

SAUG

ARTIFICIAL INTELLIGENCE

MATURITY MODEL

INTRODUCTION: SAUG AI MATURITY MODEL

In the rapidly evolving landscape of Artificial Intelligence (AI), businesses are at various stages of adoption, integration, and optimization. As AI continues to redefine industries and reshape the way we work, it's crucial for organizations to understand their current position in this transformative journey. Recognizing this need, the SAUG presents the AI Maturity Model, a comprehensive framework designed specifically for our members.

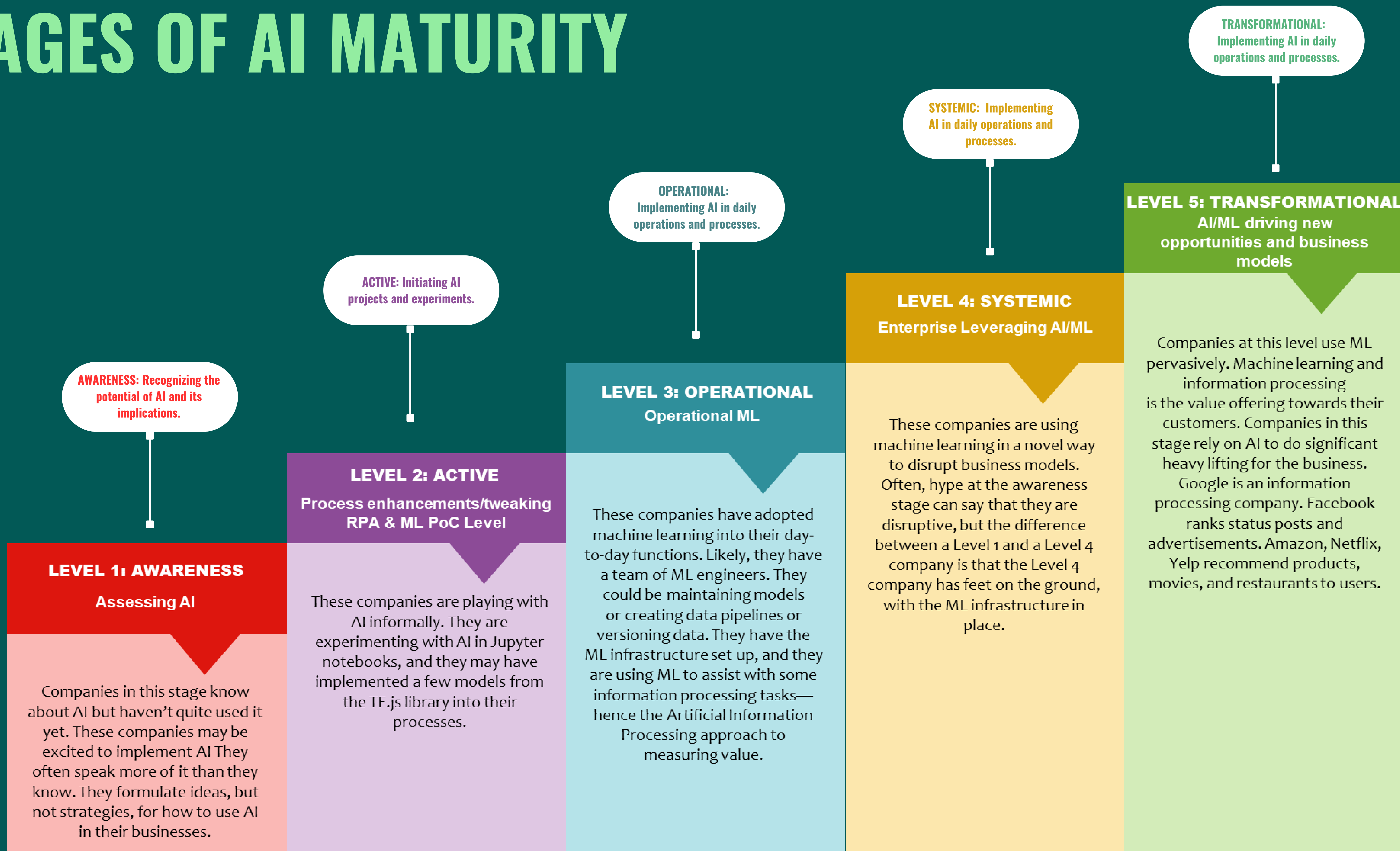
The AI Maturity Model serves as a roadmap, guiding organizations in assessing their current AI capabilities, benchmarking against industry peers, and charting a path forward. It's not just about technology adoption; it's about aligning AI initiatives with business goals, fostering a culture of continuous learning, and ensuring ethical and responsible AI practices.

