



Data & AI
Azure

Generative AI Services

Engage with Objectivity to unlock the potential of Generative AI.



Rapid time to value, leveraging a simple and efficient engagement process

We focus on delivering value early and often, achieving stakeholder consensus with continual validation.



Our phased approach for assessing and adopting Generative AI

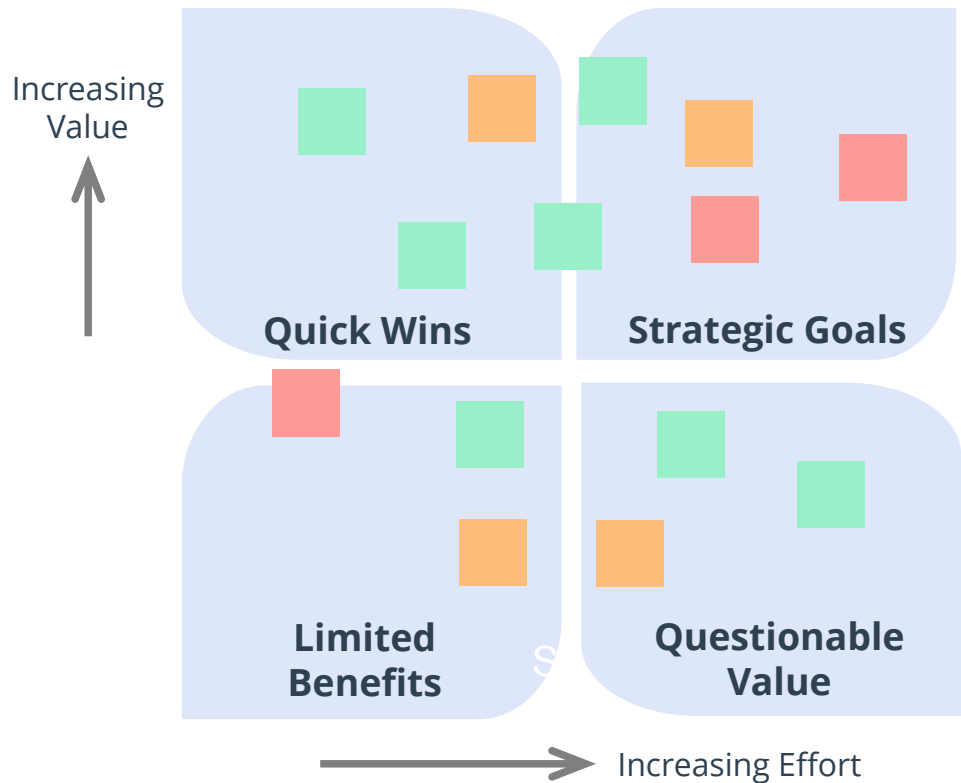
A phased approach and our simple engagement process helps accelerate time to market and de-risk delivery, by ensuring business value is the key driver for everything we do together.

Engagement Phase:	Research	Strategize	Implement	Operationalize
	<p>Gain awareness of Generative AI technology and explore applicable use cases.</p>	<p>Zero in on the potential for Generative AI within <i>your</i> business. Identify, verify, and prioritize candidate use cases.</p>	<p>Realize your priority use cases as digital systems.</p>	<p>Wrap your digital systems with appropriate operational support and governance.</p>
<p>Key Objectivity services:</p>	<ul style="list-style-type: none"> • “Art of the Possible” Workshops • Consulting 	<ul style="list-style-type: none"> • Strategy Workshops • Discovery 	<ul style="list-style-type: none"> • Augmented Teams • Project Delivery Services 	<ul style="list-style-type: none"> • Managed Services • Consulting
	<p>We work with you to demystify Generative AI, so you can better appreciate the opportunities it presents in your sector and for your organisation.</p> <p>Our structured workshop approach enables interactive group briefings, that can be tailored to suit delegates.</p> <p>Our consultants provide further briefings, to explore individual topics in greater depth, where required.</p>	<p>We facilitate the definition of your Generative AI strategy, by helping you to identify and evaluate potential initiatives, by building a high-level business case for each.</p> <p>We then work with you to prioritize these initiatives, considering their potential business value and relative complexity (including any risks they may incur).</p> <p>We help you build a Generative AI roadmap, to help you achieve consensus around your initiative and take your highest priorities on to the next stage of the process.</p>	<p>Our teams leverage the full set of Objectivity’s software development and service design capabilities to implement your digital services.</p> <p>We can augment your existing teams, providing additional capability and capacity, or we can deliver your projects through self-contained teams.</p> <p>Our development services are provided with an appropriate governance wrap, to ensure you retain ultimate control of delivery.</p>	<p>We offer a range of dedicated support options, including application and infrastructure support services.</p> <p>We leverage DevOps and MLOps throughout the digital service lifecycle, to optimise and de-risk the change process and ensure that services remain fit for purpose.</p> <p>Our “cloud first” approach and multiple vendor partnerships means we can advise on appropriate deployment topologies across Microsoft Azure, AWS, and Google Cloud platforms.</p>

