



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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From Concept to Achievement

Navigating the Journey of AI Project Delivery for Lasting Results

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M&G Plc, 2024



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Meet the presenter ■

Outline .

1. Brief introduction
2. Other software projects vs AI projects
3. Example



2019 – Gartner Research

85%

of AI projects will fail by 2022



A bit of history of AI...

1980s – Decision Emulation with
Expert Systems

1950-70 –

LISP & ELIZA

1950s:

- 1950 - **"Computing Machinery and Intelligence"** (Alan Turing)
- 1956 - **Dartmouth Conference**

1990-2011:

- **Deep Blue** (1997)
- Emerge of the Internet – Beginning of **Big data**
- **Computational power** advance

2011 –
Present

- **Boom of AI**
- **AlphaGo**
- OpenAI **Chat GPT-3**

A bit of history of Software Project management...

1950-70 – **Dark Ages**, not much definition

1970s – **Waterfall** model introduction

1980s – **Spiral model** is proposed

• 1986 – “The New New Product Development Game” article

1990s – **Agile frameworks** emerge (including Scrum, Kanban)

2001 – **Agile Manifesto**

Late 2000s – **DevOps**

Should we treat AI projects like a standard SW project?

Boom of AI

2011-Present – **2nd evolution of Agile**, Lean methodologies, CI/CD...

Software Projects ■

Other elements

Idea

- Business Case
- Regulatory Driven
- Tech Mandatory (updates)
- Innovation

Requirements

- Given by business stakeholders
- Driven by regulations
- Driven by technology change
- Driven by business innovation

Funding

- Coming from Run/BAU
- Coming from Projects

But always approved from Business

AI | Software Projects .

Other elements

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AI projects

- **Agile** Development
- Ideas coming from **business cases & innovation** forums
- **Requirements** driven by **innovation & business**
- **Funding not clear**
- ...

What can we do different?



