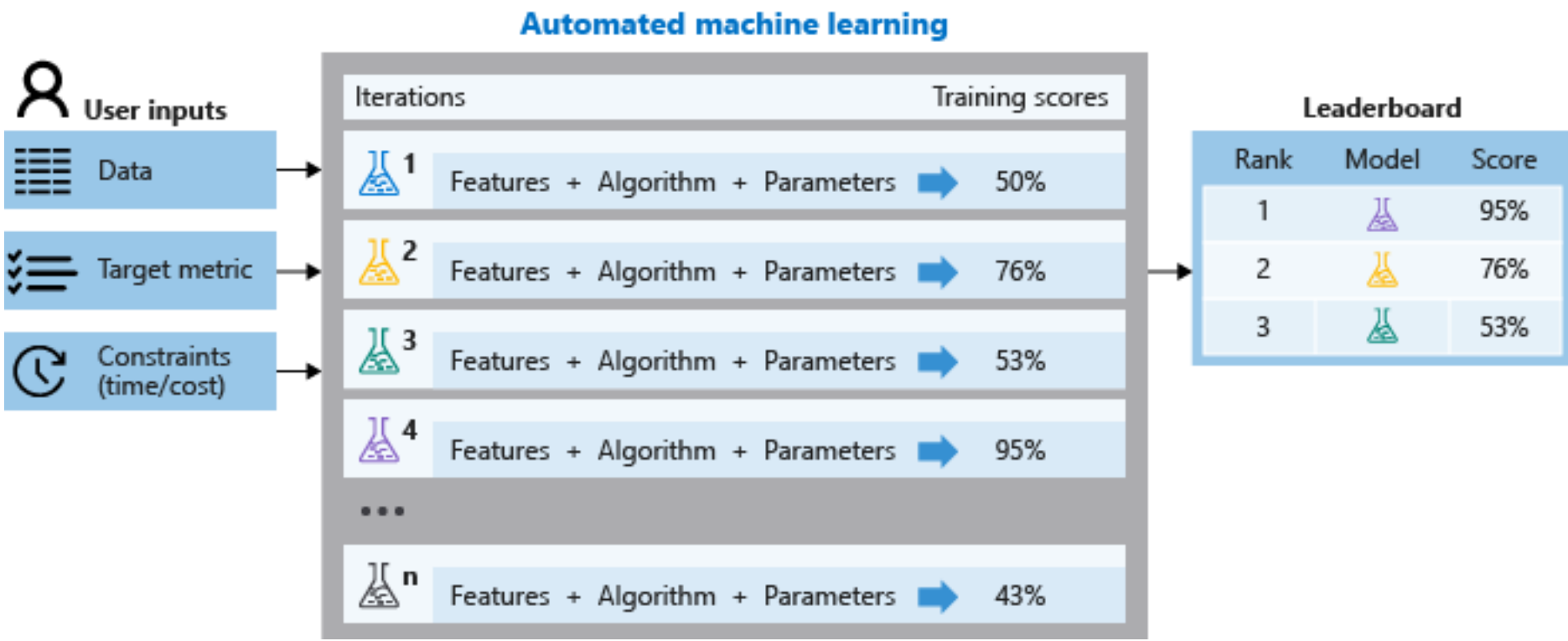
Traditional ML training workflow



AutoML workflow







AI Model Accuracy On Diabetes Dataset



	Model	Accuracy	
1	Logistic Regression	0.7191011235955056	
2	Decision Tree	0.6853932584269663	
3	Random Forest	0.7303370786516854	
4	SVM	0.7303370786516854	
5	K-Nearest Neighbors	0.6966292134831461	

DEMO



Training And Test Accuracies For AI Models



	Model	Training Accuracy	Test Accuracy	
1	Logistic Regression	0.7337110481586402	0.7640449438202247	
2	Decision Tree	1.0	0.6629213483146067	
3	Random Forest	1.0	0.7303370786516854	
4	SVM	0.8101983002832861	0.7303370786516854	
5	K-Nearest Neighbors	0.7847025495750708	0.7078651685393258	



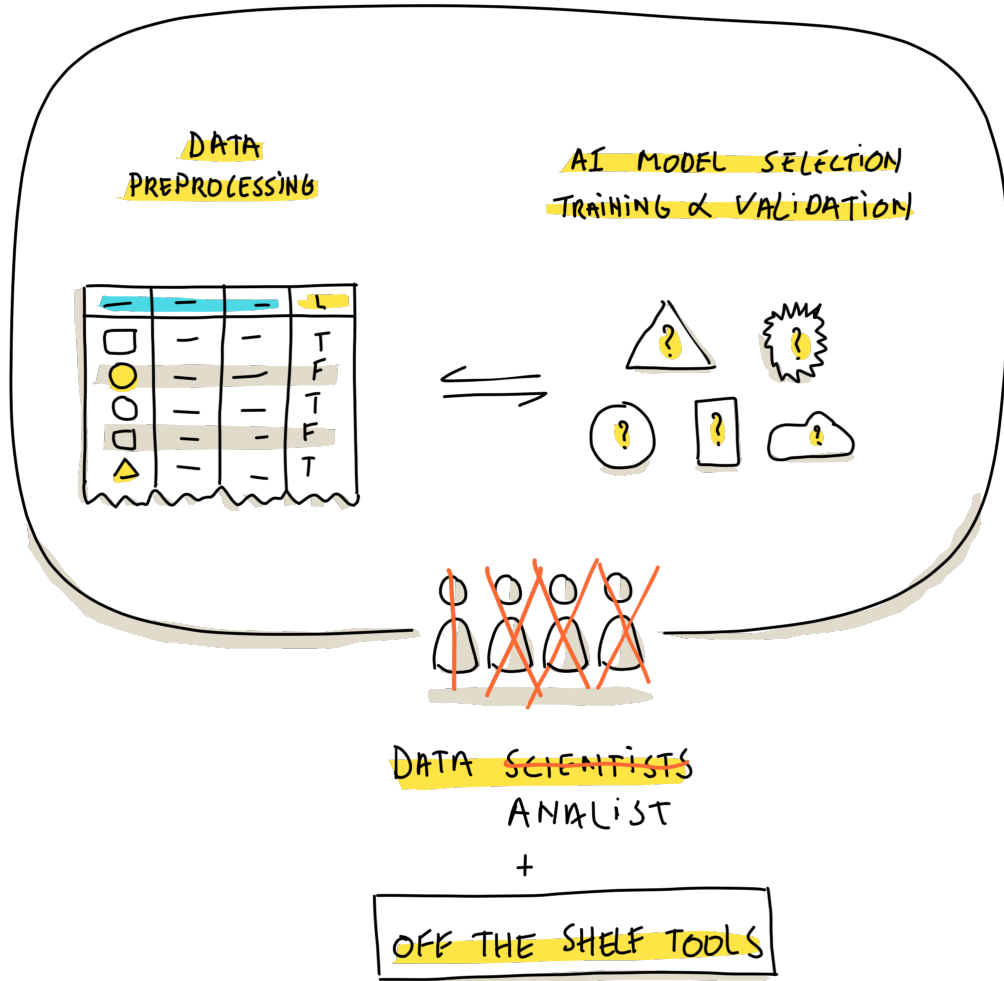
3 Approaches

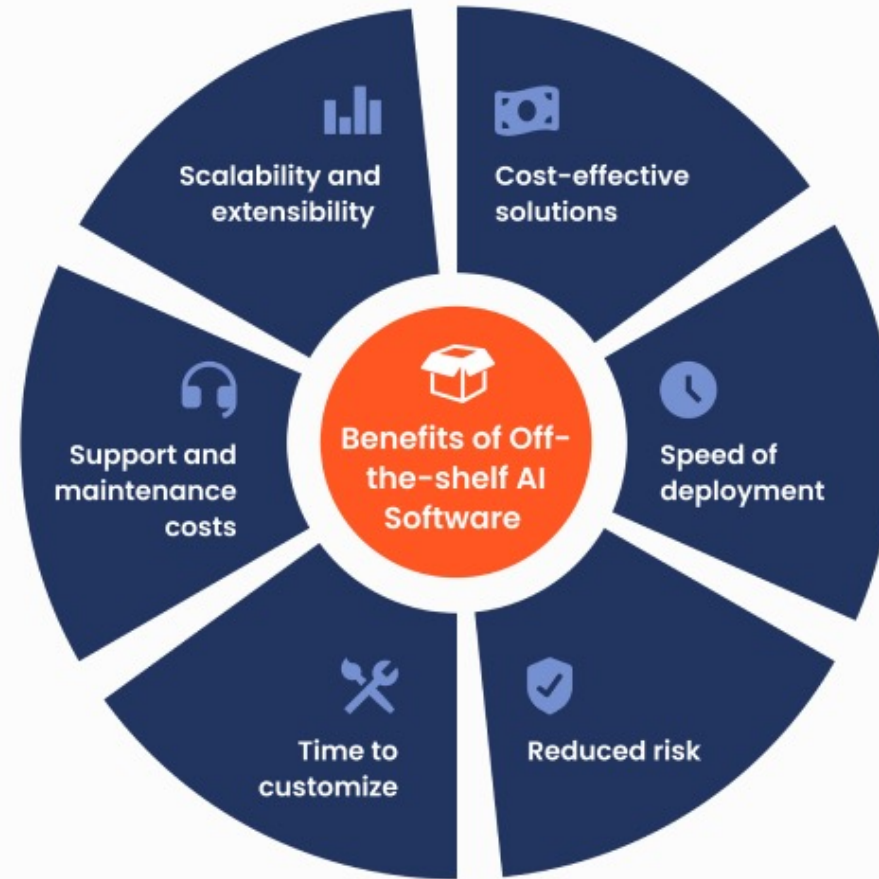
1. Hiring Data Scientists
2. AutoML
3. **“Off the Shelf” AI**



Automated Approach: **Off The Shelf**

Also called 'Vertical AI' (vs 'Horizontal AI')

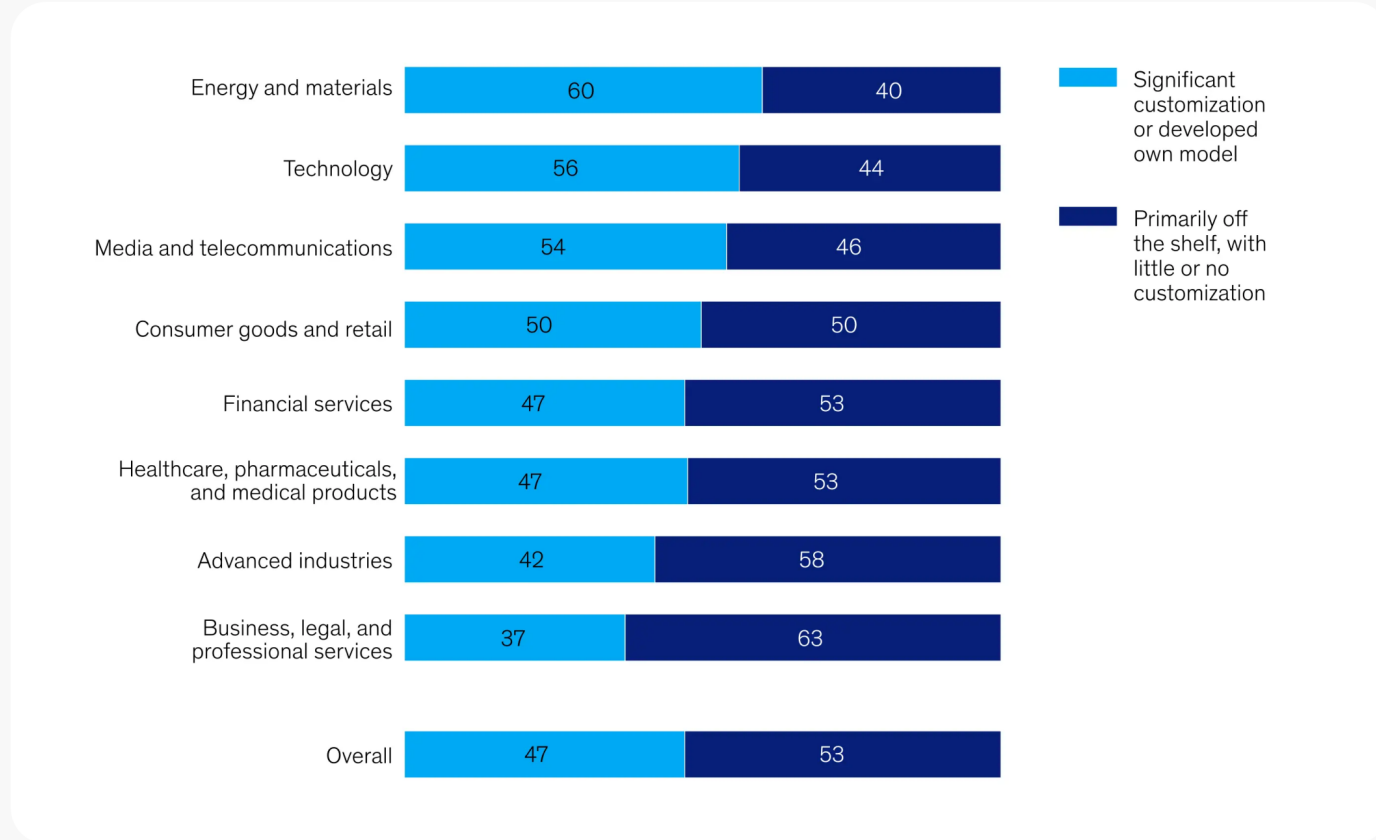






Organizations are pursuing a mix of off-the-shelf generative AI capabilities and also significantly customizing models or developing their own.

Strategy for developing generative AI (gen AI) capabilities, % of reported instances of gen AI use



Question was asked only of respondents who said their organizations regularly use generative AI in at least 1 business function. Figures were calculated after removing respondents who said “don’t know.”

Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22-Mar 5, 2024



Without FlyPix



With FlyPix



Software Licence Agreement

THIS SOFTWARE LICENCE AGREEMENT (the "Agreement") dated this 1st day of September, 2023 (the "Execution Date")

BETWEEN: **First Name** **Last Name** of **Company Name** (the "Vendor")

&

First Name **Last Name** of **Company Name** (the "Licensee")

Background

The Vendor wishes to licence computer software to the Licensee and the Licensee desires to purchase the software licence under the terms and conditions stated below.

IN CONSIDERATION OF the provisions contained in this Agreement and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, the parties agree as follows:

Licence 1. Under this Agreement the Vendor grants to the Licensee a non-exclusive and non-transferable licence (the "Licence") to use CyberSync (the "Software").

Liscence

^ Playbook 6 items

✅ Clear terms on data collection, usage, and protection

The agreement clearly outlines the terms of data collection, usage, and protection, specifying that Customer Data will not be used to train the SaaS Solution without Customer's consent.

⚙️ Explain

✍️ Re-draft



✅ Specifics of licensing rights and restrictions

The agreement provides specific details on licensing rights and restrictions, granting the Customer and its Affiliates a limited, revocable, non-exclusive, worldwide right to access and use the SaaS Solution.

⚙️ Explain

✍️ Re-draft



✅ Is there a money back guarantee?



Mailytica



Planning Models



Field Service Routing

Reduce fuel costs and boost Field Team productivity with Timefold's Planning AI. Automate complex scheduling to save...

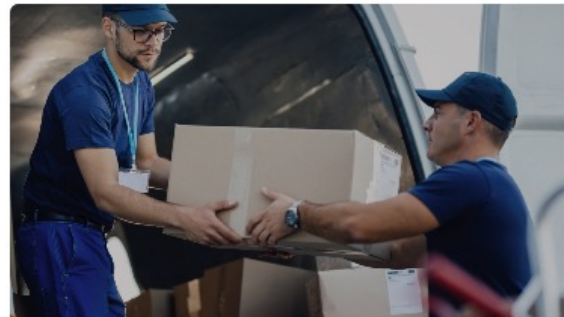
[Read more](#)



Employee Shift Scheduling

Timefold's employee shift scheduling API platform automates planning so you can schedule shifts for thousands of employee...

[Read more](#)



Last Mile Delivery Routing

Timefold's last mile delivery routing Planning AI optimizes the final leg of the delivery process resulting in efficient delivery fleet...

[Read more](#)



Vehicle Routing (VRP)



Maintenance Scheduling



Machine Job Scheduling



Topic Extraction Tool by AI

The Topic Extraction tool utilizes AI to analyze documents or text, aiding in quickly and effectively identifying the topics that the text addresses based on semantics

Entity Extraction

Keyword Extraction

Topic Extraction

Text Summarizer

words count: 1176 / 5,000

John Fitzgerald Kennedy (May 29, 1917 – November 22, 1963), often referred to as JFK, was an American politician who served as the 35th president of the United States from 1961 until his assassination in 1963. He was the youngest person elected president.[a] Kennedy served at the height of the Cold War, and the majority of his foreign policy concerned relations with the Soviet Union and Cuba. A Democrat, Kennedy represented Massachusetts in both houses of the United States Congress prior to his presidency.

Born into the prominent Kennedy family in Brookline, Massachusetts, Kennedy graduated from Harvard University in 1940, joining the U.S. Naval Reserve the following year. During World War II, he commanded PT boats in the Pacific theater. Kennedy's survival following the sinking of PT-109 and his rescue of his fellow sailors made him a war hero and earned the Navy and Marine Corps Medal, but left him with serious injuries. After a brief stint in journalism, Kennedy represented a working-class Boston district in the U.S. House of Representatives from 1947 to 1950. He was subsequently elected to the U.S. Senate

Topic Extraction

words count: 0

Topic	Weight
John F. Kennedy	19 %
Cold War	3 %
President	4 %
Massachusetts	4 %
Harvard University	2 %
Soviet Union	2 %
Cuba	3 %

Copy

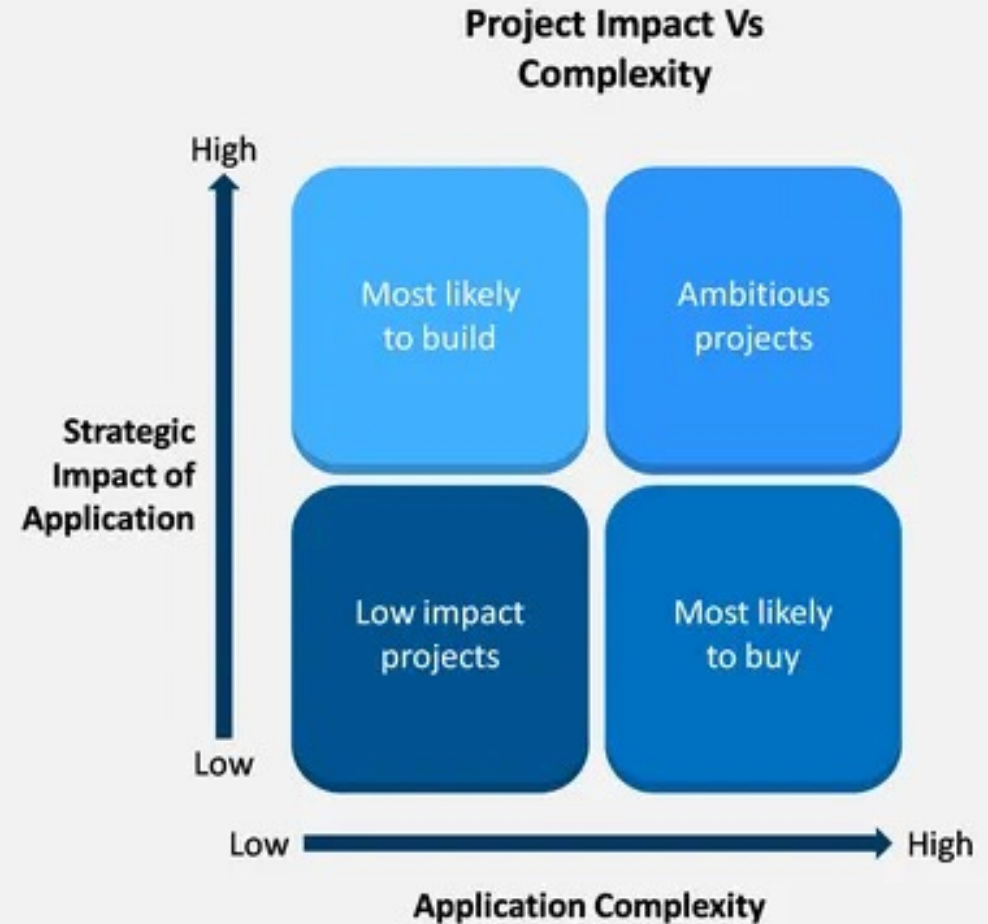
 If you need to help, join Telegram group AIKTP [Telegram Group](#)



It's a Buy vs Build Decision

BUILD VS BUY

Build Vs Buy Decision - Making Challenges





Generative AI Solutions: Build vs Buy Comparison

Criteria	Build	Buy
Cost	High upfront investment and ongoing costs	Potential lower upfront costs, mainly for subscription or licensing fees
Implementation Time	Longer due to the development and testing phases	Shorter, as the solution is ready-made
Customization	Highly customizable to specific needs	Limited customization options
Use Cases	Tailored to unique and specific use cases	General use cases
Scalability	Designed for high scalability	Depends on the provider's infrastructure

EXERCISE 8: PREFERRED AI APPROACH

- Buy or Build?
- If Build: How would you proceed?
 - Do it yourself?
 - Do you need partners?
 - New hires?
 - First solution idea?
- If Buy: Can you find one or more tools that can help you?
 - Pricing?
 - How can you integrate this tool in your product?

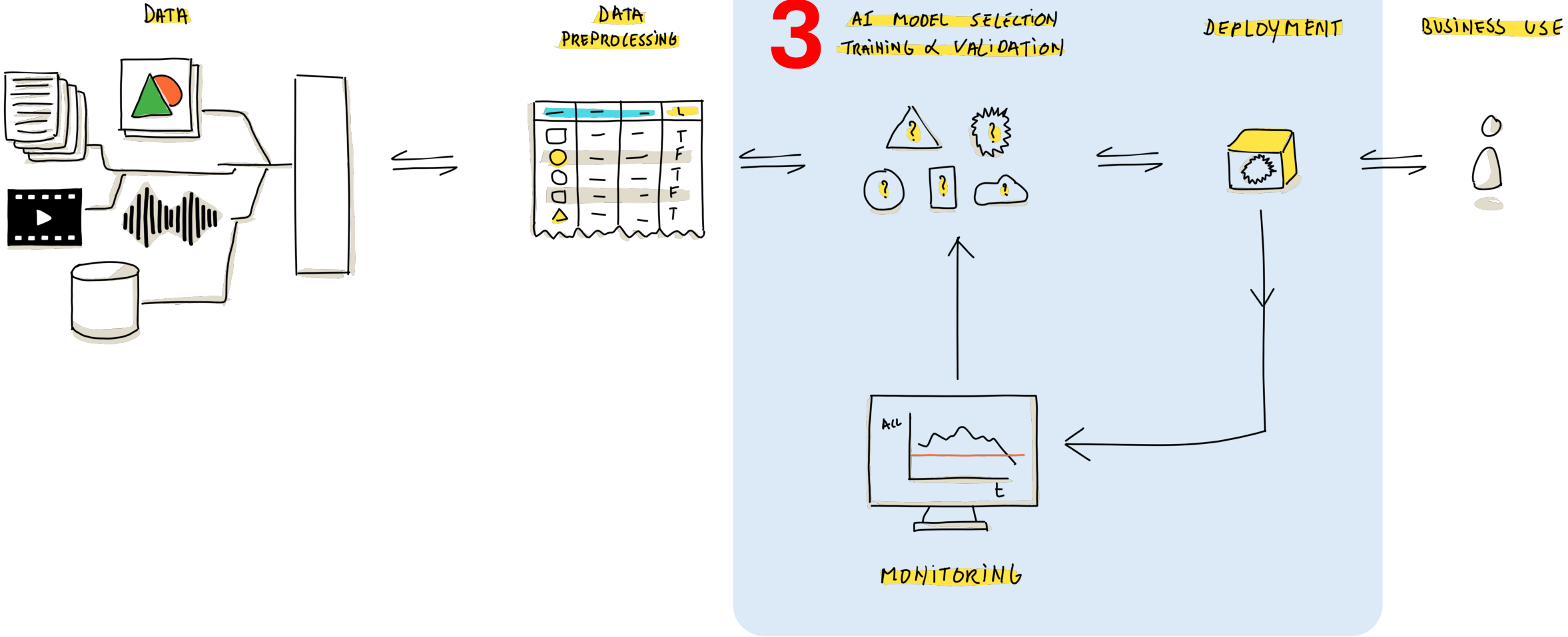


Implementation

- Data
- AI Tooling
- **Monitoring**



AI Development Flow





Add model



- Car Loan Prediction <<
 - Binary classification
- Monitoring
- Summary
- Performance
- Concept shift
- Covariate shift
- Data quality
- Management
- Logs
- Settings

