An international manufacturer of high-tech materials, industrial systems, and product components knew that their digital transformation would need to be data-driven in order to be successful. So they engaged the Institute for Experiential AI (EAI) at Northeastern University to be their Strategic Analytic Advisor and guide a five-year digital transformation process.

As the first step, they needed to understand the current state of data and align it to the objectives of the Digital Transformation. This called for the development of a Data Opportunities Roadmap.
The EAI team used quantitative and qualitative data collection methods to create an independent snapshot of each business unit’s operating model, technology landscape and priorities. Using this information, they cataloged potential data, technology and automation opportunities. The EAI team presented, discussed, and prioritized these opportunities during a two-day workshop with business unit leaders.

EAI identified **118 opportunities** totalling over **$31 million** in ROI, prioritized by business impact.

“Having cross-talk and cross-pollination between the groups and BU leaders, I think that happened for the first time ever. That was a huge thing. That is big. That is transformational.”
- Client Digital Transformation Lead

Opportunities Identified Across Five Key Areas

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automation</td>
<td>14%</td>
</tr>
<tr>
<td>Insights and Visualization</td>
<td>13%</td>
</tr>
<tr>
<td>Data Analytics &amp; Predictive Modeling</td>
<td>10%</td>
</tr>
<tr>
<td>Process Improvement</td>
<td>7%</td>
</tr>
<tr>
<td>Reporting</td>
<td>56%</td>
</tr>
</tbody>
</table>

**Four-Step Digital Transformation Roadmap Established**

**Define**: Set ambitious, measurable, value-tied targets

**Build**: Begin with achievable quick wins

**Accelerate**: Drive value and develop digital-first culture

**Scale**: Multiply project impact across BUs to transform business

**Journey to Digital Transformation Began:**
Timelines established for execution of 17 top-priority projects. First projects began Fall 2022.