

IBM CSP Growth Initiative 2.0 Playbook #3



**“Constructing and Financing
your new AI business”**

Construction & Transformation Phase

A good starting point is taking stock of your existing assets in Software, Processes & Infrastructure and figuring out how AI can enhance them. IBM have undergone this process themselves and you can leverage that experience.

How IBM uses AI to improve their own business

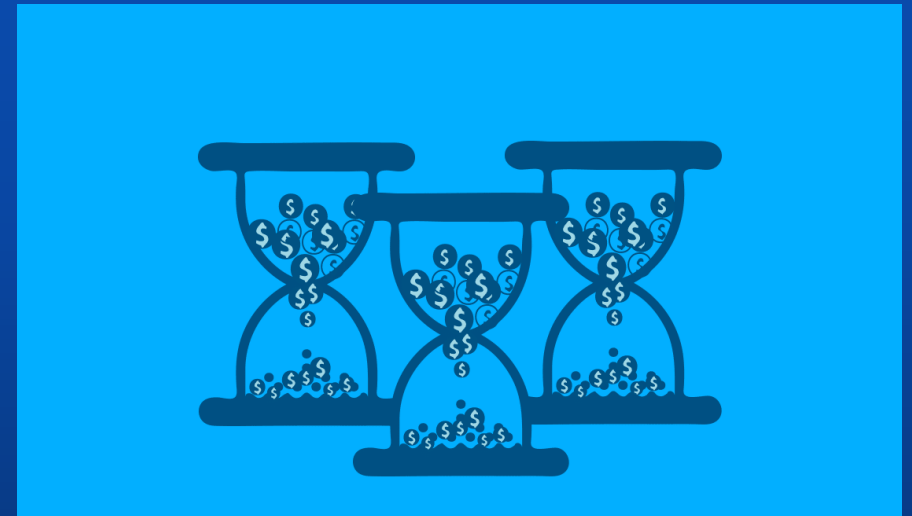




Acquire your AI competencies through skills transfer by working alongside IBM AI experts, IBM Watson training and IBM Watson's suite of Solutions, API's and Applications. Don't re-invent the wheel and focus development on Value Add over and above existing Open Source solutions!

Managing AI start-up costs

- Expertise in AI is in high demand so budget realistically and watch the timing of those investments. AI specialists expect to be fully engaged in challenging projects Day 1!
- Have the right balance between developing in-house talent and recruiting externally. Developing AI skills within your existing team will have the collateral benefit of improving retention and making your Company more attractive to outside Talent.
- Marketing AI requires true C level selling skills and involves longer sales cycles. Review your current Sales capability and incentive plans to align with that dynamic.

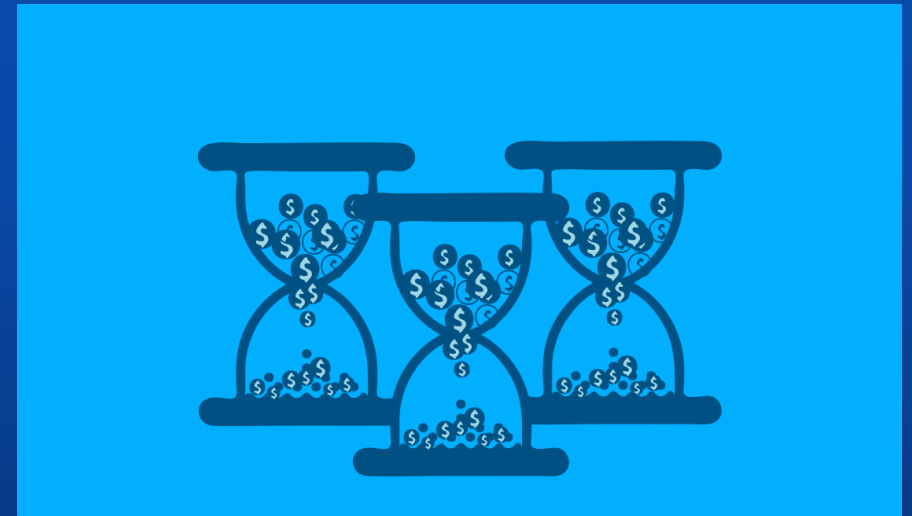




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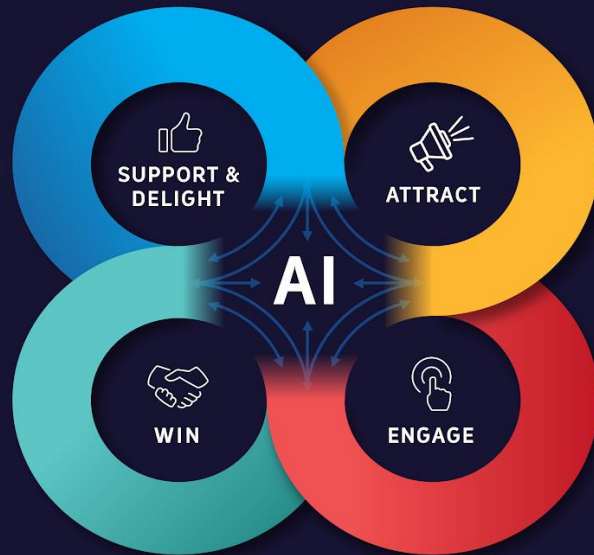


Time is everything

Wholesale adoption of AI is in the future. To fund your investments and profit through this transition period, be aware of shorter term opportunities such as..

