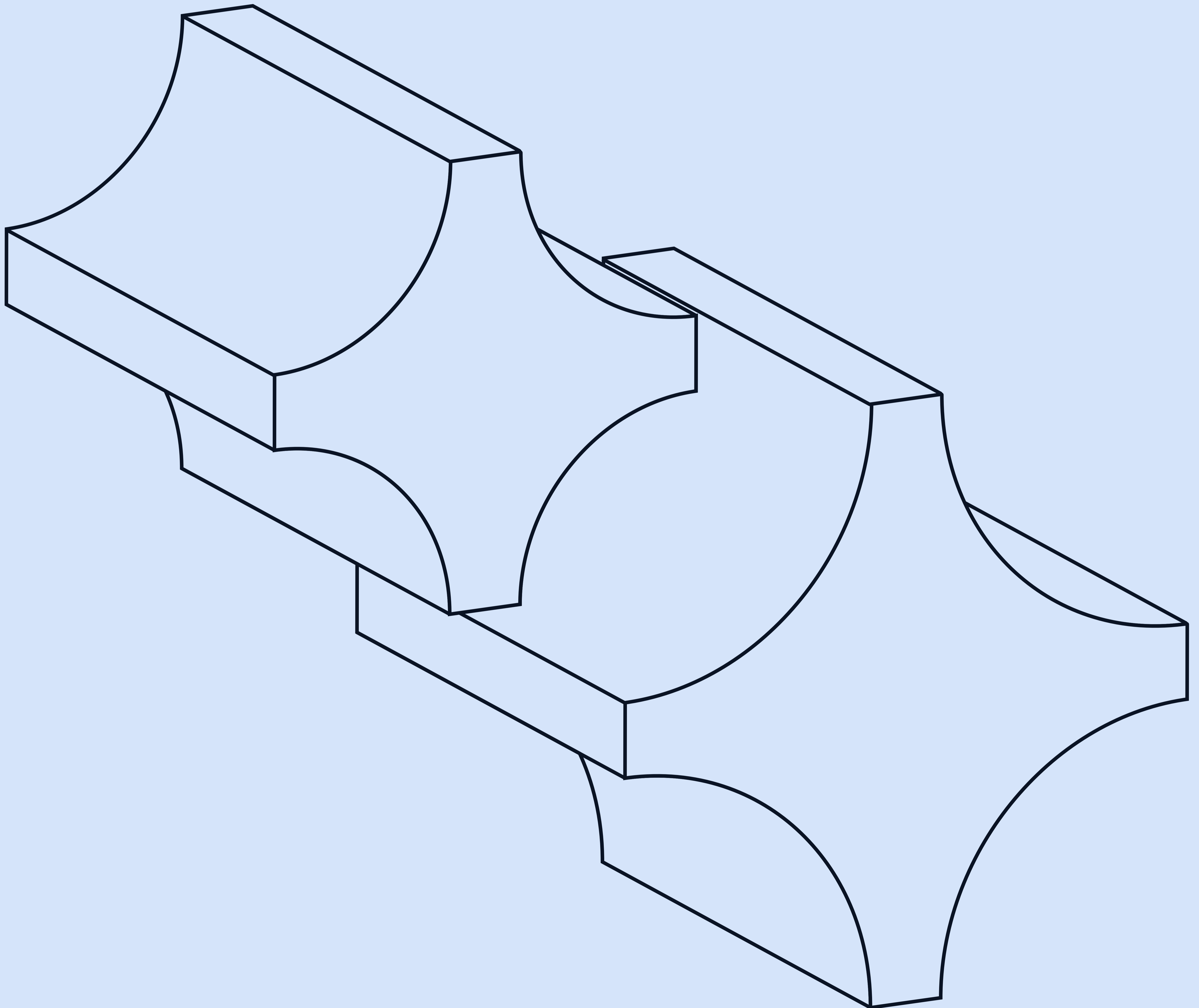


Spark Success with AI and GenAI

Your 6-Part Guide



Artificial intelligence is evolving by leaps and bounds, seemingly by the day. The opportunities are there, with an expected annual growth rate of 28.46% and a market volume of \$826.7 billion by 2030.

The thought of what AI and generative AI (GenAI) can do sparks the imagination—How will I take advantage of GenAI? How can I use it to automate? How will I use it to innovate?

But it also sparks fear and uncertainty—Is my org ready? Is my data ready? Will the tools I pick be good for the foreseeable future?

