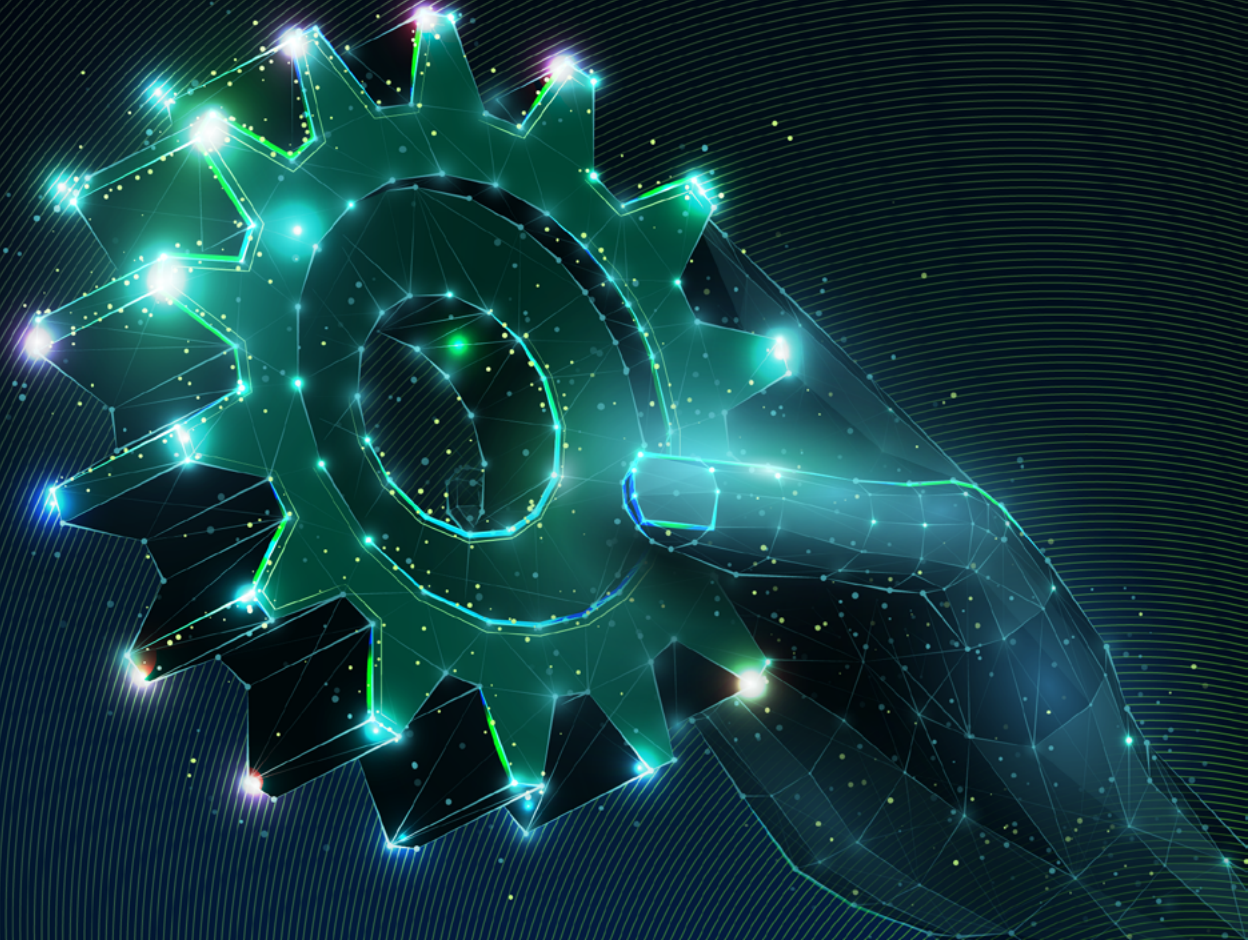


Vocus Insights

Making AI work for your organisation

Three essential strategies
for successful adoption

vocus.com.au/brilliant-possibilities



VOCUS
Brilliant made simple



Preparing for AI-driven transformation

As AI continues transforming the global business landscape, organisations must adopt strategies that ensure successful implementation. We understand the critical role of robust digital infrastructure in enabling AI solutions to flourish, having observed firsthand how AI applications demand substantially higher network performance requirements..

This paper outlines key steps for Australian organisations to make AI work effectively. Based on our enterprise client experience, we explore how to transition from proof-of-concept to production environments where network reliability becomes critical. By following the outlined strategies, businesses can leverage AI to improve operational efficiency, enhance customer experiences and drive innovation.

