A CROSS-SECTOR CONVERSATION ON UNLOCKING

NEW VALUE

THROUGH DIGITAL TECHNOLOGIES

POMIAGER.US

Trusting Innovation

CoreMax

WHO WE ARE

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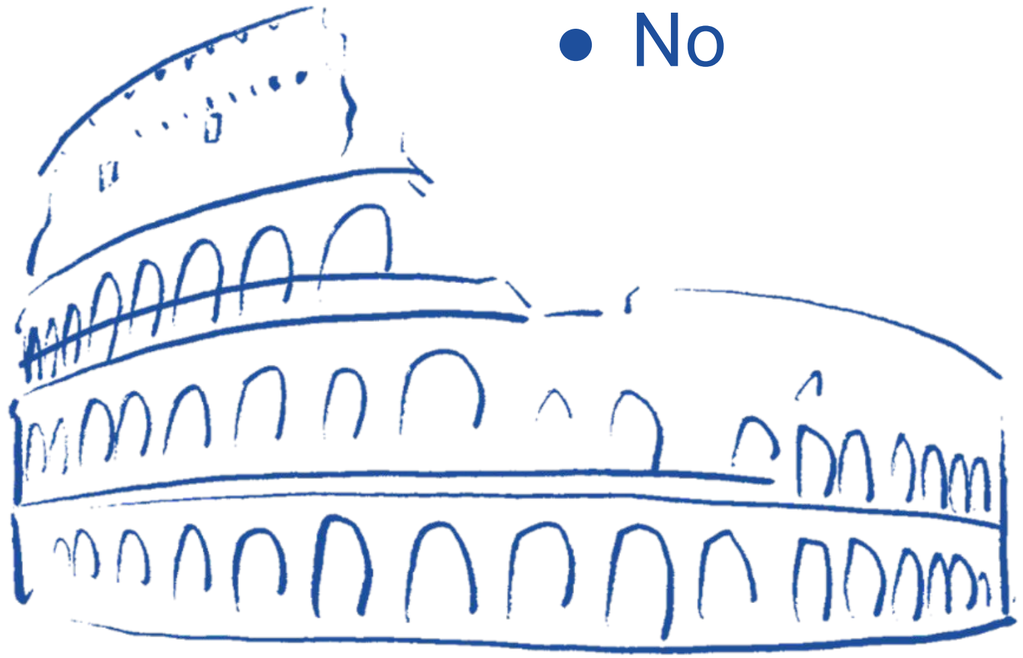
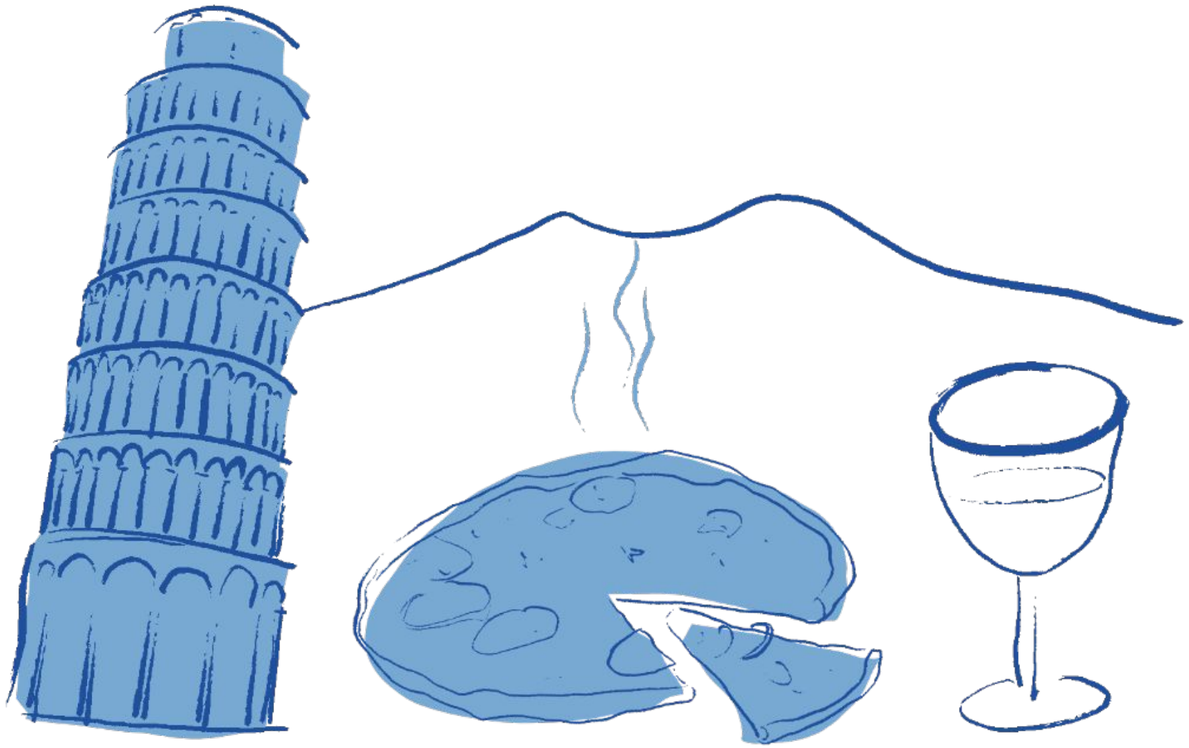
TEST QUESTION

