

# AI, But Make it Useful

A PRACTICAL APPROACH TO INTEGRATING AI



# Meet the Presenters

## ► Technology and Consulting



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# 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)

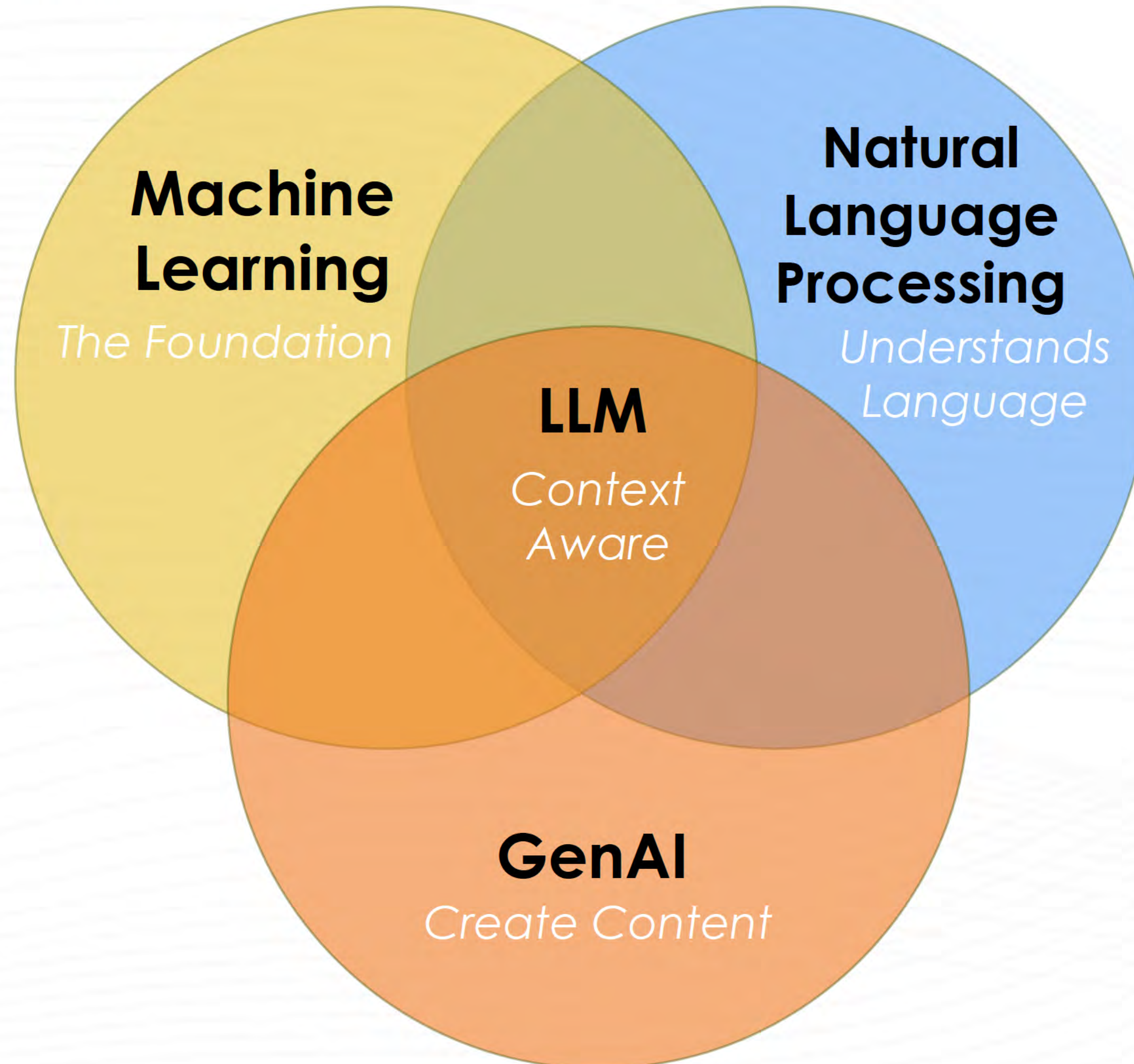
AI models to understand and generate human like text

