Keys to a Successful AI Implementation

Jim Waschbusch

Director- Product Management

madcap® XYLEME

Agenda

AI and the Learning Ecosystem

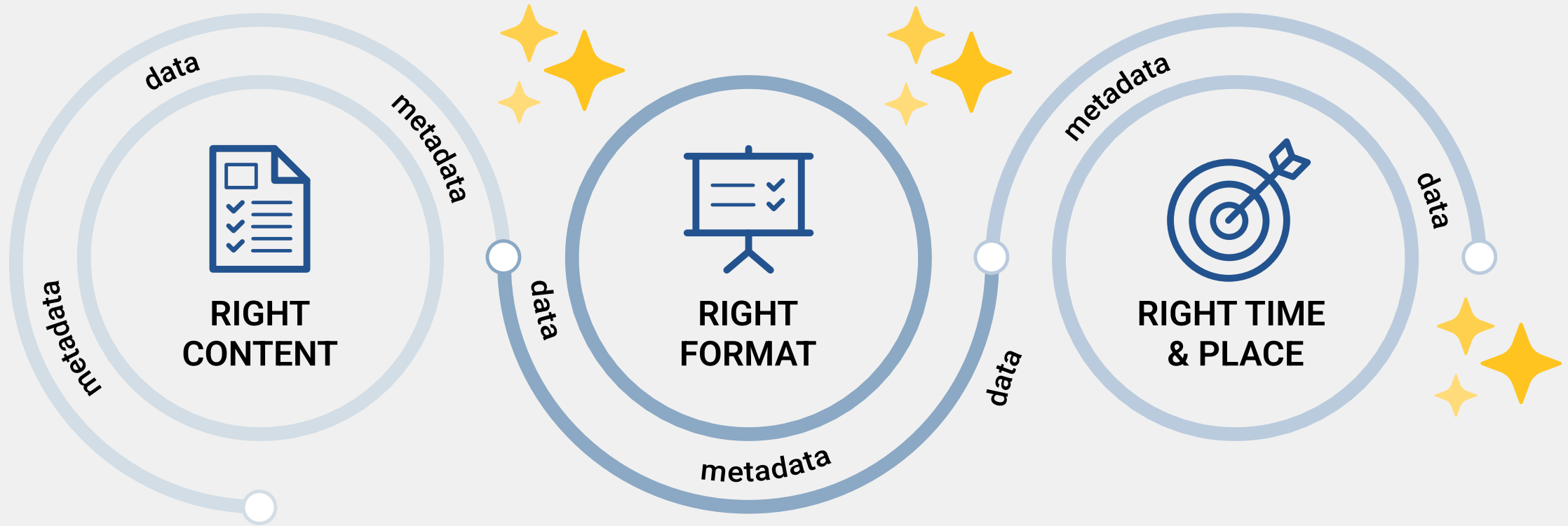Frameworks for Success

State of the State

Finding success near failure
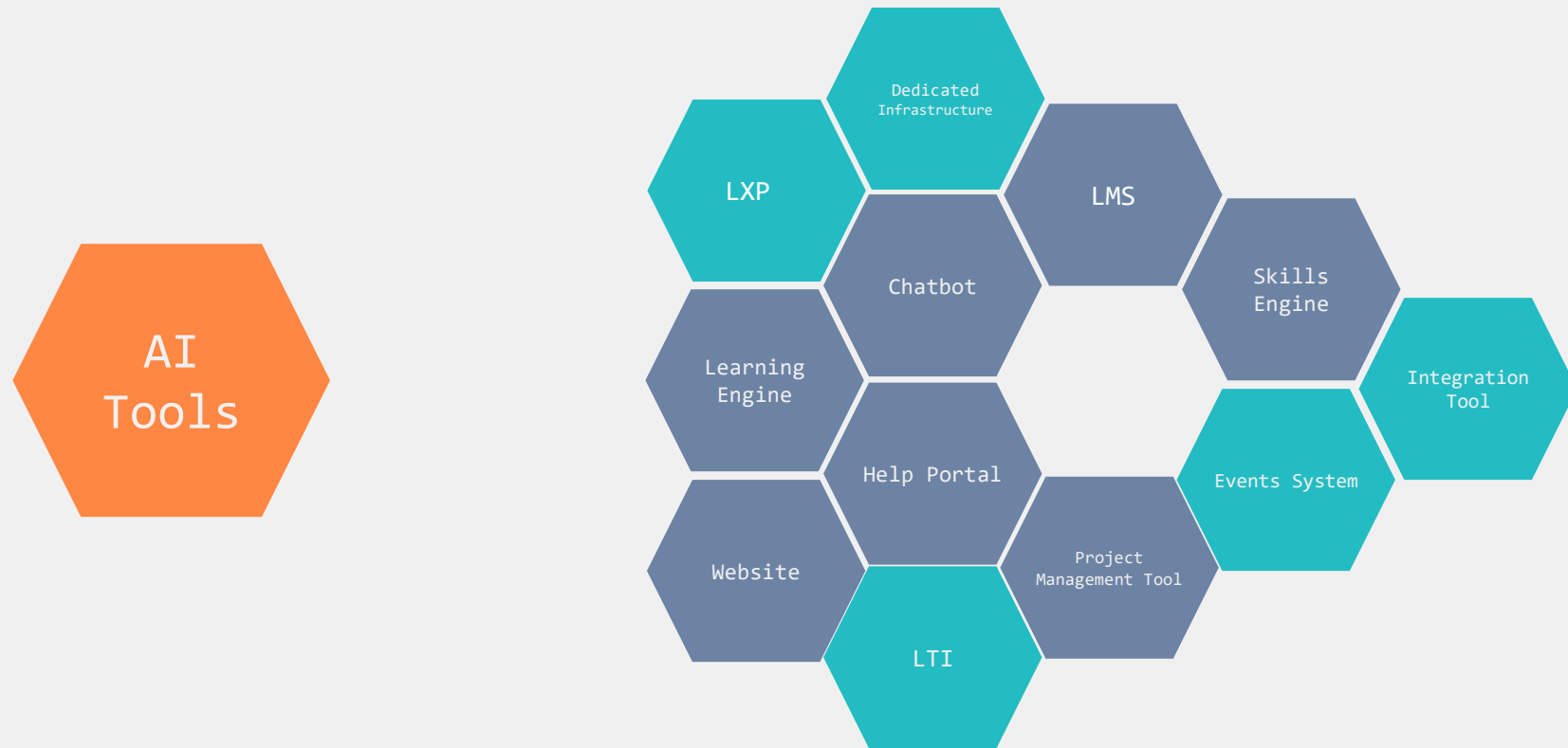
Choosing the tools

Connecting People to Content

RIGHT CONTENT

data · metadata · metadata · data

RIGHT FORMAT

data · metadata

RIGHT TIME & PLACE

metadata · data

What is the right content?