Here's the thing, though. Whether AI sparks joy, a cold trickle of sweat, or a combination of both, you need to be planning and executing.

AI waits for no one.

► **Intelligence About Artificial Intelligence: According to Salesforce, 86 percent of IT leaders expect GenAI to soon play an essential role in their organizations.**

This makes for a potential bad news/good news situation. The bad news is there's a world of unknowns. What does AI mean to your organization? What should you be doing? How do you even get started? The good news is that most orgs are on relatively level ground, **so you can truly innovate and differentiate.**

That's why we're here. We will help you take that spark and fan the flames to help you be an AI-using, innovation-creating machine. Let's look at a few easy things you can do to get going today. There's no order to these steps, so consider them a cheat sheet of actions for taking control of AI.



Select the Right Use Cases

Obvious, right? Without the proper use case, your AI plans will crash and burn. It's so fundamental but so easy to get wrong.

It's tempting to think big, but don't fall into that trap. **The game of AI is one of building successes.** When you start too big, you risk failing big, leading to losing credibility and confidence from your decision-makers. AI is a journey full of experimentation, but it's ultimately results-driven like everything else. You know that saying, "One chance to make a good impression"?

That said, there's value to trying things out with no clear goal other than playing with technology and just seeing what's possible.

Intelligence About Artificial Intelligence: 84% of C-level executives believe adopting AI is critical to drive growth objectives.

Picking something small and buildable provides a basis for success. When you have a quick win, you can shout that to the rafters and take your lessons learned to the next step.

Don't

Create something fully automated (too risky!).

Create something where you can't clearly measure success and demonstrate ROI.

Create something too ambitious, and underestimate the impact of UI and UX on adoption.

Do

Start with something human-reviewable.

Start with something testable.

Start with something you can build from, that can be monitored and graded based on effectiveness.

Start with something you can deliver on.

In short, figure out where you want to play—everyday AI or game-changing AI. Gartner calls this your "AI ambition," and currently, 80% of enterprises are in the everyday AI camp. That's a great place to start but, eventually, you'll likely want to target something broader.

Ambition can be tricky, though. Don't let your long-term desires hold down your short-term possibilities.

Things like using AI to help develop software or generate reports are excellent. Things like AI-generated customer experiences? Keep it on your roadmap, but way down the path.

2

Get Your Data in Order

The median size of AI training datasets has exploded since 2020, and the total amount of data available has doubled in just the last few years. **But that doesn't mean that all data is good data.**

Think about the data in your organization. Where is it coming from, and what's the quality of it? How much of it is siloed off? How consistent is the formatting? How much of it can you reliably get to? How much of it are you using, and for what?

Data drives everything. "Good inputs leading to good outputs" has never applied so perfectly. With both AI and GenAI, you need:

1. Large datasets
2. Consistent, accurate data
3. Data you can get to

Because AI is so data-reliant, risk and compliance are critical. How are you keeping your sensitive customer data private and secure? Is that data part of your AI use cases? Are you sticking to legislation like the GDPR and EU AI Act?

► **Intelligence About Artificial Intelligence: According to a 2024 AWS survey, 93% of respondents agreed that good data strategy is vital to driving value from AI. However, 57% of respondents hadn't yet changed their data. Do you hear opportunity knocking?**

Establishing data hygiene practices like securing your data and consistent formatting are good starting points, as are looking for ways to bring your data together.

3

Identify and Close the Skills Gap

AI as an idea isn't new. Alan Turing was thinking about machine intelligence in 1941! But it's developing so fast that most people and organizations aren't mature in their usage. And that's okay! That said, recognizing and starting to close your skills gap must be on your radar.

The skills gap exists on the IT side, where your developers and data scientists must learn to use, build, and implement AI. But it also applies to the business side. Those are your stakeholders. **It doesn't help anyone when you're getting asked for a rocket ship when you can, at best, do a model rocket for now.** Here are a few focus points.

IT

Do you have a data science team? If not, do you need one? Can you source it internally, or do you need to recruit?

Where are the programming skills of your team now? Which tech stack(s) are you using?

Do you have a deep enough understanding of AI and machine learning to make functional, informed decisions?

Do your teams understand how to work with GenAI models?

Can your infrastructure scale to handle the load that AI adds?

Business

Do your stakeholders understand the difference between AI and GenAI?

Do your stakeholders see AI as a catalyst for change? Or are they purely thinking about the technology?

