

AI, But Make it Useful

A PRACTICAL APPROACH TO INTEGRATING AI



Meet the Presenters

► Technology and Consulting



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BIM Technical Manager



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Manager



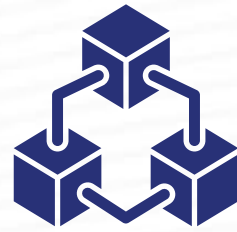
AGENDA

1. Introduction
2. AI in the IG Community
3. Key Considerations for Use Cases
4. Breakout Session
5. Creating a Roadmap
6. Is your Organization Ready for AI
7. Q&A



The Many Faces of AI

► Common Terminology



Machine Learning (ML)

- AI focused on:
 - Algorithms
 - Predictions
 - Decisions

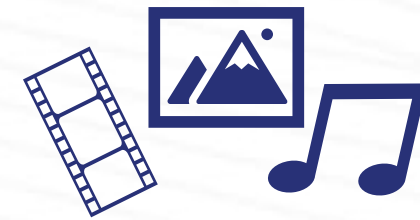
Image/Speech recognition
Data refinement & analysis



Natural Language Processing (NLP)

- Semantic understanding
- Summarization
- Text classification

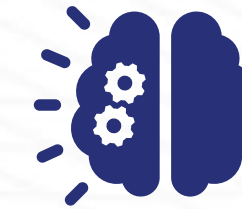
Grammar and writing style suggestions
Document summaries



Generative AI (GenAI)

- Multi format content generation

Text
Image
Video
Code



Large Language Models (LLMs)

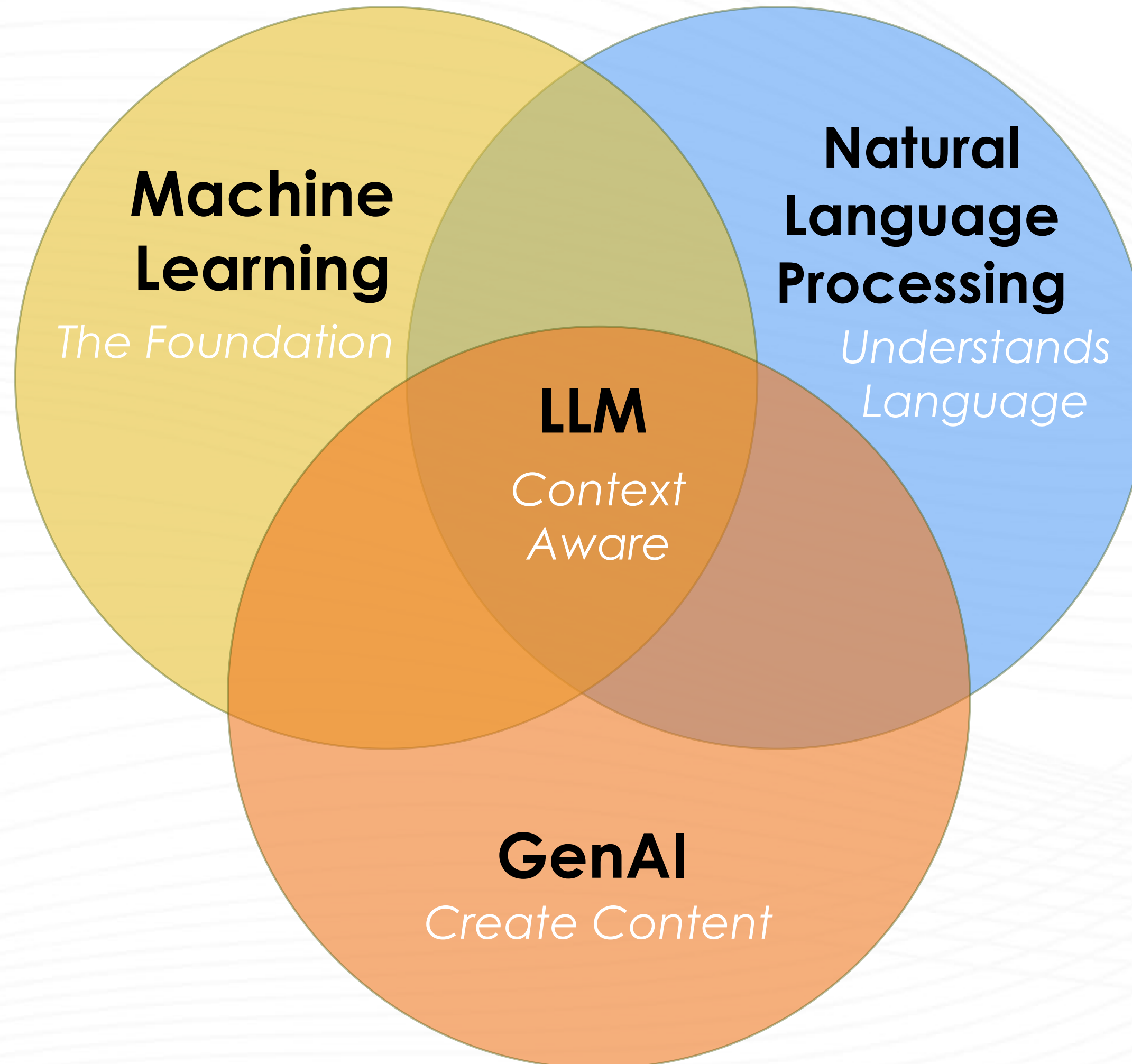
AI models to understand and generate human like text