Who has had the good fortune to visit Italy?

- Sì (Yes)
- No





QUESTION °1

Digital Transformations are not optional.
Every organization should be continuously evaluating introducing digital technologies:

- Agree
- Disagree

QUESTION °2

What benefits do you immagine a digital transformation can achieve? *(Select up to 5 options)*

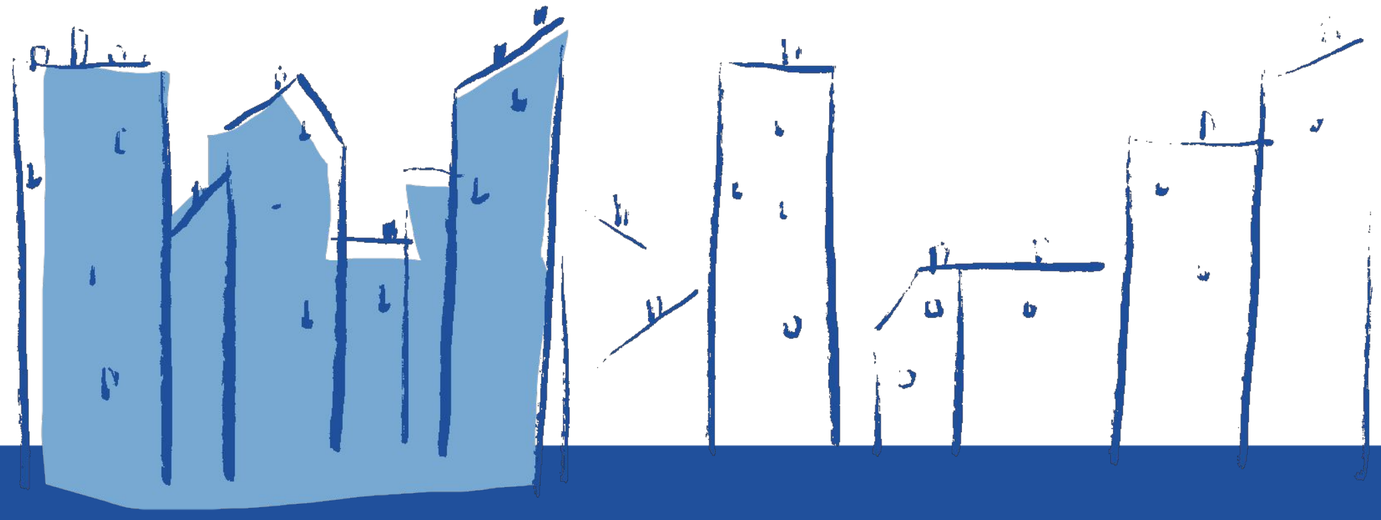
- Greater organizational productivity
- Greater employee efficiency/speed
- Enhanced innovation (e.g., in processes, products, services)
- Better customer experience
- Cost savings
- Greater competitive advantage
- Higher quality of work
- Long-term business growth
- Increased sales and profits
- Improved employee engagement/satisfaction
- Don’t know
- Other
- None

Why Adopt Digital Technologies?

