



Applying AI to the Enterprise



# Mohan Rao

Chief Product Officer, Knownwell

[www.linkedin.com/in/raomohan](https://www.linkedin.com/in/raomohan)

Leading SaaS product and technology businesses in the DC metro area since 1999



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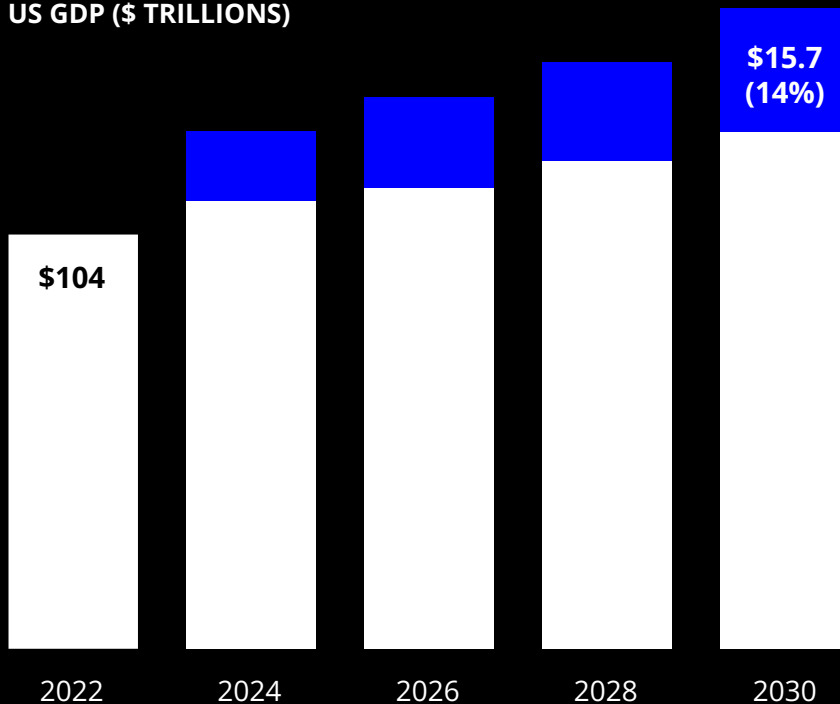
AI is expected to contribute **\$15.7tn** to GDP by 2030

**\$6.6tr** of this gain is expected to be derived from increased productivity.

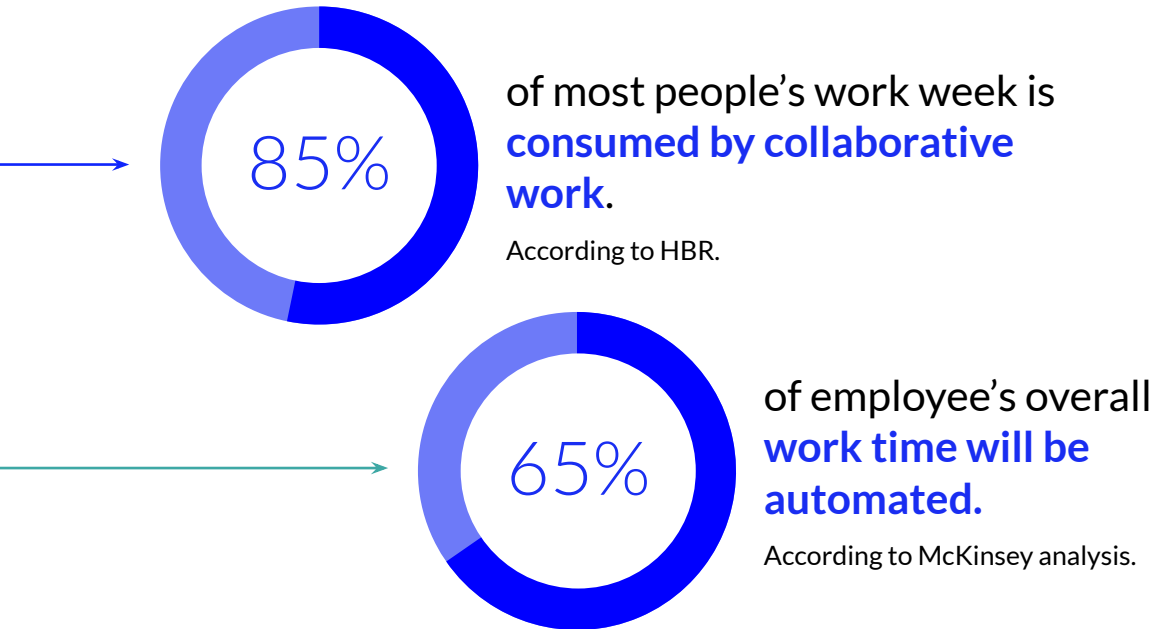
Sizing the Prize, PWC's Global Artificial Intelligence Study, Exploiting the AI Revolution (PWC).

