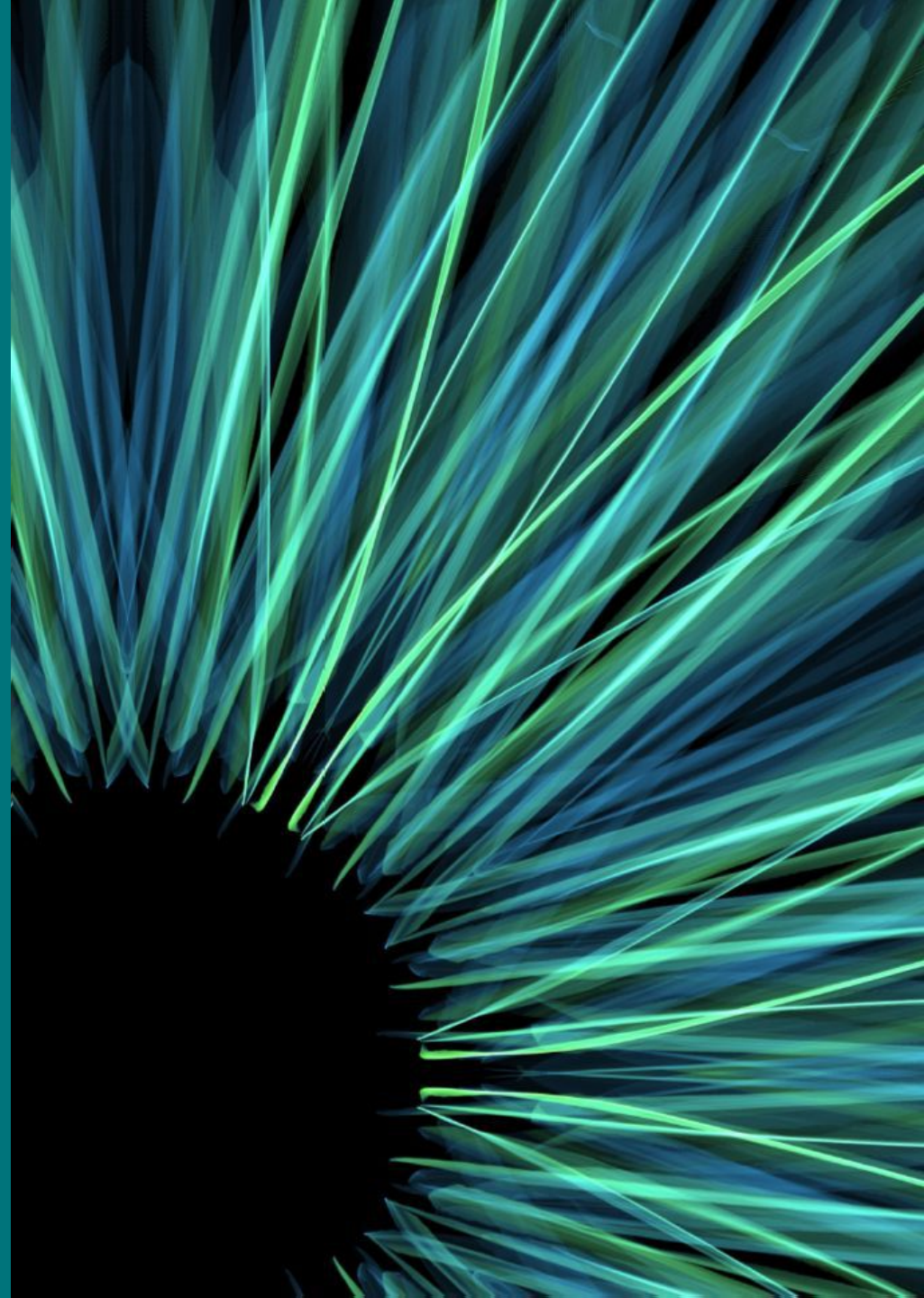


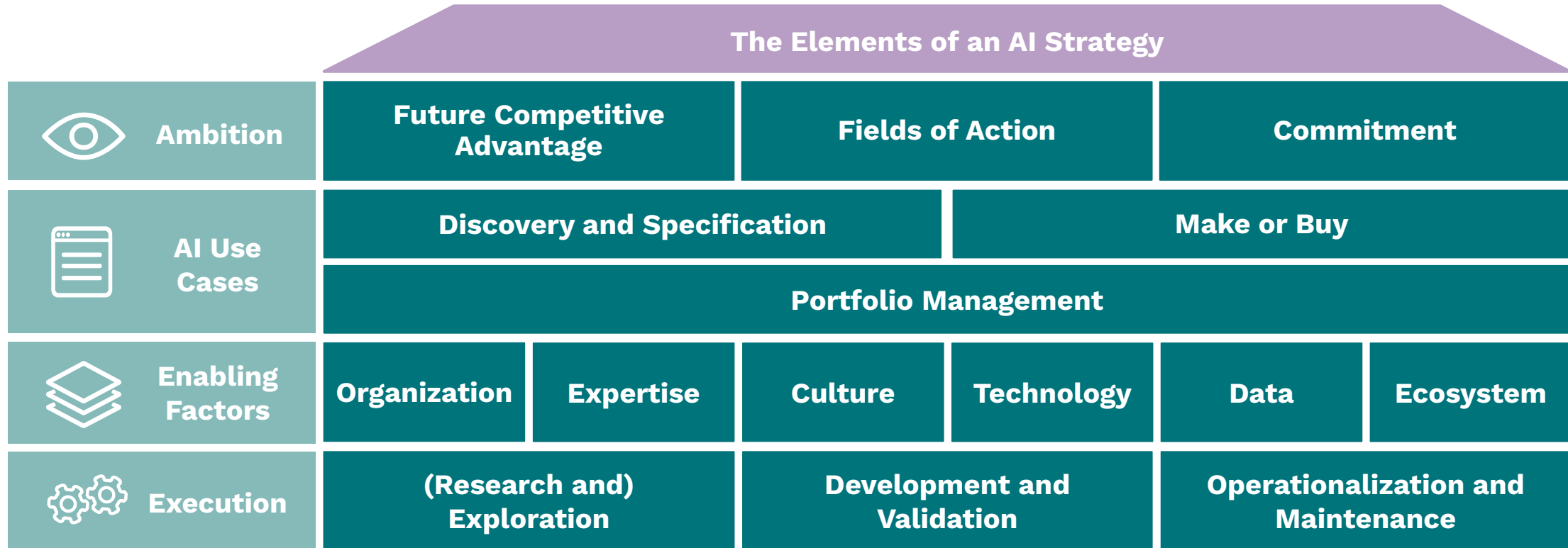
appliedAI **LIFTING YOU TO THE AI AGE**

March 2021

AI Maturity Assessment

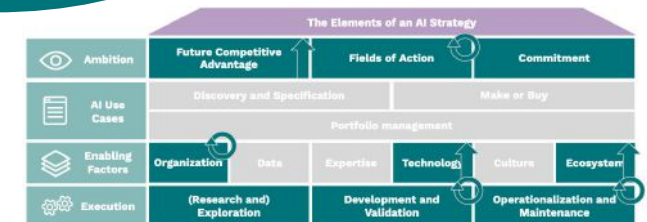
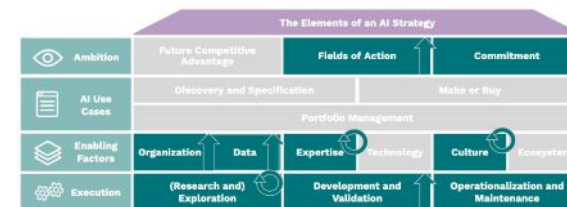
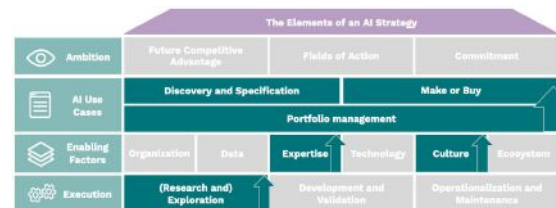
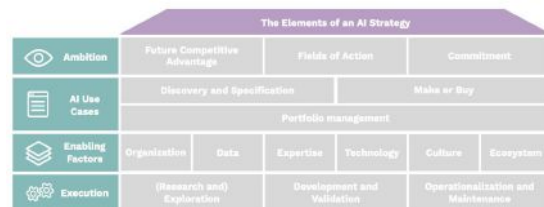


The maturity assessment covers all elements of the comprehensive appliedAI strategy framework



On the missing “AI-Journey”-map

The “AI-Strategy house” is a tactical map of all battles. The “AI-Journey” the strategic approach how to fight them.



