



# Navigating the Future of AI:

A Strategic Perspective for Sales and IT Managers



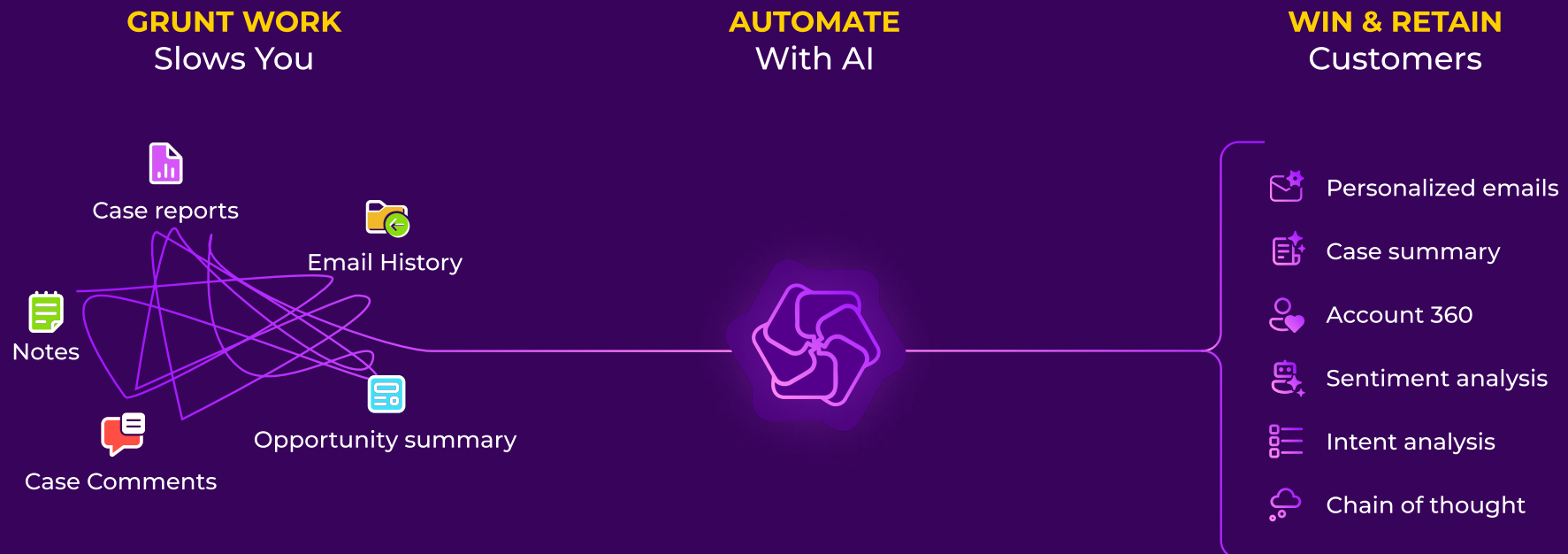
[www.GPTfy.ai](http://www.GPTfy.ai)



# “So, what are we doing about this AI thing?”

- Every CEO today

In the last few months, AI's potential to transform and enhance customer engagement, streamline operations, and gain a competitive edge has become mainstream.