BY LEVERAGING THIS MODEL, SAUG MEMBERS CAN:

- **Assess** their current AI capabilities and readiness.
- **Benchmark** their progress against other member organizations, gaining valuable insights into industry trends and best practices.
- **Strategize and prioritize** AI initiatives, ensuring alignment with broader business objectives.
- **Navigate** the challenges and opportunities of AI, with a clear understanding of the steps needed to advance to the next level of maturity.

In a world where AI is becoming a critical driver of business value, the SAUG AI Maturity Model aims to empower our members with the clarity and confidence to navigate their AI journey. Whether you're taking your first steps in AI or are already harnessing its advanced capabilities, this model provides a structured framework to ensure you're maximizing the potential of AI for your organization.

STAGES OF AI MATURITY



LEVEL ATTRIBUTES & CHARACTERISING BEHAVIOURS

		LEVEL 1: AWARENESS Assessing AI	LEVEL 2: ACTIVE Process enhancements/tweaking RPA & ML PoC Level	LEVEL 3: OPERATIONAL Operational ML	LEVEL 4: SYSTEMIC Enterprise Leveraging AI/ML	LEVEL 5: TRANSFORMATIONAL AI/ML driving new opportunities and business models
ATTRIBUTES	Reshaping Work for AI: From assessing potential impact to transforming into an outcome-driven organization.	Assessing potential impact on processes	Analysis of the impact of AI PoC on the individual's processes and role included in project learnings	High value insights 'pushed' to employees for inclusion in existing processes	Changed processes and roles as focus shifts to high value work; low value activities automated	Evolving business models, processes and roles transform to outcome-driven organisation
	Managing Cultural Change: From awareness-building to embedding transparency & accountability in the	Focus on engagement, awareness building, opportunity and mitigation strategies	End user trained on the changes to the business process - limited engagement in project team	Impact of AI incorporated in organisation's change management program	Employee driven process change instigates organisational change	Transparency & accountability embedded in the outcome driven culture
	Capabilities & Skills: Building AI capabilities ranging from data analysts initiating projects to a multi-disciplinary AI organization.	Data analysts initiating AI projects - limited analytical capabilities	AI resources hired & trained with additional AI specific capabilities (legal, AI supervisors etc)	Diverse team - data science/business operations/IT architects/ethicists/AI managers	Leading AI capabilities enabling business-driven mindset and data-driven culture	Multi-disciplinary AI organisation enabling the outcome focused mission
	Solutions & Tools: Investment in AI solutions, from minimal to sophisticated models altering business processes.	Minimal investment in AI solutions. Focus on extending reporting capabilities	Pre-trained solutions, pre-embedded in modified processes - specific scenarios with RPA & ML PoCs	Off the shelf untrained models or low-code/no-code AI services - can trained and tested rapidly	In-house designed models augmenting and optimising business processes	Sophisticated AI models altering business processes and business models
	Technology: Digitalization level, from low to advanced model lifecycle management & foundational data infrastructure.	Low digitalisation - analytical tools supporting reporting requirements	Standalone AI infrastructure and technologies; multiple AI products and point solutions	Leading tools to support model development & deployment; AI platform & privacy controls	Model optimisation: model comparison capability; jurisdictional data and ethical controls	Model lifecycle management & foundational data infrastructure
	Data: Data readiness, from unavailability to external data utilization and management.	Data is unavailable or is unsuited to support AI modelling	Sources identified, accessible and data is generated and prepared - emphasis on supporting PoCs	Quality data available, secure and reliable, and shared across agencies - governance framework	External data is utilised, and the data is managed as part of the modelling process	Data is continually assessed to deliver as-designed outcomes
	AI Oversight and Assurance: Implementing structured governance to monitor AI performance, manage risks, and ensure alignment with organizational objectives.	Assessment of AI governance best practices	Reliance on external safeguards and nascent AI framework elements	Governance & privacy	Integrated in enterprise compliance	Transparency & accountability
	Ethics: Ensuring responsible and transparent AI practices that align with societal values and legal standards	Limited awareness of ethical issues associated with the adoption of AI. Potential risk stymies AI projects and capability building.	Informal activities to build common understanding of ethical impacts. Basic risk assessments and reviews of selected AI projects	Ethical principles and guidelines (code of practice) in place. End of project reviews of key risk criteria with creation of initial list of ethical considerations	Ethical considerations embedded in the project lifecycle and ongoing use of application including emphasis on bias and mitigation capabilities.	Extensive ethical considerations incorporated in a formalised governance process. Projects with significant ethical impact considered.
	Executive Support: Securing top-level commitment and resources to drive AI initiatives and foster a culture of innovation.	Limited knowledge of digital transformation value; typically, the realm of the IT function	Focus on efficiency & 'lighthouse' projects - cautious about disruption. Executive champion	Feedback from multiple stakeholders encourages broad engagement and sponsorship	Cross-board area ownership and recognition of the value of data and AI benefits and impact	Organisation embracing AI within digital transformation strategy

