

From AI pilot to productization

Turning AI investment into commercial returns

Hosted by:

Bahrain
FinTech
Bay

Introduction to us

Our Journey

- **Digiworkz** was founded in **2017**
- **Mission** to support organizations with new ways of working.
- **Advent of AI** means work is shifting from tasks to problem solving
- **Established Bahrain** as our global headquarters to serve all clients
- **Created a patented AI platform with four problem-solving wrappers**
 - Transforming Differently
 - Scaling Successfully
 - Trusting Data & AI
 - Selling More
- **Services span** AI advisory, AI capability development, AI compliance and AI transformation resourcing



Our Clients



Featured expert perspectives

Today we will hear insights from senior leaders and researchers who have successfully driven AI from pilot initiatives to scalable enterprise impact.

Short video excerpts from each contributor will be shared throughout the session.



Dr. Jason Devereux

Global Head of People Sciences
and Innovation at Barclays
International



Dr. Antony Hesketh

Associate Professor at Lancaster
University



Marisa Kamall

Founder of GAIA
Former MD HSBC Middle East

The AI measurement challenge

The C-Suite Dilemma

56% a majority of organizations

report achieving a limited ROI (under 5%) from their AI initiatives to date, while only 3% report substantial ROI (between 10% and 20%).



Yet the problem runs deeper...

39% of global executives

report that measuring ROI and business impact is one of their primary challenges.

Source: Forbes, 2025



2% of revenues

are planned to be allocated to AI in 2026 by financial institutions, exceeding the all-industries average of 1.7%.

Source: BCG AI Radar 2026 Survey



4/50 banks

analyzed by Evident in 2025 reported realized ROI from AI use cases

Source: Evident AI Index: Key Findings Report, 2025

Despite increasing AI investment, most banks and financial institutions have yet to realize measurable ROI, highlighting a gap between ambition and execution.

Room adoption check for AI



LONE VOICES

AI is not yet meaningfully in the picture, despite high awareness. A handful of active initiatives, but no identifiable commercial value captured.



SMALL GROUP

Some AI use cases show promise, but impact remains limited and confined to silos. Financial benefits are sporadic and unproven, but hope remains high.



LOYAL CLUB

AI thinking is joined up and delivering clear efficiency gains in specific areas, leadership support is growing, but value is not enterprise-wide.



EXCITED CROWD

AI is embedded in core processes, benefits are measurable, multiple functions scale successfully, and value realization is actively managed enterprise-wide.



FANATIC MOVEMENT

AI is a strategic growth engine, driving revenue, resilience, and competitive advantage, with strong governance and continuous value optimization enterprise-wide.

