

# AI in action

## A practical guide for business transformation

 unisys





AI is reshaping industries,  
processes and business models.  
It's transforming how we work,  
make decisions and create value.

This guide equips you to turn AI's potential into measurable business gains. We've crafted practical strategies to help you spot valuable AI opportunities, ready your data and build effective implementation plans.

You'll learn how to foster user adoption and deploy AI responsibly. With insights from recent studies and expert input, we'll help you navigate the AI landscape with confidence. Get ready to experience AI's full business value across your organization.

# Contents

The AI imperative	3
Identifying AI opportunities	4
Preparing your data for AI	5
Developing an AI implementation plan	6
Encouraging user adoption	7
Implementing AI responsibly	8
Bringing your AI vision to life	9
Ready to start your AI journey?	10

# The AI imperative

AI isn't waiting for your permission to transform your industry. It's redefining business landscapes and redrawing the lines between possible and impossible. While algorithms matter, strategy, culture and execution drive real business impact. AI's impact spans diverse sectors, from optimizing [air cargo efficiency](#)<sup>1</sup> and enhancing [fraud detection](#)<sup>2</sup> to improving [child welfare services](#)<sup>3</sup> and streamlining [software documentation](#)<sup>4</sup> and [testing](#).<sup>5</sup>

A [Harvard Business Review Analytic Services report](#)<sup>7</sup> highlights that 76% of organizations are using, piloting or exploring generative AI for business purposes, while 73% expect AI to be significantly or extremely valuable to their organizations. The question now is how to implement AI effectively to stay competitive and drive innovation.

<b>Top AI use cases<sup>6</sup></b> 39% conversational AI 37% predictive analytics 34% augmented reality/ virtual reality 32% computer vision	<b>AI adoption<sup>7</sup></b> 76% of organizations using, piloting or exploring generative AI	<b>Expected value<sup>6</sup></b> 73% expect AI to be significantly or extremely valuable	<b>ROI focus<sup>6</sup></b> 80% believe it's important to prove an ROI on AI initiatives
--	---	--	--

1. [Join the discussion: Conversational AI's role in air cargo efficiency](#)  
2. [How AI and machine learning are securing financial institutions](#)  
3. [8 ways AI and ML are transforming child welfare](#)  
4. [Reimagine software documentation by introducing AI](#)

5. [The ROI of generative AI in software testing: A force multiplier for CIOs](#)  
6. [From Barriers to Breakthroughs: Unisys Cloud Insights Report 2023](#)  
7. [Business leaders on AI adoption: HBR report sponsored by Unisys](#)

# Identifying AI opportunities

Generative AI, in particular, is driving significant change. The [same HBR research study](#)<sup>7</sup> points out that organizations are making substantial investments, with employee productivity as the top driver (67%). However, so far only 41% have seen a positive ROI. Success hinges on conducting thorough cost-benefit analyses and overcoming challenges like the scarcity of AI prompt engineers.

To identify the best AI opportunities, start by dispelling [common AI myths](#).<sup>8</sup> Then, focusing on [use cases that deliver the greatest business value](#),<sup>9</sup> align with your objectives and address your biggest challenges. Consider factors such as strategic alignment, technical complexity, potential risks, scalability, data availability and expected ROI when developing your AI roadmap. The following table outlines key steps to identify, implement and strategize AI opportunities in your organization.

---

8. Fear and AI: Debunking the myths that may be blocking your business

9. Finding your AI sweet spot: Four factors to pinpoint the best opportunities

## 1. How do you address AI challenges?

- Focus on your biggest challenges, pain points and bottlenecks.
- Identify friction-causing processes for customers and employees.
- Dream big, aiming for new ways of operating, not just incremental improvements.
- Remove employee frustrations to boost AI adoption.

## 2. How do you build effective AI use cases?

- Choose impactful use cases that enhance operations and customer experiences.
- Focus on opportunities that boost efficiency, revenue and your competitive edge.
- Build pilot programs for selected use cases (e.g., workforce preparation, AI infrastructure).
- Assess results in a controlled environment to evaluate outcomes.
- Use learnings to refine future implementations and propel innovation.

## 3. How can you identify and cultivate AI champions?

- Seek innovators across all departments, not just technical roles.
- Start with a small pilot group of AI enthusiasts.
- Use their experiences to spark interest throughout the organization.
- Leverage their input to identify opportunities and refine strategy.
- Cultivate a “think big, start small” approach to drive wider adoption.