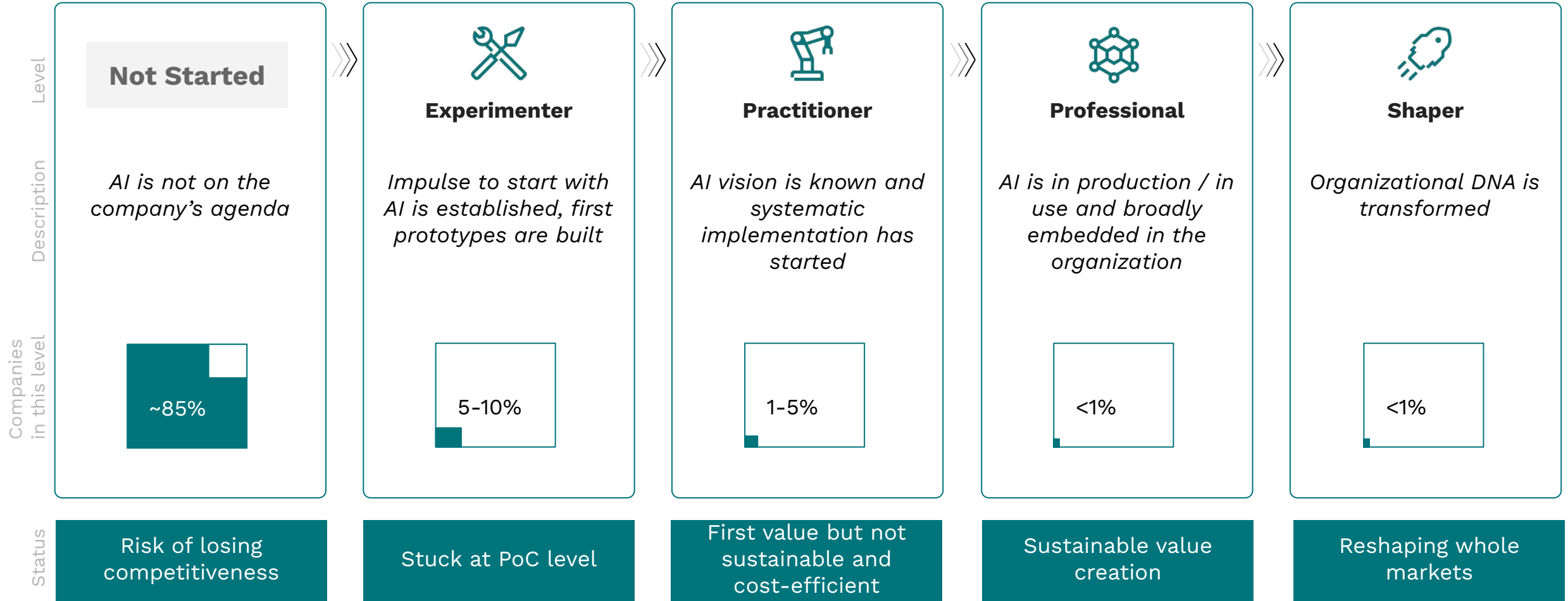
Experimenter

Practitioner

Professional

Shaper

AI provides returns only at a high level of maturity but most companies just start the journey



The Maturity Assessment Tool provides three main benefits

1

Understand Status Quo

The Status Quo maturity level gives a precise indication of the current level of AI within the company - regarding strategy, resources as well as implementation. Also, it gives insight into diverging views within the company as well as a ranking in comparison with benchmark data.



2

Derive development potential

Completing the assessment helps to identify main areas of action and to find a structured approach towards activities that are required to improve the state of AI at the company.



3

Track progress

A continuous (e.g. annual) assessment of AI maturity allows for monitoring of successful initiatives and areas requiring further improvement.

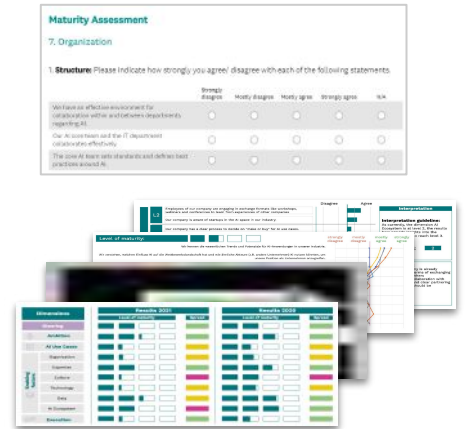
The appliedAI Maturity Assessment helps to understand the maturity along relevant dimensions

Objective

- Assess an organization's **current AI maturity** level on their AI journey
- Identify areas for **improvement**
- Find a starting point for the definition of a **strategic roadmap** towards AI maturity

How does it work?

