

Building a data foundation to enable Generative AI

Media and Advertising Organisations

Over the last few years, six key forces have been reshaping the Media & Advertising industry:

- ✓ The growing diversity of consumers and their preferences
- ✓ The explosion of content and category convergence
- ✓ New technologies disrupting the media value chain
- ✓ The heightened significance of social and environmental issues
- ✓ The transformation of Media & Entertainment business models
- ✓ Increasing regulatory scrutiny

These disruptive forces have introduced unpredictability into how the macro-environment and consumer attitudes, values, and behaviours will change, affecting content sets, distribution channels, and requiring companies to innovate and evolve.

To maintain a competitive edge, media and advertising companies must continuously adjust to a constantly evolving landscape. They need to source, pipeline, and analyse data points into meaningful metrics and trends that will guide decisions on the timing, location, and frequency of future investments.



Copilot is a vital enabler on the journey towards **Autonomous ERP**

Copilot can:



Generate actionable insight



Automate execution of tasks



Create high-quality output



The steps to **becoming AI ready** and **having the foundations in place**

01

Understand your data and technology landscape

Understand the different knowledge sources of data, and line of business systems that your organisation could use for Copilot use cases.

02

Understand your drivers, and align to your workforces needs

Establish a productivity pipeline of Copilot use cases that solve problems that have meaning and value to the workforce, establish a backlog sequenced based on feasibility and current maturity.

03

Establish Governance for data and responsible AI use

Create a data governance framework to oversee data quality, privacy, and compliance. Establish a responsible AI board within your organisation to evaluate the impact of Copilot use case.

04

Modernise your technology

To leverage Copilot technology, organisations must consider which data sources may not be accessible if stored in legacy applications.

05

Understand your privacy requirements

Ensure that data handling practices comply with privacy regulations.

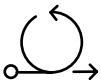


How can we help get your organisation AI ready?



AI Kickstart

Jumpstart your journey into the world of Copilot with our two-day AI Kickstart programme. Designed to meet the needs of global media and advertising organisations, this interactive workshop blends comprehensive learning with hands-on sessions, using real-world examples to demonstrate AI's practical applications. Discover how Microsoft Copilot can transform your daily operations while exploring the ethical and responsible use of Copilot.



AI Design Sprint

Elevate your Copilot journey with our five-day AI Design Sprint, building on the foundations of our AI Kickstart programme. Over two immersive in-person workshop days, followed by two days of prototyping and a final day of user testing, you'll dive deep into identifying, designing, and testing AI use cases tailored to your business needs. Transform your ideas into actionable prototypes, ensuring practical and impactful Copilot integration within your organisation. You'll now be ready to move from prototype to production Copilot.



AI Prototype to Copilot

Complete your AI transformation with our 'Prototype to Copilot' programme. This comprehensive engagement extends beyond initial prototyping to develop fully functional AI solutions tailored to your business. We guide you through establishing the internal governance models and structures necessary for building, deploying, and managing Copilot services. By the end of this programme, your organisation will be equipped not only with a production Copilot but also with the frameworks to support sustainable AI integration.

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