

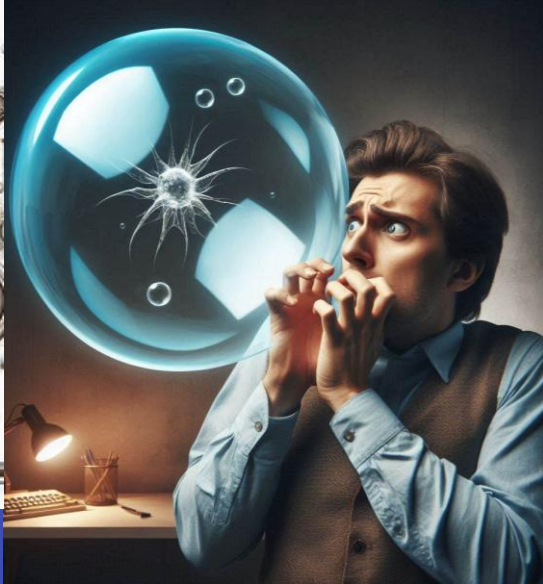
# **Result-driven** **AI strategy** in a **dynamic business** **landscape**

Emma Verhagen





Unsure where to  
begin



Afraid of an AI Bubble



Worry about stand-alone  
unintegrated AI Solutions



Inefficient “armies”  
of Tech Teams



High Risk due to  
loss of Control

# CHALLENGES OF COMPANIES

\*Images Generated with AI

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Emma R Verhagen 

AI | Data & Analytics | Strategy | Delivery

Global IT Director @ **Unilever** | Founder @ **Ideal Shift.AI**

Top 5 Best Young Professionals 2017



Unilever  Ideal Shift.AI



Rotterdam School of  
Management, Erasmus  
University



Massachusetts Institute of  
Technology



### Global IT Portfolio Director

- Part of the CIO Management team
- Responsible for the **E2E Tech Portfolio of Unilever: €200+ Million, 200+ projects**
- Created **AI Strategy for Unilever** in collaboration with **MIT (Gen AI, Machine Learning, Robotic Process Automation, Roadmap)**
- Previously developed **AI tools** for **Automatic Analytics, Financial Root Cause Analysis, Automated Forecasting, Promotion Optimisation...**



**IDEAL shiftAI**

### Founder of Ideal Shift AI

- AI Consulting Company specialized in:
  - AI Strategy based on the MIT Framework
  - AI Solution Implementation with trusted technologies
  - AI Maintenance
  - AI Workshops
- Focused on Value: **Efficiency** and **Growth**
- **Tailored** to your **company's Goals** and address **key Challenges**





## SIT DOWN IF YOUR CURRENT/PREVIOUS ORGANISATION:

- Has Tech teams that are so big that you're wondering what everyone is doing the whole day. It feels like money is being thrown out the window.
- Lacks a clear AI strategy or roadmap, turning budget allocation into a game of "who can shout the loudest" with no clear benefits in sight.
- Sees AI as a buzzword rather than a transformative tool, leading to superficial adoption.
- Has a culture of fear around AI replacing jobs, causing unrest among employees.
- Is worried that the AI investments made may not get a good ROI.
- Finds it challenging to integrate AI with existing systems.



# Before Your AI Journey



## Strategic Alignment

begin by deeply understanding your company's strategy and challenges to ensure the AI solutions are fully aligned with your business objectives.



## Value Driven Solutions

focus on delivering AI implementations that maximize value by driving efficiency and providing a strong ROI, ensuring that every solution contributes to your long-term success.



## Speed & Efficiency

implement Agile processes to ensure rapid, well-coordinated deployment, so you receive impactful AI solutions faster, without compromising on quality.



# The Ideal Shift to AI

Starting with a company's strategy ensures AI aligns with business goals and delivers the highest impact, minimizing the risk of poor ROI and maximizing value for money

Step 1:

## AI Strategy

8-12 weeks

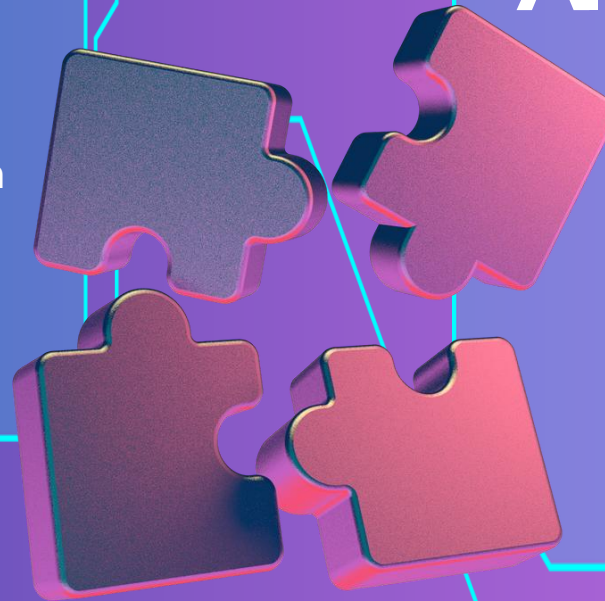
- ✓ AI Strategy in collaboration with MIT
- ✓ Buy-in Created

Step 2:

## AI Implementation

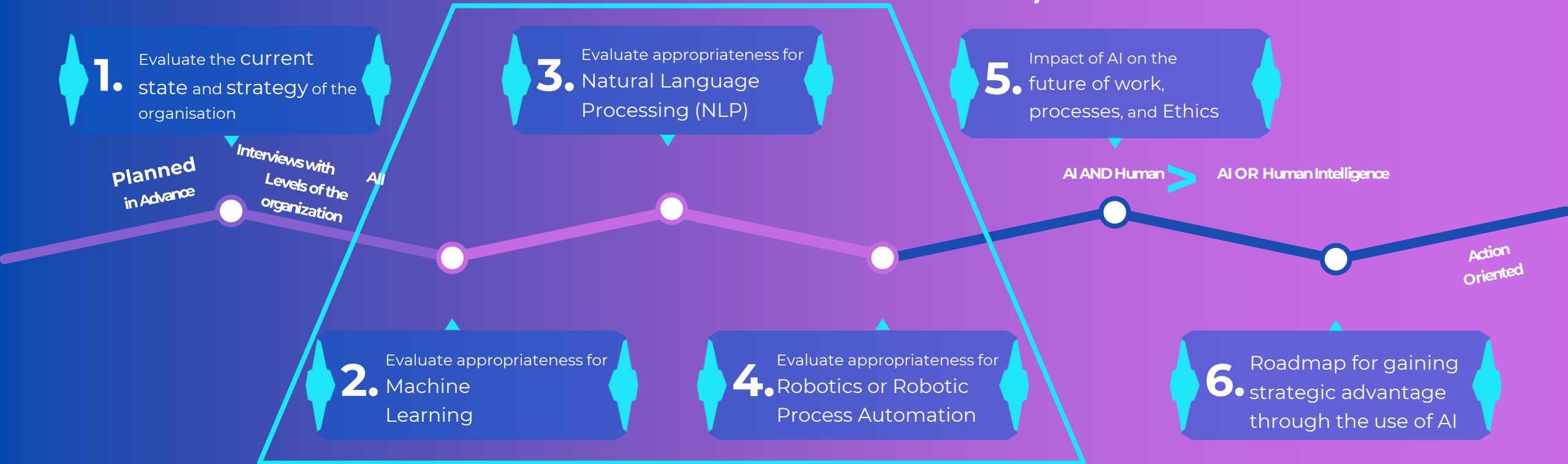
3-6 months

- ✓ Modular & Iterative Technology
- ✓ Start small and expand
- ✓ Work with current cloud platforms for later integration (Microsoft Azure, AWS, etc.)



# AI Strategy Framework

enhanced, based on **MIT**



- A.** Create Data and Tech Readiness Assessment
- B.** Create AI Business Case

# AI Strategy Framework: Deliverables

This will need to be further tailored to your company needs

## 0. Planning

0.1. Introduction and Kickoff

0.2. Stakeholder Analysis and Sponsorship

0.3. Company Strategy Documentation

0.4. Current/Future Tech & Data Documents

0.5. Tailored AI Strategy Framework

0.6. Session Planning: Strategy + Review

## 1. Company Strategy & State

1.1. Board Interviews and Summarize

1.2. Department Heads (Dir/VP) and Team Leaders (Manager) Interviews and Summarize

1.3. Tech/D&A Leaders and Teams Interviews and Summarize

1.4. Employees Interviews and Summarize

1.5. Current State of the Organization; Communication, Feedback and Update

1.6. Extended Team Formed; Session Planning: Review AI Solution; Buy-in created

## 2-4. Proposed AI Initiative(s)

2. Evaluate appropriateness for Machine Learning and Computer Vision

3. Evaluate appropriateness for Natural Language Processing

4. Evaluate appropriateness for Robotics and RPA

2-4.1 Proposed AI Solution(s) in different levels of Maturity (MVP → Vision)

