



**STRATEGIC
AI VALUE MAP
ANALYSIS
IDENTIFIES HIGH
BUSINESS
IMPACT AREAS
THAN SILOED
USE CASES**



Artificial intelligence (AI) and generative AI (GenAI) technologies have many applications that can benefit enterprises across various domains. These applications can enhance consumer experience, increase efficiency, generate new revenue streams, or reduce costs. However, many businesses struggle to discover their real potential, uncertain about how to identify the most useful and viable use cases for their objectives. One of the key imperatives of the strategic AI value map analysis is to identify high-impact business areas rather than siloed use cases. We will start by studying the five AI evolutionary capabilities mentioned in Google DeepMind's paper on the levels of artificial general intelligence (AGI) models [1]. The five AI evolutionary capabilities, as shown in Figure 1, represent a spectrum of intelligent assistance ranging from basic tools to fully autonomous agents. Understanding these capabilities is important for mapping AI solutions to specific value chain activities.

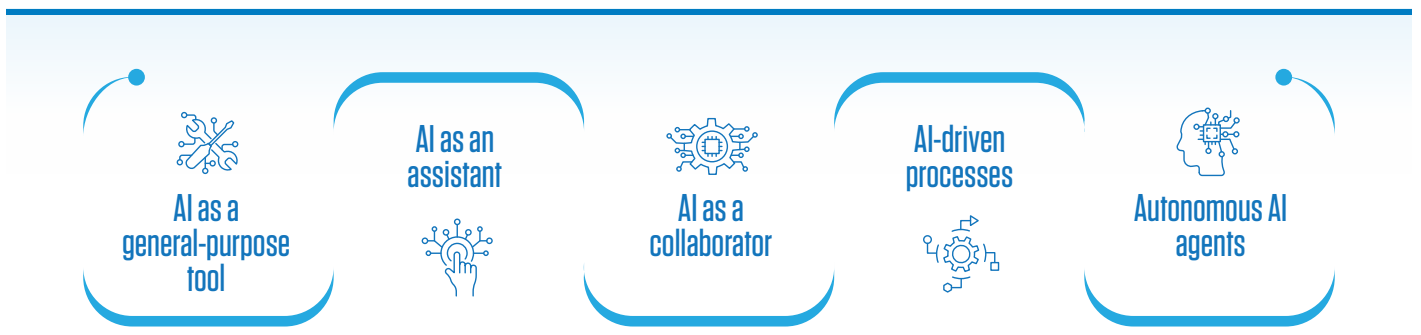


Figure 1: AI evolutionary capabilities

We can use the five evolutionary capabilities to examine the enterprise value chain in the following manner:

Stage 1

Map Out Value Chain Activities vis-à-vis AI Opportunities

In this stage, we identify the primary use case and its supporting activities comprising the core business process. For example, within retail operations, this includes everything from incoming logistics and operations to marketing and customer service. We could classify them into front office, back office, core capabilities, and product/services, as depicted in Figure 2. Extend this to map the level of automation needed to fulfill each activity. For instance, can an AI assistant automate the generation of your company's

annual report? Or could you leverage AI as a collaborator to overcome writer's block or generate creative content [2]? Or can the checkout process be simplified to reduce cart abandonment?

By completing Stage 1, you can better understand your business and its processes. This paves the way for the subsequent stages, where you will map the five AI evolutionary capabilities to these processes, identifying the most suitable AI solutions to optimize your value chain.