Which format my consumers prefer?

Where are my consumers looking for content and when?

madcap® XYLEME

The Learning Ecosystem

Strategic capabilities to support AI in learning

01 — **Create a centralized, connected, and scalable learning content repository**

02 — Treat learning content as a valuable source of data

03 — **Enable the efficient flow of content and data**

04 — **Provide data analytics**

madcap® XYLEME

Strategic capabilities to support AI in learning

Our Jobs are to connect people (*and systems*) to Content (*and data*).

AI is only as good as the data you give it. Think of your content *as* data.

madcap® XYLEME

AI's Value to Learning

- **Summarization**: Natural Language Generation (NLG) tools to create summaries.
- **AI Search** based on semantic analysis
- **Semantic Analysis**: Inventory content based on subject matter, difficulty level, etc..
- **Deduplication**: Identify duplicate content and consolidate or remove redundant files
- **Improve Readability**: Assistance with voice, tone, style, grammar, etc.
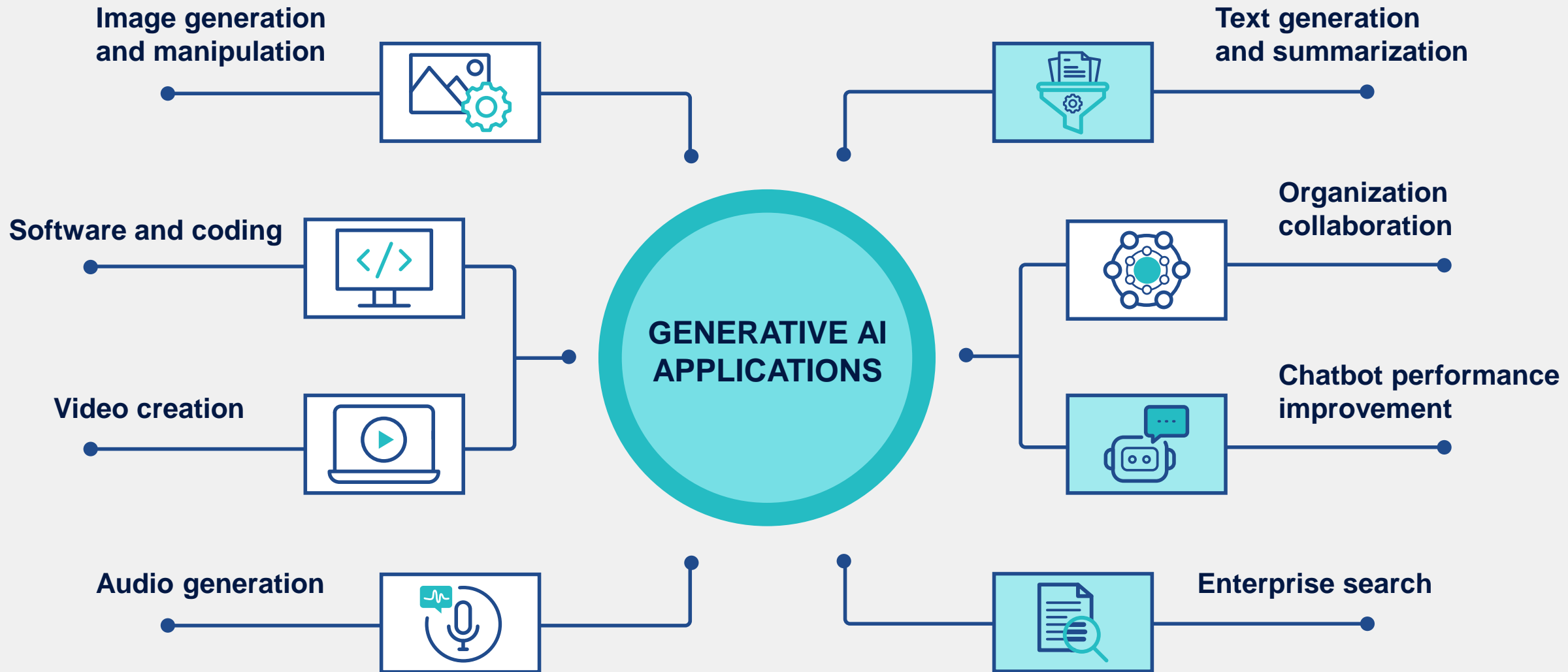
The Ecosystem

Have a Data source for AI that…

- *Store* content in a way that can be consumed by humans and machines.
- *Have* a set of functionality for sharing content.
- *Have* retrieval mechanisms for content (data).
- *Expose* analytic data (interactions with content).

You can buy/build AI Tools that…

- **Improve** writing, tone, voice, role.
- *Detect* plagiarism, manage outdated or unused content.
- **Analyze** learner engagement, content effectiveness, and outcomes.
- *Forecast* learner success and identify at-risk learners.
- *Identify* gaps and content coverage needs.
- *Ensure* compliance with industry regulations.