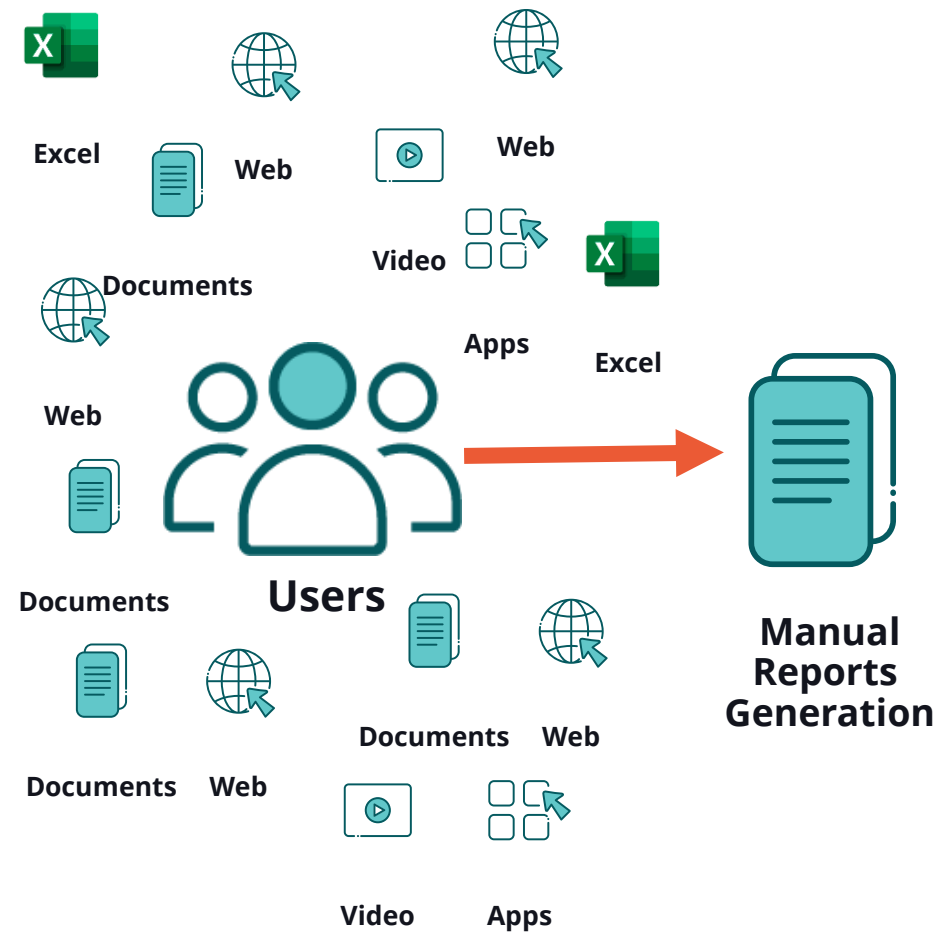
3 Key elements

Let's see with an example



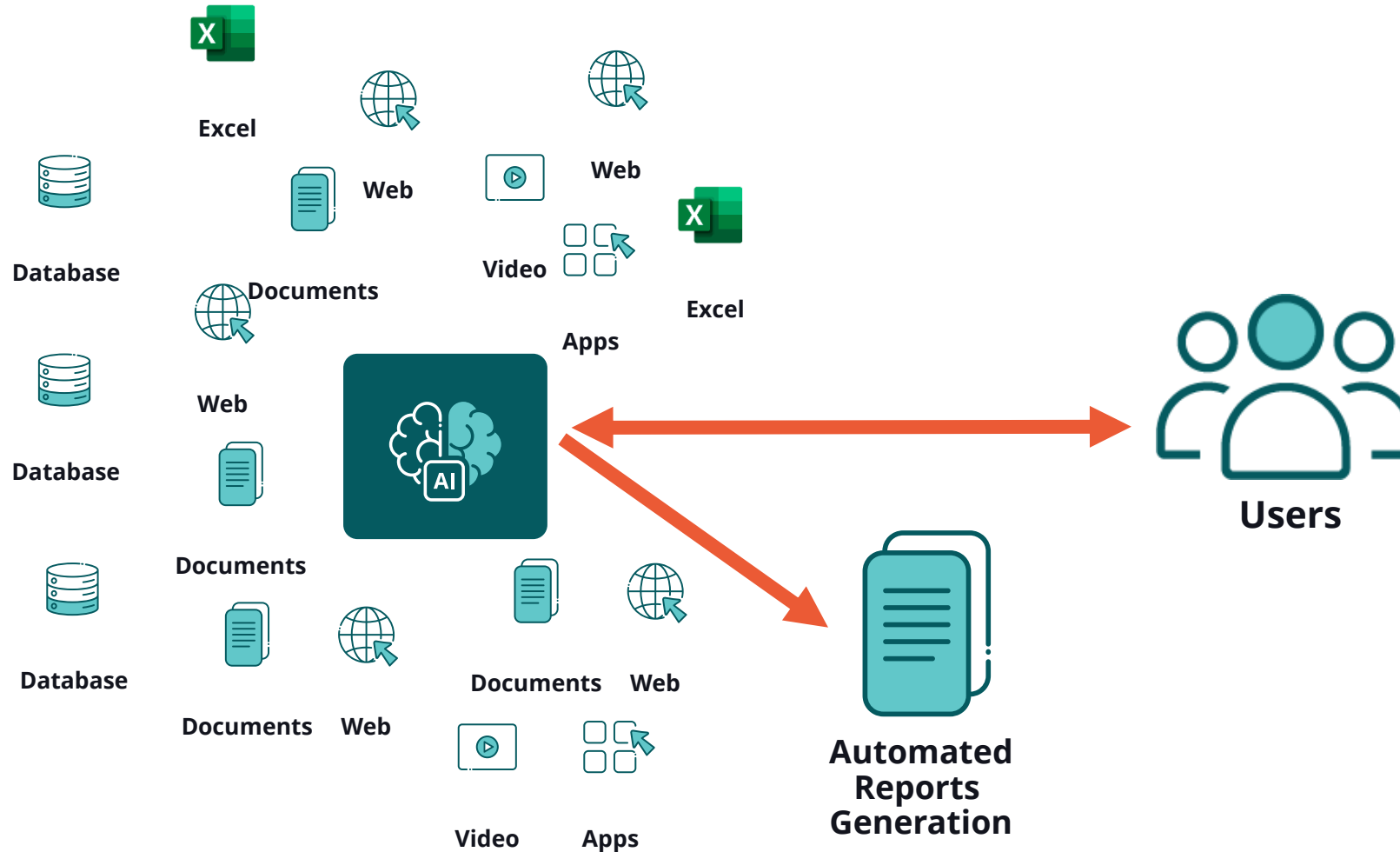
Example | Problem statement .

