



AI Advantage: A Leader's Guide to Success

Chart your path to innovation, agility, and measurable business value with Microsoft AI



AI is redefining business success

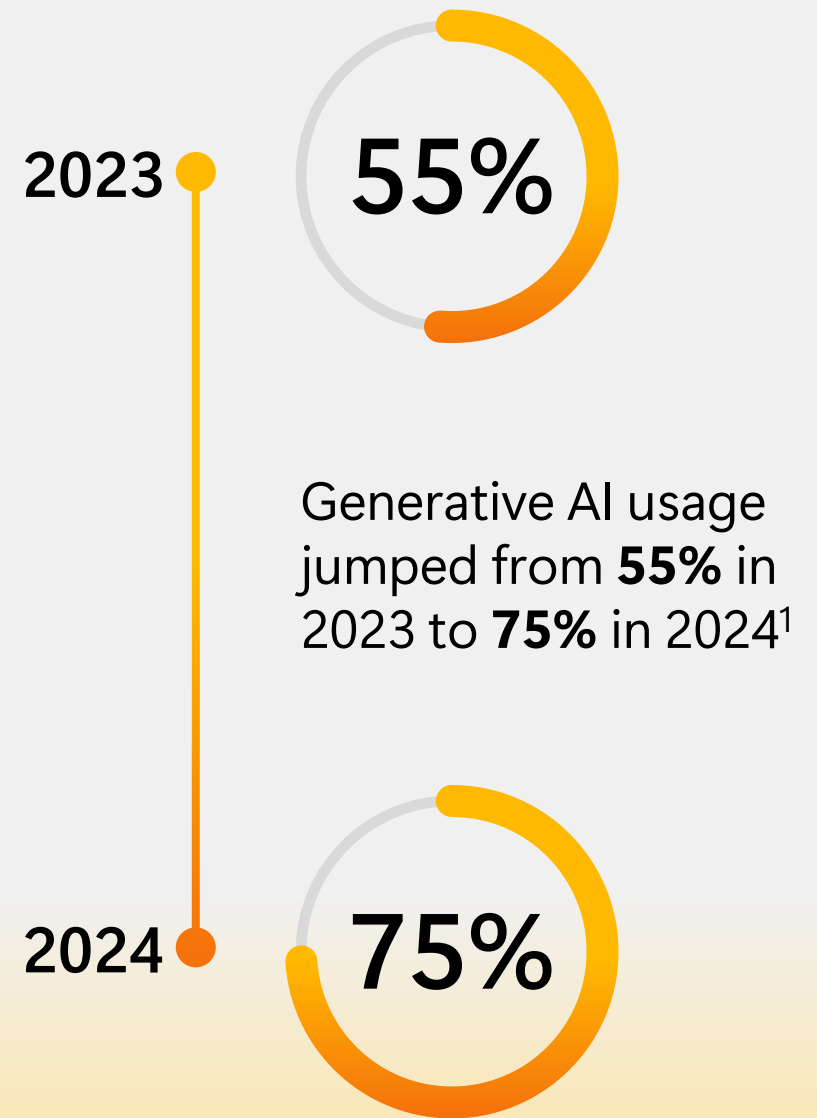
Are you ready?

AI is accelerating business transformations across every industry, creating new challenges and opportunities and changing how businesses of all sizes define success. Leaders are looking for ways to find AI-optimized value and keep their companies ahead of competitors by:

- Improving operations.
- Elevating employee experiences.
- Enhancing customer engagement.
- Driving innovation in products, services, and business models.

Leaders must understand that success with AI requires a clear vision, a strong strategy, and collaboration with trusted experts. As a Microsoft partner, we can prepare your business for AI innovations and guide you through the evolving technological landscape.

1. IDC, 2024 Business Opportunity of AI





Rather than starting by asking what AI can do, we need to turn the telescope around and ask, ‘What are you trying to do in your business, and how can AI help?’

Jason Price
Director of Specialist Management at Microsoft.²

Turn AI Potential into Performance

In today’s fast-paced world, organizations must maintain competitiveness while navigating unprecedented technological advancements, and AI offers the key to unlocking new levels of productivity, efficiency, and innovation.

AI solutions are not just tools—they are catalysts for continuous innovation, growth, and resiliency. By working closely with us and combining cutting-edge Microsoft AI technology with a commitment to security and responsibility, you can build safe, scalable AI strategies tailored to your organization’s needs.

Transform your business with AI by focusing on

- | | | | |
|----------|-----------------------------|----------|---------------------------|
| 1 | Business strategy. | 4 | Organization and culture. |
| 2 | Technology strategy. | 5 | AI governance. |
| 3 | AI strategy and experience. | | |

². [Building a Foundation for AI Success: A Leader's Guide](#) - Microsoft 2023

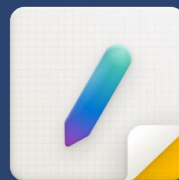
Business strategy

Drive measurable business outcomes with broad AI adoption across functions

Business leaders must prioritize defining business objectives and aligning use cases to unlock the full value of AI. By clearly outlining goals and identifying business units where AI can drive impact, organizations can ensure consistent value is generated by connecting AI initiatives to broader business objectives.