- To drive **productivity gains**.
- Customers demand **seamless digital experiences**.
- Competitors and startups are **digitally-enabled**.
- **Improve and create** new product offering/services
- To be able to **scale your business** growth

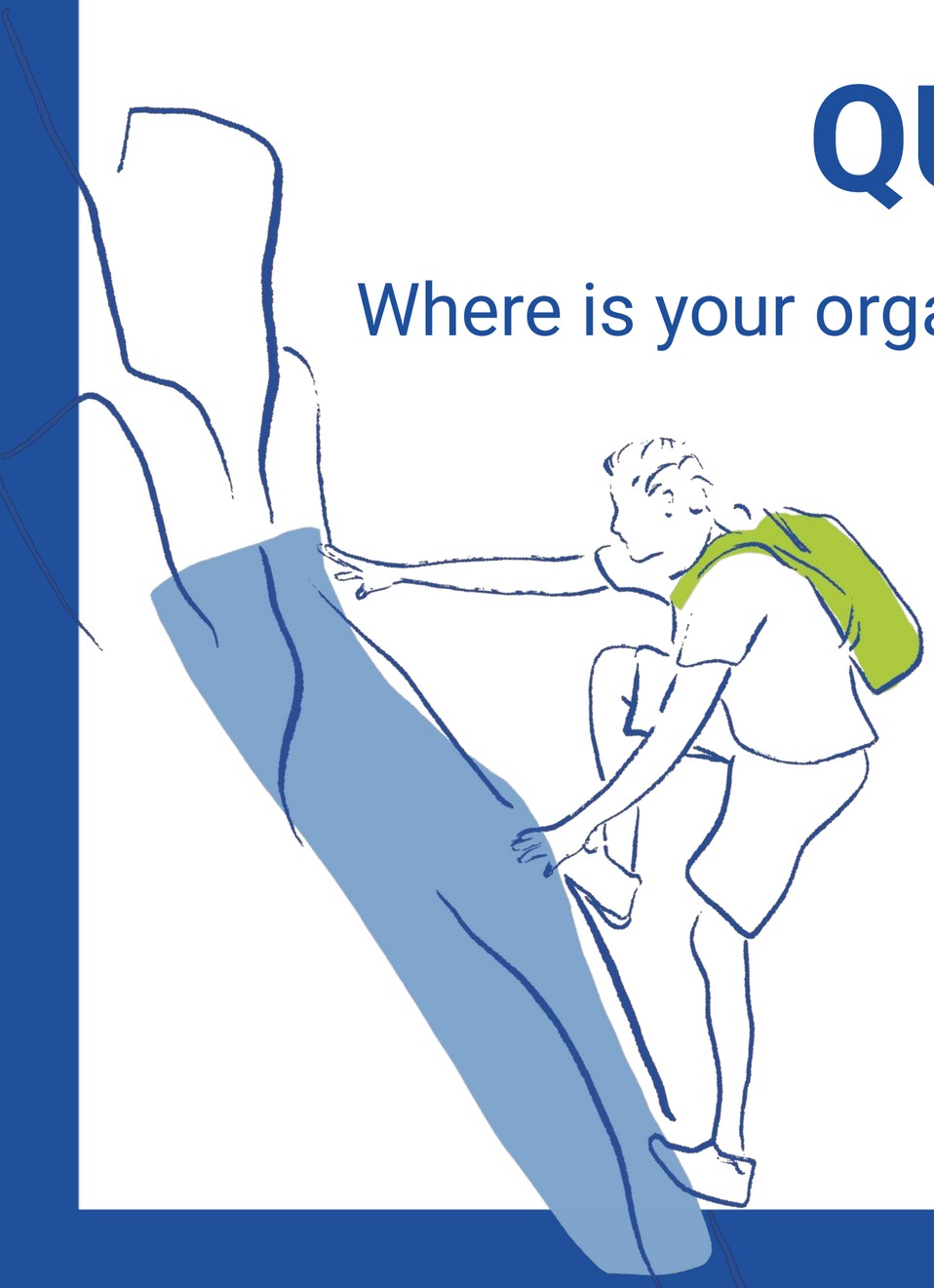
The Digital Imperative

- **Digital transformation** is no longer optional.
- AI, cloud, and knowledge systems are becoming the **foundation of modern competitiveness**.



QUESTION °3

Where is your organization on its digital/gen AI journey?



