

Quantifying the business value of AI and data science

Artificial intelligence (AI) and data science can have a profound impact on businesses worldwide, becoming critical for differentiation and even survival

The value of AI as a transformative and disruptive business tool is clear. 82% of enterprises are now considering AI adoption¹.

Whether you are just starting out, or in the early stages of an implementation, or have an established on-going project, it is imperative that you know how to quantify and fully maximize the value of AI and data science.

IBM offers a no-charge AI & Data Science Business Value Assessment to help you estimate the potential business value and Return on Investment (ROI) attainable through the adoption and investment in AI.

¹IBM Institute for Business Value surveys on AI/cognitive computing in collaboration with Oxford Economics, 2016 and 2018.

IBM AI & Data Science BVA Benefits



Maximize your Return on Investment (ROI)



Quantified business metrics (KPIs)



Unlock new sources of value



Alignment with strategic goals and imperatives



Fully quantified business case

Who are we?

The IBM IT Economics Consulting & Research team is specialized in examining the economic impact of IT solutions in client environments.

We are focused on identifying areas for cost reduction, efficiency gains, and increased business value.

We assist clients with developing quantified business cases from which financially based IT investment decisions can be made.

What do we offer?

We provide a no-charge AI & Data Science Business Value Assessment to help clients estimate the potential business value and return on investment through the adoption of AI.

We frequently work in partnership with the IBM Data Science Elite team to ensure that IBM clients realize the maximum return from their AI and data science investment.

What do we ask of our clients?

To ensure a successful outcome we ask that you:

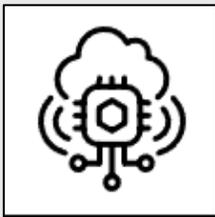
- Dedicate time for a workshop and conversations with lines of business.
- Provide accurate business metrics for the agreed use case

IBM AI & Data Science Business Value Assessment

Let us help you determine how to maximize the benefits of AI and data science

Experts in business value methodology and business case development

IBM IT Economics
Consultants worldwide



Cloud, Data & AI Solutions

Business value assessments for AI Integration, Automation SW, Data and Cloud solutions that quantify ROI and benefits

Contact the IBM IT.Economics@us.ibm.com for a no-charge AI assessment

IBM IT Economics Consultants collaborate with you to conduct a no-charge AI & Data Science Business Value Assessment. The assessment delivers a financial business case with a return on investment and total cost of ownership for an AI and data science solution.

Business value methodology includes:

- Understanding your business initiatives and strategic priorities
- Identifying, defining, and prioritizing possible business use cases
- Capturing key business metrics & KPIs
- Estimating the financial value of the use case
- Building the business case and narrative

Benefits of the business value assessment are:

- Quantifying the potential for tangible business value
- Identifying what benefits the investment will bring to the business
- Understanding outcome without the investment, i.e. the cost of doing nothing
- Helping you to understand where to invest data science resources
- Prioritizing those use cases that deliver greater value sooner
- Aligning the investment to your organizational imperatives
- Tying the investment to a business outcome or strategy
- Providing the financial projections and justification
- Ensuring that you are successful with AI and data science

Target Audience

Chief Data Officers, Chief Analytic Officers, Chief Digital Officers, Business Leaders, and Technical Leaders that need to establish a business case

Are you ready to embrace the next stage of your AI journey ?

Send an email to the IBM IT Economics Consulting & Research team at it.economics@us.ibm.com or ask your IBM Client Representative or IBM Business Partner

www.ibm.com/iteconomics