

# How to align AI & BI to Business Outcomes

ATSCALE

# Today's Speakers



## Ram Kumar

Chief Data & Analytics Officer  
Cigna

Ram is responsible for driving Cigna's data and analytics strategy and its execution for 30+ countries covering The Americas, EMEA, and Asia Pacific.

Ram has over 32+ years industry experience with over 28 years in technology, 25+ years in Data and has worked in AI field for 20+ years starting in 1985. He has worked for many large organizations globally and has served as CEO, CIO, CDAO, Chief Architect, AI Scientist and as principal consultant. He has published over 150 articles on Data and Technology.



## Juan Gorricho

VP of Global Data & BI  
Visa

Juan leads 60+ members team driving data use at Visa globally, including data acquisition and architecture, data governance and quality, and data consumption for internal decision making, for product development, and for data sharing.

Jointly with Technology leadership, he defines and drives the execution of their investment portfolio for data management programs.



## Aruna Pattam

Head of AI & Data Science  
HCL Technologies

Aruna Pattam is a Global AI thought leader and is currently the head of AI & Data Science at HCL Technologies for the Asia Pacific and the Middle East region.

Aruna was recently awarded the "The Most Admired Global Indians 2021".

Aruna has spent the last 22+ years working for global organisations such as SAS, CBA, Westpac, AMP delivering decision support systems using analytics, AI/ML.

Her current focus is on how to use AI and Data Science at scale in order to solve business challenges