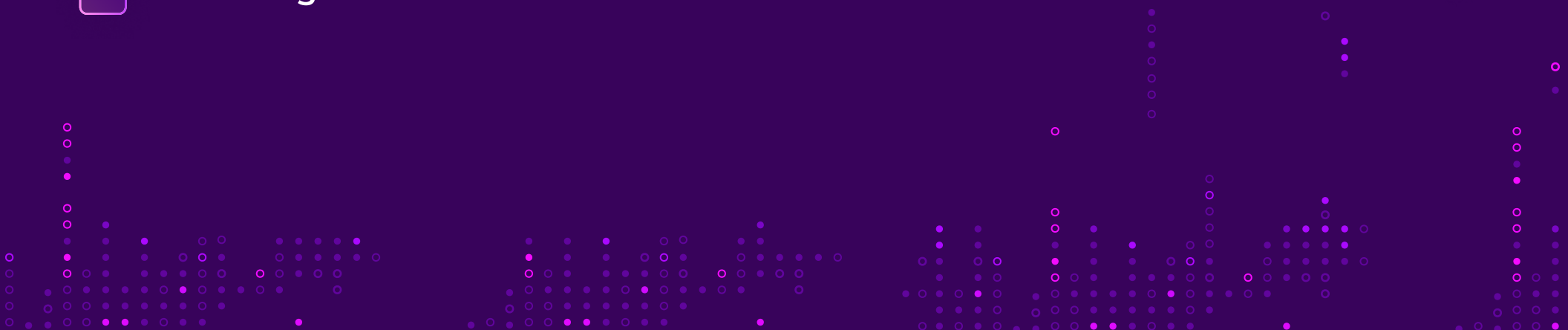


# “How do I get there?”

- Every management today

In this article, we will delve into the strategic implications of AI for sales and IT managers, offering insights on effectively harnessing this technology to drive business success.

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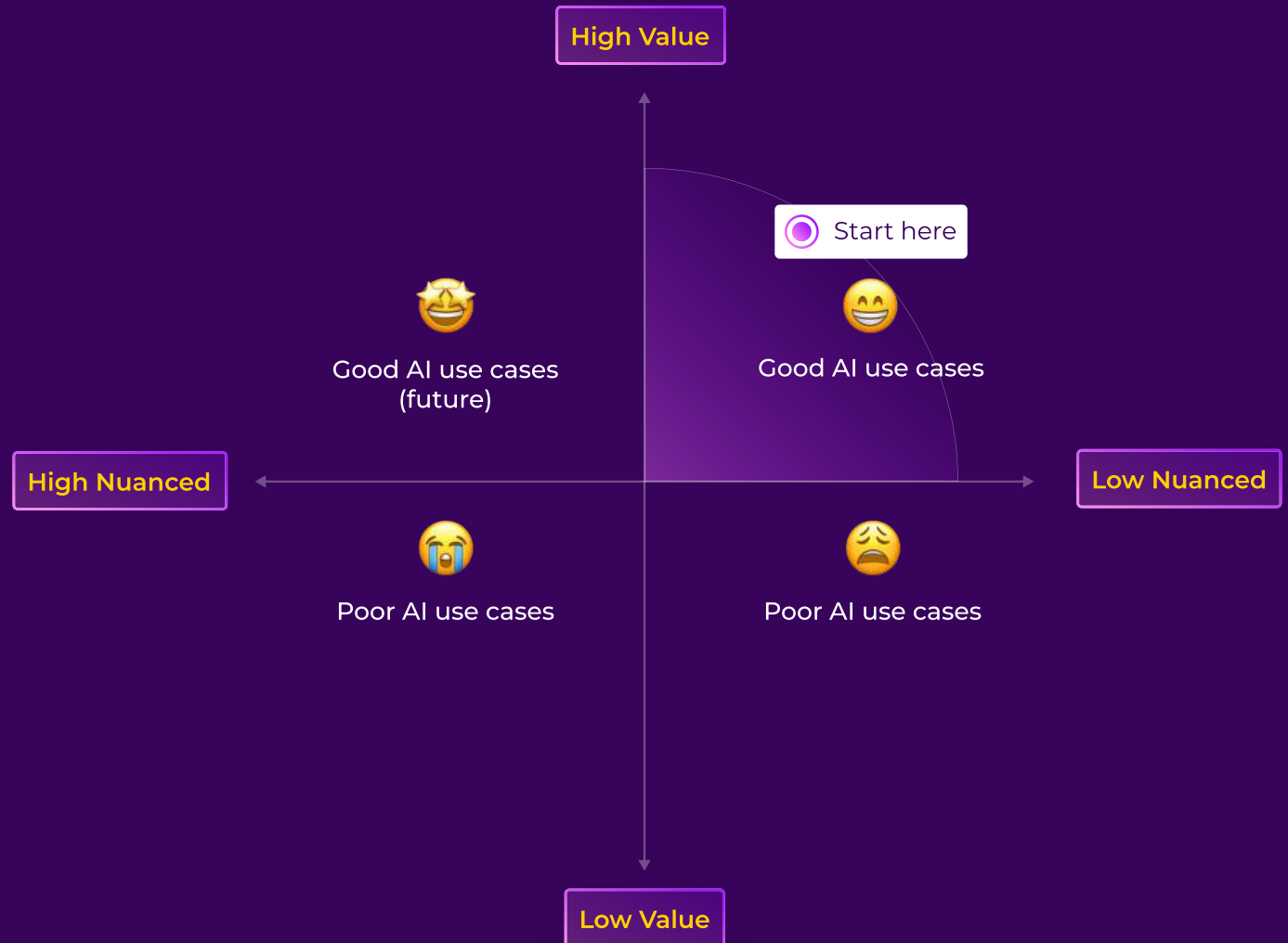