RISKS & OPPORTUNITIES

	LEVEL 1: AWARENESS Assessing AI	LEVEL 2: ACTIVE Process enhancements/tweaking RPA & ML PoC Level	LEVEL 3: OPERATIONAL Operational ML	LEVEL 4: SYSTEMIC Enterprise Leveraging AI/ML	LEVEL 5: TRANSFORMATIONAL AI/ML driving new opportunities and business models
CHARACTERISTICS, RISKS & OPPORTUNITIES	Early interest with risk of overhyping	Find and initiate first use cases: identify opportunities, boot up data, people and tools	AI in production, creating value by process optimisation or service innovation	AI is pervasively used for digital process and change transformation and disruptive new digital business models	AI is part of business DNA
	Identifying potential use cases and assessing impact across organisation.	Understanding how AI can solve/meet strategic objectives. Looking at potential solutions and initial steps to proof-of-concept projects	Expand team and infrastructure while the number of AI products implemented increases	Grow AI practice all business units and put business in driver's seat; buy in required	AI literacy in genes of company; anyone has skills required to make AI driven decisions
	Organisation is assessing opportunities not started AI adoption and deployment	Desire to start with AI. Initial prototypes are built	Practical experience with single use case. Organisation wide adoption requires gaps and limitations to be addressed	Organisation-wide use cases across business. Support structure in place to address impact of AI within organisation.	High level of AI expertise. AI embraced as a tool to support strategy and competitiveness. Proven track record across range of use cases and business functions
	AI is not in company's agenda	Stuck at PoC level	AI vision exists and systematic implementation is started	AI is in production and broadly embedded in the organisation	Organisational DNA is transformed
	Risk of losing competitiveness	Experimenting using proof of concept piloting testing	First value but not sustainable	Sustainable value creation	Reshaping whole markets business models
	Exploring use cases risks opportunities	Find and initiate first use cases: identify opportunities, boot up data, people and tools	Initial implementations and broad set of PoC identified across organisation	Optimising and calling AI implementations	Deploying at scale to support organisational transformation

- **Initial Stages:** Companies may have limited knowledge, focus on extending reporting capabilities, and may face data unavailability.
- **Intermediate Stages:** Companies start hiring AI resources, adopt off-the-shelf models, and ensure data quality and governance.
- **Advanced Stages:** Companies have leading AI capabilities, adopt sophisticated AI models, and have a foundational data infrastructure in place.



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In today's rapidly evolving digital landscape, understanding where your organization stands in terms of AI maturity is not just beneficial—it's essential. The AI Maturity Model provides a clear roadmap, highlighting the stages of evolution and the key areas of focus that can guide your journey towards AI excellence. Whether you're at the initial stages of exploration or already harnessing advanced AI capabilities, there's always room for growth and improvement.

We strongly encourage you to take a moment to complete our self-assessment survey. It's a valuable tool designed to offer insights into your current position on the AI maturity curve. By understanding where you stand today, you can make informed decisions about the next steps and investments required to elevate your AI initiatives.

Remember, the journey towards AI maturity is a continuous one, filled with learning, adaptation, and innovation. Let's embark on this journey together, leveraging the power of AI to drive transformative results for your organization.

