

# 5 Key Checkpoints on the Road to Maximizing ROI from Your AI Investments

- For every \$1 a company invests in AI, it earns an average return of \$3.50. <sup>[1]</sup>
- Top companies are achieving a standout 13% ROI on AI projects, surpassing the average of 5.9%. <sup>[2]</sup>

1

## Engine Tune-Up: Strong Data Infrastructure

Robust data management helps organizations achieve 2X the ROI from AI initiatives. <sup>[2]</sup>

### The Checklist:

- Streamline, automate, and secure data access.
- Build efficient data pipelines
- Focus on strategic selection, governance, analysis, and application of data and insights.

2

## Chart Your Path: Value-Driven Use Cases

75% of GenAI value comes from customer operations, marketing and sales, software engineering, and R&D. <sup>[3]</sup>

### The Checklist:

- Identify areas where AI can enhance competitiveness, innovation, and performance.
- Prioritize use cases based on their potential impact.
- Assess the effectiveness and value of the AI model in real-world scenarios.

3

## Evaluate and Optimize Your Gear: Tech Stack

Nearly 91% of IT leaders agree that the current infrastructure isn't AI-ready and needs an upgrade. <sup>[4]</sup>

### The Checklist:

- Integrate an AI operating model into the organization's fabric and culture.
- Deploy flexible and scalable AI solutions.
- Establish feedback loops to refine AI applications.

4

## Empower Your Team: Great Talent

Organizations that promote AI skills and knowledge-sharing see up to 2.6X higher ROI. <sup>[2]</sup>

### The Checklist:

- Foster AI knowledge sharing across the organization.
- Address the skills gap by training teams to use AI effectively and responsibly.
- Implement dynamic, open feedback loops across the ecosystem.

5

## Track Your Progress: Clear Metrics and Effective Tools

40% of companies struggle to define and measure the exact impacts of their AI initiatives. <sup>[5]</sup>

### The Checklist:

- Determine KPIs that align with your AI objectives.
- Identify trends, potential roadblocks, and areas for improvement.
- Use advanced analytics tools to gain a deeper understanding of AI's impact.

Maximize ROI from Your AI Investments.