madcap® XYLEME

Image generation and manipulation

Text generation and summarization

Software and coding

Organization collaboration

Video creation

GENERATIVE AI APPLICATIONS

Chatbot performance improvement

Audio generation

Enterprise search

madcap® XYLEME

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

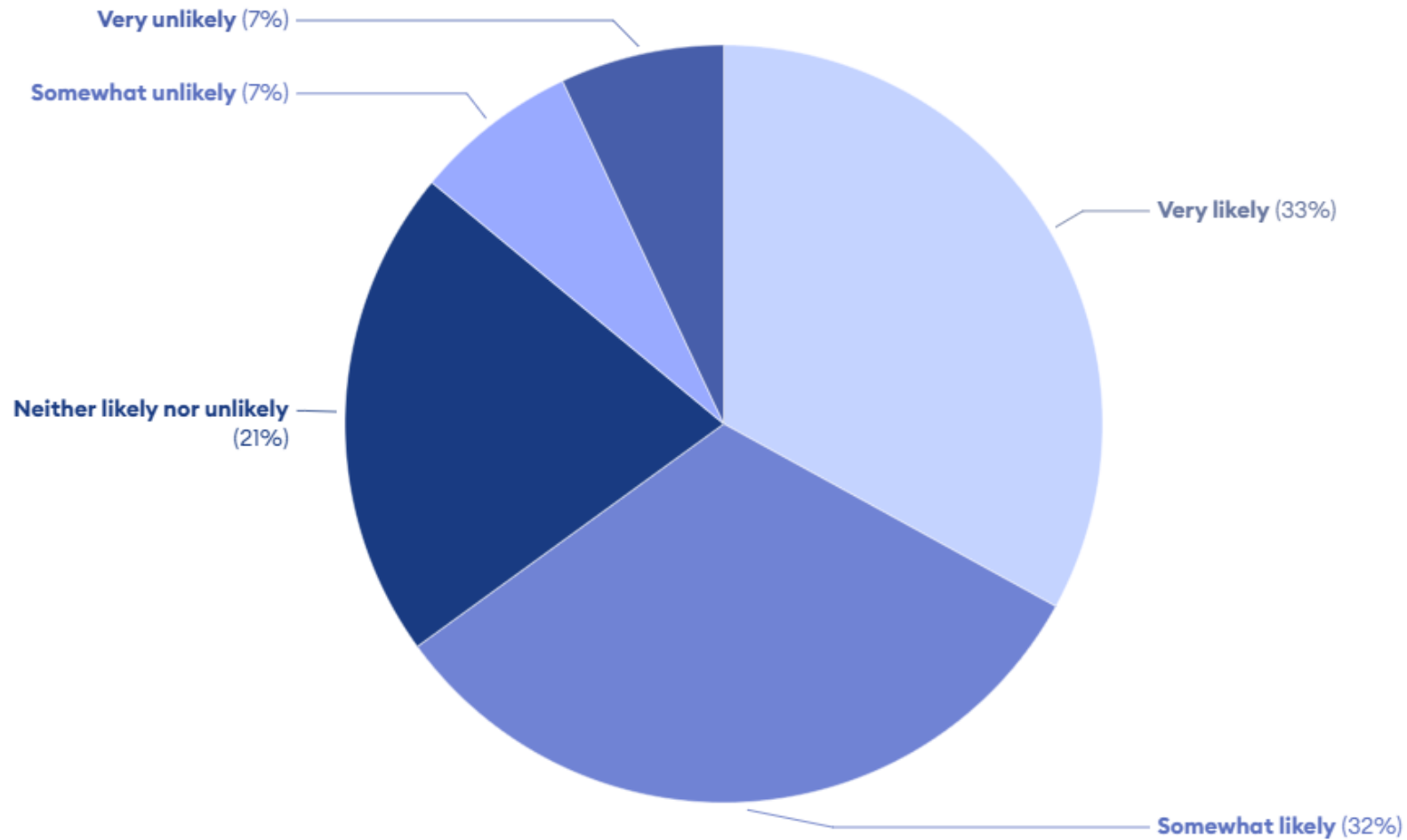**Organizations that have adopted AI in at least 1 business function,**[1] % of respondents
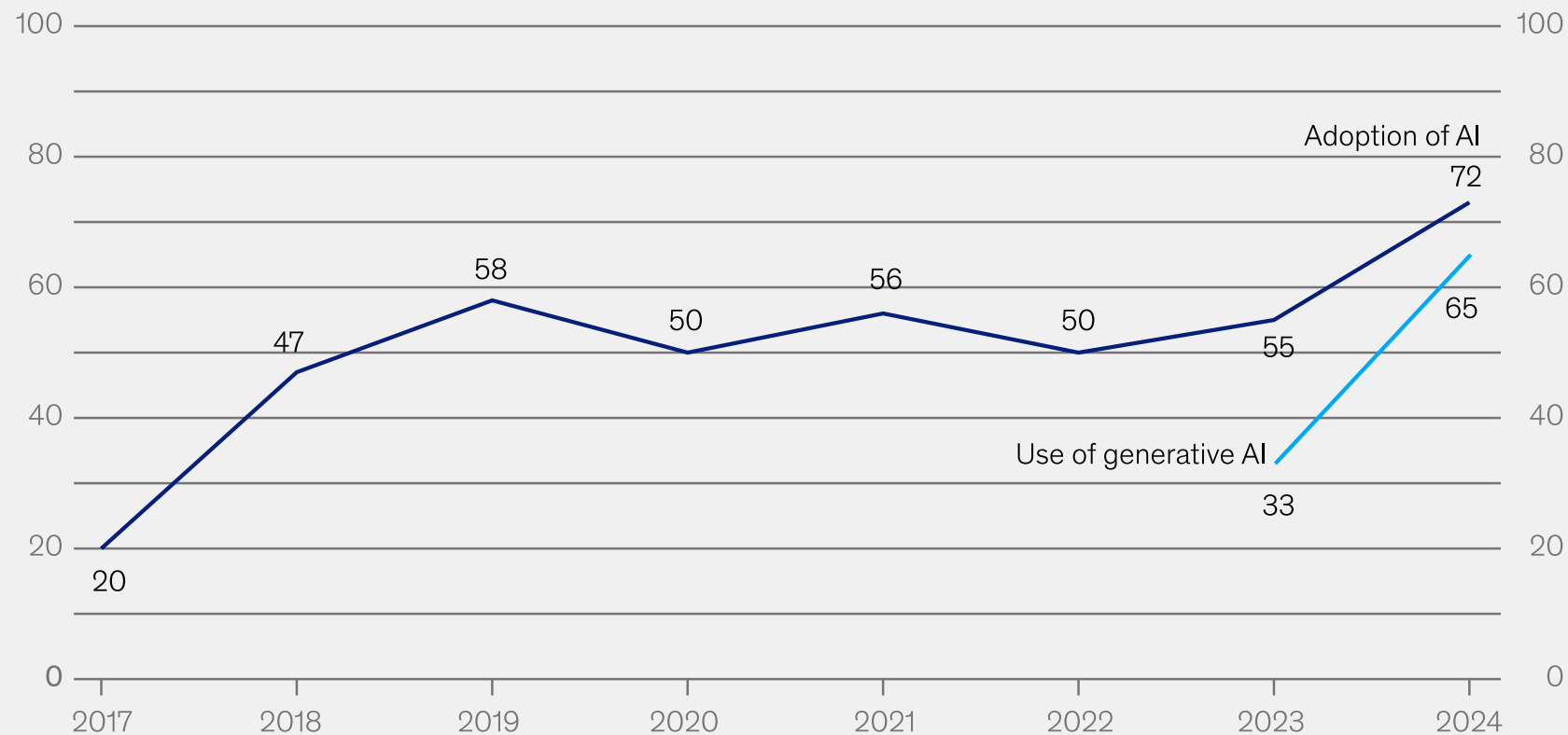
[1] In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

McKinsey & Company
The state of AI in early 2024: Gen AI adoption spikes and starts to generate value
May 30, 2024 | Survey

madcap®
XYLEME

How likely are you to trust a business that uses artificial intelligence?