How well do your stakeholders understand the organization's nooks and crannies? Where are your inefficiencies, bottlenecks, and processes that tend toward lengthy human decision-making?

► **Intelligence About Artificial Intelligence: Gartner experts believe that AI adoption may lead to productivity boosts of nearly 25%!**

Are you ever going to feel 100% ready? No, but don't let that hesitation stop you from getting started. Overpreparing stifles innovation and slows you down. But building your AI muscles early will help you lift a more significant weight down the road.

4

Bring Everyone Together

Especially because AI is such a hot topic, many people have ideas about it. **But finding common ground is difficult if your business is way over here and your IT is way over there.** It can feel overwhelming, but here are the three keys:

1. Prioritization: How do we take everyone's needs and develop the best roadmap?
2. Stakeholder management: How does IT engage stakeholders early and often to gather insights and ensure buy-in?
3. Clear roles and responsibilities: What do the teams look like? What are the roles? Who's building what? Are you utilizing business technologists?

In the middle of all this is where you want to be. Your roadmap needs to reflect all your stakeholders, and your teams need to reflect your roadmap.

► **Intelligence About Artificial Intelligence: According to Gartner, business technologists comprise 28-55% of the workforce, depending on the industry. Of those, almost a third are involved in an application's entire capability life cycle.**

Interestingly, very little of this step is rooted in technology. **It's all about clarity and transparency.** There's a gap if your teams think of AI as just ChatGPT and DallE. One of the most important things you'll do is bring everyone together to reach a shared understanding and language.

That **shared sense of purpose** sparks more discussion, more thoughts, and, ultimately, more innovation. These are good things.

5

Set Up Your Journey

AI development is a never-ending cycle, so set yourself up for the long haul. **You'll constantly move from ideas to experimentation to outcomes**, then taking your learnings and starting the whole thing again.

To be clear: When it comes to AI, you will fail. The evolution is too fast and the world is shifting too much to get it perfect on the first try. From there, you have two options:

1. Grumble that tech's no good, it's not worth it, you don't have the expertise, etc.
2. Fail fast, take learnings, and go again.

When it comes to AI, it's okay to fail.

Option 1 is where good ideas go to die. Option 2 is how you learn, innovate, grow, and win.

► **Intelligence About Artificial Intelligence: Some estimates of project failure rates involving AI are as high as 80%!** So, when things go wrong, don't stress it. You're in good company.

Getting your AI lifecycle right is part technology, part mindset, and part process. Keep it straightforward, especially in your early days: brainstorm, fusion teams, and continuous collaboration. Put yourself in a position to succeed early so you don't have to worry about building the basics later.

And when you succeed, even in the most minor ways, celebrate! **AI solutions can be incredible, and accomplishments feel like big deals because they are. Even failures can bring new ideas that bear fruit down the road.**

