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Getting Customers 'AI Fit'

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Agenda – Getting Customers ‘AI Fit’

Customer Maturity Challenge

Getting Customers ‘AI Fit’ Framework

Customer Data & Data Maturity Challenge

‘AI Fit’ Framework Customer Example

Call To Action & Self-Paced Next Steps

Customer Maturity - AI/ML Development



How to avoid the AI rabbit hole...

- Not all 'AI opportunities' will be 'AI'



What are these AIs? Can you sell me some?

- Keep calm and build a narrative with the framework

What percentage of your customers are 'AI Fit' / Ready?

Poll



The Market Dynamics

Data first is key to AI

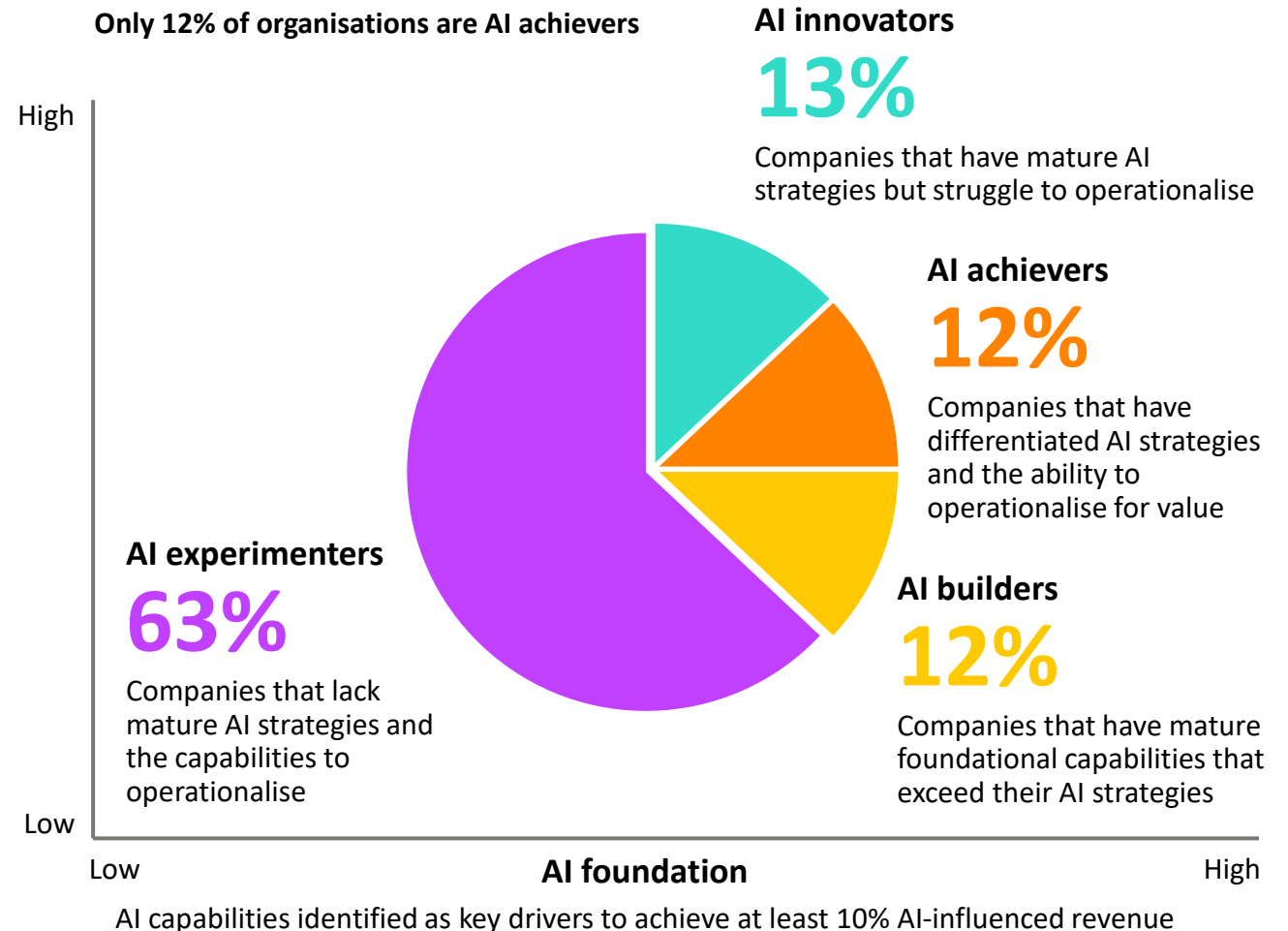
AI is the natural consequence of an organisation's embrace of data-driven decision making.

