

“If Artificial Intelligence is the  
answer ...

**What is your question?”**



“We will take **\$billions** of your money ...”

“ ... build **Artificial General Intelligence** ...”

“ ... and then **ask it** how to generate returns.”



“Dave ... everyone has an App.  
We need an App.”

“Sure. What do  
want it to do?”

“I don’t know!  
We just **NEED**  
an App!”



# Rule 1: Define the Pain Before the Tool

Success is not “adopting AI”.

It's **fixing specific problems**:

- Decisions taking too long
- People buried in admin
- Errors creeping into repeatable processes
- Knowledge locked in individuals' heads

If you cannot describe your problem in one sentence **without using the word AI**, stop.

## Rule 2: Measure What Better Looks Like

AI only works when “success” is obvious:

- Time saved
- Cost removed
- Revenue accelerated
- Errors reduced
- Speedy data retrieval

If you can't measure the improvement, you'll end up with a clever demo and no value.

Boards don't fund technology.

They fund **outcomes**.

# Rule 3: Small Wins Beat Big Visions

The biggest returns rarely come from moonshots.

**They come from:**

- Saving skilled people 30–60 minutes a day
- Automating one painful handover
- Making knowledge instantly accessible

**Small wins:**

- Build confidence
- Create momentum

Big visions come **after** credibility, not before.

## Rule 4: Fix the Boring Stuff Early

AI exposes weak foundations brutally.

Messy data, unclear processes, and inconsistent ways of working don't disappear. They become visible.

You must:

- Clean up information
- Standardise processes
- Clarify ownership



This isn't failure.

It's the **real work** showing itself.

# Rule 5: Centralise Control, Decentralise Value

AI fails when it lives in a lab.

Successful projects:

- Centralise rules, security, and guardrails
- Let business teams apply AI to their own problems

The people closest to the work know where the value is.

Your job is to give them **safe tools and clear boundaries**, not ideas.

# Rule 6: Frame AI as Help, Not Replacement

Fear kills adoption faster than bad technology.

- When people believe AI is about job loss, they resist.
- When they believe it removes drudgery, they experiment.

You must communicate that:

**AI exists to make good people more effective,  
not redundant.**

# Why AI Fails (Almost Every Time)

AI initiatives usually fail for very ordinary reasons:

- Started with technology, not a problem
- Chased headlines instead of outcomes
- Ignored data quality and process reality
- Centralised everything and killed ownership
- Scared people instead of empowering them
- Tried to do too much, too fast

**Failure is rarely technical.**

**It's organisational.**

# The Simple Formula for Leaders

Clear problem

→ Measurable outcome

→ Small win

→ Learn

→ Repeat



Incoming Call



John Smith

Customer Profile

Order: 123456  
Order details history  
Contact history

Order Total: \$1234.56

George and Jane Electronics  
Central Area | 123456 | [View order](#)



Email

Chere Elmath

Sentiment: Positive

Billing Inquiry

Order Email: ABC

AI Insights:

Sentiment Analysis - Positive



Incoming Call

Chat with Bohn

"Hi, I'm having an issue with my bill."

Email

"Subject: Billing Question"

# A Small Win

Rule 1 – the problem:

**People buried in admin**

Rule 2 – what better looks like:

**Time Saved**

Rule 3 – a small win:

**Saving skilled people 30–60 minutes a day**

### PURCHASE ORDER

GreenHome Décor Ltd  
Unit 4, Willow Trade Park  
Horsham Road, Guildford  
GU2 8HX, United Kingdom  
orders@greenhomedecor.co.uk  
VAT: GB123456789

Bloom & Basket Retail Ltd  
45 Market Street  
Chichester, West Sussex  
PO19 1LW, United Kingdom  
accounts@bloombasket.co.uk  
VAT: GB987654321

Purchase Order No.	PO-104587
Order Date	15 January 2026
Requested Delivery	Within 10 working days

SKU	Product Description	Qty	Unit Cost	Cost
A9F3K2L7	Glazed ceramic plant pot	25	£2.45	£61.25
Q7M4Z8X2	Woven willow storage basket	40	£1.98	£79.20
B3H8D5R9	Frosted stone-effect planter	15	£3.60	£54.00
N6T2C9W4	Ribbed terracotta indoor pot	50	£1.75	£87.50
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H9R2M6K8	Shallow bonsai ceramic pot	15	£3.70	£55.50