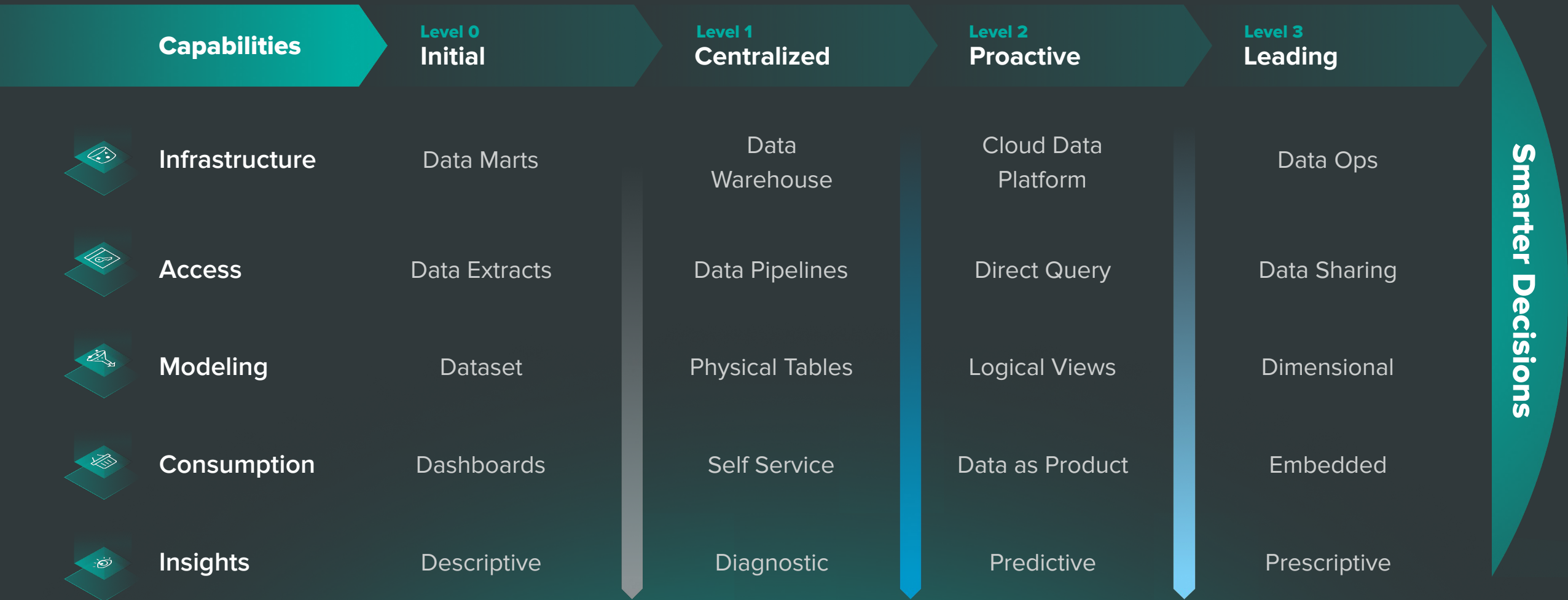
## Greg Coquillo

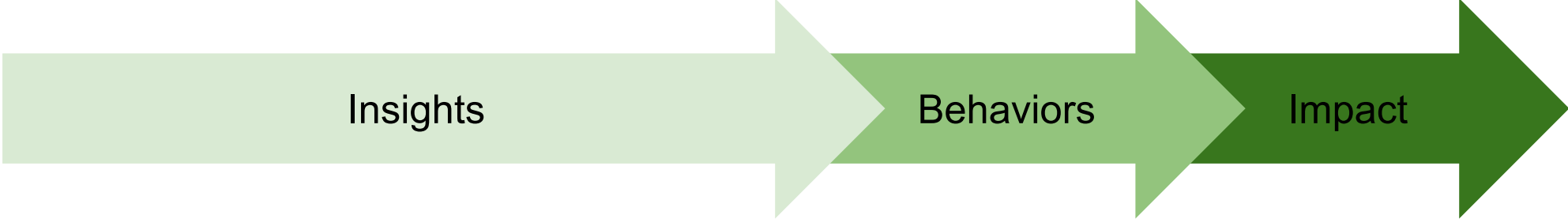
AI Technology Manager  
Amazon

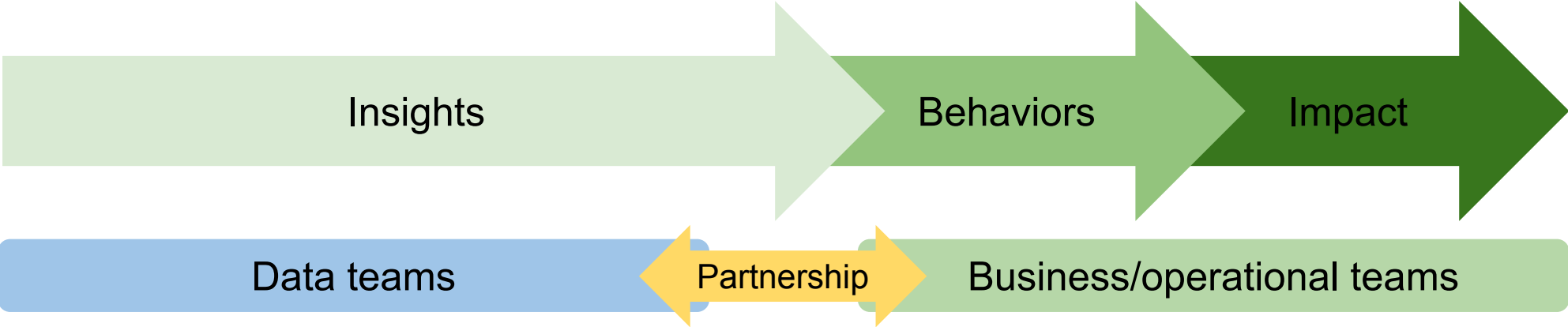
Greg has been using data for 10 years to generate business value. His passion for solving use cases at scale has led him to deep dive into the world of Artificial Intelligence.

