

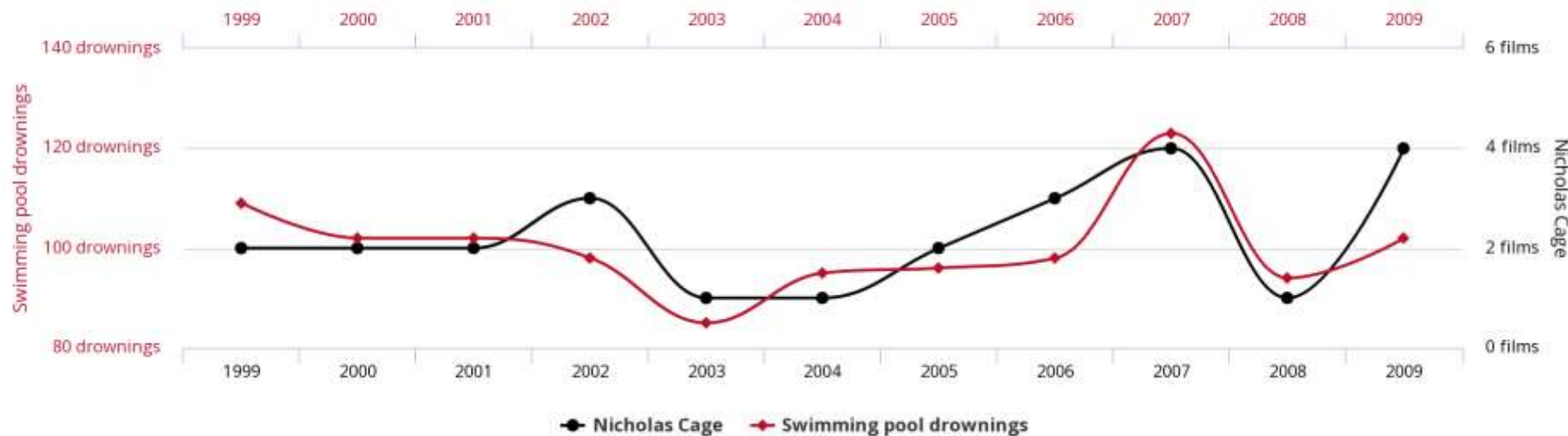


Scaling AI in Enterprises

March 2022

M
p
f

Number of people who drowned by falling into a pool correlates with Films Nicolas Cage appeared in



