



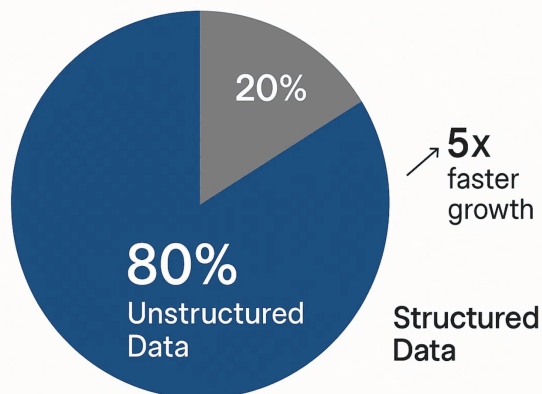
AI Use Case Workshop

Transforming AI Strategy into Measurable Business Value



The 80/20 Data Opportunity *Driving AI* in Organizations

**Unlock 80% of Your Untapped Data
for Strategic Advantage**



Modern organizations make decisions using only 20% of their data—the structured information in databases and applications. The remaining 80% is unstructured data (documents, emails, text) that grows **5x faster** than structured data but remains largely untapped.

Generative AI Changes the Game:

- Retrieval-Augmented Generation (RAG) unlocks unstructured data for actionable insights
- Automates complex tasks and reduces errors, driving efficiency and margin expansion
- Benefits span productivity boosts, cost reductions, and revenue growth

3.7x
ROI
per dollar invested

Early adopters achieve up to **3.7x ROI** per dollar invested in GenAI initiatives

Why AI Initiatives Fail

Understanding Common Barriers to AI ROI

*Despite AI's promise, most initiatives stall or underdeliver. Research from MIT, McKinsey, and BCG identifies **three key failure modes**:*

<u>Pitfall</u>	<u>Impact</u>	<u>Statistics</u>
No Clear ROI Metrics	Projects drift without financial KPIs; hidden costs explode	AI maintenance costs: 70-100% of initial investment annually (vs. 10-20% for traditional software)
Pilot Paralysis	Organizations stuck testing 6+ use cases for 9-12 months with no deployment	Optimal approach: 2-3 use cases in 90 days
Lack of Executive Sponsorship	80% of effort wasted on data wrangling; 200% less likely to reach production	Companies without expert partners fail to launch production AI

The Result: Missed opportunities, wasted budgets, and lost C-suite confidence in AI's ability to deliver.

BlueAlly's 3-Day AI Use Case Workshop

A Strategic Sprint Engineered to Overcome AI Pitfalls

ROI at the Core

- Build Value Maps linking AI use cases to specific KPIs across four business drivers: Revenue Growth, Cost Reduction, Cash Flow, Risk Reduction
- Every use case includes projected ROI and timeline before any build begins
- Accounts for ongoing costs upfront—no surprises later

Rapid Prototyping (No Pilot Purgatory)

- Identify 3–5 promising use cases, prioritize top 3 for prototyping
- Target 90-day pilot cycles vs. year-long experiments
- Mantra: **"Think big, start small, show value fast"**

Executive Alignment & Expert Partnership

- Cross-functional workshops with business and IT leaders
- BlueAlly handles heavy technical lifting (data assessment, infrastructure enablement)
- Doubles success rate compared to going it alone
- Embed governance and security from day one, not as afterthoughts



Workshop Deliverables

The workshop produces concrete, actionable deliverables that provide immediate strategic value:

1

Custom AI Use Case Portfolio

Tailored to your organization's strategic initiatives. 3-5 prioritized use cases with clear business alignment.

2

ROI Value Map

Projected financial impact for each use case, linked to specific KPIs and business outcomes. Timeline for value realization.

3

Readiness Assessment

Data quality and availability analysis. Infrastructure requirements and gaps. Skills and governance evaluation.

4

High-Level Implementation Plan

90-day pilot project scope for top use cases. Resource estimates and timeline. Quick win identification.

5

Cross-Functional Buy-In

Executive sponsorship secured. Business and IT stakeholders aligned. Momentum for execution established.

ROI Framework: The Value Chain

Translating AI into Financial Language

BlueAlly's ROI Framework ensures AI delivers business outcomes, not just technical outputs.

