

Organizational Artificial Intelligence: an introduction

A white paper on how organizations can start exploring
what Artificial Intelligence can do for them.

September 2017

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Problem

Over the next decade Artificial Intelligence (AI) is predicted to be a potential disruptor to the way we work. AI will enable organizations to work more effectively, more efficiently or even create new value propositions for its customers and stakeholders. On the other hand, AI will also bring new risks and pressures that companies will need to anticipate and manage properly.

A frequent problem is that most organizations find it difficult to grasp what AI is, what it can do for them and especially what they can do to explore the potential and impact of AI further.

Findings

Below a summary outline of what various stakeholder groups are doing or saying with regards to Artificial Intelligence:

Group	Examples	Key findings
Science	MIT , Stanford	Dozens of universities have dedicated AI programs, but most of them are very technically oriented. Only few universities focus on the interplay between AI and business. Generally, there do not seem to be many published scientific articles on how AI helps and impacts organizations.
Governments	US , China , UK , India , Russia	A select list of governments launched studies, or whitepapers, on AI. Most of their focus is at macro level, such as the impact on disruption of the labour market or the economy. The US (Obama) Government declared it a major potential disruptor and the government of China announced mid 2017 that it aims to be the world's AI leader by 2030. It is expected more governments will start to focus on AI.
Major Tech Companies	Google , Baidu , Amazon , Microsoft , IBM	The major tech companies continue to invest billions of dollars into AI. Their AI products are state of the art, and improving every day, but many of them either seem to focus heavily on consumers or they are too technical to be (easily) used and applied within most businesses. They often require technical/developer capability as well as companies to put their (sensitive) data into the providers 'cloud'.

Multinationals (MNCs)	GE , Siemens , BMW , ABB , Samsung , GlaxoSmithKline , Baker McKenzie , BHP , Walmart , BBVA , InfoSys , UBS and many more	Various multinationals have publicly announced they are working on AI. Although it's not very public what they are working on, it's clear they see AI as a huge potential opportunity (or threat) that could transform their business or the markets that they operate within. They understand that early adopters will probably have a strong competitive advantage.
Small & Medium Sized Businesses <i>SMB/SME</i>	US (28m), UK (5m), China (1m), India (51m), LATAM (14m), Middle East (5m), Africa (14m), Australia (2m) and more	Across the world there are over a 100 million SMEs and it appears that most have not (yet) explored AI at all. The introduction and use of AI within SMEs is a major opportunity, both for those SMEs as well as for AI solution providers. On the other hand, for those not exploring AI it is likely a threat, especially if they provide digital services.
Management Consultants	McKinsey , Accenture , PwC , KPMG , Deloitte , E&Y , Accenture , BCG	Until recently only a few mainstream management consultants focused on AI. By now most have dedicated AI leaders or AI practices. Their offering and thought leadership is impressive and expanding fast. However, their offerings mainly target larger companies, plus there is no consistency of approach among them on how they explore AI.
Business Journalism	MIT Sloan Review , MIT Technology Review , Financial Times	During 2017 the more serious business journals started to increase their focus on AI. For instance, The Financial Times began a dedicated ongoing section for AI.
AI Solution providers	Many	There are already over 1000 (known) AI start-ups working on new AI services and products. Successful ones seem to be acquired quickly. For instance, a 2011 UK start up Deepmind was acquired by Google for about USD500m only a few years later. Others, such as GE, also acquired AI companies. Whilst over a thousand potential AI solutions will come to market in the next years, it is not widely known that hundreds of AI solutions are already available on the market. A frequent problem is that these companies are difficult to find therefore most solution seekers do not know what is currently on offer.

Solution

While interest in AI is significantly increasing it is difficult for many companies to start exploring AI further. There is no common framework on how to approach it nor is there a single point of entry where they can find potential solutions for their business needs. Companies don't want to waste their time and resources and need a simple but effective platform that helps them explore what Artificial Intelligence can offer. A newly launched platform, called "Organizational AI" can help them.

Simple framework

Organizational AI enables any organization or company to explore AI on its own, using its own staff. The platform provides:

- guidance to and examples of what capabilities the organization should create,
- easily amendable and simple role descriptions that can be used to assist the assignment of interested staff,
- access to a growing database of available AI Solutions – filterable and sortable by function or by industry,
- and more to come.

Organizational AI looks at the business needs from two perspectives. Firstly, from an organizational perspective on the kinds of capability and roles needed for the organization to successfully explore and use Artificial Intelligence. This is mainly about finding, implementing, enabling and ensuring compliance of AI Solutions.

Secondly, it addresses the guidance and information the people in these roles need to be successful. For instance, to find the right AI solution the person would need to know what potential AI solutions are out there now. Below a summary overview.

Who	AI Executive	AI Business Partner	AI Enterprise Integration Manager	People AI Manager	AI Compliance Manager
does what	builds capability	finds the <i>right</i> AI Solutions	implements AI solutions,	enables people and AI to effectively work together	ensures they comply with laws and regulations.
how Organizational AI can help	by providing simple role descriptions .	by providing access to a growing database of available AI solutions .	<i>more will be launched in 2018.</i>		

Growing Database of AI Solutions

Organizational AI's continuously growing database of available AI Solutions can be searched and filtered based on function and/or industry.

Functions	
Customer Support	Procurement
Finance, Credit, Risk Management	Project Management
Government Affairs	Public Relations & External Communications
Health, Safety and Security	Research & Development
Human Resources (HR)	Real Estate and Facility Management
Information Technology (IT)	Sales
Legal	Tax
Marketing	

Industries	
Agriculture	Legal Services
Banking & Financial Services	Manufacturing
Energy, Oil & Gas and Chemicals	Media & Entertainment
Engineering and Construction	Mining
Government & Public Services	Retail
Healthcare & Life Sciences	Trading
Insurance	Transportation & Logistics

This allows staff to easily find suitable and available AI Solutions to can help them to become more effective, more efficient or allow them to develop new value propositions.

For more information, visit www.organizational.ai

About the author



Martin Smit, founder of Organizational AI, has over 15 years work experience as a Human Resource leader in global European, Chinese and American companies and has been based in London, Beijing, The Hague, Dubai, Geneva and Zurich. He has a MSc in International Business Studies from Maastricht University, The Netherlands.

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