Sort by

Filters

Recency of alerts

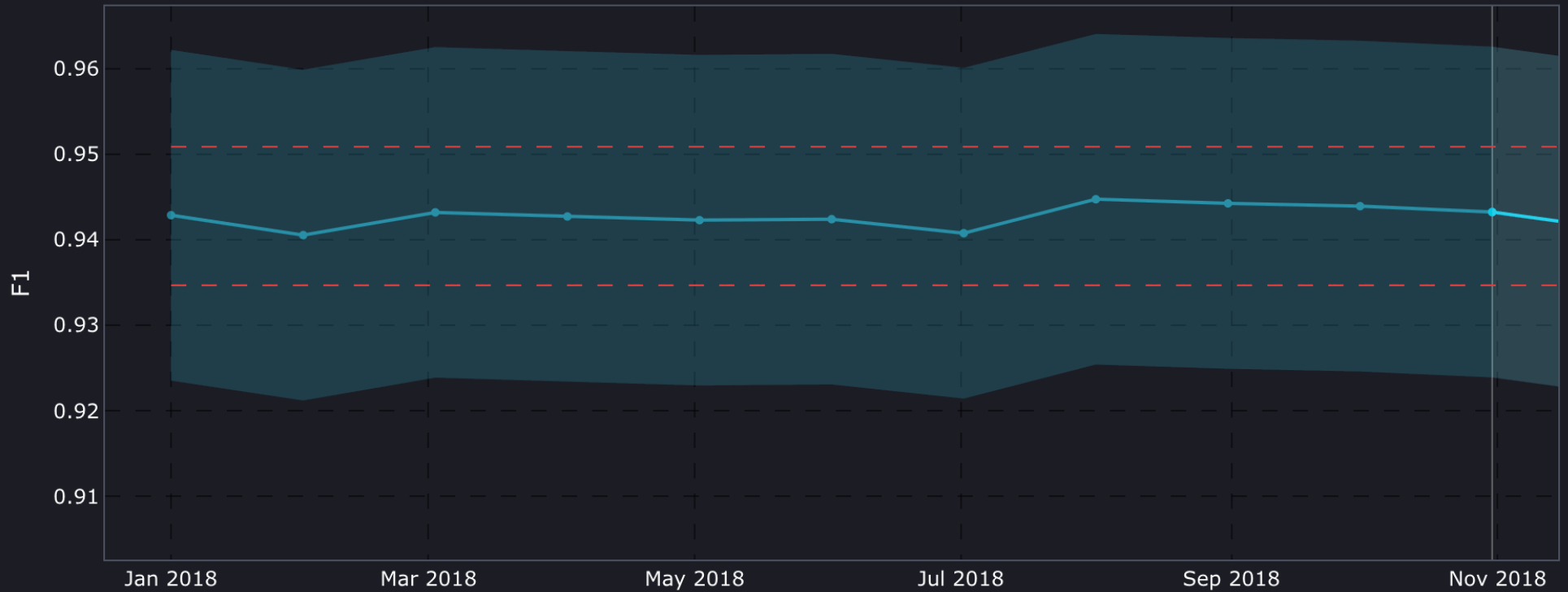
Date range

2018-01-01 ~ 2018-10-30



Plot configuration

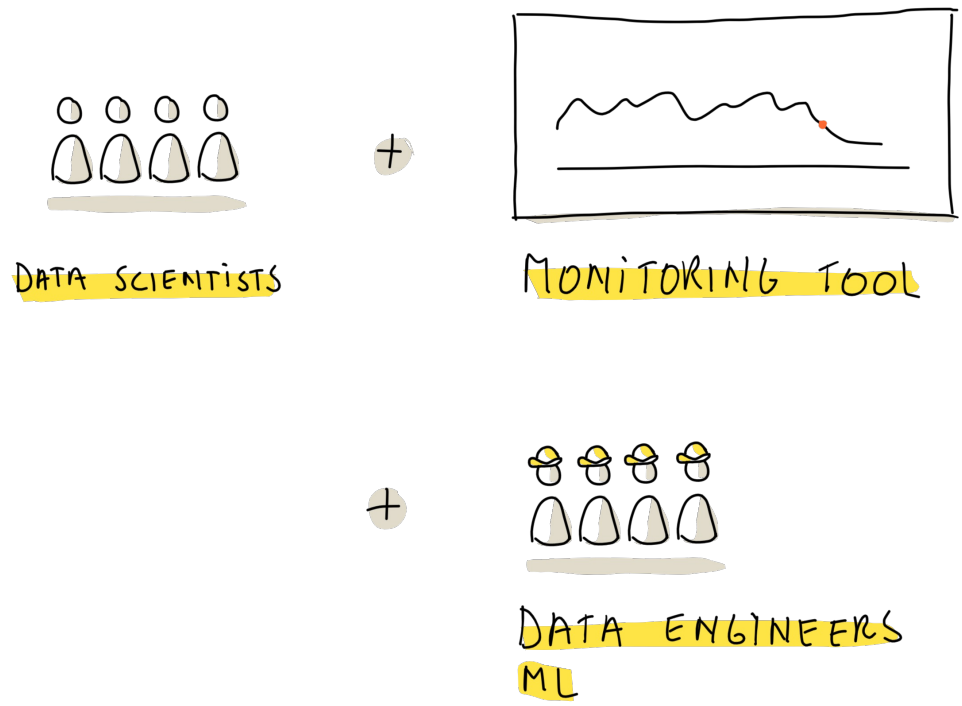
F1 Estimated performance (M-CBPE) Add tag



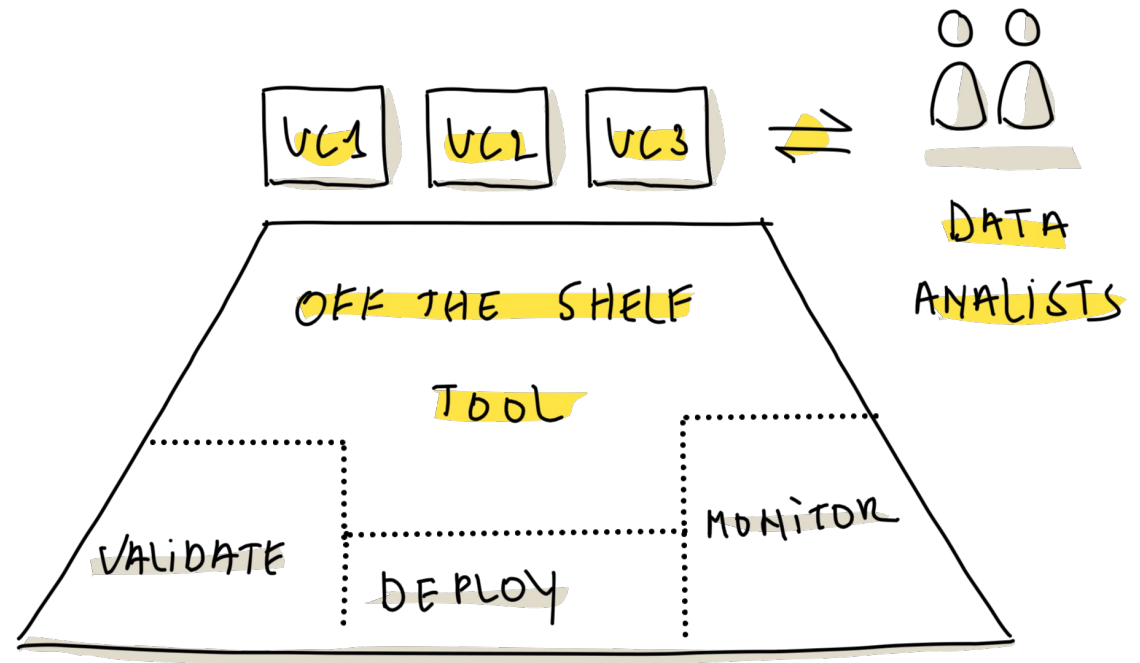
—●— Metric (reference)
 Confidence band (reference)
 ◆ Alert
 - - - Threshold
—●— Metric (analysis)
 Confidence band (analysis)



SCENARIO "BUILD"



SCENARIO "BUY"



7

IDENTIFY POTENTIAL ROADBLOCKS



Roadblocks

1. Computing power / cloud
2. Distrust
3. No/Limited AI Literacy
4. Data Privacy / Security
5. Data Bias
6. Risk
7. Data Scarcity

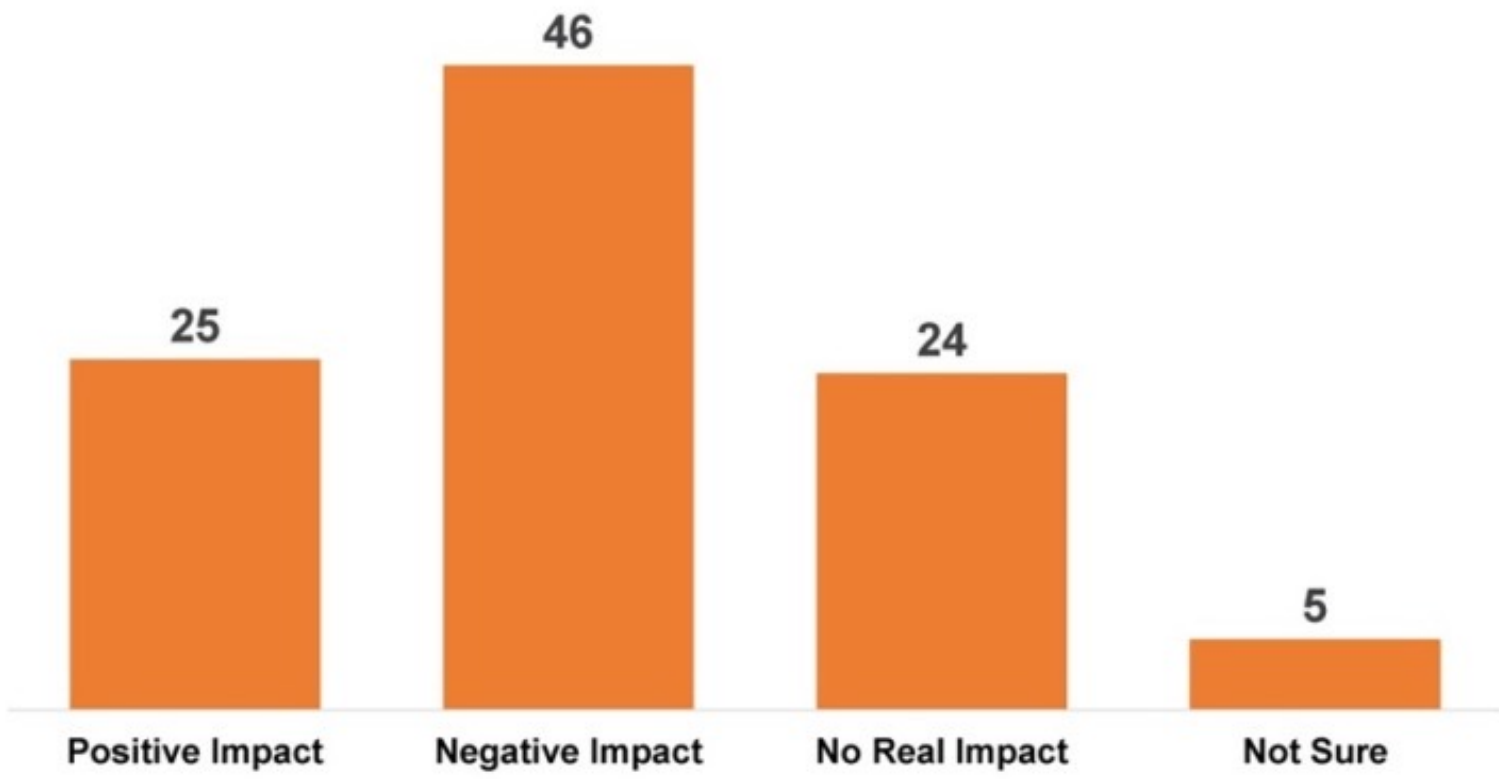
1. IT - Compute Power / Cloud





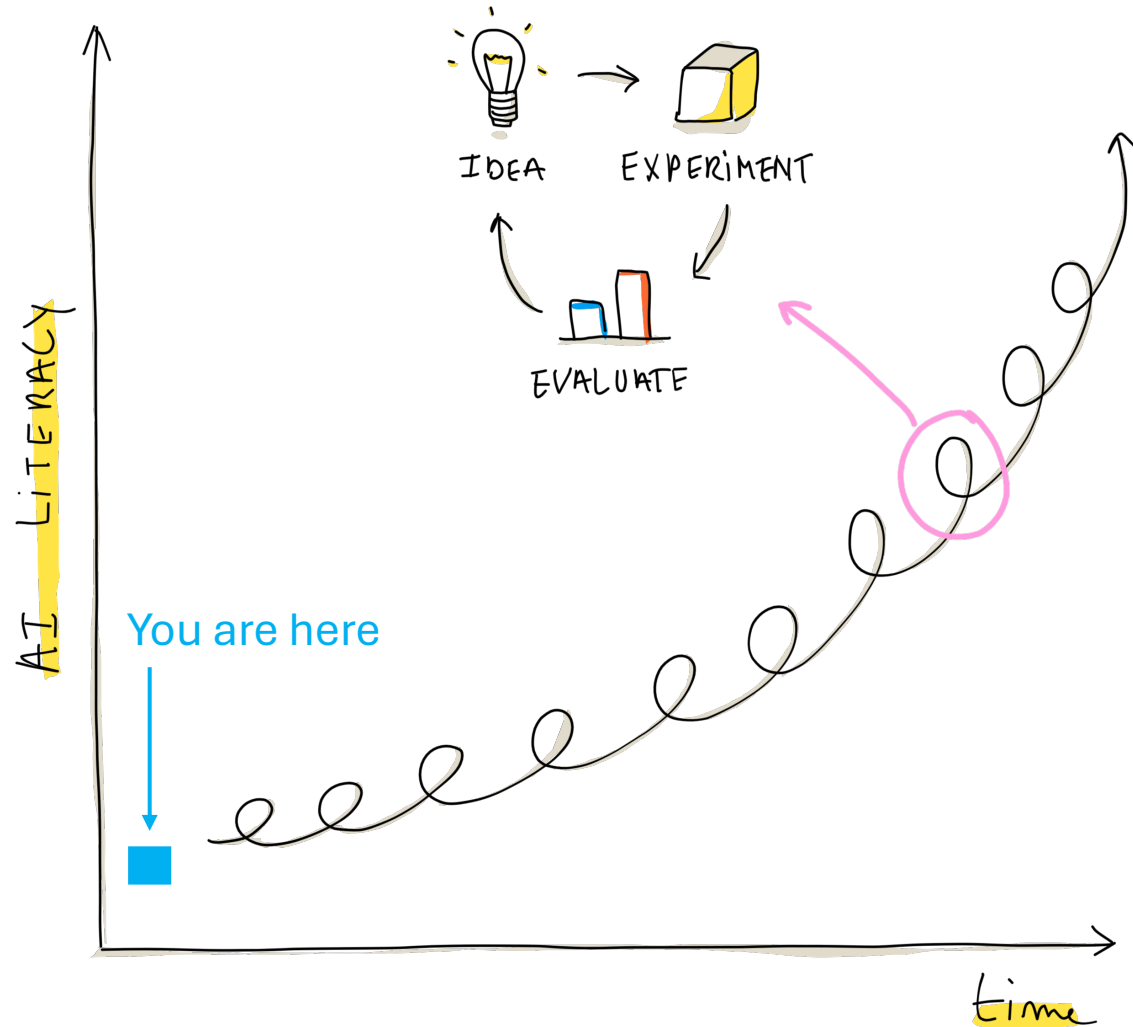
2. Distrust

In general, do you think new artificial intelligence technologies will have more of a positive impact or more of a negative impact on your life, or no real impact at all?