tylervigen.com

Sebastian Welter

Supply Technology Innovation Leader IKEA

Artificial Intelligence Technology Innovation Lead IKEA

Director for Solution Design AI for Accenture in DACH

Lead Architect Watson for IBM in EMEA

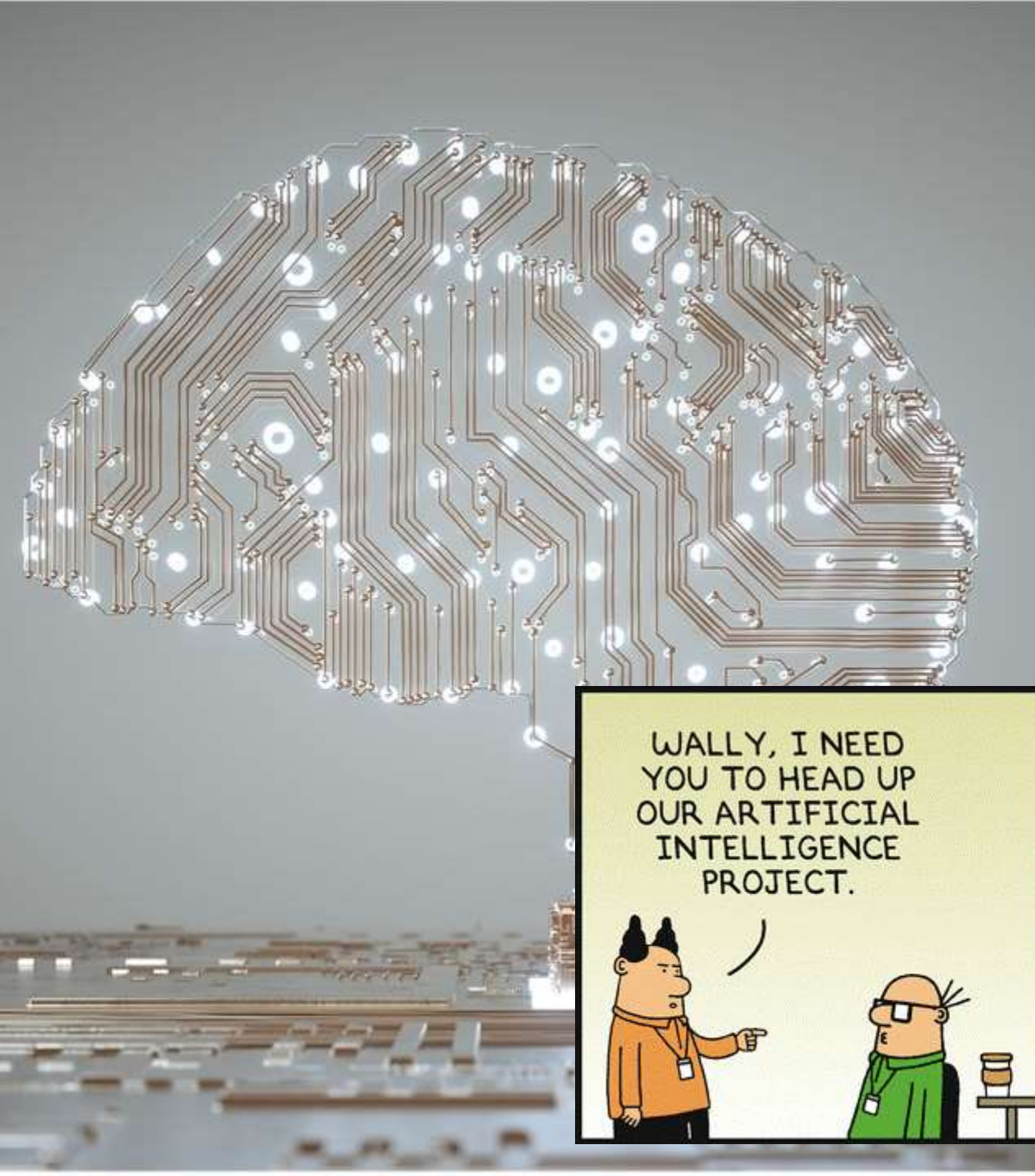
Tech Lead Watson DACH for IBM