Strategize: Identify and assess potential use cases for Generative AI

We help kick-start your Generative AI programme, by enabling rapid consensus building in a workshop environment. Workshops can be in-person, online, or hybrid. A value/effort mapping exercise enables you to focus your efforts (and your budget) on the things that are most worth doing. Output from your workshop(s) informs your implementation roadmap, which provides you with a platform to deliver a successful Generative AI programme for your business.

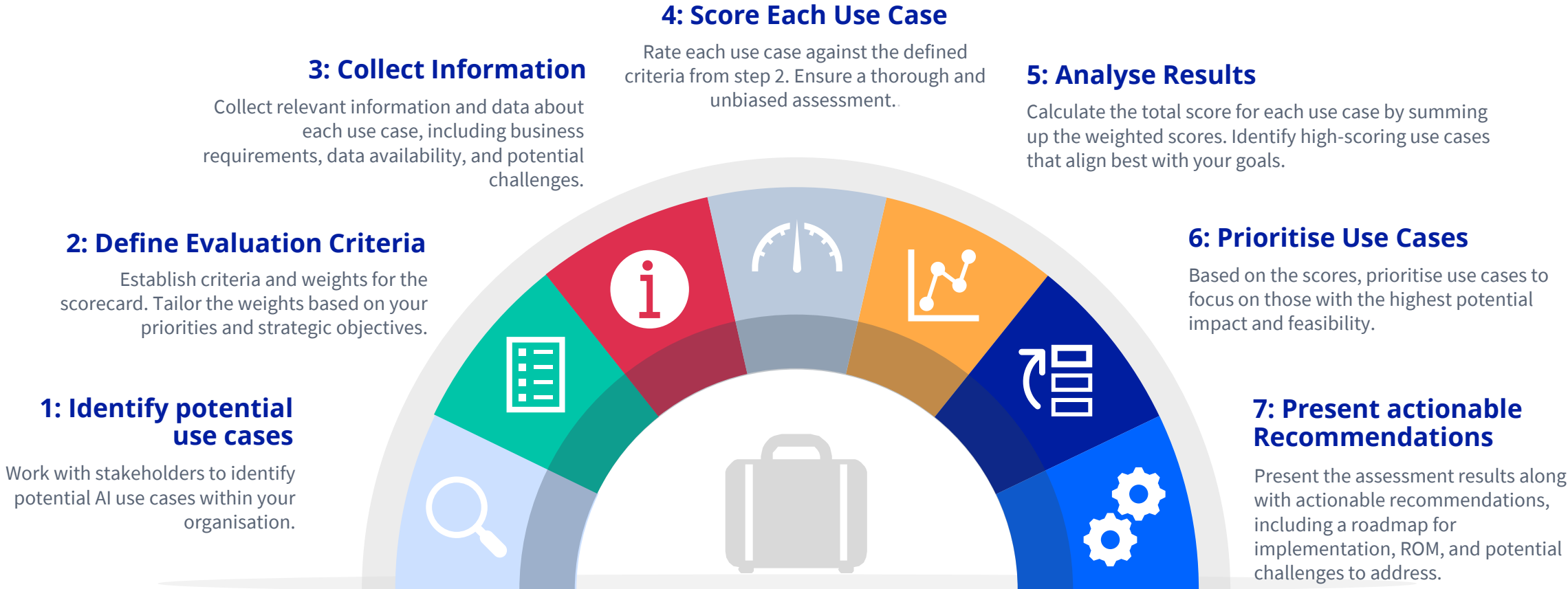
Value/Effort Mapping



- As a group, put different ideas on a chart with how much they will help (value) and how long they will take (effort). The business case for each idea will start to become apparent at this point.
- Impact is sometimes used as an alternative to value. You are free to quantify and measure value in whatever way makes sense to you.
- Ideally, delegates will bring ideas with them to the workshop, but we can also facilitate idea generation if needed.
- Work together, discuss where each idea should be on the chart, and make changes if needed.
- Consider if some bigger goals can be made smaller and easier to do (moving them to the left on the chart).
- Think about external factors and how they may affect the position of ideas on the chart.
- Consider starting with ideas that are easy to deliver and have some measurable benefit (quick wins). Early success will show rapid progress and promote confidence amongst stakeholders.



Use Case Assessment



Use Case Scorecard

Problem Fit (Weight 20%)

- Relevance to your business objectives and goals.
- Addressing pain points or challenges.
- Clear definition and problem scope.

Availability of data (Weight 15%)

- Sufficient, appropriate, high-quality data available.
- Data privacy and security considerations.
- Data access and storage requirements.

Feasibility (Weight 15%)

- Technical feasibility of AI implementation.
- Availability of suitable AI algorithms and models.
- Scalability and performance considerations.

Value Proposition (Weight 20%)

- Potential impact on key performance indicators (KPIs).
- Cost savings or revenue generation opportunities.
- Competitive advantage and differentiation.

Ethical Considerations (Weight 5%)

- Potential biases in the data and algorithms.
- Fairness, transparency, and accountability.
- Compliance with legal, ethical, and sustainability standards.

Implementation Complexity (Weight 15%)

- Resource requirements (financial, human, infrastructure).
- Integration with existing systems.
- Timeframe for deployment.

Risk Management (Weight 10%)

- Technical risks and challenges.
- Potential business risks and impact.
- Mitigation strategies.