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# What business cases would lead me to success with AI?

The rapid evolution of AI means that only some business cases are good candidates for it. Business cases with high value and little nuances lend themselves better for AI processing - and your success.

The framework is useful for identifying and focusing on high-business-value use cases that can be delivered well with AI. This ensures a higher ROI and superior user adoption.



By analyzing business cases on these parameters, your organizations can ensure that AI is deployed appropriately.



Identify the most promising opportunities to pursue



Earmark future opportunities for business value unlocking



Avoid wasteful investments

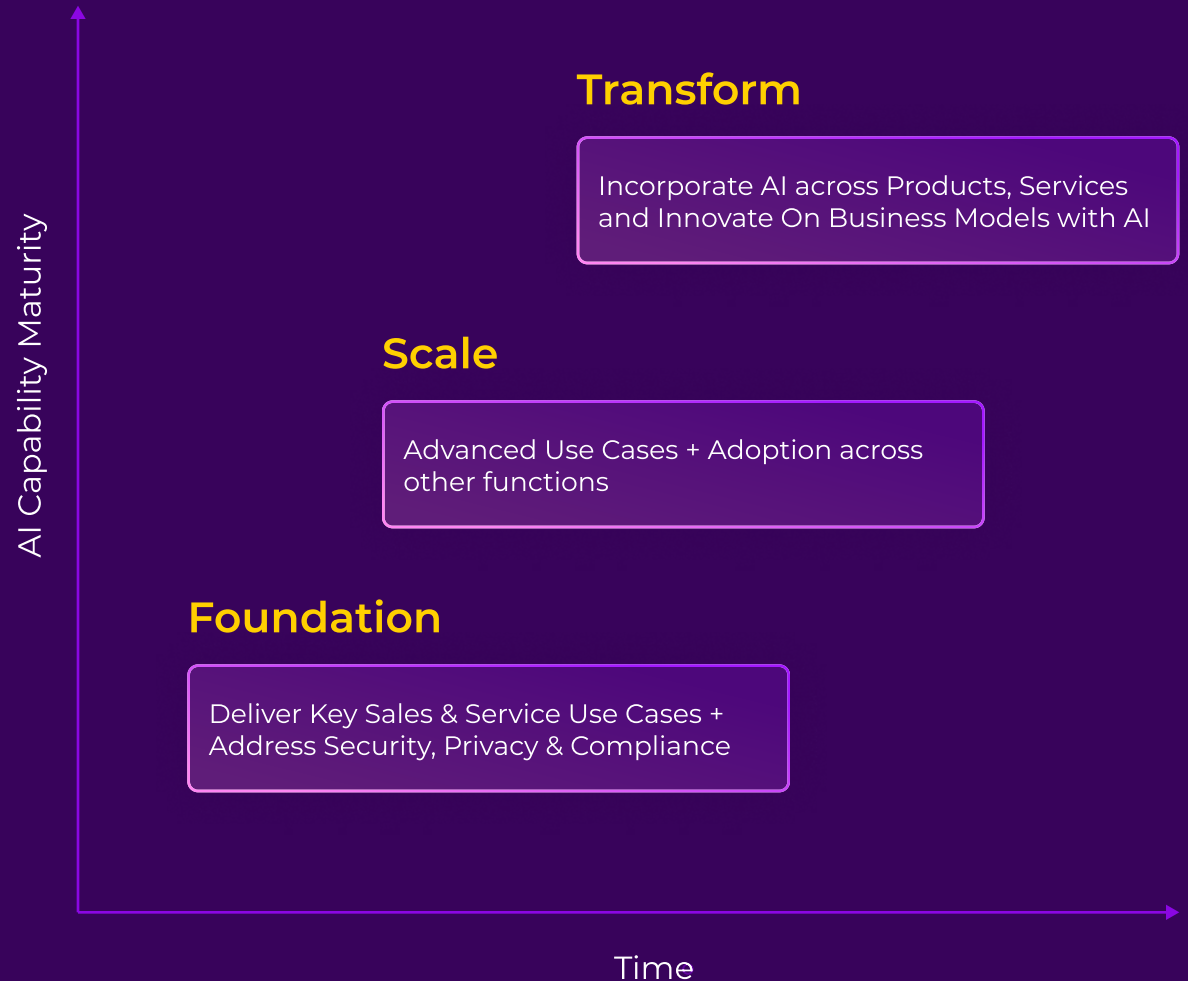
Category Name	Description	Focus Example
Good AI Use Cases (Today)	<ul style="list-style-type: none"> <li>• High business value / Better ROI</li> <li>• Low nuance -&gt; Better AI processing &amp; Adoption</li> </ul>	<ul style="list-style-type: none"> <li>• Personalized Emails</li> <li>• Data summarization</li> </ul>
Poor AI Use Cases	<ul style="list-style-type: none"> <li>• Low business value and Poor ROI</li> <li>• Low-High nuance that may require specialized AI</li> </ul>	<ul style="list-style-type: none"> <li>• Low volume, low revenue processes</li> <li>• Exception processes</li> </ul>
