

The challenges of innovation

Innovation - the primary way to find new revenue and survive disruptions.

However the problem with many innovation consulting engagement are 1) that the innovation box is ticked but nothing is actually done once the innovation workshops are done, 2) developed innovations aren't integrated into business processes 3) there are huge barriers to innovating because of lack of infrastructure or capability and 4) implementation of innovation is too slow.

The challenges of AI adoption

1. Lack of IT infrastructure^{1,3}
2. Lack of access to Talent^{1,3,4}
3. Lack of Understanding of AI and opportunities^{1,3,4}
4. Lack of Data^{1,3,4}
5. Lack of Budget¹
6. Long implementation time¹
7. Winner take all dynamic, adopting AI and other emerging technologies create compounding value and differentiation, and it's hard for late starters to catch up. ²
8. Integrating new AI products and services with the rest of the business⁴
9. Not bringing together in house expertise with AI expertise

¹<https://towards.ai/10-challenges-we-find-in-enterprise-ai-adoption/>

²<https://hbr.org/2018/12/why-companies-that-wait-to-adopt-ai-may-never-catch-up>

³<https://neoteric.eu/blog/12-challenges-of-ai-adoption/>

⁴<https://www.gartner.com/smarterwithgartner/3-barriers-to-ai-adoption/>

Our approach removes or ameliorates these challenges for both Innovation and AI adoption. One aspect that does not come easily is

the last point. The AI industry as a whole seems to think that the technology is orthogonal to the business domain. That's not our view. In order to augment expertise and create breakthrough innovations AI has to be mixed with specialist knowledge. A large part of our focus is bringing the business domain and AI together.

Our approach

Our approach with AI innovation & Augmentation is to create, host, grow innovative AI products and services and integrate them with the clients processes and infrastructure. We have 3 platforms per focus (in the areas of Marketing, Government and Environment), which allow us to deliver services immediately and build custom services and products on top of them.