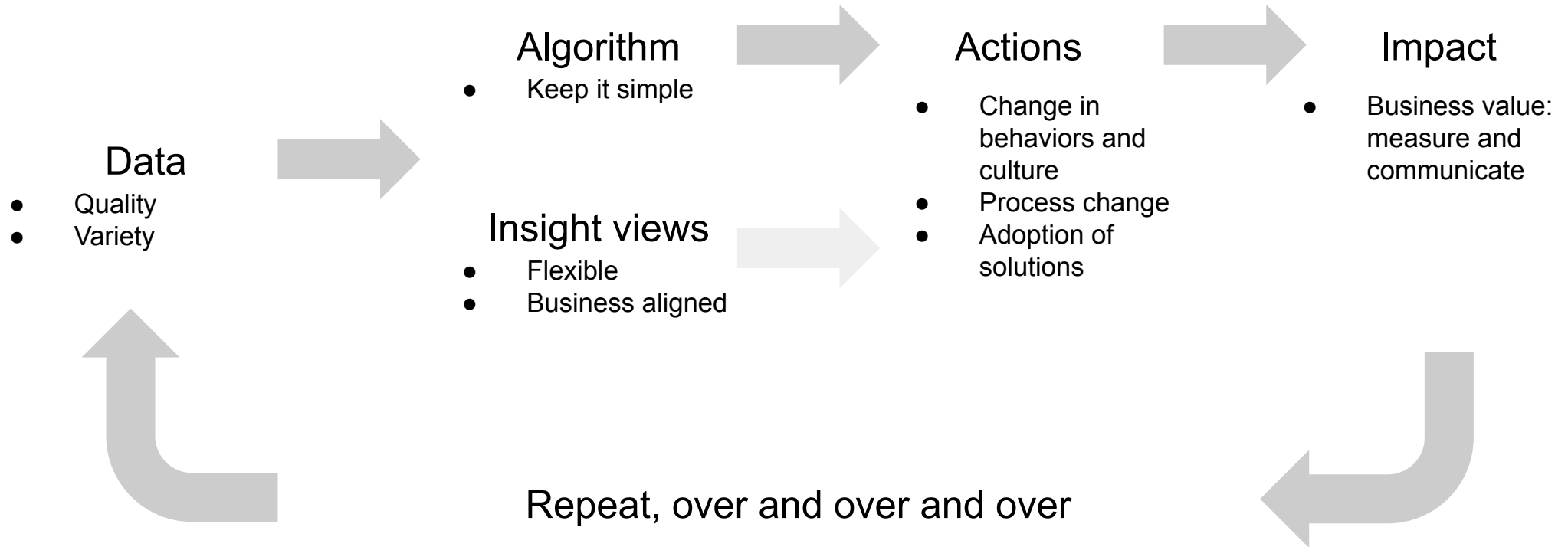
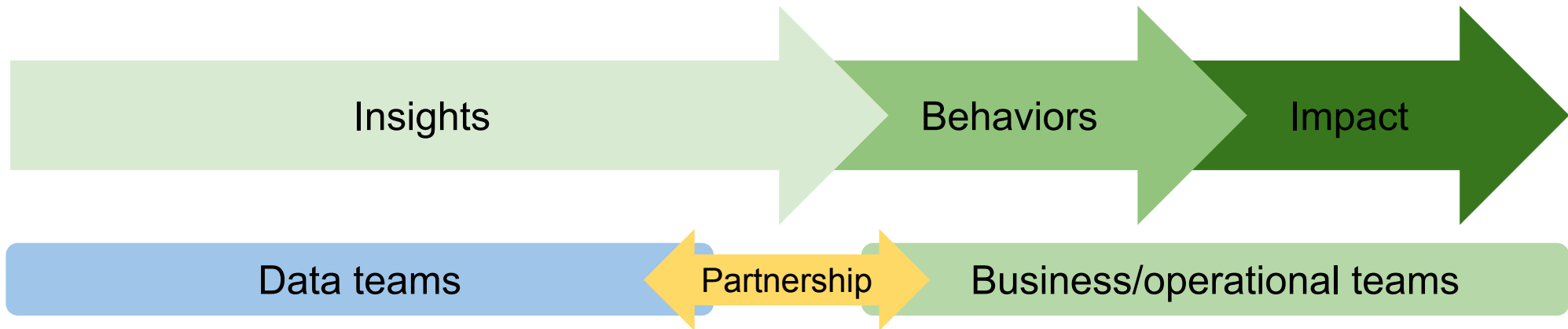
As a Technology Manager at Amazon, he owns a roadmap that drives the creation and adoption of AI products that support Global Product Safety and Compliance. He works with his team to design predictive models that enhance business decision-making and performance to accelerate growth, reduce time-to-market of products, and monitor cross-geo compliance requirements while ensuring customer safety.

