Data & AI Deployment Playbook

A guide to AI/ML Operating Model and Playbook Deployment for Artemis

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This plan outlines a practical approach to building and embedding an AI/ML function within any organisation, regardless of its current data maturity. It is based on a proven method I have used to recruit, structure, and integrate AI/ML teams not as standalone units, but as embedded, cross-functional squads aligned to business priorities and outcomes.

To illustrate this model, I've developed a fictitious company - Artemis - which delivers both B2C and B2B products and solutions. Artemis has a foundational data and reporting environment in place and is now looking to evolve its capabilities by incorporating advanced analytics, AI, and ML into its core operating model.

Executive Summary

Actionable steps to uplift Artemis's AI capability and increase value creation: collaboration and ways of working.

Artemis is committed to advancing its AI capabilities and expanding its customer service portfolio. Initial efforts have centered on Proof of Concept (POC) projects, which have delivered encouraging results and demonstrated the potential of AI to drive value across the business.

The next phase is to transition from isolated, ad hoc initiatives to strategic, integrated solutions that are embedded within Artemis's broader business and technology platforms. As a lean and agile organisation, this shift is critical to achieving scalable impact, supporting long-term growth, and maintaining a competitive edge.

Key activities & objectives

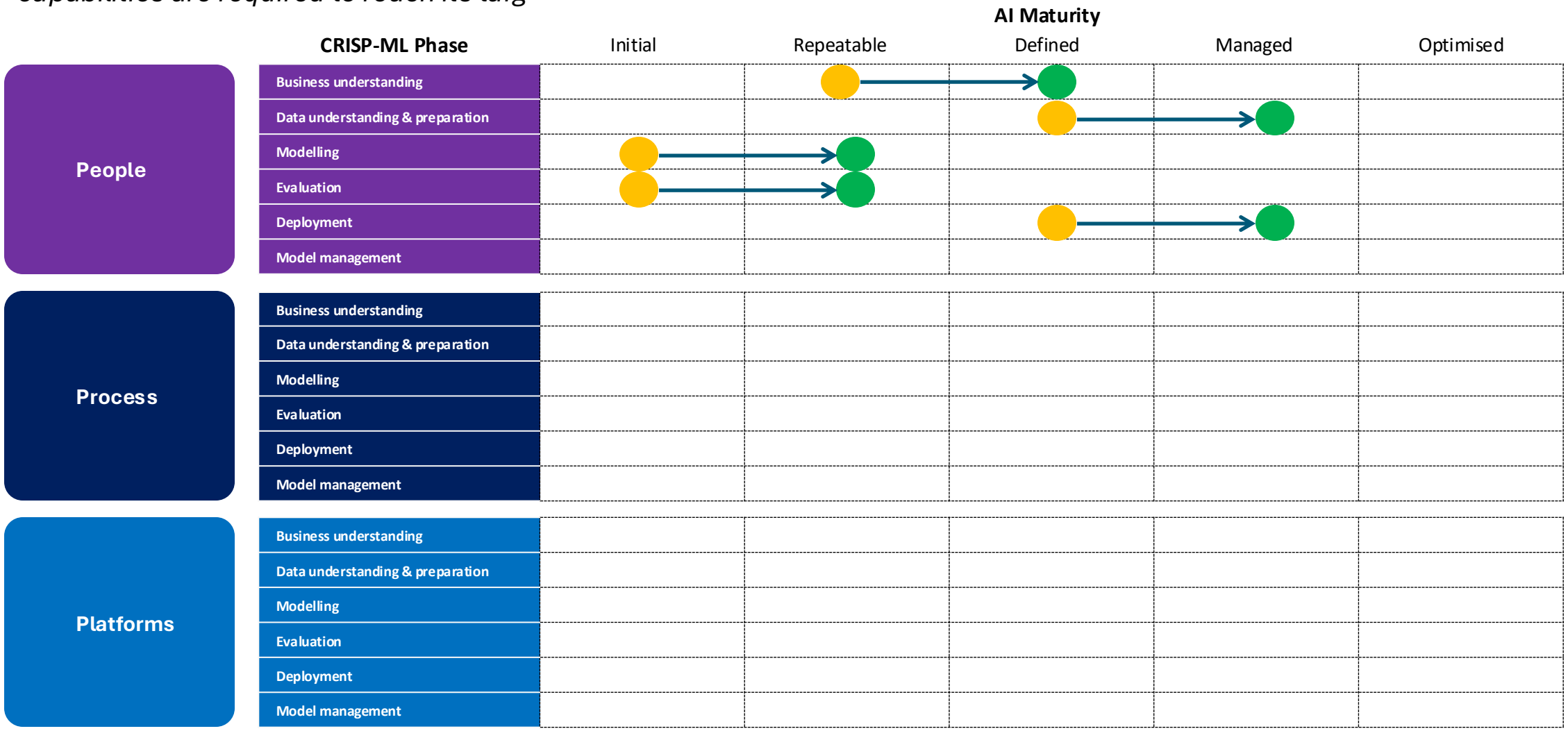
The following key activities have been completed over the course of a seven week period to bridge the gap between silo teams and have a common operating model that Artemis can work towards:

- Assessment of the current AI/ML operating model to identify potential risks and opportunities for improvement and to accelerate speed to value
- Definition of an AI/ML Target Operating Model
- Co-creation of a set of ways of working in the form of a playbook that defines how work will flow in a future state AI operating model
- Recommendation of next steps and a proposed roadmap

1. Understanding Artemis current maturity and target state

Maturity Assessment - Overview

When assessing business maturity in AI and machine learning, a CRISP-ML approach is commonly applied. This structured methodology examines key phases across the ML lifecycle, helping to determine where Artemis currently stands and what capabilities are required to reach its target maturity state.



AI/ML Target Operating Model

The Target Operating Model considers the whole organisation rather than the data team within Artemis in isolation. It unlocks increased collaboration across Artemis' data, Cyber and IT and will improve ways of working . This will ultimately foster a culture of prototyping, continuous improvement and growth.

AI/ML Project & Delivery Management

Overall coordination and oversight, gatekeeping, change management

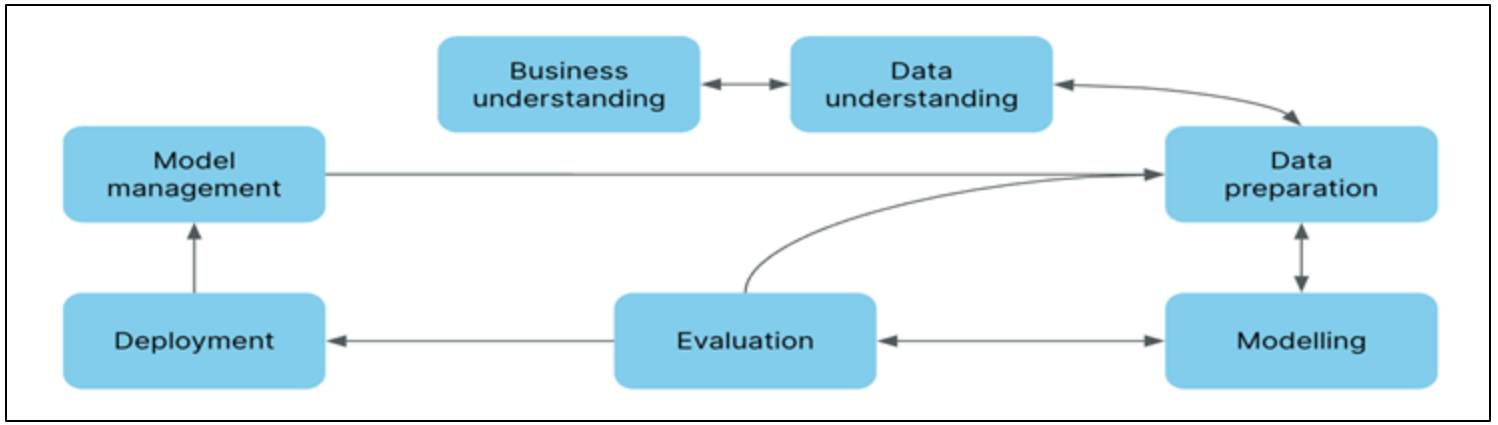
Input

- Strategic opportunity identification and solution ideation
- Functional and strategic business requirements
- Data availability and accessibility assessment

SA business units
IT teams

Data and AI/ML Governance

Oversight of data management practices—including quality, integrity, and security—alongside the implementation of responsible and ethical AI principles.