# Intelligent Document Processing (IDP) 1.0



## OCR (Optical Character Recognition)

## ICR / IDP (Intelligent Document Processing)

## Invoice Processing Automation

Qty	Unit Cost	Cost
40	£1.90	£76.00
30	£2.40	£72.00
20	£3.30	£66.00
25	£3.15	£78.75
45	£1.70	£76.50
20	£3.65	£73.00
35	£2.05	£71.75
25	£3.05	£76.25
50	£1.55	£77.50
40	£2.15	£86.00
30	£3.35	£100.50
20	£3.50	£70.00
45	£1.80	£81.00
25	£3.20	£80.00
30	£2.60	£78.00
20	£3.45	£69.00
25	£3.10	£77.50
35	£2.55	£89.25
20	£3.75	£75.00
	£3,748.15	
	£749.63	
	£4,497.78	

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# JSON

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Claims must be reported within 48 hours of receipt of goods. Liability of supplier until paid in full.

# Electronic Data Interchange (EDI)

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{
  "purchaseOrder": {
    "poNumber": "PO-104587",
    "orderDate": "2026-01-15",
    "customer": {
      "name": "Bloom & Basket Retail Ltd",
      "vatNumber": "GB987654321",
      "email": "accounts@bloombasket.co.uk"
    },
    "supplier": {
      "name": "GreenHome Décor Ltd",
      "vatNumber": "GB123456789",
      "email": "orders@greenhomedecor.co.uk"
    },
    "currency": "GBP",
    "lineItems": [
      { "sku": "A9F3K2L7", "quantity": 25, "unitCost": 2.45 },
      { "sku": "Q7M4Z8X2", "quantity": 40, "unitCost": 1.98 },
      { "sku": "B3H8D5R9", "quantity": 15, "unitCost": 3.60 },
      { "sku": "N6T2C9W4", "quantity": 50, "unitCost": 1.75 },
      { "sku": "L8P5Y2K6", "quantity": 30, "unitCost": 3.20 },
      { "sku": "R4C7X2M9", "quantity": 20, "unitCost": 2.85 },
      { "sku": "H6K9W4T3", "quantity": 35, "unitCost": 1.65 },
      { "sku": "P2D8M6A9", "quantity": 45, "unitCost": 2.10 },
      { "sku": "X9R5C4H2", "quantity": 25, "unitCost": 3.40 },
      { "sku": "T6Y8K2M4", "quantity": 30, "unitCost": 2.25 },
      { "sku": "M5N9P6R2", "quantity": 20, "unitCost": 3.75 },
      { "sku": "C8X4T6A9", "quantity": 60, "unitCost": 1.32 },
      { "sku": "F9D3H6K5", "quantity": 35, "unitCost": 2.95 },
      { "sku": "W6P8M2R7", "quantity": 15, "unitCost": 3.80 },
      { "sku": "A4C9T5H8", "quantity": 40, "unitCost": 1.85 },
      { "sku": "K6N3Y9X4", "quantity": 25, "unitCost": 3.10 },
      { "sku": "R8M5P2C9", "quantity": 50, "unitCost": 1.45 },
      { "sku": "H3X6T9A2", "quantity": 30, "unitCost": 2.30 },
      { "sku": "Y5C8K2N9", "quantity": 20, "unitCost": 3.55 },
      { "sku": "P9M6R5T3", "quantity": 75, "unitCost": 1.60 },
      { "sku": "X2C9A8H5", "quantity": 35, "unitCost": 2.70 },
