Nemko Digital Webinar Report - AI Maturity Model - Building the Guardrails for Trusted and Scalable AI Innovation Webinar Transcript

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Bas Overtoom: Hello, everybody! Good morning or afternoon, depending on where you are very happy to be here, together with my colleague Karen today to talk about. Yeah, from risk to readiness and improving your AI maturity to to drive AI adoption and value in your organization.

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Bas Overtoom: My name is Boss Overtone. I am the Global Business Development director from Nemko Digital, and I'm here, together with my colleague Karen. Maybe, Karen. A few words from from your side.

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Caryn Lusinchi: Sure. I'm an expert in senior AI governance and risk management. Have a background in AI auditing under the EU AI Act, and Gdpr as well as teaching and lecturing across emerging technology policy and also have a background in monitoring for post deployment, for AI based embedded products. So.

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Bas Overtoom: Thank you.

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Bas Overtoom: Okay, let's dive into it. I will do a bit of an introduction on Nemko very short, and also do a bit of the framing on what this AI maturity model is all about, and why it is important, and then Karen will deep dive a bit to give you a holistic view of what it actually is. And we'll yeah. It's got many aspects, or we'll give you 3 examples to give you a bit of a flavor of all the content that is in the maturity model, and how we normally deploying it with clients.

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Bas Overtoom: In the meantime we do a small poll, and in the end I will sum it up with some next steps, and then there will be also a few minutes for Q. And A. If you have urgent questions. So let's dive into it.

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Bas Overtoom: So, Nemko, yeah, we have a long history of 90 years of product compliance. And with all products becoming digital we are moving also in the digital space. And we have an

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Bas Overtoom: AI trust team based from Amsterdam. But we are also getting experts in all the Nemko countries on AI trust, like Karen being based in the Us. We are also based in in other countries, providing AI trust to our current Demco clients. But what we see is also that many other new industries, like healthcare, finance

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Bas Overtoom: or education, they're all busy with improving the trustworthiness and the quality and the compliance of AI. So that's what we are here for for you.

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Bas Overtoom: So when we are looking at the drivers for compliance and quality management, yeah, we see a few key things, and I always would like to outline them to you. One is, of course, compliance with the regulations that are upcoming, and Karen will deep dive a bit more on that. We also use them as a base for the maturity model that we will introduce.

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Bas Overtoom: But another thing is also, let's say, the reputation of you as a company. I was just today embarrassed when a conference and one of the speakers there also say, if AI breaks, it also breaks your reputation. So if you're dependent on AI for a lot of your services, things go wrong. People will directly look at your brand like, hey, what is going on? So that's 1 of the key reasons

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Bas Overtoom: to make it good. Of course, incidents harm. We can talk about it, and what we see also, especially when AI is embedded in product, that there's a lot of, let's say, consumers or other stakeholders. Maybe your clients, when you want to deliver your service, that they are demanding good security and high quality. AI. And you need to make it explicit. And then we believe, as Nemko, that is also important to do AI trust, because it's not only making things good.

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Bas Overtoom: but it's actually helping you to develop and innovate faster. So these are some of the key drivers that come back and back in all the conversations that we're having all around the world on this topic

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Bas Overtoom: now, I already mentioned some key dangers. So here are a few examples. Like you all heard about teenagers committing suicides, maybe talking to AI Chatbots. There is self driving cars, accidents. There are some business use cases where, yeah, there is financial

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Bas Overtoom: problems. Things are not going well. So there's many, many examples of things that can go wrong with AI. Well, there's also such a large uptake, and we want to help you to drive this uptake. But still avoid any of these examples, and that's why high AI maturity is important.

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Bas Overtoom: So these are some of the services. And what you see is the AI governance sense and maturity. That is basically what we are focused on today. And here you see also on some of the other key areas that we are driving value in for for you as our clients. So also in especially AI, embedded in product, but also into the organization with maturity model, but also, for example, AI literacy or implementing tools

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Bas Overtoom: and technologies to scale AI deployment. We're not going to go into that. But we're going to focus on this maturity model that we have developed. And for that I would like to give the word to Karen to say a bit about what was the thinking behind the model. How does it

look like how we're using it, and especially focus a bit more. Give you a bit more of a peek under the hood. What is then in such a model

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Bas Overtoom: to make it valuable for you, as a customer, to use that to set your roadmap

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Bas Overtoom: and direction, to start to deploy AI Karen.

