

# Instant Insights: The Journey to AI

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Artificial intelligence isn't just a magic wand that we wave at our problems to solve them instantly. Effective, sustainable use of AI within an organization requires companies to embark on a journey towards the use of AI. Below is the journey, from bottom to top, that an organization must take to fully realize the power and capabilities of artificial intelligence:

AI-Powered	AI across the enterprise and in every relevant role
Machine Learning	Advancing process automation and data science with supervised, unsupervised, reinforcement learning
Data Science	Exploring the unknowns, building statistical and math capabilities, code and engineering
Process Automation	Automating the known knowns, finding efficiencies, scaling processes
Insights & Research	Qualitative capabilities, explaining the data story, market research
Measurement & Analytics	Becoming data-driven, identifying and measuring KPIs, understanding what happened
Data Foundation	Finding, cleaning, preparing, and unifying enterprise data sources

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Like so many other proven business processes, it's difficult and inadvisable to attempt skipping steps on the journey to AI. Just as you cannot build the third floor of a house without the first or second floors, neither can you skip past things like a solid data foundation or a robust measurement and analytics practice in order to "do AI" more quickly.

For more information about how the journey works, watch this keynote from the FUSE Digital Marketing Summit:

<https://www.trustinsights.ai/experience/thought-leadership/webinars-events/ai-and-the-future-of-digital-marketing-keynote/>