Future AI Business Use Cases	<ul style="list-style-type: none"> <li>• High business value and High ROI</li> <li>• Higher nuance that AI may not be ready for today</li> </ul>	<ul style="list-style-type: none"> <li>• Highly customized quotes</li> </ul>

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## What is my Business-AI roadmap?

AI deployment across your business can follow the classic 'Foundation, Scale, and Transform' approach. This is a cyclical journey of continuous learning and innovation.

This roadmap allows your organization to assimilate AI, enable user and technology adoption, and promptly address key areas of concern.





## Foundation

Implement AI in Sales and Service areas, aiming at automation and efficiency with a few apps, address security and ethical issues.



## Scale

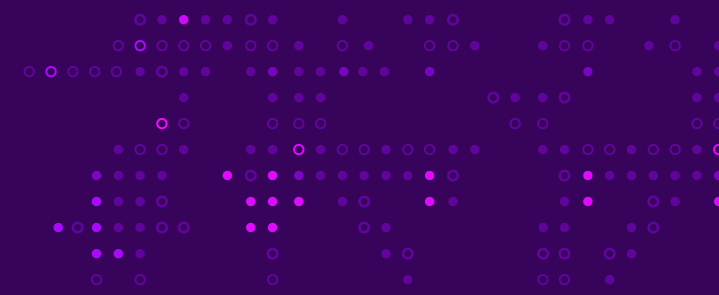
Boost AI adoption across the organization, deliver on advanced use cases, and integrate with applications, data, and processes.



## Transform

Drive AI-led innovation into products, services, and business models with a deeper understanding of customers and legal obligations.