1. Easy-to-use **online survey**
2. **Detailed assessment of maturity levels** along dimensions of aAI strategy house








What is the value?

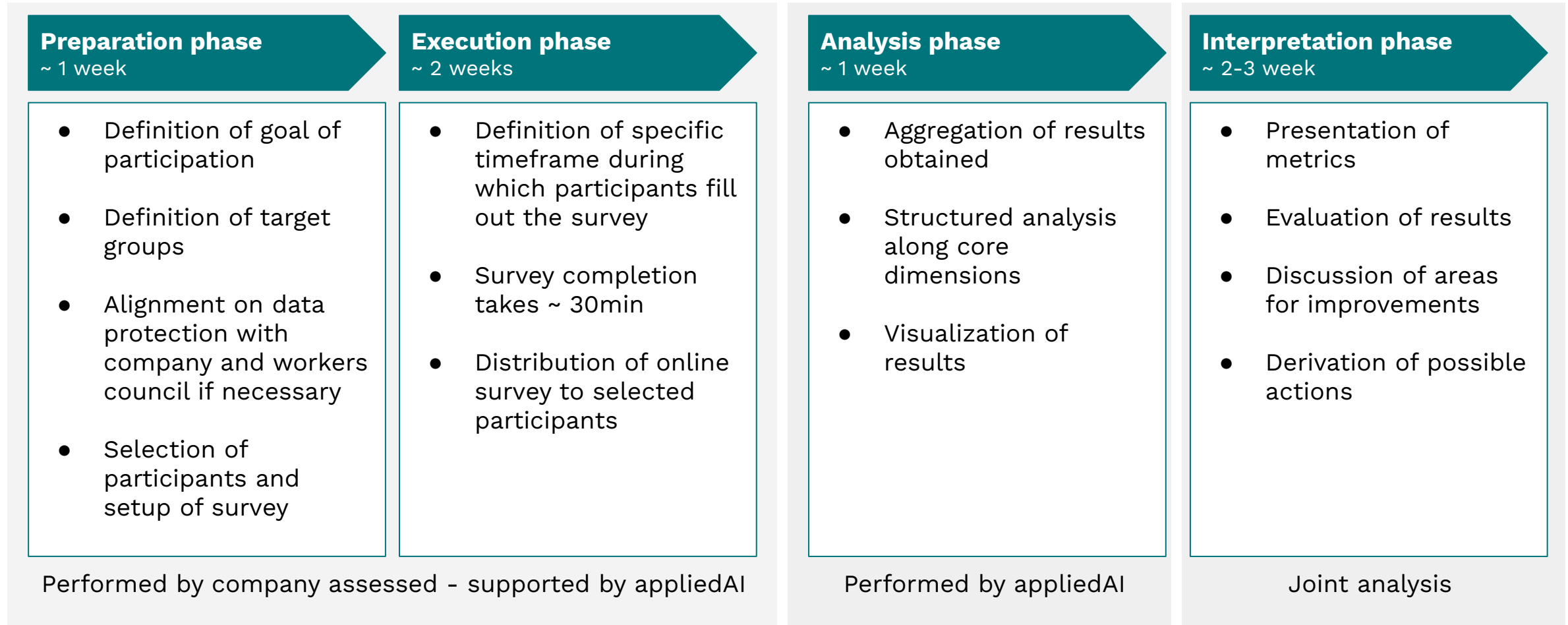
1. **Understand Status Quo:**
 - Status Quo provides a precise indication of the current level of AI within the organization
 - Insights on diverging views within the organization
 - Comparison to industry peers based on AI maturity benchmarking pool
2. **Derive development potential:**
 - Identify main areas of action and improvement with a clear goal
 - Find a structured approach towards activities that further integrate AI in the organization
3. **Track progress:**
 - Repeated evaluation of maturity makes progress towards AI maturity measurable

Each dimensions of the appliedAI strategy house is measured by a set of distinctive survey items



AI Maturity Model dimensions		# Items
 Steering		5
 Ambition	Ambition	7
 Use Cases		10
 Enabling Factors	Organization	11
	Expertise	14
	Culture	8
	Data	10
	Technology	14
	AI Ecosystem	9
 Execution		18
		106 items

