

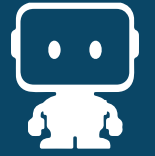


DataRobot

# AI ACCELERATION SERVICE

THE FAST PATH TO SUCCESS WITH AI





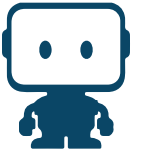
In every organization, there are opportunities to implement Artificial Intelligence (AI) and transform the way business is done. From insurance to healthcare to manufacturing, those organizations that harness the power of their data will overwhelm the competitors that do not.

- Insurance companies are increasing revenue and reducing losses by delivering targeted pricing to each customer in real time
- Banks are targeting prospects with the right products, deepening relationships and improving customer satisfaction
- Hospitals are identifying patients at risk of life-threatening infections, preventing serious complications and saving lives

Opportunities like these are both common and readily identifiable. They provide organizations with the potential to increase revenues, reduce costs, and significantly optimize operations.

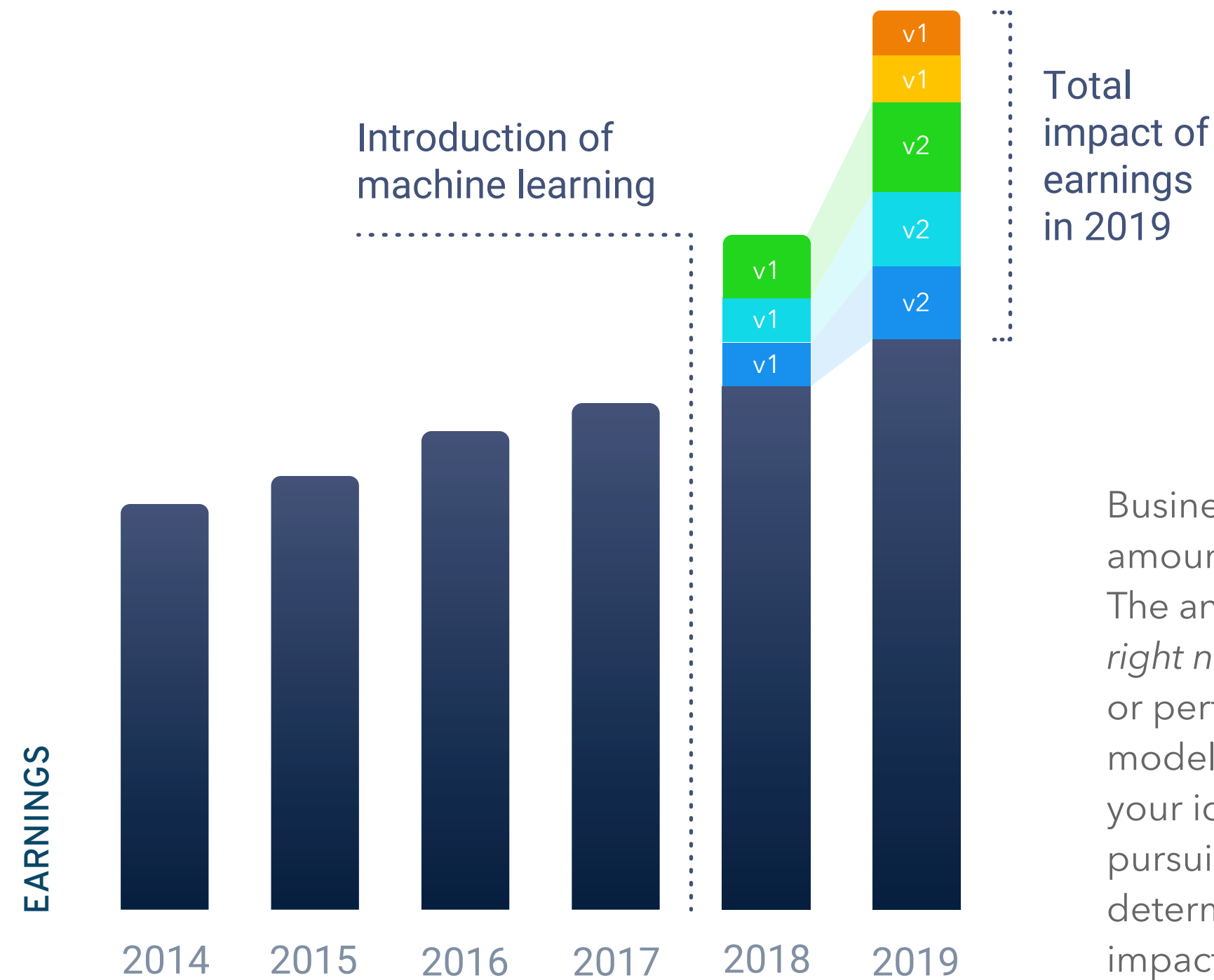
Unfortunately, while executives and business leaders may be aware that these steps are necessary, they frequently lack the confidence and familiarity with AI solutions to successfully execute. What's more, the personnel usually needed to build AI solutions – data scientists – are in high demand. The McKinsey Global Institute estimates that the U.S. economy could be short as many as 250,000 data scientists by 2024. Hiring and retaining data scientists is difficult, with large, prestigious organizations paying top dollar and attracting the very best talent.