      { "sku": "N8R6M2Y4", "quantity": 25, "unitCost": 3.25 },
      { "sku": "C5T3X9P8", "quantity": 20, "unitCost": 3.45 },
      { "sku": "H9R2M6K8", "quantity": 15, "unitCost": 3.70 },
      { "sku": "A6X8C9T2", "quantity": 40, "unitCost": 1.90 },
      { "sku": "P8R5N6C4", "quantity": 30, "unitCost": 2.40 },
      { "sku": "T2M9H5X8", "quantity": 20, "unitCost": 3.30 }
    ]
  }
}
```

# Intelligent Document Processing (IDP) 2.0

Bloom & Basket  
Retail Ltd

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copy all

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P9M6R5T3 Classic terracotta plant pot 75 £1.60 £120.00  
X2C9A8H5 Decorative rope handled basket 35 £2.70 £94.50  
N8R6M2Y4 Soft grey ceramic planter 25 £3.25 £81.25

...

A9F3K2L7 25  
Q7M4Z8X2 40  
B3H8D5R9 15  
N6T2C9W4 50  
L8P5Y2K6 30  
R4C7X2M9 20  
H6K9W4T3 35  
P2D8M6A9 45  
X9R5C4H2 25  
T6Y8K2M4 30  
M5N9P6R2 20  
C8X4T6A9 60  
F9D3H6K5 35  
W6P8M2R7 15  
A4C9T5H8 40  
K6N3Y9X4 25  
R8M5P2C9 50  
H3X6T9A2 30  
Y5C8K2N9 20  
P9M6R5T3 75  
X2C9A8H5 35  
N8R6M2Y4 25  
C5T3X9P8 20  
H9R2M6K8 15  
A6X8C9T2 40  
P8R5N6C4 30  
T2M9H5X8 20  
C6R8P2N9 25  
X4A5H8T9 45  
M9P8R6C2 20  
H2T6X8A9 35  
R6C4P9M8 25  
...

LLM AI

# LLM AI IDP2.0 - Document-to-Data Transformation

I have a purchase order from a customer in the form of a PDF. Within the PDF there is a table of several columns. One column will be a PRODUCT CODE, which are alpha-numeric without spaces, but might include an underscore or hyphen. Another column will be a QUANTITY. This will always be an integer. Other columns will contain pricing, almost certainly to two decimal points. Other columns will be descriptive. I will copy and paste the contents of this PDF into a chat. That will destroy the table formatting and will include superfluous information about the customer, reference numbers, addresses and the like. I only want you to extract the PRODUCT CODE, and QUANTITY information and return that in a tab delimited format, one row for each PRODUCT CODE and QUANTITY pair.

Ask AI to optimise the prompt.

## API-Optimised Prompt

Extract structured order data from unformatted text.

### Instructions:

You will receive pasted text that originated from a PDF purchase order. The original document contained a table with multiple columns, but the table formatting will be lost. The text will also contain irrelevant information such as customer details, addresses, reference numbers, and pricing.

Your tasks to:

#### 1. Identify all PRODUCT CODES

1. PRODUCT CODEs are alphanumeric strings with no spaces.
2. They may include underscores ( \_ ) or hyphens ( - ).
