AI is already transforming how organizations do business, manage customer relationships and stimulate groundbreaking innovation. However, organizations are missing a bigger opportunity by ignoring the low-hanging fruit.

Over half of organizations (58%) are tackling “need to do” use cases instead of “must do” (46%), which are of high benefit but low complexity.

Our research shows that organizations implementing a large number of “must do” use cases drive significantly higher benefits than those implementing a smaller share.

Average gain of implementers of “must do” use cases over low-implmenters (percentage points)

So, where should organizations invest in AI?

A number of “must do” use cases present lucrative opportunities for all sectors.

AI is driving significant benefits across the organization.

### How to get started with an AI strategy and roadmap?

1. **Craft a vision** for what the organization wants to achieve with AI.
2. **Explore AI’s initial, high value use cases and technologies needed to implement them**.
3. **Start building capabilities to develop AI use cases**.
4. **Launch proofs of concept and pilot implementations on selected use cases**.
5. **Scale the pilots to business-wide scope**.
6. **Establish governance to prioritize AI projects**.
7. **Continuous transformation**
8. **Nurture an AI/insight-driven culture**

Interested in reading the full report? Head to: www.capgemini.com/resources/turning-ai-into-concrete-value-the-successful-implementers-toolkit