Accelerate your path to generative AI success

We know from NTT DATA's own experience with generative AI (GenAI) initiatives that they can be difficult to build and maintain. And because they can also be quite costly, deriving significant net business value is often a major ROI challenge.

How can you design — and accelerate — a GenAI journey that minimizes these ROI challenges?

You need an approach that not only enables you to operate more efficiently, but also opens new pathways to generate revenues, improve customer experiences and gain competitive advantage. Our GenAI Strategy & Roadmap accelerator is designed to fast-track the implementation of GenAI initiatives that are aligned to business goals and engineered to deliver value.

Build a GenAI Strategy & Roadmap in 6-12 weeks

How the process works:

- We work with your internal teams and your business partners to create a GenAI PayOff Matrix that catalogues and prioritizes your potential use cases.

- We then build mini business cases for the top ones and help you roadmap them out in tandem with the data strategy that enables them.

The whole roadmapping process is designed to help your organization think about and plan for the next two to three years, and identify the opportunities to improve your GenAI capabilities.

Why is data strategy so critical?

Companies that lack a coherent data foundation often struggle to bring even their highest-value use cases to fruition.

Business problem

Client is early in their GenAI journey and looking for best practices that are appropriate for their business and technology environment

Approach

- Ideate and prioritize GenAI use cases that drive business value

- Build a GenAI roadmap that prioritizes efforts for the next 2-3 years, driven by payoff matrix assessment and in coordination with existing technology efforts

Deliverables

- GenAI Use Case Catalog
- GenAI Use Case Pay-Off Matrix
- GenAI Implementation Pattern
- GenAI Roadmap

Roadmap timelines

Start

Week 1
Conduct GenAI use case ideation workshops with business, data science and IT resources

Weeks 2-4
Assess feasibility of GenAI opportunities and develop ROI value estimates

Weeks 5-6
Refine and prioritize GenAI opportunities and build preliminary GenAI roadmap

Weeks 7-8
- Build final GenAI strategy and roadmap artifacts
- Finalize GenAI Implementation Pattern recommendation

More time?

Have more time and want deeper insights into your GenAI capabilities and potential? We can work with you to:

- **Evaluate** your current-state data science analytics capabilities across people, process and technology

- **Deliver** a custom GenAI Maturity Assessment

With our GenAI Strategy & Roadmap accelerator, you're able to move fast on GenAI initiatives that will deliver business value now AND build out a blueprint for future success.

Connect with our AI Advantage team to jumpstart your GenAI journey.