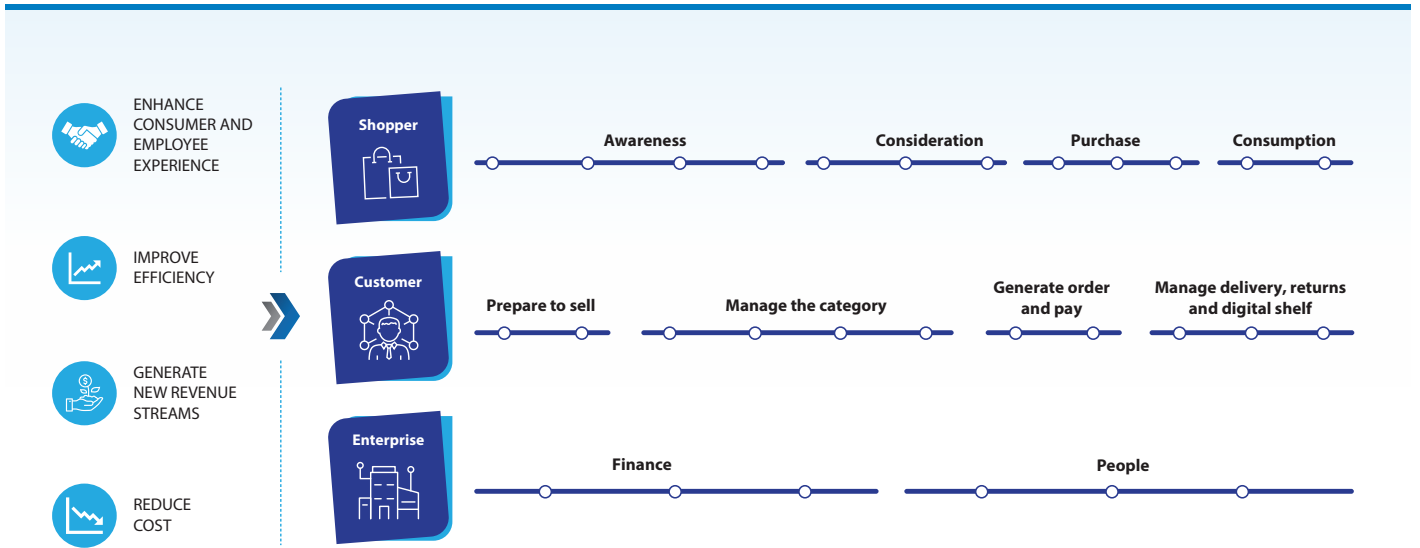


Figure 2: Mapping activities in the value chain

(Source: Infosys)

Stage 2

Assess Value and Cost with AI Opportunities

Businesses should evaluate how each activity in their value chain contributes to overall value and related costs. Value can manifest as enhanced consumer experience, leading to higher net promoter score (NPS) or increased personnel productivity, which can improve overall efficiency. However, the true worth of AI opportunities lies in a balanced approach between value creation and cost management.

Consider the checkout experience. Traditionally, navigating a complex checkout process can lead to cart abandonment and customer frustration. However, AI assistants can answer questions, guide customers through the checkout processes, and even recommend complementary purchases. This smoother experience

translates to increased sales and happier customers (higher NPS), but it requires investment in developing and maintaining AI assistants. Similarly, in managing product categories, static pricing strategies often miss opportunities for optimization. AI can analyze real-time data on customer behavior, competitor pricing, and even weather patterns, to suggest dynamic pricing strategies and targeted promotions. This data-driven approach can maximize revenue and profit margins but necessitates investment in AI technology and integrating it with existing data sources.

The other side, which influences the feasibility and ease, is discussed in Stage 3. Figure 2 illustrates the overall value chain.

Stage 3

Assess the Feasibility and Viability of AI Opportunities

Effective implementation of an AI strategy requires careful consideration of additional factors such as:

- **Data:** Do we have domain-specific data? Is the data AI-ready? AI-ready data is ethically governed, secure, unbiased, enriched, and accurate.
- **People and skillsets:** Does the organization have its skills reimagined and enhanced using AI capabilities
- **Technology:** Does the organization have the ability to obtain and implement the technology?
- **Organizational structure:** Does the strategy facilitate collaboration with cross-functional AI teams, establish an AI governance model, and address ethical concerns?

With the above three key stages forming the initial framework, enterprises will need to redefine workflows, reimagine experience, and manage feature innovation to cross the chasm between strategy and implementation.

Strategic AI value map analysis goes beyond identifying isolated AI use cases. Instead, it focuses on areas within the business value chain that can yield the highest impact from AI implementation. This analysis considers the five AI evolutionary capabilities and maps them to specific value chain activities, taking into account factors such as value creation, cost management, data availability, and skillsets for successful implementation.

References

1. [Google DeepMind | Levels of AGI: Operationalizing Progress on the Path to AGI](#)
2. [Gartner Research | Gartner AI Opportunity Radar: Set Your Enterprise's AI Ambition](#)
3. [The Telegraph | Japanese Author Wins Award with AI-Assisted Novel](#)

We have curated the [top 10 AI imperatives](#) from our own learnings and experience into Infosys Topaz, our AI-first set of services, solutions and platforms using generative AI technologies. With 12,000+ AI assets, 150+ pre-trained AI models, 10+ AI platforms steered by AI-first specialists and data strategists, and a 'responsible by design' approach, Infosys Topaz helps enterprises accelerate growth, unlock efficiencies at scale and build connected ecosystems. Connect with us at infosystopaz@infosys.com.

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