# Commercial Roadmap Guidelines

For: Prueba 1

## Executive Summary

The finance industry, characterized by rapid digital transformation, presents a unique opportunity for leveraging AI to enhance operational efficiency and customer experience. Based on the client's current AI maturity assessment, several key areas for improvement have been identified. The client shows strong potential in data management and AI strategy, as indicated by consistent high scores in these areas. However, there are opportunities to enhance the deployment and integration of AI technologies across various functions. To further advance AI maturity, the client should focus on augmenting their AI capabilities with targeted initiatives in governance, skills development, and technology infrastructure. Furthermore, fostering a culture of innovation will be critical to sustain AI adoption and drive competitive advantage. The following actions are prioritized based on their logical dependencies and feasibility, aimed at enabling the client to achieve a more robust and integrated AI ecosystem.

## Prioritized Action Plan

| Priority | Action | Horizon | Description |
|---|---|---|---|
| **High** | **Establish a Dedicated AI Governance Framework** | Short-Term | Create a governance structure to ensure AI initiatives are aligned with business goals and ethical standards. |
| **High** | **Enhance AI Skill Development Programs** | Short-Term | Implement training programs to upskill employees in AI and machine learning, focusing on practical applications relevant to finance. |
| **Medium** | **Integrate AI Across Business Functions** | Mid-Term | Expand AI deployment in areas such as risk management, customer service, and fraud detection to improve overall business efficiency. |
| **High** | **Upgrade Technology Infrastructure** | Mid-Term | Invest in scalable and secure technology platforms to support advanced AI applications and data processing needs. |
| **Medium** | **Develop a Centralized AI Data Repository** | Short-Term | Create a centralized system to store and manage data, ensuring easy access and consistency for AI model training. |
| **High** | **Pilot AI Projects with High Business Impact** | Short-Term | Identify and execute pilot projects in high-impact areas to demonstrate AI's value and scalability. |
| **Medium** | **Foster a Culture of Innovation** | Mid-Term | Encourage an organizational culture that embraces AI experimentation and innovation, rewarding successful initiatives. |
| **High** | **Strengthen Data Privacy and Security Measures** | Short-Term | Enhance data protection protocols to build trust and compliance, particularly in handling sensitive financial data. |
| **Medium** | **Establish Partnerships with** | Long-Term | Collaborate with AI research institutions and |

| Priority | Action | Horizon | Description |
|---|---|---|---|
| | **AI Experts** | | technology partners to stay abreast of the latest developments and best practices. |
| **Medium** | **Implement Continuous AI Performance Monitoring** | Mid-Term | Set up systems to monitor AI performance and outcomes continuously, ensuring alignment with business objectives. |