# Data & Analytics Maturity Model



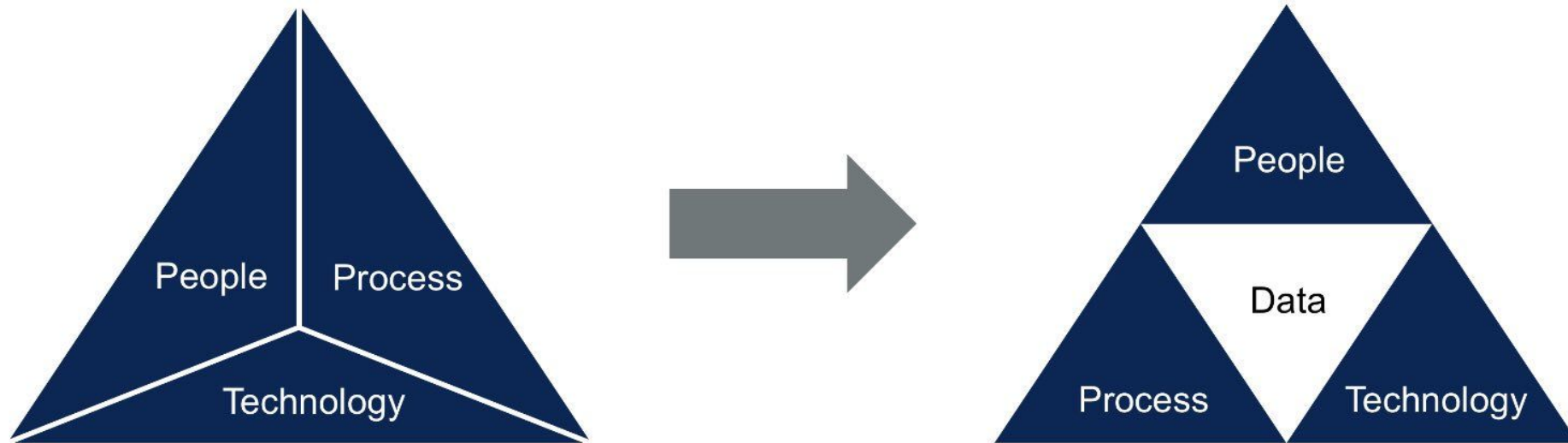






# Defining Data Literacy: The New Core Capability of Digital Society

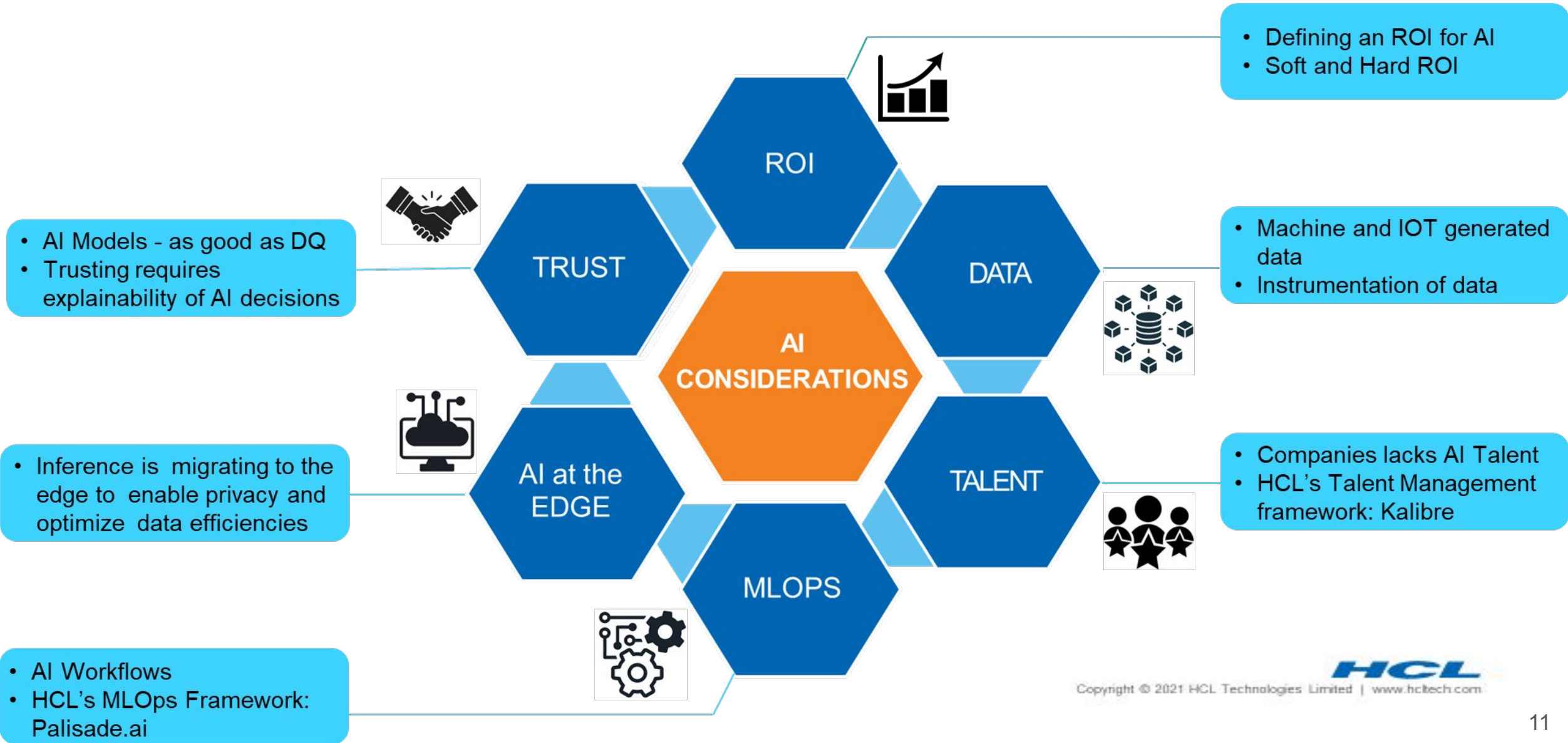
While conversant in the “people, process and technology” capabilities of business change, most executives and professionals do not “speak data” fluently, as the new critical capability of digital society.



**Gartner formally defines data literacy as:** The ability to read, write and communicate data **in context**, including an understanding of data sources and constructs, analytical methods, and techniques applied, as well as the ability to describe the use-case application and resulting value.