The good news is that tools like automated machine learning are bringing advanced AI techniques into reach for the mainstream. Companies are finding that with machine learning they can make progress in AI without hiring new data scientists or embarking on expensive, time-consuming training for their employees. Instead, almost anyone with domain experience and a familiarity with data can build predictive models without writing a single line of code or having deep knowledge of machine learning algorithms.



# THINK BIG START MANY ITERATE OFTEN

Maximizing the impact of AI means identifying and executing on the opportunities that drive real business value - like increasing revenues, improving productivity, and reducing costs. Business leaders must build out an AI strategy across their organization and apply it to sales, marketing, operations, finance, production, human resources, and a host of other business units.



## EXAMPLES OF TOP LINE GROWTH

- Churn reduction
- New customers via better targeted marketing
- Increased cross-selling to existing customers
- More accurate fraud prediction
- Automation of manual processes

Business leaders frequently ask about the amount of data needed to start a new AI project. The answer is simple: all of the data that is available *right now*. Your data sources will *never* be complete or perfect. Advanced data preparation and modeling tools enable you to rapidly prototype your ideas and determine whether they are worth pursuing. If run properly, not only will you quickly determine a project's feasibility, but also how impactful it will be to your bottom line.

The organizations that will thrive and win are those that can identify the most impactful opportunities to automate, streamline, and de-risk processes and practices through AI. Not every project will be successful, but all of the successful projects will impact the bottom line. Success lies in identifying a large number of opportunities and executing on as many as possible.

Once your first iteration is complete, you can proceed to other ideas, invest in additional data collection and exploration, or start building v2.0. Success with AI is the result of taking on small, quick projects to build momentum and then leveraging that momentum into more solutions and better results.



# EXECUTION INCLUDES IMPLEMENTATION

Here is a story without a happy ending. A large organization builds a model that they predicted would save the company \$10M per year in online advertising costs. The solution was tested and the results showed a clear impact on the bottom line. However, the solution was never implemented. Maybe it was a technical challenge in integrating the model, or even a political turf war. No matter the reason, this story illustrates an obvious truth: models that are not implemented cannot improve your results.

Never start an AI project without first thinking about who should be involved, the workflow and people impacted, and how the solution will be integrated into existing processes. Waiting until the end of a project to identify and address stakeholders is a recipe for failure.



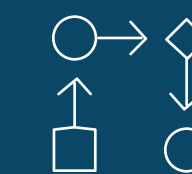
- Where will my data come from and how often will I make predictions?



- Who are my end users and how will they access my solution?



- What technologies and teams will be required to build it and what infrastructure will be required?



- What process am I replacing and who might object to building this solution?



- What technologies will I need to integrate my predictions?

# AI ACCELERATION SERVICE



The **AI Acceleration Service** offered by DataRobot is a structured program that systematically identifies the AI opportunities best suited to make the most of *your* data. DataRobot helps you deliver tangible ROI by building AI models and ultimately delivering complete, enterprise-grade, end-to-end solutions. The goal of this service is to *accelerate adoption of AI* in the business and *enable the organization* to take full advantage of all that AI has to offer without creating an ongoing need to rely on paid consultants.



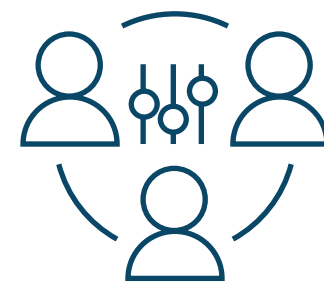
# AI ACCELERATION SERVICE

The AI Acceleration Service approaches AI through a business lens and consists of the following end-to-end projects to deliver tangible value to the business:



## Roadmap and Planning

Business-focused workshops to bring all stakeholders together and help functional teams identify and prioritize high-ROI opportunities



## Modeling

Rapid prototyping and development of highly-tuned AI models while ensuring business analysts and other users in the organization are enabled to attack other projects independently



## Implementation

Operationalization of models by integrating their output predictions into dashboards and business processes

The DataRobot team maintains a laser focus on ROI-based predictive analytics projects, guaranteeing that your time with us is spent on projects that will improve your organization's bottom line.

# THE AI JUMPSTART YOU NEED

The world is being disrupted by visionaries. Combining the power of AI and automated machine learning with sound business strategy is helping to build a future that is smarter, more efficient, and fairer for everyone. The companies that take advantage of AI will succeed and prosper. Those that don't will be left behind.

With DataRobot, AI innovation is not just exclusively in the realm of the data scientists, but can now be shared with those that best understand the business needs. The main obstacle to AI success is no longer capability, but rather a refusal to embrace new methods and new approaches. The DataRobot automated machine learning platform removes many of these obstacles, and our AI Acceleration Service will jumpstart your success. 🤖

For more information on the DataRobot AI Acceleration Service, visit [www.datarobot.com/ai-acceleration](https://www.datarobot.com/ai-acceleration)

