



INCREASE ROI WITH AI

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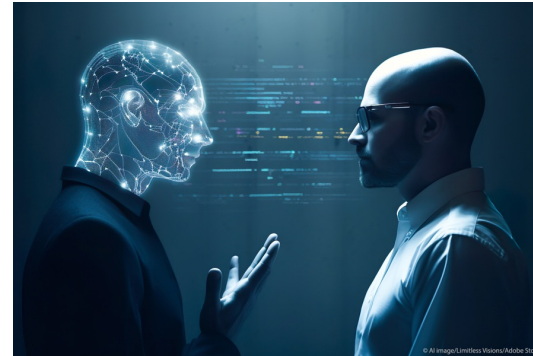
OVERVIEW AND PROBLEM STATEMENT

Build a playbook or implementation strategy on how companies should best invest in AI, to gain a beneficial return on their investment (ROI).

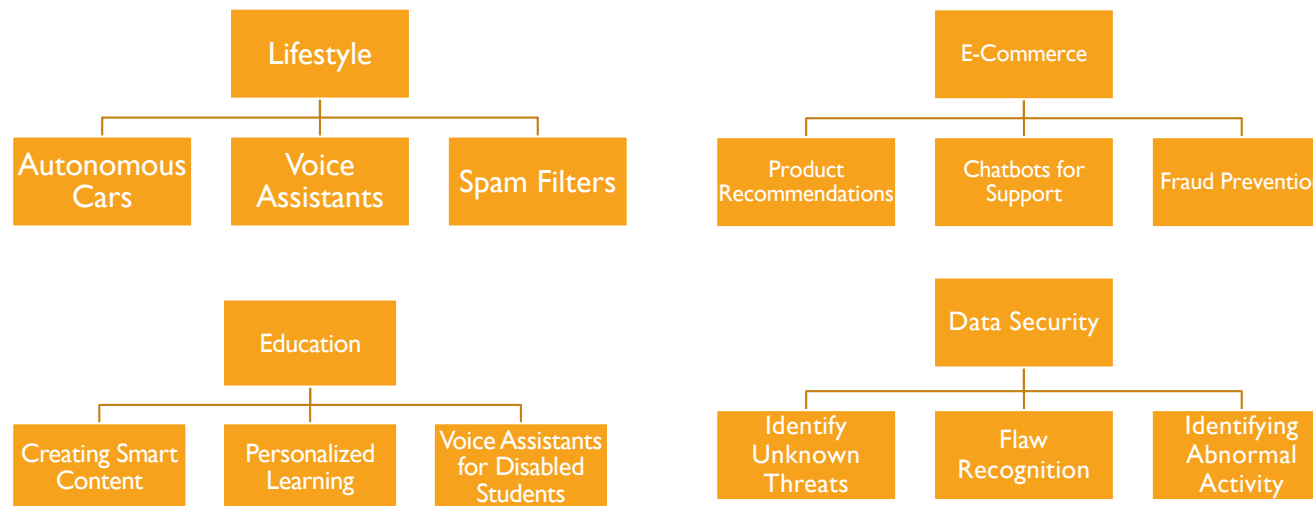
This solution will demonstrate a process that a company can follow to adopt Artificial Intelligence into their work. It will also provide insight into how the process will allow for the company to have a better return on its investment in many beneficial ways for the company

STEREOTYPE AND DEFINITION OF ARTIFICIAL INTELLIGENCE

The stereotype that Artificial Intelligence is going to take over the world is just as far fetched as it sounds. The algorithm will be as effective as the data the designer gives it. Consequently, AI is only as effective as a human makes it. Just because we have a method that can produce human-like responses, it does not mean the code is human.



According to the Cornell Legal Information Institute, Artificial Intelligence is defined as “...the use of machine learning technology, software, automation, and algorithms (the automated computational application of rules) to perform tasks, to make rules and/or predictions based on existing datasets and instructions.”



COMMON APPLICATIONS OF AI IN INDUSTRIES

RESPONSIBLE AI PRACTICES

- Good AI practices = less lawsuits and more trust in clients
- No biases. Can be achieved with:
 - Clean dataset with diverse data points
 - No bias-oriented keyword like gender, race, religions, sex, age, and so on.
 - More accessible database through secured channel
- AI committee to keep track of the policies involving AI
- Be transparency and clear about AI practices / algorithms
- Always have human oversights or intervention
- Ensure the AI model's functionality and reliability prior to the release
- Access data through secured channels to protect client's privacy

RESPONSIBLE AI PRACTICES - CONT

- Fairness can be achieved depending on:
 - Technical Component:
 - Diverse race and gender developers to build an AI model that will have less likely to be biased
 - Societal Context:
 - Different countries / environments have different societal context in which dictates the norms and biases

