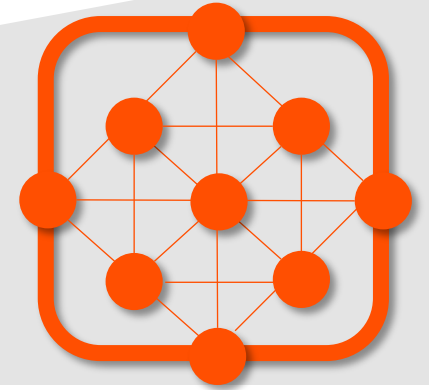
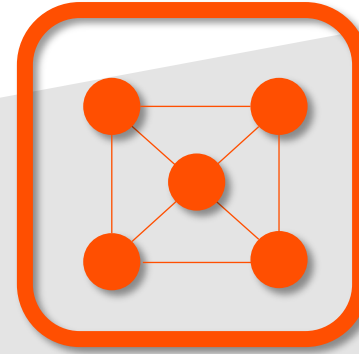
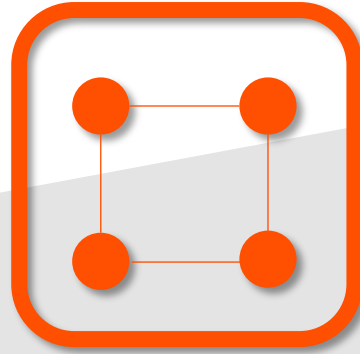


Five Stages of AI Maturity



AD HOC

The organization:

- Experiments with a few isolated AI projects
- Lacks objectives and business cases
- Uses AI at the individual contributor level
- Operates without sufficient guidelines, guardrails and governance
- Incurs higher risk

EXPERIMENTAL

The organization:

- Recognizes the benefits of AI
- Actively pilots tools, technologies, or systems for quick wins
- Aligns AI use with specific objectives but not key workflows
- Builds basic policies to help protect the business, its customers, data, and IP

SYSTEMATIC

The organization:

- Documents its approach to optimize and innovate its strategy with AI
- Integrates AI into core processes and workflows
- Manages AI with systematic defined goals and clear success metrics
- Cultivates a dedicated team of experts
- Maintains knowledge base on tools, use cases, and best practices

STRATEGIC

The organization:

- Drives competitive advantage and differentiation with AI
- Integrates AI into decision-making processes
- Begins redefining roles, team structures, and incentivization
- Uses robust ethical AI frameworks and governance programs
- Participates in industry AI conversations

PIONEERING

The organization:

- Leads industry innovation
- Generates sustained competitive advantage
- Shapes industry standards, wins accolades
- Creates entirely new business models and value propositions
- Maintains extensive expertise optimized for AI-powered work