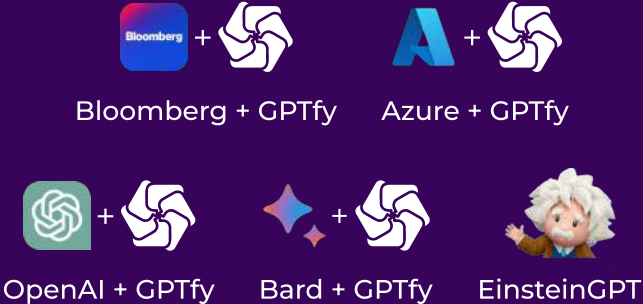
Phase	Summary	Focus Area	Challenges/Requirements
Foundation	Initial implementation in Sales and Service, focusing on automation and efficiency.	Task Automation, Security, and Ethics	<ul style="list-style-type: none"> <li>Deliver on 'low hanging' business use cases.</li> <li>Address security, privacy, compliance, and ethics requirements.</li> </ul>
Scale	Spreading AI capabilities across the organization and integrating them with processes.	Organization-wide Adoption and Process Improvement	<ul style="list-style-type: none"> <li>Deliver on Advanced AI use cases across functions.</li> <li>Address user adoption, process re-engineering and organizational culture.</li> </ul>
Transform	Embedding AI as a strategic business component, influencing innovation and value creation.	Strategic Integration, Product, and Business Model Innovation	<ul style="list-style-type: none"> <li>Deliver on disruptive new offerings.</li> <li>Address customers &amp; legal obligations, internal people, processes, and technology alignment.</li> </ul>



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## How would my AI architecture look?

In the realm of AI, two distinct visions are emerging - The idea of a horizontal multi-purpose AI and an interwoven web of Specialized AIs.