## 14% Acceleration of GDP Growth by 2030

US GDP (\$ TRILLIONS)



# AI will transform businesses.



Massive productivity gains will come from **transforming the way businesses are run**, not just the way work is produced.





## ***We are building an Intelligent Business Operating System***

AlaaS platform helping leaders:

- Spot key **trends** affecting the business
- Make high-leverage **decisions**
- Operationalize high-impact **execution** plays

# We are advising boards and the C-Suite on how to **get ready for AI Transformation**



## Educate



- Digital AI maturity assessment
- Educational sessions for the C-Suite and Leadership Team
- Readiness and educational training deliverables



## Strategize



- Deep-dive opportunity identification
- Two-day strategy and readiness workshops
- Comprehensive strategy roadmap deliverable



## Transform



- Implementation of the Knownwell platform
- Change management oversight of opportunities
- Continuous-model-optimization customer success

# Working through the real use cases



- » AI hype is everywhere—in the press, with vendors, etc.
- » The potential is real, but requires real and enduring use cases
- » And use cases must be orchestrated in the context of strategy



# AI transformation done correctly





# AI transformation done right

1

## **Strategy Considerations**

- Vision for an AI-enabled enterprise
- High-priority use cases
- Roadmap/investment prioritization

2

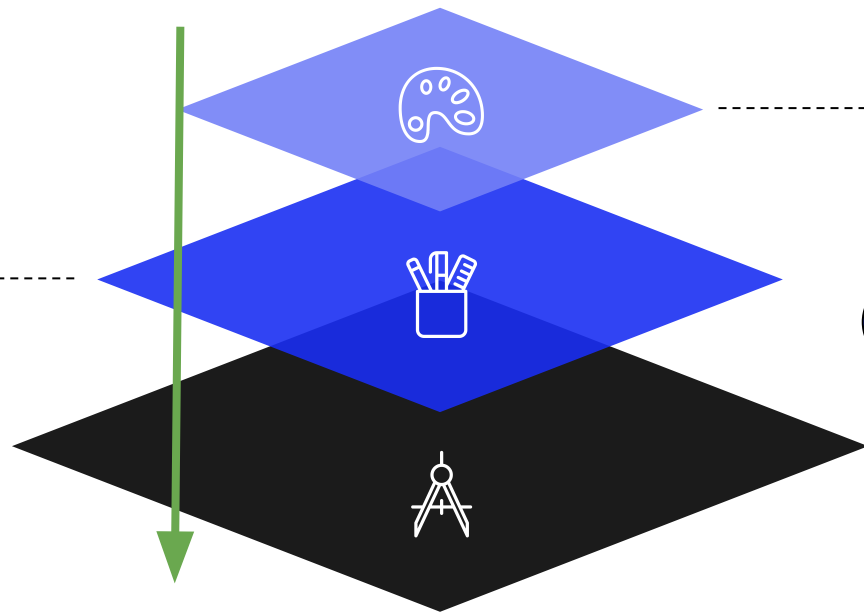
## **POC, Training, Change leadership**

- Learning by doing/Experimentation
- Uncertainty management
- Learning org that's primed for change

3

## **Strong Foundation/ Momentum**

- Proprietary data assets and models
- Ethics and responsibility
- Workforce and operations transition