3. Example formats: ABC123, X1\_200, PROD-45B.

#### 2. Identify the QUANTITY associated with each PRODUCT CODE

1. QUANTITY is always an integer.
2. Ignore pricing, descriptions, and any other numeric values.

#### 3. Output the results in a strict tab-delimited format:

4. PRODUCT\_CODE<TAB>QUANTITY

1. One line per PRODUCT CODE / QUANTITY pair.
2. Preserve the order in which PRODUCT CODES appear in the text.
3. Do not include any additional commentary, explanations, or fields.

**Output only the tab-delimited lines.**

# CORPORATE NETWORK



End User  
(MS365 Login)

1. Open intranet page (SSO)
2. Paste PDF text

### Intranet Web Application

- Protected by Entra ID (Azure AD)
- Group-based access control
- TLS / HTTPS only

---

Paste Area | Submit Button | Tab-Delimited Output

3. Secure POST request

### Backend API Layer

*(Azure Functions or App Service API)*

- Validates input size & format
- Applies system instructions
- Enforces output format rules

---

Authentication:  Managed Identity

4. Retrieve secrets securely

### Azure Key Vault

- LLM API Keys
- No secrets in code



5. LLM Request



LLM Service

# A Thought Experiment

Rule 1 – the problem:

**Knowledge locked in individuals' heads**

Rule 2 – what better looks like:

**Speedy data retrieval**

Rule 3 – a small win:

**Making knowledge instantly accessible**

# How can I help?

“ I have a problem with ....

My {crop}

... which looks like it has {pest / disease}

... .. at {growth stage}

... .. in my {glasshouse / tunnel / nursery}.

... .. I'm also using {product} in my tank mix  
as part of an IPM programme

**What do you suggest?”**





# Source the Authoritative Data



## Legal authority

- MAPP number
- Authorisation holder / approval holder
- Product name
- Formulation type
- Active ingredients list



## Agronomic candidate set

- pest/disease ↔ crop mappings
- environment use-cases
- resistance group classification



## Document layer

- EAMU

**CRD status → Label/EAMU use → BCPC use suggestion**

# The Data Problem

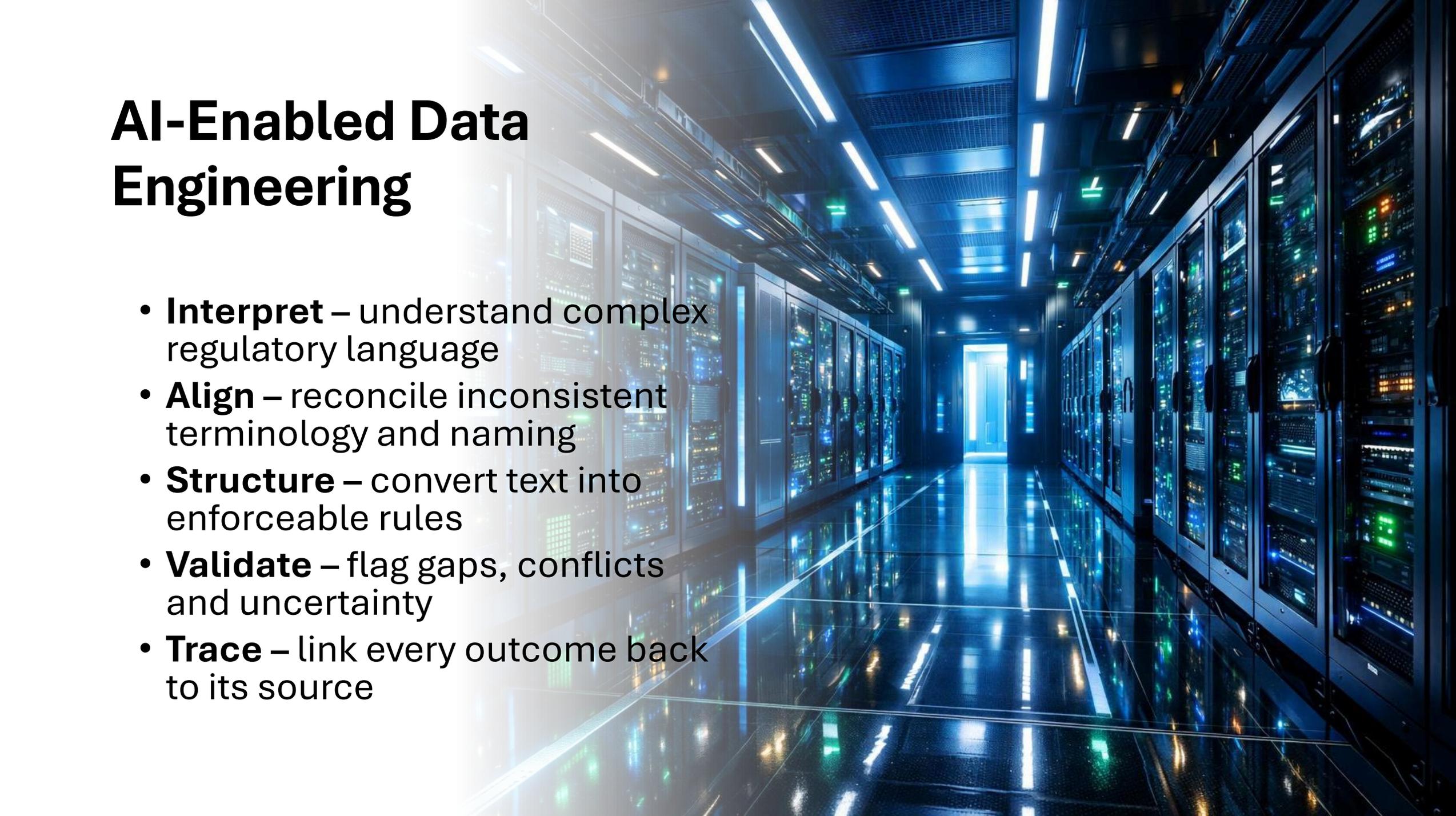
- Multiple authoritative sources, not designed to work together
- Heavy reliance on unstructured text
- Inconsistent language and terminology
- Implicit rather than explicit rules
- Constant change

## Key challenge:

*These inputs are authoritative, but not directly usable for consistent, safe decision-making.*



# AI-Enabled Data Engineering



- **Interpret** – understand complex regulatory language
- **Align** – reconcile inconsistent terminology and naming
