

## Vectra Digital: Capturing Artificial Intelligence Value After Adoption

Study Post Case Reflections 3/27/2025

### **What are the three most important things you learned from the case?**

The most important information about a company is their values and what business problems they solve in a market. In the case study they value helping other firms with marketing, with maximizing marketing and supplementing team inexperience and saving time. They offer world renown ai technology that is specialized in marketing. Another important thing is how a company tackles and overcomes problems; in Vectra's case they had to deal with fear of change, data quality, and lack of control of their ai systems in where Vectra were able to find creative solutions to these problems. The last important thing in the case was the ethical issues, companies like these have a lot of control over other people's lives and they are responsivity to be moral. In this case Vectra had to deal with managing customer data, maintaining data boundaries and targeting customers for advertising. Vectra's company had to go out of their way and do the hard thing to do the right thing.

### **How did the case discussion change your view of the case?**

The case discussion changed my view of what it takes to create a successful company. What I previously thought it took was just a successful idea and great execution of product/solution to be successful. However, there is much more to being successful than just good ideas. I truly enjoyed how the author went into every cram and detail of what it takes to construct a successful business.