

## AI Maturity Model

Maturity/ Qualifier	1 <b>Adhoc</b>	2 <b>AI at the business function level</b>	3 <b>AI at the business unit level</b>	4 <b>AI at the enterprise level</b>	5 <b>Human-like intelligence</b>
<b>Definition</b>	This state is characterised by the lack of AI strategy and initiatives to deploy AI.	Organisations have started the evaluation of some available technology related to a single business function such as HR, inventory, virtual agents.	Organisations have already established a reasonable data repository such as big data environment and are capable of running their business effectively.	Organisations are effectively running, growing and transforming their businesses. They can answer the following hypothetical questions to make informed decisions.	Organisations can sustain or create a competitive advantage.
<b>Education</b>	None	Educating AI capabilities in specific business functions (e. g. HR)	Educating key staff on the use of AI data capabilities	Educating key staff on business principles that can be used to power AI	Educating key staff on how to create business principles applicable to business transformation
<b>Application</b>	Starting market awareness	Considering AI technologies for certain functions	Defining AI models for the business unit	Defining AI models at the corporate level	Defining AI models to TTB
<b>Experimentation</b>	Defining proof-of-concept terms and reference	Proof-of-concept testing already happening	Proof of concept for the business units completed	AI solutions in place to forecast from business principles	TTB models tested
<b>Evaluation</b>	Preparing expression of interest (EOI)	RFP released to the market to acquire, deploy and govern certain AI solutions	AI contracts in place	AI facilities already deployed	TTB AI deployed
<b>Business Priorities</b>	No further contact is made with the client after the call is closed	Limited AI budget due to lack of business buy-in	Business cases are in place	Business cases are in place covering the corporate needs	TTB business cases in place
<b>AI Capabilities</b>	None	Establishing AI data for specific functions	Adequate capability to run the business is in place	AI provides RTB, GTB, TTB capabilities on the basis of data and/or business principles	AI RTB, GTB and TTB capabilities in place
<b>Business Processes</b>	None	RPA solutions being considered	Key business unit's processes automated	Key corporate processes automated	TTB key processes in place
<b>Governance</b>	None	Procurement processes in place. AI services management after contract signature is lacking	All AI governance processes are in place	AI governance processes efficiency improved	AI governance processes optimised
<b>Business Impact</b>	Business is not benefiting from AI potential capabilities	Partial AI capability to run the business	Adequate AI capability to RTB and GTB on the basis of available data	Adequate capability to RTB, GTB on the basis of data and/or defined business principles	Adequate AI capability to TTB