AI transformation perspectives

A bank that fought to get AI traction

01
Post-Covid Productivity
Challenge

02
The Big Analytics &
AI Idea

03
Proving the Business
Case

04
Resistance & Risk
Concerns

05
Scaling Across
the Bank

06
The Team Behind the
Transformation

COMPLEXITY

Dr. Jason Devereux

Global Head of People Sciences and Innovation at
Barclays International



CAPABILITY

Dr Antony Hesketh

Associate Professor at Lancaster University

AI transformation perspectives

Leaders' seeking to value data and AI

01
The AI Value
Question

02
Unlocking Enterprise
Value

03
Ownership at the
Top

04
Regulation &
Recognition

05
Scaling AI in
Banking



AI Transformation Perspectives

Leaders' seeking to value data and AI

01
Women Executives &
Enterprise AI Challenges

02
Conflict Across Silos

03
Culture vs Leadership in
Managing Conflict

04
Running AI at Scale
Successfully

05
Scaling AI & Unlocking
Value in Banking

CONFLICT

Marisa Kamall

Founder of GAIA
Former MD HSBC Middle East

The promise of AI

Powered by data – driven by value

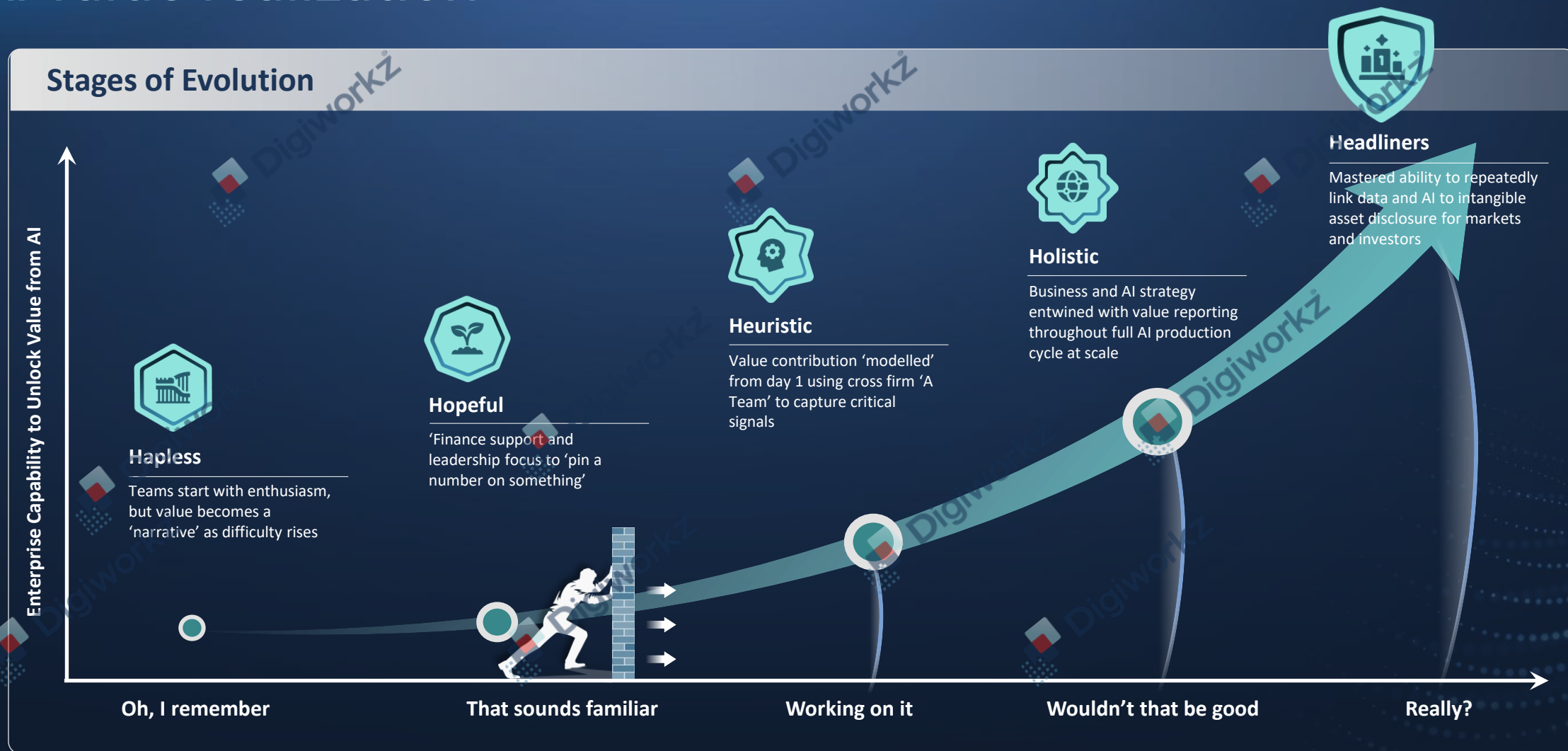
AI can fuel faster economic growth, better decisions, stronger balance sheets and bigger wins.

But true value only comes when trusted data is harnessed, integrated value is generated, results properly disclosed, and returns effectively reinvested.

Achieve this and AI is your competitive advantage.



