Building Smarter Solutions:
The AI Journey for ISV Leaders

For ISVs serving the enterprise market, the real opportunity of integrating AI lies in using it to close solution gaps, address customer pain points, and differentiate. Taking a strategic approach to AI integration will drive measurable ROI, strengthen your offering, and accelerate growth.

So, where to start?

1 Identify the Gap

Identify where your offering falls short of customer needs such as automation, analytics, personalisation, or scalability, and **evaluate where your product portfolio or operations could benefit most from AI.**

2 AI with Impact

Prioritise use cases that deliver clear ROI - e.g., faster deployment, reduced support costs, improved user experience. **Ensure AI initiatives support broader goals** like market expansion, customer retention, or platform differentiation.

3 Build on a Strong Foundation

Ensure access to **clean, structured, and relevant data.** Consider partnerships to enrich datasets. **Invest in cloud-native, scalable infrastructure optimised for AI workloads** - supporting real-time processing, security, and integration.

4 Pilot with Purpose

Launch **targeted pilots** in high-impact areas (e.g., predictive insights, intelligent automation). Define success metrics upfront - **speed, accuracy, cost savings, customer satisfaction.** Use pilot results to **refine strategy and scale intelligently.**

5 Accelerate

Evaluate whether to build **in-house, acquire capabilities, or partner with AI providers.** Focus on speed to value and long-term scalability and innovation. **Ensure your team has the right mix of talent** - data science, product strategy, and engineering.

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