Report Generation



Example | Smart Doc Assistant .

AI based document processing and collaboration tool - Outcome



AI Projects Key elements .

Empiricism: PoC's & Experiments



Stakeholders' Buy-in



Embedded Model



Example | Smart Doc Assistant .

AI based document processing and collaboration tool - Implementation

Data Sciences Experiments

- Business case
- Unfunded
- **Low BA involvement**

Embedded Model

- Business Engagement
- PoC's & Business Case
- **Heavy BA involvement**

Project (Iterative Development)

- Business case -> Funding assured!
- Agile development
- **Heavy BA involvement** (regular act + model training)

Monitor & Enhance

- Monitoring -> Train model
- Improvements
- **Medium BA involvement**

Time

Business Case

"First" Release

Conclusions .

Takeaways

Empiricism

“Start exploring AI now, don't wait for requirements to come!”

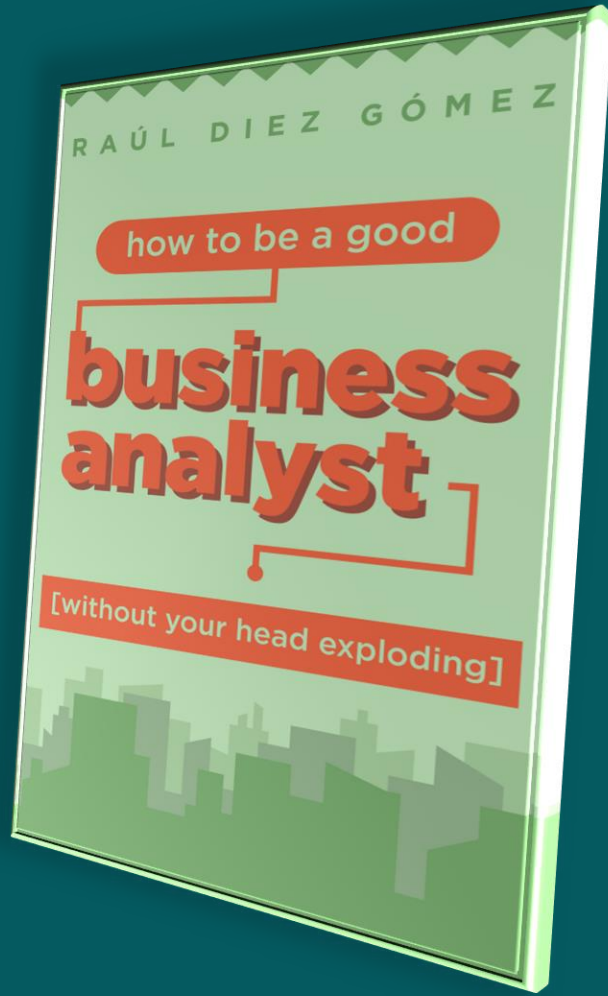
Stakeholders Engagement

“Give stakeholders something so they can trust”

Embedded model

“Work shoulder to shoulder with stakeholders as one of them”

DO NOT WAIT! START NOW!



Thank you .

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