Data-first leaders are **20x** more likely to beat competitors to market by multiple quarters and **49%** more innovative

Driving **more progress in the last year** than nascent organisations

Source: Data Management Maturity Study, 2022.

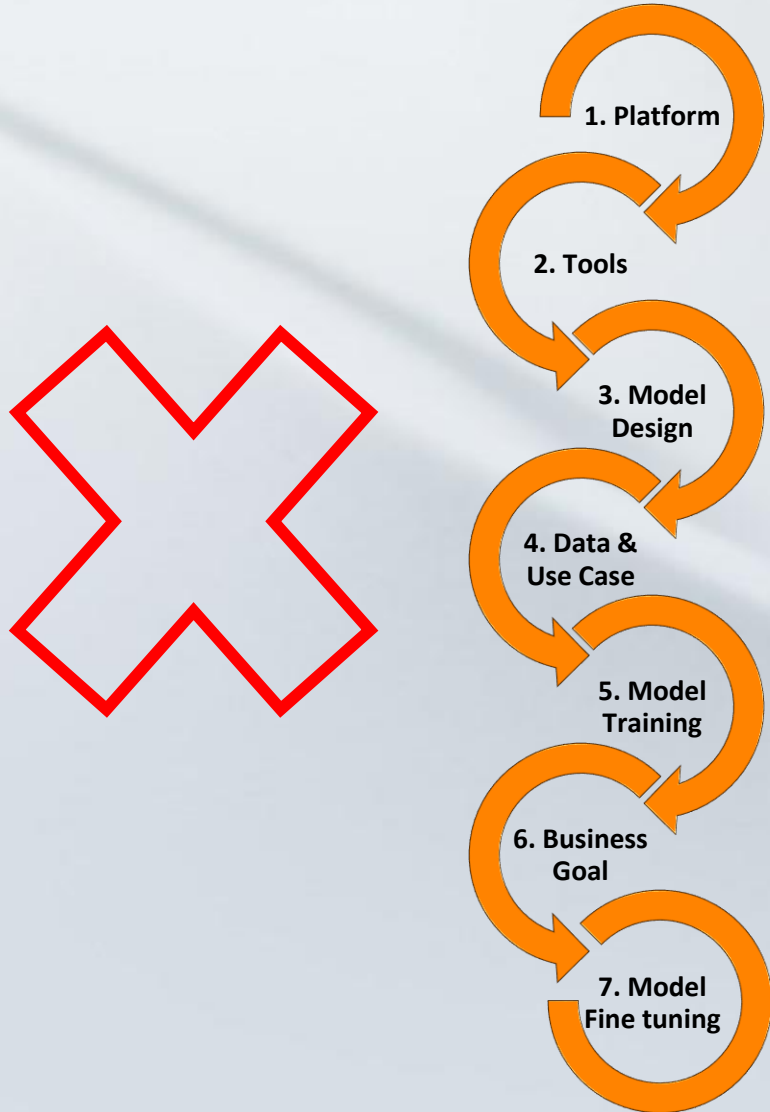
Only 12% of organisations are AI achievers