The whole assessment process covers four phases



Step 1: Preparation Phase

Preparation phase

~ 1 week

- Definition of goal of participation
- Definition of target groups
- Alignment on data protection with company and workers council if necessary
- Selection of participants and setup of survey

- To increase transparency and internal alignment, we suggest to set a **goal regarding the participation** in the MAT. This includes a concrete number of participants as well as a selection of departments, communication strategy internally, as well as a clear picture of how to build upon the results of the assessment.
- The maturity tools allows to distinguish results of **multiple groups inside your company**, e.g., different lines of business or technical vs. non-technical teams. To ensure anonymity a group should consist of at least 5 employees, but the more participants the more reliable are the results. From our experience, groups should include IT, AI Core Team, AI Team in Business Units, potentially management
- A subset of questions (technical knowledge required) are only sent to the core or more technical teams. Together, we define **which subgroup gets which type of survey**.
- Potentially, **inclusion of workers council** in the selection of participants and survey approval.
- For each group, we then **set up the respective data collection setup** in our survey tool. Afterwards, the **survey links** for the respective group are **provided to the company to be assessed**.
- As a result of the prior steps, evaluating the responses of a single participant is not possible.

Step 2: Execution Phase

Execution phase

~ 2 weeks

- Distribution of survey links to selected participants
- Definition of specific timeframe during which participants fill out the survey
- Ongoing tracking of response rates and reminders if necessary
- Survey completion takes around 30 minutes

- The company selects one of two options for their participation
 - **Fully anonymous:** The company name is not saved and after the analysis, any connect to the company is deleted. Only industry and high-level meta information is saved for benchmarking reasons. If another person from the same company asks about conducting a survey, **no connect** is made to a previous round. Also progress tracking (comparisons with later results) is not possible in this case.
 - **Company account:** The company name is saved and if the company conducts a second assessment, changes between different survey rounds can be analyzed
- Each participant gets a **defined amount of time** to complete the survey. The survey can be taken via a standard web browser or via mobile phone.
- Each **survey can be saved and resumed** at a later point in time by clicking on the link again (in case you do not delete cookies).
- We **regularly inform you about the current response rates per group** so that you can send out reminders to participants if necessary.

Step 3: Analysis phase

Analysis phase

~ 1 week

- Extraction aggregation and analysis your maturity results
- Visualization of results
- Structured analysis along core dimensions
- Preparation of results report
- Derivation of immediate and long-term areas for improvement

- Once the survey phase is over, the survey is closed and **appliedAI extracts and analyzes** your data. This is also where we apply our maturity level derivation logic. This logic is based on defined requirements for each maturity level across all dimensions of the AI strategy framework.
- We prepare **detailed visualizations** that indicate in which aspects your organization already excels and where you have areas for improvement.
- The appliedAI maturity journey is mapped to survey results to highlight topics that should be address with **priority based on best-practice experiences** of the appliedAI network.
- You get all results as a detailed report about the overall and group-specific results of your assessment

Step 4: Interpretation Phase

Interpretation phase

~ 2-3 week

- Presentation of metrics
- Evaluation of results
- Discussion of areas for improvements
- Derivation of possible actions

- The aggregated results are initially discussed with the person responsible for the assessment from the company side to prepare further discussions
 - Identification of highlights by appliedAI
 - Unexpected deviations
 - Spreads / variations
 - Definition of levels
 - Selection of potential actions
- Presentation of findings in 3-4 hours workshop with key participants / managers
 - General results and most important findings
 - Detailed walk-through per category
 - Discussion of results and spread between assessment groups
 - Joint interpretation of results and discussion of areas of improvement
 - Derivation of potential actions for advancing in AI maturity and roadmap planning
 - Planning of concrete next steps

Frequently Asked Questions

Questions

How did you come up with the questions?

The questions were defined through a comprehensive assessment of challenges of companies with many partners of the appliedAI initiative and reviewed by AI experts. Moreover, we benchmarked against publicly available assessments and calibrated with world-leading AI companies.

Can questions be individualized?

An individualization of questions is not possible, yet we can add an individualized glossary for each segment of questions.

Which languages are available?

Currently the survey is available in English and German language.

Do you collect any personal information?

We do not collect any personal information about individual participants. All analysis are on group level (the groups are defined together with you in the preparation phase).

We are still in the beginning of our AI journey. Does it make sense to take the maturity assessment anyway?