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Caryn Lusinchi: Great we can dive right in. There's a lot of different reasons why enterprises will go ahead and look at AI. Maturity and governance to kind of evolve, go to market for their products, and you might be wondering, how do we find form the foundation of this kind of maturity, model and assessment.

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Caryn Lusinchi: And it was really around kind of key global frameworks that have either been established or emerging across the globe. And while there's many of them like EU's Gpsr or the forthcoming Gpa code of practice. Our global frameworks really centered around kind of

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Caryn Lusinchi: for Iso 4, 2 0 0 1, which is kind of a global voluntary international standard for management of AI systems. The EU AI Act, which is essentially Europeans, risk-based framework for safe and trustworthy development that is evolving in terms of rolling regulation in 2026, and

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Caryn Lusinchi: 2027 in terms of financial enforcement, and then NIST AI Rmf. Which is used very predominantly in the Us. And across the Mia. As kind of a standard for operational integrity, cyber and AI safety.

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Caryn Lusinchi: So yes.

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Bas Overtoom: So we kind of used all these components to really build up this framework right? Karen.

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Caryn Lusinchi: Yes.

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Bas Overtoom: All right.

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Caryn Lusinchi: So when you drill down a level deeper, it's really what is underneath all these frameworks. And there's a lot of different intersections. But there's essentially 8 different building blocks in terms of areas of maturity, and these really provide a robust and flexible foundation to navigate opportunities and challenges

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Caryn Lusinchi: both in the enterprise as well as the ecosystem. So there's leadership and governance AI lifecycle management, external stakeholders, which also extend not only to customers, but vendors and partners across kind of oem supply chain, people and culture. How do you incentivize your employees? To both adopt and

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Caryn Lusinchi: harness AI responsibly within the organization, operations and controls risk management, mitigation, and identification as well as compliance, which involves regulatory legal and risk. And then, last, but not least, technology, which involves with your tech stack infrastructure data and cyber.

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Caryn Lusinchi: So across these many different categories you might have high maturity in one category, but low Ca maturity in other categories. And really it's important for enterprises to kind

of benchmark where they are and align that with their product, roadmap as well as kind of a 1, 3 year and 5 year plan from both board of directors and

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Caryn Lusinchi: suite perspective to align based on where you are today and where you want to go. In terms of future kind of aspirations.

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Caryn Lusinchi: you can go next.

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Caryn Lusinchi: So, as I mentioned before, there's various different levels of maturity, the majority of organizations or enterprises today, I would say, we're in one or 2 which is kind of exploring or founding, and as those continue to mature and scale, they move up to evolving. And then there's advanced and and market leading

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Caryn Lusinchi: and really understanding your level, based on those 8 categories that we just went through. Is really kind of necessary to understand where you are and what it takes to kind of get to the next level. While kind of minimizing and navigating certain challenges.

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Caryn Lusinchi: So next,

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Caryn Lusinchi: this is an interesting survey that was done by Gartner in June of 2025. They took about 432 global leaders from companies across the Us. Emea, India as well as Japan. And they looked at companies that would define themselves as high maturity as well as low maturity, and asked

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Caryn Lusinchi: what were kind of the top challenges or barriers for AI implementation. I often think it's a fallacy, that even if you reach very high maturity in one building, block or category,

that all your problems are going to be solved. But what the survey kind of illustrates, regardless of whether you're low maturity or high maturity, you still have challenges. They're just different challenges.

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Caryn Lusinchi: And then the lower maturity, the biggest challenge was really finding the right use case of how to really use AI to solve business problems as well as data, availability and quality, while those organizations who characterize themselves as high maturity. Cyber was the number one challenge as well as data, availability and quality. So even if you move

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Caryn Lusinchi: up in maturity, some of those challenges get either more amplified or they might shift to different areas.

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Bas Overtoom: Data, availability and quality. It seems to be always a problem in every enterprise. So that's for sure. Thanks, Karen. Okay, I think this is a nice moment to come to a short quiz to to see also where you are as an audience. When it comes to

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Bas Overtoom: the AI maturity.

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Bas Overtoom: So we have a pop up here. And yeah, just the key questions are, where are you? So we had the 5 levels that Karen already introduced. So hey, we are more in phase one. We're just exploring, but we haven't got much done, or, Hey, we are in early stages. We are doing something. But it is more on a pilot ad hoc basis, not really big part of our business.