- **Structure** – convert text into enforceable rules
- **Validate** – flag gaps, conflicts and uncertainty
- **Trace** – link every outcome back to its source

# DP2.0 - Document-to-Data Transformation

Extension of Authorisation Number: 1455 of 2021

## EXTENSION OF AUTHORISATION FOR A MINOR USE OF A PLANT PROTECTION PRODUCT

PLANT PROTECTION PRODUCTS REGULATION (EC) No 1107/2009

Extent of authorisation: Great Britain and Northern Ireland

Product name: Romeo

Active ingredient: 941 g / kg Cerevisan

MAPP number: 19170

Product authorisation holder: Agrauxine S.A. (Regi 238)

Marketing company: Fargro Limited

This Extension of authorisation ends: on the final e authorised pi

If the authorisation of the above product is withdrawn authorisation will end on the same date as the author

This Extension of authorisation will be withdrawn or a any of the active substances contained in the product Approvals Register or list of approved active substan No 540/2011, or if a decision is taken to withdraw or ; authorisation under Regulation (EC) No 1107/2009 o

The circumstances in which this Extension of authori: amended are set out in Regulation (EC) No 1107/200

This extension of authorisation for minor uses applies products issued under Article 52 of Regulation (EC) t with MAPP 19170 is the reference product.

Crops/situations:	Maximum individual dose: (kg product / ha)	Maximum total dose:	Maximum number of treatments: (per annum)	Latest time of application:
Outdoor baby leaf crops, outdoor basil, outdoor bay, outdoor chives, outdoor coriander leaves, outdoor cress, outdoor endive, herbs (others), outdoor lamb's lettuce, outdoor lettuce, outdoor mint, outdoor oregano, outdoor parsley, outdoor rocket, outdoor rosemary, outdoor sage, outdoor spinach, outdoor tarragon, outdoor thyme	0.75	-	8 (7 day interval between applications)	BBCH 89

Other specific restrictions:

- (1) This product must only be applied in accordance with the terms of this extension of authorisation, the product label and/or leaflet and any additional guidance on extensions of authorisation.
- (2) Treatment must only be made under 'permanent protection' situations which provide full enclosure (including continuous top and side barriers down to below ground level) and which are present and maintained over a number of years.
- (3) Reasonable precautions must be taken to prevent access of birds, wild mammals and honey bees to treated crops.
- (4) To minimise airborne environmental exposure, vents, doors and other openings must be closed during and after application until the applied product has fully settled.