We establish the value chain before building anything, creating a clear line of sight from AI initiatives to financial impact. This discipline keeps projects financially justified and focused on measurable results.

The Value Chain Methodology:



Example: Intelligent Document Processing

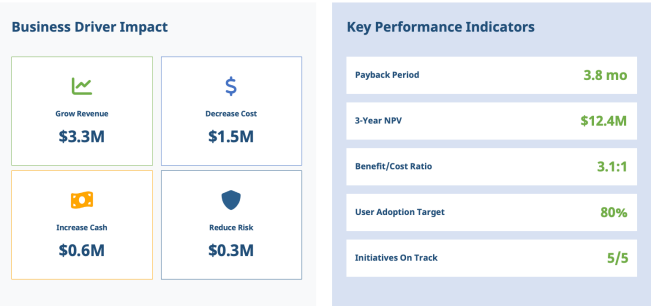
AI-powered document processing → Faster customer onboarding → **Reduce onboarding time by 50%** → Onboarding cycle time (days) → More customers onboarded per quarter → **\$X revenue increase**

By quantifying the entire value chain upfront, we ensure every AI use case has a clear business justification with measurable KPIs and projected financial outcomes. This creates accountability and enables dashboard-ready reporting for executive stakeholders.

Four Business Value Drivers

Tactical Framework for Quantifying AI Benefits

Executive Dashboard Preview: Business Impact & KPIs



BlueAlly's framework covers all four business value drivers in ROI calculations

Financial Summary & ROI Analysis

Portfolio delivers exceptional returns with rapid payback and substantial long-term value creation



ROI Calculation Across Four Drivers:

Driver	Example Metrics	Impact Areas
Revenue Growth	Sales conversion, upsell, time-to-market	New customer acquisition, faster launches
Cost Reduction	Labor hours saved, error costs eliminated	Process automation, quality improvement
Cash Flow	Billing cycle time, inventory optimization	Working capital freed, faster collection
Risk Reduction	Compliance penalties avoided, quality gains	Legal costs, rework prevention, cybersecurity

Time-to-Value Planning: We set realistic timeframes for benefits (e.g., 6 months vs. 18 months) so executives see a roadmap of value realization. Quick wins are highlighted to prove the case.

We create a feedback loop: as AI solutions roll out, we measure actuals and refine the model. This provides **dashboard-ready figures** for board meetings with clear attribution to AI initiatives.



Foundation and Planning Stages

Week 1

1 AI Education Session

Key Activities

AI Briefing on AI Trends, Build Patterns, Platforms, Readiness Framework, Risks, and Governance Structures
Use Case Categories and Value Map Overview

Deliverables

AI Strategy Brief
Success metrics Framework

Week 5-6

3 Design and Scope AI Applications

Key Activities

Solution architecture design
Integration pattern selection

Deliverables

Technical architecture documentation
Development scope statement

Week 2-4

2 AI Use Case Discovery & Prioritization

Key Activities

Use Case Workshop for Discovery, Ranking, and **ROI exercise**
AI Readiness Framework

Deliverables

Prioritized use case portfolio and Business Value Map
Resource requirement analysis based on AI patterns and Platform Choice

Week 7-8

4 Technology, Data, and Skills Assessment

Key Activities

Data quality and availability audit
Security posture analysis

Deliverables

Infrastructure, Data, and Security readiness report
Skills development plan

Building the Strategic and Technical Groundwork for AI Success

Execution and Optimization Stages

Week 7-8

5 Technology Procurement

- ✓ Vendor selection and contracting
- ✓ Platform licensing and deployment
- ✓ Service level agreement establishment
- ✓ Implementation timeline finalization

Week 17-20

7 Application Delivery & Testing

- ✓ Production deployment
- ✓ User training program delivery
- ✓ Change management execution
- ✓ Performance baseline establishment

Week 10-16

6 Application Development

- ✓ Pilot application development
- ✓ Iterative testing and refinement
- ✓ Integration development and testing
- ✓ User acceptance testing

Ongoing

8 Application Management

- ✓ Performance monitoring and optimization
- ✓ Feature enhancement development
- ✓ User feedback integration
- ✓ ROI measurement and reporting

Single-Vendor Advantage:

Organizations utilizing a single-vendor approach report 35% fewer critical issues during implementation compared to those with multi-vendor environments and achieve production deployment up to 40% faster due to streamlined integration and unified support.