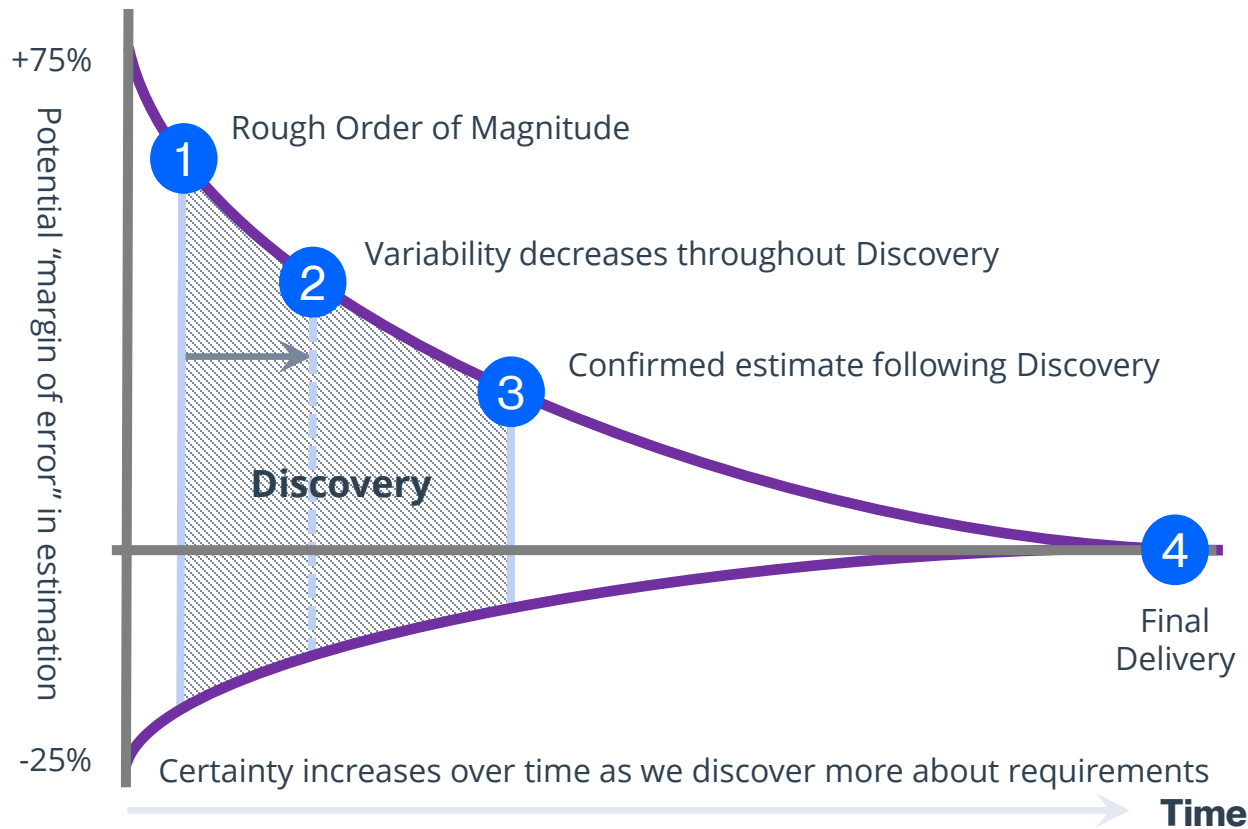


The criteria and weightings for the scorecard can be tailored to align with your business objectives (See step 2 on the Use Case Assessment slide).



Preparing for Implementation: Discovery reduces uncertainty.

Discovery enables you to go deeper into the business case and be better informed when making investment decisions. Define scope, surface risks and get an early view of likely ROI.



The diagram to the left shows the “cone of uncertainty”, which illustrates how estimation precision increases over time. Research from the PMBOK* shows the potential margin of error in a set of estimates may be as great as +75% to -25% at the initiation stage (step 1 on the diagram).

The amount of effort required to implement a given use case is obviously key to defining its business case, so we take the following approach to getting this information as quickly as possible:

1. An initial Rough Order of Magnitude (ROM) is provided to surface likely costs, so we can see how they stack up against perceived benefits. It may be possible to get a reasonable idea of ROM costs at the strategy workshop stage, via a “blink” estimate, if you’re able to include both business domain experts and technology experts in the workshop.
2. A Discovery exercise is often applicable when we need greater precision before an investment decision can be made. Discovery is tailored to the use case(s) being assessed and can range from a few hours to several weeks, depending on complexity and the degree of precision required. Discovery can include a technical proof of concept. This is particularly useful when there is significant doubt around feasibility that needs to be addressed before a decision can be made on further investment.
