

wanstor

Leading the charge

Unlock business
transformation with 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-optimised 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

2023

55%

Generative AI usage jumped from **55%** in 2023 to **75%** in 2024¹

2024

75%

Unlock the full potential of AI

In today's fast-paced world, organisations 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 organisation's needs.

Empower AI at your business by focusing on

1

Business strategy.

4

Organisation and culture.

2

Technology strategy.

5

AI governance.

3

AI strategy and experience.

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

2. Building a Foundation for AI Success: A Leader's Guide – Microsoft 2023

1

Business strategy

Drive measurable business outcomes with broad AI adoption across functions

Business leaders must prioritise 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, organisations 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 optimisation, content generation, procurement, and supply-chain optimisation.

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



92%

Of organisations 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 optimise AI value.

Leaders should be asking themselves three key questions:

Do we have the infrastructure in place to ensure the most secure, rapid, and scalable data access required for AI applications?

Given the primary use cases defined by our business strategy, should we buy, build, or modernise AI applications?

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 **Wanstor** 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 realised technology strategy.

As organisations 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: Familiarise 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






4 Organisation and culture

As leaders look to revolutionise their businesses, they should ensure their organisation 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 recognise and support the opportunities presented by adopting AI as a value-driver.



Some key areas of focus when establishing organisation-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 organisation.

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

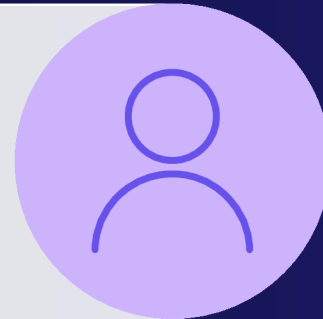
Groundedness detection and correction
Filters for harmful inputs and outputs
Evaluations to assess the quality and safety of AI outputs

Scenarios for your AI transformation

There are countless use cases for AI that all organisations, 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
- Modernise offerings and touch points
- Build apps that support the customer journey



Reshape business processes

- Streamline automation
- Improve data security
- Accelerate organisational 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



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. Organisations that act now, with a clear strategy and trusted guidance, will define the benchmarks for success in the AI-driven economy.

Wanstor 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.

Contact us