- Exploratory phase
- Consideration phase
- Planning phase
- Adoption phase

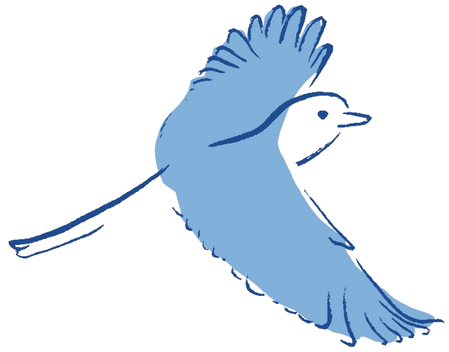
°4 What barriers, if any, stand in the way of expanded introduction of digital technologies in your organization?

(Select all that apply)

- Concerns about potential risk (e.g., ethical, legal, cybersecurity, customer impacts)
- Lack of clear roadmap for implementation
- Lack of organizational guidelines/governance around use
- Lack of an innovative culture
- Concerns about the quality of gen AI's outputs
- Lack of necessary talent/skills
- Unclear business value/ROI of gen AI
- Data/tech infrastructure issues
- Lack of bandwidth
- Hard to identify good use cases
- Lack of budget
- Negative views of gen AI
- Difficulty with vendors
- Other
- No barriers
- Don't know

QUESTION °5

What efforts is your organization working on, if any, to better prepare it for gen AI adoption? *(Select all that apply)*



- Improving data/technology infrastructure
- Developing guidance/governance around gen AI use
- Reviewing/adjusting processes and methods
- Developing a gen AI change management strategy
- Addressing employee fears/concerns around gen AI
- Committing more budget to gen AI efforts
- Reviewing/adjusting roles and team structures
- Not working on any efforts to prepare the organization for gen AI adoption
- Other
- Don’t know

Transformation Requires More Than Technology

- Success depends on **strategy**, **people**, **culture**, **processes**, and **infrastructure**.
- Technology alone does not create **value - integration** does.