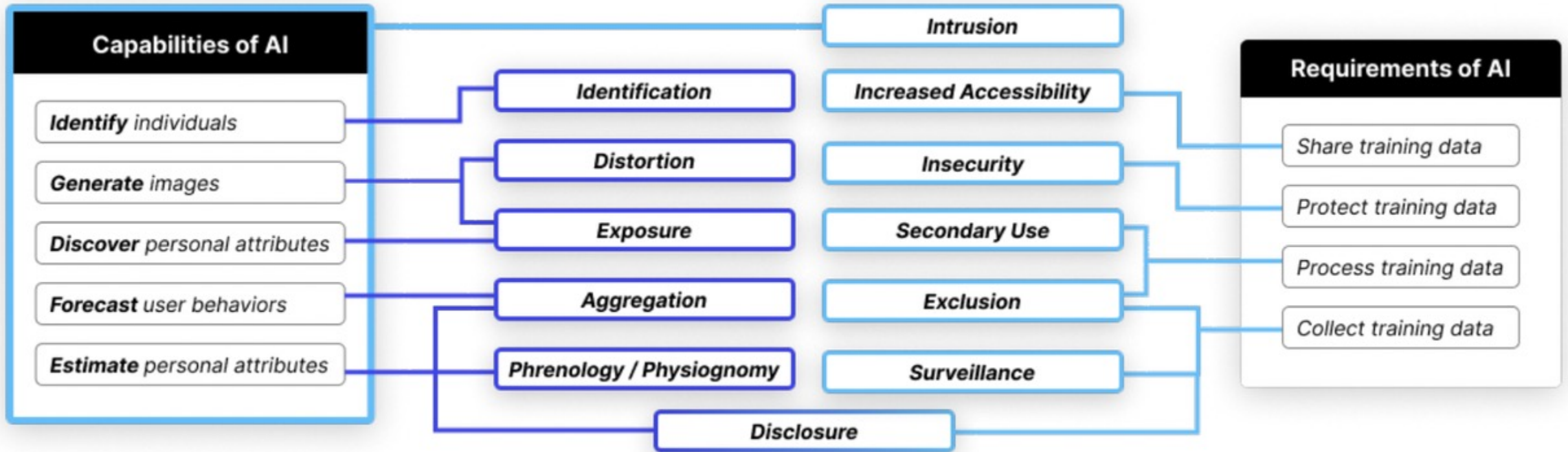
Source: Grinnell College National Poll--conducted by Selzer & Co., of 1,006 U.S. adults, October 2023

3. No/Limited AI Literacy





4. Data Privacy / Security



5. Data Bias

How AI systems amplify bias

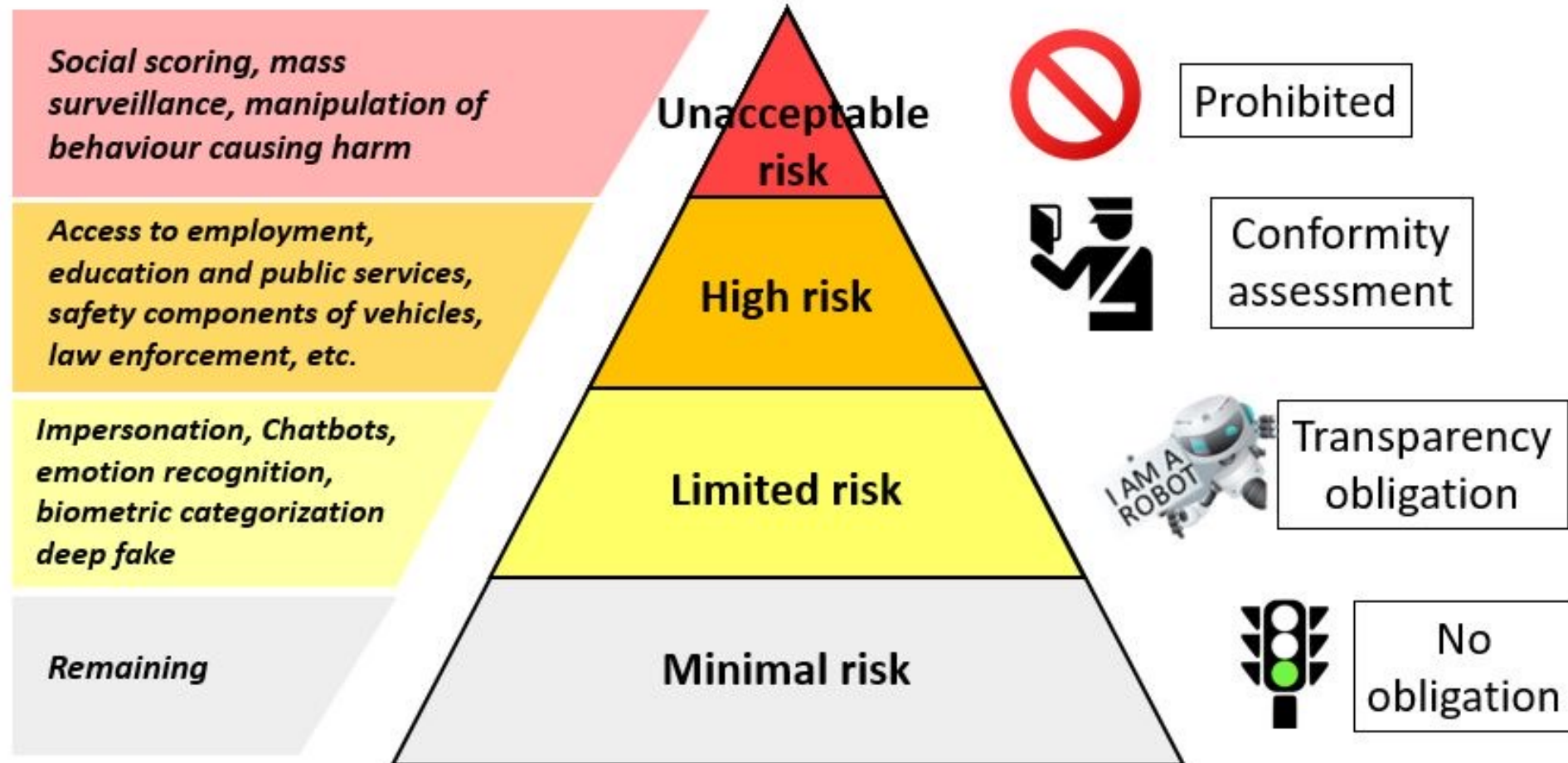
Image recognition systems that use biased machine learning data sets will inadvertently magnify that bias. Researchers are examining ways to reduce the effects.

				
COOKING	COOKING	COOKING	COOKING	COOKING
ROLE	ROLE	ROLE	ROLE	ROLE
VALUE	VALUE	VALUE	VALUE	VALUE
AGENT ▶ WOMAN	AGENT ▶ WOMAN	AGENT ▶ WOMAN	AGENT ▶ WOMAN	AGENT ▶ MAN
FOOD ▶ PASTA	FOOD ▶ FRUIT	FOOD ▶ MEAT	FOOD ▶ VEGETABLES	FOOD ▶ —
HEAT ▶ STOVE	HEAT ▶ —	HEAT ▶ GRILL	HEAT ▶ STOVE	HEAT ▶ STOVE
TOOL ▶ SPATULA	TOOL ▶ KNIFE	TOOL ▶ TONGS	TOOL ▶ TONGS	TOOL ▶ SPATULA
PLACE ▶ KITCHEN	PLACE ▶ KITCHEN	PLACE ▶ OUTSIDE	PLACE ▶ KITCHEN	PLACE ▶ KITCHEN

In this example of gender bias, adapted from a report published by researchers from the University of Virginia and the University of Washington, a visual semantic role labeling system has learned to identify a person cooking as female, even when the image is male.

6. Risk

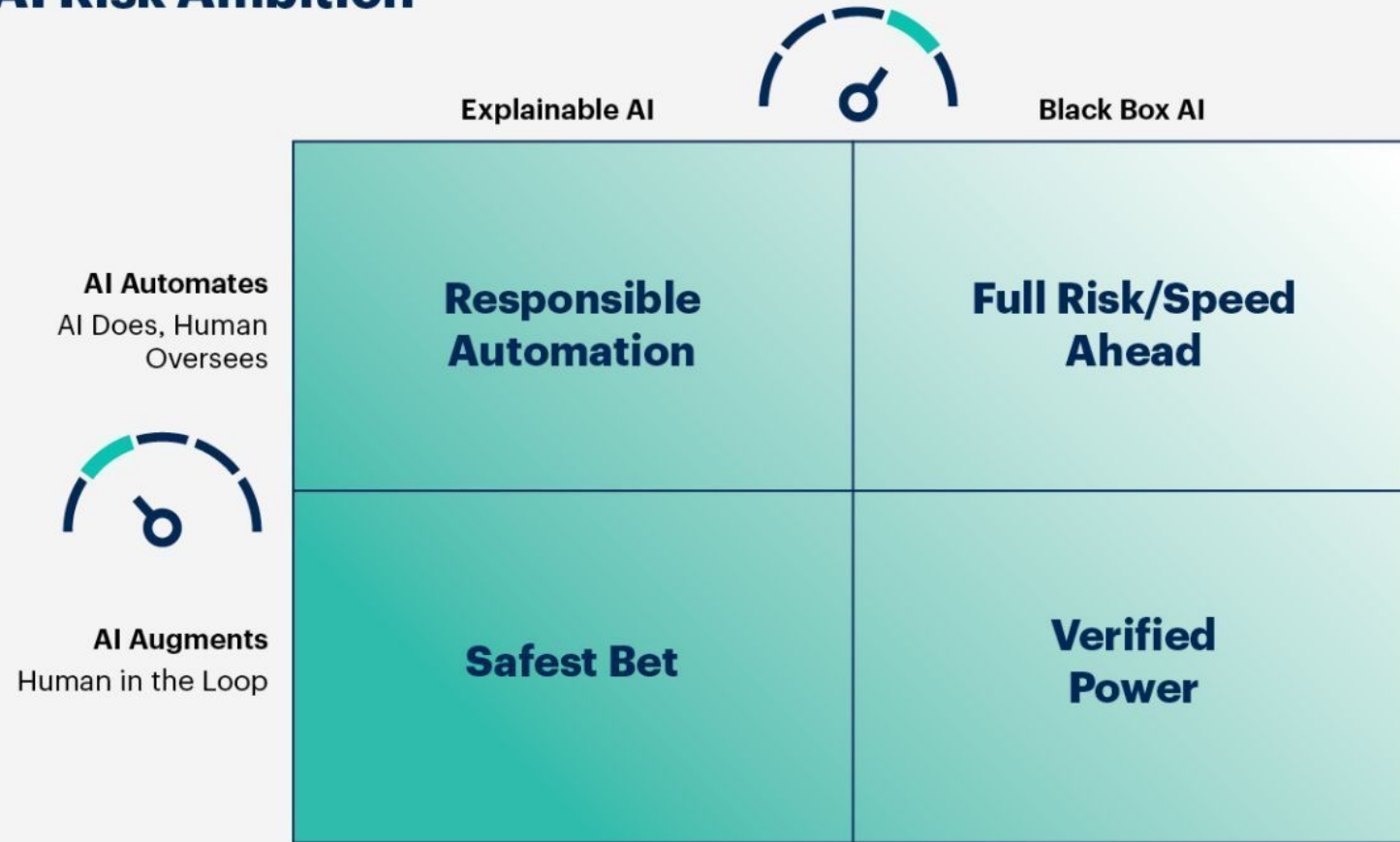
EU Artificial Intelligence Act: Risk levels





6. Risk

AI Risk Ambition

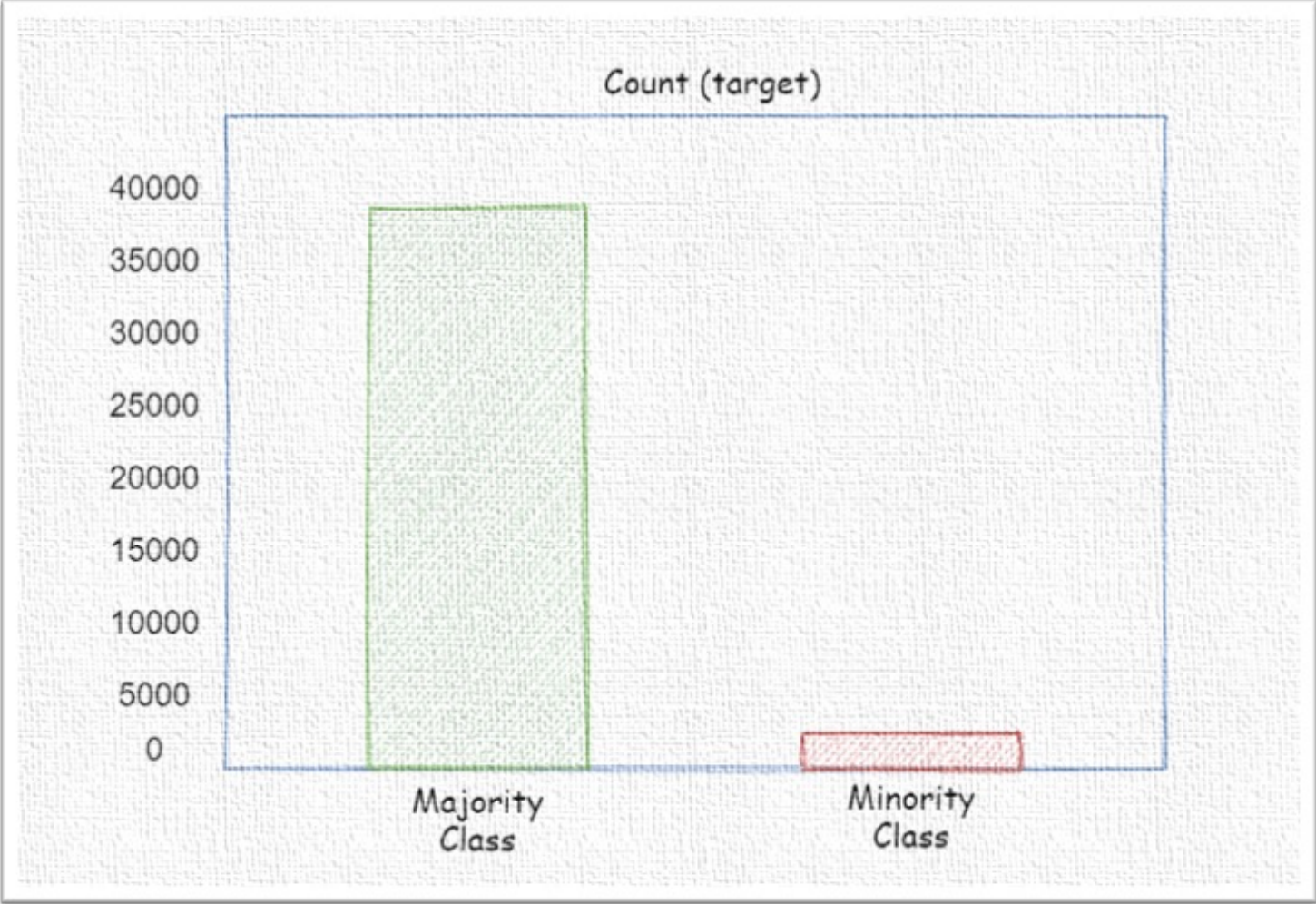


Source: Gartner
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Gartner



7. Data Scarcity



EXERCISE : ASSESS THE ROADBLOCKS FOR YOUR CASE

1. Computing power / cloud
2. Distrust
3. No/Limited AI Literacy
4. Data Privacy / Security
5. Data Bias
6. Risk
7. Data Scarcity