Our experience has shown that is immensely difficult to measure the success of scaled AI activities across the organization. Conducting a maturity assessment early on provides you a baseline that you can benchmark you against later, so yes, it might make sense to start with an assessment very early to be able to measure progress in a later phase.

Analysis

Can someone identify individual respondents?

In discussions with several workers councils, we decided to set the minimum of a group to be shown individually to 5 participants. That way we ensure that no individual participants are identifiable.

How are maturity levels being derived from the survey data?

Based on experience of the appliedAI initiative as well as multiple feedback rounds across the partner network of appliedAI, we have defined requirements for each maturity level and each dimension of our comprehensive strategy framework. We use your responses to assess in how far you meet these requirements and based on this assessment derive how mature you are across all the dimensions in our strategy framework.

Frequently Asked Questions

Analysis (continued)

Is the maturity just one number that reflects the overall maturity of our company?

No, we do not see much value in using only one number to reflect the state of a whole company. Our maturity model assesses each dimension of our strategy framework (e.g., vision, use cases, people and culture, infrastructure, data...) as an individual dimension with its individual maturity. The overall maturity is reflected by the individual states across all these dimensions. Furthermore, during the preparation phase we will define different subgroups to be distinguished inside your company and maturity can also be computed for each subgroup individually.

Benchmarking

Is our data safe? Can a competitor see our maturity?

We never benchmark against a specific company and never provide company names that are part of a benchmarking pool. Also, we only compare companies if a benchmark with > 5 companies in the segment is possible so no company will ever see your maturity level.

Sample results of a maturity assessment

Exemplary results of the fictional company SilverWaters

May we introduce SilverWaters...

SilverWaters GmbH

i

Silverwaters is a family owned, multinational company in the business of garden appliances and was founded in Germany by Mr. Silberwasser in 1970.

With regards to current technological developments, the company's leadership strives to stay ahead of their competitors.



In order to do so, Mr. Silberwasser and the strategy department decided to have the AI maturity of the company assessed and derive further development actions based on the results they would receive from the assessment.

Let's see which results could be gathered for SilverWaters

Execution Phase - Data gathering via online survey

appliedAI Maturity Assessment Tool

3. KI-Strategie

Zu Beginn möchten wir Sie darum bitten, über den strategischen Ansatz Ihres Unternehmens zum Thema Künstliche Intelligenz nachzudenken.

Bitte lesen Sie sich zunächst die folgende Definition dessen durch, was wir als „KI-Strategie“ verstehen und beantworten Sie im Anschluss die unterstehenden Fragen.

KI-Strategie: Die KI-Strategie beschreibt wie ein Unternehmen plant, seine KI-Vision zu erreichen. Die KI-Strategie sollte eng mit der übergreifenden Unternehmensstrategie abgestimmt sein und unternehmensspezifischen Strukturen und Besonderheiten Rechnung tragen. Die KI-Strategie definiert, wie eine KI-Vision erarbeitet werden soll, wie konkrete Anwendungsfälle erarbeitet werden und wie die Umsetzung dieser durch geeignete Organisationsstrukturen unterstützt werden soll. Außerdem werden häufig Weiterbildungsprogramme, der Aufbau einer geeigneten Technologieinfrastruktur oder eine Datenstrategie als Teil einer KI-Strategie entwickelt.

* 1. Bitte geben Sie an, inwieweit Sie den unterstehenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme voll zu	N/A
Um den Einsatz von KI innerhalb des Unternehmens entlang einer strategischen Roadmap voranzutreiben, haben wir gezielte Initiativen definiert.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsere KI-Strategie ist an der KI-Vision unseres Unternehmens ausgerichtet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsere KI-Strategie hat großen Einfluss auf unsere Prozesse und/oder unser Produktportfolio.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Um den Fortschritt bezüglich des Erreichens der KI-Vision tracken zu können, haben wir Indikatoren (KPIs) definiert.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
KI ist ein nicht mehr wegzudenkender Bestandteil unserer Gesamtstrategie. Es gibt keine separate KI-Strategie mehr.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33%

Zurück

Weiter

Powered by
SurveyMonkey

Es ist ganz einfach, eine Umfrage zu erstellen.

Assessment Tool

miteinander verbunden. Bitte lesen Sie sich die folgende Definition einer „KI-Vision“ kurz an. Anschluss die unterstehenden Fragen dazu.