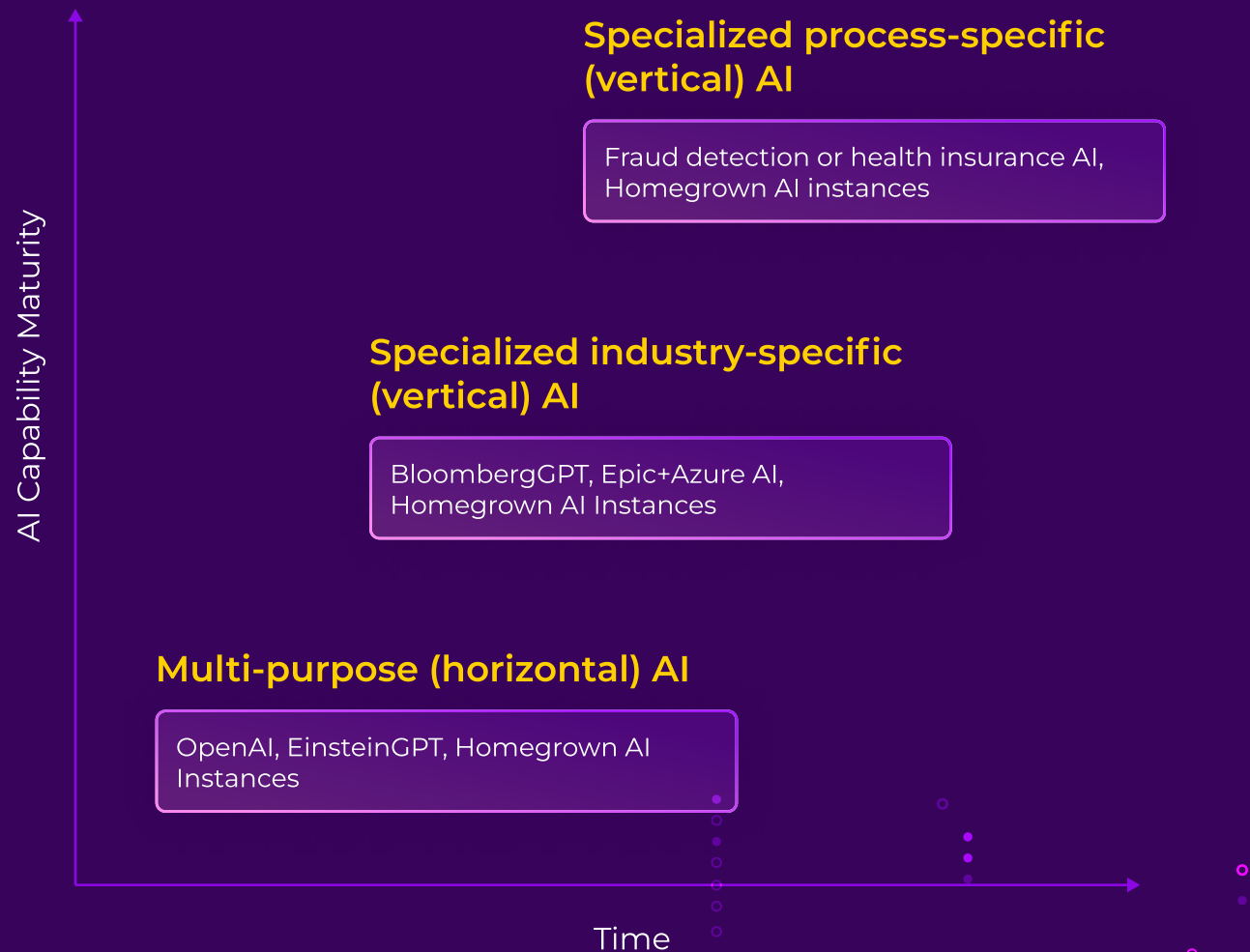
Multi-purpose model	Specialized model
 <p>The diagram shows two options for a multi-purpose model. On the left is 'EinsteinGPT' with a cartoon character icon. In the center is 'OR'. On the right is 'OpenAI + GPTfy' with the OpenAI logo and GPTfy logo.</p>	 <p>The diagram shows five examples of specialized models. Top row: 'Bloomberg + GPTfy' (Bloomberg logo + GPTfy logo) and 'Azure + GPTfy' (Azure logo + GPTfy logo). Bottom row: 'OpenAI + GPTfy' (OpenAI logo + GPTfy logo), 'Bard + GPTfy' (Bard logo + GPTfy logo), and 'EinsteinGPT' (EinsteinGPT character icon).</p>
<p>Cross-functional business capabilities powered by a single AI that is the non-industry specific or horizontal dataset. These are integrated into one or more business applications.</p> <ul style="list-style-type: none"> <li>• A single vendor that is trained on a comprehensive data set.</li> <li>• For example, EinsteinGPT trained on Salesforce Data Cloud, Internally trained OpenAI, or other AI instances.</li> <li>• The Multi-purpose model offers a streamlined, integrated solution that appeals to many organizations.</li> </ul>	<p>Industry-specific capabilities are powered by multiple AIs trained on vertical datasets (industry, function, or process-specific). These are interwoven across applications to address unique nuances.</p> <ul style="list-style-type: none"> <li>• Multiple vendor AIs, with each one finely tuned for specifics</li> <li>• For example, BloombergGPT is trained on Billions of anonymized financial records to train FinServ specific AI.</li> <li>• The specialized model integrates verticalized intelligence like unique puzzle pieces that appeal to complex enterprises.</li> </ul>



Enterprises increasingly adopt an ensemble approach combining various AI solutions to fully capitalize on AI's potential.

The resulting ecosystem encompasses a large-scale unified AI and multiple specialized ones, offering a comprehensive suite of AI capabilities.

AI tools built on vast data layers help companies innovate by distributing capabilities through diverse applications.



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## How do I get started?

In conclusion, AI has the potential to revolutionize your sales and customer engagement by offering unparalleled opportunities for growth and efficiency.

By adopting a strategic approach, sales and IT managers can navigate the complexities of AI adoption, leveraging unified and specialized AI models while ensuring alignment with business objectives.



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(1 hours configuration)



Go-live, once the trial is successful

GPTfy lets you embark on this transformative journey, exploring the future of AI and its impact on your organization.



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