```
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# Output from AI-Enabled Data Engineering

- Clear, consistent product and use decisions
- Explicit rules you can trust and trace to source docs
- Reduced risk for advisers and growers
- Always aligned to regulation
- Simple answers backed by complex data

## **Outcome:**

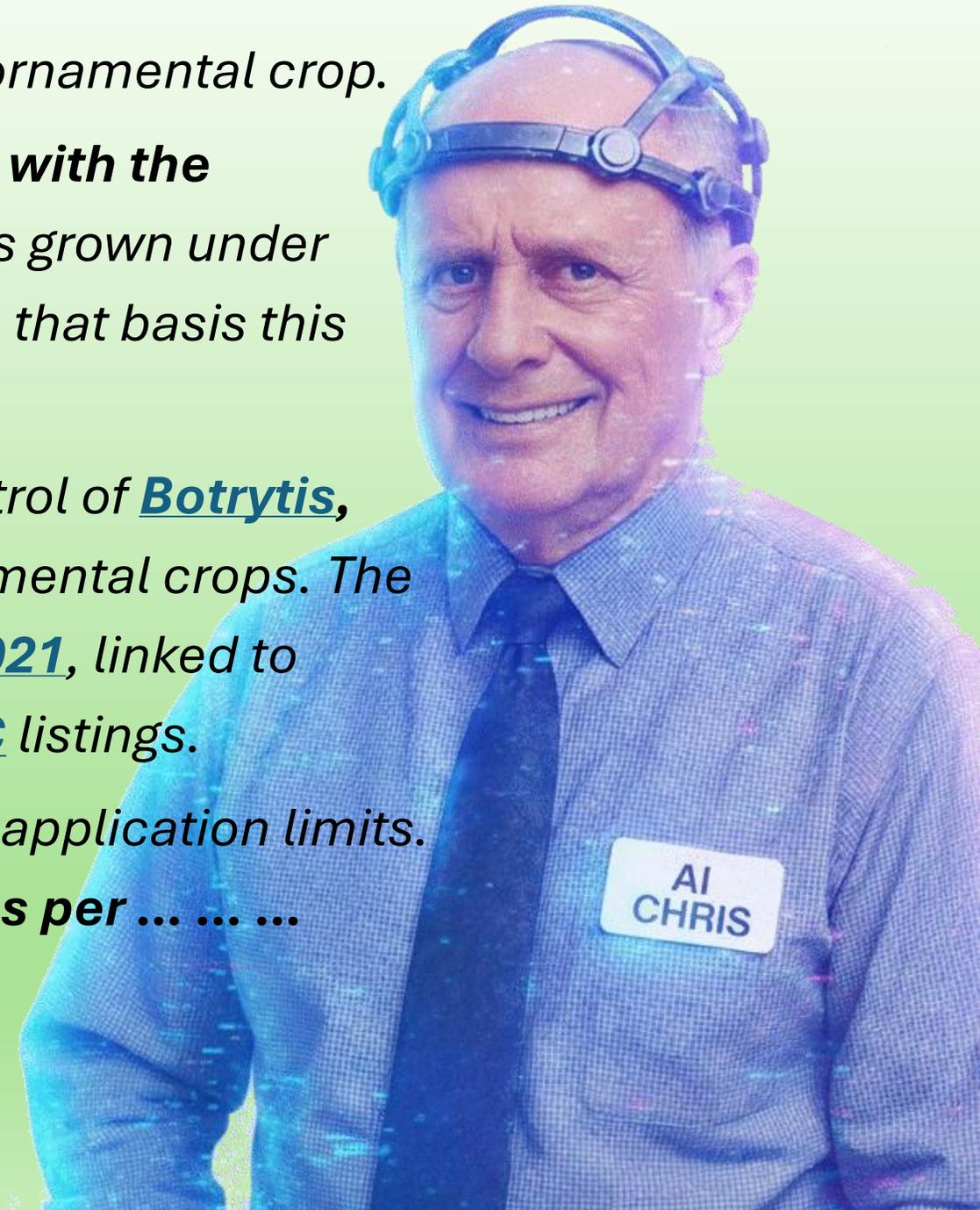
*Regulatory compliance becomes repeatable, scalable and defensible.*

*“Hi Richard. Yes, you can use **Romeo** on your ornamental crop. You’ve told me that you’re a **professional user with the appropriate certification**, and that your crop is grown under **permanent full-enclosure protection**, and on that basis this use is permitted.*

*Romeo is authorised as a fungicide for the control of **Botrytis**, **powdery mildew** and **downy mildew** on ornamental crops. The legal permission comes from **EAMU 1455 of 2021**, linked to **MAPP 19170**, and this use is reflected in **BCPC** listings.*

*When you apply it, you need to keep within the application limits. The maximum individual dose is **0.75 kilograms per ... ..***

***... I will send you a full report now”***



**If AI is the answer ...  
what is your question?**

**What do you want  
it to do?**

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