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# Achieving ROI from Secure Gen AI

A step-by-step guide to realizing and measuring value from secure AI adoption with Liminal

# Building the Business Case for Secure AI

The rapid emergence of generative AI has created unprecedented opportunities for enterprise transformation, leading organizations to rapidly work to determine how to best capitalize on its potential. However, amid this push to adopt, many businesses struggle to quantify the actual value these implementations can deliver. This challenge is compounded by the need to balance innovation with security, compliance, and risk management.

**To help organizations effectively evaluate and realize value from AI initiatives, Liminal has developed a proven, comprehensive framework that addresses everything from strategic planning and prioritization to measuring and maximizing ROI from generative AI implementations - all while maintaining enterprise-grade security standards.**

**By securely deploying generative AI with Liminal, organizations of all sizes and across industries are achieving material, quantifiable value.**

**40,000-person healthcare organization**

**17x**
Return on Investment in Year 1

**$21.8M**
in Annual Value

**543,646**
Time Savings Efficiency

**283 FTEs**
Equivalent Productivity Enhancement

**2,000-person manufacturing company**

**23x**
Return on Investment in Year 1

**$6.5M**
in Annual Value

**140,809**
Time Savings Efficiency

**73 FTEs**
Equivalent Productivity Enhancement

**4,000-person financial services company**

**15x**
Return on Investment in Year 1

**$5.86M**
in Annual Value

**102,148**
Time Savings Efficiency

**53 FTEs**
Equivalent Productivity Enhancement

## A Step-by Step-Approach to Driving and Calculating Value

Liminal's powerful platform and adoption framework provide the guidance and tools organizations need to unlock measurable business outcomes through the secure, structured adoption of generative AI. Our process outlines every stage in detail, and delivers a practical and actionable roadmap to assess and implement generative AI in a way that maximizes both value and security.

1. **Identify & Prioritize Use Cases**
Pinpoint potential GenAI applications across your departments, focusing on those with low complexity and quick wins.

2. **Validate Through Deep Dives**
Meet with selected teams to confirm assumptions, refine each use case, and ensure practical relevance.

3. **Calculate Time Savings & Efficiency Gains**
Translate your validated use cases into measurable productivity boosts and financial benefits.

4. **Scale & Roll Out Enterprise-Wide**
Apply insights from the deep dives to all departments, creating a phased, organization-wide GenAI deployment plan.

# Your Guide to Realizing ROI

**We know that implementing AI successfully requires more than just great ideas–it demands a well-organized, results-driven approach. To help you get started, we've created this guide to assist in evaluating, prioritizing, and scaling generative AI initiatives across your organization.**

Included in this guide is everything you need to effectively build your AI roadmap. By following this framework, you'll have a proven methodology to:

- Identify the "low-hanging fruit" GenAI use cases that can be deployed with minimal complexity and maximum near-term impact
- Estimate time savings, convert them into monetary terms, and justify investment decisions with credible ROI figures
- Confidently sequence your rollout to achieve quick wins and maintain momentum as you scale

## Important Factors to Consider

- **Overwhelm of Possibilities:** Many organizations get stuck analyzing every potential AI use case at once, leading to analysis paralysis.
- **Starting Too Complex:** It can be easy to get drawn into pursuing intensive, multidimensional use cases that require significant time, resources, and expertise rather than first focusing on creating a foundation from which to build.
- **Data Sensitivity & Compliance:** Connecting GenAI to sensitive internal data introduces complexity and risk.

## Be Intentional and Practical

To help mitigate these challenges, it's important to be thoughtful about your approach:

1. Start with simple, employee-executed use cases that don't require intricate integrations
2. Conduct deep dives with a few representative departments to validate use cases and assumptions
3. Be intentional on which use cases you pursue, when
4. Prioritize departments for phased rollout, starting with those that combine high impact and low complexity
5. Continually refine the model as you learn from actual usage
6. **As you begin to test and use generative AI, ensure you have appropriate data security, governance, administration, and observability controls to ensure sensitive company, customer, and employee data is protected from external leakage and inappropriate internal sharing**

## Get a Head Start with a Free POC

While you can conduct this analysis independently, we know your time is valuable. That's why Liminal offers a **complimentary Proof of Concept.** As part of your POC, we'll provide you with unlimited, secure access to multiple generative AI models and our complete suite of workflow productivity tools. Additionally, our team will guide you through each step of our process, collaborate with your departments, help develop your value framework, and deliver a customized implementation roadmap – all at no direct cost beyond the time it takes to participate. Get started at **liminal.ai/start** or contact our team directly at **sales@liminal.ai** to learn more.

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# Liminal's Strategic Framework & Methodology for Achieving ROI from Secure Generative AI

# Step 1 Identify and Prioritize Departments

**Goal:**
Lay a foundation by listing all your departments, estimating employee counts, and getting a first-pass understanding of their suitability for GenAI. This will give you a jumping off point to understand where the best opportunities for value creation exist, and where you should focus first.

## **Step 1A:** List All Departments

Start by creating a comprehensive list of every department. For a mid-sized company, you might have:

| Department | # of Employees |
|---|---|
| Marketing & Communications | 100 |
| Operations | 250 |
| Information Technology (IT) | 50 |
| Human Resources (HR) | 30 |
| Legal | 20 |
| Finance & Accounting | 60 |
| Customer Service / Call Center | 400 |

**Data Source:**
If you have an HRIS (Human Resource Information System), extract employee counts directly. If not, estimate or work with HR to approximate.

## **Step 1B:** Identify Best Opportunities for Impact

The intent here is to start to identify which departments are likely to benefit most from access to basic GenAI tools. Key factors you want to consider are opportunity for productivity enhancements/time savings, ease of adoption, security & compliance risk, and integration complexity. You can leverage user interviews or web searches to help you get a basic understanding of the tasks specific departments perform, and how much time is devoted to those activities. From here, you can start to categorize those use cases in terms of opportunity for time savings with generative AI, as well as on their complexity to implement, and whether or not they require access to internal data sources. Additionally, if well-defined, you can also start to incorporate overall organizational strategic goals into your department prioritization process.

Alternatively, if you have secure access to generative AI, it can help you here. For instance, a consulting-style prompt could help you estimate factors related to time spent, efficiency opportunities, and data sensitivity concerns:

# Step 1 Identify and Prioritize Departments

Example Prompt:

**Role and Expertise**

You are a veteran strategy and operations consultant with decades of experience at McKinsey, Bain, and BCG. Currently, you are an expert in deploying generative AI solutions within enterprises and businesses.