Content Management, Search, Mainframe, Distributed Systems, Technical Sales, ...




My current mission:

Scale AI in IKEA AI CoE / Lab



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Run the business != Change the business

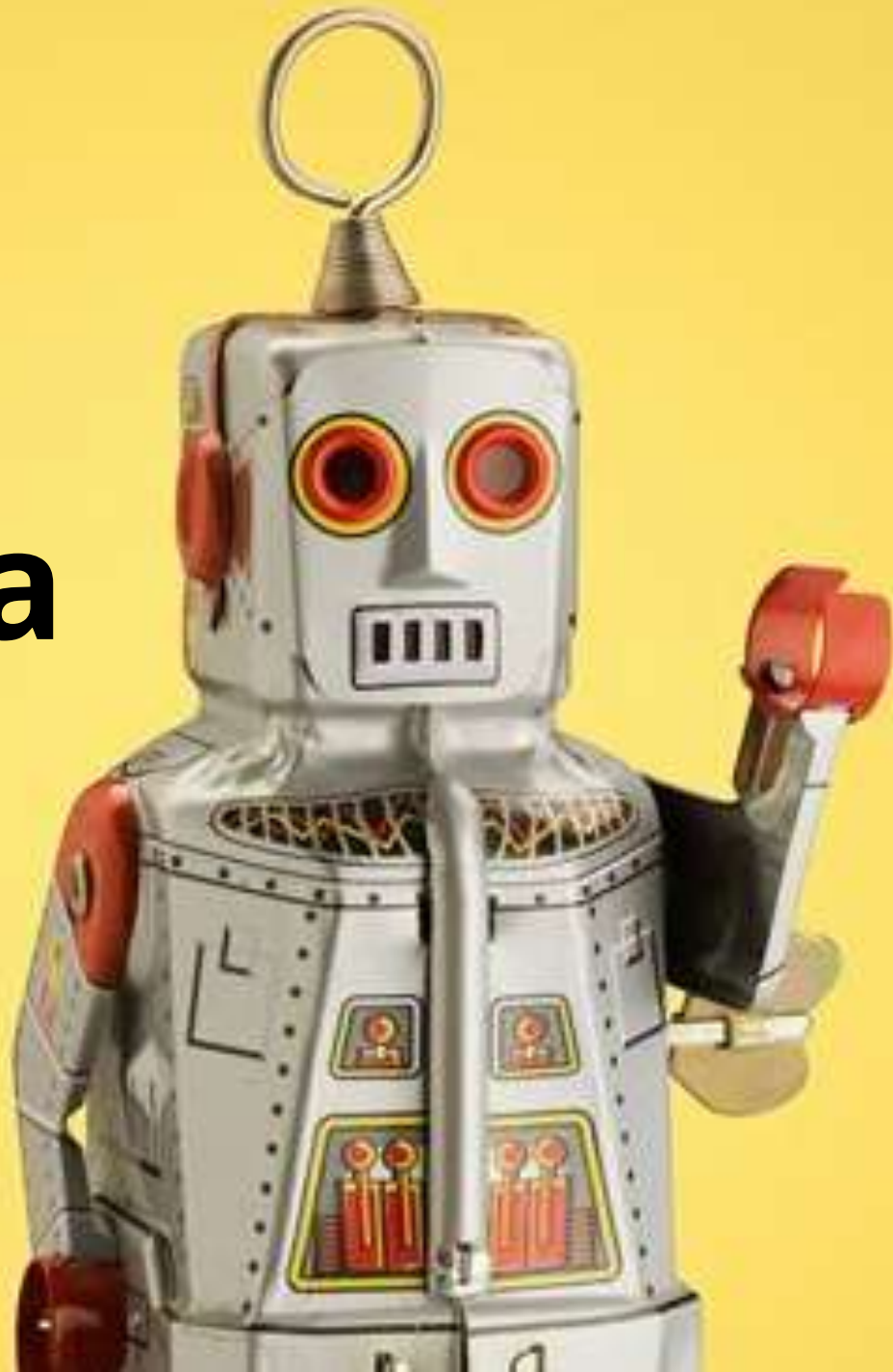
AI is locked to operational topics and not used to
grow beyond operational boundaries

