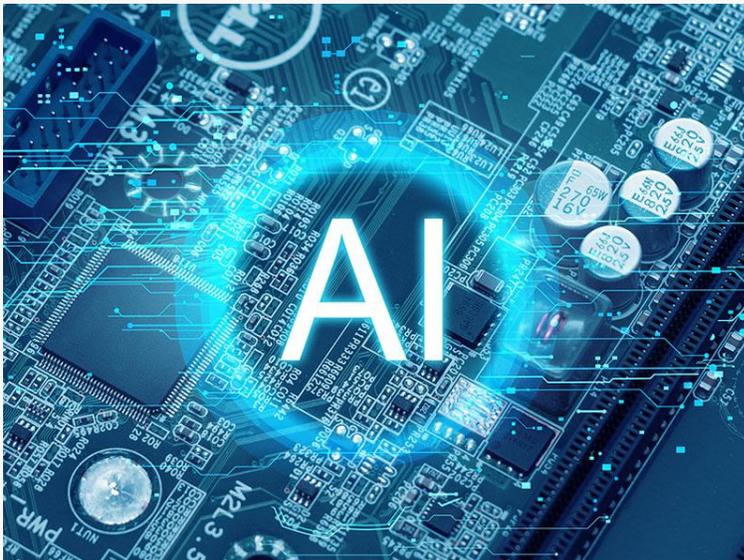


IBM CSP Growth Initiative 2.0

Playbook #2

“Picking the right AI Solutions and Goals”

The Right AI solutions



Defining your AI strategy must involve your leadership team, company stakeholders and advisors. Do not fall into the trap of treating this simply as a new Technology to incorporate into your portfolio. AI is an outgrowth of rapid Cloud, Big Data adoption and will fundamentally change how your customers operate and change the services they require from their trusted Cloud Service Provider (CSP).

But when disruption occurs, so does opportunity.

Rapid Hybrid Multi-Cloud adoption has accelerated down-ward pressure on CSP margins. Hardware commoditization, Infrastructure as a Service, Software as a Service, Open Source are some of the factors leading to that decline.

But this is not a new dynamic, rather it can be seen as the ongoing rhythm of the IT industry where complex of solutions over time, through ongoing automation and clever (including AI/ML) design become commodities.

Therefore, the need for CSP's to create new, High Growth, High Margin offerings never ends.

Here are some thoughts on how AI adoption can positively impact your business.

• ISV's

To maintain your competitive position, consider embedding AI into your current suite. AI smarts within software products are quickly becoming a given requirement. Potentially AI can extend the business value your software solution provides customers including by not limited to ease of use and simple automation.



• MSP's

- You likely hold your client's Data and that uniquely positions you to provide outsourced new AI data management and associated AI Workload support.
- Your Customers likely have a Hybrid multiple Cloud environment. Explore how AI can help Automate, Secure and Guarantee your SLA delivery across that increasingly complex landscape.

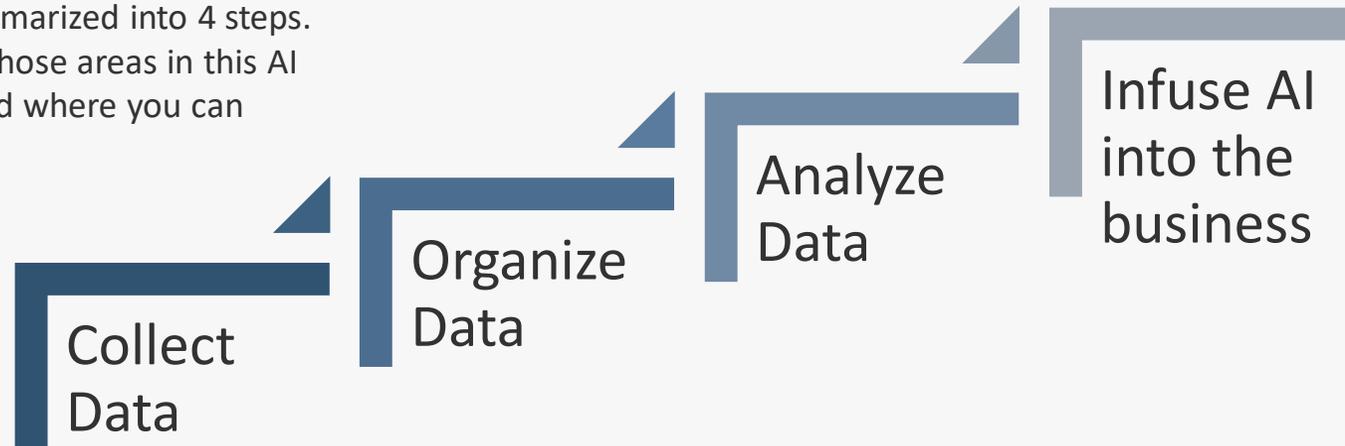


• System Integrators

- Customers are reviewing their Information Architecture strategies to support early and large-scale AI applications. Are you at your Customer's planning table and can you build that Information Architecture for them?
- Find those Customer Business Processes where AI can have the biggest impact. You may consider IBM's Garage methodology to uncover that Business Value – then build your expertise & delivery capabilities there!



Your client's AI journey can be summarized into 4 steps. CSP Best Practice is to select only those areas in this AI solution stack that Clients need and where you can realistically build capability.



Note: Understand where you can add value in the AI solution stack!

Setting the Right Goals for your AI Big Plays

- **Measure success the right way**
 - Short term goals should include actions such as building capability, re-branding your company as an AI service provider and delighting your Clients in those early AI projects
 - Long term goals must drive your business forward and be measurable in terms of Gross Profit, Revenue, Return on Investment and Market coverage.
- **Actively manage your AI specific investments & the associated ROI**
 - Track re-allocation of your existing headcount and resources.
 - Factor in realistic costs for incremental Infrastructure and Talent.
 - Protect your existing Assets in Intellectual Property and Service delivery by modernizing them and where possible infusing them with AI and Automation.

To summarize

- Pick the right AI initiatives that balance growth, profitability and risk
- Set the right goals for start-up and long-term financial success.

[Click here for more information](#)