Objective
Perform a comprehensive analysis of the following organization to identify opportunities for implementing a simple generative AI chat tool (like ChatGPT) to enhance productivity:

- Company: ACME Co.
- Industry: Managed IT Services
- Total Employees: Approximately 319

Tasks
1. Organizational Analysis

- Research and Data Gathering: Analyze ACME Co.'s organizational structure by reviewing its website, LinkedIn profiles, industry reports, and information on competitors and similar companies.
- Department Identification: Determine the likely departments and divisions within the company.
- Output: Create a comprehensive list of these departments.

2. Employee Distribution Estimation

- Employee Allocation: Estimate the distribution of the approximately 319 employees across the identified departments.
- Methodology: Use industry knowledge, company data, and standard practices within the managed IT services sector to make realistic estimations.

3. Generative AI Impact Assessment

- Departmental Impact Analysis: Identify which departments could benefit the most from implementing a simple generative AI chat tool that is not connected to corporate data and lacks Retrieval-Augmented Generation (RAG) capabilities.
- Focus: Concentrate on front-line employees and non-technical use cases where such a tool could enhance productivity.
- Exclusions: Do not consider developer or automation use cases.

4. Priority Table Creation

- Table Structure: Create a table with the following columns:
  - Department
  - Estimated Number of Employees
  - Productivity / Time Savings (High, Medium, Low)
  - Ease of Adoption (High, Medium, Low)
  - Security & Compliance Risk (High, Medium, Low)
  - Integration Complexity (High, Medium, Low)
  - Overall Priority (High, Medium, Low)
- Sorting: Rank and sort the departments from highest to lowest based on the Overall Priority.
- Formatting: Present the table in Markdown format for clarity.

# Identify and Prioritize Departments

## **Step 1C:** Generate an Initial Prioritization Table

After identifying departments, cataloging opportunities for efficiency gains, and assessing for risk/complexity factors, you can create a table similar to this:

| Department | Estimated Employees | Productivity / Time Savings | Ease of Adoption | Security & Compliance Risk | Integration Complexity | Overall Priority |
|---|---|---|---|---|---|---|
| Sales | 360 | High | High | Medium | Low | High |
| Information Technology (IT) | 42 | High | Medium | Medium | Medium | High |
| Marketing | 100 | High | High | Medium | Low | High |
| Digital | 45 | High | High | Medium | Medium | High |
| Administrative Support | 40 | High | High | Low | Low | High |
| Human Resources (HR) | 50 | High | High | High | Low | Medium |
| IT Leadership | 8 | High | Medium | Medium | Medium | Medium |
| Executive Leadership | 10 | Medium | High | High | Low | Medium |
| Legal and Compliance | 20 | Medium | Medium | High | Medium | Medium |
| Supply Chain and Logistics | 120 | Medium | Medium | Medium | Medium | Medium |
| Finance and Accounting | 70 | Medium | Medium | High | Medium | Medium |
| Quality Assurance (QA) | 80 | Medium | Medium | Medium | Medium | Medium |
| Research and Development (R&D) | 80 | Medium | Medium | High | Medium | Medium |
| Engineering and Design | 60 | Medium | Medium | High | Medium | Medium |
| Health, Safety, and Environment (HSE) | 30 | Medium | Medium | Medium | Medium | Medium |
| Customer Service | 150 | High | Medium | Medium | High | Medium |

(This is just a hypothetical output. Your results may differ.)

At this point, you have a rough map of your organization's departments and a preliminary sense of where GenAI could add value quickly.

# Step 2 Select Departments for Deeper Analysis

## Goal:

From the initial prioritization, choose 2–3 departments with the highest "Overall Priority" to conduct deep-dive analyses. The criteria for selection:

- **High Productivity/Time Savings Potential**: You want departments that stand to gain a lot from GenAI.
- **High Ease of Adoption**: Pick areas where employees are open to trying new tools and where you can roll out a simple chat-based GenAI solution without major roadblocks.
- **Low Security & Compliance Risk**: Start where data sensitivity is low. Avoid initial deep dives in departments handling highly sensitive legal or financial documents.
- **Low Integration Complexity**: Focus on tasks that can be done with a standalone chat tool, without integrating into existing enterprise applications.

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### Example Departments for Deep Dives:

- Marketing & Communications: Large team, heavy on content creation, high value from fast drafting and ideation.
- Operations: Broad range of tasks, from vendor communications to internal reporting. Often a backbone department where small efficiency gains scale up across the enterprise.
- Information Technology (IT): A critical support function. Even though the initial rating might be medium priority, IT often creates documentation, responds to queries, and drafts policies. Validating assumptions here can help refine your approach.

| Department | Phase | Estimated Employees | Productivity/Time Savings | Ease of Adoption | Security & Compliance Risk | Integration Complexity | Overall Priority | Time Savings per Day (hrs) | Total Annual Time Savings (hrs) |
|---|---|---|---|---|---|---|---|---|---|
| Sales | Phase 1 | 360 | High | High | Medium | Low | High | 0.5 | 43,200 |
| Information Technology (IT) | Phase 1 | 42 | High | Medium | Medium | Medium | High | 1.7 | 19,038 |
| Marketing | Phase 1 | 100 | High | High | Medium | Low | High | 0.5 | 12,582 |
| Digital | Phase 1 | 45 | High | High | Medium | Medium | High | 0.9 | 11,311 |
| Administrative Support | Phase 1 | 40 | High | High | Low | Low | High | 0.4 | 3,840 |
| Human Resources (HR) | Phase 1 | 50 | High | High | High | Low | Medium | 0.4 | 4,800 |
| IT Leadership | Phase 1 | 8 | High | Medium | Medium | Medium | Medium | 0.7 | 1,398 |
| Executive Leadership | Phase 1 | 10 | Medium | High | High | Low | Medium | 0.3 | 720 |
| Legal and Compliance | Phase 1 | 20 | Medium | Medium | High | Medium | Medium | 0.3 | 1,440 |
| Supply Chain & Logistics | Phase 1 | 120 | Medium | Medium | Medium | Medium | Medium | 0.3 | 8,640 |
| Finance & Accounting | Phase 1 | 70 | Medium | Medium | High | Medium | Medium | 0.3 | 5,040 |
| Quality Assurance (QA) | Phase 1 | 80 | Medium | Medium | Medium | Medium | Medium | 0.3 | 5,760 |
| Research & Development (R&D) | Phase 1 | 80 | Medium | Medium | High | Medium | Medium | 0.3 | 5,760 |
| Engineering & Design | Phase 1 | 60 | Medium | Medium | High | Medium | Medium | 0.3 | 4,320 |
| Health, Safety, & Environment (HSE) | Phase 1 | 30 | Medium | Medium | Medium | Medium | Medium | 0.3 | 2,160 |
| Customer Service | Phase 1 | 150 | High | Medium | Medium | High | Medium | 0.3 | 10,800 |

**Selected for Use Case Deep Dives**

### Why These Departments?

- Marketing & Communications: Straightforward tasks (e.g., drafting emails, creating social posts) are easily augmented by GenAI. High upside, low complexity.
- Operations: Often deals with repetitive documents, reports, and processes that can be sped up with GenAI.
- Information Technology (IT): They frequently produce technical documentation, internal knowledge articles, and meeting summaries. Even a modest efficiency gain can free IT staff to focus on strategic projects.