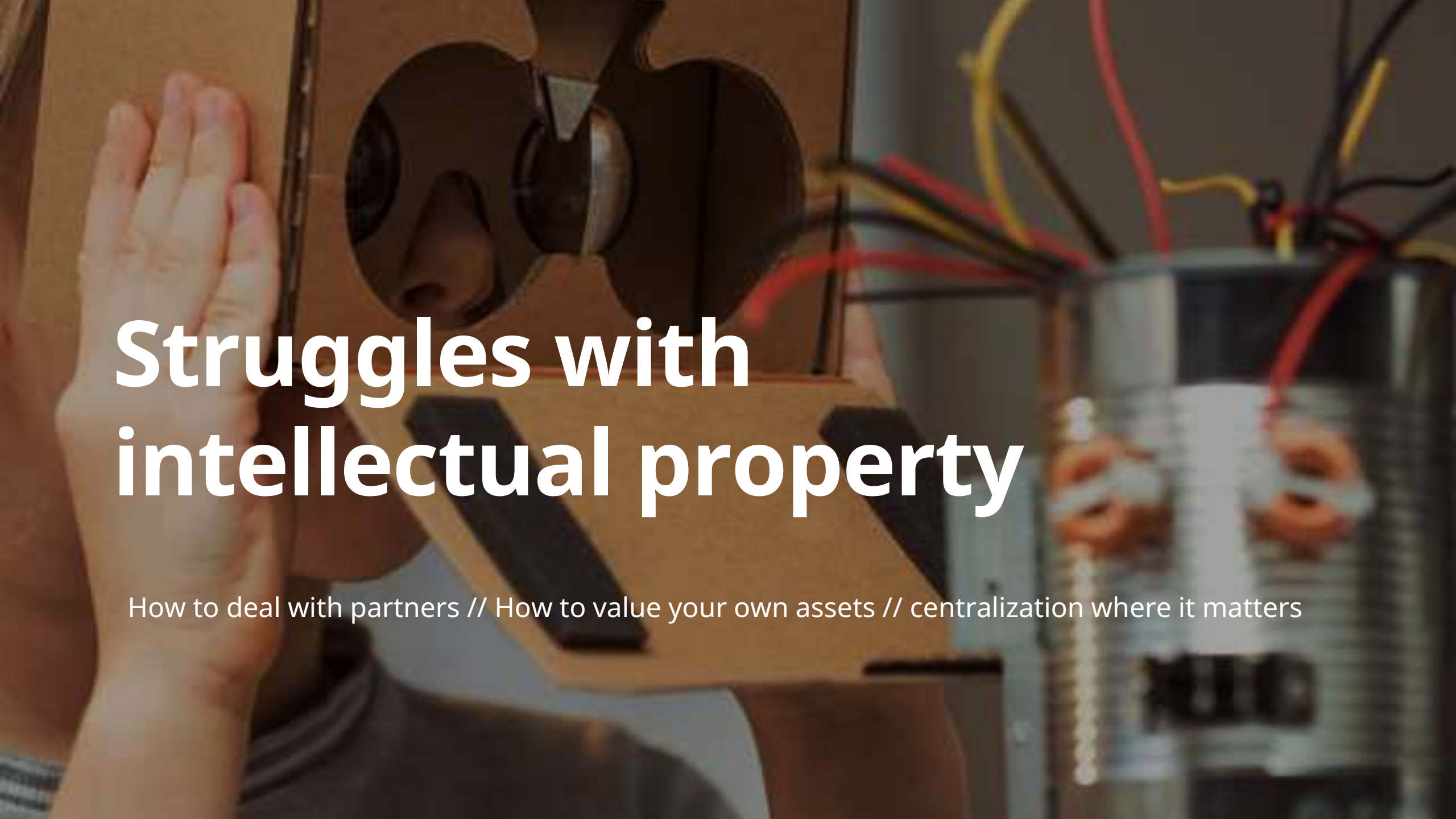
Lack of knowledge



AI in business terms // the "1 data scientist" problem // AI methodology

Citizen Data Scientist



A person's hands are shown holding a cardboard box that has a cutout of the Apple logo. The background is a server rack with various cables and components. The text is overlaid on the image.

Struggles with intellectual property

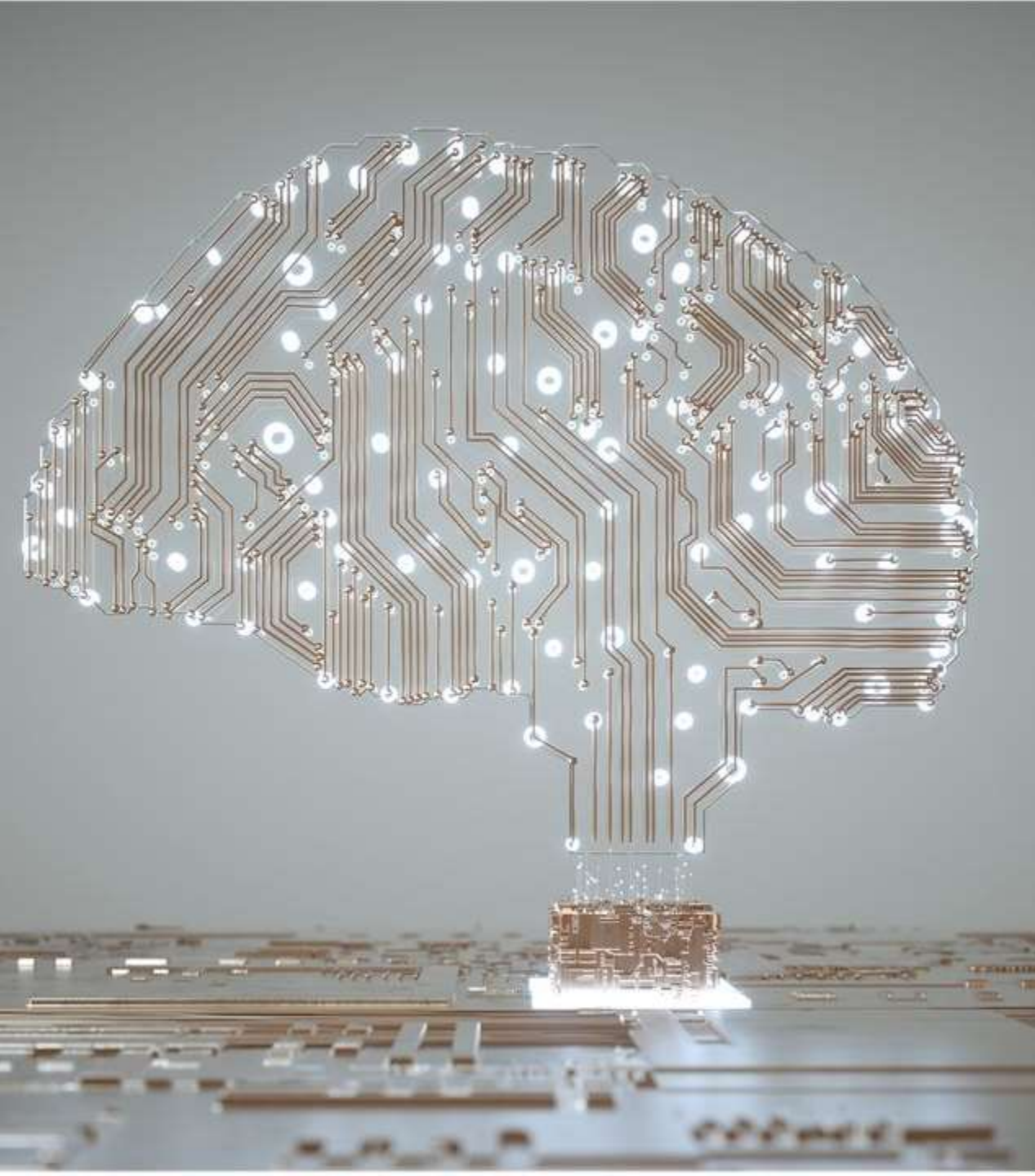
How to deal with partners // How to value your own assets // centralization where it matters