AI value realization

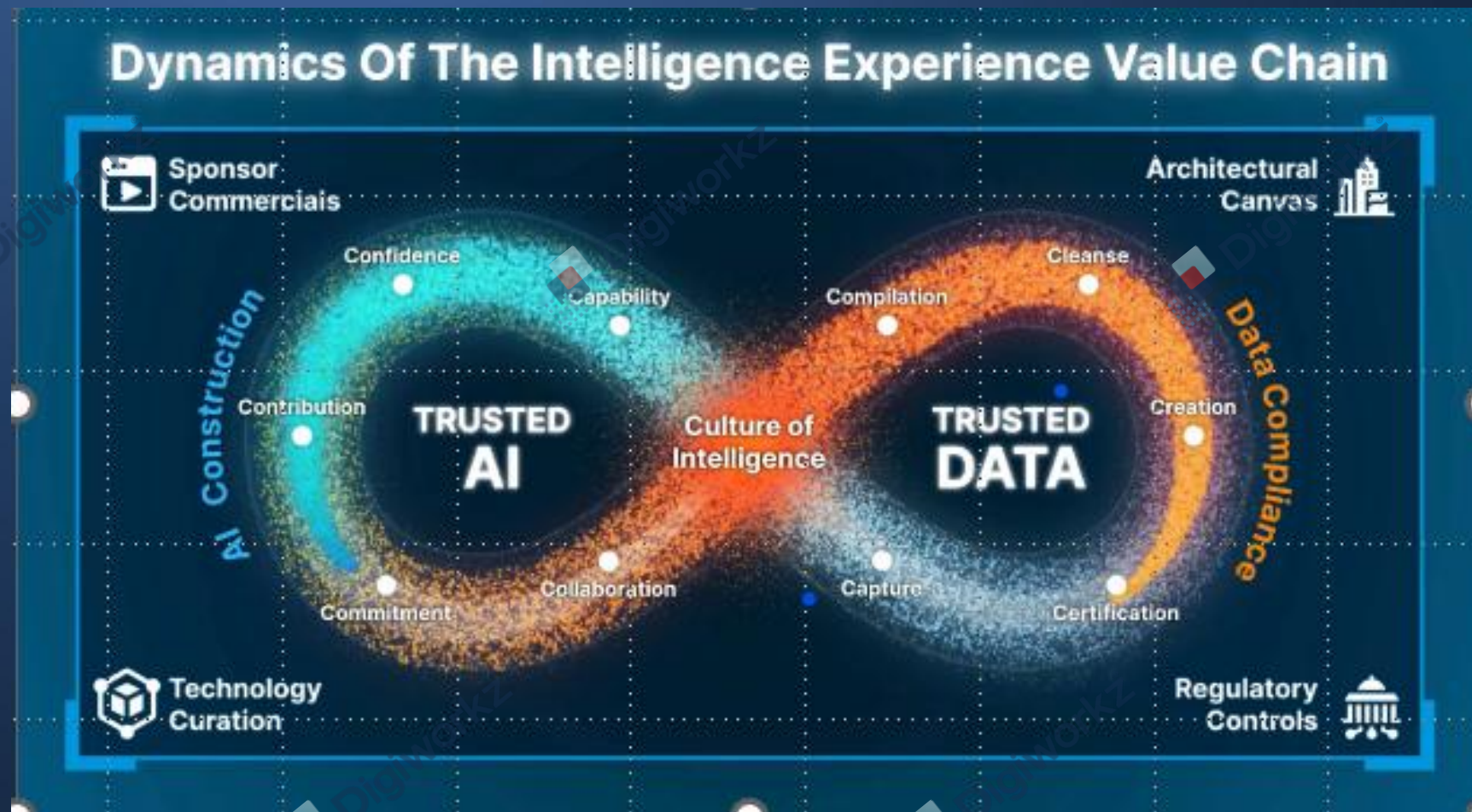


The solution

Build, engage and manage transformation teams that turn data potential into AI value.