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Bas Overtoom: Or we are actually actively implementing AI. But yeah, we need to start to look into the the governance and the process around it. Or, Hey, we are doing it quite quite well, or we are really a market leader. So I think it's pretty self explanatory. So just based on your gut feeling, where do you think you stand at the moment, and

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Bas Overtoom: please fill it in. And then, later in the session, we will get back to some of the things that you have have answered while we are continuing now the content on what is actually in that 8 pillars. And what does that mean? And can we make it a bit more concrete back to you, Karen?

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Caryn Lusinchi: Yeah, sure.

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Caryn Lusinchi: Let me go ahead and close that.

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Caryn Lusinchi: So, as we mentioned, I would look at these as almost Legos, or building blocks across those 8 pillars. There's also subcategories. And this kind of illustrates or brings to the surface of all the different kind of subcategories that lead to higher compliance and maturity in these different areas.

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Caryn Lusinchi: So for the sake of time, we're gonna go ahead and do kind of a a laser focus or look on some of the kind of more popular prioritized building blocks.

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Bas Overtoom: Yeah, because if we would deep dive into these, we would need to 2 h. But I think it is very interesting to see all the kind of key elements that are that are in place. So let's dive into it. Into these 3 examples

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Bas Overtoom: like you mentioned.

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Caryn Lusinchi: Yeah, sure.

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Caryn Lusinchi: So the 1st one is centered around leadership and governance maturity. And who are we really talking about? This could be C-suite. This could be board of directors. This could be, perhaps steering committees or ethics committees that essentially influence, or a contributor to consulting with leadership.

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Caryn Lusinchi: And again, a lot of companies are in the process of really just, I guess, standardizing AI governance. And where it's reflected within kind of leadership.

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Caryn Lusinchi: And so again, most companies or enterprises we find or anywhere between levels one and 3. And it's really a mixture of both talent and kind of time horizon to get to level 5 as companies start really dedicating and having roles dedicated to AI

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Caryn Lusinchi: at a C-suite level. Whether that's a chief AI officer, or you take a chief data officer and essentially assign that or a member, AI responsibilities or a CTO that is, assuming that AI function under it

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Caryn Lusinchi: and kind of what is good leadership commitment when it comes to AI. And it really depends what different lenses you look through. Some organizations will really prioritize. How do we get Roi out of AI, and that's not really just focusing on AI performance metrics, but really understanding how those metrics

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Caryn Lusinchi: tie to kind of business or operational or revenue kpis. Some other things might be around organizational design. Who's going to be using kind of the racy model of responsible, accountable consulting and influencing ownership for some of AI risk compliance and performance. It doesn't just

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Caryn Lusinchi: become a responsibility for legal risk and compliance. But how can you spread that responsibility across other aspects of C-suite or your organization, ethics and principles. Again, how do you incorporate stakeholders or people at higher levels to infuse fairness, accountability.

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Caryn Lusinchi: human rights, and sustainability come into that play as well as you're scaling AI. How do you do it? In a way that allows transparency and that could be based on environmental sustainability, and really looking at kind of compute power as well as kind of human rights and and safety and societal impacts, not only on your customers.

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Caryn Lusinchi: but society at large, as well as finance and resources. How do you? How do you better plan for these kind of investments and and maturity, and not just pipelines? So.

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Bas Overtoom: Yeah, thanks, Karen, for giving a bit of this overview. I got the results in the meantime, also, received. So a hundred percent of you. They are either in level one or 2 a little bit what you also mentioned. So we have, let's say, an audience here that has a low maturity. Maybe that's also why you're calling in. What do I need to do to upgrade my maturity?

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Bas Overtoom: And one of the things I want to emphasize is also the importance of leadership, because if there's no really a commitment from from top management, it will be really difficult to get this transformation in place. So starting at the top is important, and one of the key things you can do there is to raise the awareness. Get a strategy. Meeting with leaders is something we also often do

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Bas Overtoom: to really get a kind of a common view of the of the opportunity

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Bas Overtoom: to start driving the business cases and start doing things now, also in line with what you had in Gartner. One of the key challenges is to find also, what are we actually going to do at the second point on this one. And they're also leadership is kind of very important to kind of.

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Bas Overtoom: yeah, give this decision and emphasize on the strategic choices to move ahead. So starting on the top with AI very important, and especially if you are just starting out. So I just wanted to emphasize that. Let's go to the next

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Bas Overtoom: example.