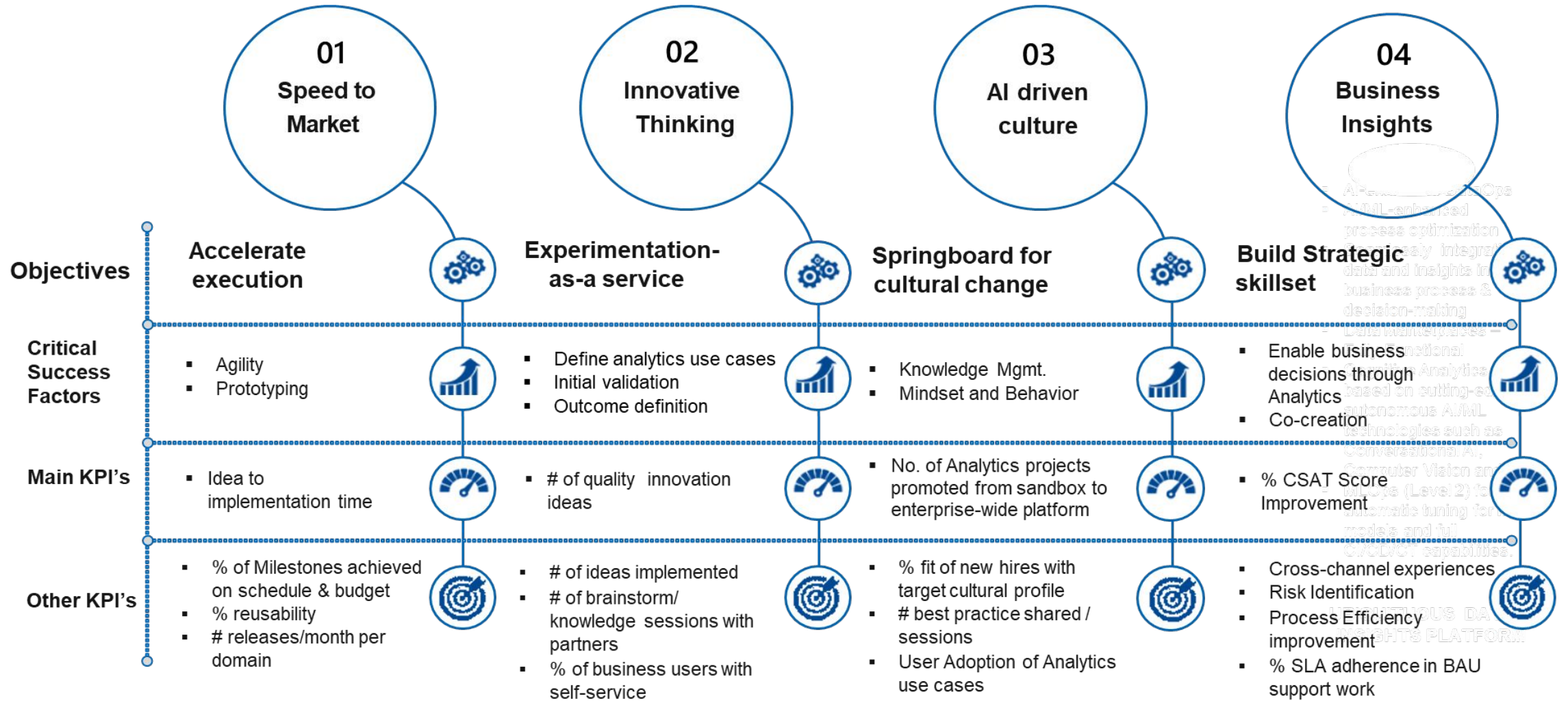
**Informally ...** do you “speak data”?

