

6 Ways to Integrate a Successful Decision Intelligence Strategy

Harness the power of decision using a holistic approach that drives your company future-forward

As AI and machine-learning technologies spread quickly through the world, organization leaders are seeking ways to incorporate these tools into their businesses to streamline decision-making as effectively as possible.

Future-forward businesses understand that decision intelligence can inform decisions in a way that can save them money, increase revenue, reduce risk and improve the customer experience. Preparing your company for this updated technology is the best way to make the transition process as seamless as possible.

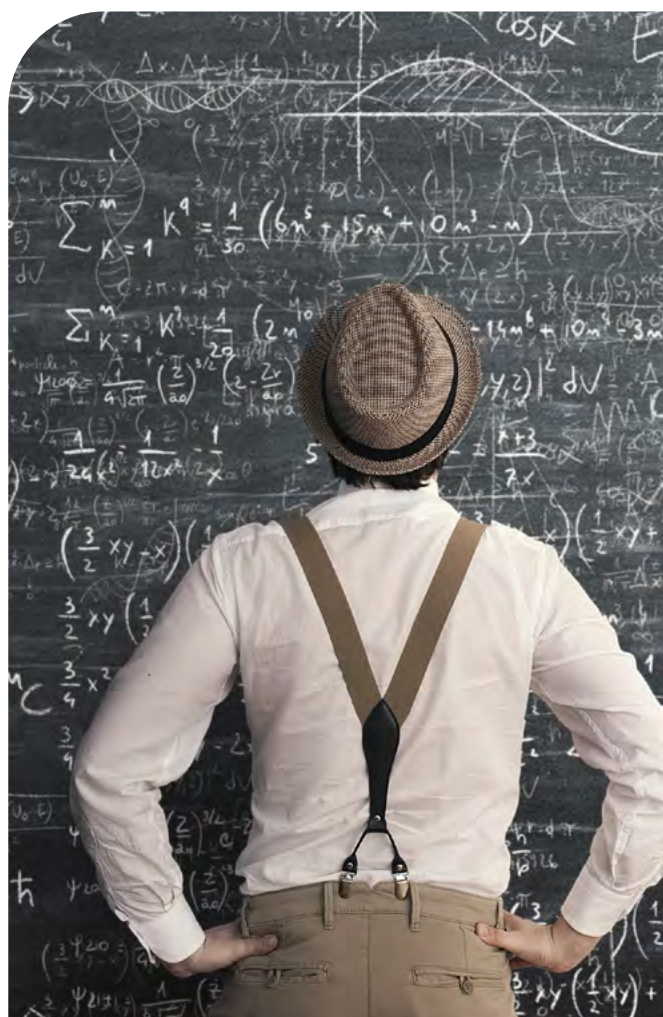
59%

of organizations have fully adopted AI and machine-learning tools and the demand for access to digital decision-making only continues to rise.¹

Evaluate your decision-making process. How long does it take you to make business decisions on your own? Are you considering all the potential outcomes and balancing risk with every opportunity? Are you missing out on revenue?

IDC estimates that the revenue of big data and analytics will reach **\$274 billion worldwide** this year.²

Think of the time you could save with AI and machine learning and how much more data you'd have at your fingertips.



6 Ways to Integrate a Successful Decision Intelligence Strategy into Your Business



Think beyond just technology: Decision intelligence is much bigger than a single discipline. To maximize its effectiveness, the technology must integrate multiple disciplines across data science, psychology, social science, economics and more to lead your organization to the outcomes you want and avoid those you don't.



Use a building block approach: Focus on incremental wins quickly and then build upon them. It's OK if it's not perfect. During the iteration process, you'll fine-tune and evolve the processes and in the end create robust decision-making across the organization.



Align the right stakeholders: Communication and transparency are critical tenets of successful AI outcomes. Think through who should be involved and ensure every applicable function of the business is represented.



Be the employer of choice: Top-level talent seeks opportunities to innovate across technology stacks and solve complex business problems. Implementing cutting-edge technologies like decision intelligence can help you attract the right talent.



Unify the technology stack: The AI models that fuel decision intelligence require frictionless communication so you can seamlessly receive feedback on the data and quickly fine-tune the models.



Build a thoughtful decision model: Evaluate what you're doing. Take the time to examine the steps of your decision-making. Then integrate those steps into your process. Finally, integrate the technology to activate the entire decision-making life cycle.

Making business decisions should position you for progress and success—not roadblocks. Preparing for and building out a **decision intelligence strategy** will get you there faster. Less time spent with the ability to bring in more valuable data.



Editor's Note: Content curated from TEKsystems' feature publication, Version Next, Now | [Mind and Machine: The Age of Decision Intelligence](#) [TEKsystems.com](#)

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Sources

1. State of Digital Transformation, TEKsystems
2. Worldwide Semiannual Big Data and Analytics Spending Guide, IDC