ChatGPT
Gemini
Claude



How Do They Work Together?

▶ AI Systems



How Do These Apply to RIM?

► Use Case Examples



Document Grouping



Semantic Searching



Metadata Extraction &
Assignment



Intelligent Data Governance



Classification & Validation



Predictive Analytics



Planning for AI: Common Roadblocks

Data Problems

Quality, Taxonomy, Fragmentation, ROT, Legacy Repositories

Governance Problems

Ownership, Accountability, Defensibility, Auditability,

Human & Cultural Problems

Trust, Culture, Change Management, Ability, Adoption

AI Capability Limitations

Explainability, Context Gaps, Complexity, Edge Cases, Model Drift, Integration

Economic and Resource Constraints

Budget, ROI, Implementation Cost, Review Burden, Competing Priorities

Legal Landscape

State, Federal, International Laws; Forecasting Legal Challenges and Resulting Legislation



Is AI The Right Approach?

► Where AI can excel

Document Quality

- Consistent formatting
- High-quality OCR (Optical Character Recognition)
- Uniform terminology
- Historical data

Infrastructure

- Connectivity
 - Ability to read/write
- Security
 - Encryption & cloud processing
- Monitoring
 - Performance tracking



Processing Clear Data

► Where AI can excel

Employee Profile

Name: Employee1 ID: 0001
Position: Manager Hire Date:
10/2/2014
Salary: 70.000 Start Date:
10/16/2014

Contact Info

Address: 123 Cherry Ln
Email: FirstEmployee@email.com
Phone Number: XXX-XXX-XXXX
Emergency Number:

Office Info

Office Location: 301 West Loop
Business Email: business@email.com
Work Number: XXX-XXX-XXXX

Extracted Metadata

```
"employee_information": {  
  "name": "Employee1",  
  "id": "0001",  
  "title": "Manager",  
  "wage": "70,000",  
  "hire_date": "10-02-2014",  
  "start_date": "10-16-2014",  
  "address": "123 Cherry Ln",  
  "email_address":  
    "firstemployee@email.com",  
  "mobile_number": "XXX-XXX-XXXX",  
  "emergency_contact": "N/A"  
}
```



Is AI The Right Approach?

► Where AI may struggle

Document Quality

- Unclear & inconsistent formatting
- Poor OCR (Optical Character Recognition)
- Reused field names
- Messy or no historical data

Infrastructure

- Connectivity
 - Limited access
- Security
 - Data privacy concerns
- Monitoring
 - Significant training and performance tracking needed



Processing Unclear Data

- ▶ Where AI may struggle

Team Member Profile

Name: Employee9 ID: E09
Position: Manager Hire Date: 10/2/2014
Salary: 70.000 Start Date: 10/16/2014