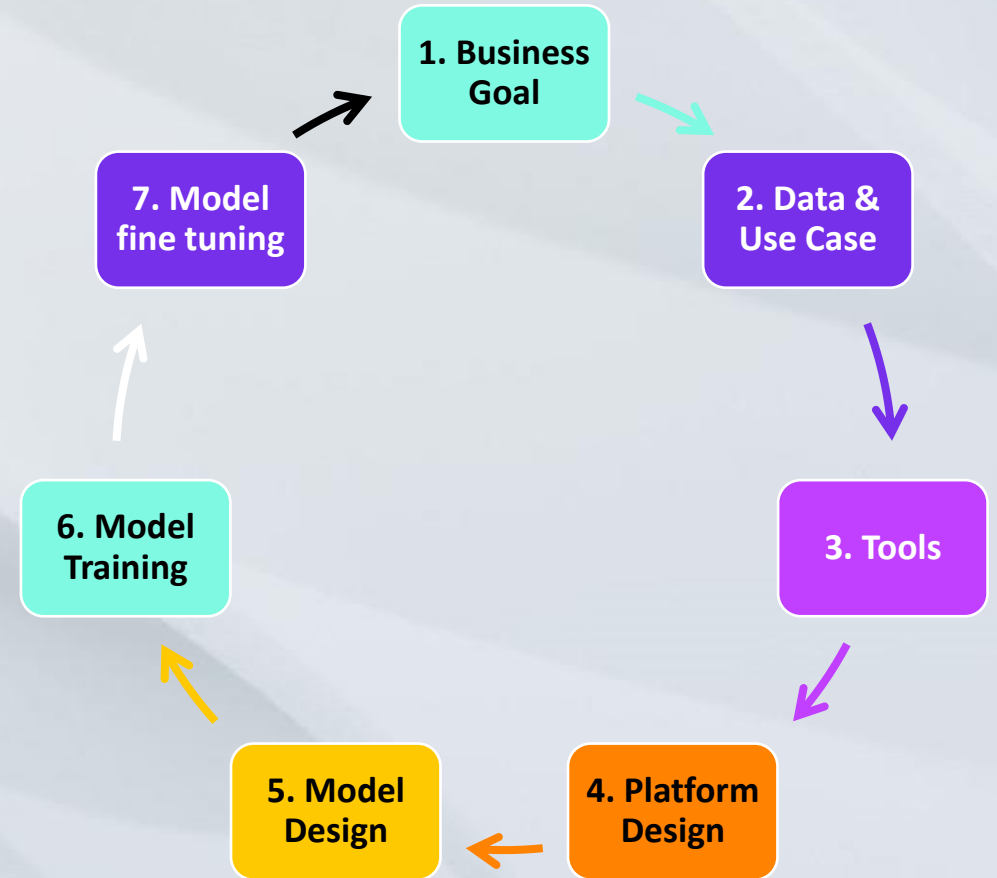
Source: Accenture Research analysis based on a sample of 1,200 companies

Customer Maturity - AI/ML Development

Getting Customers 'AI Fit' - Framework

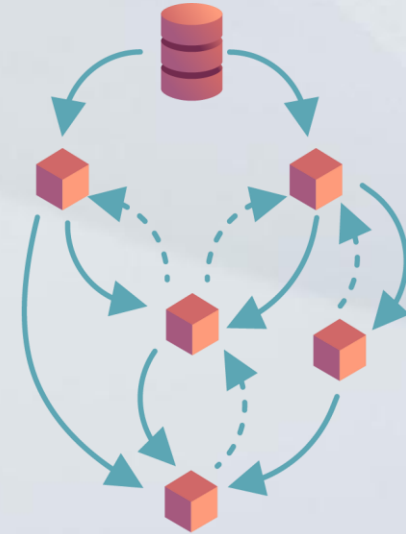
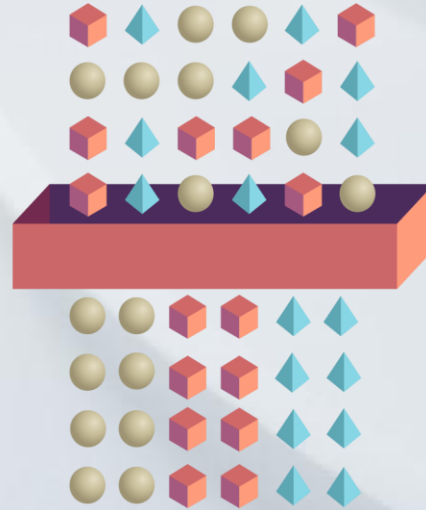
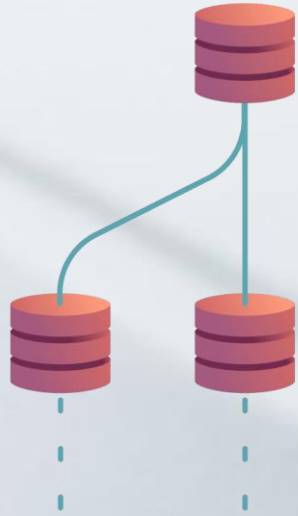