The value of AI will only be realised if today's silos of regulatory compliance, data management, product development and business strategy become tomorrow's teams of intelligent solution owners. AI value creation MUST be embedded in the flow of transformation work.

This means taking retrospective and one-off governance, policy and standards exercises, including auditing, and turn them into a real-time fabric of connected activities that builds a **powerful culture of intelligence**. We achieve this through the combination of Human specialists partnered with Agentic AI solutions



How to optimize Data and AI value creation

Understanding potential for Value **DERIVATION**

Sizing Value Potential

Linking proposed AI use cases and opportunities to data readiness, potential and future value contribution

Structuring for Value

Making sense of the data needs and applying solutions to strengthen data structures for R&D asset qualification

Solutioning Approaches

Infusing value architecture into the AI build cycle and transformation approach

Building the evidence for Value **DISCLOSURE**

Value Evidence Management

Ensuring required evidence components meet the financial threshold for value disclosure

Value Centric Leadership

Informing leadership models and development practices for driving value from transformation, through data, in the AI Age

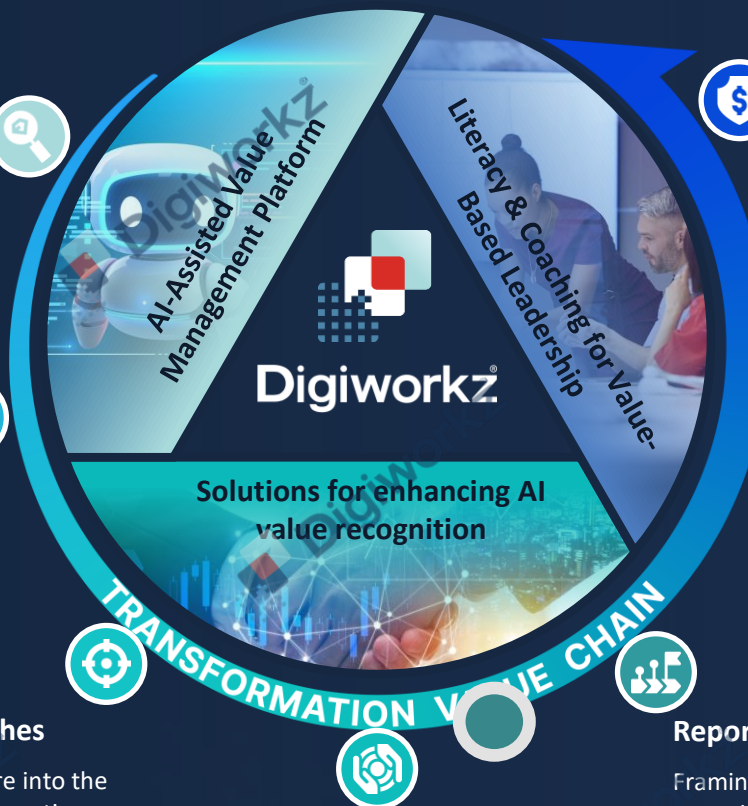
Trust Based Decisioning

Equipping leaders with the knowledge and confidence to utilize intelligence on value dynamics to inform decisioning

Embedding leadership skills for Value **DECISIONING**

Reporting Value

Framing the facts and shaping the narrative to engender confidence in overall value contribution



The beginnings of a STRIVE community

STRIVE is a curated executive community focused on one core objective: turning AI investment into measurable enterprise value. It brings together executives who want honest conversations, practical insight, and lessons learned from the frontline.

WHAT TO EXPECT



Small, invitation only executive hangouts



Honest examples of what's working — and what isn't



An opportunity to learn, explore, and exchange perspectives



STRIVE

Powered by Digiworkz



Laurence Collins

Founder & CEO



laurence.collins@digiworkz.com



+973 32265445



www.digiworkz.com



Maram Al-Saif

Managing Director – Gulf Region



maram.alsaif@digiworkz.com



+973 39806677



www.digiworkz.com