Project Information

Name: Development Start Date: 03/30/2020
ID: P-049 End Date: 01/20/2021

Location

Address: 123 Cherry Ln Email: FirstEmployee@email.com
Phone Number: XXX-XXX-XXXX

Office Information

Address: 456 Apple Ave Email: business@email.com
Phone Number: 555-555-5555

Extracted Metadata

```
“employee_information”: {  
  “name”: “Development”,  
  “id”: “P-049”,  
  “title”: “Manager”,  
  “wage”: “70,000”,  
  “hire_date”: “10-02-2014”,  
  “start_date”: “03-30-2020”,  
  “termination_date”: “N/A”,  
  “address”: “456 Apple Ave”,  
  “email_address”: “business@email.com”,  
  “mobile_number”: “555-555-5555”  
}
```



Make AI Work For You

► Identify the Business Problem

What measurable business risk or operational inefficiency are we addressing

Successful AI in information governance solves a business risk or operational issue. If the problem is not clearly articulated or it is driven by nothing but technological curiosity, the use case won't survive budgeting, audit, or executive review.

Purpose

- Anchor the initiative in organizational priorities
- Connect governance to risk, cost, or regulatory exposure
- Prevent “AI experiment syndrome”
- Align stakeholders early

Examples

- Over-retention increasing litigation exposure
- Inability to locate authoritative records
- Manual classification backlog
- Regulatory response delays