Teams in silos, scattered data and assets

Scattered data, models, sources and assets // Sharing requires ownership

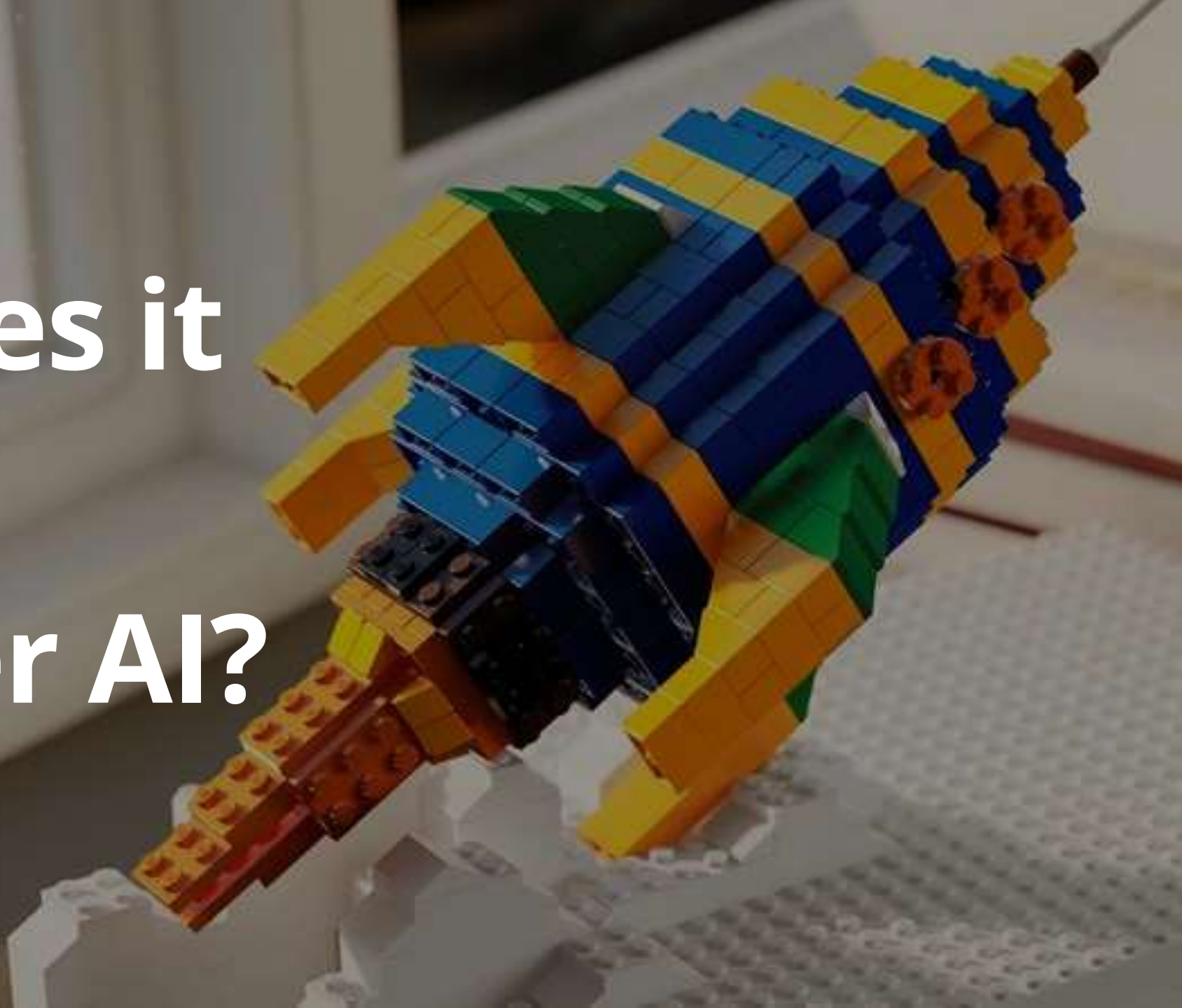
Avoid duplication and foster reuse and sharing