(Note: We've avoided very specialized roles that require sensitive data access or complicated integrations. The idea is to start simple and prove value.)

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With the completion of this step, you now have a targeted list of departments you can leverage for more granular evaluation.

# Step 3 Brainstorm Low-Hanging Fruit GenAI Use Cases

**Goal:**
Identify a shortlist of practical, employee-executed tasks that can be enhanced by GenAI without requiring complex integrations or risky data connections.

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## What Are "Low-Hanging Fruit" Use Cases?

**Definition:**

These are tasks that:

- **Can be done with a standalone chat interface.** No special data integrations, no sensitive databases.
- **Involve common knowledge or static reference materials**. Think general industry knowledge, non-confidential internal documents, or well-known best practices that employees repeat often.
- **Require writing, summarizing, translating, brainstorming, or drafting content.** Any task where the employee currently spends time typing, researching, or organizing text-based information.

## Why Focus Here First?

- **Quick Deployment:** You can roll out a secure GenAI chat tool rapidly.
- **Low Governance Risk:** Without connecting to enterprise data, the risk of exposing sensitive info is minimized.
- **High Impact:** Even small time savings per employee per day, when aggregated across hundreds or thousands of employees, can produce substantial annual ROI.
- **Lower Complexity:** Less technical overhead means you can demonstrate value quickly and build internal confidence.

On the other hand, "connected data" or "developer and automation" use cases tend to be more complex, slower to deploy, and riskier from a compliance perspective. We save those for later phases once we've proven value.

## Visual Framework for Use Case Selection

**Focus Area Highlights**

- **Quick Deployment:** Can be rolled out rapidly for immediate impact.
- **Low Governance Risk:** Minimized data accessibility concerns due to lack of connected sensitive data.
- **High Impact:** Significant improvements in efficiency and productivity.
- **Lower Complexity:** Requires fewer technical integrations and resources.

| | Employee-Executed Use Cases | | Dev & Automation Use Cases | |
|---|---|---|---|---|
| Usage Pattern | Employees leveraging secure generative AI tools to execute tasks | | Fully automated workflows and analysis, internal application development, etc. | |
| Data Stores | Static Data | Connected to Data | Static Data | Connected to Data |
| Governance Risks | Low | High | Medium | High |
| Speed to Deploy | Faster | Slower | Medium | Slowest |
| Positive Business Impact | High | Very High | High | Very High |
| Effort to Deploy | Low | Medium | Medium | Very High |

# Step 3 Brainstorm Low-Hanging Fruit GenAI Use Cases

## From Framework to Action

**Action Step:**
For each chosen department (e.g., Marketing & Communications, Operations, IT), brainstorm a list of 10–15 potential GenAI use cases. Start broad, covering various tasks employees do regularly, such as:

- **Marketing & Communications**: Drafting marketing emails, summarizing market research, creating social media posts, brainstorming campaign concepts, revising press releases.
- **Operations:** Drafting vendor communication templates, summarizing monthly internal performance reports, creating instructions for routine workflows, preparing meeting notes, generating simple FAQs for partners.
- **Information Technology (IT):** Creating or updating technical documentation, drafting internal email updates, writing meeting agendas and minutes, summarizing incident response procedures, drafting simple training materials.

Once again, if you have secure access to generative AI, you can leverage it here to help you identify potential use cases. Example prompt:

(Replace placeholders with actual department, company, and employee count when executing the prompt. Hint, you can have generative AI modify the prompt for new departments for you.)

**Context:**

I am trying to identify and analyze high-impact generative AI use cases within the [NAME OF DEPARTMENT] at [COMPANY NAME], a company with approximately [NUMBER OF EMPLOYEES] employees total. The goal is to create a table that shows a prioritized list of potential generative AI use cases that do not rely on retrieval-augmented generation (RAG) or deep integrations. Instead, these use cases should be employee-executed tasks where the LLM can operate based solely on information in the prompt and general knowledge. Each use case should reflect realistic tasks that members of this department perform.

Assumptions and Requirements:

1. **Focus on a Single Department:** The use cases should be specific to the chosen department. For example, if the department is Marketing, think of marketing tasks; if it's IT, think of IT tasks; if it's Operations, think of operations tasks.
2. **Non-RAG, Employee-Executed:** The LLM should be able to assist employees using only static or public data that can be provided inline. Assume employees can paste text summaries, CSV data, or basic instructions into the LLM. No external integrations, no referencing unattached documents or reports the LLM wouldn't have access to.
3. **High-Impact, Low-Effort:** The use cases should yield significant productivity or quality improvements without requiring complex integrations. For instance, drafting communications, summarizing notes, providing suggestions for strategies, brainstorming content, offering simple analytics interpretations, etc.

## From Framework to Action, Cont.

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4. **Detailed Table Output:** The final output should be a markdown table with the following columns:

- Use Case Name: A concise but descriptive name of the gen AI use case.
- AI Usage: A descriptor (e.g., "Frequent," "Often," "Sometimes," "Occasionally," "Unknown").
- Top 5 Rank: If it's one of the top 5 use cases, assign a rank 1-5 (1 = least frequent of top 5, 5 = most frequent of top 5). If it's not top 5, leave it blank or "-".
- Frequency/Month/Employee: How many times per month an employee would likely use this capability.
- Avg. Time/Occurrence (hrs): Average time per occurrence (before gen AI assistance).
- GenAI Time Savings (%): The estimated percentage of time saved by using gen AI.
- Employees Involved: Number of employees in the department who might use this use case.
- Aggregated Time Savings (hrs/year): A rough calculation of total hours saved per year across all employees for that use case. Assume 240 working days per year if needed.

**Number of Use Cases:** Provide around 8 to 12 use cases.
**Ranking the Top 5:** Among these 8-12, choose the 5 that you believe would be used most frequently and assign them a Top 5 Rank from 1 (least frequent among the top 5) to 5 (most frequent).
**Formatting & Style:**

- Present the final result as a markdown table.
- Keep the prompt self-contained.
- Ensure the tasks and metrics are realistic, reflecting what employees in that department would actually do and how often.
- Make sure each use case is distinct enough to stand on its own.

**Example Use Cases:** (Do not copy these exactly, they are just examples of style and detail)

- For a Marketing department: "Campaign Content & Copywriting," "Market Analysis & Audience Insight," "Social Media Calendar Planning."
- For an IT department: "Code Review & Optimization," "Meeting Agenda & Minutes Preparation."
- For a Operations department: "Inventory Report Summarization," "Routine Email Drafting," etc.
  Tailor use cases to the selected department and their known workflows.