Make AI Work For You

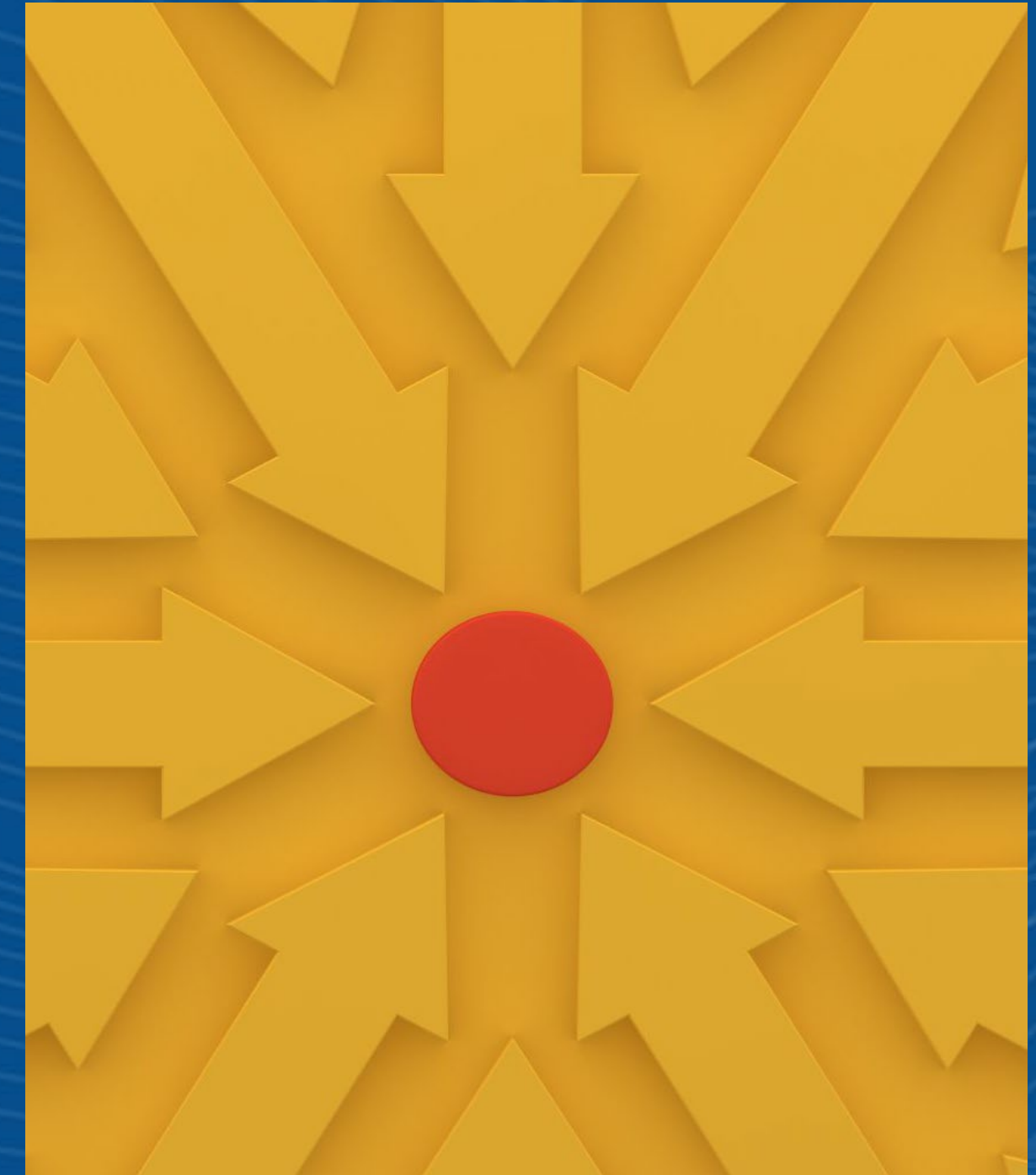
▶ Extract the Pain Points

Purpose:

- Surface workflow bottlenecks
- Reveal manual effort drains
- Expose failure points in existing processes
- Identify where human review is overloaded

Examples:

- 30% of documents never get classified
- Retention tagging is inconsistent across departments
- Legal hold identification requires manual searching
- Staff spend hours locating similar contracts



Make AI Work For You

► Define the Desired Outcome

What does success look like operationally and defensibly?

Document Quality

- Establish success criteria
- Set accuracy/confidence thresholds
- Define risk tolerance
- Determine performance metrics
- Clarify what “good enough” looks

Outcome Types

- Reduced manual review time by X%
- Improved classification accuracy to Y%
- Reduced volume of ROT by Z%
- Shortened regulatory response time
- Increased defensibility confidence



Make AI Work For You

► AI or Automation

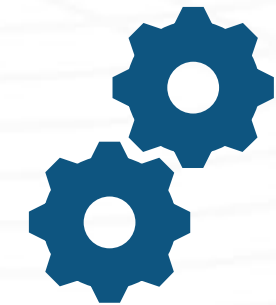
Automation

- Rules are clear and consistent
- Decisions are binary
- Inputs are structured



AI

- Content is unstructured
- Context varies
- Patterns are complex
- Scale overwhelms manual review



Make AI Work For You

► Determine Resources

Purpose:

- Identify required data readiness
- Clarify ownership and accountability
- Assess budget and integration costs
- Anticipate review workflows
- Determine skill requirements

Examples:

Resource Categories to Consider

- Technology (tools, integrations, licensing)
- Data preparation and cleanup
- Governance oversight
- Legal/compliance review
- Human-in-the-loop validation
- Change management



Make AI Work For You

► Implementation and Monitoring

1. Determine Risk Appetite
2. Risk Management Framework
3. Usage Guidelines and Principles
4. Launch Pilot
5. Monitor Results
6. Validate Progress
7. Mitigate Issues
8. Improve Performance
9. Conduct Governance Review