My current mission: AI CoE / AI Lab

**Enable disruptive
innovation, pivot
collaboration, and
lead the way for AI
in IKEA**

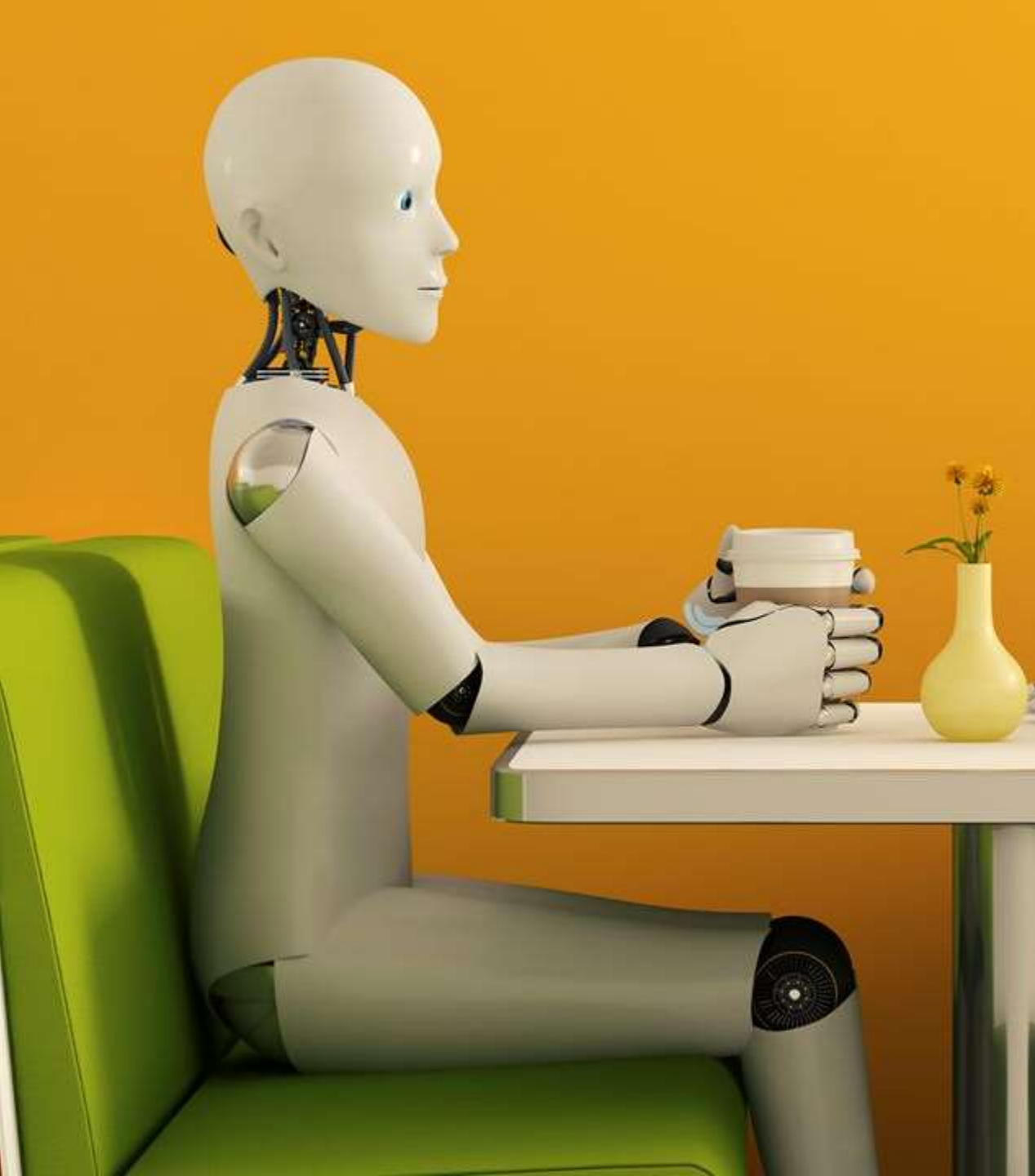
**What does it
mean
to master AI?**



What does it mean to master AI?