Other Artemis IT/Cyber Support function

Includes the DevSecOps, Platform teams and Business Improvement

Output

- Quicker POCs and test and learns to understand market appetite (rapid prototyping)
- Iterate and agile learning
- Business value and AI/ML business consumption

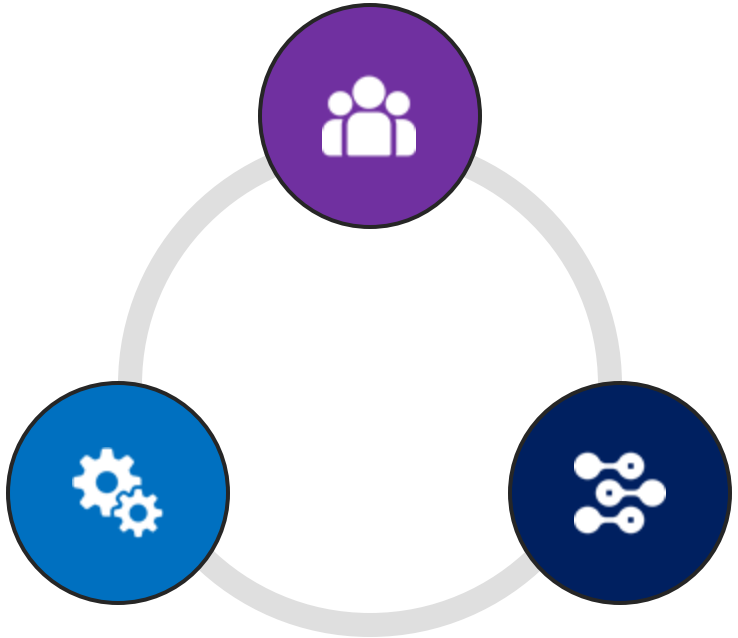
SA business units

Holistic view of an AI/ML Operating Model

An AI/ML operating model provides a holistic view across People, Process, and Technology to unlock business value. It ensures AI/ML teams are embedded within the business, not siloed, and focused on delivering measurable outcomes.