# AI: Key considerations

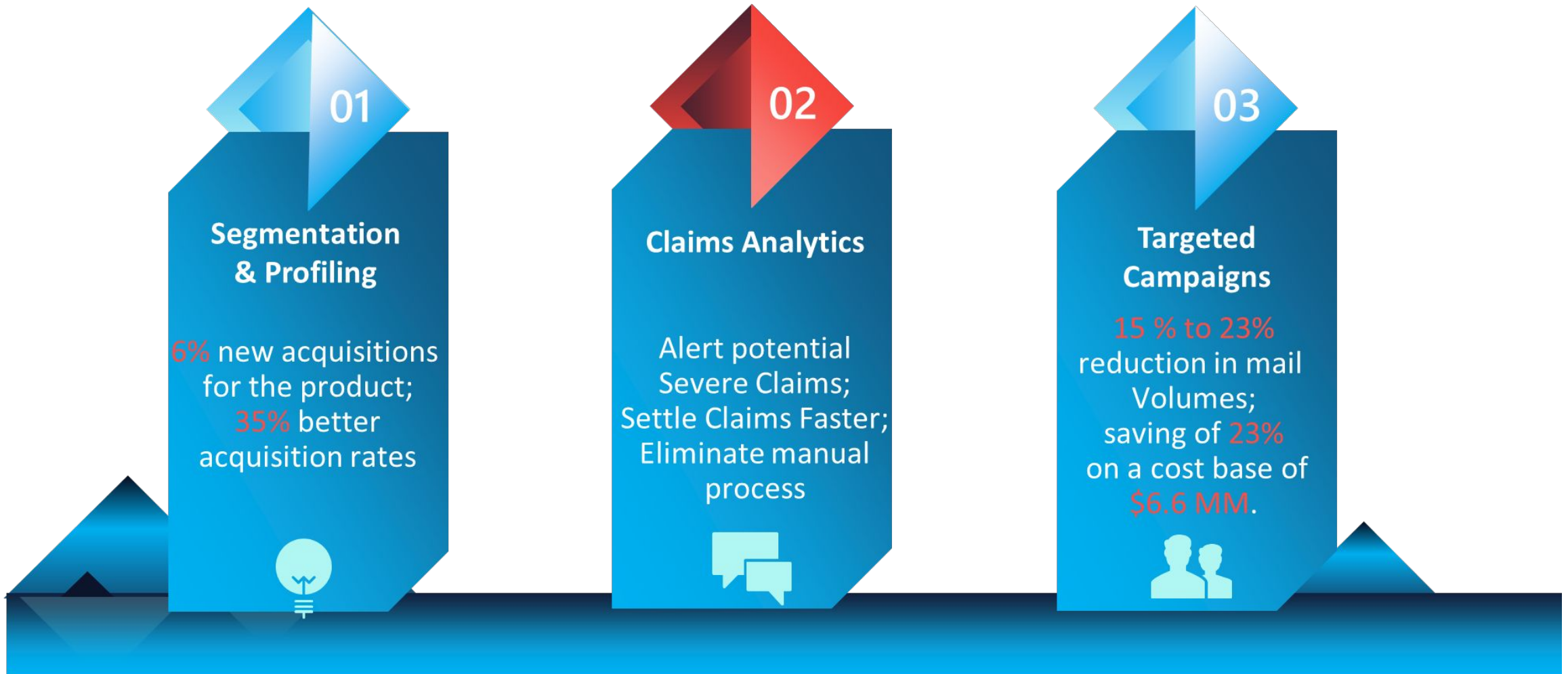




# Measuring the success of AI/BI Programs

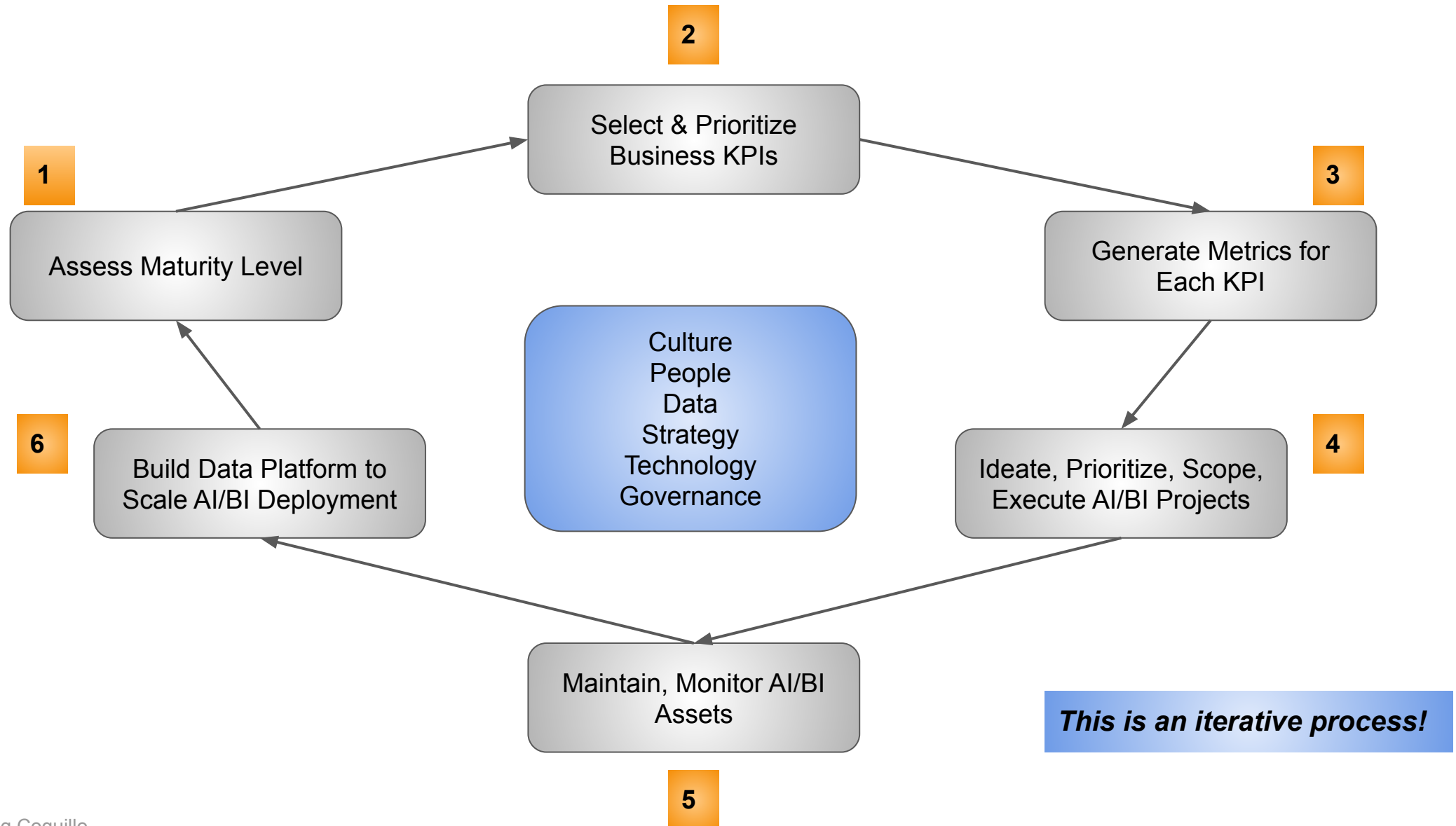


# Some Case Studies in F100 Fin Svcs...



# Steps to Connect AI and BI Projects to Business KPIs

To enable AI