Business Impact

Financial Benefits

Cost Savings

- \$ Single-vendor approach reduces total cost of ownership by 25-30% through eliminated integration costs and consolidated licensing.

Accelerated Implementation

- 🕒 Implementation timelines reduced by up to 40% through streamlined procurement and pre-integrated components.

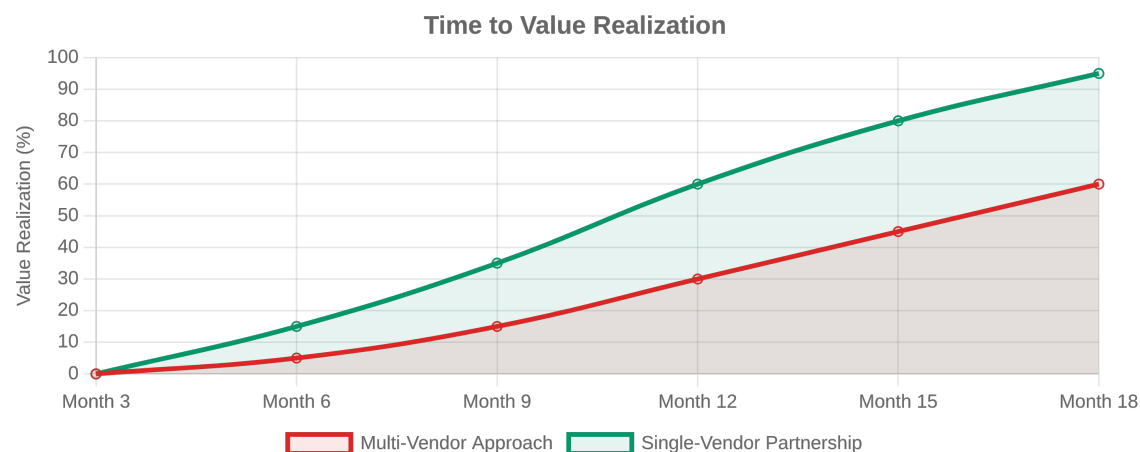
Administrative Efficiency

- ☰ Vendor management overhead reduced by 35%, freeing IT resources for strategic initiatives rather than coordination.

Higher Success Rate

- 📈 Projects 2.6x more likely to meet or exceed expected outcomes compared to multi-vendor implementations.

ROI Comparison



Operational Benefits

35%

Fewer critical issues during implementation

70%+

User adoption rates with unified training

20-30%

Process efficiency improvements

Source: Enterprise AI Implementation Research 2025

BlueAlly

Executive Summary

Transforming AI from Uncertainty to Strategic Advantage

The Challenge

- 80% of enterprise data remains untapped due to unclear AI strategy
- Fuzzy objectives with no ROI tracking leads to cost overruns
- Organizations stuck in endless pilots without production value
- Siloed, tech-first projects lacking cross-functional alignment
- DIY complexity consuming 80% of effort on Data Wrangling

BlueAlly's Solution

3-Day AI Use Case Workshop — Rapid discovery delivering prioritized use cases, ROI value map, readiness assessment, and execution roadmap

8-Step Framework — End-to-end methodology from education and vision through pilot development to value realization

ROI-Driven Methodology — Every use case tied to strategic initiatives with measurable KPIs across revenue, cost, cash flow, and risk drivers

The Results

3.7x

ROI per dollar invested in GenAI initiatives

2x

Higher success rate with expert partnership

90 Days

Focused pilot cycles delivering working prototypes

\$M+

ROI opportunities identified through workshops



Why Act Now

- Minimal disruption—short engagement respecting executives' time
- Maximum insight—foundation for 6-12 months of AI efforts
- Low-regret decision—clear plan before major investment
- Competitive advantage—early adopters seeing outsized returns

Call to Action

Contact BlueAlly to schedule your AI Use Case Workshop. Our team will bring industry benchmarks, domain experts, and proven methodologies to unlock the AI value waiting in your business.

Turn AI from buzzword into tangible results.

The AI transformation opportunity is now. Organizations that move decisively with expert guidance are capturing competitive advantages that will compound over the next decade. Your 3-day workshop is the first step toward measurable AI-driven business outcomes.





