

Understanding Use Case Prisms for Prioritizing Artificial Intelligence Investments

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David Norrie

Initiatives: [Artificial Intelligence](#); [CIO Leadership of Innovation, Disruptive Trends and Emerging Practices](#); [Financial Services Technology Modernization and Transformation](#); [Legal and Compliance Technology and Analytics](#); [Manufacturing Digital Transformation and Innovation](#)

Data and analytics leaders often struggle with defining their technology initiatives, such as AI. This six-step approach can help to create a Gartner use case prism, which has proven to serve as a starting point for storytelling and prioritization.

The motivation of the prism and its basic components is best described in our executive summary video (embedded below). Here, in a nutshell:

- A Gartner use case prism (aka “Gartner prism”) is about the evaluation and prioritization of use cases.
- We have published over 15 prisms in various industry verticals and business domains.
- Prisms utilize modified balanced scorecards as the evaluation methodology of use cases by their business value and feasibility.
- Prisms are similar to risk-return models used in corporate finance and investment banking.

Find more information in the [downloadable presentation slides](#).

This presentation includes our recommended approach to creating a use case prism for storytelling and strategic purposes.

Recommended by the Authors

[Uncovering Artificial Intelligence Business Opportunities in Over 20 Industries and Business Domains](#)

The Gartner Digital Business Value Model: A Framework for Measuring Business Performance

Use Gartner's ROAR Model for Strategic Cost Optimization

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