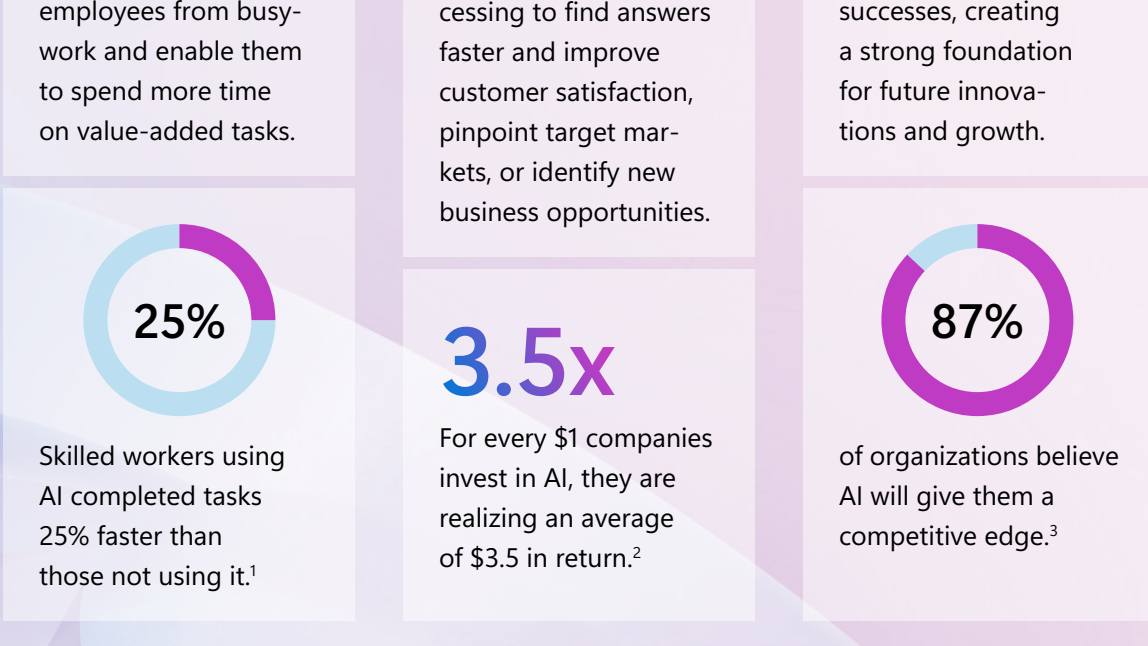


# Capitalizing on the AI opportunity

A roadmap for strategic financial adoption of AI with Azure AI Foundry

## What does successful AI adoption look like – and how can you achieve it?

Many companies are eager to embrace AI’s potential to lower costs, increase revenue, and drive innovation.



But to see the desired return on investment, AI adoption needs to be strategic and intentional. The right processes can help you navigate the financial component of AI adoption and successfully manage costs, investments, objectives, and execution to further your business goals.

## Establish AI foundation



### Create a business case

Articulate a detailed answer to the question: How will AI help you reach your business goals?

Start with smaller initial objectives that align with your broader goals and articulate how AI can help you achieve them. What other resources do you need internally to support the project? How will you clearly measure success?

### Secure funding

Fund your initiatives through a combination of cost optimization and additional investments.

Use the [FinOps Framework](#) to optimize your current cloud spending and apply the same principals to your AI initiatives. If needed, build a case for additional investment by demonstrating compelling ROI and long-term benefits.



### Ready the organization

Leverage resources from Azure AI Foundry to lay the groundwork for success before you begin.

Forecast your total cost with the

[Azure pricing calculator](#)

Find the right models and deployment types to meet your objectives.

Upskill your in-house team with

[Azure AI Fundamentals](#)

## Build GenAI solutions efficiently

### Establish governance policies

Create a detailed framework to keep investments and goals aligned, effectively manage risks, and build AI that is secure, safe, and private.