People

Staff can ideate, execute, and maintain continuous business value generation



Process

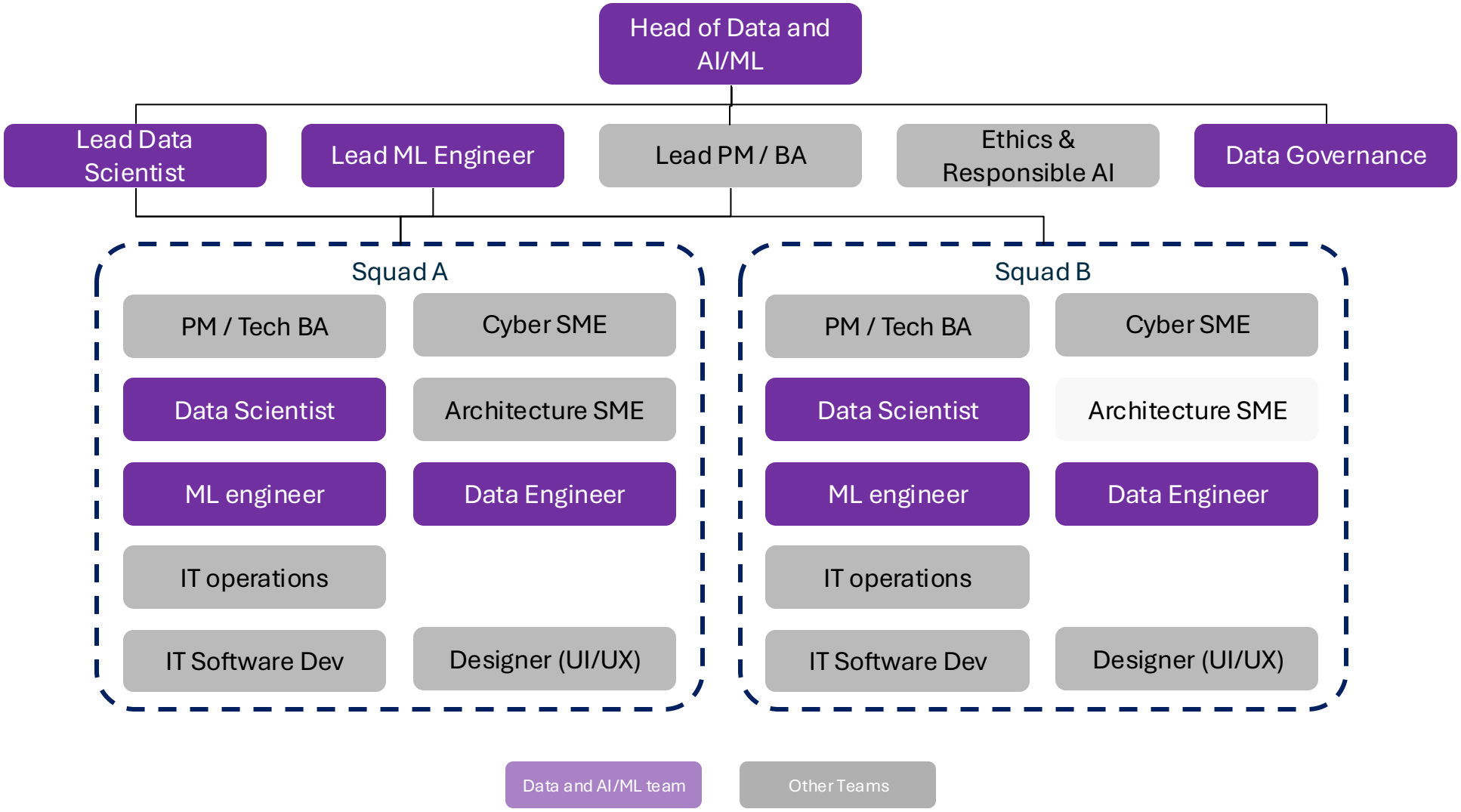
Enable consistent and safe best practice business value generation

Technology

Technology capability to support continuous business value generation

What does an effective team structure look like to deliver to the OpModel and Playbook

The below is a proposed structure of a diverse, cross-functional AI/ML squad aligned to a single business outcome. Ideally, Artemis would combine expertise across data science, engineering, product, and domain knowledge. Foster collaboration, agility, and accountability to drive measurable impact. But of course budgetary constraints will inhibit a team of this breadth.



2. Alignment to business objectives

Without a clear understanding of Artemis's strategic goals, AI/ML use cases will lack relevance, alignment, and long-term viability.

The success of any AI/ML solution depends on clear alignment with the organisation's strategic objectives. Solutions should be developed in response to well-defined business outcomes. Without this connection, even the most sophisticated models risk limited adoption and commercial impact.

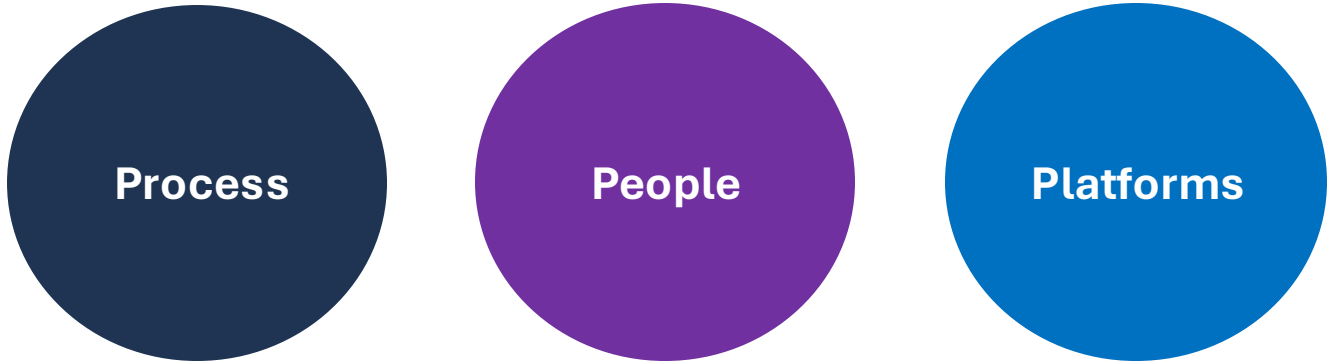
Business Objectives

Grow Revenue
AI/ML products or service offerings that allow Artemis to create and optimise revenue streams

