

# STRATEGIC INTENT FOR AI

Because of...

We need to...

Through...

To achieve this...

By...

TRANSFORMATION TRIGGERS	ENTERPRISE PRIORITIES	AI USE CASE DOMAIN	WIN CONDITION	TIMELINE
<ul style="list-style-type: none"> <li>Marketplace has shifted due to technology or regulation</li> <li>Solving persistent problems that have been difficult using traditional approaches</li> <li>Opportunity to leverage data for new business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Strategic imperatives of the organization around major entities in the enterprise value chain</li> <li>Integrated, cross-functional</li> </ul>	<ul style="list-style-type: none"> <li>Proven applications of AI towards achieving well-defined business objectives</li> <li>Specific to a sector/industry or common across sectors</li> </ul>	<ul style="list-style-type: none"> <li>Incremental value (pre- and post-AI) or by different value pools</li> <li>Macro and micro measurements</li> </ul>	<ul style="list-style-type: none"> <li>By stages of operationalization appropriate for each use case domain</li> <li>On-going test and learn loops for business experimentation</li> </ul>