**CASE STUDY**

**AltaML - Responsible AI:**

AltaML, an applied AI company, recognized the importance of aligning its applications with emerging standards of responsible AI (RAI) across its global operations.

**Objective**

AltaML, an applied artificial intelligence (AI) company that builds powerful AI tools to help businesses optimize performance and mitigate risks, recognized the importance of advancing its applications in line with emerging standards of responsible AI (RAI) across its global operations. AltaML needed clear, actionable direction to ensure its AI practices remained trustworthy and compliant with international standards. Recognizing an opportunity to be a leader in their field, AltaML joined the Responsible AI Institute (RAI Institute).

**Solution**

AltaML partnered with RAI Institute to carry out an Organizational Maturity Assessment, an independent evaluation and baseline of RAI practices across different dimensions within the organization. The assessment focused on key areas for growth including policy and governance, strategy and leadership, people and training, tools and processes, and procurement practices. At the end of the process, AltaML noted their benefits of participating in the assessment, which included:

* Enhanced Rigorous Controls: The report has led to the establishment of rigorous controls under policies and internal directives.
* Market Differentiation: Compliance with RAI Institute standards has helped further solidify AltaML in the market as a leader in RAI.
* Strengthened Principles and Partnerships: AltaML’s commitment to improving its principles alongside the directive on RAI has reinforced organizational principles and partnerships.
* Promotion of RAI Standards: Collaboration with RAI Institute underscores the importance of third-party partners upholding RAI standards, reinforcing trust, and accountability.
* Trusted Infrastructure: AltaML’s dedication to secure and trusted infrastructure for sensitive data enhances its reputation as a reliable partner.

**Lasting Benefits**

AltaML’s partnership with the RAI Institute impacted their future AI deployment so that it continues to reflect RAI best practices moving forward. The Institute helped AltaML by:

* Mitigating Risks and Enhancing Trust: Prioritized accountability and RAI usage, increasing brand value.
* Attraction and Retention: Putting RAI first in all instances attracts the top tech talent and retains them, as RAI principles cultivate a culture of integrity and innovation.
* Informed Inclusive Technology: The focus on RAI informs inclusive technology practices, contributing to sector-wide improvement, particularly in Canada.
* Cross-Department Collaboration: RAI best practices encourage collaboration across departments, driving innovative and comprehensive solutions to avoid unwanted harms.
* Northstar Standard of RAI: The report provides reassurance and guidance toward achieving the Northstar standard of RAI.
* Sharing and Training Initiatives: AltaML actively shares knowledge and creates templates to support company-wide understanding and implementation of RAI principles.

**Looking Ahead**

AltaML can use the various recommendations made by RAI Institute as a starting point to socialize the findings of the assessment, to seek buy-in from stakeholders, and to further engage partners and service providers.

**Conclusion**

AltaML’s collaboration with RAI Institute showcases the significance of actively addressing responsible AI practices in the rapidly evolving AI landscape. By undertaking an Organizational Maturity Assessment and implementing the resulting recommendations, AltaML has reinforced its commitment to RAI, mitigated risks, and established itself as a leader in the field. As more organizations recognize the importance of responsible AI, partnerships like the one between AltaML and RAI Institute will become increasingly vital in ensuring the ethical and trustworthy development and deployment of AI technologies.