

AI Framework



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Background

Many companies struggle to unlock the full value of AI because they lack a structured approach and a clear focus on outcomes from the start. Too often, AI is treated as a purely technical initiative driven by IT. In reality, lasting success requires far more than technology alone. It demands rethinking processes, business models and organizational structures and, above all, ensuring people's understanding and engagement. Clear, measurable goals and outcomes must sit at the heart of every initiative.

At CatapultAI, we use a framework that brings all these factors together in every AI project. For us, keeping people at the center is essential and technology is simply the tool that enables change.



AI Accelerate - Framework



AI framework

The framework illustrates how to succeed with AI initiatives by placing people at the center, surrounded by six critical factors within a clear strategic context. Success requires understanding and addressing each of these factors, embedding them into both short- and long-term plans. Here's a brief overview of each part:



Strategy (outer circle)

Strategy acts as our compass. Without a clear direction, AI projects risk becoming fragmented or fizzling out after the pilot phase. A solid strategy defines why we're using AI, what we aim to achieve, and how success will be measured in both the short and long term. With a clear AI strategy, the organization can consistently prioritize the right initiatives and ensure that technology and budgets are aligned with real business needs.

People (in the center)

People are at the heart of every AI initiative. They make the decisions, use the solutions, and adapt the way they work. Without their understanding, trust, and engagement, real change cannot happen. That's why effective change management, ongoing training, and fostering an open, innovative culture are essential.

Process

AI isn't something you can simply bolt on. It requires reviewing and often redesigning, automating, or optimizing existing processes to get the most value from the technology. Automation and new workflows must be embedded to fully harness AI's potential. The technology also enables a different way of thinking, taking a holistic view of processes rather than focusing on isolated sub-processes or individual tasks.

Organization

Scaling AI requires the right structures: clear roles, responsibilities, incentives, and collaboration between technology, business, and leadership. The organization must be ready to work in new ways, which often requires new roles, improved communication structures, and expanded skills.



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Technology

Technology makes AI possible but isn't the solution in itself. Success depends on choosing the right tools and infrastructure based on real needs not adopting technology for its own sake. Factors such as sustainability, scalability, and maintainability must be considered from the outset to enable implementations that truly create value.

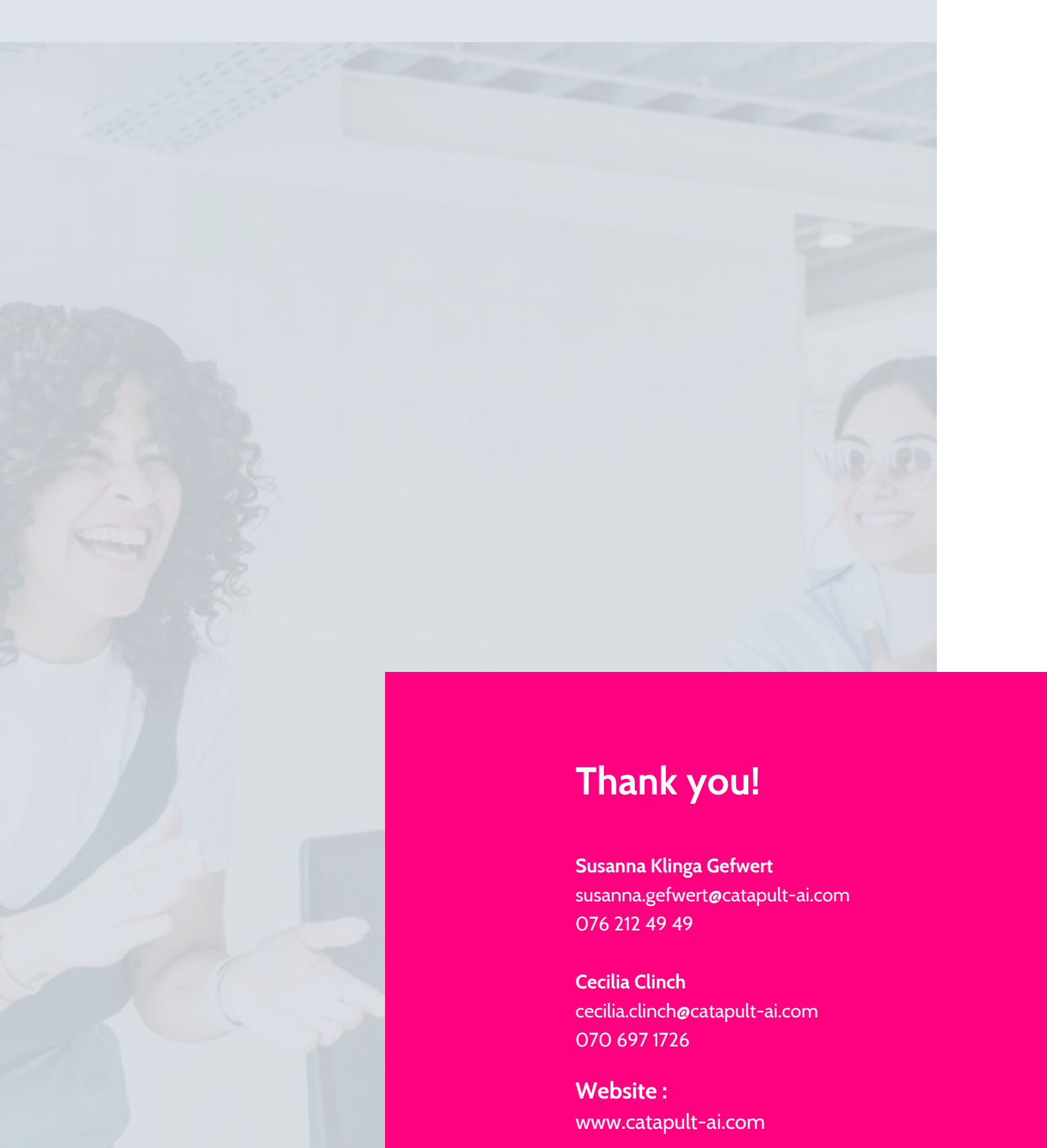
Data Data is the fuel of AI without high-quality data, there can be no high-quality AI. Many AI projects fail because their data foundations are weak and data ownership is unclear. Ensuring data quality, accessibility, and robust governance with consistent oversight is essential for success.

Security & Ethics

AI brings new risks. That's why an ethical and secure framework is essential for continuously addressing issues such as privacy, transparency, accountability, and regulatory compliance. Taking a clear, consistent approach before, during, and after implementation builds trust both inside and outside the organization.

Summary

Success with AI takes more than technology. It requires putting people at the center, having a clear strategy, and working systematically across processes, organization, data, technology, security, and ethics.



Thank you!

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