Very unlikely (7%)
Somewhat unlikely (7%)
Very likely (33%)
Neither likely nor unlikely (21%)
Somewhat likely (32%)

Source: Forbes Advisor • Embed

Forbes ADVISOR

Data privacy and *trust and transparency* concerns are the biggest inhibitors of Generative AI.

Consumers are more likely (85%) to choose services from companies with *transparent* and *ethical* AI practices and who are able to *explain* how their AI reached a decision.

madcap® XYLEME

Fewer than half of AI providers take key steps toward trustworthy AI, including

- reducing **bias** (27%)
- tracking **data provenance** (37%)
- ensuring **explainability** (41%)
- developing **ethical policies** (44%)

madcap® XYLEME

A majority (65%) of organizations can't justify implementing Generative AI.

- *Security risks* to data (71%)
- Lack of employee *skills* (66%)
- *Integration challenges* with existing tech stacks (60%)
- Absence of a unified *data strategy* (59%)

AI Council at Xyleme

Strategists

Learning leaders

Technologists

1. *Generative AI can't yet integrate with their business's tech stack*

2. *Their organization lacks a unified data strategy*

- *https://xyleme.com/resources/*

"Organizations seeing the largest returns from Gen AI are more likely than others to follow a range of best practices."

McKinsey & Company: The state of AI in early 2024: Gen AI adoption spikes and starts to generate value
May 30, 2024 | Survey

Risk	Strategy	Talent	Operating Model	Technology & Data	Adoption & Scaling

madcap®
XYLEME

"Inaccuracy: The most recognized and experienced risk of Gen AI use. 44% experienced at least one negative consequence."

McKinsey & Company: The state of AI in early 2024: Gen AI adoption spikes and starts to generate value
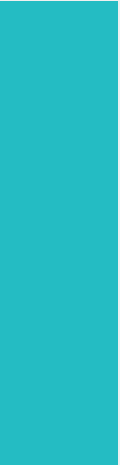May 30, 2024 | Survey

Inaccuracy	Cybersecurity	Explainability	Intellectual Property Infringement	Regulatory Compliance

madcap® XYLEME

Organizations that follow best practices and a playbook do better with their AI projects than those that don't.

madcap® XYLEME

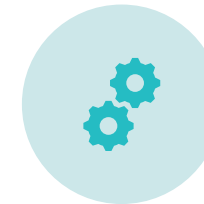# The future of learning will be driven by *AI*

DATA-DRIVEN

HYPER-PERSONALIZED

HIGHLY DYNAMIC

BASED ON SKILLS AND PROFICIENCY

HIGHLY AUTOMATED

Components of an AI Strategy Framework

Vision

- Goals
- Benefits
- Success metrics

Value

- Business impact
- Change management
- People and skills

Risks

- Regulatory
- Reputational
- Competency

Adoption

- Use cases and value maps
- AI decision framework
- Decision governance

Key Business Metrics & Success Measurement

- Authoring Efficiency
- Error reduction
- Customer success
- Cost-efficiency

→

- Focus on business metrics rather than financial metrics.
- Benchmark both internally and externally.
- Identify metrics early and consistently.

madcap software

Organizational Needs and AI Use Cases

- Assess Business Objectives
  - Based on where can AI deliver the most value.

- Define AI Use Cases
  - Break down the business objectives into actionable narratives.

- Don't overreach
  - One tool at a time keeping goals realistic and achievable.
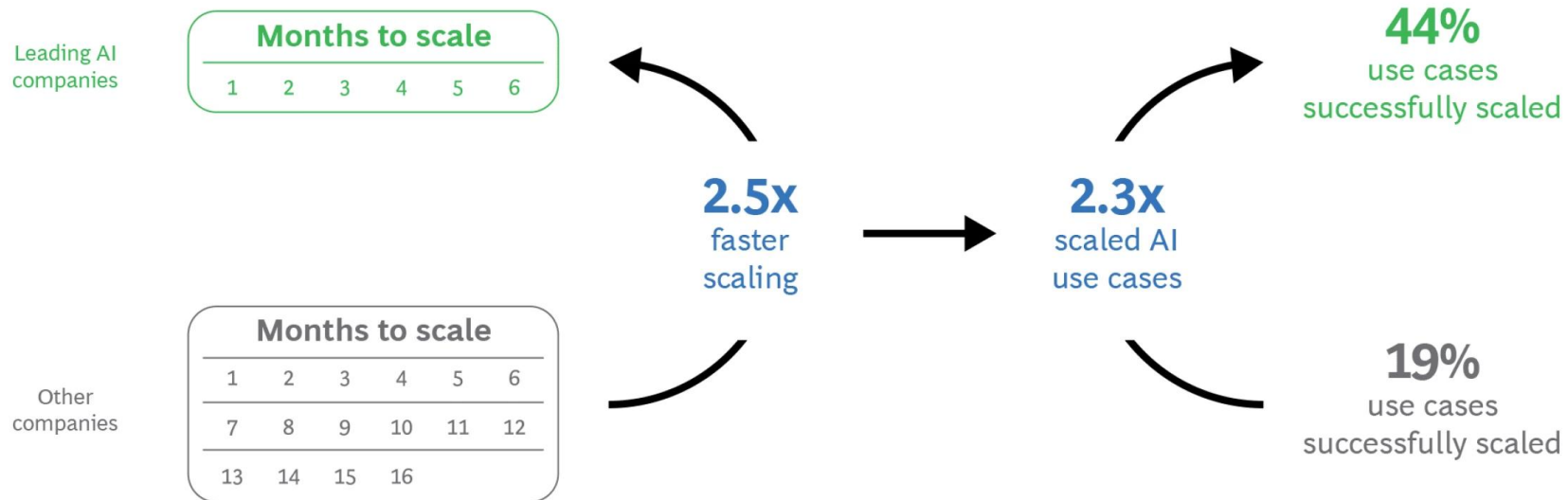
madcap® XYLEME