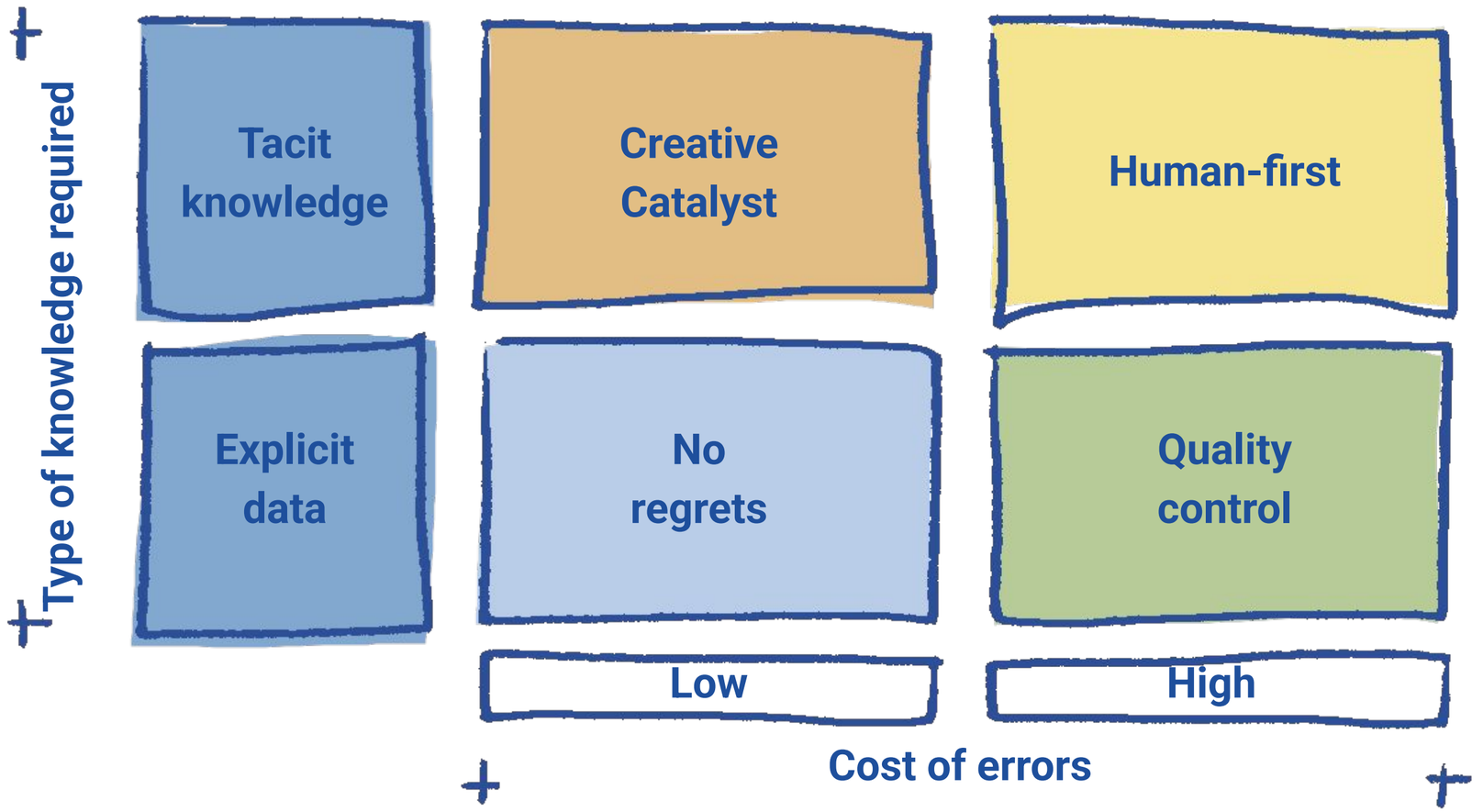
Strategy

- Drive **adoption** from the top
- Mandate broad **access to technology**
- **Reimagine** all assets as data and:
  a. locate your data and **centralize** it
  b. **identify** the data you aren’t yet collecting
- **Redesign** your organization
  a. create a **feedback** loop to translate insights into action
  b. **consider** and **appreciate your people**

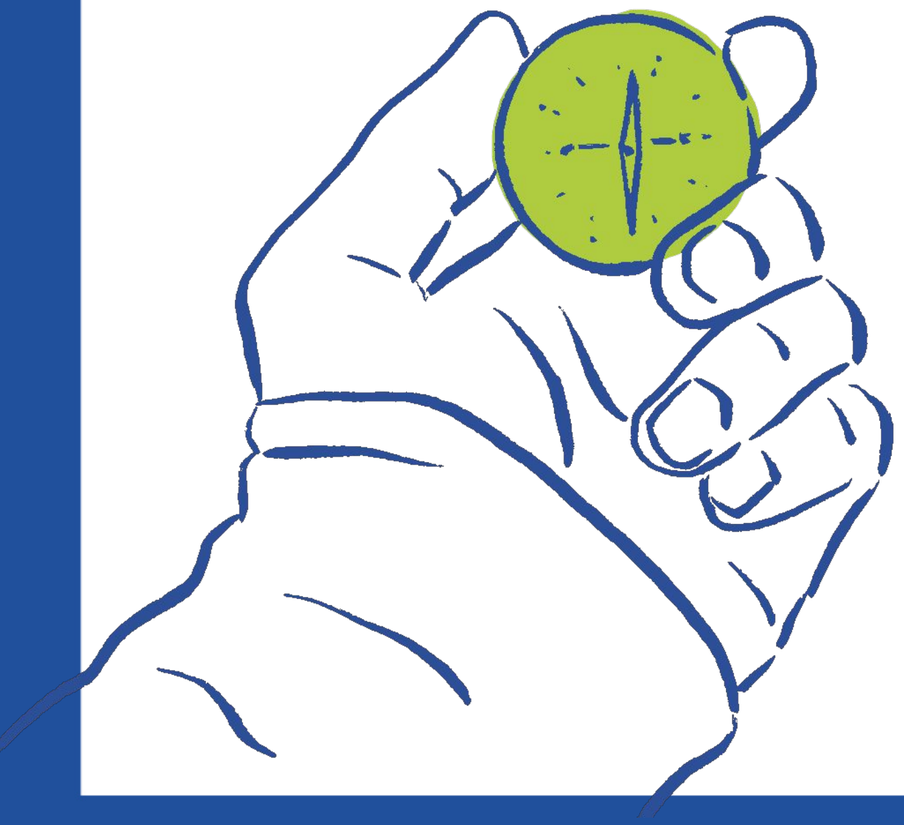
Framework: Where to Apply Generative AI

- Use **AI based** on cost of errors
  + knowledge type required.
- Not every task should be **automated**.