**Final Instructions:**

Now, given the department I specify (e.g., "[DEPARTMENT NAME]") and my company details (e.g., "[COMPANY NAME]" with "[NUMBER OF EMPLOYEES]" employees), produce a markdown table as described above. Show about 8 to 12 use cases, each with a realistic descriptor in each column. Among them, select the 5 that would be most frequently used and rank them from 1 to 5 in the "Top 5 Rank" column. Also, ensure that employees involved, frequency, time savings, and aggregated hours saved per year are all plausible and internally consistent.

# Brainstorm Low-Hanging Fruit GenAI Use Cases

## Example Initial Use Case Table (Before Validation)

Below is a hypothetical initial set of use cases for the IT Department (50 employees). This is the "before" snapshot, created using a combination of your own knowledge, users interviews, and/or a GenAI tool that role-plays as an IT employee:

| Top GenAI Use Cases | Avg. Time Spent Per Occurence | Frequency Per Mo Per Employee | Employees Involved | GenAI Time Savings (%) |
|---|---|---|---|---|
| 1. Technical Documentation Assistance | 2 | 4 | 30 | 30% |
| 2. Email and Communication Drafting | 0.5 | 15 | 50 | 30% |
| 3. Meeting Agenda and Minutes Preparation | 1 | 8 | 40 | 40% |
| 4. IT Policy and Procedure Drafting | 1.5 | 3 | 10 | 35% |
| 5. Training Material Development | 2 | 2 | 15 | 30% |
| 6. Code Debugging Assistance | 1 | 10 | 25 | 25% |
| 7. Code Review and Optimization | 1.5 | 8 | 20 | 20% |
| 8. Automation Script Writing | 2 | 5 | 15 | 30% |
| 9. Incident Response Plan Development | 2 | 2 | 15 | 25% |
| 10. Knowledge Base Article Creation | 1 | 5 | 20 | 35% |
| 11. End-User Support Responses | 0.5 | 30 | 20 | 20% |
| 12. Project Plan Drafting and Updates | 2 | 3 | 10 | 25% |

**Note:**

- These are estimates.
- GenAI time savings % is an approximation based on research data at how much faster or easier the task becomes using a GenAI chat tool.
- This initial table should be refined by talking to actual employees in Step 4.

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By the end of Step 3, you have a curated a list of initial use cases to pursue within the departments you selected for deeper analysis, and have estimated time savings associated with each that you can now validate with your team.

# Step 4 Meet with Departments for Deep Dives & Validate Assumptions

**Goal:**
Identify a shortlist of practical, employee-executed tasks that can be enhanced by GenAI without requiring complex integrations or risky data connections.

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## Step-by-Step for the Deep Dive Meetings

1. **Pre-Meeting Prep:**
- Have your initial list of 10–15 use cases ready.
- Avoid biasing the team. Let them tell you how they use or might use GenAI before you present your pre-compiled list.

2. **During the Meeting (Approx. 1 Hour):**
- Open Discussion: Ask how employees currently perform these tasks. Do they already use ChatGPT or something similar? Get them thinking about their real workflows.
- Present the Use Case List: Show the initial table. Ask them to review the time estimates, frequencies, number of employees involved, and the estimated GenAI time savings.
- Refine Estimates: For each use case, adjust the numbers based on their feedback. Maybe technical documentation only takes 1.5 hours instead of 2.0. Perhaps meeting agendas are actually done only once a week, not twice.
- Prioritize Top 5 Use Cases: Not all use cases are equally beneficial. Ask the team: "Which 5 tasks would you most like to speed up with GenAI?"
- Discuss Feasibility & Adoption: Confirm that these tasks can be performed in a standalone chat environment. If a use case depends on integrated tools (like Zendesk for Customer Service), acknowledge that it might be more complex and consider deprioritizing it.

3. **Post-Meeting Adjustments:**
- Update your table with the validated numbers.
- Reorder the use cases by priority, placing the top 5 first.
- Confirm the final list and calculations.

## Example of How Feedback Changes the Table

Imagine after the IT deep dive, the employees say:

- "We actually spend more time on Code Review & Optimization than we initially stated—it's about 3.5 hours per occurrence, and we do it around 20 times a month per employee who's involved."
- "Meeting Agenda & Minutes Preparation is easier than we said. We only spend about 2 hours total per month on that, not 8."
- "We never thought about using GenAI for knowledge base article creation as frequently. Let's deprioritize that."

# Step 4 Meet with Departments for Deep Dives & Validate Assumptions

**Revised Table After Deep Dive:**

| Top GenAI Use Cases | AI Usage | Top 5 Rank | Frequency Per Mo Per Employee | Avg. Time Spent Per Occurence | GenAI Time Savings (%) | Employees Involved |
|---|---|---|---|---|---|---|
| 1. Code Review and Optimization | All The Time | 1 | 20 | 3.5 | 50% | 17 |
| 2. Code Generation & Script Writing | All The Time | 2 | 15 | 5 | 30% | 15 |
| 3. Code Debugging Assistance | All The Time | 3 | 10 | 4 | 70% | 17 |
| 4. Meeting Agenda and Minutes Preparation | Sometimes | 4 | 2 | 1 | 80% | 10 |
| 5. Technical Documentation Assistance | Sometimes | 5 | 2 | 2.5 | 80% | 30 |
| *6. Email and Communication Drafting* | *Unknown* | - | *15* | *0.5* | *30%* | *50* |
| *7. IT Policy and Procedure Drafting* | *Unknown* | - | *3* | *1.5* | *35%* | *10* |
| *8. Training Material Development* | *Unknown* | - | *2* | *2* | *30%* | *15* |
| *9. Incident Response Plan Development* | *Unknown* | - | *2* | *2* | *25%* | *15* |
| *10. Knowledge Base Article Creation* | *Unknown* | - | *5* | *1* | *35%* | *20* |
| *11. End-User Support Responses* | *Unknown* | - | *30* | *0.5* | *20%* | *20* |
| *12. Project Plan Drafting and Updates* | *Unknown* | - | *3* | *2* | *25%* | *10* |

**Top 5 Use Cases After Validation:**

1. Code Review & Optimization
2. Code Generation & Script Writing
3. Code Debugging Assistance
4. Meeting Agenda & Minutes Preparation
5. Technical Documentation Assistance

Everything else gets lumped into “All Other Use Cases” for simplicity.

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At this point, you should have more accurate data on the time savings impact of deploying generative AI for your identified use cases, as well as a refined priority list of opportunities to pursue based on actual employee workloads.