Considerations

- AI is only as good as the information it can draw from

- AI doesn't integrate well with outdated tech

- AI-enhanced features can be expensive and may require new skills and training

- Some staff may associate AI implementation with downsizing

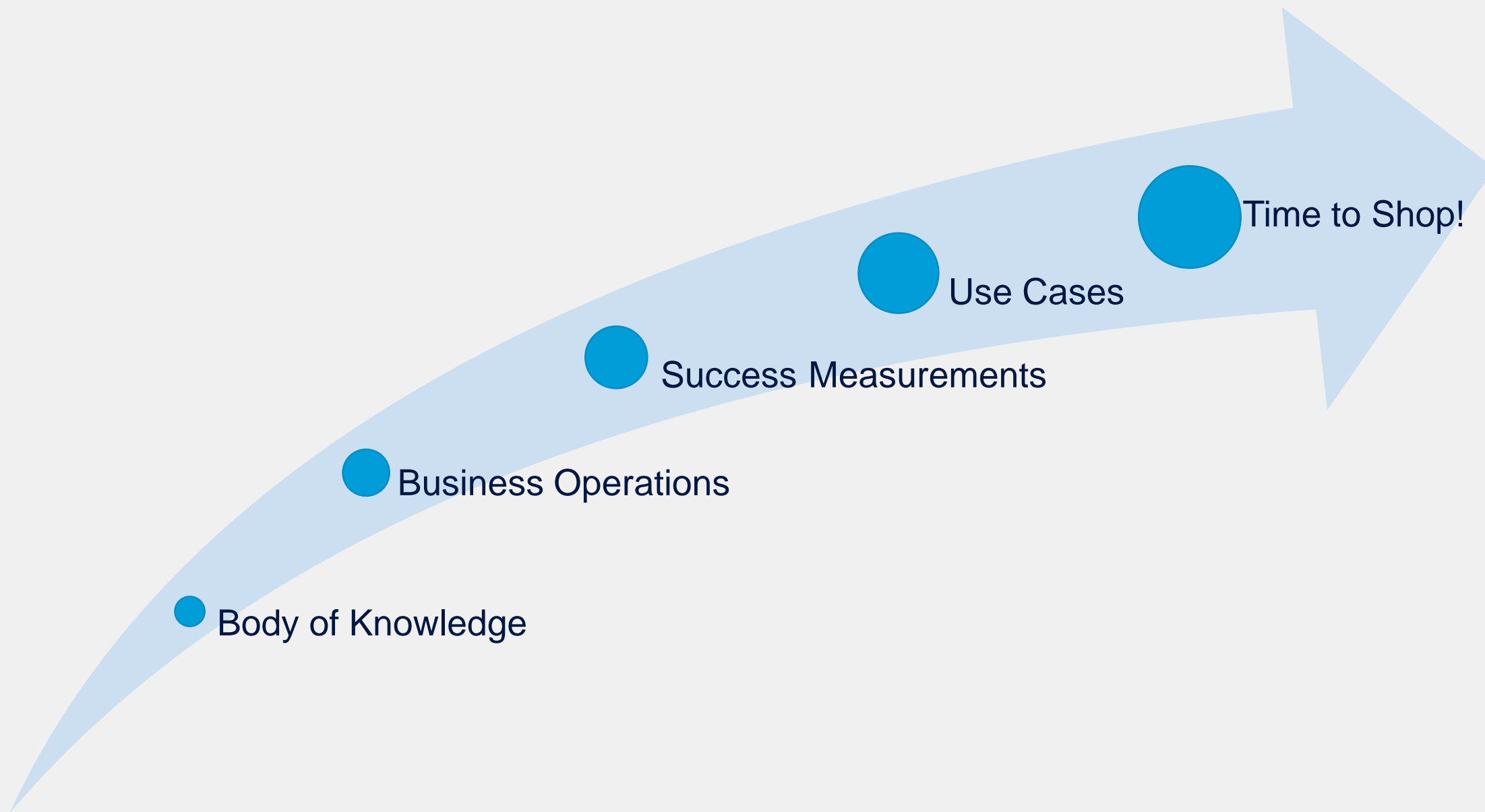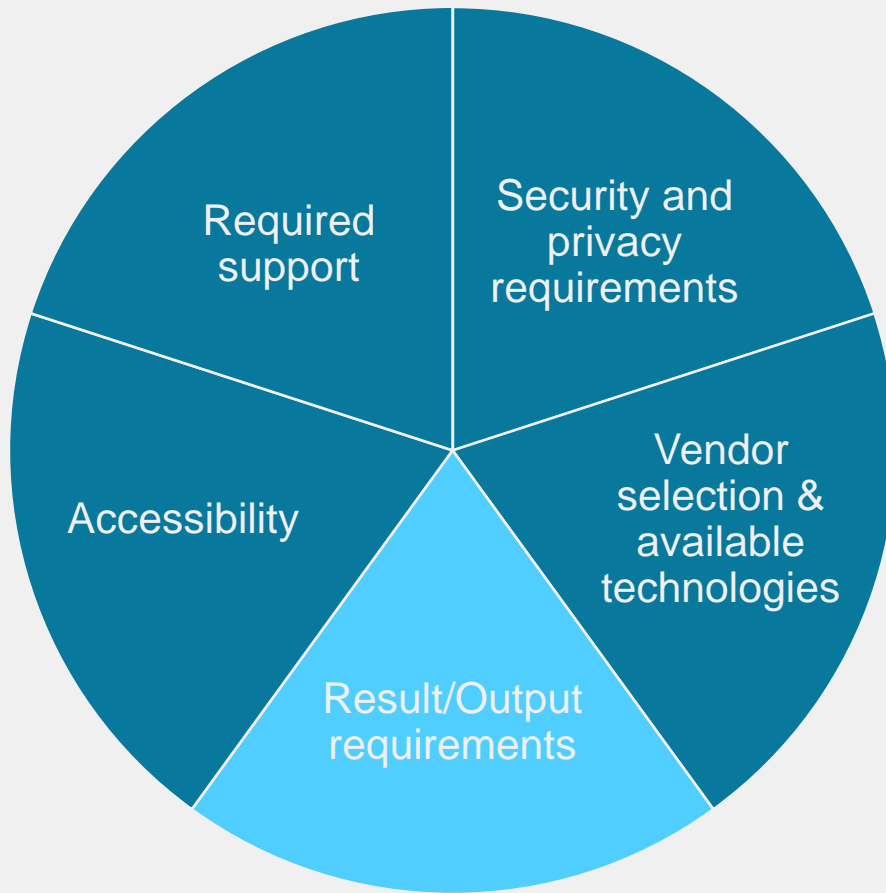- Staff may become too reliant on AI technology and neglect critical thinking

madcap® XYLEME

Leading AI companies scale use cases two to three times faster than their peers...