and BI project, data literacy culture must start at the top and ooze through the organization.



# Example of AI/BI Maturity Level Assessment Framework

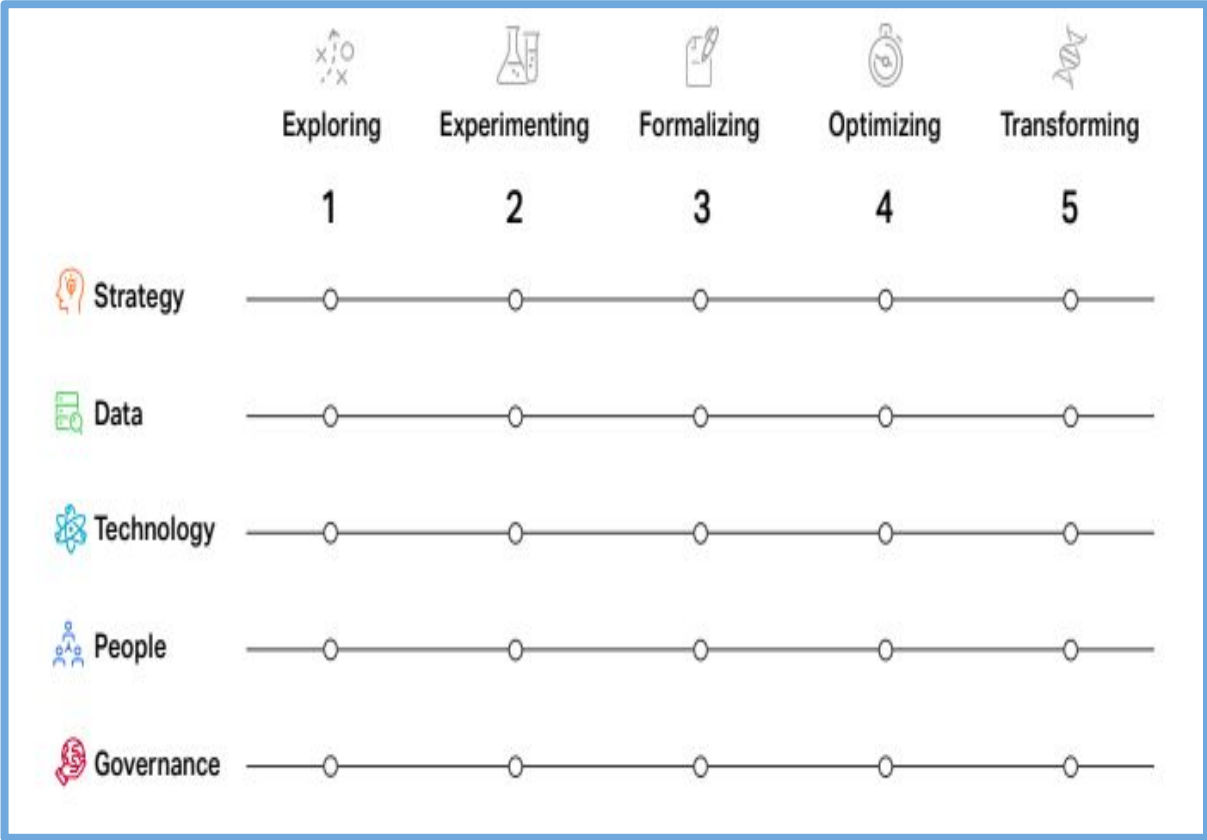
**Strategy:** Plan of action to achieve desired level of AI/BI maturity

