

Avanade Launches New Generative AI Services to Help Leaders Embrace an AI-First Mindset

Combining assessment tools and frameworks, Avanade's new services will help organizations and their people responsibly work and innovate with AI

KUALA LUMPUR and SINGAPORE, July 10, 2023 – Avanade, the leading Microsoft solutions provider, today unveils new services to help clients address the pressing challenge to ready their people, processes, and technologies for artificial intelligence (AI). Avanade's new services will enable leaders to assess and monitor multiple business and IT domains to prioritize actions, so they can responsibly harness the benefits of AI.

As generative AI technology continues to transform the way we work, live and conduct business in every part of the world and in every industry, expectations are growing exponentially. [Avanade's Trendlines research](#) reveals that 85 percent of organizations expect AI to increase revenue growth by 2025, with more than two-thirds anticipating AI to be responsible for up to 16 percent growth in global annual revenue. All this points to lucrative rewards for those that seize the growth opportunities of AI now.

However, the research also indicates organizations are not ready. Trendlines shows that only 36 percent of business and IT leaders are completely confident that their organization currently has sufficient checks and balances in place to mitigate the potential risks and harms of AI. Meanwhile, nearly half (48 percent) admit to not having specific guidelines and/or policies put into effect yet for responsible AI.

Avanade's new services have been designed to expedite business value derived from AI while cultivating an [AI-first mindset](#):

- **The Avanade AI Organizational Readiness Framework** provides a comprehensive assessment of an organization's business and IT areas. It offers detailed insights into AI readiness across people, processes, and technologies, enabling leaders to prioritize responsible actions for leveraging AI's benefits. The service includes executive coaching, tailored employee training, and an innovative "AI control tower" with cloud-based tools, dashboards, and knowledge resources. This ensures continuous AI readiness and empowers leaders to monitor and take real-time actions.
- **The Avanade AI Governance Quick Start Service** addresses the crucial requirement for responsible AI governance. It enables leaders to translate corporate values into guidelines and practices for governing the ethical use of AI. With a strong framework and methodology, organizations can proactively assess risks in AI projects and enhance their existing business and IT governance processes, policies, and behaviours to effectively manage and reduce AI risks across all functions.

Jillian Moore, Global Head of Advisory at Avanade, explains, "There is no end point to AI readiness. As generative AI continues to reshape the global business landscape, the importance of adopting an AI-first mindset cannot be overstated. To seize the growth opportunities of AI and mitigate risks for unintended consequences through continual change, leaders need to consider more than the technology implications of AI. Ultimately, AI-first is people-first."

Bhavya Kapoor, Southeast Asia Managing Director, Avanade, adds, "As generative AI gains momentum in Southeast Asia, we see a profound shift in how people engage with technology and

how organizations function. Avanade is committed to helping our clients navigate this dynamic landscape, focus on doing what matters, and fully embrace the potential of generative AI responsibly. By evaluating their AI readiness and establishing an ethical technology framework, organizations can ensure their digital advancement aligns with their core values – enabling them to simultaneously prioritize innovation and responsibility."

Avanade is working with PageGroup on augmenting its workforce capabilities through the power of generative AI: "The real power of AI is how it can supercharge the vast knowledge and experience of our people," said **Alex Bates, Managing Director, Group Data, Insights and Activation at PageGroup**. "It's helpful to have a framework to help us to learn fast, so we can prioritize actions that enable our people with AI and harness the business value of the technology in a secure and transparent way."

These new services compliment Avanade's existing portfolio of [generative AI strategy workshops](#), with options ranging from a 2-hour workshop to a 6-week strategy Proof of Concept engagement.

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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers.

We have been recognized, together with our parent Accenture, as Microsoft's Global SI Partner of the Year more than any other company. With the most Microsoft certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

We are a people first company, committed to providing an inclusive workplace where employees feel comfortable being their authentic selves. As a responsible business, we are building a sustainable world and helping young people from underrepresented communities fulfill their potential.

Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

Media Contact:

Cheryl Yab
Corporate Communications Lead
Growth Markets, Avanade
cheryl.yab@avanade.com