8

MVP & VALIDATED LEARNING



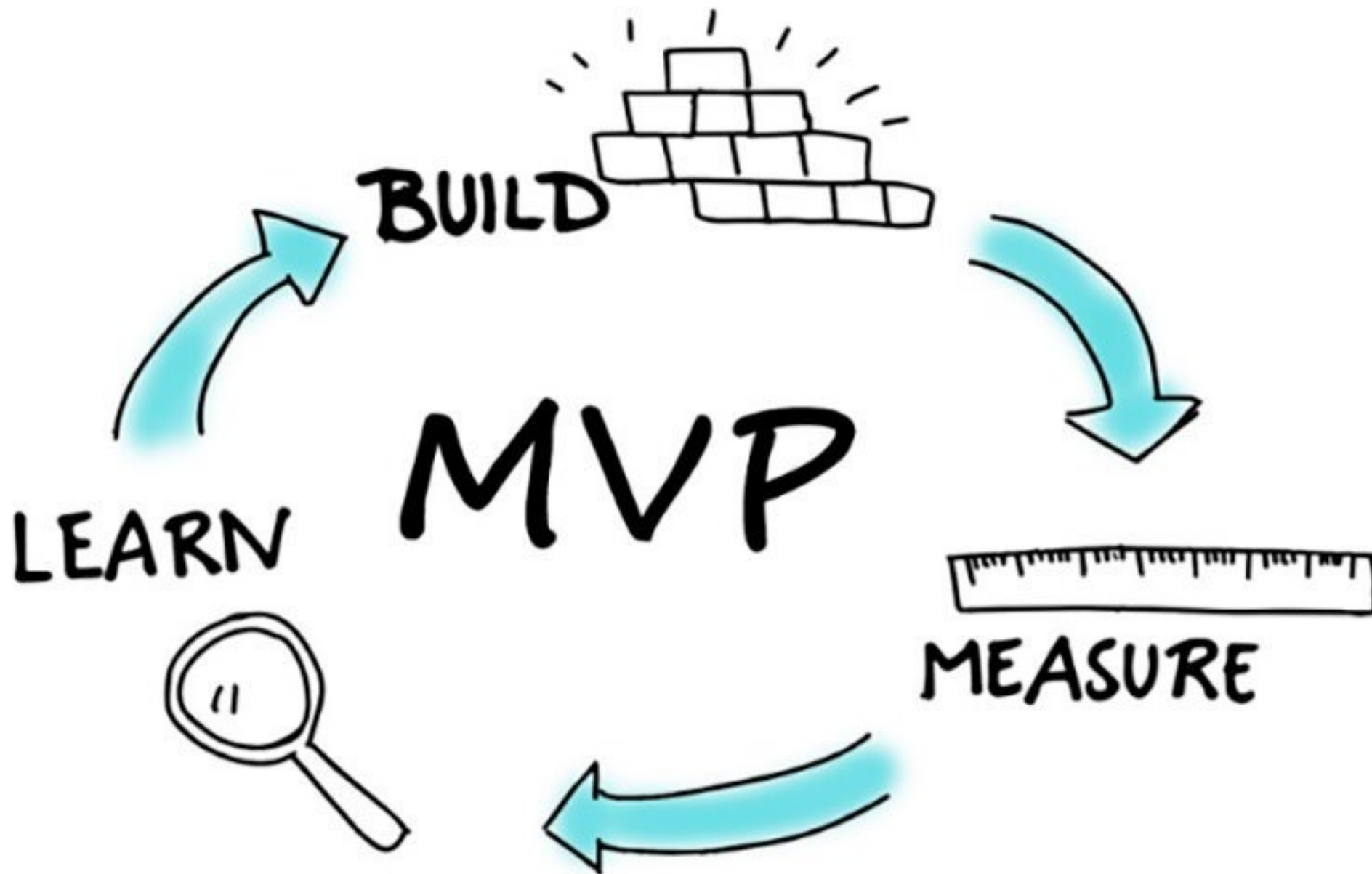
[Minimum viable product \(youtube.com\)](https://www.youtube.com/watch?v=8811811811)



“ The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort. ”

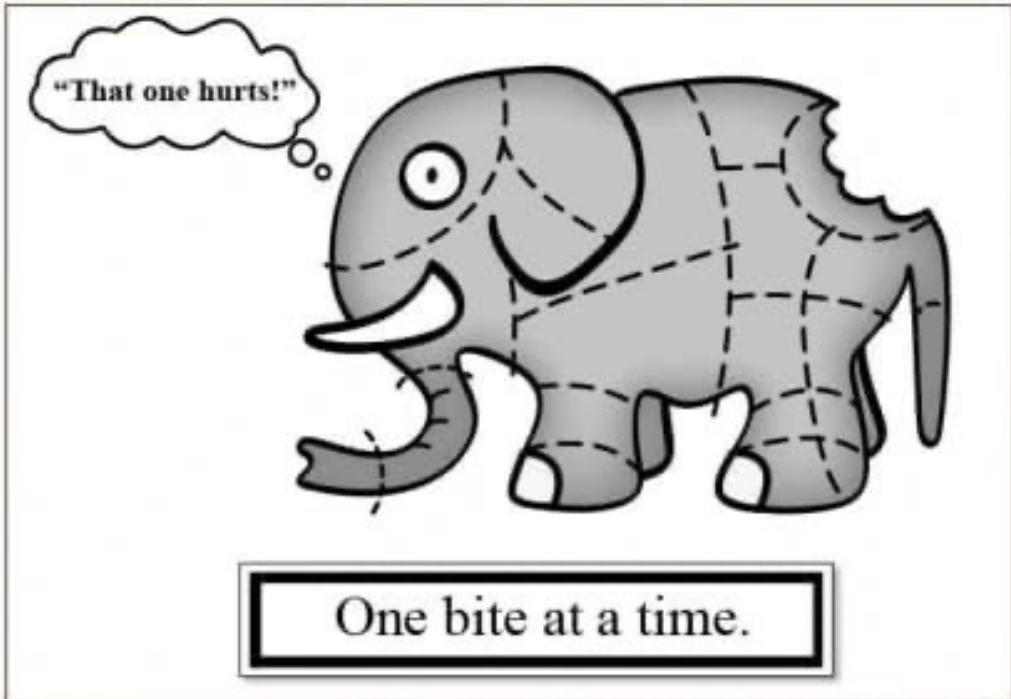
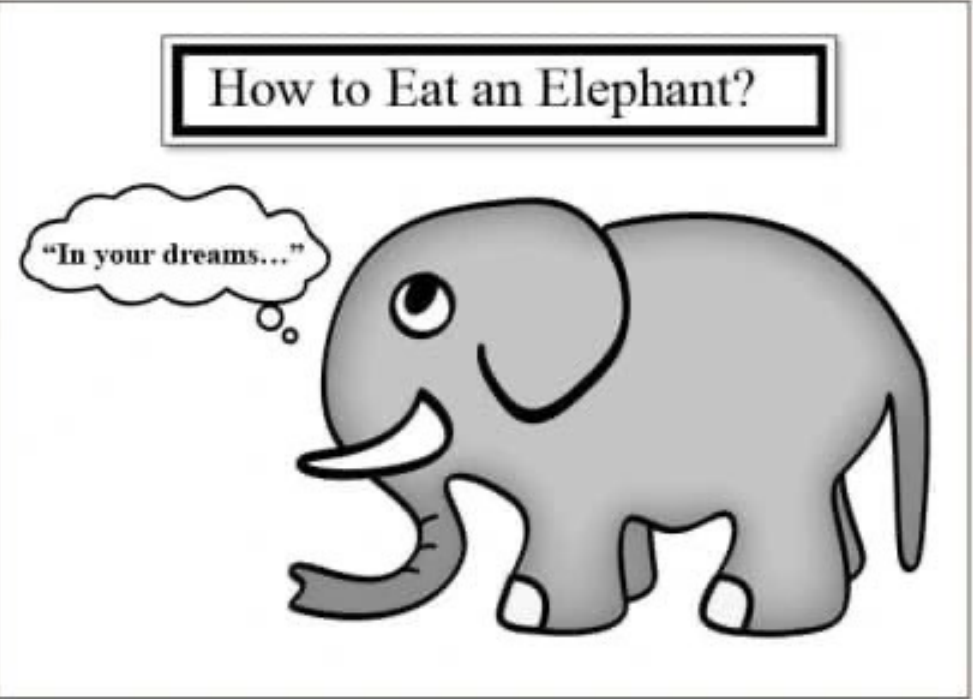
-Eric Ries







The Elephant Approach

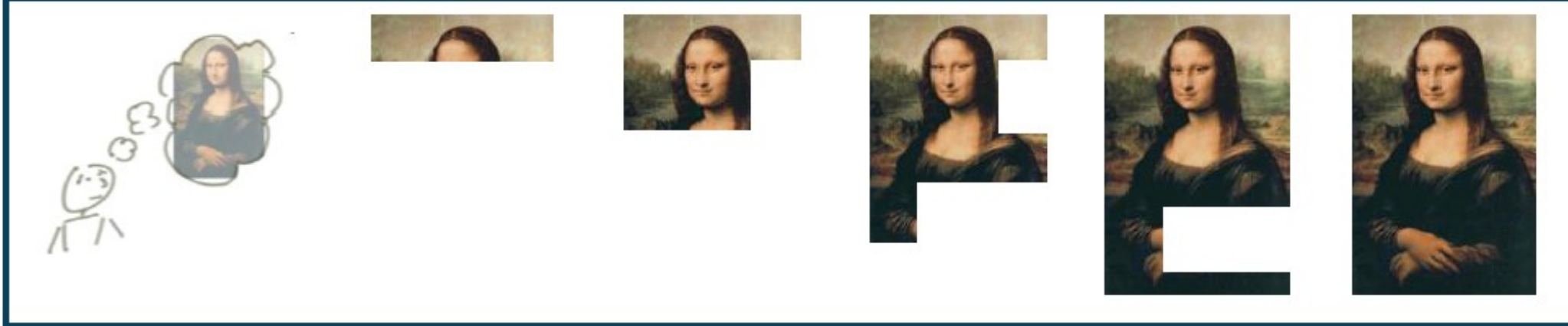


Learn to estimate the Return and Investment *piece by piece*.

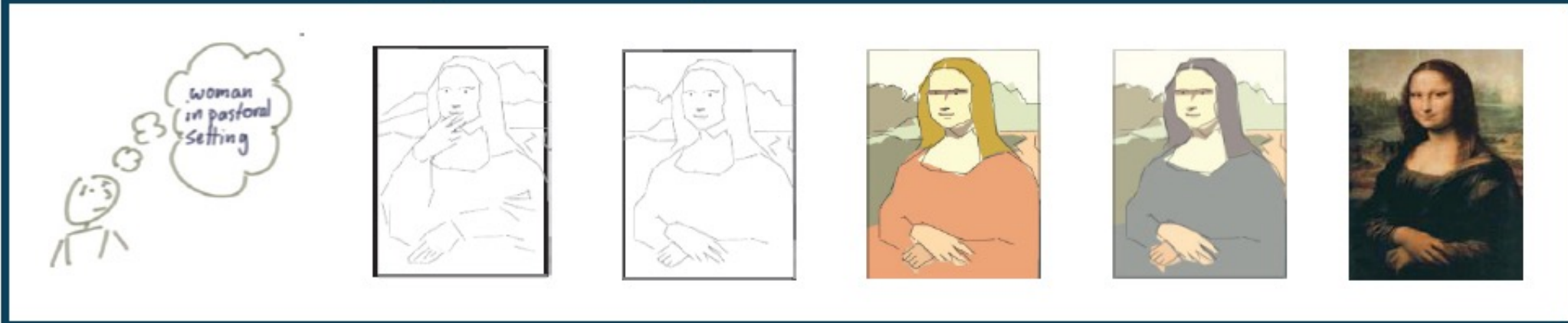
EVOLUTIONARY DEVELOPMENT



Incremental Approach: Developing the product in pieces considering the original idea



Iterative Approach: Developing the raw version of the product, validating it, and then building it further to increase its quality and functionality