Framework: Where to Apply Generative AI



Gen AI Task Matrix (4 Zones)



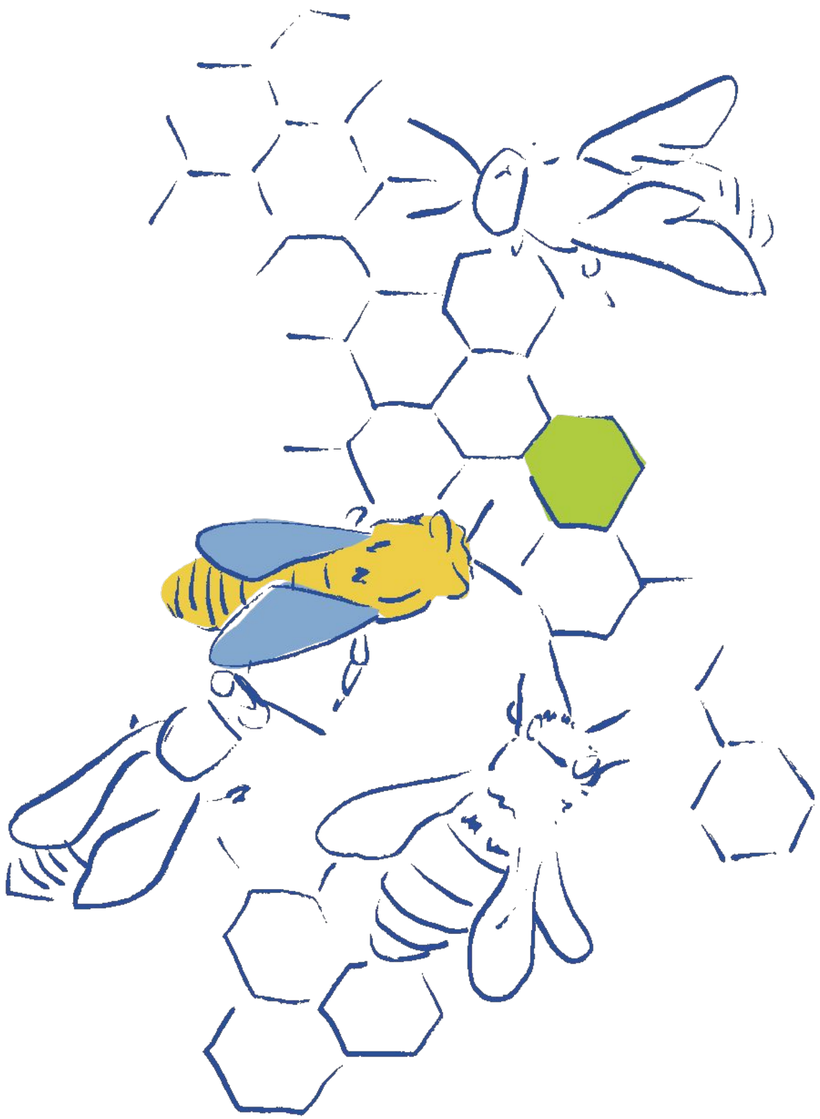
- **No-Regrets**: AI does it all (low risk, explicit)
- **Quality Control**: Human verifies (high risk, explicit)
- **Creative Catalyst**: AI generates options (low risk, tacit)
- **Human-First**: AI assists only (high risk, tacit)

The Digital Readiness Pillars

- Employee **skills** & **training**
- Technology **infrastructure**
- Data **foundation** & Governance
- **Risk mitigation**
- **Gen AI** guidelines
- **Culture supportive** of innovation
- **Strategy**
- **Trust**

Execution Architecture

- Execution **Readiness Audit**
- Execution **System Design**
- Client Success **Partnership**



Risk Mitigation

- **Drive adoption** from the top
- Fail fast, **learn faster**
- Cultivate your **current & future talent**
- Choose your **partners** carefully
- Be aware of & treat **regulations** seriously
- Create a culture of **shared responsibility**
- **Be resilient**

Trust

Partner

- Engaging and open **communication**
- Authentic and logical **actions**
- **Transparency**, **reliability** and **dependability**

