



# Drive AI value at scale

AI Transformation Studio

Do what matters

## AI is now a business imperative

After a year of observation and small-scale experimentations, business leaders recognize the many ways AI can advance their business. However, most lack the readiness to scale AI. There is a real fear of being left behind.

93% of organizations believe they must shift to an AI-first operating model in the next 12 months to stay competitive. But achieving value at speed and having the right safeguards in place can be a difficult balancing act – and if businesses don't get this right, they may fail to realize the full potential of AI and be left behind by their AI high-performing competitors.

It is not easy to scale in part due to fierce competition for AI talent, technical debt, rapidly changing technology and continually evolving AI regulations. Against this backdrop, AI value at scale is just out of reach for many.

### AI high performers have:

3.5%

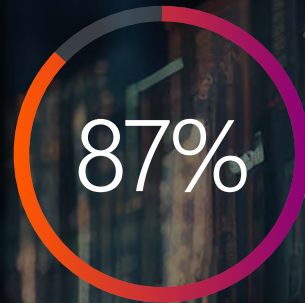
more impact on business outcomes<sup>1</sup>

25%

increase in revenues<sup>2</sup>

Source:

1. Boston Consulting Group 2023 – *Future Built*
2. McKinsey 2023 – *Generative AI's breakout year*



87%  
of AI projects fail to ever reach production

Source: *Why does AI fail? AI Multiple Research*

## From experimentation to execution: Scaling AI

The AI Transformation Studio is more than just a service. It's a strategic partnership that helps you accelerate your AI journey and create enduring value. We have helped clients across all industries to transform their business with AI. From starting out, to full scale AI identification, development and management we can help you on your AI journey.

The AI Transformation studio provides you with scalable and flexible access to deep AI expertise, technology, tools and assets that accelerate AI capability. Avanade's multi-disciplinary teams help you assess your AI readiness, identify and prioritize use cases with your business and develop, manage and track the ROI of your AI solutions.

Our holistic approach takes all critical areas into consideration, including technology, responsible AI, people, processes, data and security, to help you reliably deliver AI products that drive measurable business performance and growth.

### The AI Transformation Studio provides all the capabilities you need to harness AI's power safely and strategically:



#### Value Identification

Set up for success and pinpoint AI opportunities for maximum impact

Define, measure and track the value of your AI solutions over their lifecycle



#### Human and AI Integration

Blend functionality with usability to enhance user experiences

Create a culture that enables your people and organization to thrive in an AI-first world



#### Time-to-market

Rapidly experiment to prove value and feasibility

Leverage Avanade's assets and accelerators to fast-track AI to production



#### Moving beyond a pilot

Improve your organizational AI capability

Support your organization with our scalable teams and flexible service that provide the right skills at the right time



#### Responsible AI

Support your organization in exploiting AI systems in a responsible and ethical manner through the management of security and governance controls that build trust and mitigate risk



#### Assets and Accelerators

AI Control Tower | Gen AI Platform | Industry Use Case Library

Reduce cost and time to impact, with our comprehensive industry assets and accelerators, building in security and governance from the outset, and eliminating the need to build from scratch

## Avanade AI Transformation Studio in action

*"Avanade brought a breadth of AI skills to collaborate with us to kick-start our AI journey in our employee lifecycle processes. I've been delighted to see how AI can start to truly become a 'superpower' to drive efficiencies and value in our key back-office processes"*

— Alice de Araujo,  
Head of Business Change

### **AQA harnesses AI innovation to generate value at scale**

AQA is the UK's largest provider of academic qualifications taught in schools and colleges.

AQA wanted to start their journey to adopt Artificial Intelligence (AI) including Generative AI to help them drive efficiencies and increase quality in their back-office processes.

Rather than looking at AI purely as a technology change, AQA took a value-focused approach to enable their HR, Finance and Technology business functions to use AI to enhance their existing teams.

With informal experimentation becoming more prevalent, AQA turned to Avanade to help define the most impactful AI applications and to drive value.

Collectively we evaluated across all dimensions including technology, Responsible AI, value realization, data, security, people and processes:

- Ideation sessions generated more than 200 use cases across three business functions
- Prioritized use cases that will generate significant ROI
- Recommendations relating to AI strategy including CoPilot, Azure AI and other strategic vendors' AI capabilities
- A roadmap for the remaining use cases to determine how AQA could scale AI to drive continuous value
- Applying the Ethical AI Framework to existing processes for risk assessment, data protection and solution design to include responsible AI principles

## AI fuels competitive edge for energy trading company

Our client, a multinational energy and services company, wanted to explore using gen AI in its business to gain a competitive advantage in the market. To help it realize these ambitions, we are working with the client to accelerate its use of gen AI and support its application transformation, management and enhancement services.

We began by identifying high impact use cases, including using gen AI to handle natural language queries from customers and analyze large quantities of data. The pilot analysis use case was built in two weeks and up and running in production in six weeks.

In helping the company drive value from gen AI, we're:

- Removing significant manual effort and enabling quarterly rather than annual analysis
- Increasing accuracy and speed of manual data entry activities delivered with 100% accuracy
- Enabling wider education and awareness sessions, resulting in a backlog of over 100 use cases

## Generali accelerates its AI journey to drive growth

Generali France, a leading financial services organization providing insurance and asset management services to eight million customers, aimed to enhance profitability amidst market volatility, meet evolving customer needs, and reduce costs.

To support these goals, Avanade provides ongoing AI, data, and RPA services that:

- Develop ideas for new automations, including gen AI use cases, across multiple business functions
- Build and maintain AI and automation solutions
- Support and provide governance for Generali's citizen developers to build automation and AI solutions themselves.

With Avanade's assistance, Generali is accelerating its gen AI journey. To date, over one million tasks across 150 business processes have been automated, handling 1.5 million customer requests annually with chatbots and voicebots, and processing over 300,000 documents each year. These initiatives have freed up employee capacity, improved quality, and reduce risk.

## Take the next step

Our technology, design and industry experts are ready to quickly identify the value you could get from your first use cases. Take the next step and register your interest for our complimentary Value Discovery Workshop.

### What you get

- 2 hours of our AI experts fully funded
- Introduction to AI for your industry
- Key risks for your segment and business unit we've learned from experience
- Open Q&A with AI experts
- Fast-Use-Case ideation session for your team on AI
- Written output on segment trends you can share with your Executive team

## Why Avanade

Avanade's AI Transformation Studio is powered by our deep AI experience, unparalleled Microsoft partnership and industry-leading assets and IP. We leverage the best of Microsoft AI and ecosystem AI technologies, such as Azure AI services, Microsoft Fabric, Copilot and OpenAI, and partner with Accenture when non-Microsoft ecosystem expertise is needed to deliver innovative and impactful solutions for your business.



**4000+**

Data and AI specialists covering engineering, data science, AI solutions and more.



**100+**

Generative AI projects delivered globally.



**1000+**

AI/ML projects delivered globally.



**90+**

Microsoft Partner of the Year Awards, including Microsoft Alliance Partner of the Year 18 times.

### Learn more

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#### About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

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