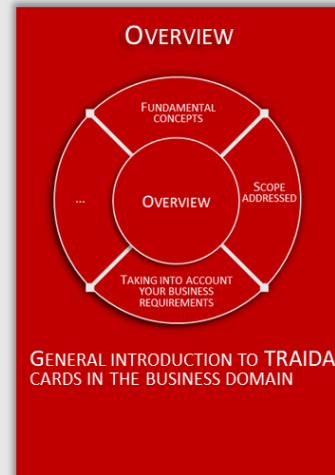


BUSINESS DOMAIN OVERVIEW

General introduction to TRAI DA cards in the business domain. No matter how powerful a new technology is, its use is unlikely to be profitable if it doesn't sufficiently take into account the requirements of the business. This is especially true for AI, whose use cases are limitless and which raises questions about human employability.



1. CONDITIONS OF SUCCESS

The TRAI DA framework (Transformative AI and Data Solutions) is based on three domains:

1. Technical (blue cards).
2. Governance (green cards).
3. Business (red cards).

The business domain is based on these three fundamental objectives that support the profitability of AI:

1. **Achieving productivity gains.** These gains address business inefficiencies by eliminating hidden costs. The productivity card of the business domain is the first to be considered for enterprise-wide AI deployment. It is used during the "Boost" phase of the AI transformation plan (see TRAI DA Treasury & Assurance card).
2. **Transforming business models.** This transformation is more secure when productivity gains are already significant. The creativity card of the business domain comes into play following the productivity card. It is used to modify business models during the "Institutionalize" phase of the AI transformation plan (see TRAI DA Treasury & Assurance card).
3. **Building human trust in AI.** Without this trust, it is difficult to scale AI within the organization, as users may harbor doubts and resistance. AI's reliability must be regularly demonstrated and monitored. The TRAI DA Trustworthiness business card addresses this issue, viewing AI as a new stakeholder to be integrated into the organization.

2. IMPORTANCE OF THIS CARD FOR YOUR TRANSFORMATIVE AI

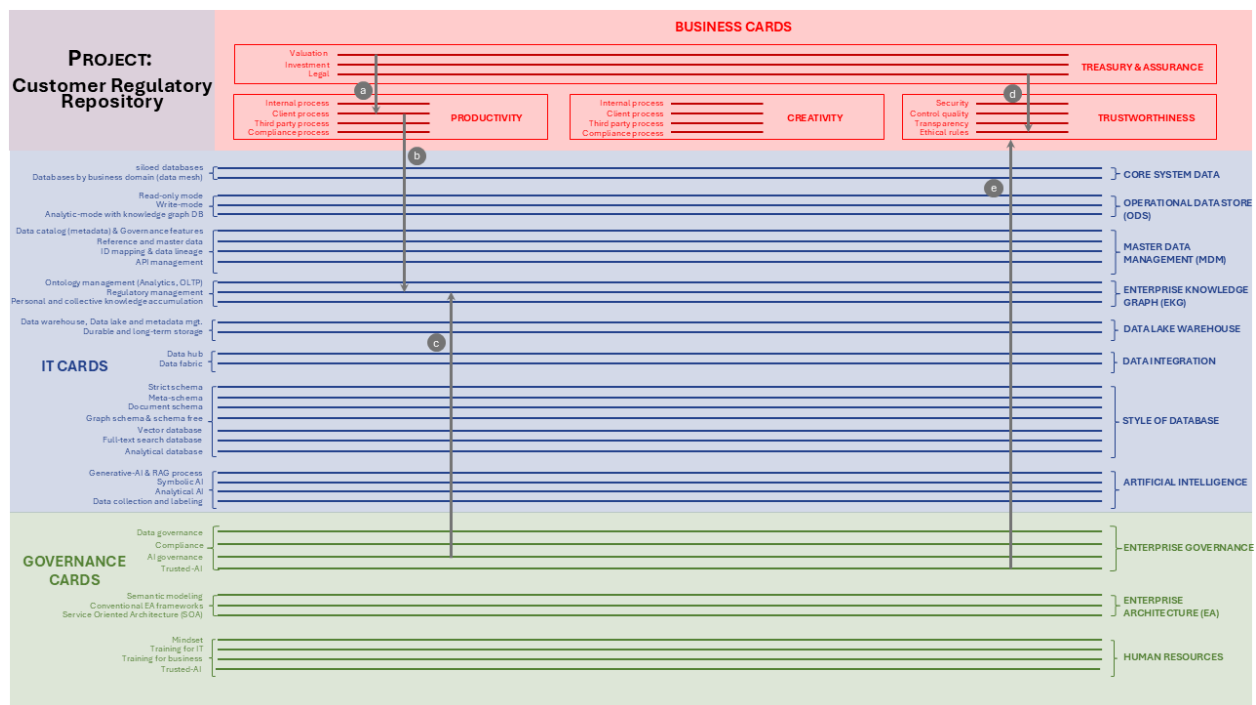
Regardless of how powerful a new technology may be, if its use does not sufficiently consider business requirements, it is unlikely to be profitable. This is even more true with AI, whose use cases are limitless and which raises questions about human employability. In other words, without serious business management, AI will at best be a failure with no vital consequences for the company and at worst a black hole that will eventually destroy it. **In this drastic context, if you are discovering the impacts of AI, you would be well advised to first consult the business domain cards and the Human Resources card from the governance domain.**

