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Biography: Ray Eitel-Porter is a managing director with Accenture Digital, leading the UK & Ireland Analytics Practice. Since joining Accenture in 2013, he has led work to define the global information and analytics strategy and operating model for a major CPG company. He has also been driving quality and supply chain analytics for a manufacturer, leading a project to design and test a data monetization proposition for a cross-industry service provider, and overseeing an analytics maturity/capability assessment for a pharmaceutical major. He chairs the government’s Data Skills Taskforce and sits on techUK’s Big Data & Analytics Council.

SUMMARY OF EVIDENCE

Our survey shows that nearly 70% of executives believe AI will transform their business but only 45% are yet seeing the results.1 Achieving the potential of scalable AI requires new mindsets and skills around capabilities, data and value.

Three enablers of enterprise AI adoption

- Human + Machine - by 2020, AI is expected to create 2.3 million jobs, while eliminating 1.8 million.2 Enterprise must prepare for new human + machine collaboration and proactively drive the creation of new roles to maximise the potential of this human augmented capability. Wilson and Daugherty outline six new categories of jobs in "Human + Machine: Reimagining Work in the Age of AI".3

- Data = fuel - fundamental to realising the benefits of AI are data veracity and access. 70% of employees say they don’t have access to the right data for their job and 30% of it is inaccurate.4 To unlock value, businesses must manage their data as a supply chain, enabling it to flow easily through the organisation to make decisions at the point of need.

- 10x, not 10% - traditional companies often get trapped into thinking about incremental gains rather than transformational improvements, through creating a new digital business model. Whereas potential was once limited by
technology, leadership imagination is now often the limiting factor, as cloud platforms enable easy and cheap access to immensely powerful capabilities.

**Do barriers differ based on industry / size?**

Regulated industries are required to ensure AI explainability, however, all organisations face the same implicit obligation given trust is key to sustainable growth. Whilst regulated industries may be faster to adopt, others should follow, if not lead.

Larger companies typically find it easier to access the talent and technology currently required for advanced AI. However, with the rapid acceleration of cloud platform capabilities available via APIs and simple tools, the barrier to adoption will be awareness within SMEs. Government has a role to play here: for example, the Data Skills Taskforce focuses heavily on SMEs and the regions.

**Government enablers**

The Government has made clear its commitment to, and investment in, making the UK a leading power in AI. Continued focus should be on:

An agile regulatory framework for the use of technologies rather than the technology per se. Aligned to the Regulatory Pioneers Fund, the UK should implement an AI focused regulatory sandboxing scheme, based on the FCA model, that will enable businesses to test AI in a safe environment.

A global AI ethical framework driven by the CDEI, with the UK coordinating action to shape governance for the responsible development of AI that puts people at the centre and supports principled decisions where regulation may not (yet) exist.

A framework for data access and sharing building confidence in provenance, accuracy and security (including privacy). We advocate further support for Data Trusts and research into Privacy Enhancing Technologies.5

The above can be amplified through a strong partnership between government, business, academia and societal groups.