STRONG AI AWARENESS / TRAINING

- Strong AI Awareness = Good practices in using AI/Understanding general AI concepts as a whole enterprise
- This can reduce the chance of leaking confidential information from employees and accelerate company by providing knowledge to all employees
- "Like other technologies, AI can't work alone. The entire organization, including the workforce and business structure, needs to be a part of a single plan aligned with the company's objectives. To address all the challenges, business leaders and executives must create an AI roadmap to understand how the technology will help the business achieve its goals. All this must be done in collaboration." - Forbes



STRONG AI AWARENESS / TRAINING

- By training the whole enterprise could make the whole enterprise more professional and knowledgeable about the clients' needs, thus providing better services.
- AI training courses on Lex (accessible to all Infosys employees)
 - [Infosys Lex Site AI/ML](#)
- "Customers are now more empowered than ever. According to a Qualtrics XM Institute 2021 study, more than 60% of consumers want businesses to care about them. Or else they would prefer to buy from those brands that do. With ML, AI can help businesses tailor their customers' needs and wants and develop on-demand experiences." - Forbes



AI BUSINESS ROADMAP / STRATEGY

- Determine business needs and how AI can help you reach those goals.
- Identify solutions and specific use cases that can help you reach.
- Identify necessary data, where it is located and the quality of the data.
- Identify and refine organization structure & operations to ensure optimal results
- Introduce /train / educate AI to staff. Build trust.
- Set Key Performance indicators.
- Allocate people, software, and financial resources.
- Select a project/problem to be solved.
- Deploy and test solutions against problem.
- Continuously improve strategy.

IMPACTS OF AI ON DEVELOPERS

- According to a 2022 GitHub blog discussing a survey on GitHub Copilot:
 - 88% of developers feel more productive with Copilot.
 - 96% of developers say it makes them faster at repetitive tasks.
 - Around 60% of developers feel less frustrated when coding and feel more fulfilled at their job.

"(With Copilot) I have to think less, and when I have to think it's the fun stuff. It sets off a little spark that makes coding more fun and more efficient."

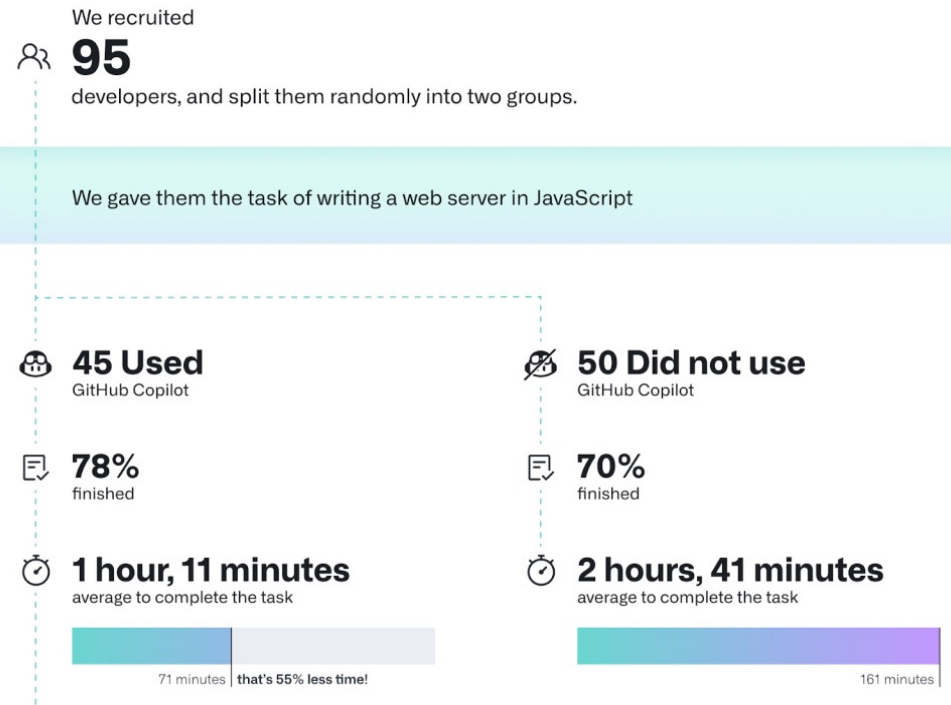
- A Senior Developer



IMPACTS OF AI ON DEVELOPERS

During their survey, GitHub recruited 95 developers to write a web server in JavaScript. Some with Copilot, and some without.

- All developers were already familiar with JavaScript
- Everyone was given the same instructions, and submissions were graded using the same automated process.



Increased developer happiness and productivity can allow for more projects to be completed at a faster rate.

This will mean that the company can not only make more money from more projects, but the increased productivity can allow the company to upcharge for a faster speed of completion.

Will make complex processes and computer behaviors more accessible, this will lead to more efficient solutions for the company as they continue to adopt AI practices.

PROJECTED ROI FROM AI

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