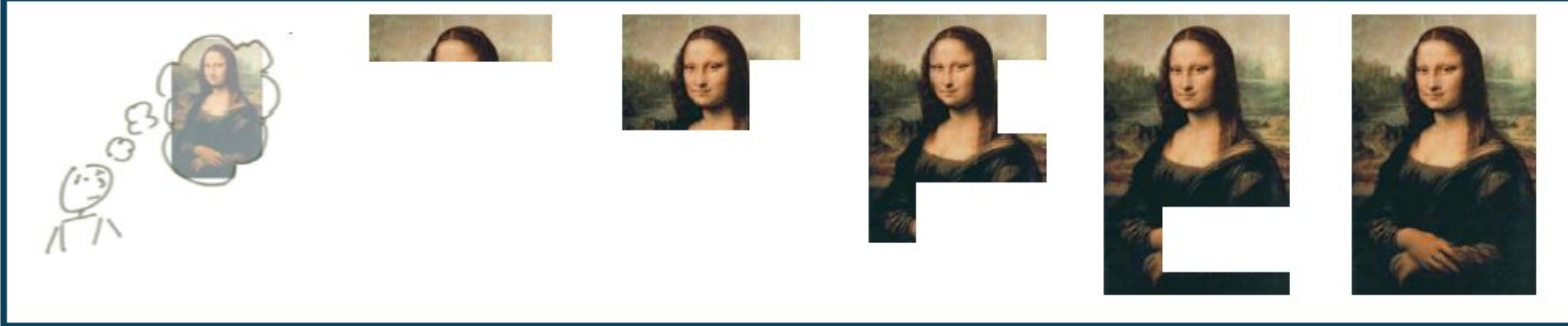


EVOLUTIONAIRY DEVELOPMENT

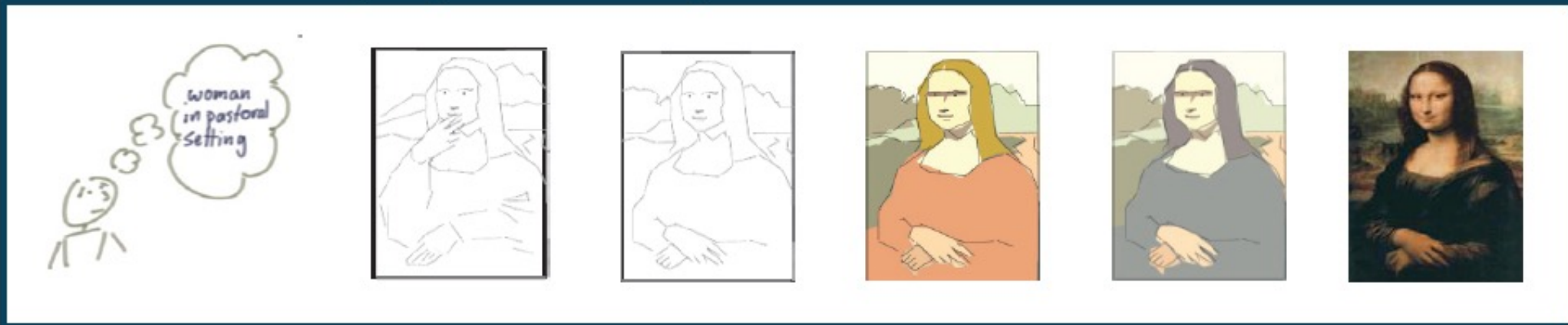


Which style do you prefer?

Incremental Approach: Developing the product in pieces considering the original idea



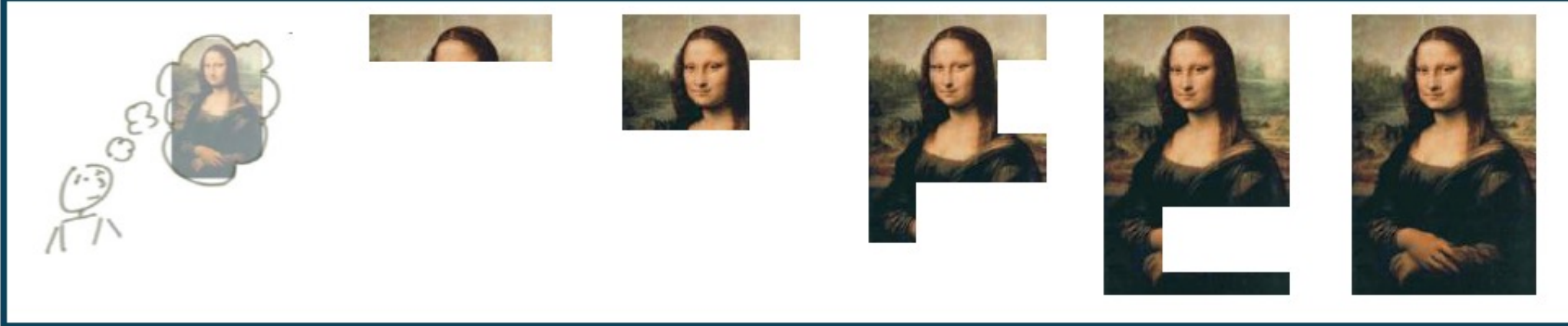
Iterative Approach: Developing the raw version of the product, validating it, and then building it further to increase its quality and functionality



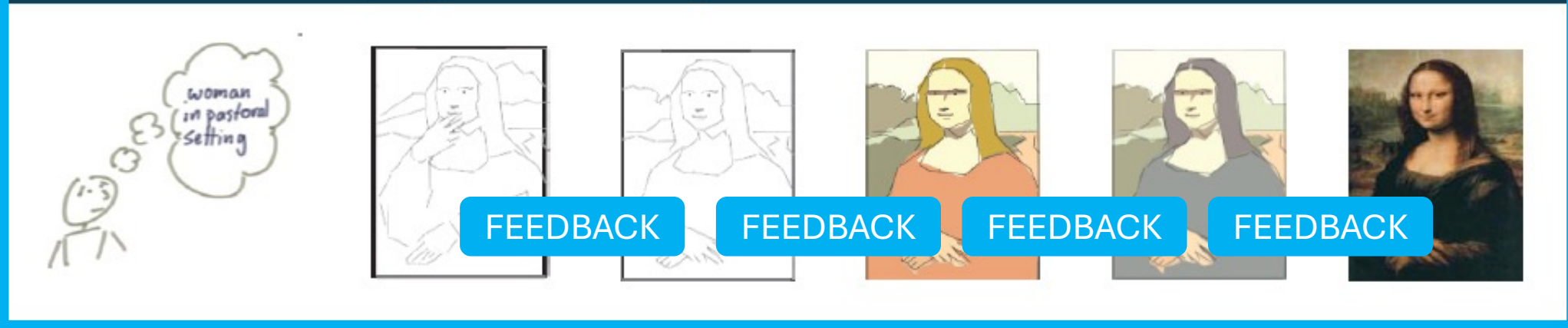
EVOLUTIONARY DEVELOPMENT



Incremental Approach: Developing the product in pieces considering the original idea



Iterative Approach: Developing the raw version of the product, validating it, and then building it further to increase its quality and functionality





WHAT IS A MINIMUM VIABLE PRODUCT



M

Minimum

The most rudimentary,
bare-bones foundation
of the solution possible



V

Viable

Sufficient enough for
early adopters

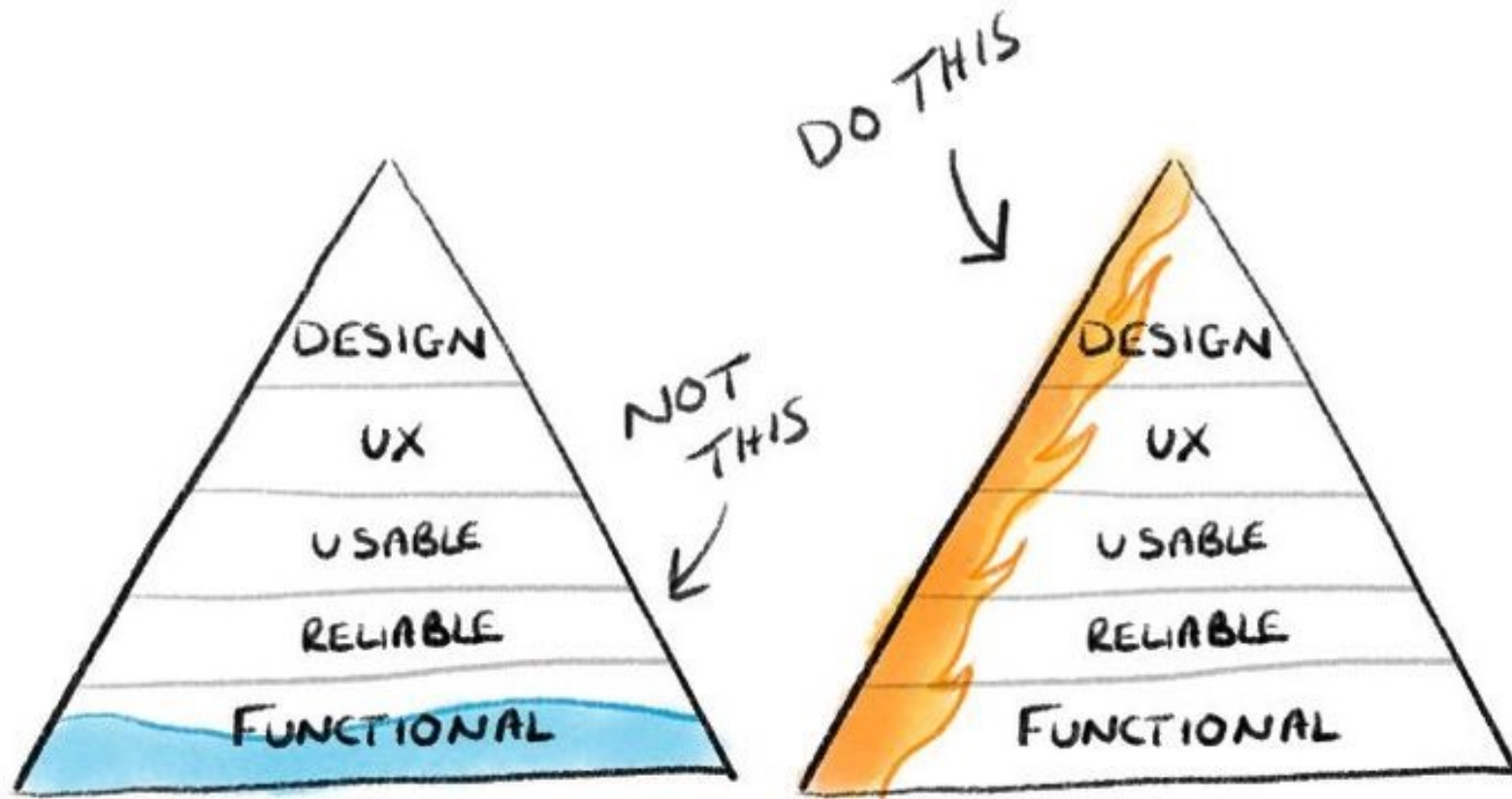


P

Product

Something tangible
customers can touch
and feel

EVOLUTIONARY DEVELOPMENT





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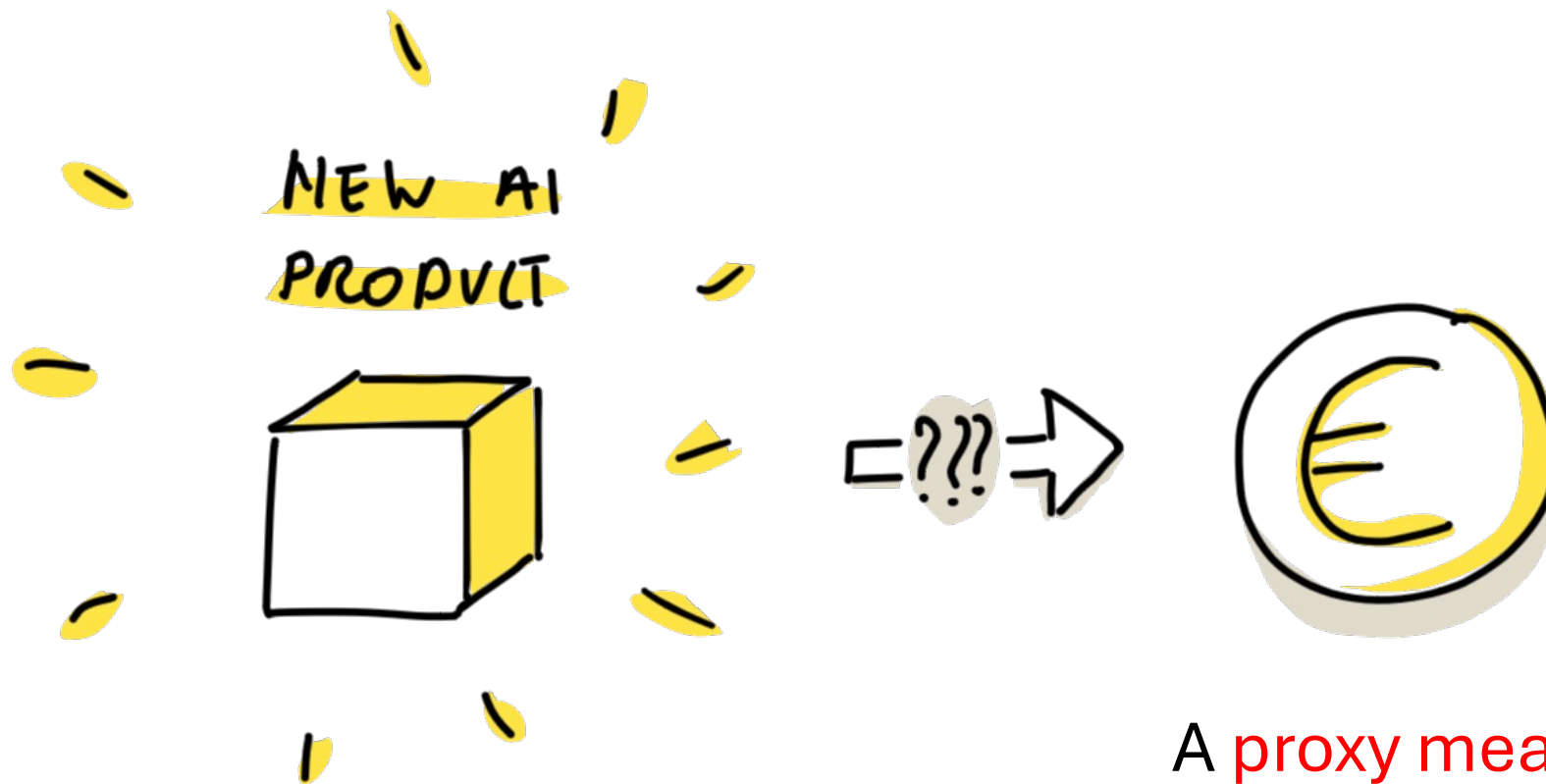
Iteration 1



Iteration 8



MVP helps to estimate Return



A **proxy measure**
to estimate Return

DOES COPILOT PRODUCTIVITY JUSTIFY COST?

