



Three factors to consider when developing an AI into your Product Strategy



AI is currently disrupting the business world in a very dramatic way. It spans across various areas of an organization, across the external customer face and internal operations. However, using AI is expected to add \$19.9 trillion to the global economy over the next eleven years, by 2030.

Not surprisingly, these issues affect product teams in the same manner as other teams. Whether positively or negatively, AI is now permeating every aspect and function of business today's operation. While the "hype" is authentic, this is as much potential that AI brings across a number of functions in the organization.

That being said, there are several factors concerning product leaders that need to be considered and several questions to answer before mass, more complex, adoption and implementation happens. Okay, let's dive deeper into what product leaders should think about when they want to integrate [AI to your products strategy](#).

Let AI Work for You

It is wise for one to stand and ask how AI can help him/her or the teams in the task, rather than the reverse. In what ways can it assist you in spending more time trying to analyze data than to spend time hunting for the data then trying to condense it? How can it aid towards achieving your objectives, and avoid the issue of getting side tracked always with the next best shiny object in the field of AI?

First you need to determine your challenge, the winning situation for you and your team as well as the desired outcome. From there, you can start to work backwards toward how AI plugs into your plan and how you achieve your objectives and to decide the features that matter and the tools that make sense.

AI is Not the End Goal

However, one must bear in mind that these tools are not intended to displace employees, or to raise issues with customers. They are to support and enhance what you are already doing, to accomplish tasks on your behalf faster and with more facility. The concept of AI is not the end purpose but a tool to help business organizations to meet their objective.

This translates to the fact that AI is not an overlay to use once or a task to delegate once. Always be sure you are managing its effectiveness and moving to another tool, process or strategy when it is necessary. Iteration is key. The goal is not to deploy AI but make AI assist you in the achievement of your goals.

Protect Against Evil AI

Cyber threats are emerging on a daily basis through AI, and your organization cannot afford to wait for a launch of attack. Unfortunately, as recent research has indicated, a huge percentage of businesses (48 percent) are not very sure they currently possess proper technology to fight AI cyber threats. In our position as product leaders, we need to take into account all the

security implications of using AI in the products and features we're developing, and do the very best that can be done to minimize that risk.

Below are the security solutions, which are significant for your customers and employees and which can guard your organization from these new types of attacks:.

AI is here to stay. But what we do need to do is either figure out how to integrate 'it' properly and methodically into a product strategy – thus how we use 'it' must be carefully thought out and not just done haphazardly as an afterthought. This will create more problems over time, to you and your teams and to your customers. Knowing all these prospects and threats when it comes to integrating the AI, then an organization can be well equipped to apply it appropriately in their product plan.

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