

Strategic Approaches to AI: Cybersecurity, Governance, and Digital Transformation

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Agenda

1

What is AI / Gen AI

2

Employing an Effective AI Strategy

3

Cybersecurity and AI

4

Digital Transformation



A.I.

1

What is Artificial Intelligence?

AI: the capability of computer systems or algorithms to imitate intelligent human behavior.

2

What is Generative AI?

Generative AI : sometimes called gen AI, is artificial intelligence (AI) that can create original content—such as text, images, video, audio or software code—in response to a user's prompt or request.



Employing an Effective AI Strategy | Business Case > Use Case



Components of a Successful AI Strategy

- ☐ Visions and Goals
- ☐ Governance Ethical Use
- ☐ Data Strategy
- ☐ Use Cases (Business Impact, Feasibility and Alignment)
- ☐ Technology/Tools
- ☐ Talent
- ☐ Partnerships/Ecosystems
- ☐ Change management /Culture
- ☐ Scalability/Sustainability
- ☐ Continuous Improvement

Visions and Goals:

Understand what you want to achieve with AI: Improve efficiency and enhance customer experience.

Governance and Ethical Use:

Develop a set of ethical guidelines that address fairness, transparency, accountability, and privacy. This framework should be grounded in relevant laws and regulations.

Employing an Effective AI Strategy | Business Case > Use Case



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Data Strategy:

Ensure the accuracy and accessibility of all data. Reduce disparate sources. Establish policies for privacy, security, and compliance.

Use Cases:

Engage stakeholders, ensure alignment with broader strategic goals, and focus on end user experience.

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Technology/Tools:

Evaluate existing technologies and identify gaps and organizational needs. Emphasize scalability, usability, and compatibility.

Talent:

Evaluate current skill set in AI-related competencies. Develop a targeted recruitment strategy. Upskill existing employees.

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Partnerships: Identify potential partners including tech companies, startups, academic institutions, and industry organizations, that can enhance AI capabilities and offer complementary expertise.

Ecosystems: Engage actively with the broader AI ecosystem.

Change Management: Implement a structured change management framework that outlines the steps for implementing AI initiatives.

Culture: Foster a culture that values data-driven decision-making. Encourage a growth mindset where employees feel safe to innovate and take risks.

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Scalability: Design AI systems with a modular architecture that allows for easy updates and expansions.

Sustainability: Incorporate environmentally sustainable practices into AI initiatives, such as optimizing algorithms for energy efficiency.

Continuous Improvement

Agile methodologies are helpful.

Establish clear, quantifiable metrics to evaluate the effectiveness of AI systems. Regularly monitor these metrics to assess performance.

Cybersecurity Best Practices

- ☐ Adopt a Layered Security Approach
- ☐ Regular Audits and Vulnerability Assessments
- ☐ Data Encryption and Anonymization
- ☐ Interpretability
- ☐ Ensure Security is Inherent



Digital Transformation

People, Process, Technology

(Trite and overused, but what does it mean)

While we seek to foster that symbiotic relationship between people, processes, and technology, we need to understand that it is not just symbiotic, but even more importantly, it is hierarchical.

Undergird Your Digital Transformation

This begins with a Business Process Assessment and Capability Based Planning.

The objective is to move from business activities to technology capabilities and not the converse.