CNBC BI-ANNUAL TECHNOLOGY EXECUTIVE COUNCIL SURVEY

25%

YES

25%

NO

50%

TOO SOON
TO KNOW

WORLDWIDE
EXCHANGE

MICROSOFT COPILOT ONE YEAR LATER

Microsoft Copilot AI use accelerates inside companies, but cost concerns weigh

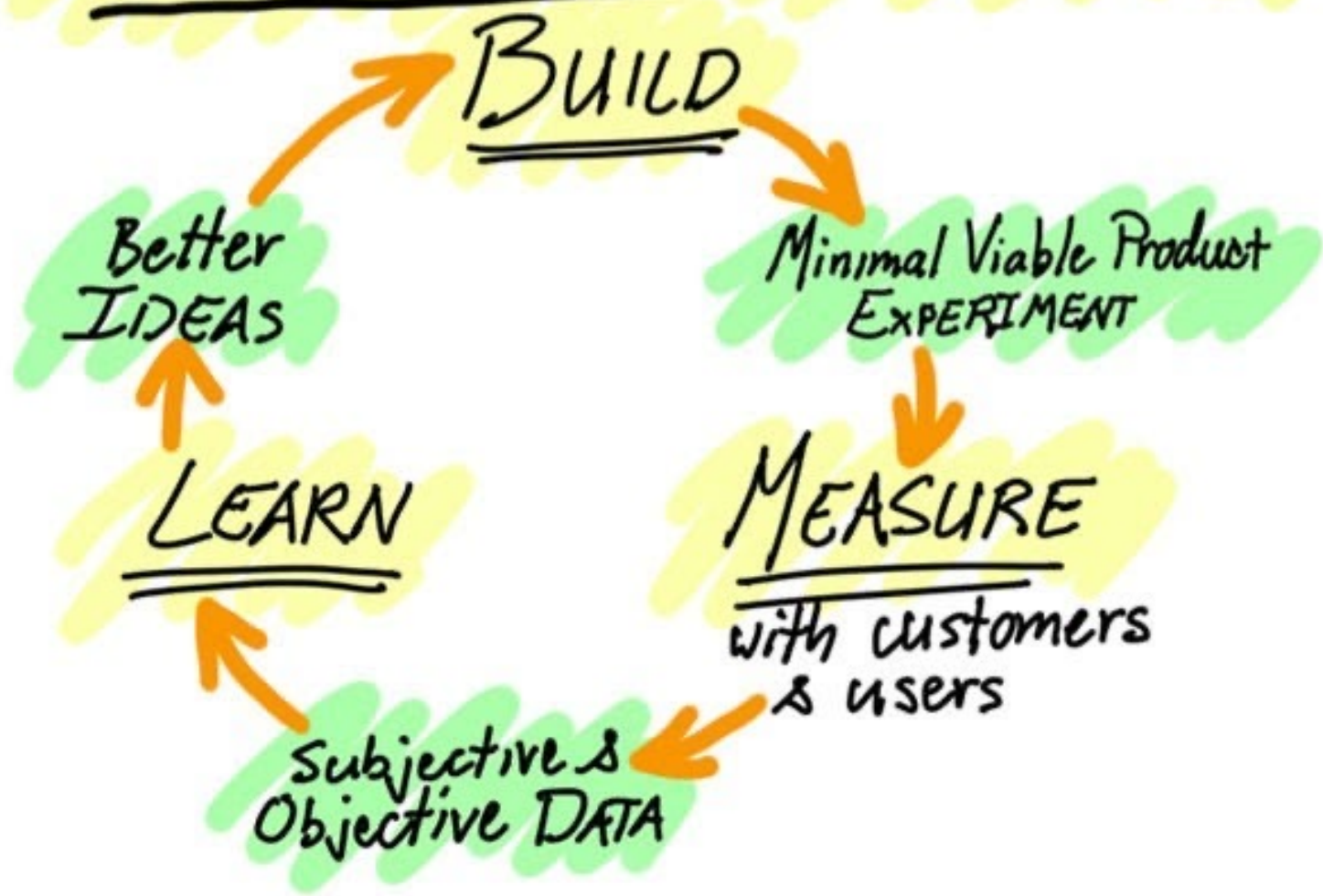


01:37 / 03:08



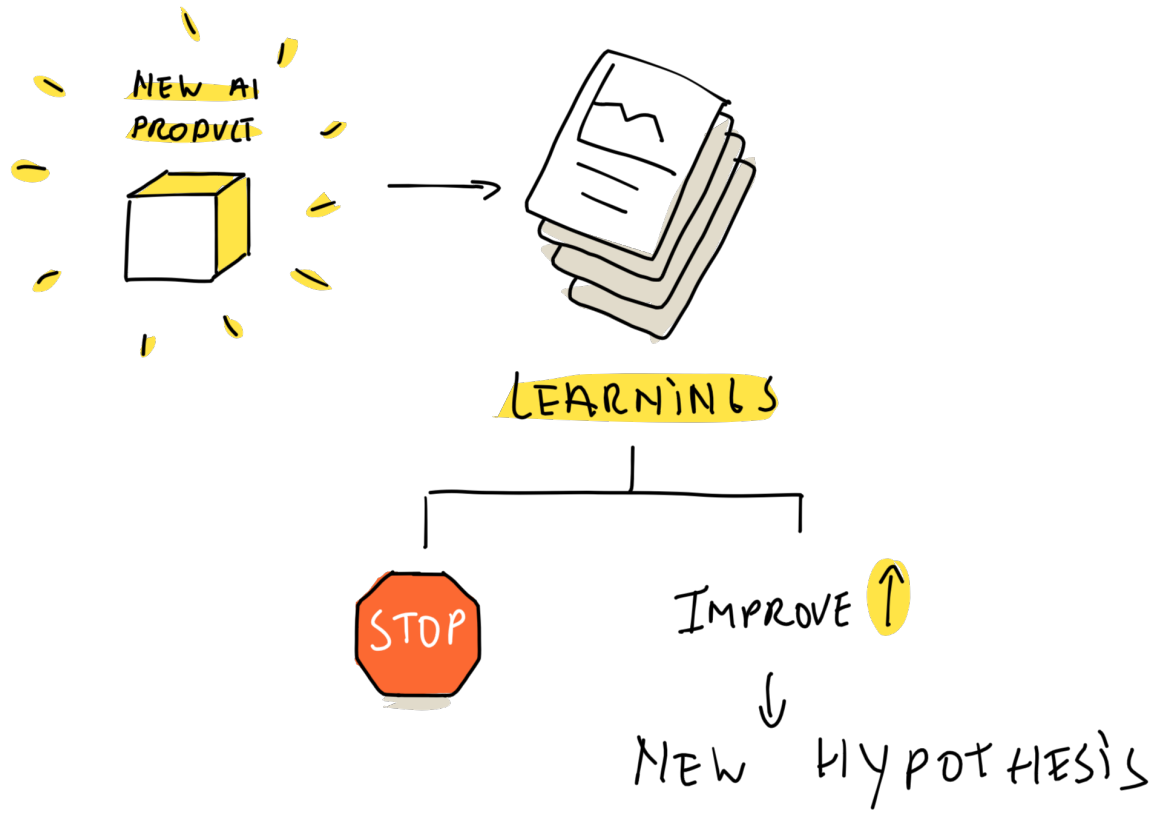
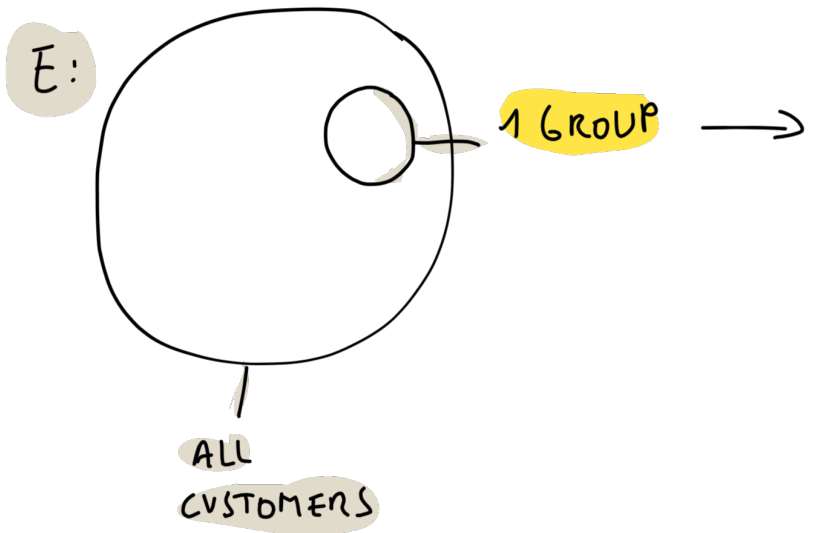


VALIDATED LEARNING LOOP





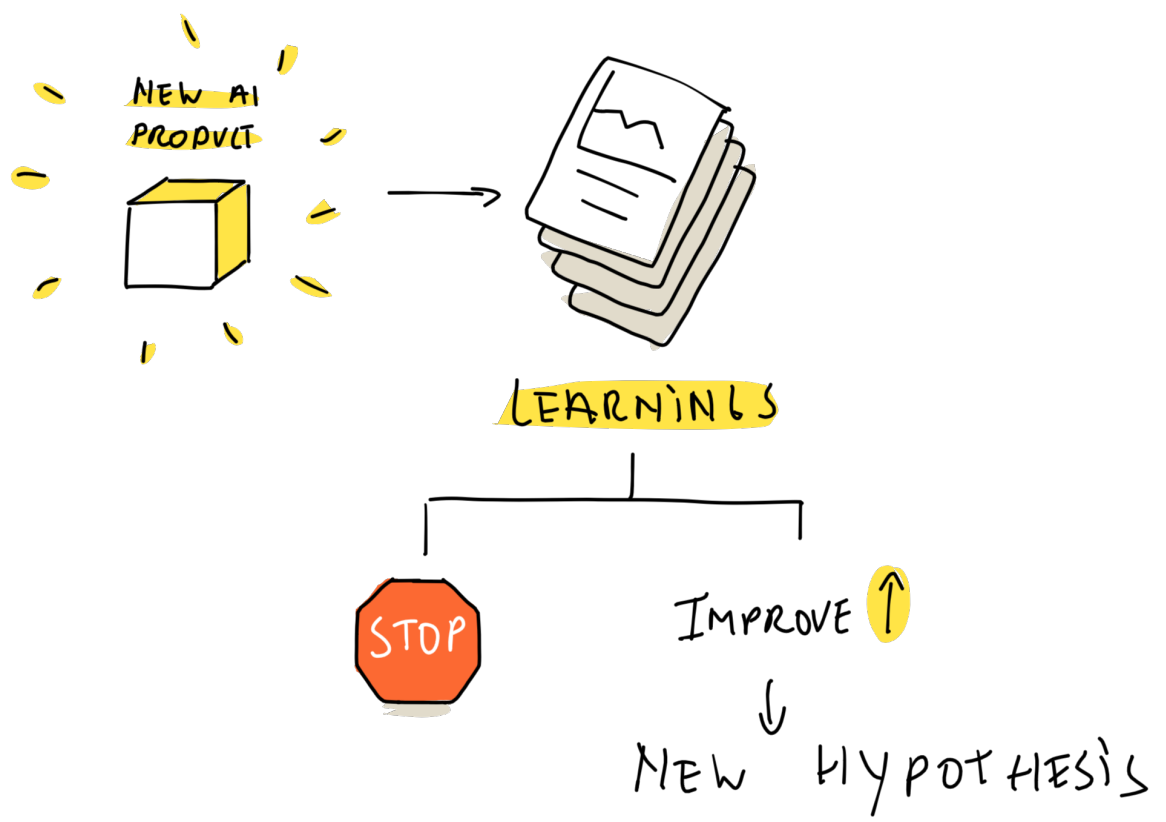
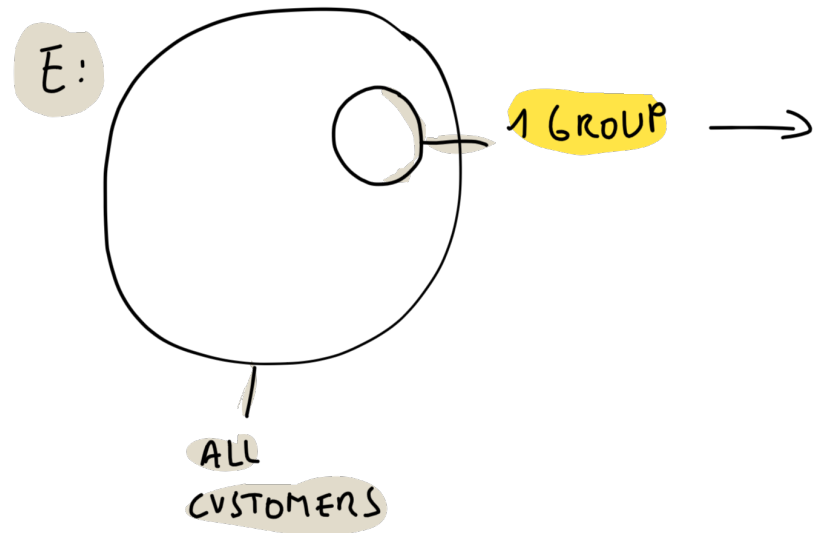
H: AI PRODUCT will
↓ CHURN WITH 20%
|
SMART KPI TARGET