## 4. How do you develop a comprehensive AI roadmap?

- Create a roadmap to prioritize AI solutions aligned with business objectives.
- Assess technical complexity, organizational readiness and potential risks.
- Evaluate scalability and your ability to support AI initiatives as they grow.
- Consider data availability, quality and accessibility for each AI opportunity.
- Estimate ROI and time to value for each AI initiative.



# Preparing your data for AI

Effective AI relies on high-quality data that is accurate, diverse, accessible, rich and actionable. Start by auditing your data assets to identify valuable information and create a comprehensive training environment for AI models. Then you can take steps to [prepare your data for AI](#)<sup>10</sup> based on your level of readiness.

To strengthen the AI-data bond, explore cloud solutions that offer prebuilt AI models and services. Determine how to best integrate AI by identifying business challenges, evaluating high-impact use cases, assessing in-house talent, and engaging external experts if needed. Foster a future with AI by building on your cloud infrastructure, strategizing your data and AI approach, and including an intelligence layer in your planning.

## 1. Explore prebuilt solutions

Choose from prebuilt AI models and cognitive services that can run on-premise, in the cloud or hybrid, to accelerate AI adoption. Examples include:

- **Microsoft AI Builder:** Visual platform to integrate AI into your organization without coding.
- **Azure Cognitive Services:** Cognitive capabilities for apps with APIs and AI services.
- **AWS AI Services:** Automation of image recognition and video analysis, with human in-the-loop capabilities.
- **Google Vertex AI:** Unified data plus AI platform and tooling for pre-trained and custom models.
- **Generative AI App Builder:** New AI-powered search and conversational experience creation.

## 2. Determine how to best integrate AI

Take these actions to understand the AI-data connection and how to best integrate AI into your organization.

- Identify business challenges where AI can add value to existing processes.
- Prioritize high-impact use cases that drive business value and innovation.
- Assess in-house AI skills; leverage prebuilt models and external expertise if needed.
- Form a diverse team (data, IT, business, legal) to support implementation.
- Engage a technology partner for AI assessment and opportunity identification.

## 3. Foster a future with AI

Your relationship with AI can be a long and happy one. Foster a successful AI future by building on your cloud infrastructure and strategizing your data and AI approach. Include in your planning:

- Business-aligned AI strategy supporting organizational objectives.
- Security measures ensuring data privacy and regulatory compliance.
- Data, analytics and AI services for quick model deployment.
- Intelligent applications and tools for informed decision-making.

10. Data readiness for AI: A practical guide for preparing your data, regardless of your starting point

# Developing an AI implementation plan

Crafting a comprehensive [AI implementation strategy](#)<sup>11</sup> is crucial for avoiding roadblocks and fostering innovation. Start by identifying your core strengths and expertise, and consider how AI can enhance your unique offerings. Look beyond surface-level applications to leverage AI's complex problem-solving capabilities.

Take a business-first approach, pairing specific business problems with the right AI technology to increase impact and reduce resource waste. Integrate AI strategically into your operations, using it as an opportunity to eliminate outdated processes and introduce new methods, products and business models. Remember to merge human intuition and reasoning with AI's computational expertise for maximum value.

1

**Identify strengths**  
Identify your core strengths and proficiencies, while considering the products, services or areas of expertise that set you apart from competitors.

2

**Pair problems with AI**  
Increase AI's impact and reduce resource waste by matching business challenges to appropriate AI solutions.

3

**Integrate strategically**  
Use AI to transform operations and introduce new methods rather than simply improving current processes.

4

**Facilitate human-AI collaboration**  
Merge human intuition and reasoning with AI's computational expertise to maximize AI's value.

11. The AI-forward blueprint: charting a course from tactical to transformative

# Encouraging user adoption

AI significantly improves employees' work lives, driving adoption through tangible benefits. A recent [Unisys/Ipsos Digital Workplace Study](#)<sup>12</sup> reveals that 71% of workers at companies using AI report a positive impact on their job satisfaction. AI particularly shines in alleviating mundane tasks, with 84% of employees reporting that AI helps streamline routine work.

Launching your own AI solutions is smoother if you [avoid common pitfalls of user adoption](#).<sup>13</sup> To encourage adoption, start with your users' needs rather than your data. Prioritize employee requests for AI automation based on frequency and complexity, beginning with high-frequency, low-complexity tasks for quick wins. Establish a user acceptance testing process, making sure your AI solutions are thoroughly tested prior to trusting them.