...enabling them to scale up more than twice as many use cases

Leading AI companies

Months to scale

1 2 3 4 5 6

Other companies

Months to scale

1 2 3 4 5 6

7 8 9 10 11 12

13 14 15 16

2.5x faster scaling

2.3x scaled AI use cases

44% use cases successfully scaled

19% use cases successfully scaled

madcap® **XYLEME**

Research & Evaluation

madcap® XYLEME

Time to Shop!

Use Cases

Success Measurements
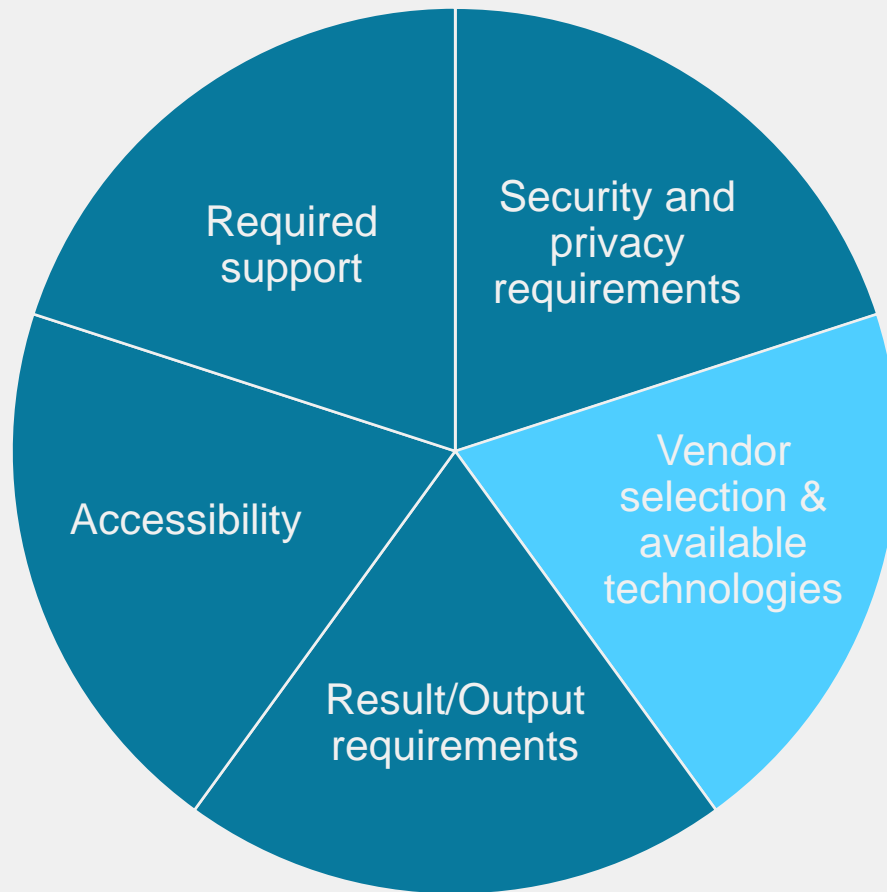
Business Operations

Body of Knowledge

madcap® XYLEME

- Business Alignment
 - Ensure the AI tool supports your strategic goals, such as automation, decision-making, or customer experience improvements.

- Features and functionality
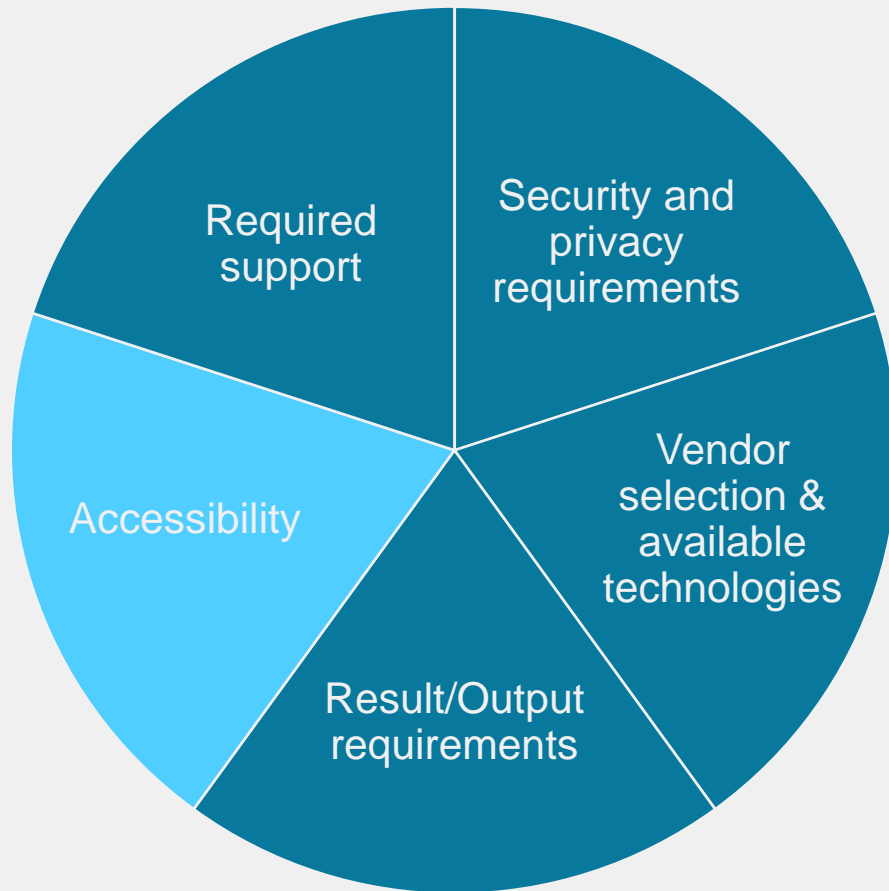 - Assess the tool's capabilities to ensure they meet your business needs

- Track Record & Sustainability:
  - Assess reputation and experience including testimonials and case studies.
  - Look at the vendor's plans for improving the tool.
  - Check the long-term viability of the tool and the provider.

- Scalability
  - Handle growth in data volume, user base, and complexity as your business scales.