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](mailto:FirstEmployee@email.com)  
Phone Number: XXX-XXX-XXXX  
Emergency Number:

### Office Info

Office Location: 301 West Loop  
Business Email: [business@email.com](mailto: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

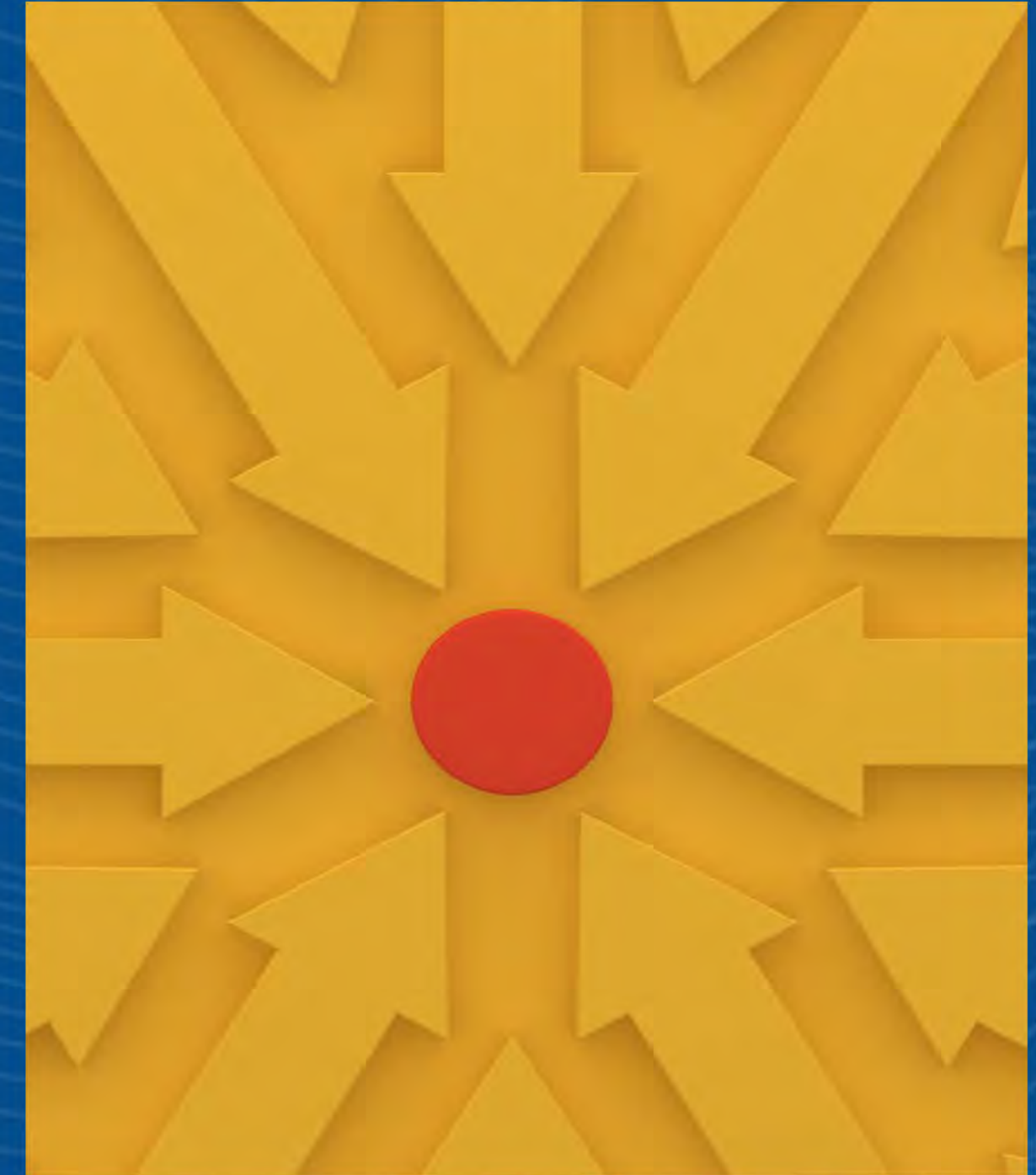
## ► Extract the Pain Points

### 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

### AI

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



### Automation

- 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. Launch Pilot
3. Monitor Results
4. Validate Progress
5. Mitigate Issues
6. Improve Performance
7. Conduct Governance Review



