



Putting AI to use in your commercial operations

A **4-step practical approach** to unlocking your AI potential

WHITEPAPER
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AI fast-tracking through the power of prototyping

AI is on the rise – no surprises there. The potential of AI for businesses is enormous, which is equally unsurprising.

Tools like ChatGPT and Microsoft CoPilot have already integrated into the daily routines of many professionals. And as our understanding of what AI can achieve for us on an individual level grows, executive management and commercial leadership are increasingly curious: *What can AI do for us as an organisation?*

The commercial key question

The advisory industry has eagerly stepped in to address these legitimate questions. However, while most consulting firms dwell on theoretical models and concepts, we at Kvadrant strongly believe in a practical and experimental approach to uncovering AI's potential within your commercial organisation.

Discover how we employ four practical steps to fast-track businesses toward commercial AI success through the power of prototyping.

Our **4-step practical approach** to unlocking your AI potential:

1.
Proof of Play

Identifying, mapping, and prioritising your most impactful AI use case(s)

2.
Proof of Concept

Building a 'real-life' AI prototype and stress testing it in the frontline

3.
Proof of Value

Making the business case to estimate the value of a full, ready-to-use AI model

4.
Proof of Scale

Outlining the scaling plan to develop, implement and adopt the full AI model

Taking a practical and experimental approach allows for quickly identifying feasibility and impact.

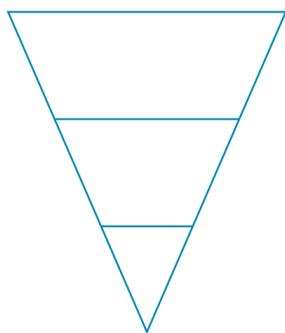
1. Proof of Play

Identifying, mapping, and prioritising your most impactful AI use case(s)

That AI might help accelerate, relieve, grow or optimise your commercial operations in some shape or form is beyond doubt. *But where to begin?*

For some businesses, there may already be clear use cases as current systems are stretched or at risk of becoming overloaded, such as in tendering, RFP or bidding processes. For others, integrating AI may primarily serve as an enhancement strategy, for instance in refining sales training and onboarding methods.

No matter your situation, we suggest a **structured approach** to discover your Proof of Play. This involves pinpointing where the need for AI is greatest and assessing whether current technologies can effectively fulfil these requirements:



1. Identify areas with potential for AI application
2. Map out all possible AI use cases
3. Prioritise the most impactful and achievable use case(s) for prototype development

2. Proof of Concept

Building a 'real-life' AI prototype and stress testing it in the frontline

Once you have prioritised your most impactful and achievable AI use case(s), it's time to prototype.

Prototyping enables rapid assessment of AI's capabilities to meet your needs or if alternate solutions are preferable. We recommend starting simple and escalating complexity as needed:

1. Test if a prototype can be created using off-the-shelf tools (e.g., OpenAI's GPT builder)
2. If off-the-shelf tools are inadequate, build a bespoke AI prototype

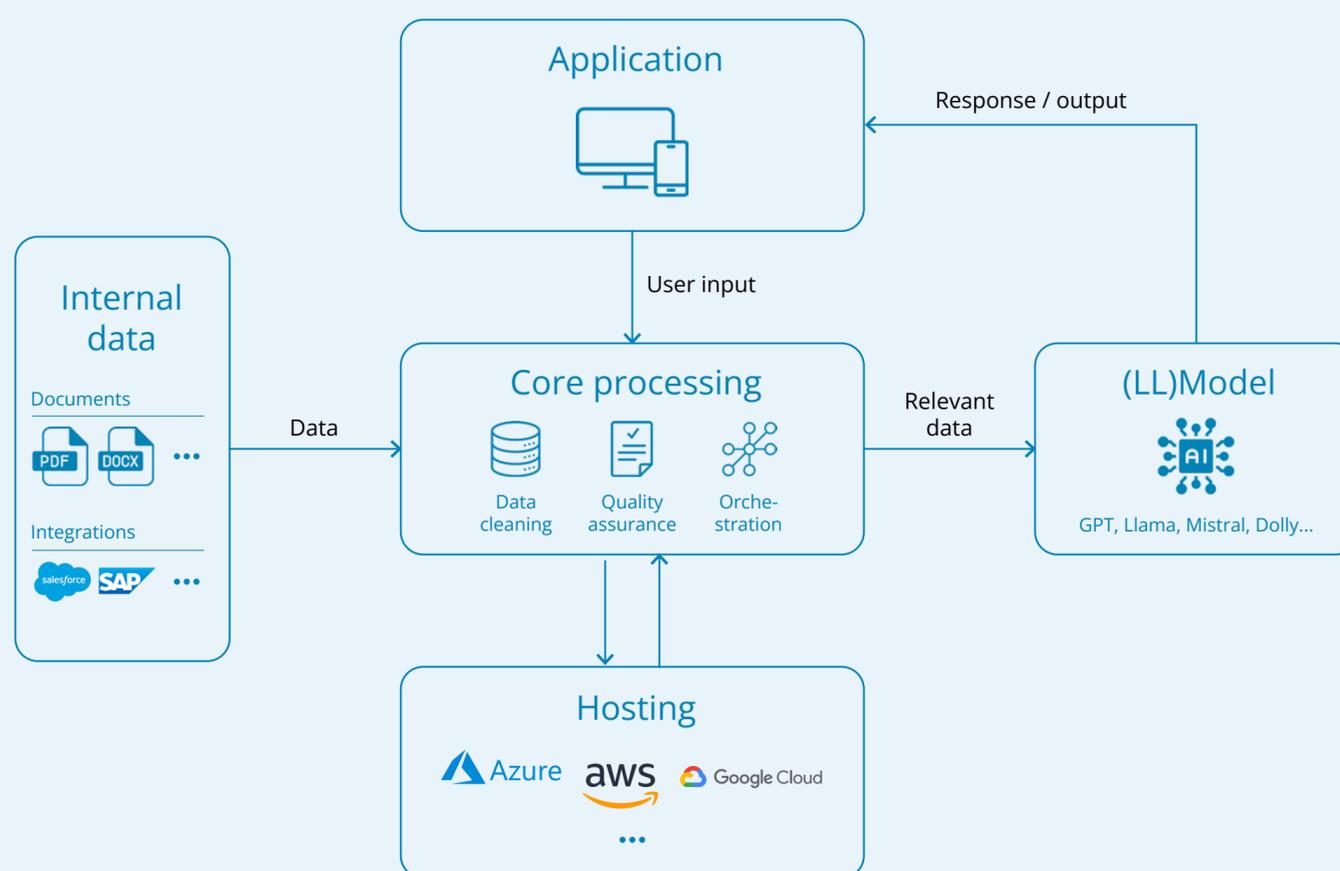
Bespoke AI models allow for creating fit-for-purpose prototypes tailored to your use case's needs, enhancing the model's relevance while providing control over various parameters that off-the-shelf tools cannot.