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Caryn Lusinchi: Sure.

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Caryn Lusinchi: So kind of moving on to kind of AI lifecycle management maturity. I think this is another area where it can be a little bit challenging how to move from level one to level 5. A lot of enterprises are essentially really dabbling or kind of in the experimental stage or R&D stage of essentially experimenting with projects because there is cost overlays

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Caryn Lusinchi: to really scale very quickly. A lot of them are essentially prototypes, or beta, or even R&D done within kind of data, science and Ml engineering. And as you move up and more products move out of R&D into actually scoping design and development. You'll see a lot of

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Caryn Lusinchi: maturity based on additional kind of tooling and documentation, then kind of evolves as more models and experiments move across

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Caryn Lusinchi: that maturity, timeline, and we can dive a little bit more into what that lifecycle looks like and kind of what are, I would see kind of the key kind of maturities of each of the AI lifecycle stages. And again, this life cycle here can be represented from ideation to kind of getting the continuous improvement. If you're a startup, this might actually be

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Caryn Lusinchi: within, you know, 6 to 8 months. Other enterprises depending on more complex use cases, ideation to continuous improvement from a life cycle and maturity could happen over over years, depending on the risk of the use case that you have but kind of starting with ideation. I think the biggest thing in kind of governing the life cycle is really identifying

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Caryn Lusinchi: what business problems are best suited for AI to solve. AI can't solve all problems, but it might be well suited for certain types of business problems. And so reaching consensus

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Caryn Lusinchi: to decide which use cases you're going to bring into your life. Cycle, I think, is is the number one aspect of kind of evolving or kind of founding aspects of maturity. Then moving on to design and scoping and development kind of a mature organization here is using impact assessments for most use cases

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Caryn Lusinchi: which is an AI technical kind of impact assessment as well as a data privacy impact assessment, especially if you're using sensitive confidential data and high risk industries like healthcare insurance employment or other public sector aspects moving on to testing and validation.

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Caryn Lusinchi: How well have you performed and shaped really performance metrics? And what types of evals have you established to verify that the data you're using really reflects real world scenarios

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Caryn Lusinchi: then moving on to deployment. How well, once you have your model pipelines, have you developed? I would say, the people's processes and workflows and human oversight within that loop to better support a lot of the downstream types of activities. Once your models go into the real world that's followed, and piggybacks on

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Caryn Lusinchi: monitoring. Do you have a central dashboard visualization of alerts and incident reporting to help manage and mitigate your risks? And then finally, but not last, is continuous improvement. How are you using user feedback, either from your customers or your internal employees, to better feed that back into product or

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Caryn Lusinchi: or your data science or your Ml. Team to make continual improvements. And what is your cadence for retraining models, or even refreshing data to make those AI decision making more timely and up to date.

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Caryn Lusinchi: So.

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Bas Overtoom: I can imagine that for the audience that if you're in a lower maturity this might be a little bit overwhelming. All these kind of things you have to get organized.

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Bas Overtoom: I think key to understand is that earlier on it is really about this ideation and design scoping and getting going phase so all the monitoring and all the other things that are things that you can start to work on a little bit later, although it's good to have, let's say, an outlook on all the things that are going, and a few feeling for what is then actually the different phases that we are giving here. But you don't have to implement everything from the start if you don't have any user use cases that are there in deployment. So while you are developing your use cases

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Bas Overtoom: and creating your AI things. You are also organizing the controls and the governance around it kind of step by step. If that goes very fast there. You can organize the governance also very fast. It can scale fast.

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Bas Overtoom: But if you're a bit longer in this ideation design scoping phase. Then that's that's fine. And you can really spend the time there to really define what are the use? Cases that drive most most value. And also again. Yeah, this is also a phase where we're helping a lot of clients to not to also define what is, then the value cases that we are working on

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Bas Overtoom: so just to elaborate on that last last example.

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Caryn Lusinchi: Yeah, so operations, maturity. Again, I think this goes hand in hand. How do your operations scale along with your or your leadership? And governance kind of organizational design as well as your life cycles. And again, this is something that I think evolves as your processes, products, and procedures evolve as well.

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Caryn Lusinchi: Versus kind of a point in time. This is meant to be kind of parallel pathing. The other 2 building blocks that we previously defined.