Langfristige Ziele, die mit der Adoption und Entwicklung von KI-Technologien verfolgt werden können. Die KI-Vision ist ein Kernelement einer KI-Strategie und sollte klar auf die Vision einzahlen.

Bitte geben Sie an, inwieweit Sie den unterstehenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme eher nicht zu	Stimme eher zu	Stimme voll zu	N/A
Die KI-Vision ist ein Kernelement der KI-Strategie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die KI-Vision hat großen Einfluss auf die KI-Strategie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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22%

Zurück

Weiter

Powered by
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Es ist ganz einfach, eine Umfrage zu erstellen.

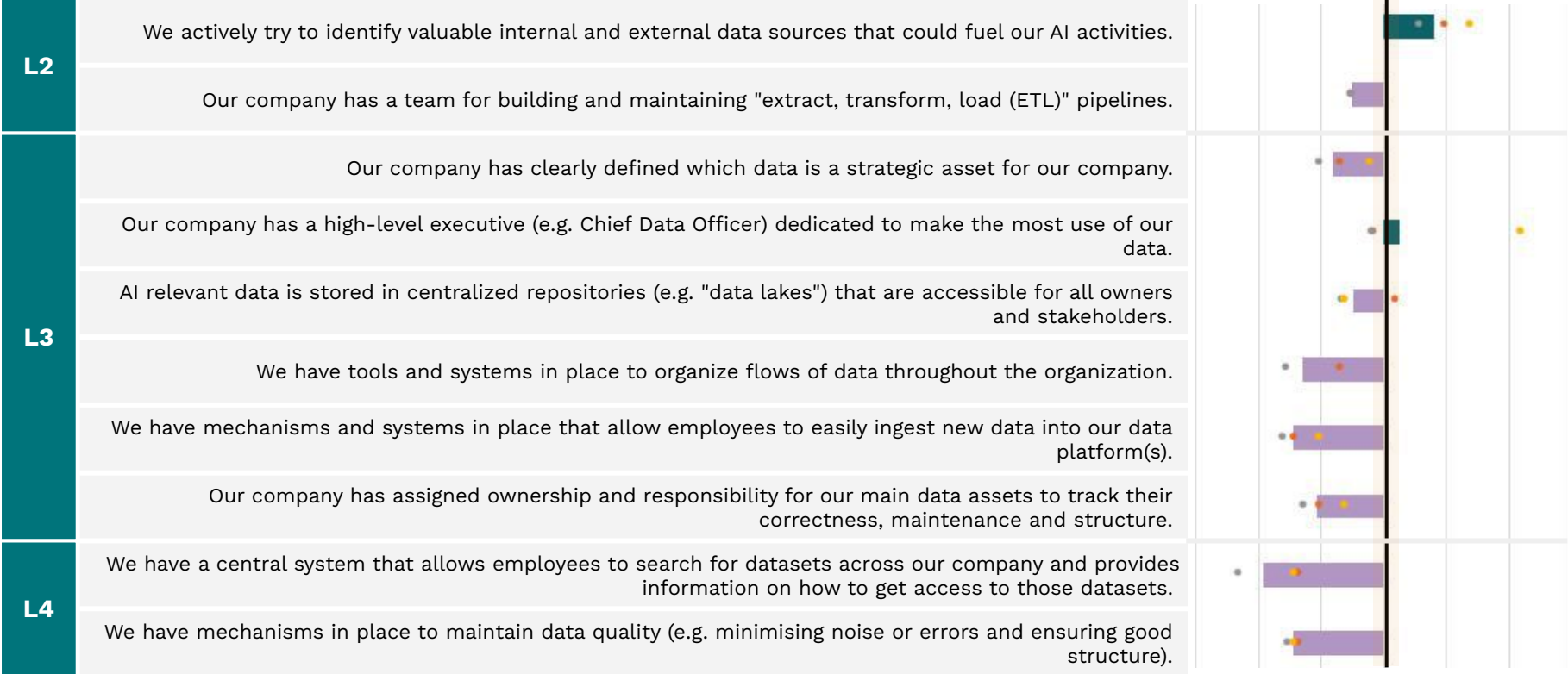
- Multiple Teams at SilverWaters filled out the online survey to create a solid basis for assessing the companies AI maturity
- To be able to capture deviating perceptions across the organization SilverWaters decided to distinguish three groups: their team of data scientists, the business areas and their management team

SilverWaters already excels in some areas - however other areas still need to be addressed



