

Revised Transcript: AI for Enterprise - Strategies for Adoption and Maturity

Samuel Matthew: Hello, and thank you for listening to the *AI SuccessFactors Podcast*. We help enterprises adopt artificial intelligence. I'm Samuel Matthew, your host. In simple terms, AI adoption is a three-step process: identifying the right AI opportunity, tying it back to business value, and aligning it with business goals.

If you're a leader seeking ROI on your existing AI initiatives or want to gain buy-in for a new AI initiative, you are in the right place. Our mission is to empower enterprise leaders to navigate, transform, and lead by applying AI in their businesses. In this show, we interview analytical and business leaders who have successfully implemented AI.

Today, we're joined by Archana Misra, an accomplished leader driving AI adoption and innovation at scale. Archana is the AI Practice Director at Jacobs, a \$14 billion company operating globally with over 54,000 employees. She leads efforts in developing AI maturity models, responsible AI frameworks, and enterprise adoption strategies.

With over 20 years of experience, Archana has driven initiatives in AI governance, cloud migration, and IT transformation. Her work has impacted industries such as engineering, energy, and infrastructure, demonstrating how organizations can use AI to create value and achieve sustainable growth. Welcome, Archana. It's a pleasure to have you here.

Archana Misra: Thank you, Samuel. I'm excited to join you and share insights on fostering AI adoption and advancing AI maturity.

Samuel Matthew: Let's dive in. Archana, how do you approach fostering AI adoption in organizations that are in the early stages of their digital transformation journey?

Archana Misra: That's a great question, Sam. For organizations new to digital transformation, I highly recommend starting with a strong foundation. This includes defining their data strategy, enterprise architecture, cybersecurity measures, and addressing legal and compliance requirements. Establishing a council or a center of excellence for AI can help manage these aspects holistically.

Samuel Matthew: Some industries, like engineering and infrastructure, have unique challenges. How does AI adoption differ in these sectors compared to others?

Archana Misra: Each industry has its nuances. In engineering, for instance, companies often work with sensitive data for federal projects or regulated clients. This requires a heightened focus on compliance and thoughtful technology integration. Organizations must consider how AI impacts their partners and clients.

Samuel Matthew: Organizations often seek quick wins to gain executive buy-in for AI initiatives. How do you balance short-term results with long-term investments?

Archana Misra: Strategy is key. Some organizations prioritize quick ROI to secure executive buy-in, while others may focus on long-term value. A balanced approach involves starting with proof of concepts for smaller-scale scenarios, demonstrating impact, and then scaling these solutions. This builds confidence while ensuring alignment with long-term goals.