# Step 5 Calculate Time Savings and Translate to Dollars

## Goal:

Turn the validated time savings from your deep-dive departments into credible monetary values. This quantification is essential for building a strong business case, communicating with senior leadership, and planning phased rollouts.

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## From Minutes and Hours to Annual Value

1. **Annual Time Savings Calculation**
   For each use case, multiply:
   - (Average Time per Occurrence) x (Frequency per Month per Employee) x (# of Employees Involved) x (GenAI Time Savings %) x (12 Months)

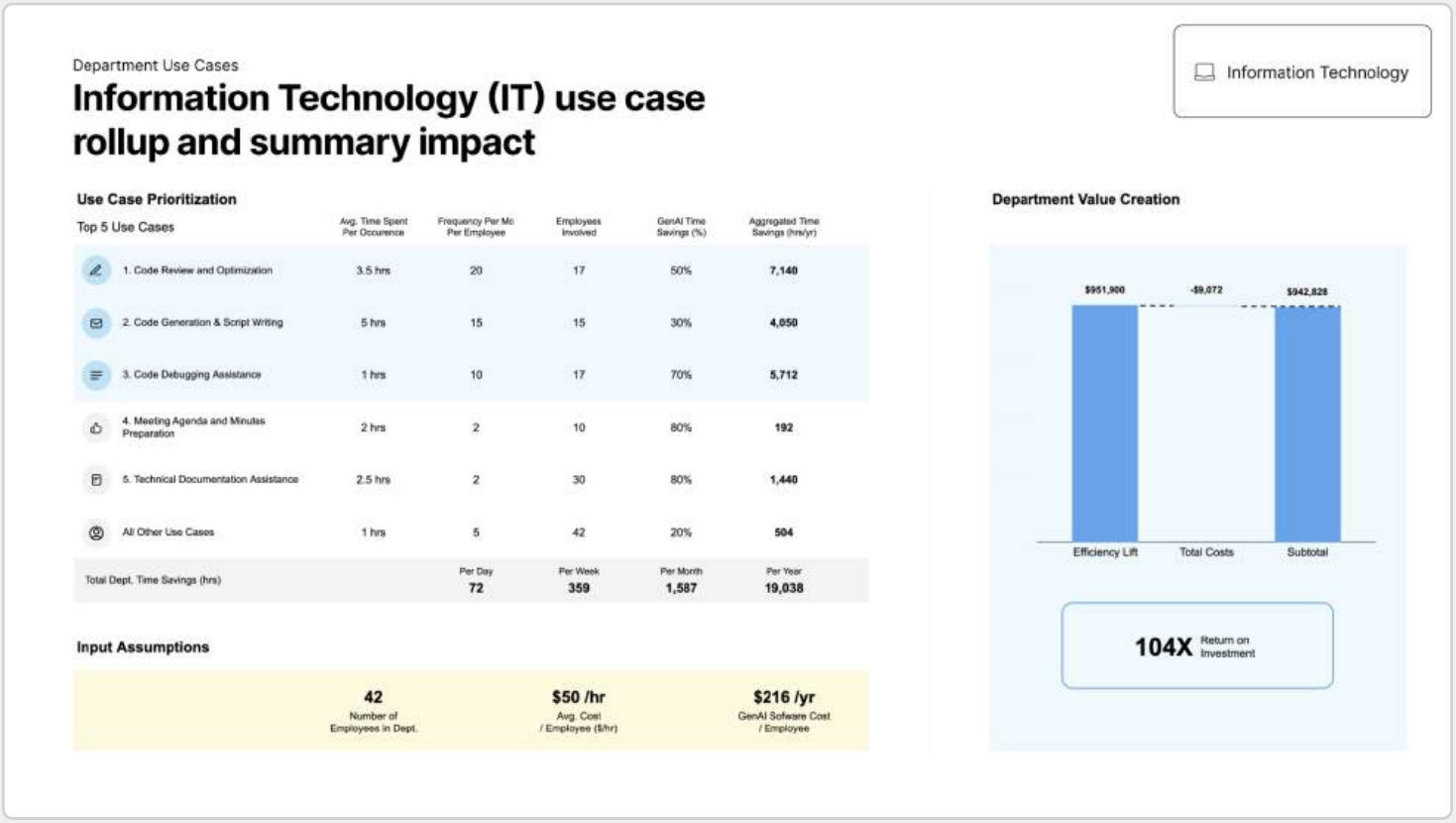
2. **Example (IT Department, Code Review & Optimization):**
   - Avg Time/Occur: 3.5 hrs
   - Freq/Month/Employee: 20
   - Employees Involved: 17
   - GenAI Time Savings: 50% (0.5)

3. **Annual Time Saved = 3.5 hrs * 20 * 17 employees * 0.5 * 12**
   = 3.5 * 20 * 17 * 0.5 * 12
   = 3.5 * 20 * 17 * 6
   = 3.5 * 20 * 102
   = 3.5 * 2,040
   = 7,140 hours/year saved (just from this one use case).

4. **Aggregate Across Top 5 Use Cases**
   Perform the same calculation for each of the top 5 validated use cases, plus "All Other Use Cases," and sum the results. For this example, let's say for the IT department we get a total of about 19,038 hours saved per year after adding everything up.

5. **Apply a Fully Loaded Hourly Rate**
   Determine your organization's fully loaded cost per employee hour. This includes salary, benefits, employer taxes, and overhead. For a mid-level knowledge worker, this might be around $50/hour. For more specialized roles (e.g., IT professionals), it might be $60-$75/hour.
   **Example:**
   If we take the IT department's 19,038 hours saved/year and multiply by $50/hour:
   19,038 hrs * $50/hr ≈ $951,900 in annual efficiency value.

# Step 5 Calculate Time Savings and Translate to Dollars



Department Use Cases

**Information Technology (IT) use case rollup and summary impact**

Information Technology

**Use Case Prioritization**

Top 5 Use Cases

| | Avg. Time Spent Per Occurence | Frequency Per Mo Per Employee | Employees Involved | GenAI Time Savings (%) | Aggregated Time Savings (hrs/yr) |
|---|---|---|---|---|---|
| 1. Code Review and Optimization | 3.5 hrs | 20 | 17 | 50% | 7,140 |
| 2. Code Generation & Script Writing | 5 hrs | 15 | 15 | 30% | 4,050 |
| 3. Code Debugging Assistance | 1 hrs | 10 | 17 | 70% | 5,712 |
| 4. Meeting Agenda and Minutes Preparation | 2 hrs | 2 | 10 | 80% | 192 |
| 5. Technical Documentation Assistance | 2.5 hrs | 2 | 30 | 80% | 1,440 |
| All Other Use Cases | 1 hrs | 5 | 42 | 20% | 504 |
| Total Dept. Time Savings (hrs) | | Per Day 72 | Per Week 359 | Per Month 1,587 | Per Year 19,038 |

**Input Assumptions**

| | | |
|---|---|---|
| 42 Number of Employees in Dept. | $50 /hr Avg. Cost / Employee ($/hr) | $216 /yr GenAI Sofware Cost / Employee |

**Department Value Creation**



104X Return on Investment

## Showcasing the Result: Department Value Creation Snapshot

You might present a "Department Value Creation" chart, showing:

- **Efficiency Lift:** The gross value created by time savings.
- **Total Costs:** The cost of GenAI licenses and possibly some training costs (e.g., $200 per employee per year).
- **Net Benefit:** Efficiency Lift minus Total Costs.
- **ROI:** Net Benefit / Total Costs.