- Integration and compatibility
  - Verify integrates seamlessly with your existing systems(clean, compatible data)

- Accuracy & Performance
  - Look at accuracy rates for AI models. Request performance metrics.
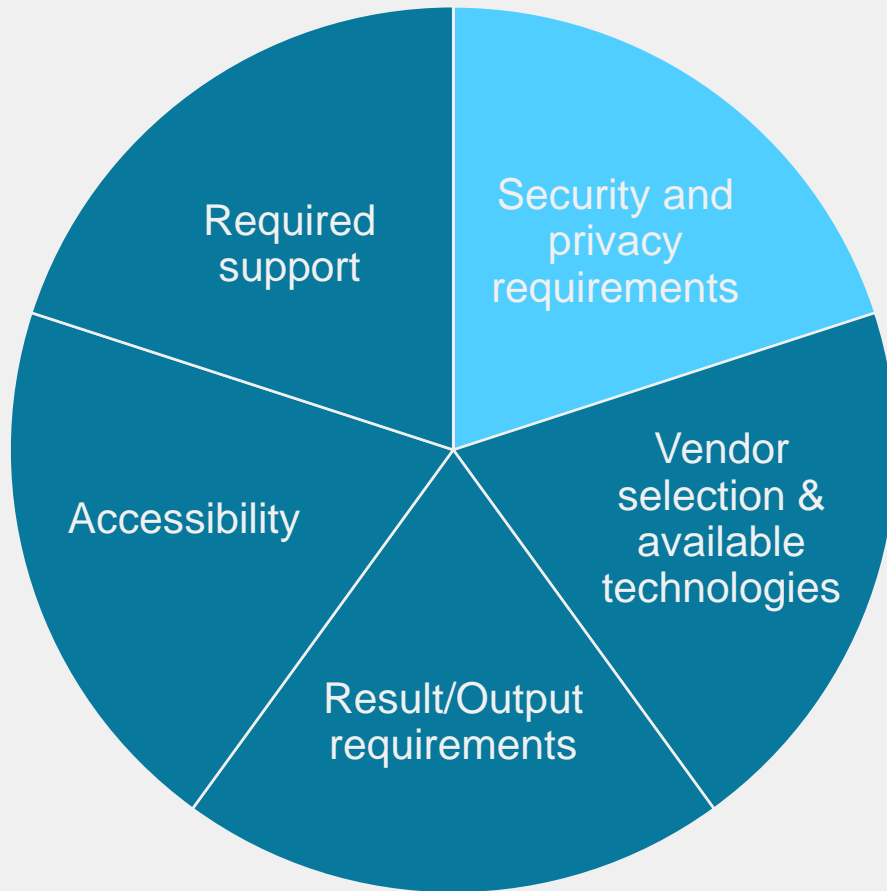
- Bias and Ethical Considerations:
  - Evaluate the vendor's approach to mitigating bias and ensuring fair, ethical AI outputs.

- Legal Compliance:
  - Verify if the tool meets legal standards, including data usage agreements and intellectual property laws.

- Data Handling:
  - How does the tool manage training data, validation, and retraining?
  - Prioritize tools with strong data security, encryption, and compliance with privacy regulations.
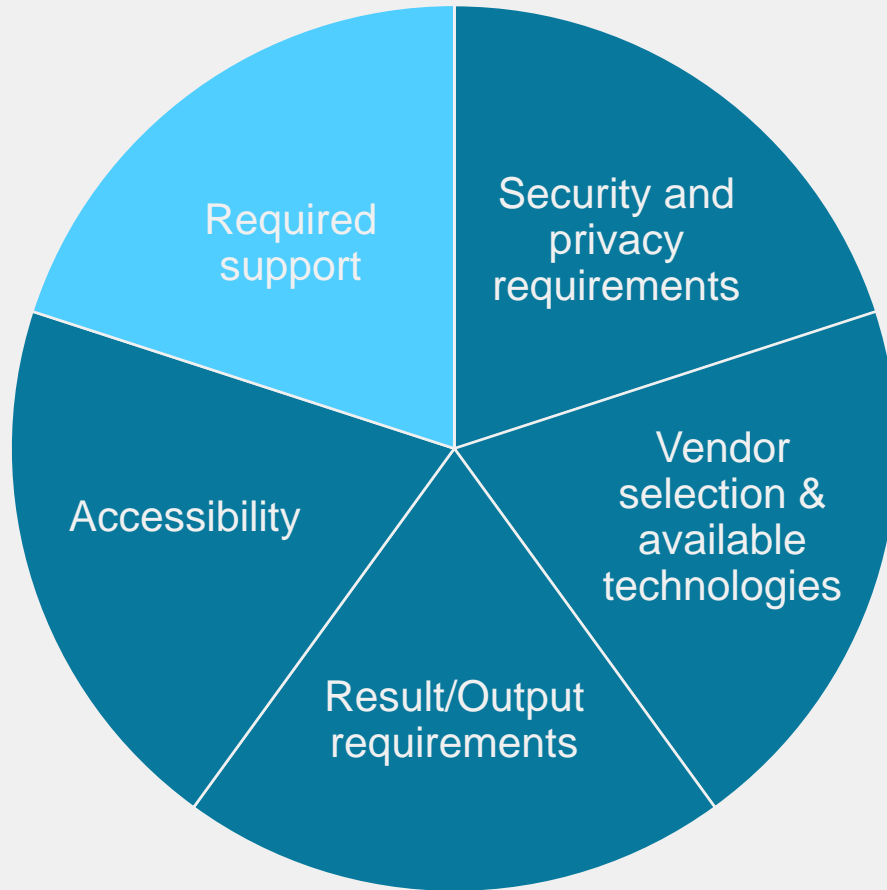
- Support & Training
  - comprehensive onboarding, training, and customer support.

