



**Kaster**

05:55



# 6 Steps from AI Ambition to Impact

A practical guide for CIOs and Digital Transformation Leaders navigating enterprise AI



# Hi. I'm Salman Kasbati

Enterprise technology leader with 25 years of experience owning, scaling, and stabilizing mission-critical systems across complex, high-availability environments. I partner with CEOs, CIOs and Boards to align technology with business outcomes while ensuring operational resilience, governance, and execution discipline at scale.

- **Founder and Managing Partner at Kaster Consulting**
- 25 years of experience delivering advanced software and data-driven solutions
- Led digital and AI transformation initiatives across multiple industries
- Led diverse international teams to serve **~200 enterprise-level** clients across the US, EU, Middle East, Central Asia, and APAC
- Speaker at international conferences on AI and Data Analytics
- Founding member and COO at qordata (Lifesciences SaaS) and veraqor (Data Analytics/AI services)
- **On a mission to help businesses unlock the value of data and AI to thrive in a rapidly evolving world**



**Founder & Managing Partner, Kaster Consulting**

**+92 301 8288605 | [salman.kasbati@kasterconsulting.com](mailto:salman.kasbati@kasterconsulting.com)**

2001: Career Start

2007: VP, Avanza Solutions

2012: Associate Partner, Streebo

2016-2025: COO & Founding Member, qordata

2022: Founding Member, veraqor

2025: Founder, Kaster Consulting

# Only 5% of the firms see real returns on AI Investments

Despite a 36% annual increase in AI investments

## Conventional AI Adoption

Vs.

## Impactful AI Adoption

With **limited clarity and governance**, most organizations experiment with isolated pilots that rarely scale.



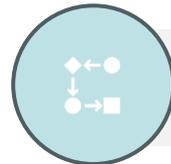
Using a **structured, data-driven approach**, organizations can align AI initiatives with business goals, ensuring every pilot contributes to enterprise objectives.

**Access to the right data is inconsistent**, scattered across functions and systems, leading to long lead times and fragmented insights.



**Leveraging analytics and governance frameworks** provides a single source of truth for data and models, driving collaboration and transparency across teams.

**AI initiatives lack alignment with business priorities** because strategy, data, and execution are disconnected, resulting in duplicated efforts and wasted investment.



**AI programs achieve greater than 90% alignment** between strategic intent and execution, supported by well-defined operating models and clear accountability.

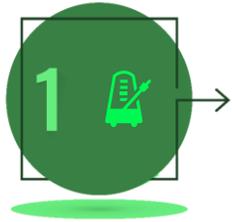
Fewer than **1 in 3 AI projects deliver measurable ROI**, while the rest stall due to unclear ownership, poor data foundations, and lack of organizational readiness.



**Continuous measurement and governance automation** ensure sustained impact, reducing rework, risk, and inefficiencies while maximizing ROI.

**6 key steps from AI  
Ambition to Impact**





## Align AI with Business Objectives

- ✓ Clarify how AI supports enterprise goals i.e. efficiency, innovation, cost optimization, or growth
- ✓ Translate ambitions into measurable business KPIs (not just model accuracy)
- ✓ Secure leadership alignment on outcomes and success criteria



## Assess Data and Platform Readiness

- ✓ Evaluate the current state of data quality, integration, and governance
- ✓ Identify gaps across ERP, CRM, production, and analytics systems
- ✓ Ensure architecture can support scalable model training and real-time analytics



## Identify and Prioritize Use Cases

- ✓ Build a structured pipeline of AI opportunities across business functions
- ✓ Score each use case by value, feasibility, and risk to focus investment
- ✓ Start with 1-2 high-ROI pilots to build momentum and credibility



## Design the Execution Model

- ✓ Define governance, roles, and delivery processes for AI initiatives
- ✓ Establish a cross-functional operating model linking IT, business, and data teams
- ✓ Create repeatable frameworks to scale AI solutions across sites and functions



## Build Governance, Risk & Responsible AI Controls

- ✓ Set clear ownership and accountability for models and data
- ✓ Implement model monitoring, explainability, and bias mitigation protocols
- ✓ Ensure compliance with local regulations and industry standards