Possible Application

► PII Auto Classification

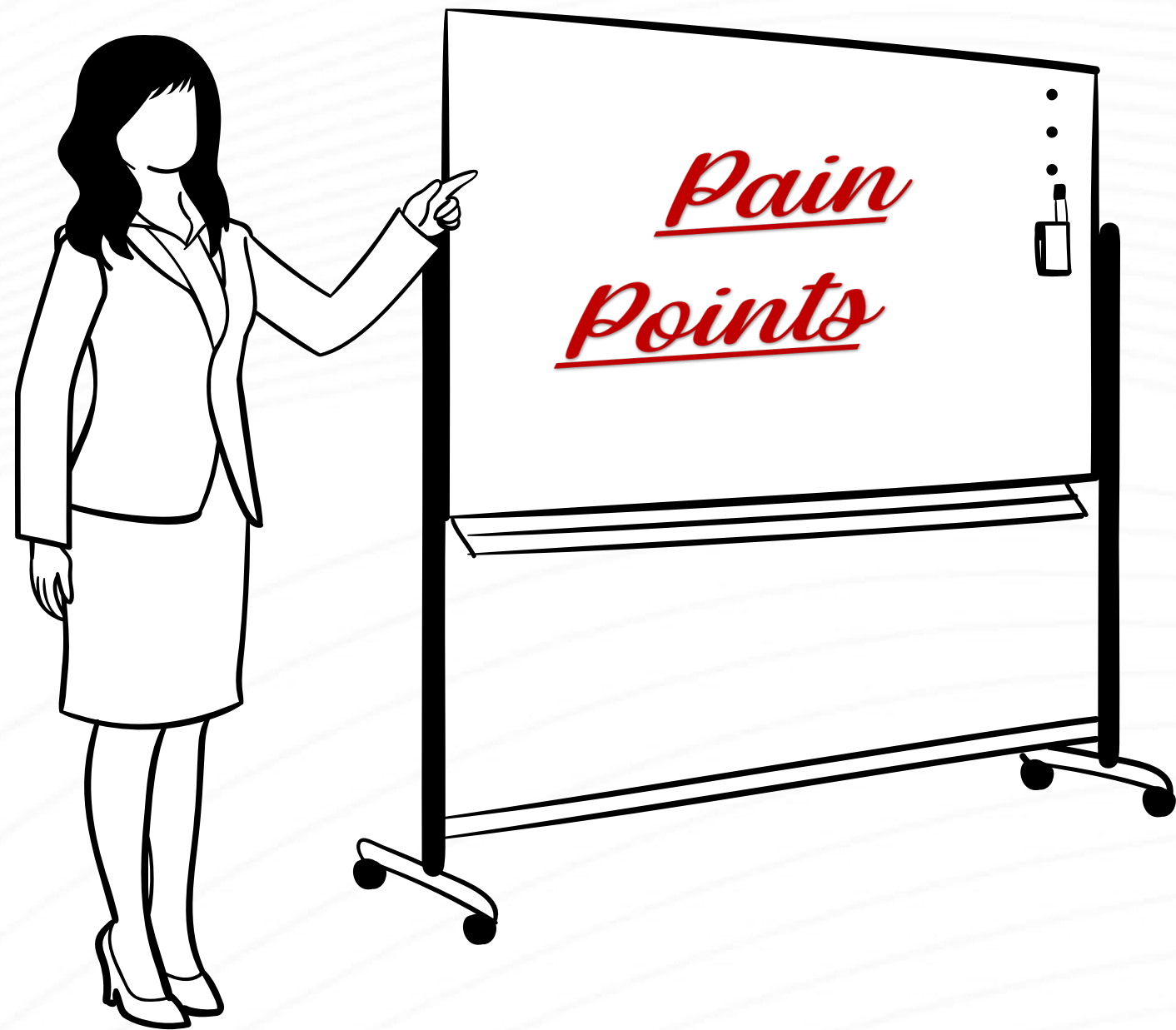
Business Problem

- Classify mixed documents for PII
 - Contracts, memos, emails, etc.
- Inconsistent formats
- Missed PII
- Large volume



Possible Application

► PII Auto Classification



Pain Points

- Manual classification is and subjective
- Decisions vary by reviewer
- Human error
- Errors increase risk of audit and litigation exposure



Possible Application

► PII Auto Classification

Desired Results

- Faster and more consistent results
- Reduced effort without increased risk
- Higher confidence in compliance
- Process with clear audit trail



Possible Application

► PII Auto Classification

Artificial Intelligence

- PII often appears in unstructured or semi-structured content
- Document context may be impactful to data relevance
- Strong edge case handling

OR

Automation

- Requires patterns and consistent formats
- Potentially high false positives or missed information
- Requires additional development to rules as documents are updated



Possible Application

▶ PII Auto Classification

Resources

- Examples of PII and non-PII documents
- Integration with document repositories and records
- Human reviewers for validation and exception handling
- Governance oversight committee
- Ongoing monitoring and performance tracking



Ask AI - What type of muffin is this?



What do you want... to use AI for?



Early Road Map: Key is AI Readiness

► Project Planning

Resources

- Personnel
- Type of AI Needed
- AI Platform
- Legal Landscape

Potential Barriers

- Data readiness
- Governance
- Policies
- Ethics
- Compliance

Key Stakeholders

- Training and development
- Communication planning
- Clear roles and responsibilities

Implementation

- Budget
- Development environment
- Risk management
- Cultural readiness



Questions?



THANK YOU!

To Make AI Deliver,
You Need to be AI Ready



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Technology Innovation Manager