2-4.2. Data Requirements for the AI Solution(s)

2-4.3. Review Proposed AI Solution(s) & Data Requirements and Update

## 5. Future of Work and Processes

5.1. Ecosystem of Human Intelligence with Artificial Intelligence (MVP → Vision)

5.2. Training & Upskilling Plan

5.3. Ongoing "AI Community" on all levels of the organization

5.4. AI Centralization / Decentralization Approach

5.5. Ethical Implications; Responsible AI; European AI Act

## 6. Roadmap

6.1. Final AI Solution(s) in different levels of Maturity (MVP → Vision)

6.2 Roadmap for AI Solution(s) in MVP

6.3. Roadmap for Data Plan in MVP

6.4. Executive Summary

6.5 Review AI Strategy and Sign off

6.6. Agree on Next Steps



### A.

#### Create Data and Tech Readiness Assessment

A.1. Data & Tech Architecture; Current & Planned; Data History

A.2. Data Demand for AI Solution(s)

A.3. Data Fit-Gap



### B.

#### Create AI Business Case

B.1. OKR/KPI Definition and Measurement

B.2. Identify Relevant OKRs/KPIs for AI Solution

B.3. Collect null measurement

B.4. Expected measurement

B.5. Business Case







**Don't lose the Momentum**  
**Communicate the Urgency**  
**Measure the Benefits**



# AI Applications in the **FMCG** Industry

Demand  
Forecasting and  
No Touch  
Planning



Promotion  
Optimisation



Personalized  
Advice and  
Marketing



Predictive  
Maintenance &  
Auto-ordering



Autonomous  
innovation from  
idea to consumer



# AI Applications in the **HealthCare** Industry

Patient Intake  
with Gen AI  
Mental Health,  
GP, Hospitals



Automatic  
assessment of  
Patient – Clinic  
match



Pre-filled Doctor's  
letter based on  
intake and  
recording



Diagnostics and  
Preventative  
Medicine



At home elderly  
care and  
monitoring





# AI Applications in Finance

Personalized  
Credit and Loan  
Analytics



Robo Advisors for  
Investment  
Portfolios



Customer  
Retention Models



Dynamic Pricing  
for Services



Real-time  
Employee  
Support Systems

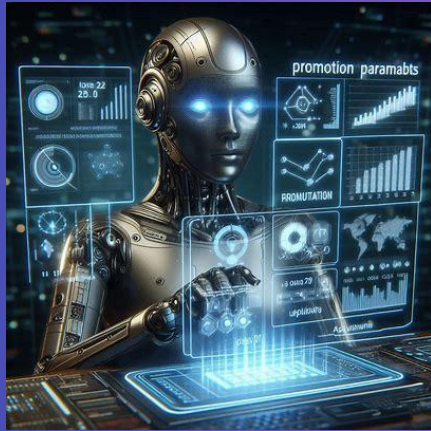


# AI Applications in Energy

Demand/Supply  
Prediction &  
Waste Reduction



Energy  
Trading  
Platforms



24/7 & Quick  
Customer  
Satisfaction



Predictive  
Maintenance &  
No Downtime



Carbon Emission  
Tracking





# Some AI Applications in Engineering & Infrastructure

AI-Driven  
Design  
Optimization



Predictive  
Maintenance for  
Hydraulic Systems



Energy  
Efficiency  
Modeling



Fire System  
Risk  
Analysis



NLP for Document  
Management





**What will be your  
Next Steps  
in your  
Ideal Shift to AI**



LinkedIn

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# EXERCISE



**Write down the challenge that you most relate to in your business:**

**Identify 1-3 AI Solutions that may revolutionize your business:**

**Action Plan: write down one or more actionable steps that you would like to take will take to explore AI more in your business:**



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University



Massachusetts Institute of  
Technology



IDEALshiftAI



If you have any  
questions feel free to  
reach out. Happy to  
brainstorm together!



# THANK YOU



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