devoteam

AI-driven tech consulting

The AI Playbook

Lessons from Two Years of Real-World Deployment

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The Whirlwind: 2022-Now

- **2022 Dec - Q1 2023: The "Wow" Moment** 🤯 (ChatGPT, Midjourney etc.)

- **H2 2023 onwards: Investment & Strategy Scramble**

  - **The Anxiety:** *"Are we falling behind? **Is it too late??**"* 🤔

- **2024: Regulation Rush** ⚖️

  - Hard to see where we are and where are we headed

  - Unreasonable hype and expectations

1. What did we learn?

Things that actually worked

Learnings Pt 1: What *Actually* Worked? (Areas 1 & 2)

Areas where AI delivered tangible results:

- 🔍 **Internal Knowledge Search (RAG)**

  - Reliable answers from *your* company data (support, compliance).
  - *Example: Scout, Strawberry's chatbot.*

- 💻 **Developer Productivity**

  - Code generation & assistance boosting development speed.
  - *Example: this presentation, vibe coding games*

Learnings Pt 1: What *Actually* Worked? (Areas 3 & 4)

More areas where AI delivered tangible results:

- 🤖 **Smarter Chatbots / Assistants**

  Advanced reasoning models

  - *Example: Generating job descriptions.*

- ⚙️ **Process Automation & Insight**

  - Streamlining specific workflows, assisting humans.
  - *Example: CV sourcing, customer background check.*

Key Lesson: Let people use AI responsibly.

Learnings Pt 2: The PoC Trap & Hurdles

Getting from demo to real-world value is the hard part.

- **Unbelievably easy to get started** ✨

  - We typically get amazing PoCs in 2-day hackathons*

- **Common Hurdles We Saw (and helped solve):**

  - 📊 Data Quality & Governance

  - 🔒 Security & Compliance Risks

  - 💰 Cost Management & Clear ROI

  - 🧑‍💻 Talent Gaps & Upskilling Needs

  - 🔄 Change Management & User Trust (Probably the #1)

Learnings Pt 2: Strategic Choices & Bad Fits

Beyond technical hurdles, strategic choices matter:

- ⚖️ **Build vs. Buy Dilemma**

  - Tech moves FAST. Vendors might offer what you just built.
  - **BUT:** Building provides crucial **experience, context, and tailored solutions.** It makes you a smarter buyer later too.

- **Where AI Isn't Suited (Yet):** 🚩

  - Generating content for places where it's expected to be human generated (blogs, social media).
  - Big decisions without human oversight* (humans aren't much better and usually the world is equipped to deal with this)

2. Looking Ahead

Maturing & What's Next

Looking Ahead: Maturing & What's Next

- **Maturing Now (Monitor Closely):**
  - 🖼️ Image Generation
  - ✔️ Useful Agents
  - 🧪 Research Agents
  - 🖱️ Low-code/No-code AI
  - 💻 Capable Local Models (Privacy/cost)

- **Further Horizon (The Sci-Fi Stuff):** 🚀
  - 🧠 Complex Agentic Systems
  - 🎬 High-Quality Video Generation
  - ✨ AGI (*Maybe... someday?*)
  - 🧩 MCP or Model Context Protocol (Everything AI)

Conclusion: Navigate, Don't Panic

- The last two years: Hype, anxiety, but also real progress.

- Now: Focus on **pragmatic deployment** & **sustainable value**.

- Learn by doing. 💡

- Build solid **foundations** for the next AI wave. 🏗️

Your AI Playbook: 3 Key Actions

How to avoid becoming an AI failure case study? Ask these questions:

1. 🧠 **Master Your Knowledge:**

   o How are we systematically **capturing, storing, and *sharing*** knowledge (know-how, decision reasoning, outcomes)?

2. 🎯 **Focus on problems, not the solution:**

   o What are the top-3 things people "waste time" doing?

3. 🧭 **Real AI strategy questions:**

   o How are we integrating into the AI ecosystem? Are we providers or clients? What is our competitive edge?

Q &A

Thank You!