- API Access & Documentation:
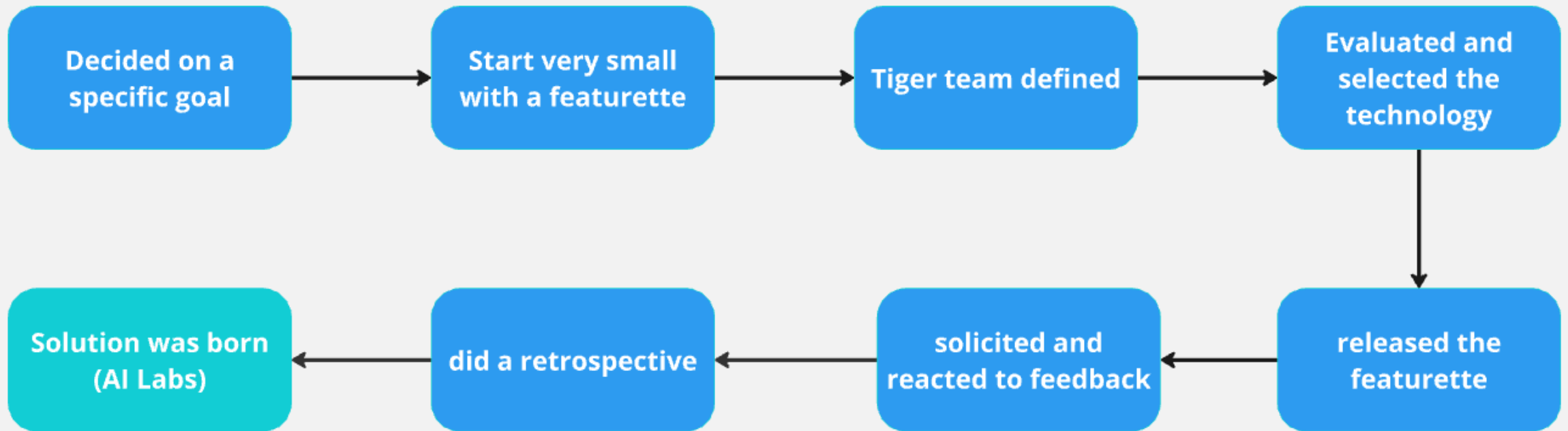 - Investigate the quality of API documentation, SDKs, and tech support.

- Ease of Use
  - User-friendly for tech and non-tech staff

Xyleme Case Study

Our AI Journey

Decided on a specific goal → Start very small with a featurette → Tiger team defined → Evaluated and selected the technology → released the featurette → solicited and reacted to feedback → did a retrospective → Solution was born (AI Labs)

madcap® XYLEME

What Did We Learn?

Feedback

- Underestimated the response
- Need to solicit feedback and have a process to react

Marketing & Communication

- Be explicit about intent in communication
- data security & privacy (use of 3rd party services)

Internal Processes

- Engineering team collaboration
- Inadequate workflow for integration development (authentication, infrastructure, APIs)

Velocity

- will be disrupted by the outside world
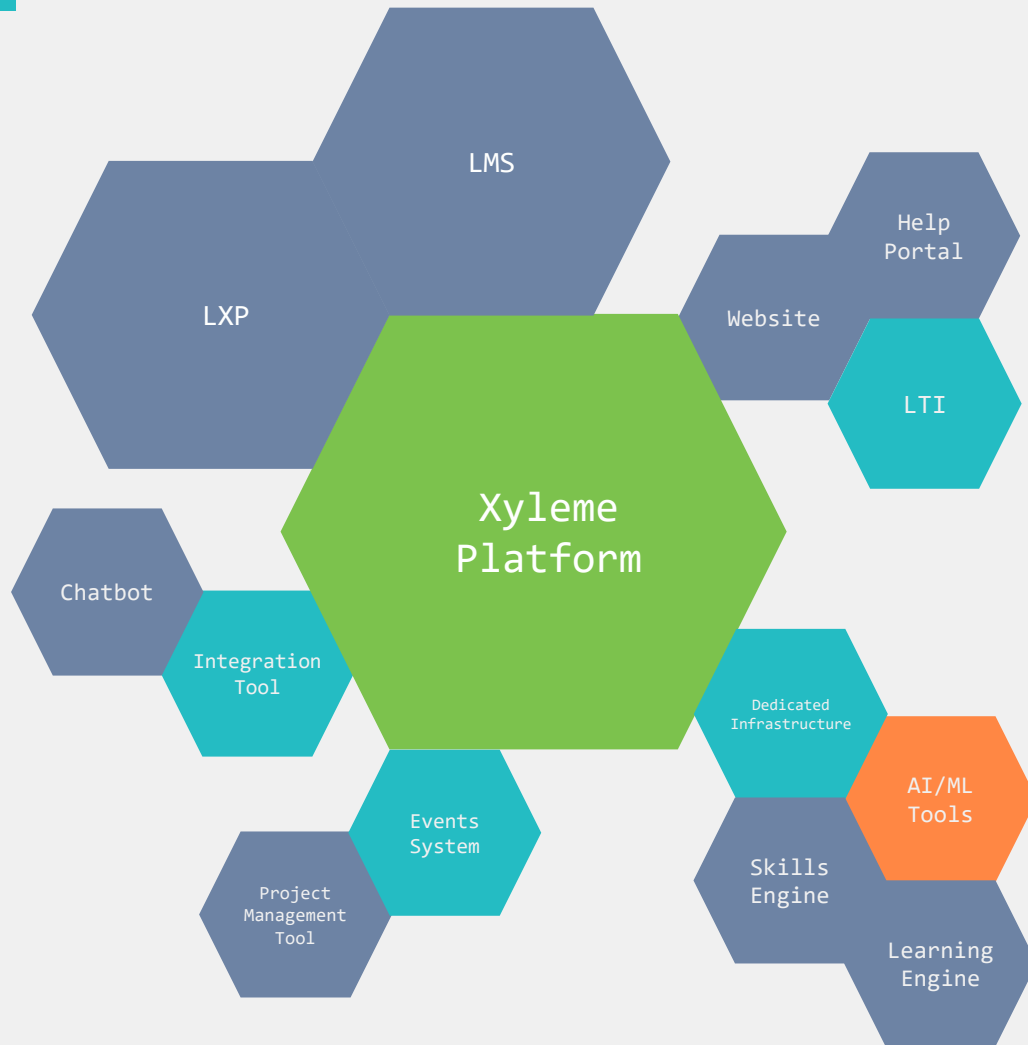- Assumptions get you stuck in the mud

madcap® XYLEME

Transformation Steps

- ✓ Execute pilot projects to gain momentum
- ✓ Build and in-house AI team
- ✓ Provide broad AI training
- ✓ Develop an AI strategy
- ✓ Develop internal and external communications

Xyleme powers your content ecosystem

LMS

LXP

Help Portal

Website

LTI

Xyleme Platform

Chatbot

Integration Tool

Dedicated Infrastructure

AI/ML Tools

Events System

Project Management Tool

Skills Engine

Learning Engine

- Deliver the right content to people and systems
- Structured data can easily flow between systems
- Centralized data collection
- Expose AI tools and other external applications with rich content and interaction data

Supported by APIs, the Platform Events System, LRS Statement Forwarding service, and an Integration Platform.

madcap® XYLEME

madcap® XYLEME

THANK YOU!