All-Party Parliamentary Group on Artificial Intelligence
Evidence Meeting 3 – Enterprise Adoption of AI - Implementation
Monday, 13 May 2019 | 5:30-7:00 PM - Committee Room, House of Lords

**Tim Gordon, Co-Founder and Partner, Best Practice AI**

Biography: Tim Gordon has over twenty years’ international leadership experience in growing businesses and digital and data transformation in the media, financial services, consumer, not-for-profit, campaigning, local search and lead generation industries. He has served in senior roles at companies including the Financial Times, the Boston Consulting Group (BCG) and in private equity-backed business and was the Chief Executive of the Liberal Democrats. He has introduced machine learning for key business processes. Tim has advised start-up entrepreneurs, FTSE 100 management teams, international organisations and UK Cabinet Ministers.

He studied at Cambridge University, holds an MA from the College of Europe and an MBA from INSEAD.

**SUMMARY OF EVIDENCE**

About Best Practice AI

- Best Practice AI aims to help organisations find sustainable competitive advantage through adopting AI. Clients include start-ups, corporates and investors
- We have published the world’s largest open library of AI use cases and case studies – available at www.bestpractice.ai
- The firm recently helped the World Economic Forum (WEF) produce their Empowering AI Leadership Board Toolkit. Based on this we were invited to become the first UK AI firm to join the WEF’s Centre for the 4th Industrial Revolution and to become a member of the Global AI Council.

Some common issues emerge with enterprise adoption of AI in the UK

1. Baseline for adoption: do we know where things stand?
2. Executive education around AI. We need a shift from “what can the technology do” to “what is the ROI on this?”
3. Access to talent. From data scientists to data engineers and AI-savvy managers
4. Challenges around data (access, wrangling, labelling, bias)
5. Breaking out of the Proof of Concept (POC) zone. In a recent US study 95% of executives cited cultural and organisational issues as the biggest barrier to adoption.

6. Trust – still early days but ethical / regulatory concerns raise potential barriers

Four main vectors for AI diffusion / delivery in UK Enterprise

1. **Embedded AI** via mobile phones, speakers, Google searches etc – (provision by almost entirely non-UK entities)
2. **Pure play AI (start-up) suppliers** trying to create and offer new AI technology
3. **Vertical / category-redefining (start-up) players** where AI is a tool rather than the main point
4. **Established firms using ML** to strengthen their current operating model (relatively few SMEs)

Government can and should

1. Measure and track level of AI take-up in the UK. Provide international comparisons.
2. Support executive education – especially on the business benefits and risks
3. Decide on a focus and follow through. China has social control and internal security. The US has big data platforms and shareholder returns. The UK? (Ideas exist)
4. Focus guiding institutions and give them the resources necessary
5. Hold its nerve. If a downturn comes do we keep investing? Others will.