FUNDAMENTAL CONCEPTS

Depending on your context, you should start with the TRAIDA card that is most relevant, for example:

- If you want to enhance your organization’s capacity to accumulate knowledge: the technical card "Enterprise Knowledge Graph (EKG)" helps you start with the right technology to achieve this.
- If you need a metadata catalog that describes your existing applications and databases: the technical card "Core system data" shows you how to combine AI with knowledge graph-oriented databases to implement this catalog.
- If you are planning to deploy a regulatory repository for managing your clients: the "Treasury & Assurance" card helps formalize the return on investment by highlighting productivity and creativity gains. You would also use the technical knowledge graph cards to implement the repository and the AI governance card to support its deployment.

By selecting the most useful cards for your project, it is possible to ensure alignment between your business objectives (red cards), your technical choices (blue cards), and your governance (green cards). For example, here is a representation of the most significant alignment points in a project to implement a regulatory repository for client management:



Here is the meaning of the dependency arrows between the cards:

- The value of the project is based on productivity gains related to client management.
- This client management benefits from a regulatory repository powered by a knowledge graph-oriented database technology, namely the EKG (Enterprise Knowledge Graph) repository.
- AI governance is used to strengthen the control of the new repository that has been implemented.
- A legal requirement is identified within the scope of business challenges, which refers to the ethical rules adopted by the company.
- The contribution of trusted AI is leveraged to enhance compliance with the aforementioned ethical rules.

This schematic representation does not attempt to capture all interdependencies between the cards required for the completion of a project, but rather focuses on the most significant subset. It thus allows confirmation that a minimum alignment between business needs, technical capabilities, and governance is achieved. During project implementation, this alignment can be better documented to capitalize on knowledge and avoid divergences from the initial objectives.

TAKING INTO ACCOUNT YOUR BUSINESS REQUIREMENTS

By default, TRAIDA contains four business domain cards that are useful in all business contexts. Regardless of your organization, the integration of AI requires addressing productivity and creativity gains, managing human trust in AI, and ensuring its profitability.

However, unlike the TRAIDA cards from the technical and governance domains, the business domain cards are not always sufficient to express all the company's requirements. Indeed, **depending on your context, it may be beneficial to create your own cards to better describe your business needs**, for example, for marketing, supply chain, finance, etc. Similarly, it is possible to use the same business domain cards multiple times to account for the varying requirements of legal entities, such as a headquarters, subsidiaries, or joint ventures. For instance, the productivity card can be drafted to meet the needs of the headquarters of an international company, and then a variant can be created to address the needs of a subsidiary.

SCOPE ADDRESSED

The cards in the business domain are listed in the table below. There is no preferred reading order to follow. From an academic perspective, that is, for discovering the cards with the aim of learning general culture, the order of the cards in the table is the most advisable to follow.

BUSINESS DOMAIN OVERVIEW

GENERAL INTRODUCTION TO TRAIDA CARDS IN THE BUSINESS DOMAIN. NO MATTER HOW POWERFUL A NEW TECHNOLOGY IS, ITS USE IS UNLIKELY TO BE PROFITABLE IF IT DOESN'T SUFFICIENTLY TAKE INTO ACCOUNT THE REQUIREMENTS OF THE BUSINESS. THIS IS ESPECIALLY TRUE FOR AI, WHOSE USE CASES ARE LIMITLESS AND WHICH RAISES QUESTIONS ABOUT HUMAN EMPLOYABILITY

PRODUCTIVITY

- INTERNAL PROCESS
- CLIENT PROCESS
- THIRD PARTY PROCESS
- COMPLIANCE PROCESS

CREATIVITY

- INTERNAL PROCESS
- CLIENT PROCESS
- THIRD PARTY PROCESS
- COMPLIANCE PROCESS

TRUSTWORTHINESS

- QUALITY CONTROL
- TRANSPARENCY
- ETHICAL RULES
- SECURITY

TREASURY & ASSURANCE

- VALUATION
- INVESTMENT
- LEGAL

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3. YOUR SITUATION & OBJECTIVES