## Drive Culture and Organizational Change

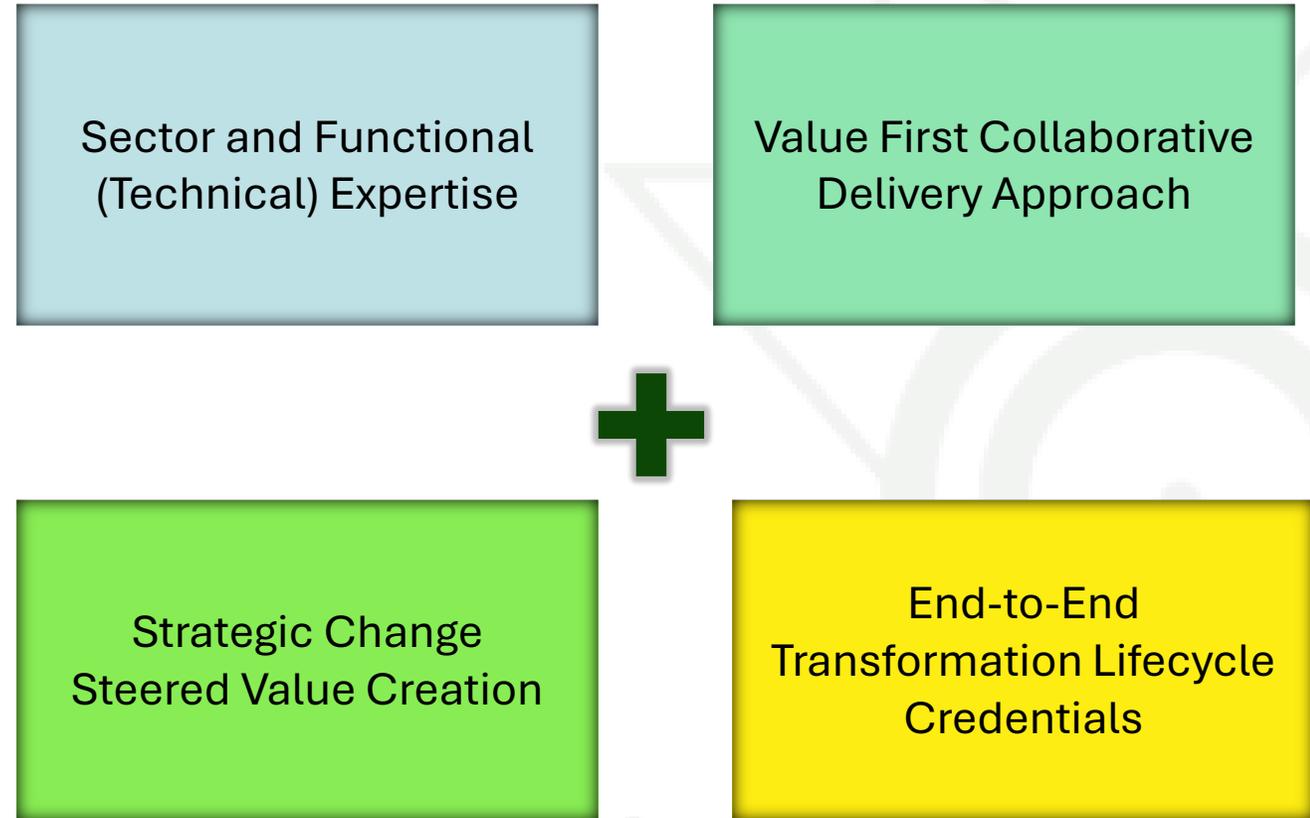
- ✓ Promote AI literacy and data-driven decision-making at all levels
- ✓ Enable collaboration between business, technology, and analytics functions
- ✓ Reward experimentation and continuous learning to sustain transformation

# Start your transformation with Kaster's AI Strategy and Roadmap Framework



We help organizations unlock the value of Artificial Intelligence through a bespoke strategy and roadmap.

Our framework aligns AI initiatives with business goals, delivers measurable outcomes, and lays the foundation for responsible, enterprise-wide transformation.



# Let's turn your AI ambition into action.

If you're exploring how to bring AI into your organization but aren't sure where to start let's spend 45 minutes together.

We'll discuss where AI can drive the most value for your business, assess your readiness, and outline practical next steps.

No jargon. Just a focused strategy conversation designed to help you move forward confidently.

[Schedule a Meeting](#)

- Salman Kasbati