Vocus is committed to supporting organisations throughout their AI journey, providing the network infrastructure necessary to unlock AI's full potential. We hope these insights guide your path towards a more connected, secure and intelligent organisation.

Rob Ison
Chief Information Officer, Vocus

Executive summary

AI is reshaping industries worldwide, offering organisations game-changing opportunities to boost efficiency, spark innovation and unlock new levels of creativity. Many are already enjoying success, with nearly three-quarters of organisations using generative AI already seeing a return on investment, according to 'The Role of Gen AI' Google Cloud survey.

However, realising AI's potential depends on laying the groundwork with strong data governance, clear alignment to business goals and reliable digital infrastructure. At Vocus, we're witnessing firsthand what it takes to make AI work. Essentially, it boils down to three key strategies, including:

- **Ensuring the organisation is prepared for AI adoption**
- **Starting small, thinking big and scaling use cases over time**
- **Having network foundations that are fit for AI.**

By adopting these strategies, organisations can not only drive meaningful outcomes but also stay competitive and agile in a rapidly evolving AI landscape.



It all begins with a clear understanding of AI and your responsibilities surrounding its use. Equally important is recognising AI's impact when implemented at scale – because it will bring change, and people must adapt to new ways of working. That's why it's crucial to establish a strong foundation and set guiding principles to navigate this transformation effectively.

**Gina Choutis, General Manager –
Data & Analytics, Vocus**

The AI opportunity



150k
jobs

The potential impact of greater
AI utilisation in Australia's key
industries by 2030

- Kingston AI Group



\$115
billion

The economic value that generative
AI – the latest evolution of AI – could
generate in Australia by 2030.

- Microsoft and
The Tech Council of Australia



74
percent

The percentage of organisations using
generative AI currently seeing a return
on investment.

- Google Cloud

Getting ready to adopt AI

Organisational readiness is essential for successful AI adoption. It begins with aligning your AI strategy to business goals and securing support from your leadership team and other key stakeholders early on.

For AI initiatives to thrive, organisations need the right processes, technologies and skills. Do you have AI experts, data scientists and engineers, or will you need to invest in these capabilities? Employees must also be prepared with clear roles and responsibilities around AI implementation.

A robust AI governance framework is key. It must integrate compliance requirements and balance data access with internal policies and regulations. Organisations should also establish clear guidelines for responsible and ethical AI use, fostering trust, transparency and accountability.

High-quality data is critical for training AI, meaning effective data capture, curation and management are essential. Furthermore, assessing your organisation's current AI capabilities will help identify gaps and areas for improvement.

With these elements in place, organisations will be in a strong position to identify and test high-impact AI use cases, setting the stage for transformative results.



"AI represents a transformative opportunity for organisations to streamline operations and fundamentally reshape how they innovate and engage with customers. It's about more than just efficiency – AI empowers organisations to unlock new possibilities, make smarter decisions and deliver meaningful outcomes at scale."

Clement Schmutz, Azure Data & AI Specialist, Microsoft

Think big, start small: identifying and prioritising AI use cases

Identifying high-impact AI use cases starts with understanding organisational pain points and opportunities. Organisations should focus on areas where AI can significantly improve employee and customer experiences, business processes and innovation. Begin with smaller, manageable projects that can deliver quick wins and learnings, then scale gradually.

It's important to understand the strengths and weaknesses of different types of AI, ranging from machine learning and computer vision to generative AI. Evaluating your organisation's specific needs and capabilities will help you select the most effective AI solutions, ensuring that resources are used efficiently and strategically.

By taking a strategic approach to identifying and prioritising use cases, organisations can maximise the benefits of their AI investments.

Top AI use cases for Australian organisations:



One in two survey respondents believe their organisation is very advanced in engaging AI to help increase security, boost productivity and achieve ESG commitments.



The top AI optimisation priorities among organisations are enhancing current products and services provided to customers or optimising internal operations, with nearly one in two survey respondents ranking these first or second (47% and 48%, respectively).

*Based on Vocus Survey of Australian IT leaders in 2023

“Think big but start small. It’s about identifying the low-hanging fruit and prioritising use cases based on their impact and complexity. By starting with the smaller, more manageable use cases, you can build your understanding of AI, gain confidence in the technology, and bring your people along on the journey.”

**Gina Choutis, General Manager –
Data & Analytics, Vocus**

The role of connectivity and digital infrastructure

Reliable connectivity and robust digital infrastructure are critical for AI performance. High-speed, low-latency networks enable efficient data transmission and real-time analytics, allowing AI systems to rapidly process and respond to data inputs.