**Data:** Data required to support specific AI/BI technique defined by strategy

**Technology:** Technical infrastructure and tools needed to develop, train, deploy and manage AI models end-to-end

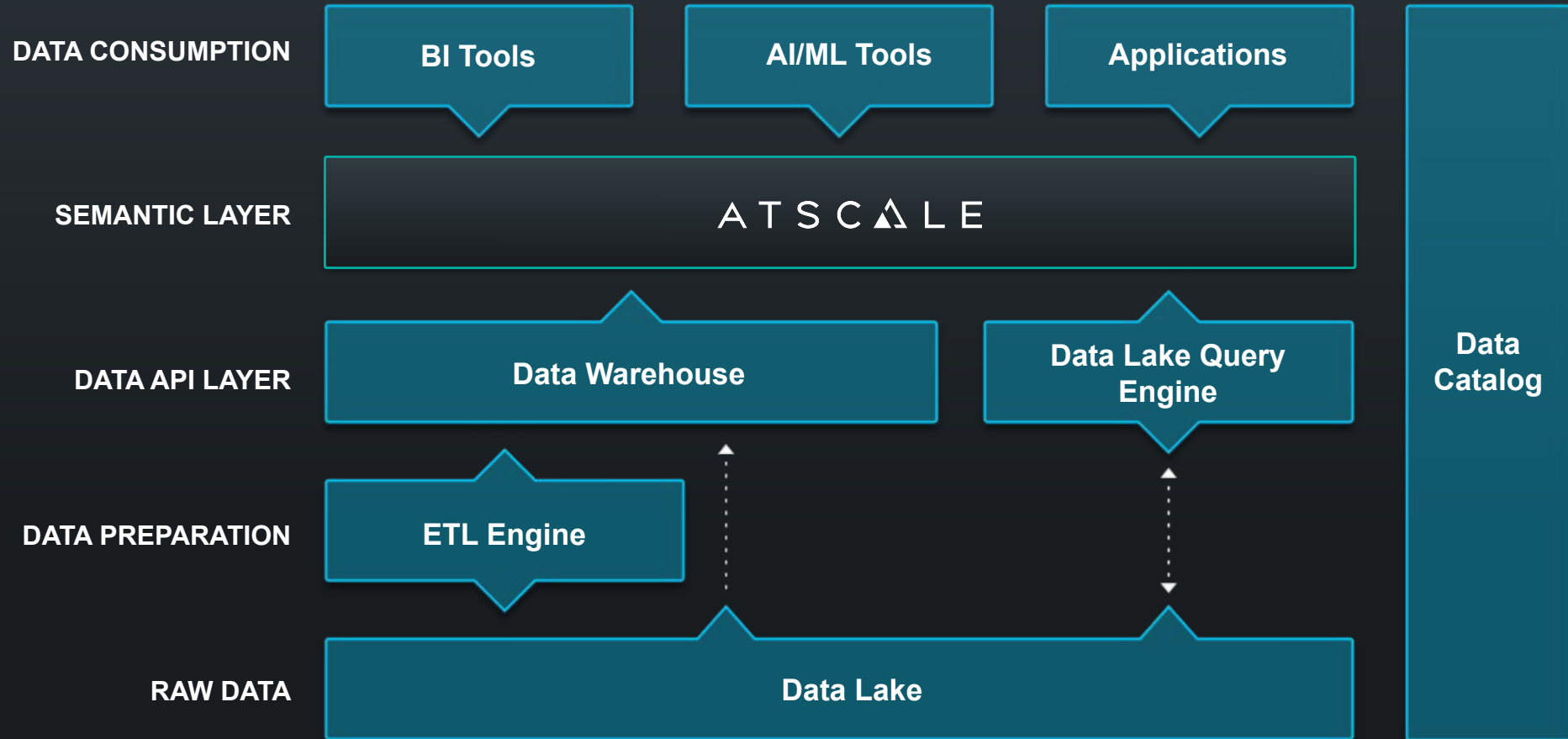
**People:** Best practices, roles, and skills required to successfully ideate, prioritize, scope, launch and measure the success of AI and BI initiatives

**Governance:** Processes, policies and technology that ensure reliable, accountable, safe and trustworthy AI/BI solutions



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