VS



AI/ML Starts with a Dataset

What is your use case?



Data Versioning

Manage data with the same production practices as code

Data Pipelines

Developers need to be empowered with choice, not restricted

Data Lineage

Be able to instantly reconstruct any past output/decision

Framework Customer Example



Insurance

- Car insurance renewals
- Benchmark price/value
 - INTERNAL DATA
 - EXTERNAL DATA
 - USER DATA
- Most customers will use benchmarked price against current provider

Business Goal/Benefit

- Generating 'win price' first time (GenAI)
- Forecasting renewals/ increase renewal win rate
- Call centre staffing/ reduce workload for renewals
- Reutilise staff for customer support/ experience

Persona

Door Openers – Exec/Managerial



Exec/Managerial Openers

Key opening conversations with enterprise exec and managerial personas

Key Personas

- Startups/'Born in the cloud' *
- Data Scientists *
- CTO/CIO *
- ML Ops/IT Ops *

Key Messages

TCO vs Hyper-scalers

- Data
- Security
- Sustainability
- Legal & Compliance

**** The AI TCO Challenge

We are helping organisations like your's achieve a 65% more cost effective TCO with self-hostAI vs OpenAI

**** The AI Data Challenge

At HPE we have noticed that upto 80% of organisations are struggling to remove data silos.

At HPE we have various solutions to modernise this process and get your data AI fit

Are you struggling to unlock the potential of your data for AI projects?

We are helping organisations achieve a faster GTM with their AI projects

At HPE we are aware of the challenges AI and ML provide for data sovereignty and security. With our hybrid approach to AI we are helping organisations overcome this

**** The Sustainable AI Challenge

In combination with our core ethos around partnership we are helping organisations achieve a 100% carbon-free hybrid AI eco-system

Conversation Follow-ups

GenAI Discovery Workshops

1. What business goals are aligned with AI projects?
2. Is data classified and categorised inline with a use case for AI?
– *If the customer doesn't know or have an identified use case, they are a prime candidate for a GenAI Discovery Workshop*

TCO vs Hyperscalers

1. What is, or will be the total cost of running the AI project in the 'cloud'? (i.e., the cost of moving from test to production)
– If they know, benchmark this cost against what we can offer with 'Clouded 2.0' type messaging.

Legal, Compliance & Security

1. Does the AI project face any legal, compliance, or security challenges (if any)?
2. What are the potential risk concerns:
 - Data sovereignty
 - GDPR
 - Full control of hardware; software stack; data

Sustainability

1. What are the business' sustainability goals?

Call to Action – Getting Customers ‘AI fit’

If your customer is struggling to identify a business goal/use case

- Use the conversation starters
- Find out more about the GenAI Discover Service – [link](#)

GenAI Briefcases

- HPC & AI - [Link](#)
- Compute AI Solutions - [Link](#)
- GenAI Software Briefcase – [Link](#)
- Advisory & Professional Services - [Link](#)

Thank You

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