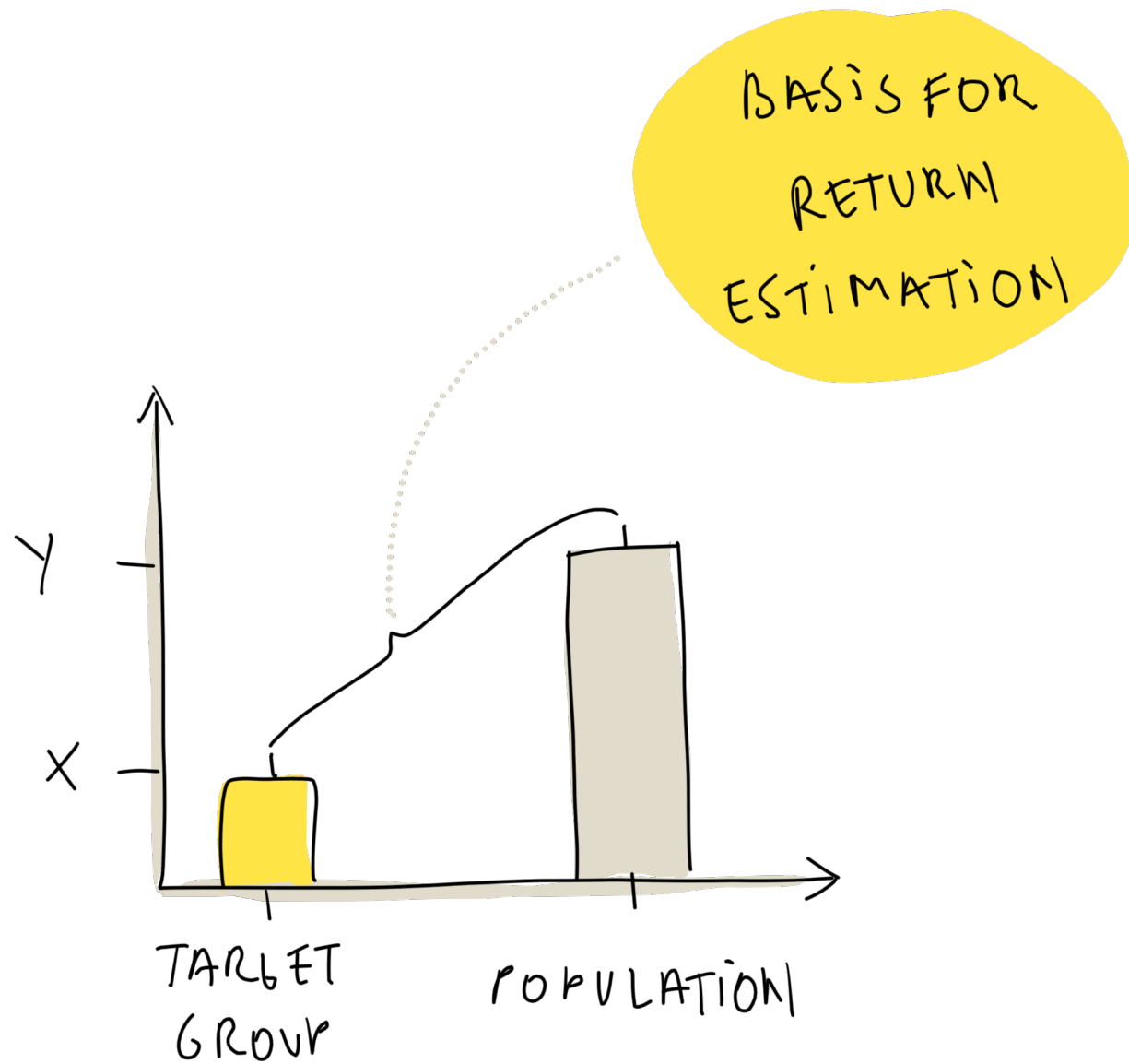
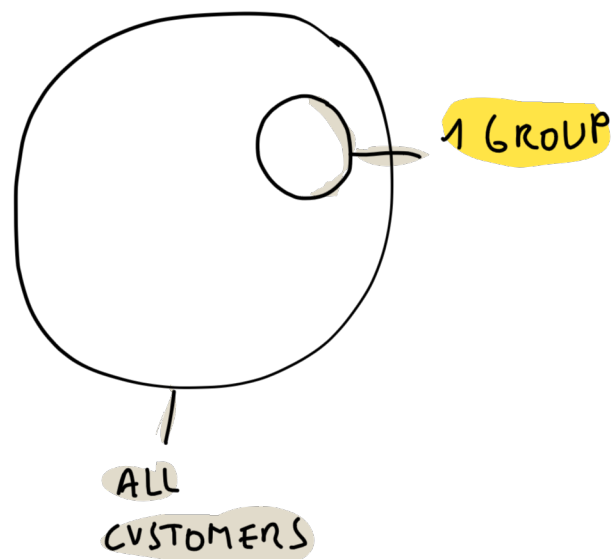


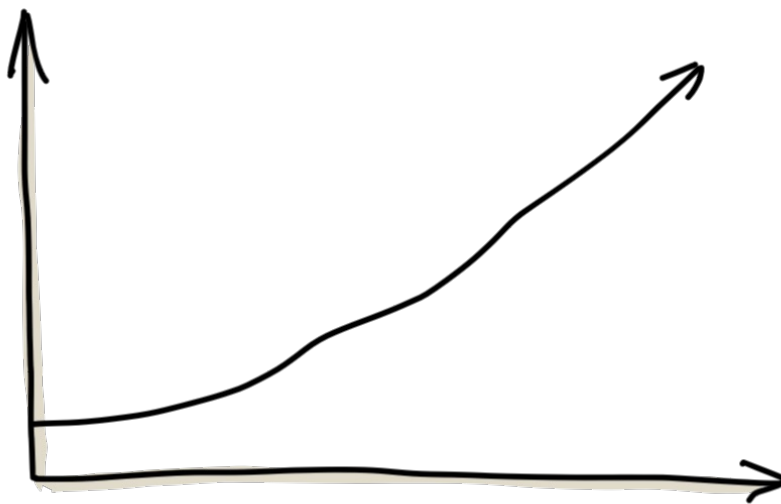
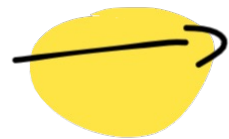


H: AI PRODUCT CAN
PREDICT LOW CHURN
WITH 98% ACCURACY

TARGET SMART KPI







THINK ABOUT WAYS

FOR VALIDATED LEARNING

(IF POSSIBLE)

EXERCISE : VALIDATED LEARNING FOR YOUR CASE?

- Which first experiment (MVP) can you do?
- What do you expect to learn?

9

10X THINKING







HERSTRUCTURERING

Italiaanse bank Intesa Sanpaolo schrapt 9.000 banen door AI

Redactie Data News

25-10-2024, 09:51 • Bijgewerkt op: 25-10-2024, 09:53 • Bron: ANP •

De grootste Italiaanse bank, Intesa Sanpaolo, heeft een overeenkomst gesloten met vakbonden voor 9.000 vrijwillige ontslagen. Dat is ongeveer tien procent van het personeelsbestand. Het besluit komt voort uit digitalisering en een groeiend gebruik van kunstmatige intelligentie (AI) in de bankensector.

Ook wil de bank tegen medio 2028 ongeveer 3.500 jonge, nieuwe medewerkers aannemen voor vermogensbeheer, staat in een verklaring van Intesa Sanpaolo. Het plan 'is gericht op het mogelijk maken van een generatiewissel zonder sociale kosten', aldus de bank. De veranderingen zouden ook moeten leiden tot 500 miljoen euro aan jaarlijkse besparingen op loonkosten vanaf 2028.

EXERCISE : 10X THINKING

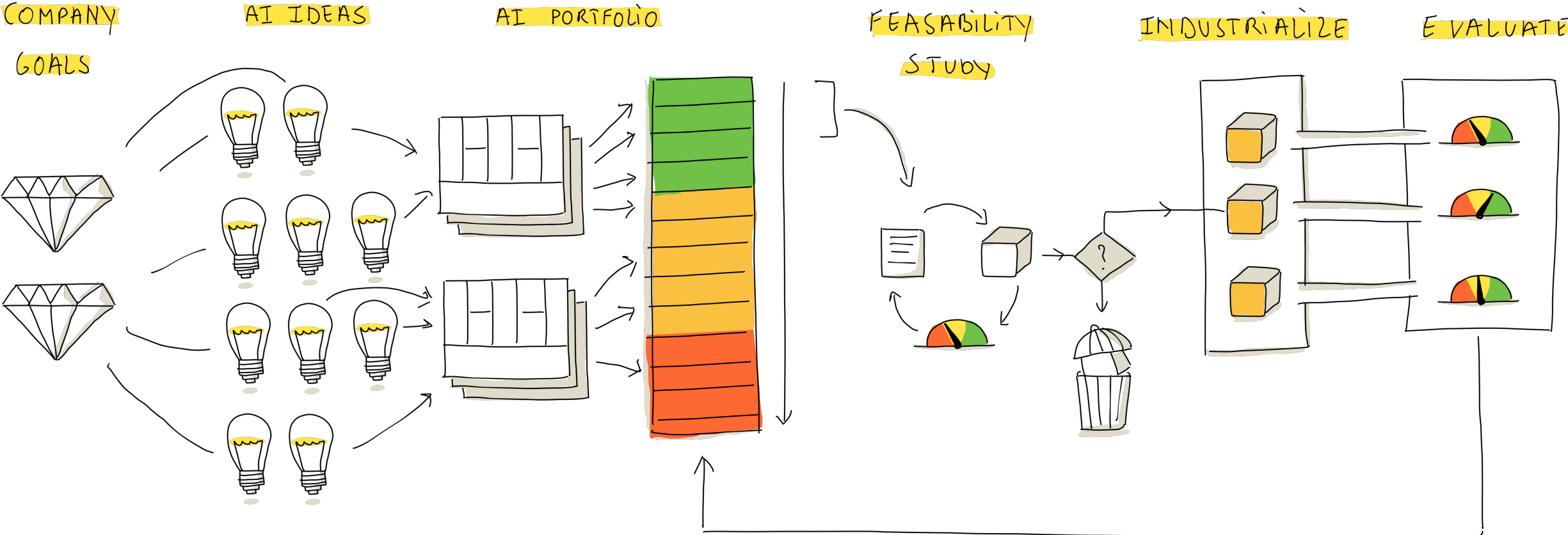
- How can you get 10 times value?
- What would your new idea/vision be?

10

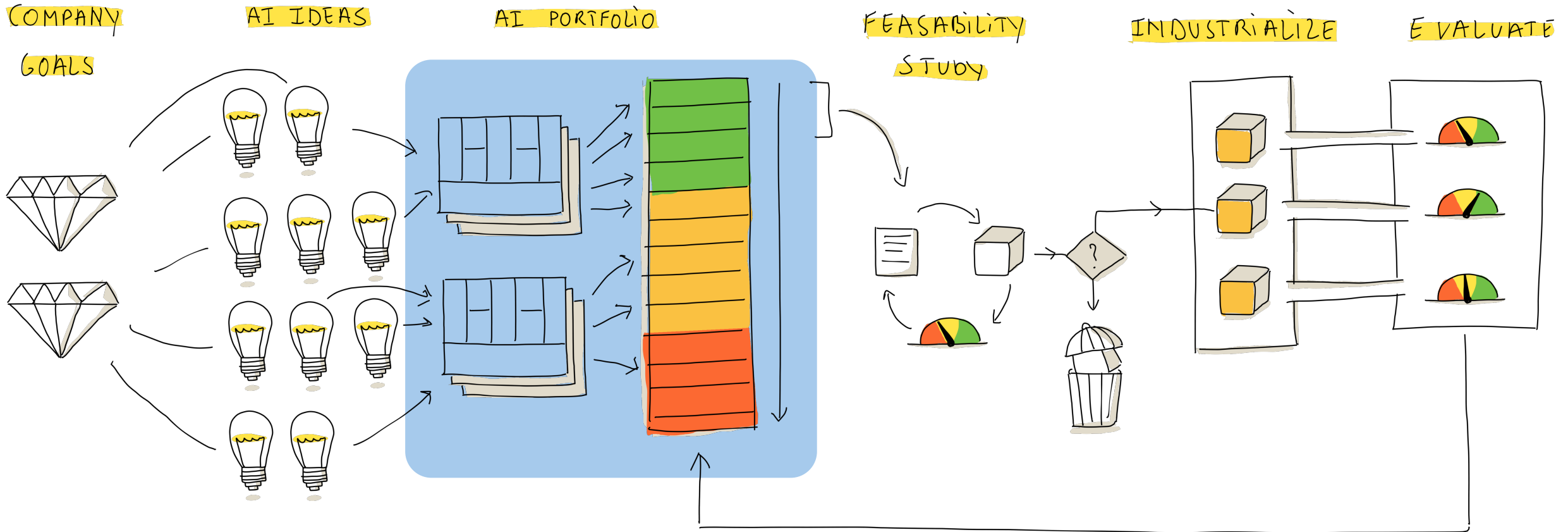
AI PORTFOLIO MANAGEMENT



AI Portfolio Management












AI Portfolio Management





AI Project Canvas










Title:

<p>Data </p> <p><i>Which data do you need?</i></p>	<p>Skills </p> <p><i>Which skills do you need for development?</i></p>	<p>Value Proposition </p> <p><i>What is the value added by your project?</i></p>	<p>Integration </p> <p><i>How will the project be integrated?</i></p>	<p>Customers </p> <p><i>Who are the end customers?</i></p>
	<p>Output </p> <p><i>Which key metric are you optimizing for?</i></p>		<p>Stakeholders </p> <p><i>Who are the key stakeholders?</i></p>	
<p>Cost </p> <p><i>What costs will the project incur?</i></p>		<p>Revenue </p> <p><i>How will the project generate revenue?</i></p>		

EXERCISE : TURN YOUR IDEA INTO A CANVAS

AI Project Canvas

Title:

Data  <i>Which data do you need?</i>	Skills  <i>Which skills do you need for development?</i>	Value Proposition  <i>What is the value added by your project?</i>	Integration  <i>How will the project be integrated?</i>	Customers  <i>Who are the end customers?</i>
Output  <i>Which key metric are you optimizing for?</i>	Stakeholders  <i>Who are the key stakeholders?</i>			
Cost  <i>What costs will the project incur?</i>			Revenue  <i>How will the project generate revenue?</i>	



Questions?



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