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Caryn Lusinchi: So

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Caryn Lusinchi: I think the number one, or the biggest challenge that I see of companies or startups that are in lower maturity is that a lot of time, the use cases of AI that they're experimenting with is very much siloed within their it departments or their data science or their MI. Departments, and there's not really

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Caryn Lusinchi: a lot of visibility. Nor is it evangelized across the larger organization if leadership doesn't make it a priority. And so I think the very 1st kind of building block is, how do you then, elevate the activities that are happening in maybe a certain department or departments in your company to really bring that up

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Caryn Lusinchi: to leadership or other departments. So people really understand as an enterprise what use cases are being experimented with, and what are the underlying tools and systems to support those use cases? And so an AI use case inventory at, I would say, a very high level or executive level

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Caryn Lusinchi: should be built. The business drivers for this are numerous. It helps with risk awareness and helps a company evaluate risk tolerances and essentially scaling AI. There's collaboration and efficiency. If you're a really large organization, there might be 2 different teams working on the same use case. So there could be efficiencies of scale and then compliance. A lot of times.

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Caryn Lusinchi: comp or departments might be working on use cases. And you're not really aware of what regulatory aspects need to go in or standards or frameworks need to go into design or deployment or monitoring

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Caryn Lusinchi: as well as innovation. It's 1 way for a company to really year to year showcase some of the innovation that's being done at a company, whether it's an R&D to your shareholders, or even give you a competitive edge against your competitors in showing that there's AI use cases across various different aspects.

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Caryn Lusinchi: What should be tracked? I won't go through all the things, but at the bare bones a use case description, the systems underlying that use case vendors used in the supply chain. So these can be vendors you use for data labeling annotation evals, maybe testing ownership. This is really important. A lot of teams

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Caryn Lusinchi: only have technical business owners. And it's really important to have a business owner as well. Who's making sure that AI Use case is really aligned with revenue or solving pain points and approval dates of those use cases typically by C-suite or a committee. The risk profile. Is it a high

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Caryn Lusinchi: AI risk case? Is it low risk? And then, where it is within the AI lifecycle that we just went over. So

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Caryn Lusinchi: if you're just starting out, I think there's 2 different ways to build and maintain your AI Use case inventory. You don't necessarily need to add a whole nother tool to your tech stack. I've seen some startups that will essentially track, use cases in excel or sharepoint, or teams or forms. However, it works for you to have a common platform to allow people

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Caryn Lusinchi: to both contribute to it as well as update it, and then also keeping track with a different field labels. As those use cases evolve, making sure there's timely updates, not only on an annual basis, but a monthly basis. If risk levels or statuses actually change as you reach higher aspects of maturity, you might warrant bringing in a 3rd

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Caryn Lusinchi: party automated tooling with built in options to essentially go into your model pipelines and then create, connect your inventory to a high, level, visual dashboard for your executives or your boards to see, so they can get kind of a a bird's eye view of progress at a glance which might be good both for investors as well as stakeholders.

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Caryn Lusinchi: So

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Caryn Lusinchi: so I would say, start small and build very slowly to kind of full implementation when looking at kind of AI use case inventory, and there's a few aspects of governance that's good to know an internal AI use case. Inventory isn't mandated by any regulation.

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Caryn Lusinchi: However, the EU AI Act and NIST definitely, strongly recommend it as a best practice for regulatory preparedness. If you're in Europe, Europe is evolving many national AI registries or databases on a Nation State level for high risk industries and a lot of the information in your AI Use case. Inventory can then be exported

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Caryn Lusinchi: to essentially fulfill the requirements of many of these national registries. So you don't actually have to to duplicate the effort. So it's a good thing to kind of get started on and build.

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Bas Overtoom: And in the end, if you want to comply, you need to know also what you have in your organization. So

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Bas Overtoom: there's definitely something there. So these were 3 examples of let's say, what's under the hood of the maturity model. But you saw there was like a 40 block. So there's a lot of things to do, and I think the key now is just to get going, and then at 1 point to become aware of what are the things we tackle initially. And what are the things we tackle later? You cannot do everything at the same time. But a lot of things you can start

108
00:30:54.410 --> 00:30:55.030
Bas Overtoom: good.

109
00:30:55.030 --> 00:31:09.309
Bas Overtoom: So the road ahead, what we take it from here, and that's for a lot of companies that we are helping with. They are kind of really on this trajectory, to want to start, to use AI more and more, also to gain the efficiencies and the solutions that they want.