**Example (IT Department):**

- Efficiency Lift: $951,900
- GenAI Cost: ~$9,072 (assuming $216/employee/yr for 42 IT staff)
- Net Benefit: $942,828
- ROI: 942,828 / 9,072 ≈ 104X ROI

A bar chart can show this visually, demonstrating a high return on minimal investment.

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At the conclusion of this step, you now have the ability to translate time savings into financial impact, refined down to both a use case–specific and department–wide level.

# Step 6 Extrapolate Findings to All Other Departments

## Goal:

Use insights from your deep-dive departments to estimate savings and value across the entire organization, even where you haven't done in-depth validations.

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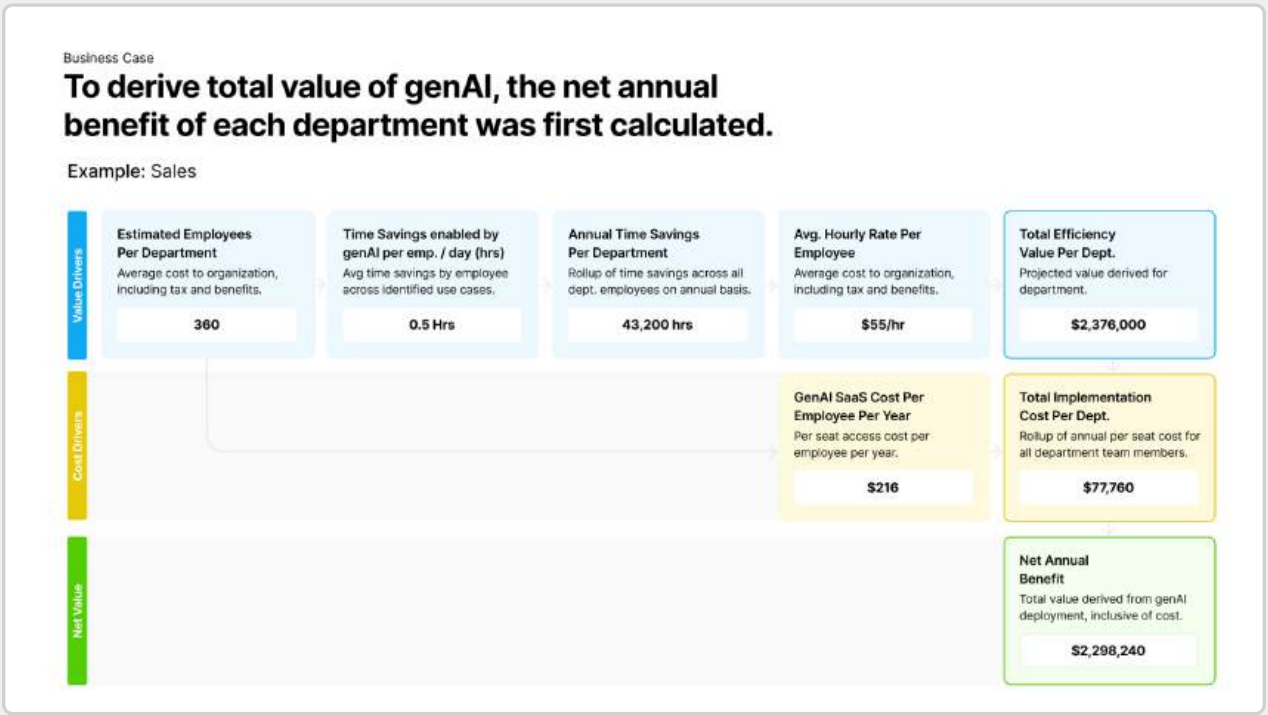
## Why Extrapolate?

- **Practicality:** You likely won't have time to do a deep dive on all 20+ departments.
- **Consistency:** The deep dives help you establish realistic benchmarks. If every deep-dive department shows about 0.3–0.4 hours of daily savings per employee, it's unlikely a non-examined department would magically save 2 hours/day.
- **Scalability:** Apply validated assumptions to similar departments, adjusting slightly for their nature of work, employee skill sets, or complexity.

## How to Extrapolate

1. **Identify Similarities:**
   Compare departments not examined in deep dives to those that were. If, for example, Operations resembles Marketing & Communications in terms of workflow complexity, assume a similar time savings (e.g., 0.4 hrs/day/employee).
2. **Adjust for Department-Specific Nuances:**
   If a department deals with more specialized tasks, you might lower the time savings estimate. If it's a very repetitive documentation-heavy department, maybe you use the high-end estimate.
3. **Apply the Hourly Rate and GenAI Costs:**
   Just like the deep-dive departments, multiply estimated time saved by the fully loaded hourly rate and then subtract GenAI costs.



# Step 6 Extrapolate Findings to All Other Departments

**Example:**

If you initially validated that you can safely assume about 0.4 hrs/day in marketing-type departments and 0.3 hrs/day in back-office departments, apply those to all similar departments. A department that closely mirrors IT's workflow patterns (like HR if they produce lots of documentation) might get a 0.4 hrs/day savings estimate.

**Visualizing the Enterprise-Level Impact**

At this stage, you can include a graphic that shows the cumulative value as you add each department. Some organizations show a vertical histogram or a stacked bar chart displaying the net annual benefit by department. It helps executives see that after rolling out GenAI to just a few priority departments, you've created tens of millions of dollars in potential value.