- Freedom of exploration
- Link to the business
- Community and ecosystem
- Roadmap
- Responsibility & power to act upon it
- Data strategy
- Ideation, exploration culture, budget
- Partner strategy





Scaling beyond prototypes

- DevOps fails in the Ops part
- Hub and Spoke models
- Cloud First
- Ownership – on AI and business side
- Operational model

**It's not about data
scientists**



A pig with a turkey tail and chicken feet. The pig is light brown with darker spots and is standing on a white background. In the bottom right corner, there are three brown eggs.

**Who is driving a
successful AI
project?**

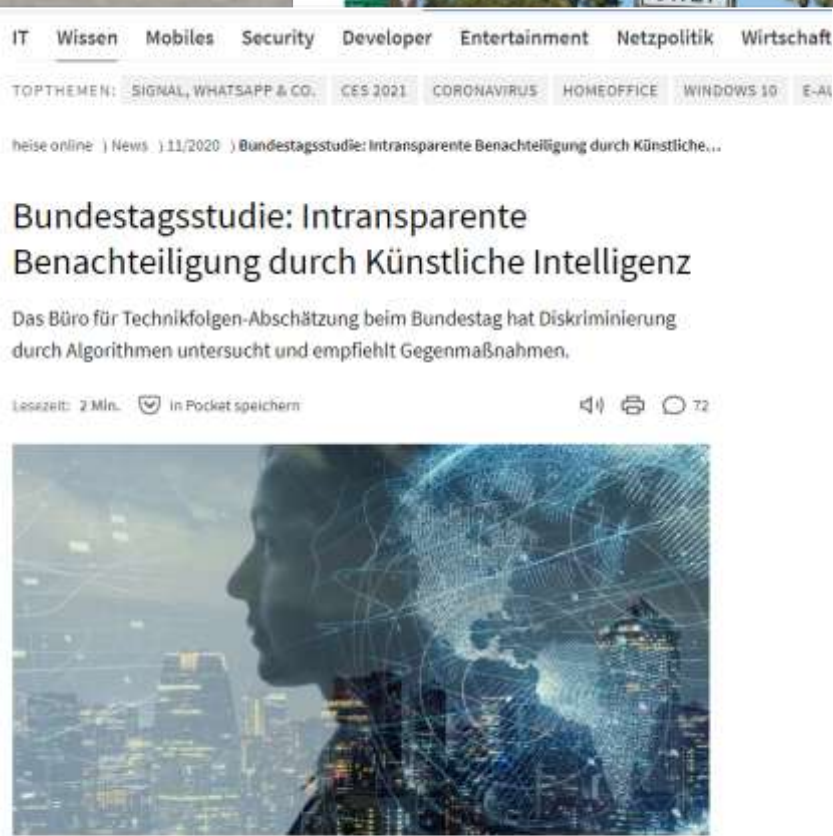
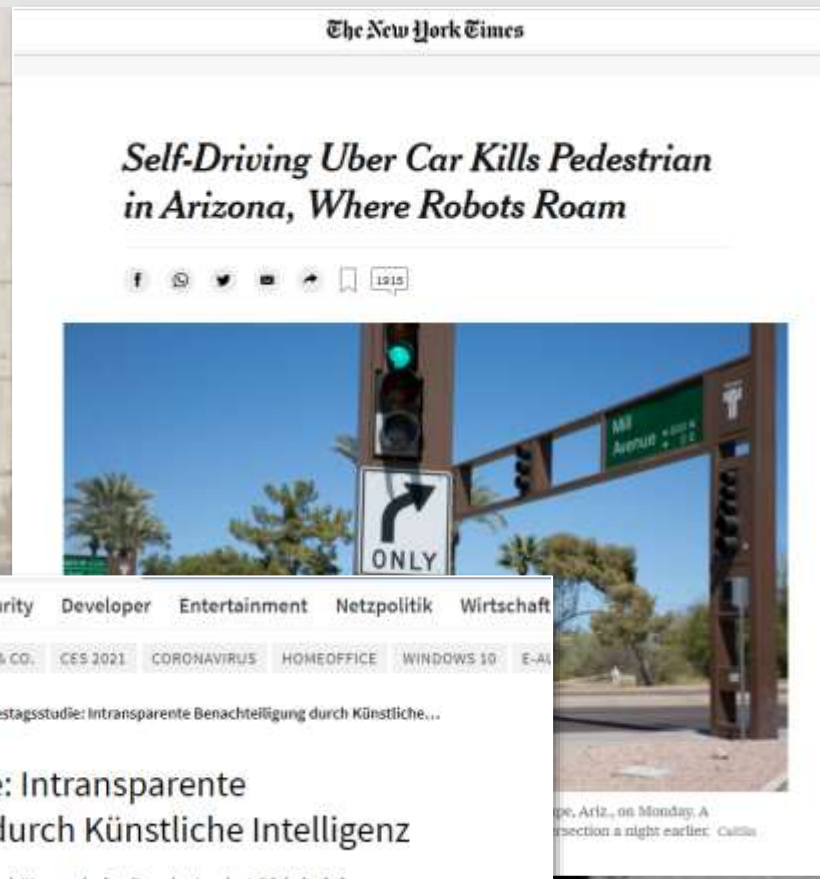


