



# 6 steps to driving business value with machine learning

Discover best practices on the machine learning journey based on AWS' experience helping tens of thousands of customers achieve meaningful value from machine learning.



Today's machine learning landscape

## \$3.9 Trillion

global business value derived from AI by 2022<sup>1</sup>

## 54%

of businesses increase productivity through AI<sup>2</sup>

## 63%

of companies invest in machine learning<sup>3</sup>

<sup>1</sup> <https://www.gartner.com/en/newsroom/press-releases/2018-04-25-gartner-says-global-artificial-intelligence-business-value-to-reach-1-point-2-trillion-in-2018>

<sup>2</sup> <https://www.pwc.com/us/en/services/consulting/library/artificial-intelligence-predictions.html>

<sup>3</sup> [https://www2.deloitte.com/content/dam/insights/us/articles/4780\\_State-of-AI-in-the-enterprise/DL\\_State-of-AI-in-the-enterprise-2nd-ed.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/4780_State-of-AI-in-the-enterprise/DL_State-of-AI-in-the-enterprise-2nd-ed.pdf)

## Step 1

### Champion a machine learning culture

Successful adoption of machine learning requires a cultural shift toward bold experimentation and fault tolerance, and the bringing together of business and technology experts toward one common goal.

## 70%

of machine learning equation is change management<sup>4</sup>

<sup>4</sup> <https://www.informationweek.com/big-data/ai-machine-learning/5-machine-learning-resolutions-for-2019/a/d-id/1333476>



## Step 2

### Understand your data strategy

Break down silos, enable quick and secure data access from central repositories, and document your data needs for the long term.

**Zillow** stores and serves up **300M images** with [AWS data lakes](#)

## Step 3

### Pick the right project

Deploy machine learning to address real business problems that are rich in data but can be implemented quickly to gain momentum.

The **NFL**, to satisfy fans' thirst for more stats, put RFID tags all over the field to generate **20 new advanced stats**



## Step 4

### Develop your team

Invest in [training](#) and [programs](#) to grow skills in-house for business and technical experts.

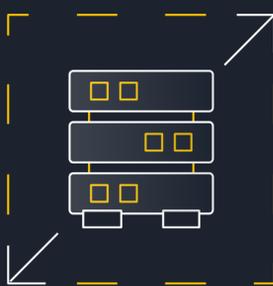
At **Morningstar**, more than 445 employees, including 35% of the company's technology workers, practiced machine learning with **AWS DeepRacer**

## Step 5

### Solve for scalability

Go beyond one-off proofs of concept by making machine learning an integral part of yearly planning processes and standardizing on tools like [Amazon SageMaker](#).

**Intuit** deploys machine learning **90% faster** with [Amazon SageMaker](#)



## Step 6

### Measure your success

Analyze results through the lenses of long-term objectives like agility, competitive advantage, and risk tolerance.

**World Kinect Energy Services** achieves **60% better forecasting accuracy** using machine learning than manual processes

## Taking the next step

Get the full story in the [AWS Machine Learning Journey eBook](#) >