After doing this for all departments, you'll have a full enterprise snapshot—something like:

| Department | Estimated Employees | Time Savings per Day (hrs) | Total Annual Time Savings (hrs) | Equivalent FTEs | Avg. Cost per Hour ($) | Net Annual Benefit ($) |
|---|---|---|---|---|---|---|
| Sales | 360 | 0.1 | 8,640 | 5 | $55.00 | $397,440 |
| Information Technology (IT) | 42 | 1.7 | 19,038 | 10 | $50.00 | $942,828 |
| Marketing | 100 | 0.5 | 12,582 | 7 | $40.00 | $481,680 |
| Digital | 45 | 0.9 | 11,311 | 6 | $50.00 | $555,840 |
| Administrative Support | 40 | 0.4 | 3,840 | 2 | $30.00 | $106,560 |
| Human Resources (HR) | 50 | 0.4 | 4,800 | 3 | $40.00 | $181,200 |
| IT Leadership | 8 | 0.7 | 1,398 | 1 | $75.00 | $103,122 |
| Executive Leadership | 10 | 0.3 | 720 | 0 | $80.00 | $55,440 |
| Legal and Compliance | 20 | 0.3 | 1,440 | 1 | $60.00 | $82,080 |
| Supply Chain and Logistics | 120 | 0.3 | 8,640 | 5 | $35.00 | $276,480 |
| Health, Safety, and Environment (HSE) | 30 | 0.3 | 2,160 | 1 | $35.00 | $69,120 |
| Finance and Accounting | 70 | 0.3 | 5,040 | 3 | $45.00 | $211,680 |
| Quality Assurance (QA) | 80 | 0.3 | 5,760 | 3 | $35.00 | $184,320 |
| Customer Service | 150 | 0.3 | 10,800 | 6 | $35.00 | $345,600 |
| Research and Development (R&D) | 80 | 0.3 | 5,760 | 3 | $55.00 | $299,520 |
| Engineering and Design | 60 | 0.3 | 4,320 | 2 | $50.00 | $203,040 |

The completion of Step 6 provides an organization-wide breakdown of the impact generative AI can deliver.

# Step 7 Rank & Prioritize Departments for a Phased Rollout

## Goal:

You now have a comprehensive view of potential time savings and monetary value for each department. The next step is to determine which departments should be tackled first, second, and third—or even beyond—based on a mix of feasibility and impact.

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## Recalling Our Criteria

When prioritizing, we use the following attributes (mentioned earlier in the process):

- **Productivity & Time Savings:** How much time does GenAI save per employee, and what is the resulting net benefit?
- **Ease of Adoption:** How quickly can the department embrace GenAI? Are they open-minded and ready to try new tools? Are their tasks easy to enhance with a simple chat-based interface?
- **Security & Compliance Risk:** Are they dealing with sensitive data? If yes, you might place them in a later phase to ensure you have proper security measures in place.
- **Integration Complexity**: Can the department benefit from GenAI without integrating with complex enterprise systems? The simpler the use cases, the earlier the rollout.

## Creating a Prioritization Table

Build a table summarizing each department's score on these factors. You can use High/Medium/Low ratings, or numeric scores (1–5) to sum up an overall priority score.

| Department | Rollout Phase | Estimated Employees | Productivity / Time Savings | Ease of Adoption | Security & Compliance Risk | Integration Complexity | Overall Priority |
|---|---|---|---|---|---|---|---|
| Sales | Phase 1 | 360 | High | High | Medium | Low | High |
| Information Technology (IT) | Phase 1 | 42 | High | Medium | Medium | Medium | High |
| Marketing | Phase 1 | 100 | High | High | Medium | Low | High |
| Digital | Phase 1 | 45 | High | High | Medium | Medium | High |
| Administrative Support | Phase 1 | 40 | High | High | Low | Low | High |
| Human Resources (HR) | Phase 2 | 50 | High | High | High | Low | Medium |
| IT Leadership | Phase 2 | 8 | High | Medium | Medium | Medium | Medium |
| Executive Leadership | Phase 2 | 10 | High | High | High | Low | Medium |
| Legal and Compliance | Phase 2 | 20 | High | Medium | High | Medium | Medium |
| Supply Chain and Logistics | Phase 2 | 120 | Medium | Medium | Medium | Medium | Medium |
| Health, Safety, and Environment (HSE) | Phase 2 | 30 | Medium | Medium | Medium | Medium | Medium |
| Finance and Accounting | Phase 2 | 70 | Medium | Medium | High | Medium | Medium |
| Quality Assurance (QA) | Phase 2 | 80 | Low | Medium | Medium | Medium | Medium |
| Customer Service | Phase 3 | 150 | High | Medium | Medium | High | Low |
| Research and Development (R&D) | Phase 3 | 80 | Medium | Medium | High | Medium | Low |
| Engineering and Design | Phase 3 | 60 | Medium | Medium | High | High | Low |

(Adjust the table based on your organization's real data)

# Step 7 Rank & Prioritize Departments for a Phased Rollout

**Assigning Phases**

Use the Overall Priority to assign departments to phases:

- **Phase 1:** High-priority, low-complexity departments. Quick wins. For example: Marketing & Communications, HR, and IT (if you deem IT easy enough based on final refinements).
- **Phase 2:** Departments with slightly more complexity or lower immediate returns. Perhaps Operations, Finance & Accounting, and Legal.
- **Phase 3 and Beyond:** Departments with significant integration challenges or lower perceived benefit (e.g., Customer Service if it requires integration into a complex ticketing system)

**Visualizing the Rollout Phases**

Consider a vertical hisogram or stacked bar chart to show cumulative value by phase:

- **Phase 1 (Quick Wins):** Net Annual Benefit: ~$29M
- **Phase 2 (Broader Adoption):** Net Annual Benefit: $50M+ (cumulative)
- **Phase 3 (Full Scale):** Net Annual Benefit: $60M+ (cumulative)

This layering demonstrates how each wave of the rollout adds incremental value and ROI. Stakeholders can see that even a limited Phase 1 deployment generates impressive returns, building confidence to invest in subsequent phases.

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At this point, you have the data you need to prioritize the departments best positioned to benefit from generative AI, and can create a rollout plan that maximizes both impact and resources.

# Step 8 Aggregate Value & Show the Enterprise-Level Business Case

**Goal:**
Sum up all departments' contributions to show total enterprise-level impact. This gives executives clear "headline number" and shows how GenAI investment scales over time.