Talking about skills and roles...

- Understanding of AI beyond my favorite framework
- Acceptance of limits of knowhow
- Power of commercial options
- Understanding of maintenance concepts
- Dev... Ops
- Cloud services, cloud patterns
- Architecture

Talking about skills and roles...

- Understanding of AI beyond my favorite framework
- Acceptance of limits of knowhow
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- Dev... Ops
- Cloud services, cloud patterns
- Architecture
- **Bias, Data, Explainability**



Talking about skills and roles...

- **User experience-led design**



Please select an option above.

Let me see main menu



Please select an option above.

See original options



Please select an option above.



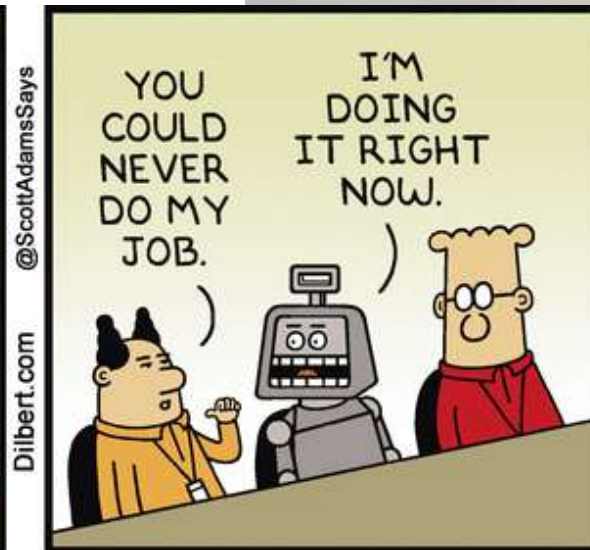
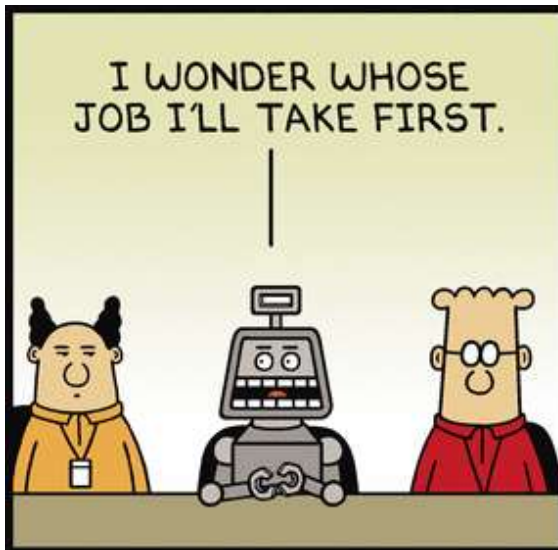
Talking about skills and roles...

- User experience-led design
- Business ownership



Talking about skills and roles...

- User experience-led design
- Business ownership
- Humans are affected by what we do



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Reflections

Think about the organizational structure

- Anchoring AI close but next to operational units - CoE, Hub & Spoke
- Responsibility and Governance
- Operational Model – think of Ops
- Rely on the right mix of skills and critical masses
- Empower people and mindset for disruptive ideas
- Anchor the roadmap high enough and choose the right problems
- Your data is not as good as you think

Rethink the classical data scientist role

- UX / Cloud / Architecture / BA
- Openness and completeness of vision