- Take advantage of Azure AI Foundry’s built-in governance and security controls based on Microsoft’s [Responsible AI principles](#).
- Streamline risk assessments with the Azure AI Foundry [Evaluations](#).
- Use [Azure Policy](#) to define and enforce specific rules for your AI resources to meet your compliance requirements.

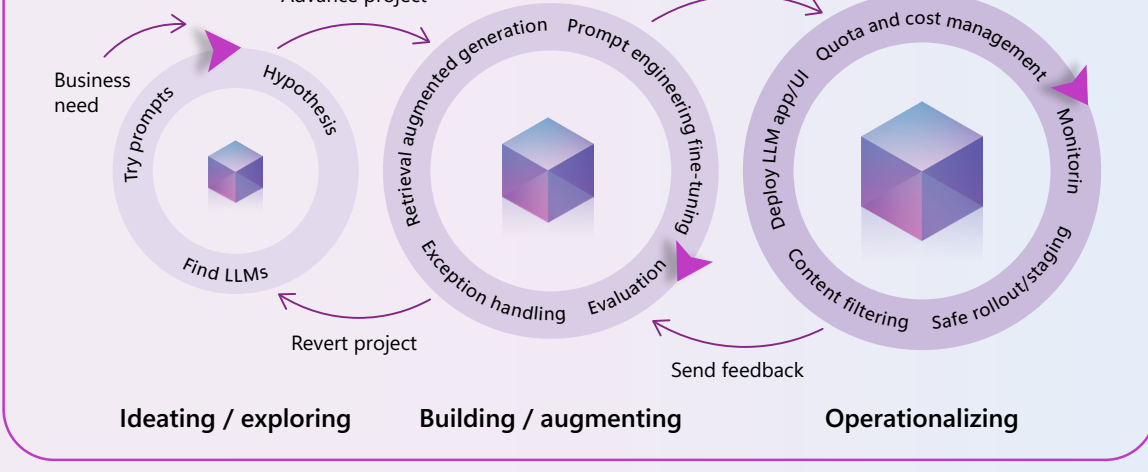
### Efficiently design and deploy AI solutions

Improve costs and time-to-marketing by leveraging pre-built models and templates and adopting best practices.

- Explore, evaluate, and compare leading models through the [Azure AI Foundry model catalog](#).
- Leverage the [GenAIOps](#) framework to streamline customization, deployment, and management of AI.

Improve both short- and long-term ROI by prioritizing efficient use of resources and close alignment with project goals at every stage.

### GenAIOps cycle



## Manage AI investments



### Capitalize on efficiency opportunities

Optimize resource utilization to drive scalable growth aligned with your business goals.

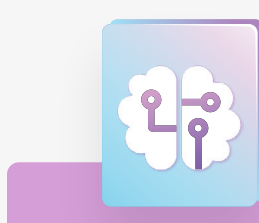
Should you switch to a provisioned offer for greater discounts? Can you automate repetitive tasks to save money in other areas of your business?



### Monitor usage and patterns

Continue to analyze your deployed AI solutions to assess impact and opportunities.

Pay attention to key performance indicators like the cost of pay-as-you-go vs. commitment discounts, resource utilization, inefficiencies, and usage trends. Can you make adjustments to improve these?



### Quantify AI business value

Clearly define what value looks like for your AI initiatives and evaluate your projects on that scale.

Quantify the [unit economics](#) for your business and use it to provide context into how AI is impacting business processes, customer experiences and revenue generation. Are you seeing a return in the areas you’re looking for?

## Want to explore these recommendations in more detail?

Read our comprehensive guide – Navigating the financial landscape for successful AI adoption.

[Read now](#)

<sup>1</sup>Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality, 2023

<sup>2</sup>IDC Business Value of AI Survey, 2023

<sup>3</sup>MIT Sloan Management Review, 2020