110
00:31:09.310 --> 00:31:29.769
Bas Overtoom: so based based on that. What we normally do is kind of an AI maturity assessment to see where you are, what are your strong points and weak points, and for all of you that are interested. We have also soon kind of a free freemium test of this, so you can test your own maturity already to get an idea.

111
00:31:29.770 --> 00:31:50.130
Bas Overtoom: And then basically from that, we're going to define. Okay, what is the new ambition level? Where do we want to be? Let's say in one year on some of the key points, also based on your business drivers, and then from that we can define a cap, and then we will help you to outlay. What is a logical order in which to start implementing some of these aspects?

112
00:31:50.190 --> 00:32:05.699
Bas Overtoom: And what then is required? So basically, it is a use case. It's a roadmap that goes into all these kind of key elements that you need to organize and additionally, also driving some of the key use cases. These value cases that we spoke about

113
00:32:05.961 --> 00:32:31.809
Bas Overtoom: in that roadmap. So that is one of the key deliverables next to understanding where you are, because if you are very low in your organization, hey? Maybe we know that already. But how do we get that on a higher level? And what is important for us? Either we want to focus a bit more on the technology in the beginning to get that right. Or we made a bit more compliance focus, wanna make a step there, or Hey, we are really on the leadership and the value side or the people side to focus on

114
00:32:32.330 --> 00:32:53.260
Bas Overtoom: basically when we have a roadmap, we can also define with you. Let's say, an implementation, a map and guide to yeah, drive these projects. Now, Karen gave you some examples of of topics that we can help to design. And we have a lot of good practices. So here, for example, you'll see an approach on the AI Literacy program. And so if

115
00:32:53.260 --> 00:33:11.779
Bas Overtoom: people and culture is one of the key aspects, we have off the shelf good programs, how to organize an AI literacy change program. And you can use that to start

implementing these changes. So that's basically what comes a bit on top of it. So, as I see it, it is really

116
00:33:11.780 --> 00:33:26.770
Bas Overtoom: helping you to define. What is there also to to understand? Hey, where are some of my key areas? Maybe to see a problem that you have? Or if you were lower in the maturity and just want to get going. It is really a good tool to help define the road ahead.

117
00:33:26.770 --> 00:33:45.450
Bas Overtoom: So what we offer. When it comes to maturity model, we can do a maturity quick scan. That is just really defining what are the key areas that have a problem. This is a small project where we do a few workshops, a few interviews, and then we go into, let's say, sometimes a full organizational, wide

118
00:33:45.794 --> 00:34:08.460
Bas Overtoom: assessment, where we do a more detailed deep dive with more stakeholders, and we also define this roadmap and implementation guide. And sometimes we see that clients have specific requirements where they say, we wanna focus on specific regulations that you do assess, or we wanna do it in a specific coast, maybe a specific region or a specific department, etc, etc. So that's basically how we could. Continue.

119
00:34:09.909 --> 00:34:36.009
Bas Overtoom: I hope you find it interesting. We took a little bit more than the 30 min that we promised. Also a lot of content to share. You can review this webinar later on in our website. There's also the other webinars that we gave. There's some webinars coming up later in August on the developers playbook. Show how you can use this this tool to really start to develop AI with the guardrails in mind.

120
00:34:36.330 --> 00:34:54.749
Bas Overtoom: And then we have also one which I already introduced. We do a lot with tooling and technologies on AI governance. If you really want to scale your organization. So that's something we are diving on on the 11th of September. So content. Sharing is one of the key things we want to do, and to bring you further in your maturity.

121

00:34:54.900 --> 00:34:58.041
Bas Overtoom: Please know that we have a very active Linkedin

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00:34:59.210 --> 00:35:24.290
Bas Overtoom: group, so you can follow us digital, and stay up to date on all the posts we make, and also the webinars we are organizing on all of these topic, and we often have details and dive on specific pain points that are yeah, our clients. And and ecosystem partners are experiencing. If you find this interesting and you want to deep dive more on your specific situation.

123
00:35:24.320 --> 00:35:36.020
Bas Overtoom: You can use this to to click in ask your question, and then we go and talk to you and see what we can can do for you to to drive the value.

124
00:35:37.880 --> 00:35:50.689
Bas Overtoom: Okay, that's basically it for our presentation. I think we can still take one or 2 questions that are coming. So please feel free to to type in your questions

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00:35:50.810 --> 00:36:00.779
Bas Overtoom: while you're doing so. Yeah, maybe I can start with an with the 1st question for you also, Karen. Now we spoke about this maturity.