Create an AI-ready culture by having leadership set the tone, providing employee training and recognizing early adopters. Address the concerns of reluctant adopters and set clear guardrails for AI usage. Sound organizational change management (OCM) strategies can help [turn employees into AI advocates](#)<sup>14</sup> and maximize the value of your AI investments.

---

12. The AI Equation: 2024 AI Business Impact Research Report

13. Readyng your digital workforce for AI? Five pitfalls to avoid

14. OCM for AI: The who, why and how of employee adoption

## Key strategies to boost adoption

- Create an AI-ready culture
- Understand and communicate your why for AI
- Recognize and reward early adopters
- Address concerns of reluctant adopters
- Set clear guardrails for AI usage

## Common AI-use guardrails

- Corporate philosophy for AI's future
- Approved AI tools for workplace use
- Written policies for tool usage
- Network bandwidth limitations
- Security restrictions
- Best practices for maximizing AI benefits



# Implementing AI responsibly

Good AI is both practical and responsible, addressing business needs while being transparent, fair, secure, inclusive, accountable and sustainable. This approach strengthens reputation, builds trust, ensures compliance and encourages innovation.<sup>15</sup>

Responsible AI is a shared commitment across the organization, from C-suite executives to operational professionals. All employees should understand and advocate for responsible AI use.<sup>16</sup>

## Strategies for responsible AI implementation<sup>17</sup>

<b>Build a strong foundation</b> <ul style="list-style-type: none"><li>• Introduce responsible AI practices into existing ethics guidelines.</li><li>• Ensure vendors and partners follow responsible AI principles.</li></ul>	<b>Involve humans in the process</b> <ul style="list-style-type: none"><li>• Leverage human self-awareness and intuition in AI planning, implementation and operation.</li><li>• Instill accountability from C-suite executives planning strategy to professionals operationalizing AI.</li></ul>	<b>Encourage user adoption</b> <ul style="list-style-type: none"><li>• Use organizational change management to support responsible AI practices.</li><li>• Prevent unintentional errors like copyright infringement or misuse of data.</li></ul>
--	---	--

## The ethical considerations of AI

While approximately 85% of organizations are confident they themselves are using AI in an ethical manner, 55% acknowledge that they **haven't fully comprehended AI's ethical implications**.<sup>6</sup>

15. Five reasons to prioritize responsible AI: Your key to success in the age of AI  
16. Who's responsible for responsible AI? (It's a trick question.)  
17. How to implement responsible AI, responsibly



# Bringing your AI vision to life

Unisys is your partner in turning AI aspirations into tangible business advantages. With over a decade of experience in AI implementation, we pair deep industry insights with comprehensive capabilities to [deliver solutions](#) that go beyond the hype.

## Our tailored approach:

- Understand your specific challenges
- Design AI strategies aligned with your business objectives
- Implement solutions that deliver measurable impact
- Ensure consistent, efficient implementation with a proven delivery method
- Help you adapt to the evolving AI landscape

## Choose Unisys to:

- Speed time to market with a proven and consistent delivery
- Adapt seamlessly as AI technology evolves, with a flexible, vendor-agnostic framework
- Gain actionable intelligence through data curation and analysis to inform strategic decision-making
- Transform operations by harnessing deep industry expertise and integration capabilities



# Ready to start your AI journey?

Let's create an AI action plan tailored to your organization. Together we'll infuse AI into the core of your business, driving innovation to achieve remarkable outcomes.

## Explore more resources

Take the next step in your AI journey with these Unisys offerings:

- **Application Modernization.** [Explore how applying](#) AI and machine learning to applications can improve business processes, insights, predictions and customer experience.
- **Unisys Cloud AI Foundation.** Set up your organization for AI success with a solid cloud and data foundation.
- **Next-Generation Service Desk.** Experience AI-powered, award-winning IT support that prioritizes employee experience.

[Connect with Unisys today](#) and let's put AI to work for your business.



unisys.com

© 2024 Unisys Corporation. All rights reserved.

All brands and products referenced in this document are acknowledged to be trademarks or registered trademarks of their respective owners.

The material in this document reflects information available at the point in time at which this document was prepared as indicated by the date in the document properties. This content is provided for general information purposes only, does not take into account the reader's specific circumstances, and is not intended to be used in place of consultation with our professional advisors. Unisys disclaims, to the fullest extent permitted by applicable law, any and all liability for the accuracy and completeness of the information in this document and for any acts or omissions made based on such information.