

Activity: Brainstorm Potential AI Use Cases

AI Capabilities		Potential Applications
<ul style="list-style-type: none">• Build new, creative content (text, images, computer code, or video) in response to prompts such as topic, tone, style, and scenario	➤	<ul style="list-style-type: none">• <i>Simple...</i>• <i>Complex...</i>
<ul style="list-style-type: none">• Enhance or translate existing text, images, computer code, or video content	➤	<ul style="list-style-type: none">• <i>Simple...</i>• <i>Complex...</i>
<ul style="list-style-type: none">• Summarize key ideas across text, audio, video, or other content	➤	<ul style="list-style-type: none">• <i>Simple...</i>• <i>Complex...</i>
<ul style="list-style-type: none">• Review large quantities of content, identifying possible errors or inconsistencies, and suggesting possible improvements	➤	<ul style="list-style-type: none">• <i>Simple...</i>• <i>Complex...</i>
<ul style="list-style-type: none">• Answer questions providing technical and non-technical responses in near real-time, using an immense set of data	➤	<ul style="list-style-type: none">• <i>Simple...</i>• <i>Complex...</i>
<ul style="list-style-type: none">• Identify new connections in unrelated, potentially unstructured data and suggest insights	➤	<ul style="list-style-type: none">• <i>Simple...</i>• <i>Complex...</i>

Align your Use Case with Proper Expectations

	Off-the-Shelf (Simple)	Data Integration (Moderate Complexity)	Custom Build (Advanced)
Description	<ul style="list-style-type: none">• Use 3rd party offerings directly from vendor website or already integrated into existing• No/limited integration with enterprise systems	<ul style="list-style-type: none">• Integrate AI tool into workflow or internal systems (e.g. CRM)• Leverage internal data to improve the output (e.g. RAG)	<ul style="list-style-type: none">• Build custom solution• Load open-source AI model on company hardware or build custom LLM using public tools• Fine tune existing model
Time till Benefit	<3 Months	1-6 Months	6-18 Months
Example Use Cases	<ul style="list-style-type: none">• Marketing: Refine written content, create images, or build easily editable video• Customer Support: Provide easy and fast access to all customer-facing materials (e.g. tech manuals)• IT / Coding: Provide a starting point for new code• Procurement: Review and score vendor RFP submissions• Finance: Answer finance questions from non-finance professionals• HR: Give employees a Q&A tool based on existing HR policy documents• Communication: Translate text or audio or video into multiple in near-real time• Personal Productivity: Get meeting notes and action items		

AI Use Cases Exist in Every Business Function

	Off-the-Shelf (Simple)	Data Integration (Moderate Complexity)	Custom Build (Advanced)
Procurement	Accelerate RFP Review	Identify vendor duplication, contract and term non-compliance	Identify commodity buying opportunities
Manufacturing / Supply Chain	Access to all maintenance manuals for equipment in all languages	Automate communications with 3 rd party logistics teams	Improve demand forecasting and planning for supply disruptions
Sales & Customer Support	Provide employees with easy access to technical and marketing materials	Offer customer facing chatbot	Suggest next best action for customers
Marketing	Assist in copy writing	Automate AB testing	Create customer specific personalization
HR	Answer employee HR policy questions	Automate internal processes	Advise leader on performance of internal personnel
Finance	Educate non-finance professionals on financial principles	Provide custom financial analytics	Detect fraudulent transactions
IT	Provide a starting point for new code and problem solving	Support IT ticket triage and automate resolution	Run pre-production QA and security tests