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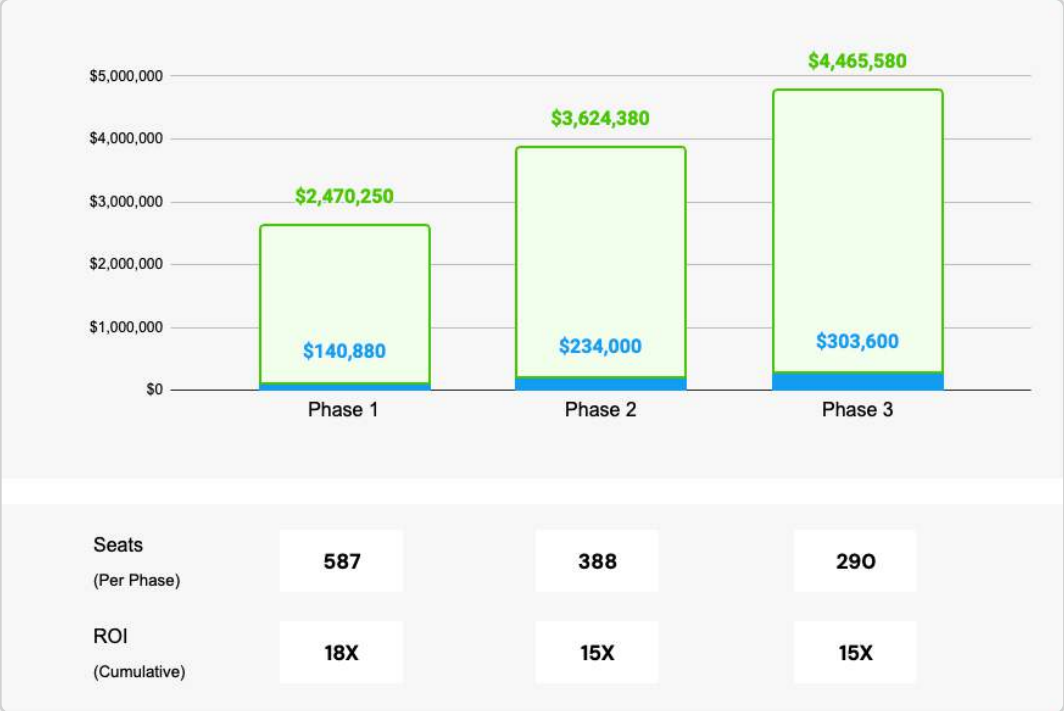
**Example Aggregate Calculation:**

- **Phase 1:** ~5,100 employees, delivering ~510,000 hours saved and ~$29.3M net annual value at a 24X ROI.
- **Phase 2:** Add another set of departments and raise the cumulative net annual value to ~$51.9M.
- **Phase 3+:** Eventually reach ~$59.8M+ in net annual value.

*These numbers are illustrative. Your actual figures depend on your organization's structure, compensation rates, and estimated time savings. The key point is to present a credible, data-backed enterprise-wide benefit that justifies the investment in GenAI tools.

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By aggregating the value generated in each phase, you can assess the impact generative AI will deliver as your rollout plan progresses.

# Step 9 Next Steps & Ongoing Refinement

**Goal:**
Remember that this initial analysis focused solely on low-hanging fruit—employee-executed tasks without complex data integrations. Once you've proven value and established trust, you can consider more advanced scenarios:

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- **Retrieval-Augmented Generation (RAG):**
  Connect GenAI to internal knowledge bases or document repositories. While this adds complexity, it can unlock even greater efficiency and more specialized use cases.
- **Developer & Automation Use Cases:**
  After mastering the basics, integrate GenAI with internal systems, CRMs, or DevOps pipelines. Such projects often yield very high impact but require more effort and robust security/governance controls.
- **Continuous Improvement & Measurement:**
  Track usage and improvements over time. Implement feedback loops and usage metrics. Regularly review whether the time savings are materializing as expected and adjust your estimates and strategies.
- **Revenue Uplift & Strategic Initiatives:**
  Consider how efficiency translates into improved product development speed, better customer service, or faster sales cycles. While the initial focus is cost-based efficiency, over time, you can quantify revenue impacts and strategic advancements.

**Bringing It All Together**

You've now walked through a comprehensive, step-by-step framework:

1. **Identify Departments & Use GenAI to Estimate Priorities (Steps 1–2)**
2. **Brainstorm and Validate Use Cases Through Deep Dives (Steps 3–4)**
3. **Calculate Time Savings, Translate to Dollars, and Consider Multiple Dimensions of Value (Step 5)**
4. **Extrapolate Findings to the Entire Organization (Step 6)**
5. **Rank & Prioritize Departments for Phased Rollouts (Step 7)**
6. **Aggregate Enterprise Value, Factor in Costs & Training, and Outline Future Potential (Steps 8–10)**

**Outcome**

A rigorous, data-backed business case for deploying GenAI in your organization, starting small, building trust, and systematically scaling up.

# Step 9 Next Steps & Ongoing Refinement

**Communicating Your Findings**

- **Create a Clear Executive Summary:** Highlight key numbers: initial phase ROI, total potential net annual value, and the phased rollout plan.
- **Use Visuals & Tables:** Charts and tables help non-technical executives grasp the magnitude of potential savings and the strategic rationale behind phased deployment.
- **Position it as a Strategic Capability:** Don't just focus on cost savings. Emphasize capacity for growth, innovation, and competitive advantage. GenAI is not just about doing the same work faster; it can enable your organization to tackle new challenges and seize new opportunities.

## Ready to put these insights into action? We can help!

While you can follow this playbook independently, we offer a **free Proof of Concept** to reduce the lift on your side. Over a six-week period, we'll set up **secure, unlimited, multi-model GenAI access**, help you select departments and users to test with, observe real usage logs, identify sensitive data risks, and validate time savings on your behalf. It's a hands-on opportunity to see ROI and security controls in action—before you invest. Get started at **liminal.ai/start** or contact our team directly at **sales@liminal.ai** to learn more.

# Why Liminal?

## Unlimited Access to the Latest Models

Securely leverage GPT-4o, Claude 3.5, Gemini 1.5, Perplexity, and other top models in an unlimited capacity. Cleanse and protect sensitive data prior to submission to any LLM, including internal models, and rehydrate protected terms for a seamless experience. As better models become available from these top providers, we will update your model instances to the latest and best available.

## Preferred Models Available Everywhere Work Gets Done

Effortlessly and safely access your favorite generative AI models while using any site, web application, and desktop platform - including Microsoft 365, Google Workspace, Salesforce, Slack, Adobe and any other internal or external application.

## Custom Multi-Model Assistants for More Tailored Outputs

Build and share custom multi-model assistants with the confidence that none of your sensitive data is used in training or accessible to unauthorized users. Accessible anywhere Liminal works, assistants can be configured with both natural language instructions and file uploads to deliver more precise responses, and you can select the models you want or let Liminal choose the best models for your specific tasks.

## Built for Forward Compatibility

Customizable, secure model-agnostic assistants and a ubiquitous UI help ensure organizations have a future-proofed solution, regardless of how LLMs and agent-based AI evolve.

## Total Observability

Gain up to the minute insights into AI usage and security, including customizable event triggers, streaming auditable logs, and exporting to SIEMs so you can understand how your organization is using generative AI and proactively address security concerns.

## Best-in-Class Security

Enjoy the highest levels of data security, granular role and model-based access controls, integrations with every IdP, custom policy management tools, and a host of additional governance capabilities - all deployed through a single tenant architecture.

The world's leading organizations trust Liminal to securely enable generative AI anywhere work gets done. With Liminal, enterprises can safely empower employees to experience the productivity benefits of generative AI across any website, application, and platform, while providing unparalleled data protection, observability, and governance. Learn more by visiting **liminal.ai**.