Improve CX
Leveraging AI/ML to better the customer experience when interacting with Artemis

Increase Employee Productivity
Identify opportunities where AI/ML can drive efficiency or optimise processes

Reduce Risk
AI/ML that reduces operational risk and does not impact customers

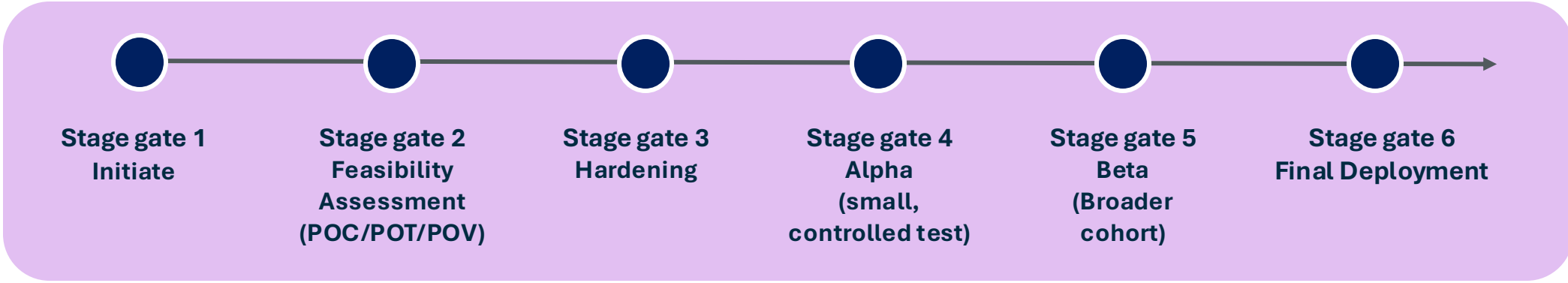


The business objectives is underpinned by the 3Ps

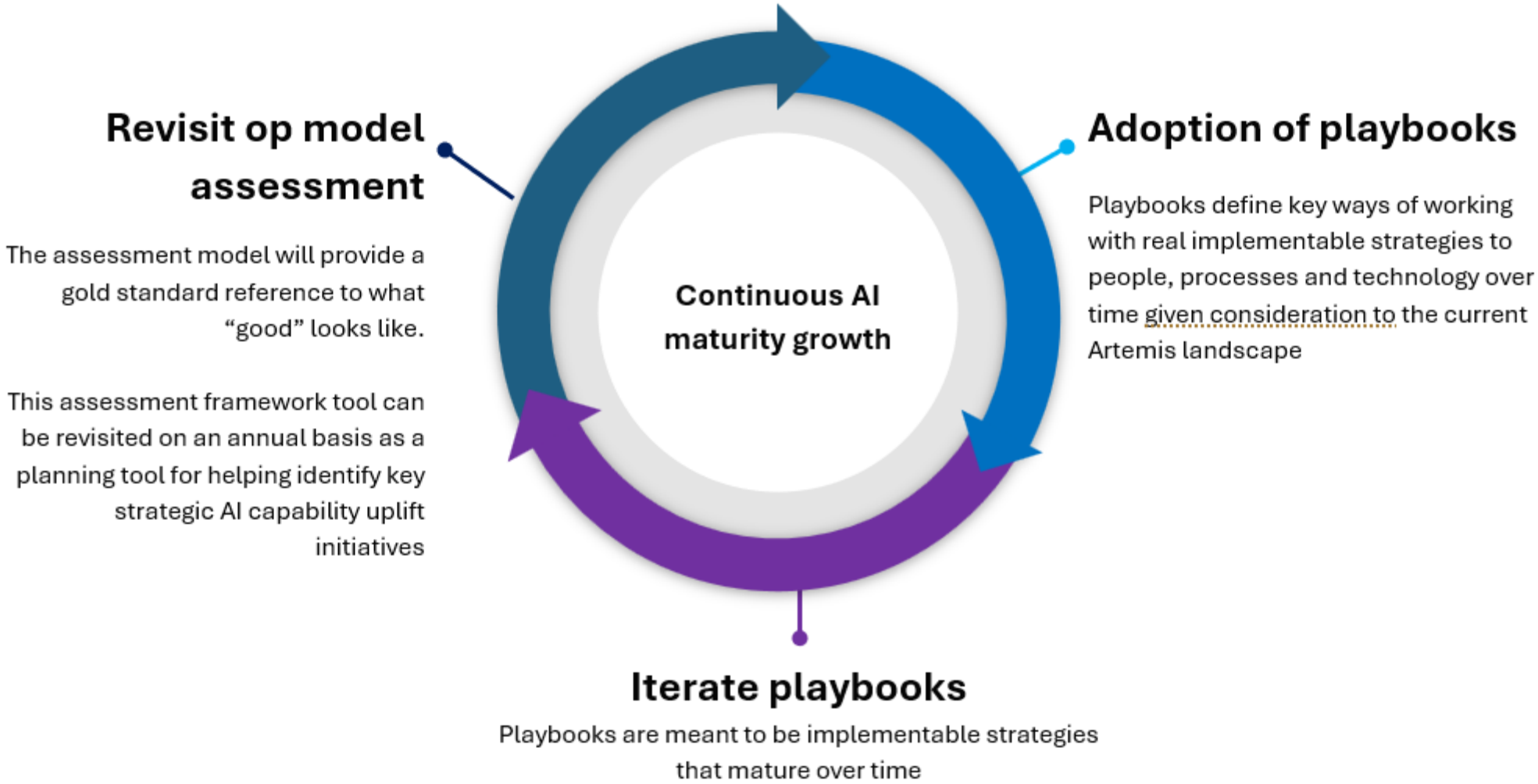
3. Developing an AI Deployment Playbook for Scalable and Market-Ready Solutions

Deploying AI/ML solutions requires a multi-stage approach with each evaluating the effectiveness to the overarching goal

The below playbook ensures higher levels of collaboration and consistency across a portfolio of AI use cases. Core to this new way of working is the introduction of stage gates that will meet both business and technical requirements.



	Stage gate 1 Initiate	Stage gate 2 Feasibility Assessment (POC/POT/POV)	Stage gate 3 Hardening	Stage gate 4 Alpha (small, controlled test)	Stage gate 5 Beta (Broader cohort)	Stage gate 6 Final Deployment
Purpose	Define AI opportunity and align with strategic priorities	Assess technical fit, business feasibility, and expected value	Prepare solution for controlled testing and stakeholder feedback	Demonstrate early value in a controlled setting	Validate solution performance and impact at scale	Finalise solution and prepare for go-live
Outcome	Use case prioritised, C suite endorsed and approved for Proof of Concept (POC); dev environment provisioned	Approval to proceed with hardening; UAT environment provisioned	Approval to proceed to alpha testing; test environment provisioned	Approval to progress to beta testing; extended test cohort prepared	Approval for production deployment; production environment provisioned	Final production approval with operational readiness confirmed Formal handover to business with monitoring in place
Deliverable	Use case canvas with business objective, scope, and success metrics	Feasibility pack including POT results, POC outcomes, and early POV evidence	Costed solution design and refined prototype	Evaluation report with insights from pilot deployment	Measured proof of value from scaled pilot	Documented deployment plan, risk mitigation, and CI/CD setup

Continuous AI improvement over time

Artemis will need to create playbooks that can be evolved as Artemis grows. The playbooks are designed to be changed and adapted iteratively over time in response to changes in strategic direction of Artemis and to enable continued AI maturity growth. These playbooks will form the Op Model of how the Artemis' data function should run.