Key to success →

For a robust Proof of Concept, it's crucial to **stress test and pilot** the prototype in the frontline with a select group who would use such a tool in their day-to-day and can give concrete feedback on the tool's most critical and foundational requirements.

Example

Process framework of a bespoke AI prototype



Fit-for-purpose prototypes

Bespoke AI models enable the development of prototypes specifically designed for your use case, improving relevance and providing control over parameters beyond what off-the-shelf tools offer (e.g., data input, processing choices, language model selection, hosting services, user interface, etc.).

3. Proof of Value

Making the business case to estimate the value of a full, ready-to-use AI model

Once a Proof of Concept has been established, the next step involves assessing the value of a fully developed ready-to-use version of the tool across the entire organisation:

1. Establish a baseline

How does our current situation look and what will we compare to?

2. Outline expected avenues of efficiencies

Where and for whom can the AI tool create significant improvements – even beyond the initial use case?

3. Detail the prototype's value experience in the frontline

How did the prototype perform in real-world conditions according to frontline users?

4. Estimate the ROI

Can we estimate the projected return on investment for a full, ready-to-use AI tool?

Answering these questions using direct feedback, impressions and insights from prototype testing allows for building an evidence-based value case that can be advanced within the organisation as required.

4. Proof of Scale

Outlining the strategic scaling plan to develop, implement and adopt the full AI model

After having ticked the boxes on Proof of Play, Concept and Value, we now need to develop our strategic scaling plan for a full, ready-to-use AI tool. This step varies by organisation but may include:

1. Develop

Tool functionality detailing

- Based on prototype testing and learnings, what functionality and data foundation should the full AI tool include?
- Is there a need for market-specific adjustments or customisations?

2. Implement

Integration and process establishment

- Should the tool function as a standalone application or be integrated into the existing tech stack? And what are the implications for this?
- What feedback mechanisms and processes are needed to refine the tool overtime?

3. Adopt

Roll-out and adoption strategy

- What training programs or support structures are required to facilitate tool adoption?

Depending on your organisation's needs, this step could be extended to include a technical scaling plan that potentially involves the IT department and third-party vendors.

Overcoming hurdles and common AI pitfalls

AI is hot. And even though embarking on the journey to implement AI in your commercial operations is filled with promise, it also presents its share of challenges.

For instance, your organisation may face:

- **Capability barriers**

Do we possess the necessary expertise to explore AI tools effectively?

- **Technical barriers**

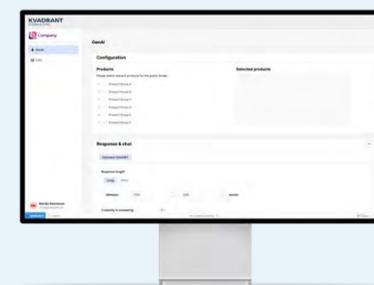
Is our data quality and quantity sufficient to develop AI tools that are relevant to our organisation?

- **AI approach barriers**

Should we adopt a centralised approach, or deploy individual workstreams to explore AI potential within our organisation?

Our recommended solution

To overcome these hurdles, we recommend a practical and experimental approach. Prove you have a pertinent use case, demonstrate that AI can provide support through prototyping, establish that AI adds value, and confirm its scalability across the organisation.



Real-life practice Making money & saving time: a major tender unlock

A case story

With RFPs accounting for a large part of revenue and the number of tenders on the rise, the tender handling system of a global healthcare enterprise was heavily pressured. Can AI help relieve the fully manual system?

1. Proof of **Play**

AI was found to be of use in the tender preparation process as an 'interactive knowledge bank', enabling tender responders to quickly source accurate information to help answer tender questions

2. Proof of **Concept**

The bespoke prototype of the AI tool successfully passed the practical stress test in the pilot market and proved to be of high usefulness to those who work with tenders in their day-to-day operations

3. Proof of **Value**

A full, ready-to-use version of the AI tool was estimated to deliver significant quality, time, process, and workload efficiencies at global scale with minimal pay-back time and exceptional return on investment.

4. Proof of **Scale**

Based on learnings from prototype testing, full tool functionality was detailed, local market customisation needs identified, and human feedback loops described. The full tool is now ready for development.

Any further questions? Feel free to reach out to:



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