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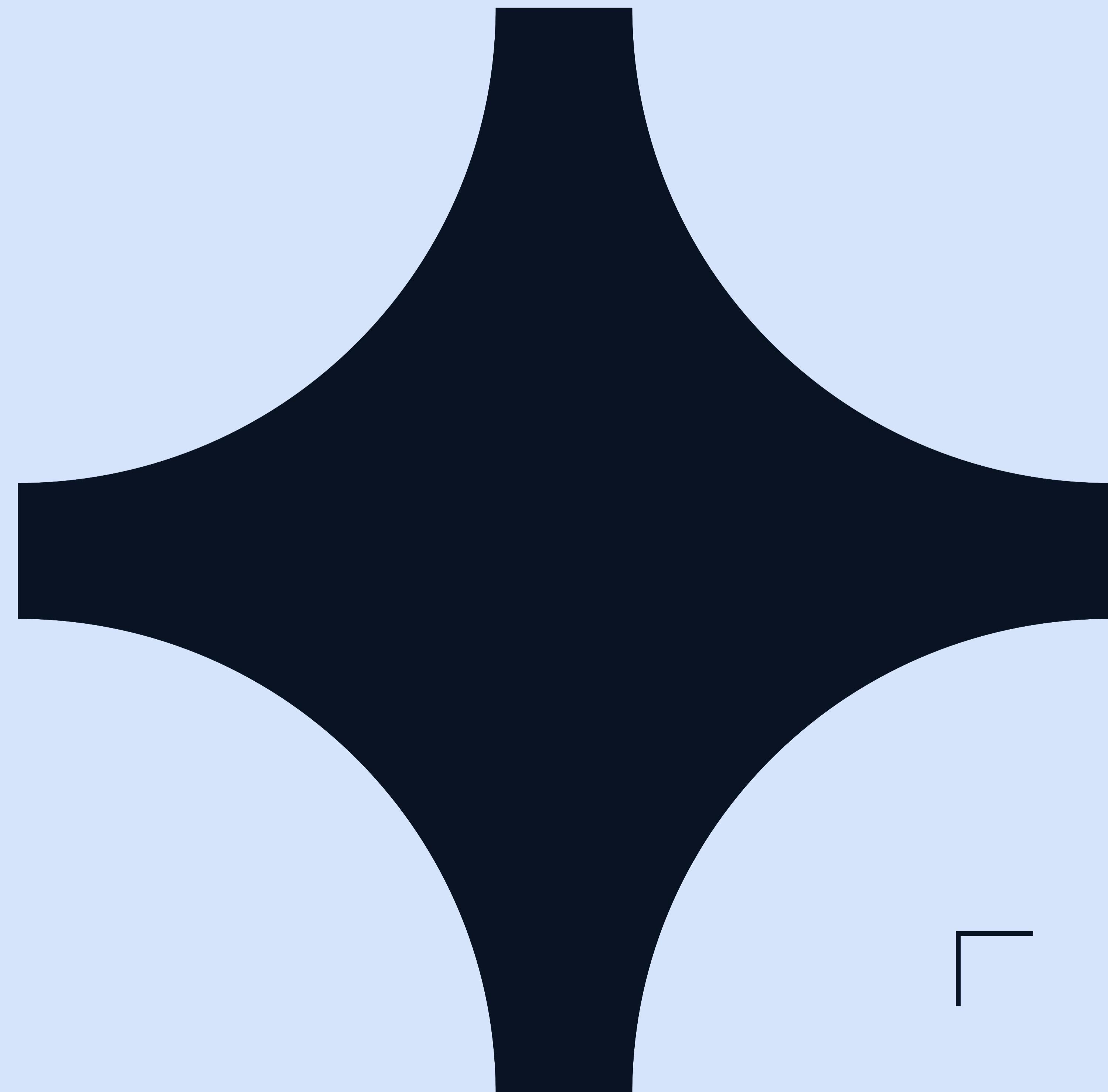
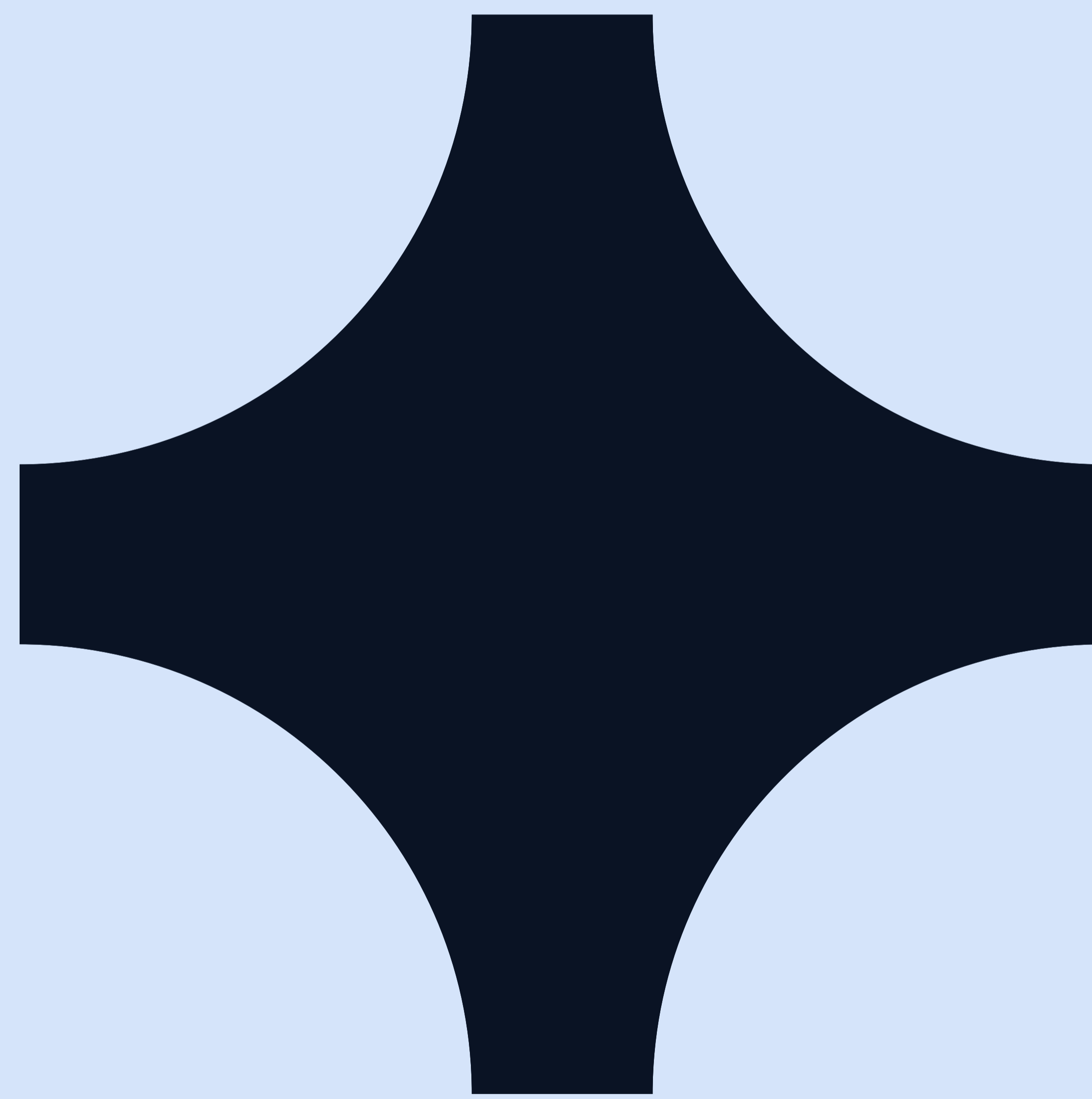
Fan the Spark

