G-Cloud 15

Articulating the Value of AI

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Transforming Business Using AI and Cloud

The challenge of integrating AI solutions into 'business as usual' operations is becoming critical for organisations to draw out the touted benefits and value that many say the systems can provide. Despite the opportunities and building corporate knowledge, scaling AI within operational systems can still be a challenge. PwC has long been a leader in the field of Artificial Intelligence (AI), boasting a rich history of expertise and pioneering contributions that predate the surge in popularity of Large Language Models (LLMs). Our involvement in AI's evolution allows us to offer a robust suite of solutions, including proprietary software and comprehensive frameworks designed to manage the lifecycle of AI technologies from discovery to operationalisation. This proficiency in AI complements our strategic insight into cloud technology, which is increasingly becoming a fundamental foundation for public sector strategy to complement and enable AI technologies.

As Departments navigate the transition to Scaled AI across different cloud providers, our role has been pivotal in helping our clients leverage cloud strategies to achieve their AI objectives. Our services balance cost management and optimise cloud usage, fostering rapid adaptation to new operational methods. We provide opportunities to harness complex datasets, drive new use case opportunities through innovative cloud applications, and allows robust security and compliance features to be embedded in infrastructure used.

PwC offers customised frameworks that draw on our extensive experience across the private and public sectors, to offer safe and effective exploitation of cloud technology for AI. Our approach includes a blend of Business, Customer Experience, and Technology (BXT) strategies, tailored to each client's unique needs. We support clients throughout the entire strategy and execution lifecycle, address specific business challenges during implementation, and provide trusted advisory services to manage risks and facilitate each programme's success.

Our service offering provides a comprehensive framework for measuring the value of AI to support and justify its adoption by your business. We start by identifying key performance indicators (KPIs) that align with your organisation's strategic goals and can be directly influenced by AI technologies. Our approach includes both qualitative and quantitative assessments to capture the full spectrum of AI benefits, from cost savings and efficiency gains to enhanced decision-making and competitive advantages. This allows stakeholders to have a clear understanding of the expected value. Additionally, we conduct scenario analysis to illustrate the impact of AI under various conditions, reinforcing the business case with robust evidence. Our methodology not only quantifies the immediate financial benefits but also evaluates long-term strategic value, such as increased agility, innovation potential, and customer services positioning, providing a holistic view of how AI can transform your organisation.

AI Integration and Implementation Services

This section describes in more detail the service features and benefits included within this service definition document.

G-Cloud AI Integration and Implementation

Our service offering is designed to provide a framework to assess AI's value within cloud services, aligning key performance indicators with strategic goals, using a proven value approach. This approach combines qualitative and quantitative assessments to demonstrate AI's impact on decision-making and long-term strategic benefits, illustrating how AI and cloud integration can transform your business.

Articulating the Value of AI Service Features

- Build confidence in scaling emerging technologies
- Align AI deployment and scaling with strategic goals and policy objectives
- Identify KPIs relevant to public sector value frameworks and AI applications
- Quantitative analysis to measure AI's financial and operational impact
- Assess qualitative improvements in public service delivery and efficiency
- Scenario analysis to evaluate AI under different policy environments
- Identify challenges and risk and formulate mitigation strategies within AI scaling strategies
- Launch and incrementally build AI projects to showcase AI benefits in public services
- Project AI investment ROI, supporting budgetary justifications.

Articulating the Value of AI Service Benefits

- Track benefits from business cases through implementation to realisation of Value
- Aligns AI initiatives with objectives for effective implementation
- Enhances and informs decision-making through “real” value driven insights
- Manages risks with strategic implementation planning
- Provides data-driven justification for AI investments
- Supports budget requests with ROI projections.

Our Experience - How can we help?

Cloud computing significantly enhances AI services by providing the infrastructure, scalability, and efficiency necessary for developing, deploying, and managing AI applications. The evolution of technology and the emergence of new innovative and potentially disruptive technologies is accelerating. Organisations are working out how and when they should deploy new cloud services to take advantage of AI and other emerging technology solutions.

We have developed a range of tested approaches to help our clients in both private and public sectors deploy and get scaled value from their AI solutions. It is important that the value of the solutions can be articulated alongside any ambition or priority to scale. The focus in these cases shifts towards validating the broader applicability, impact, and sustainability of the solution across multiple dimensions of the business. This phase is critical for establishing a strong business case for further investment and wider deployment, whilst simultaneously setting the organisation up for success in understanding how to monitor the value the solution will provide across time.

Our view on the service features within this service definition document are presented below:

Delivering Proven Value from AI

Proving and articulating the value that AI can bring if scaled is pivotal in setting up organisations for success by establishing a robust method for monitoring the long-term value of the solution. With a background in scaling and "operationalising AI" across diverse client sectors, we focus on a structured approach to understand and articulate both the challenge and potential benefit of solutions. This involves selecting real-world scenarios across different teams and functions to assess the generative AI's versatility and impact through a series of controlled yet expansive pilots. These pilots are designed to simulate full-scale operations, involving a broader user base and increasingly complex scenarios, while also establishing continuous feedback mechanisms for iterative improvements. Additionally, documenting insights, challenges, and successes from these pilots provides essential guidance for future deployments and investment decisions.

The expansion of evaluation criteria within these pilots is also crucial. We aim to understand specific challenges which informs investment decisions beyond the standard technological considerations. These include challenges we've identified from previous and current client support, such as:

- Limited data availability
- Complex data integration
- Significant training and change needs.

Using this as a basis we can extend success metrics to include broader business outcomes like market share growth and long-term customer value alongside sustainability and scalability metrics. In doing so we can facilitate a comprehensive evaluation of the AI solution's performance over time and across various organisational areas. These detailed cost-benefit analysis, compliance checks, and quantification of both direct and indirect benefits are embedded into this process, ultimately justifying the investment through demonstrable improvements in efficiency, customer and employee satisfaction, and overall business performance.

Why Choose Us

Our expertise and experience in AI and cloud technology are backed by a proven track record in the public sector, understanding the complexities of enterprise and business transformation using cloud technology.

We have a commitment to tailoring our solutions for our clients and understand that there is no one-size-fits-all answer. This comprehensive service offering is designed to address the specific challenges faced by government entities when adopting AI and cloud technologies to facilitate successful, responsible and safe integration and transformative impacts can be seen in front line public services.