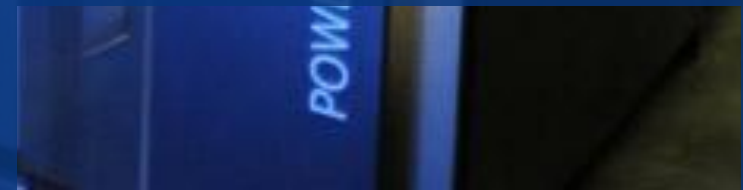
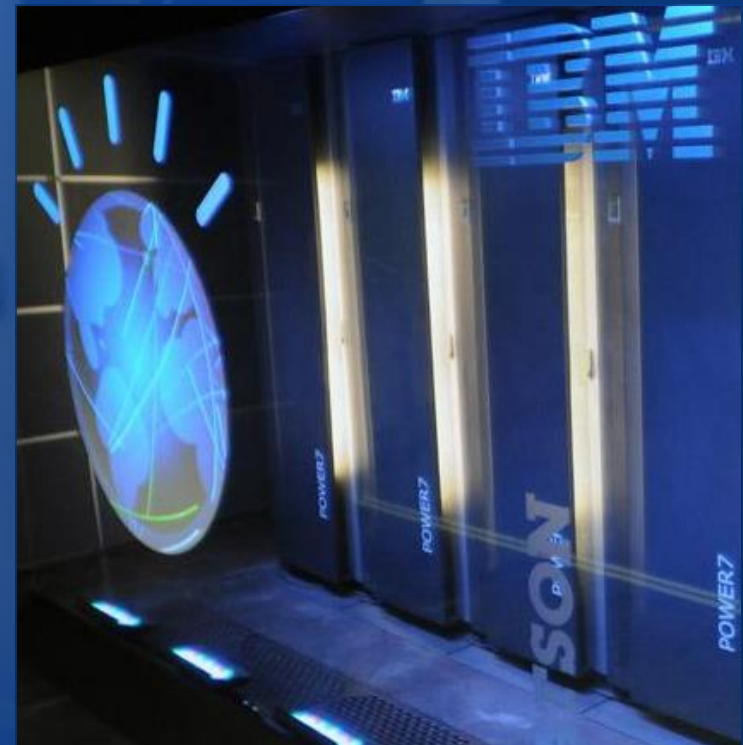
- Those AI applications such as Customer Service that are ramping swiftly today.
- Large scale, long-term applications of AI to core business workflows show great promise BUT in the shorter term require significant Information Architecture effort by Partner today.

In IBM Research paper titled – AI predictions for **2020**, highlighted three areas of growth.



Automation

- Broad impact in both front end Customer Service and back office Workflows.
- These are areas where ISV's & System integrators have delivered solutions in the past and can now help their Clients 'infuse' AI into those business processes.



Natural Language Processing (NLP)

- NLP is breaking down the barriers hindering “live interaction” with customers and workflow automation – speeding adoption of AI in production environments.
- IBM Solutions, API and Applications contain real working examples of NLP and can be part of your solution.

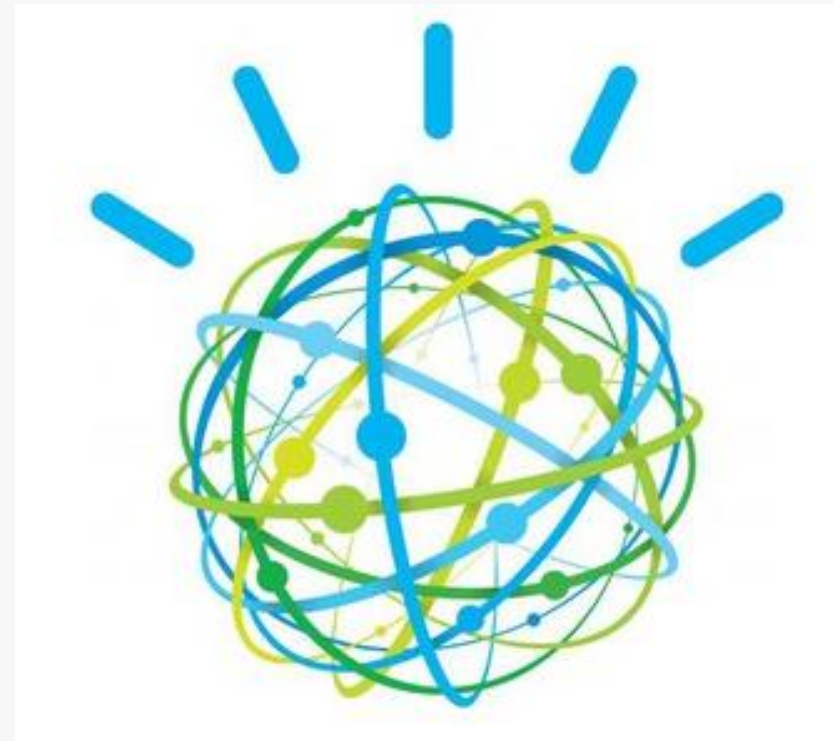
[Watson suite link](#)



Trust

As a Society we are on a journey of entrusting our safety, welfare and security to machines and software. The promise of an impartial AI that decides without bias on the validity of insurance claim, correct diagnosis of disease is compelling and will ramp in 2020.

IBM Research Article 3 AI trends for 2020



AI Business Plan check list

- Does your AI business plan extend your existing offering and create new Revenue? Does you plan create Quality Rev streams? This will have a big impact on your company's valuation, ability to raise capital if necessary and long-term survival.
- Will your AI plan make business sense, excite your key stakeholders and outside sources of capital such as investors and financial institutions? Will it make sense to strategic Partners in AI such as IBM?
- Do your timelines make sense? Will the sequence of your AI Initiatives create momentum, support your Cash Flow assumptions and ultimate ROI goals?

