

# Rethink digital transformation

3 practical AI-driven applications to improve resiliency and lower costs



# Deliver quick tech wins and high value right now

Waiting for recovery from recent market disruptions is not an option. The uncertainties of the current moment make a digital transformation almost sound too distant.

Companies need practical AI-driven technologies now to relieve the pressure from unpredictable revenue streams and variable costs.

While 70% of companies have a digital transformation in place or are working on one, only about 30% of organizations, according to an Avanade AI Maturity Research study, consider themselves mature in their use of artificial intelligence (AI). Many struggle to find the best use of data and AI and are rethinking their digital investment plans.

## **Avoid digital transformation fatigue**

At a time when digital disruption is changing fundamental market behaviors, AI projects can no longer be multi-year endeavors, stalling out early without results. When this happens, transformation fatigue settles in.

The many causes of transformation fatigue include lack of use cases, tech strategies not aligned to business objectives, fragmented technologies and legacy systems that don't play well together, as well as limited internal technical resources.

According to research in Harvard Business Review, of the **\$1.3 trillion** spent on digital transformation in 2018, an estimated **\$900 billion** was wasted when initiatives didn't meet their goals.

**43% of decision-makers** are having digital transformation fatigue.

# Use **practical AI** to spark innovation and knock down tech roadblocks

The good news is organizations can increase business resiliency and lower costs no matter where they are in their AI maturity.

They can apply practical AI technologies to knock down tech roadblocks and generate quick sustainable wins that will help validate and fund a full-scale digital transformation.

## 3 AI-driven technical applications

1. Develop cloud-first mobile applications for a more dispersed, remote workforce and increased productivity
2. Create touch-free experiences with intelligent devices to help increase safety and lower costs
3. Use AI-powered conversational platforms to improve customer service and increase productivity

The AI-driven applications you will read about are not exploratory, high-risk initiatives — rather, they've been tested across a variety of industries. When applied with agile models, businesses can scale these AI applications across the enterprise for faster time to value.

AI-powered enterprises will see a **25% increase in success rates** of new product introductions and 1.5x higher net promoter scores than competitors due to the ability to offer a wider variety of experiences.



# 1. Develop **cloud-first mobile devices** for a more dispersed, remote workforce and increased productivity

The days when people worked in the same location, all the time, used paper to track metrics and went into the office to access files are fading fast as the definition of the workplace is changing forever.

Cloud-first mobile applications play an important role in ensuring a seamless transition from in-office to virtual. AI and advanced tools, including speech and image recognition, allow remote employees to rapidly perform multiple tasks, from processing claims to translating languages.

However, many businesses often deal with too much data and too many different workforce applications. With the use of cloud connections, analytics and mobile devices, employees can quickly process and analyze data from any location at any time.

For example, with edge computing, a distributed open information technology architecture and deep learning computer vision models, a water management company deployed a mobile solution that helps employees quickly and accurately test and view bacteria levels in the water. Testing time was reduced from weeks to 30 minutes, helping prevent the spread of a potential outbreak.

74% of organizations plan to shift some employees to remote work permanently.

By 2023, more than 50% of new enterprise infrastructure deployed will be at the edge rather than corporate data centers, up from less than 10% today.

## 2. Create **touch-free experiences** with intelligent devices to increase safety and lower costs

The world is increasingly aware of the health risks associated with face-to-face interactions without adequate social distance.

For businesses to retain customers and grow, they need to create touch-free experiences to reassure clientele and employees.

Intelligent devices are increasingly being used to create contactless exchanges for customers and employees. These cloud-first, connected devices create a touch-free environment that allows businesses to remotely collect vast amounts of information every second of the day.

Information collected provides numerous opportunities from modernizing operations to deploying new health precautions. For example, contactless entry points in a manufacturing plant or a hospital can be designed with automatic temperature checks and tracking capabilities to keep people safe.

AI-powered smart devices can be used to help technicians monitor performance and prevent service disruptions often without an onsite visit. This minimizes health concerns due to face-to-face interactions and decreases costs.

Unplanned downtime costs manufacturers an estimated **\$50 billion** per year, of which **42%** is a result of equipment failure.