Equally important is network infrastructure scalability, ensuring organisations can expand their AI operations as needed. A fit-for-purpose digital foundation must accommodate the growing demands of AI deployments, providing the necessary bandwidth and computing power to maintain seamless data flow and real-time processing.

Security is another crucial element, given AI systems handle vast amounts of data. Encryption, firewalls and access controls protect both information technology and operational technology environments, safeguarding data integrity and preventing intellectual property leakage.

To ensure continuous AI-driven operations, reliable infrastructure with redundancy and failover mechanisms is vital. This minimises unplanned downtime and ensures that AI systems remain operational, even in complex environments like mine sites, where real-time data integration supports improved decision-making and operational efficiency.

The three Ss of AI infrastructure



Speed: High-speed, low-latency networks enable real-time processing and decision-making.



Scalability: Flexible infrastructure supports the growth and expansion of AI initiatives.



Security: Advanced security measures protect sensitive data and prevent intellectual property leakage.

Realising AI's potential through partnerships

Partnerships with telecommunications and technology providers such as Vocus and Microsoft can play a pivotal role in accelerating AI adoption. Collaborating with the right providers gives organisations access to a strong digital network and advanced technologies enabling the smooth implementation of AI solutions.

To maximise AI's potential, organisations need to explore different AI partnerships and understand the breadth of technologies available. Engaging in discussions with multiple vendors and running proofs of concepts allows businesses to evaluate the best solutions for their needs.

In this process, organisations should consider:

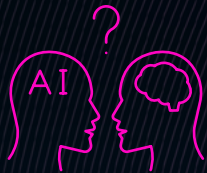
- The AI technologies on offer, such as natural language processing models, predictive analytics tools, computer vision solutions and automation platforms
- Whether their digital 'backbone' – including connectivity, infrastructure, and computing capacity – can support AI-driven initiatives at scale.

By working with experienced partners, organisations can ensure AI projects align with their business goals and leverage the latest advancements to foster innovation. A strong digital foundation, combined with the right partnerships, will help organisations navigate the complexities of AI and achieve sustainable outcomes.



AI adoption checklist

To fully leverage AI's potential, a clear and strategic approach is critical. Here's a checklist of essential steps to guide your AI journey:



1. Organisational readiness

- Align AI initiatives with your overall business goals.
- Secure leadership and stakeholder buy-in early on.
- Establish a robust governance framework that ensures responsible and ethical AI use.



2. Think big, start small and scale

- Identify manageable, high-impact AI use cases that deliver quick wins.
- Build experience and confidence through smaller projects.
- Scale AI solutions over time to deliver larger, long-term business value.



3. Ensure fit-for-purpose network foundations

- Implement high-speed, scalable and secure digital infrastructure.
- Enable seamless data flow and real-time processing.
- Prioritise robust security measures to protect sensitive data and AI systems.

Focusing on these key areas will position your organisation to successfully navigate AI adoption, unearth competitive advantages and unlock new opportunities for sustainable business growth.

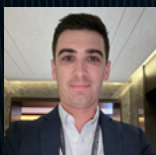
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General Manager – Data & Analytics, Vocus

Gina is an experienced analytics executive and business development professional with a background in mathematics. Before joining Vocus in 2020, she held senior roles at several organisations, including Accenture, MercerBell, Link Group and Suncorp Group. Gina is passionate about using data-driven insights to drive strategic decision-making and business growth.



Clement Schmutz
Azure Data & AI Specialist, Microsoft

Clement joined Microsoft in 2022 and is focused on helping organisations of all sizes leverage the company's Azure data and AI services to improve their operations and deliver better experiences for their customers and employees. Clement has also worked for other companies in the technology industry, including Salesforce and Oracle.

About Vocus

Vocus is Australia's leading specialist fibre and technology solutions provider, connecting wholesale, enterprise and government customers nationally through our extensive network solutions on land, sea and from space, and to the world via our diverse, high-capacity links to major global gateways.

Our network is backed by a world-class team of experts and partners, local account management and delivery teams, and 24x7 Australia-based support. We achieve success through our national scale, smarter solutions, fast turnaround times and excellent service, and offer truly integrated end-to-end connectivity solutions across data networks, internet, cloud, data centres, unified communications and much more.

We help our customers implement secure, resilient, and adaptable solutions to help digitalise their business. Whether you're at the start, the middle, or towards the end of that journey, our secure and reliable solutions can provide the foundation for success. To get in touch, call 1800 035 540 or [visit this link](#).

Disclaimer: Advice provided in this paper is general in nature and not intended to be relied on for your specific business needs. Advice provided is intended to be used as a guide only.