GLOBAL TECH
Empowering the World through Cutting-Edge Technology

Creating a Business Case for AI: A Step by Step Guide

Step 1
Define Objectives

- What specific business problem are you trying to solve?
- Is the investment financially viable?
- What measurable outcomes do you expect?
- How do you envision your organization will be different after implementing AI?

Your AI project should align with strategic goals such as cost reduction, operational efficiency, or enhanced information quality. This clarity forms the foundation of your business case.

Step 2

Select Optimal Use Cases

- Repetitive tasks
- High frequency activities
- Lack of automation
- Low complexity

Data sources that have been normalized and categorized

Step 3

Documentation

A thorough understanding of existing processes is crucial before any automation attempt.
This can be a significant challenge, but is an essential starting point.

Meet with key stakeholders and process owners

Involve team members who can articulate workflows in detail

Document current processes, edge cases & exceptions

Map dependencies among processes & systems

This documentation supports business case development + a blueprint for implementation.

Step 4

Evaluate Operational Readiness

- Assess staff's current capabilities and identify skill gaps
- Identify effort to create a communication plan to inform staff of upcoming changes and how their jobs will be impacted
- Assess training plans to ensure staff can support and maintain new AI systems
- Consider quality of data governance protocols to maintain data quality and relevance
- Evaluate effort to create standard operating procedures for AI system maintenance

Step 5

Build the Economic Case

- Initial implementation costs (software, hardware, integration)
- Ongoing maintenance expenses
- Expected ROI timeline
- Quantifiable benefits (cost savings, revenue increases, productivity gains)
- Intangible benefits (improved customer experience, competitive advantage)

Consider long -term value, scalability, and compounding returns from AI investments.

Step 6

Understand Risks and Mitigation Strategies

- Data quality or availability issues
- Integration challenges with existing systems
- Adoption resistance from staff
- Security and privacy concerns
- Regulatory compliance requirements

Step 7
Make Your Case

Non-technical stakeholders need to understand the business value without getting lost in technical details

- Lead with the business problem and impact on organizational goals
- Present clear, data -driven ROI projections
- Outline implementation timelines with key milestones
- Confirm how success will be measured
- Address potential objections proactively

Step 8

Run a Pilot

- Validate assumptions in a controlled environment
- Gather real -world performance data
- Refine the approach before full - scale deployment
- Build organizational confidence in the solution

A successful pilot provides compelling evidence for broader implementation.