3. Estimates that result from Discovery become our effort baseline when we move into implementation, so they are a critical input to our project governance process. Getting a view of where we are in the cone of uncertainty provides essential information when considering what level of contingency may be appropriate.

*PMBOK: The Project Management Board of Knowledge



Helping you define and de-risk your initiatives, by leveraging partnerships

We help our clients access dedicated support from our technology partners, including Microsoft and AWS, to get their AI projects off the ground and into the cloud. We can help to build a business case that can potentially unlock sources of funding, such as sector-specific grants, and vendor initiatives like Microsoft End Customer Investment Funds (ECIF). This combination of strategy consulting, technical assistance, and leveraging vendor partnerships helps ensure you're working on the right priorities in a cost-effective way.

<https://www.objectivity.co.uk/case-studies/art-of-the-possible-in-ai-workshop/>

<https://www.objectivity.co.uk/case-studies/big-data-tauron/>

As well as working with our technology partners, we engage proactively with industry bodies to identify areas of interest and opportunities to collaborate with other members, identifying and helping to access sources of funding where appropriate.

<https://www.objectivity.co.uk/case-studies/daera-using-ai-to-modernise-agricultural-processes/>

<https://www.objectivity.co.uk/case-studies/lifearc-advanced-ml-image-processing-of-biological-data-sets/>





Thank you for your attention

Contact us to find out more.

Richard Birtwhistle

Professional Services Partner

mobile: +44 7512 323 279

e-mail: rbirtwhistle@objectivity.co.uk

www.objectivity.co.uk | www.objectivity.de