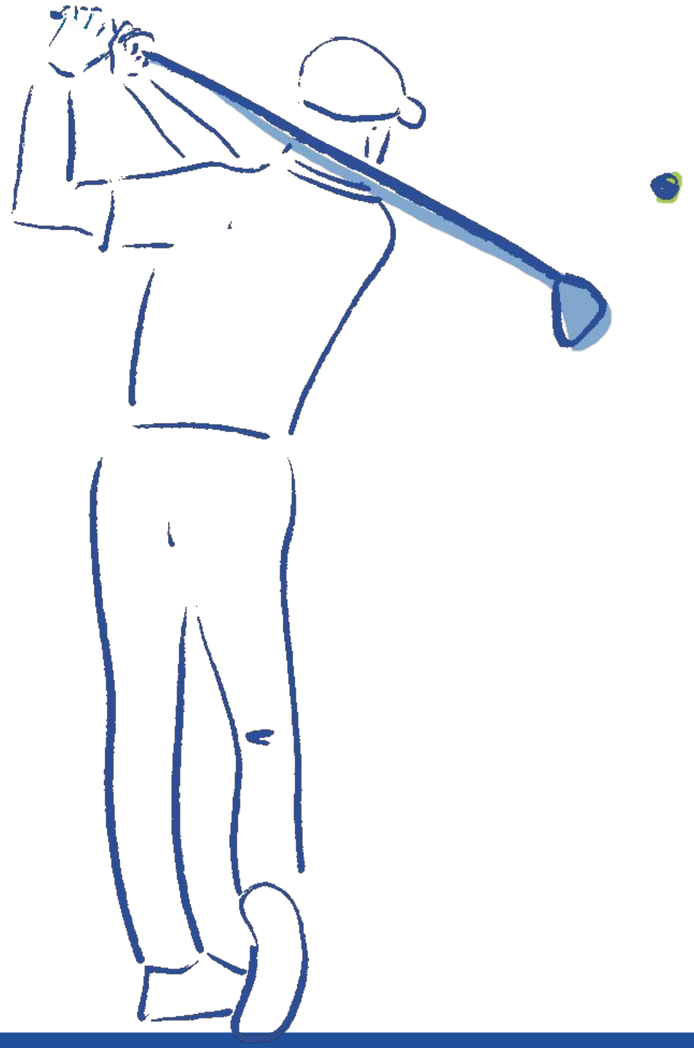
AI

- **Transparent**
- **Explainable**
- **Auditable**
- **Secure**

Data Governance: Breaking Down Silos

- **Integrated trustworthy data** is essential.
- Enterprise-wide **accessibility + governance**.
- Data silos block **insight**.

Data is Everything



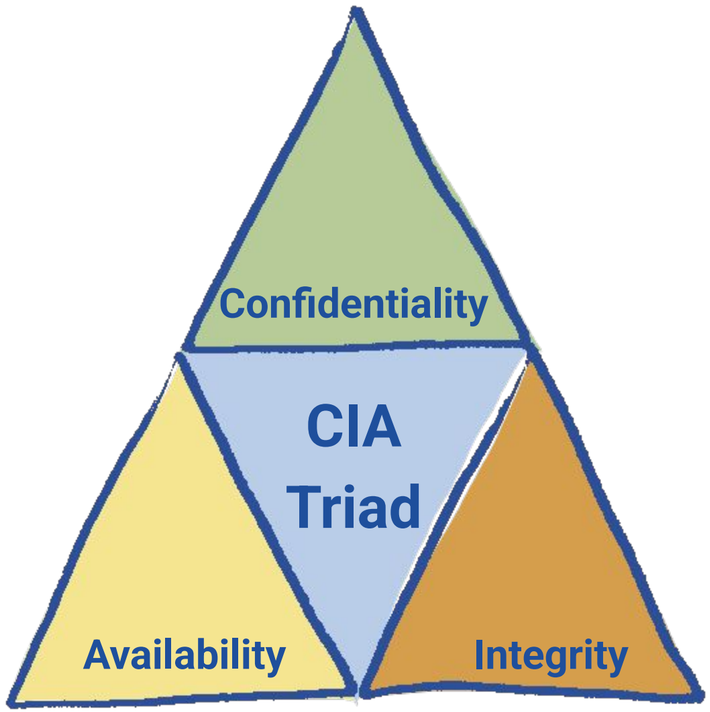
AI succeeds when data is:

- Clean
- Governed
- Secure
- Accessible

Data is Everything

Before Adopting AI - Organizations must build the data foundations required for safe, scalable AI:

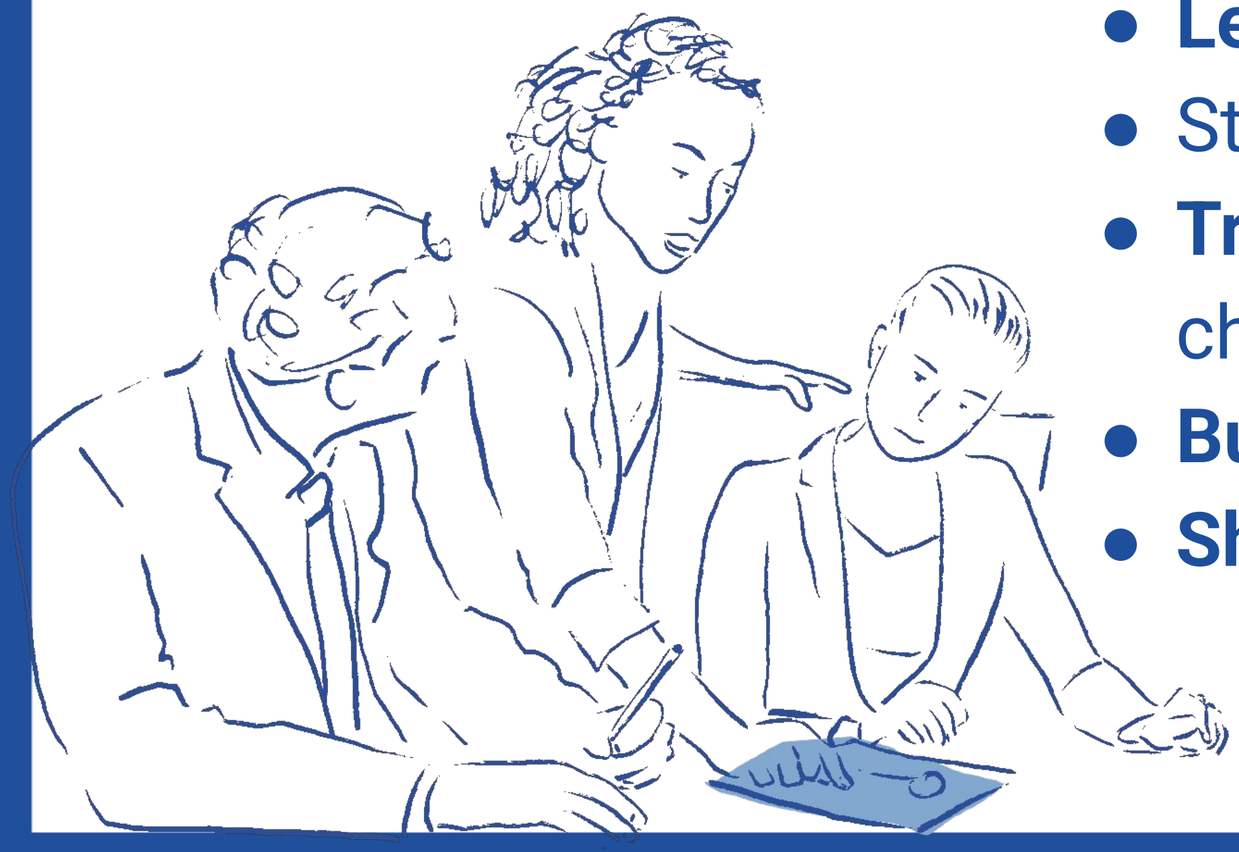
- Do we understand our data quality for this use case?
- Can we access and retrieve the required data reliably?
- Do we have data governance in place?



Competitive Advantage: AI Is Not Enough

- The **Paradox of Access**
- Sustained advantage comes from **creativity**, **culture**, and **unique processes**.

Practical Roadmap for Adoption



- **Leadership** drives adoption.
- Start small with **pilots**.
- **Train employees** + appoint AI champions.
- **Build governance** + iterate quickly.
- **Share** successes to scale.

Knowledge Management as the Foundation

- **Knowledge** is often fragmented and siloed.
- **AI-enabled systems** retrieve insights quickly.
- Improves **productivity** and **decision-making**.

Collaboration is Key

- **Practical**, not theoretical:
- We focus on **integration**, **governance**, and real **business value**.
- Scalable for **mid-market**:
- Start small, iterate quickly, build **internal capability**.
- Global + local **partnership**:
- **European** innovation + **Philadelphia** execution.
- Strong focus on **trust**, **culture**, and **people**.
- Expertise in **data foundations** and safe **AI adoption**.

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Closing Message

- Digital technologies **change** the type of work people do.
- Adoption **prevents** competitive disadvantage.
- First step: embrace change and **start**.