# Possible Application

## ► PII Auto Classification

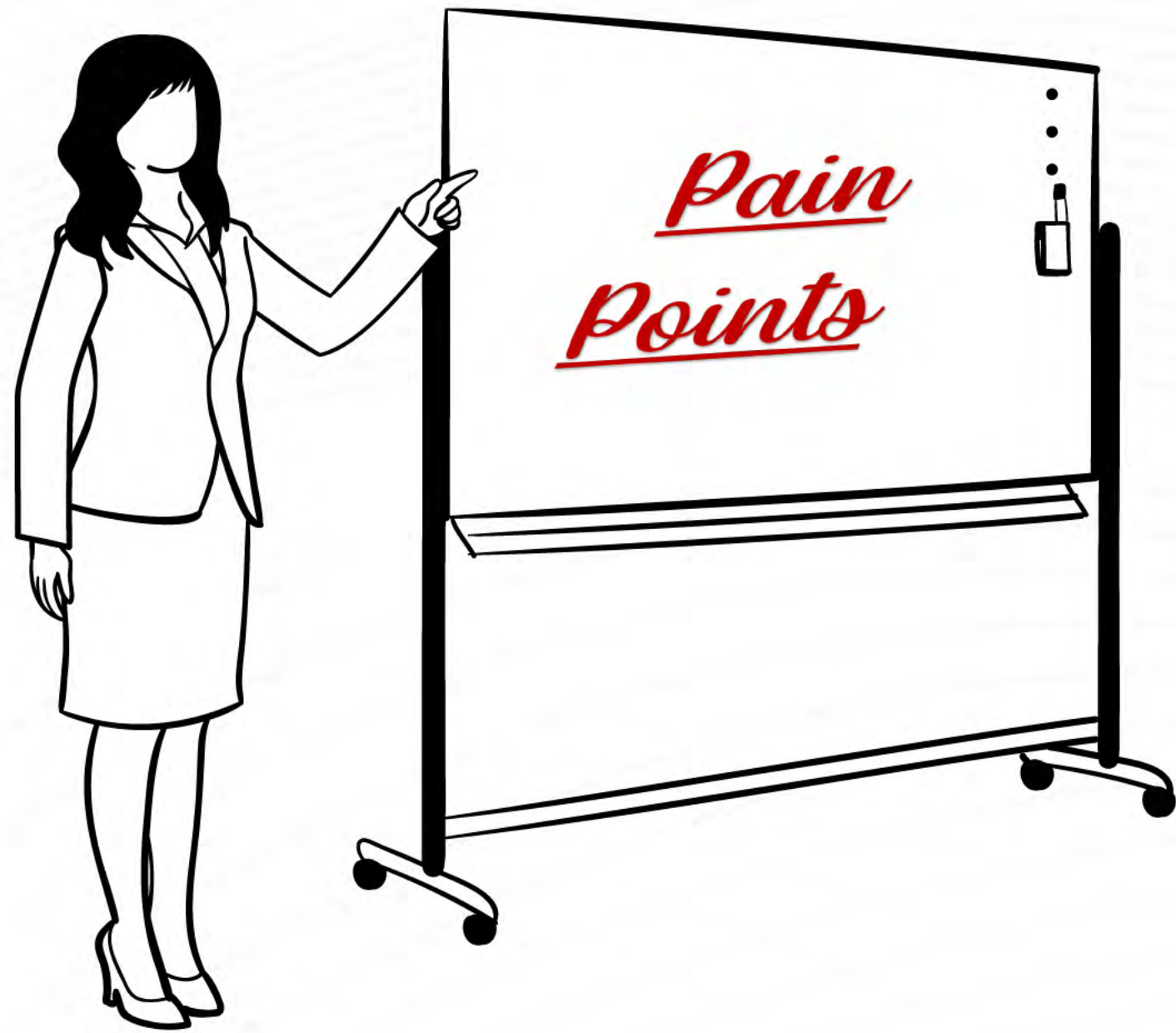
### Business Problem

- 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

### 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



# 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



# 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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