verinext

LEVERAGING PROFESSIONAL SERVICES TO MAXIMIZE BUSINESS VALUE

Businesses are under siege today from the myriad of technology options, an onslaught that shows no signs of slowing down. Today it's artificial intelligence. Tomorrow it might be advanced robotics or quantum computing. Navigating through the noise and making the right choices can be a daunting challenge. It requires evaluating and choosing tech investments that have clear strategic value, and quickly making them operational to prove their worth.

Looking ahead, McKinsey sees tech investments for the future mapping to emerging applications like GenAI and further use of machine learning based on AI insights, to improvements in more established tech sectors like software development, digital trust and cybersecurity and cloud and edge computing. With such a wealth of choices, businesses need to look deep into their tech future and craft a vision that makes sense from both a customer engagement perspective and from their ability to execute on the tech investment.

WHERE DO YOU START?

Putting all the tech options aside, the best place to start is a reality check on your current tech investments. To be most effective it should have a cross-section of input from key team leaders across the organization. Questions to include are:

Where do you see IT upgrades having the most direct effect in growing your revenue?	**Where are the gaps you feel you have in your digital and IT investments?**	**How effective is your current IT operation in using the technology?**
Where do you see IT upgrades having the most direct effect in growing your revenue?	**Do you perceive changes in your IT environment as needing a heavy lift or just targeted improvements in certain operational facets?**	**Have you given thought to how you can scale new technology to help grow your business?**

These insights will help inform decision making when evaluating tech improvements and investments. They will need to be weighed against the larger long-term business strategy of the organization and stand up to budget scrutiny.

When planning for your successful tech future these are key trends to consider and how expert professional services will help you embrace them:

INTEGRATING THE POWER OF AI

ENHANCING DIGITAL TRUST

THE CLOUD AND EDGE TRANSFORM

INTEGRATING THE POWER OF AI

Is there any business that isn't thinking about, or considering how AI, notably GenAI, can fit in its tech operations? GenAi is starting to find utility in creating large language models for use in customer intelligence, analytics, and in developing new software applications. A promising trend is what McKinsey calls Applied AI, using AI generated models to further automate operations and improve day-to-day workflows. A business' own data can be fed into a GenAI model for enhanced insights into customer behavior and can lead to recommended improvements in contact centers and other aspects of the customer experience.

To strategically assess where your organization can derive the most benefits from AI, you need to recognize AI may sound attractive to many functional teams, but dedicating staff time and resources will require consideration of eventual ROI. After developing a priority list of AI tasks be sure to include planning for training to enable the best use of large language models for analytics and other functions.

As large language models become more complex, integrating both structured and unstructured data, it will require skilled talent to derive the most potential from AI. Hiring new talent will be highly competitive so it is smart to develop an AI talent pool now.

Professional services can help businesses integrate AI, particularly GenAI, into their operations with efficiency to deliver strategic value. Strategic offerings include:

✓ **AI Strategy Development:** Consulting services to identify AI opportunities and create a strategic roadmap aligned with business goals and ROI.

✓ **Data Integration and Management:** Expertise in integrating and managing structured and unstructured data for optimal AI model performance.

✓ **AI Model Customization and Automation:** Development of tailored AI models to automate operations and enhance workflows.

✓ **Talent Development and Training:** Building an AI talent pool through managed resources, recruitment and training programs to maximize AI effectiveness.

✓ **AI Implementation and Governance:** Support in deploying AI solutions with a focus on seamless integration, governance, and compliance.

ENHANCING DIGITAL TRUST

Data protection, for intellectual property and for customers' personal data, continues to be a major security issue for organizations. The advent of GenAI is escalating concerns that protected data is flowing into large language model development, thereby risking privacy violations. Companies like Salesforce are creating their own guardrails to mitigate risk. Salesforce's Einstein Trust Layer, among other benefits, acts as a filter between the user and large language models, detecting sensitive data and masking the data to avoid a privacy breach.

Along with concerns about protecting digital identity is the ongoing threat of cyberattacks enacted by cybercriminals getting more sophisticated every day. Few companies have the resources to combat this constantly evolving and expanding threat environment. And with cybersecurity job demand exceeding available supply companies are turning to external providers to improve their cybersecurity defense.

Professional services can enhance digital trust by offering tailored solutions that address key security concerns, including:

✓ **IT Risk and Security Assessments:** Professional services to conduct comprehensive evaluations of IT risk, security programs, and compliance.

✓ **GenAI Security Strategy Development:** Assess and develop strategies to securely integrate GenAI within the enterprise, protecting digital trust and privacy.

✓ **Identity and Access Management Improvements:** Recommendations to enhance identity and access management systems to better safeguard sensitive data.

✓ **Asset and Patch Management Analysis:** Analyze and optimize asset and patch management processes to strengthen overall security posture.

✓ **Detection, Response, and Recovery Evaluation:** Ensure detection, response, and data recovery capabilities are current and robust enough to support business continuity.

THE CLOUD AND EDGE TRANSFORM

AI's emergence is shaping the future of how enterprises will balance cloud storage spend with the need to have AI models at the edge to gain benefits of low latency and lower data transfer costs. McKinsey estimates a 31% CAGR in the cloud AI market until 2030, driven by the need to store large amounts of compute generated by AI models. At the same time, as enterprises put models into commercial use, they will be looking at on-premises data centers as well as hyperscale data centers that can scale quickly and efficiently deliver AI-developed services to customers.

These trends prompt an analysis of your current cloud spend and where your organization is in prioritizing the commercial use of AI. It will entail charting out anticipated cloud storage needs as well as exploring edge solutions to accommodate any planned customer-facing services.

Professional services can guide enterprises in optimizing cloud storage and AI infrastructure to maximize efficiency and cost-effectiveness with a focus on:

- **Cloud Spend Analysis and Optimization:** Evaluating current cloud storage spend to identify cost-saving opportunities and align with AI-driven growth.
- **AI Infrastructure Strategy Development:** Creating strategies for deploying AI models at the edge, balancing the benefits of low latency and reduced data transfer costs.
- **Scalable Data Center Solutions:** Advising on the use of on-premises and hyperscale data centers to efficiently scale AI-developed services as they move into commercial use.
- **Future Cloud Storage Planning:** Charting out anticipated cloud storage needs to accommodate the growing compute demands generated by AI models.
- **Edge Solutions Exploration:** Exploring and implementing edge solutions to support customer-facing AI services, ensuring optimal performance and reduced latency.

PUTTING IT ALL TOGETHER

Businesses have a wealth of technology options to choose from in designing their tech future.

A good place to start is with a thoughtful analysis of your IT operations currently in play, then seeking consensus within the organization on what investments will bring the desired results in customer engagement and ROI. This will form a foundation from which to evaluate further integration of AI, invest in development of AI tools and make changes in day-to-day operations like digital trust, cybersecurity, cloud spend and edge computing.

At Verinext, our certified IT professional services team will provide you with expert-designed solutions and partner with you through deployment and beyond to realize your business goals. Working with our dedicated Enterprise AI, Security and Hybrid Infrastructure Solutions teams, and our digital innovation subsidiary, Forty8Fifty Labs, we will design solutions that enable you to extract true business value from all of your digital initiatives.

learn more