Exemplary Dimension: Data

Required
for Level



Overall

Data Science

Business

Management

Level of Maturity

1

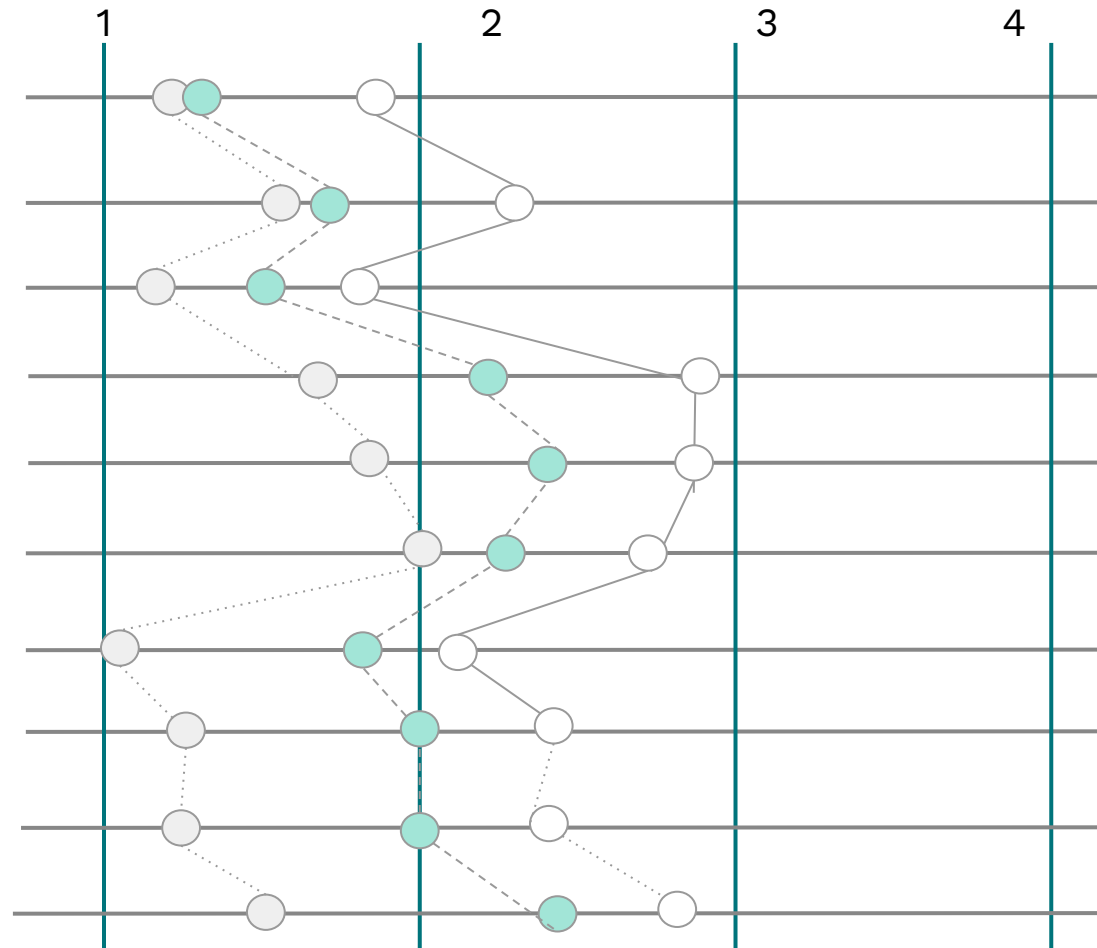
Main Findings

- Items on data and ML pipelines to become more efficient / stable have the lowest rating. We consider a good system a competitive advantage and strategically most relevant
- Mirrors the experimental setup inferred from the “Infrastructure” section. L2.2, L3.5 and L3.6 hint towards the road-blockers for industrialised AI-Engineering and reducing “cost until deployment” in the future
- The overall rating reflects the culture section on “data driven company”
- An interesting variance of answers can be seen for L3.2

The Maturity Assessment helps to benchmark own AI activities with other companies



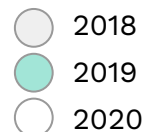
Compared to prior results, SilverWaters was able to increase its AI maturity during the last year



Interpretation

Interpretation guideline:

This visualization shows the results of prior MAT assessments of your company. By tracking the different points, we can see on which dimensions your company could improve the most - and also which ones remained stable or even worsened.



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