Thank You

Next Steps in the Journey

Your Path to AI Success Starts Now

What You Gain in Just 3 Days:

- ✓ **Prioritized AI Use Case Portfolio** with executive buy-in tied to strategic goals
- ✓ **Custom ROI Value Map** showing expected business impact before further investment
- ✓ **Data & Infrastructure Readiness Assessment** identifying what's needed for implementation
- ✓ **High-Level Execution Roadmap** with quick win projects, timelines, and resource estimates
- ✓ **Cross-Functional Alignment** with key leaders carrying momentum forward

These concrete deliverables provide immediate strategic value—transforming AI from uncertainty to actionable strategy in just 3 days.



[Schedule your workshop and begin your AI transformation journey](#)

BlueAlly

Real-World Impact: Success Factors

Critical Elements That Enable AI Project Success

What Differentiates Successful AI Initiatives from Failed Ones?

Organizations that achieve measurable ROI from AI investments share common success factors. These practical implementation elements synthesize the themes presented throughout BlueAlly's methodology and distinguish high-performing AI programs from those that stall or underdeliver.

Key Success Factors:

- **Executive sponsorship secured from day one** — ensuring strategic alignment and organizational commitment to AI initiatives
- **Clear ROI metrics tied to strategic initiatives** — quantifying expected value across revenue, cost, cash flow, and risk drivers before any build begins
- **Rapid prototyping with focused use cases** — delivering working prototypes in 90-day cycles to prove value or enable fast pivots
- **Expert partnership handling technical complexity** — leveraging battle-tested accelerators and frameworks to avoid reinventing the wheel
- **Cross-functional alignment across business and IT** — bringing together stakeholders early to ensure holistic organizational readiness

These success factors are not theoretical — they represent the practical implementation elements that BlueAlly's 3-Day AI Use Case Workshop and 8-Step Framework are specifically designed to deliver. By embedding these factors from the outset, organizations double their likelihood of reaching production and achieving measurable business outcomes.

BlueAlly vs. Typical Approach (Part 1)

Direct Comparison: Avoiding Common Pitfalls

✗ Common AI Pitfalls (Why Others Fail)

Fuzzy objectives, no ROI tracking

Teams pursue AI without clear business KPIs, and ongoing costs explode with no measured benefits. **70–100% annual maintenance cost** is common with ill-defined AI projects.

Stuck in endless pilots

Organizations try to "boil the ocean" – running **6+ pilots over a year** with no clear success, exhausting time and budget.

✓ BlueAlly's Methodology (How We Ensure Success)

ROI-driven from Day 1

Every BlueAlly use case is tied to specific KPIs and financial goals (revenue, cost, cash, risk) before any build happens. We quantify expected value vs. cost upfront, and design solutions to meet those targets.

90-Day Pilot Cycles

BlueAlly insists on a focused pilot approach: identify the top **2–3 use cases** and deliver prototypes in **~3 months**. Quick wins build momentum or fast failures inform pivot – no limbo.

BlueAlly vs. Typical Approach (Part 2)

Direct Comparison: Avoiding Common Pitfalls

❌ Common AI Pitfalls (Why Others Fail)

Siloed, tech-first projects

Many AI efforts are led by IT alone or a single department, lacking C-suite visibility and cross-functional buy-in. This often means data issues, integration hurdles, and adoption resistance later.

"Do it yourself" complexity

Without experienced partners, companies spend **80% of effort** on data cleansing and infrastructure, often reinventing the wheel – and are **2x less likely** to reach production.

✅ BlueAlly's Methodology (How We Ensure Success)

Cross-functional alignment

BlueAlly's workshop brings together business and IT leaders to choose use cases that support strategic initiatives. We engage executives early, securing their sponsorship. Our assessments ensure organizational readiness is addressed holistically.

Expert partnership and IP

BlueAlly brings battle-tested accelerators – frameworks, templates, and experience from similar projects. We handle the heavy technical lifting (RAG, MLOps pipelines), so your team can focus on domain input and adoption.

BlueAlly's approach directly counters typical AI project pitfalls, de-risking your AI journey through clear business value, swift timelines, cross-functional involvement, and expert execution support.