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00:36:01.930 --> 00:36:17.689
Bas Overtoom: And what do you see when you are earlier on for earlier on companies, a bit of your experience, you see that they normally start with this 8 pillars with one or 2 pillars specifically, or is that very different? Do you have some specific things that you're seeing in that domain?

127
00:36:18.080 --> 00:36:19.830
Bas Overtoom: In the earlier phases.

128
00:36:20.060 --> 00:36:45.020

Caryn Lusinchi: I think the earlier phases, the the biggest thing, is really around people and culture. If you are a large enterprise and not a startup where everyone's working kind of in the same building, or people are spread out remotely. Typically what it and AI activities are very separate from product and business.

129
00:36:45.020 --> 00:37:08.449
Caryn Lusinchi: And I think one of the 1st things in order to create I guess transparency and visibility, both in communication and organization is to really start putting those teams together. To really look at, you know, getting the business or the product. What are the the key pain points. And what problems do they need to solve?

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00:37:08.450 --> 00:37:10.418
Caryn Lusinchi: And then really doing

131
00:37:11.060 --> 00:37:27.209
Caryn Lusinchi: hackathons are getting your AI engineers and your data scientists assigned to different products or different aspects of the business, to try to see whether AI can solve those problems or not. I think it's the 1st step.

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00:37:27.210 --> 00:37:27.900
Caryn Lusinchi: and

133
00:37:27.900 --> 00:37:46.210
Caryn Lusinchi: essentially creating more AI horizontally throughout the organization versus doing a kind of a deep vertical dive and just keeping AI as a technical aspect within within the organization. So I think that's the easiest place to start.

134
00:37:46.610 --> 00:37:59.419
Bas Overtoom: All right. Thanks. I got another question here. Also. Quite interesting, I think. So. Yeah, you introduced that the maturity model is basically built upon all the requirements of many of the key regulations.

135
00:37:59.420 --> 00:38:18.650

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Bas Overtoom: What is your take on that is that actually, is there a lot of differences between these standards, or they are they like mostly quite, quite similar. For example, the Ueai against framework Iso standard that you mentioned are, is there a lot of, let's say overlap? Or is there also kind of key differences? You cannot explain everything, but maybe you can.

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00:38:18.650 --> 00:38:19.189
Caryn Lusinchi: You have another.

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00:38:19.190 --> 00:38:20.110
Bas Overtoom: Bit of a gist.

138
00:38:20.110 --> 00:38:45.009
Caryn Lusinchi: I would I would say 80% of the emerging regulation, whether it's the EU AI act, whether it's even if you bring cyber security into it. The cyber resilience act in Europe, or Iso 4, 2, 0 0 1 pretty much. All are built on the same principles.

139
00:38:45.010 --> 00:39:09.910
Caryn Lusinchi: the timeline at which you do it, and the depth at which you fulfill those things, of course, will vary. I can talk about kind of 4 areas that are very similar across any of the emerging AI regulations. Whether it's in cyber AI systems is really around risk management incident reporting continuous, essentially monitoring

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00:39:09.910 --> 00:39:34.780
Caryn Lusinchi: for post deployment as well as essentially kind of responsibility and bringing in risk and compliance within design and technical design processes. And I would say, those are probably the sweet spots or commonalities across all of them. Again, the timeline and the evidence of technical documentation you would need to do

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00:39:34.780 --> 00:39:47.860
Caryn Lusinchi: to support those regulatory standards may differ. But again, if you're going to do one that will take you a long way in satisfying the other regulation as well. So.

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00:39:48.630 --> 00:40:08.859

Bas Overtoom: Thanks for sharing Karen and looking at the time. I think we really have to round off a little bit over time. Thank you for sticking in here. And again, if you're interested to look in how this maturity model or any of the points that are in the maturity model, because maybe there's some specific elements

143
00:40:08.860 --> 00:40:31.350
Bas Overtoom: that are key for you to focus on. We're happy to help look into your specific situation and make some suggestions. So I would like everybody to wish you a beautiful afternoon, evening or morning, depending on where you are in the world, and we hope to see each other again soon for one of these other webinars. Thank you, everybody.

144
00:40:31.830 --> 00:40:32.880
Caryn Lusinchi: Thank you.