Understanding Use Case Prisms for Prioritizing Artificial Intelligence Investments

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Data and analytics leaders often struggle with defining their technology initiatives, such as AI. This six-step approach can help to create a Gartner use case prism, which has proven to serve as a starting point for storytelling and prioritization.

This presentation demonstrates how data and analytics leaders and other business leaders can use and create Gartner’s use-case prism for their own purposes. The aim is for the prism to serve as a visual storytelling framework for guiding, inspiring and prioritizing artificial intelligence (AI) investment opportunities.

The motivation of the prism and its basic components is best described in our executive summary video (embedded below). Here, in a nutshell:

- A Gartner use case prism (aka “Gartner prism”) is about the evaluation and prioritization of use cases.
- We have published over 15 prisms in various industry verticals and business domains.
- Prisms utilize modified balanced scorecards as the evaluation methodology of use cases by their business value and feasibility.
- Prisms are similar to risk-return models used in corporate finance and investment banking.

Find more information in the downloadable presentation slides.

This presentation includes our recommended approach to creating a use case prism for storytelling and strategic purposes.

Recommended by the Authors

Uncovering Artificial Intelligence Business Opportunities in Over 20 Industries and Business Domains

Use Gartner's ROAR Model for Strategic Cost Optimization

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