There are more variables than this to getting started with AI—enough that this book could turn into a volume of encyclopedias.

At this point, though, **the most important thing is to start experimenting.** You could waste months, quarters, and years setting yourself up, but by the time you're ready, the market's evolved, and you need to go again.

However, these first steps provide a robust enough starting point to protect your organization—no matter what the future holds.

The spark of inspiration is just the beginning. Now you've got some momentum. Take those ideas, experiment with them, and turn them into your desired outcomes.



One question is left, though: How do you build with AI? We've spent the past pages getting set up, but now you need to do it.

And let's face it. No matter what you do, AI is complex. So, your best fit is a platform that:

1. Mitigates some of that complexity
2. Makes it easy to connect to leading generative AI services
3. Uses AI to streamline development
4. Supports you throughout the entire cycle
5. Continually innovates
6. Preps you for hyperscaling

► **In our humble opinion, your best option is Mendix. With Mendix, you have flexibility in GenAI model choice with our OpenAI and AWS Bedrock connectors. Integrating with OpenAI's GPT-4, Anthropic's Claude, Amazon's Titan, Meta's Llama 3, Mistral, and other GenAI models is now attainable and fast.**

Maia

Beyond that, **Mendix harnesses AI to make development better, faster, and simpler.** Mendix AI Assistance (Maia) provides real-time guidance and logic recommendations, enforcement of best practices, and generation of application components to streamline the development process. With new monthly releases, Maia will only get better and more robust, making Mendix better and more robust.

Mendix customers like Vivix and Archway already use Mendix to leverage AI sources and models, so this isn't theoretical.

And that lifecycle of ideas through experimentation to outcomes? We bake it into every part of our platform and process.

The takeaway? **If your organization is serious about AI, Mendix provides the safest path to get there.** If you're ready to start that journey, we're here to help.



About Mendix

Mendix, a Siemens business, is the only low-code platform designed to address the full complexity of enterprise software development challenges. Deploying point solutions to departmental problems solves things at a micro level—but if you want to impact your business significantly, you must go bigger and build robust portfolios that move the needle sustainably and strategically.

With Mendix, enterprises can take on more complex, transformational initiatives by engaging everyone in capturing requirements, forming ideas, and embedding value assessment throughout the lifecycle of the software portfolio.

Focus on the correct problems while relying on governance and control to avoid unnecessary risk. Mobilize your organization. Build the change readiness muscle. And when the next big idea drops, turn it into an outcome quicker.