**79% of consumers** worldwide are using some form of contactless payment due to the pandemic.

### Case Study

## Integrated cloud and IoT solution improves customer service

**Challenge:** [BDR Thermea](#) is a global manufacturer and distributor of sustainable and smart climate and sanitary hot water solutions and services.

**Solution:** Avanade helped the company design and deploy an Internet of Things (IoT) Connected Services platform that integrates with [Microsoft Azure](#) to capture the status of connected devices. [Sitecore](#) manages the information and alerts the BDR Thermea team of potential issues.

### Results:

- Prevented a service visit in 58% of cases based on information provided to call center
- In 8% of cases, proactively reached out to customer because service desk staff noticed a repeated error
- Reduced service operational costs by 10%

### 3. Use AI-powered conversational platforms to improve customer service and increase productivity

Conversational platforms have evolved from automated phone menus to customized interactions. When the pandemic caused extreme pressure to answer a high volume of urgent questions, businesses were able to handle queries at mass scale and still deliver hyper-personalized customer service.

Conversational AI includes chatbots and virtual assistants that engage and support people with easy and personalized service. Even as customers are weary of pressing two for reservations and three for service, service representatives are just as tired of repeatedly answering the same question.

Now with AI, discussions can be interpreted with the intent behind the chat or phone request. With the use of machine learning (ML), virtual assistants can quickly process information and analyze conversations including human behaviors and emotions.

Customer service agents often rely on virtual agents to provide them with the information before talking with a customer. Through intuitive graphical interfaces, employees can quickly look up records, personalize conversations and manage multiple tasks more efficiently.

**70% of white-collar workers will interact with conversational platforms daily by 2022.**

#### Case Study

### Improving customer experience with AI and virtual agents

**Challenge:** Avanade is working with one client in the insurance industry to improve its contact center's operational efficiency.

**Solution:** Using cognitive virtual agent technologies, call center processes have been automated. Chatbots help callers get the routine answers they need while call center staff are able to fully address higher-level customer service calls.

#### **Results:**

- 70% of callers choose to be attended by chatbot
- 30% cost reduction of its contact center
- 70% of all identifications now handled by chatbot

3 practical AI-driven applications to improve resiliency and lower costs

# Get started **today**

## **Helping clients gain quick wins for sustainable value**

Before you continue down the digital transformation path, it's time to rethink your next steps so you can move quickly to improve business resiliency and lower costs.

## **Target unique, hard, high-stakes problems**

Starting with an Avanade Insight Discovery Workshop, you can participate in a designed discovery session structured to help rapidly identify and unlock transformative value from your data.

## **Fast, flexible technology developments**

### **Outcome-based experiences of 3 to 6 weeks to value**

We help you set a strategy tied to business outcomes and design a solution architecture to support the strategy and goals identified and build out a roadmap to test our hypotheses. Then we refine and repeat.

At Avanade, we draw from a library of reusable analytics and assets to design a solution that helps you operationalize for the greatest return on investment at scale.

**Contact us** to learn about this workshop.



# Why **Avanade**?

Digital transformation takes the right mix of capabilities and the right partner to help advise and execute holistically.

Unlike traditional solution integrators and software companies, Avanade has more than technology strength and analytics expertise.

We tailor the right mix of experience, practical assistance and agile delivery to support your individual digital transformation no matter where you are in your journey.

- Avanade has significant **AI and IoT skills** worldwide
- **4,000+** subject matter experts in analytics and AI
- **1,000+** Azure cloud-native AI/ML solutions delivered
- **300+** certified data science skills
- **5,000+** analytics and AI Microsoft Azure certifications
- **90+** Microsoft Partner awards



2020 Partner of the Year Winner  
AI and Machine Learning Award



2020 Partner of the Year Winner  
Alliance Global SI Award

**North America**  
Seattle  
Phone +1 206 239 5600  
America@avanade.com

**South America**  
Sao Paulo  
AvanadeBrasil@avanade.com

**Asia-Pacific**  
Australia  
Phone +61 2 9005 5900  
AsiaPac@avanade.com

**Europe**  
London  
Phone +44 0 20 7025 1000  
Europe@avanade.com

## About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 39,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations, and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

© 2020 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.