This strategic clarity is crucial given the vast applicability of AI across diverse functions such as process optimization, content generation, procurement, and supply-chain optimization.

3. [IDC InfoBrief, sponsored by Microsoft, 2024 Business Opportunity of AI, doc #US52699124, November 2024](#)



92%

Of organizations are currently using AI for marketing and PR³



89%

Have integrated AI into IT infrastructure³



2 Technology strategy

The pace of AI innovation has captured the imaginations of people around the world. It has also intensified many of the biggest questions leaders face when seeking to optimize AI value.

Leaders should be asking themselves three key questions:

1. Do we have the infrastructure in place to ensure the most secure, rapid, and scalable data access required for AI applications?
2. Given the primary use cases defined by our business strategy, should we buy, build, or modernize AI applications?
3. What criteria should guide the decision between on-premises or cloud hosting for data and AI applications?



As you work through these questions, it is important to know that Smartbridge can help you determine what technologies align with your unique use cases. Whether you're pursuing a prebuilt approach, doing everything in-house, or following a hybrid model, we know that your AI readiness is determined through a fully realized technology strategy.

As organizations continue to embrace AI transformation, it is critical they develop clarity on how best to apply AI to meet their most pressing business needs.

Jaime Teevan
Chief scientist
at Microsoft⁴

3 AI strategy and experience

For AI to improve customer and workforce experiences, businesses must be proactive by creating supportive operating models that foster a culture of agility and experimentation and are backed by leadership support.

Drive business value with AI



Get data-ready: Upgrade tech architecture and enable infrastructure focused on data readiness.



Enable learning and engagement: Familiarize teams with generative AI use cases and scenarios that support your business needs.



Set goals: Define objectives, weigh “build versus buy” strategies, and partner with trusted providers that can help navigate the intricacies of establishing AI-centric operations.



Do your diligence: Review your business units, processes, production time, and deployment age to find patterns that show opportunities or issues.

4. [Microsoft Blog, 2024](#)

Organization and culture

As leaders look to revolutionize their businesses, they should ensure their organization has embraced a culture of innovation from the top down.

AI initiatives can only thrive in an atmosphere that encourages experimentation, embraces diversity of thought, and fosters continuous learning opportunities. This means getting buy-in from stakeholders across the business who recognize and support the opportunities presented by adopting AI as a value-driver.

Some key areas of focus when establishing organization-wide AI culture are



Developing a clear operating model.



Getting leadership support.



Embracing change.



Getting input from subject matter experts.



Establishing a routine for upskilling and continuous learning.



5 AI governance

By instituting transparent governance principles and integrating responsible practices, business leaders can build and maintain trust in AI offerings while mitigating risks and safeguarding against potential threats.

The Microsoft commitment to trustworthy AI can help guide every AI solution you deploy to align with Responsible AI principles.

- Fairness
- Reliability and safety
- Privacy and security
- Inclusiveness
- Transparency
- Accountability

This approach can build trust, foster innovation, and drive sustainable value creation with AI for your organization.

Trustworthy AI CAPABILITIES

Security

- Data security and governance for AI
- AI security posture management and threat protection
- Compliance management for AI regulations and standards
- Prompt Shields to block attacks

Privacy

- Privacy assessments
- Consent management
- Data encryption
- Confidential computing

Safety

- Groundedness detection and correction
- Filters for harmful inputs and outputs
- Evaluations to assess the quality and safety of AI outputs

Scenarios for your AI transformation

There are countless use cases for AI that all organizations, no matter the stage in their journey, can start exploring as they build toward AI success.

Enrich employee experiences

- Drive business transformation with AI agents
- Innovate with AI in low-code scenarios
- Accelerate productivity across workflows



Reinvent customer engagement

- Rethink customer service
- Modernize offerings and touch points
- Build apps that support the customer journey



Reshape business processes

- Streamline automation
- Improve data security
- Accelerate organizational transformation
- Simplify processes and unify platforms



Accelerate innovation

- Integrate data into a single view and workflow
- Create high-performance tools to enable new discoveries
- Scale successes and performance improvements





Digital & App Innovation
Azure



Data & AI
Azure

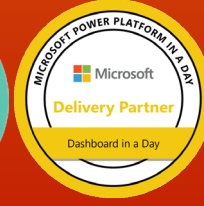
Fabric Featured Partner



Microsoft Real-Time
Intelligence

Databases

Specialist
Data Warehouse Migration
Analytics



We know Microsoft

For 22 years, Smartbridge has been a Microsoft partner. When their partnership program evolved, we became one of the first partners to become Data & AI and Digital & App Innovation cloud solution designated, and ultimately a Specialized partner in Analytics & Data Warehouse Migration on Azure. We are also proudly a Fabric Featured Partner and Real-Time Intelligence Fabric Featured Partner.

Next steps

As we look to the future, AI's role in shaping industries, driving innovation, and enhancing human potential is boundless, and Microsoft is leading the way. Organizations that act now, with a clear strategy and trusted guidance, will define the benchmarks for success in the AI-driven economy.

Smartbridge is ready with solutions tailored to your needs that will unlock the full potential of AI for your business. We will guide you through every stage of your AI journey—from strategy definition to scaling impactful solutions.

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