# Current efforts are haphazard

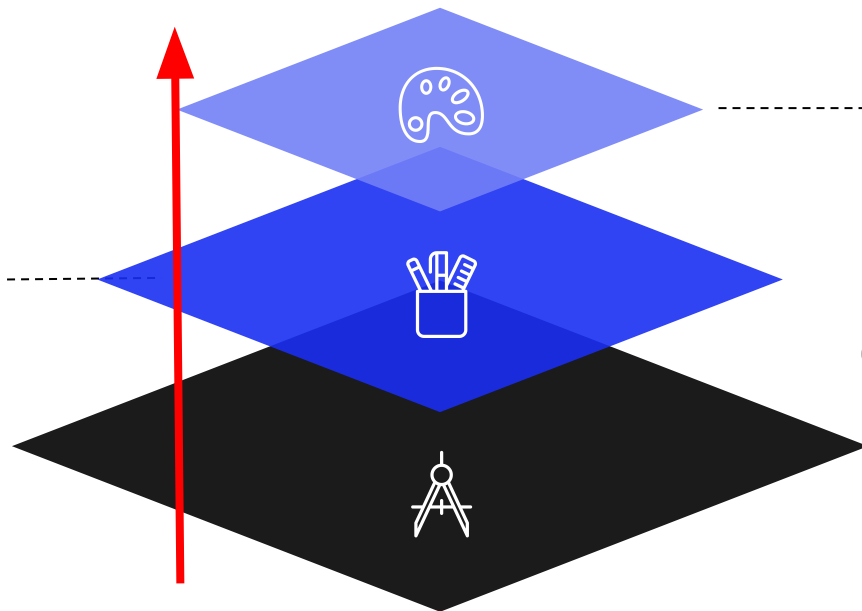


# The problematic reality in most businesses

2

## ***POC, Training, Change leadership***

- Pockets of one-off experimentation
- Software dev, marketing content, support



3

## ***Strategy considerations***

- Uneven knowledge and vocabulary
- No focus on use cases
- Seen as “a Tech project”

1

## ***Strong Foundation/ Momentum***

- Expensive modern data stack purchase
- HR absent from the picture



# Knownwell AI Transformation Readiness Assessment

Transformation readiness categories:

- » Knowledge and Strategy
- » Culture and Leadership
- » Data and Technology
- » People and Operations
- » Governance and Responsibility

Take the free assessment, please visit:

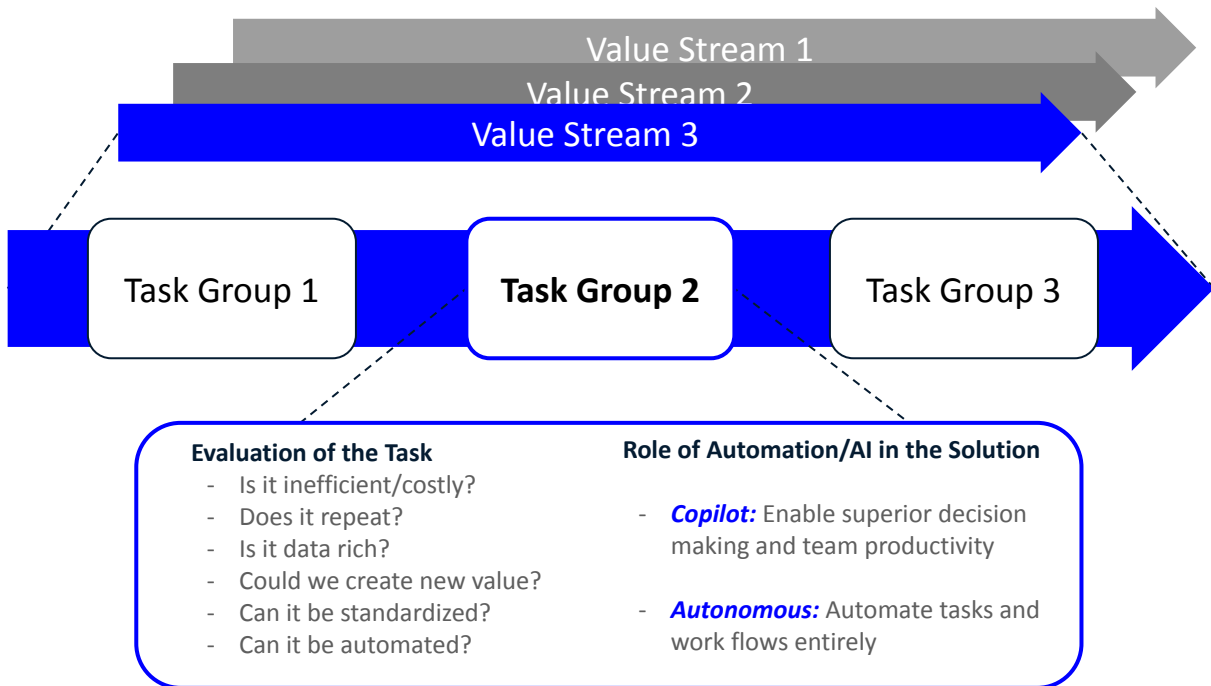
<https://knownwell.com/assessment/>



How to find the real use cases  
that change the business?



# The Knownwell Transformation Framework



**Step 1:** Set forth a vision for an AI-enabled company strategy

**Step 2:** Analyze key customer value streams in that context

**Step 3:** Evaluate AI use cases within each value stream

**Step 4:** Specify the role of AI in enabling the human

**Step 5:** Assess ROI and prioritize in AI transformation roadmap

# Wrap-up / Q & A

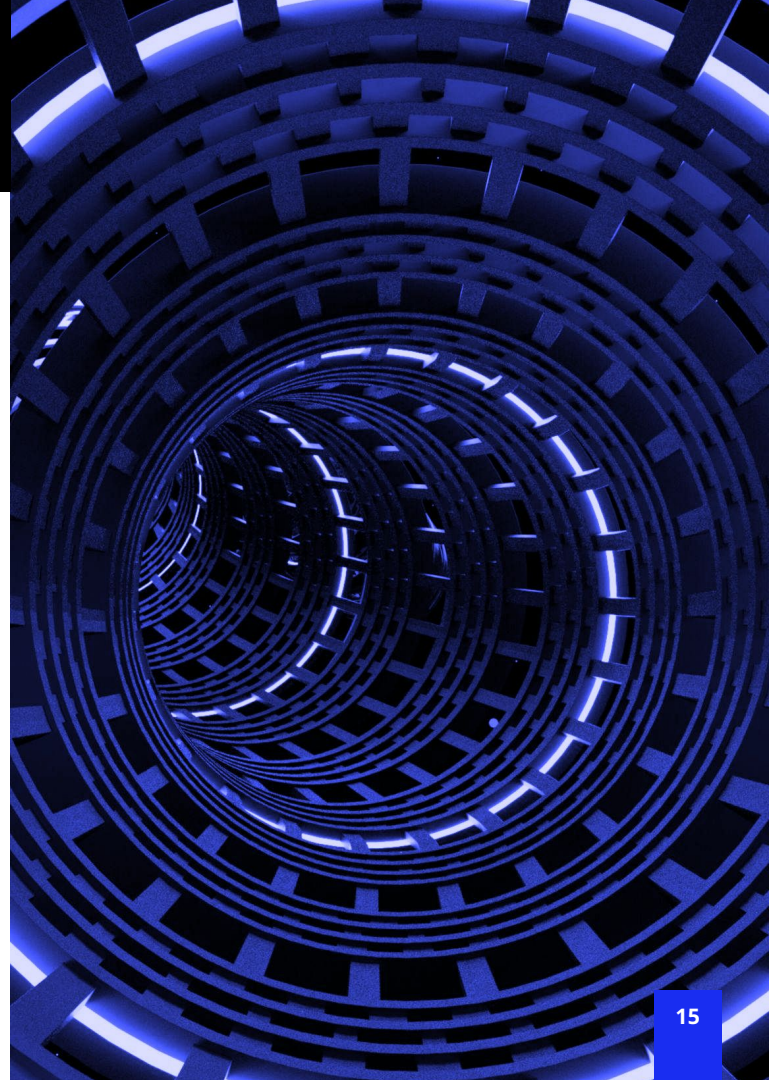
## Observations:

- (1) AI will transform businesses and the way work is done
- (2) Success requires real and enduring use cases orchestrated in the context of strategy

## Question for Self-Reflection:

*Where are you in your transformation efforts?*

For more info, please visit: [Knownwell.com](https://knownwell.com), and listen to our podcast: <https://knownwell.com/podcast/>





# Thank You!