

Turning Enterprise Data into Measurable Business Outcomes

A practical approach to helping organizations use AI to uncover insights, improve decisions, and create measurable business value.

Organizations have more data than ever and growing access to powerful AI capabilities. Yet many still struggle to turn those investments into measurable business outcomes.

AI initiatives can require significant time to prepare data, develop models, and translate technical results into decisions the business can actually use. Business stakeholders may become involved too late, while technical teams can spend months developing solutions before knowing whether they address the right problem.

The opportunity is not simply to build better models. It is to apply AI to the decisions that drive revenue, cost, risk, efficiency, customer experience, and operational performance.

Through CNXN Helix® Center for Applied AI and Robotics, Connection helps organizations connect their data and AI investments to real business priorities, applying the right capabilities based on the use case, environment, and desired outcome.

The Challenge

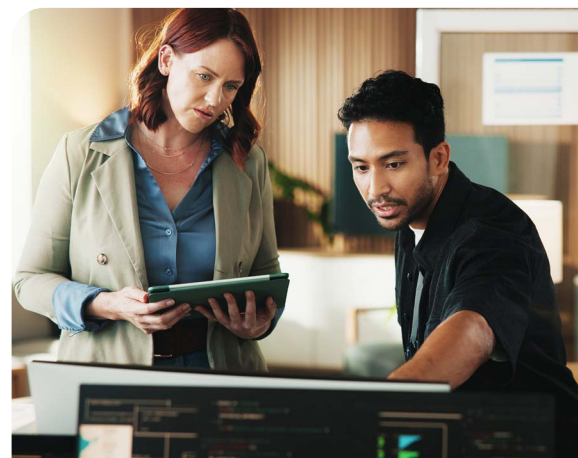
Having data and AI technology does not automatically lead to better business decisions.

Common barriers include:

- Lengthy data preparation and development cycles
- Uncertainty around whether existing data can support an AI use case
- Business and technical teams working in silos
- Models focused on technical performance rather than business impact
- Difficulty translating predictions and insights into practical actions
- AI investments without a clear connection to measurable ROI

The Result

Organizations can spend significant time and resources on AI without knowing whether it will create meaningful business value.



The goal isn't simply to build more AI. It's to use AI to make better business decisions.

A Business-first Approach to Applied AI

Successful AI initiatives begin with a clear understanding of the business problem and the outcome the organization wants to improve.

CNXN Helix helps organizations evaluate where AI can create meaningful value and apply the capabilities needed to turn enterprise data into actionable insights and recommendations.



Understand Your Data

Evaluate available data, uncover meaningful patterns, and identify gaps that could affect the opportunity.



Uncover Opportunities

Use AI to identify relationships, drivers, risks, and opportunities that may be difficult to see through traditional analysis alone.



Optimize Decisions

Account for business objectives, costs, benefits, resources, and operational constraints to focus AI on the outcomes that matter.



Turn Insights into Action

Translate predictions and insights into practical recommendations that help teams prioritize actions and make better decisions.



Business Outcomes

Applied effectively, AI can help organizations improve decisions across a wide range of business functions.



Increase Revenue

Identify and prioritize customers, prospects, products, and opportunities with the greatest potential value.



Reduce Costs

Find opportunities to improve spending, inventory, logistics, resource allocation, and other operational processes.



Improve Customer Retention

Identify customers or members at risk and determine where intervention can have the greatest impact.



Increase Operational Efficiency

Use data-driven predictions and recommendations to improve how resources, people, and processes are deployed.



Accelerate Time to Insight

Move more quickly from enterprise data to insights that business teams can understand and act upon.



Improve Decision Making

Give teams actionable recommendations grounded in both enterprise data and real-world business priorities.

Where Can AI Create Value?

The right starting point depends on your organization's priorities, data, and business challenges.

Potential applications include:

- Sales and opportunity prioritization
- Customer retention and churn
- Marketing optimization
- Inventory and demand planning
- Logistics and delivery optimization
- Collections and payment prioritization
- Resource allocation
- Customer and member analytics
- Risk identification
- Service and support optimization

The strongest opportunities often begin with a simple question: **What business decision could you make better if you had the right prediction, insight, or recommendation?**

The CNXN Helix Approach

Successful AI adoption isn't about forcing every challenge into the same technology.

CNXN Helix® Center for Applied AI and Robotics is Connection's dedicated AI practice, combining Connection's broad technology portfolio and deep industry expertise with specialized AI capabilities to help organizations move from opportunity to measurable outcomes.

CNXN Helix helps organizations identify high-value opportunities, evaluate their data and AI readiness, and align the right capabilities with their business objectives and existing technology investments.

Our vendor-agnostic approach allows us to draw from a broad ecosystem of technologies and partners based on what best fits each organization's use case, environment, and desired outcomes.

The Path Forward

Organizations do not need another AI experiment without a clear destination.

Whether the goal is increasing revenue, reducing costs, improving customer retention, optimizing operations, or making better use of existing enterprise data, CNXN Helix helps organizations identify where AI can create measurable value and establish a practical path forward.

To learn how Connection and CNXN Helix can help turn your enterprise data into measurable business outcomes, contact your Account Team today.

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