Dawgen GLOBAL

SERVICE BROCHURE · TECHNOLOGY & CYBER

AI Value Realization & Readiness

AI adoption is not the objective. Business value is.

Move from artificial intelligence (AI) experimentation to measurable business value.



Dawgen Global illustration

01 · THE BUSINESS ISSUE

What measurable value is AI actually creating?

AI is spreading quickly. Employees use generative AI to draft, summarise, research, analyse and automate routine tasks. Businesses are buying AI-enabled software, experimenting with AI agents and investing in new platforms.

Adoption is not the same as value. An organisation may have hundreds of employees using AI, several applications, multiple pilots and rising technology spend, without being able to show real improvement in revenue, cost, productivity, customer experience, working capital, risk, service quality or capacity.

Dawgen Global's **AI Value Realization & Readiness Services** help you find where AI can create the most value, assess whether you are ready to capture it, prioritise the right use cases and set measurable paths from investment to outcome.

02 · THE AI VALUE GAP

AI ACTIVITY	BUSINESS VALUE
Licences purchased	Revenue created
Employees trained	Cost reduced
Pilots launched	Hours released **and redeployed**
Prompts generated	Cycle times shortened
Applications deployed	Errors reduced
	Customers retained
	Risks mitigated
	Capacity increased

Activity measures implementation. Value measures outcomes.

Hours released are not a saving until they are deliberately redeployed: into deferred work, growth without new hiring, less overtime, or a staffing decision actually taken. A business case that cannot name its route to realisation has no way to collect the benefit.

Why AI spending so often fails to show up in the results

01

Technology before business problem

Tools are selected before the problem is defined.

02

Too many use cases

Effort fragments across dozens of opportunities without focus.

03

Weak business cases

Benefits are described qualitatively rather than quantified.

04

Adoption without workflow redesign

Employees receive tools but the underlying process is unchanged.

05

Benefits never tracked

Projects are declared successful at deployment, not when value is measured.

Six stages from idea to measured value

DISCOVER | PRIORITIZE | DESIGN | IMPLEMENT | MEASURE | SCALE

01 **DISCOVER** Method stage: Assess	Assess AI strategy, leadership alignment, current use cases, technology, data, people, processes, cybersecurity, governance, vendor dependencies and financial management.	KEY DELIVERABLE **AI Readiness & Value Diagnostic**
02 **PRIORITIZE** Method stage: Assess	Rank use cases by financial benefit, strategic importance, feasibility, data availability, complexity, time to value and risk.	KEY DELIVERABLE **Opportunity & Prioritization Portfolio**
03 **DESIGN** Method stage: Design	Turn priority use cases into business cases covering revenue, cost, capacity and risk value.	KEY DELIVERABLE **Use-Case Business Case**
04 **IMPLEMENT** Method stage: Implement	Redesign workflows and define human and AI roles, controls, governance, training, change management and ownership.	KEY DELIVERABLE **Value Realization Roadmap**
05 **MEASURE** Method stage: Monitor	Track financial, operational, quality, adoption and risk indicators.	KEY DELIVERABLE **AI Value Dashboard**
06 **SCALE** Method stage: Assure	Expand what works; stop, redesign or consolidate what does not.	KEY DELIVERABLE **Scale / Stop / Redesign Framework**

Eight dimensions, eight questions

Value depends on readiness. The diagnostic tests each dimension, because the weakest one usually sets the pace for everything else.

1 Strategy

Is there a clear reason for investing in AI?

2 Leadership

Do executives understand and sponsor the programme?

3 Process

Are workflows understood well enough to see where AI creates value?

4 Data

Is the information required accessible, reliable and governed?

5 Technology

Can current systems support the intended use cases?

6 People

Do employees have the capability and willingness to adopt?

7 Governance

Are appropriate controls, accountability and oversight in place?

8 Economics

Can the organisation measure investment, cost and realised benefit?

Four weeks from ideas to an investment-ready AI portfolio

WEEK 1

Executive alignment

Strategic objectives, major pain points and current AI initiatives clarified.

WEEKS 1–2

Opportunity discovery

Opportunities identified across finance, operations, customer service, sales, marketing, HR, risk, compliance, technology and administration.

WEEKS 2–3

Use-case prioritisation

Opportunities assessed on value, feasibility, risk and time to impact.

WEEKS 3–4

Business case development

Investment, operating cost, productivity benefit, revenue, savings, effort and risk-adjusted value estimated.

WEEK 4

Roadmap

A prioritised implementation plan, performance indicators, governance requirements and a 90-day action roadmap.

WHAT YOU LEAVE WITH

A short list of use cases worth funding, the business case behind each, and a 90-day plan with owners and measures.

07 · WHO SHOULD CONSIDER THE SERVICE

For organisations spending on AI without a clear return

- Organisations that bought AI tools but cannot quantify the benefits
- Organisations considering significant AI investment
- Organisations planning AI agents or workflow automation
- Finance leaders wanting stronger financial discipline around AI
- Organisations running several AI pilots
- Businesses introducing enterprise AI assistants
- Boards seeking a coherent AI investment strategy
- Small and medium-sized enterprises with limited investment capacity

08 · COMPOSITE CARIBBEAN CASE STUDY

From 27 AI ideas to four investable priorities

A Caribbean organisation had generated 27 possible AI ideas across customer service, finance, collections, marketing, onboarding, procurement, contracts and analytics.

A structured value assessment tested each against economic benefit, feasibility, process readiness, data availability, effort, risk and time to value. Four use cases offered the strongest combination of impact and feasibility. Several needed process or data improvement first, and some did not justify their complexity. Management redirected investment to the four priorities and set measurable targets for each.

> *The benefit was not identifying where AI could be used. It was establishing where AI should be used first.*

Anonymised composite drawn from patterns commonly seen in the region. It does not describe any specific Dawgen Global client.

Four ways to engage

1 AI Readiness & Value Diagnostic

Assess current maturity, opportunities, constraints and value potential.

3–4 weeks

2 AI Value Realization Sprint

Identify and prioritise high-value use cases and build their business cases.

4 weeks

3 AI Transformation Roadmap

Design the operating model, workflow, governance and roadmap needed to scale.

8–12 weeks

4 AI Value Management Office

Manage the portfolio, track benefits, monitor adoption and recommend scale, stop or redesign decisions.

Monthly or quarterly, minimum 12 months

Delivered remotely, hybrid or on site, across the territories we serve. Every engagement is scoped and priced through its engagement letter.

10 · START HERE

Request the Dawgen AI Readiness & Value Diagnostic.

It examines AI strategy, executive alignment, existing AI use, process and data readiness, technology, workforce capability, governance, risk, economics, measurement and change readiness, and produces a maturity score, a prioritised opportunity portfolio and a 90-day roadmap.

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