



Beginner's Guide to AI:

Understanding and Applying
Artificial Intelligence in
Your Organization



DEFINITY FIRST



Let's Start with the Basics: What is AI?

Businesses using AI report
an average

20–30%

boost in efficiency.



Artificial Intelligence (AI) is technology that can learn, predict, and automate tasks traditionally done by people. The purpose of AI is to extend and augment human capabilities – making us faster and more efficient, and even more accurate. AI is also great for automating repetitive work and freeing up humans' time to do higher value work.

You're probably already using it without realizing it: spam filters, voice assistants, content recommendations...they're all powered by AI.

At Definity First, we focus on applied AI: building custom, business-ready solutions that automate processes, optimize workflows, and unlock growth. With AI, we help our clients make more informed decisions, improve efficiency, enhance customer experiences, and unlock new value and opportunities.



AI 101: Categories

There are many types of artificial intelligence, and you've probably already heard of a few. Here's a breakdown of the different categories.

Predictive AI

What it does: Learns from historical data to make predictions and forecasts for the future

Real world uses: Predict demand, detect fraud, trend analysis

Natural Language Processing

What it does: Understands, interprets, and generates human language

Real world uses: Sentiment analysis, support automation, document analysis

Generative AI

What it does: Creates new content like text, code, or images

Real world uses: Draft emails, write reports, generate marketing images

Computer Vision

What it does: Processes and interprets images and videos

Real world uses: Quality control, inventory management, facial recognition

Conversational AI

What it does: Provides natural language interactions.

Real world uses: Voice assistants, chatbots, virtual agents

How it Works





AI for your Business:



Think of AI as a multiplier for your workforce. It could help your finance department make faster, more informed decisions; it could assist your technology developers with code generation or bug detection; or it could support your marketing team with content generation and editing. In short, AI exists to help humans do more of what matters. Check out how businesses are already harnessing the power of AI to get more done.

- **Sales and Marketing:** Personalized content, lead scoring, generative design
- **Customer Service:** Chatbots powered by AI, automated support, language translation
- **Operations:** Demand forecasting, inventory optimization, predictive maintenance
- **HR and Internal Ops:** Safety monitoring, resumé screening, AI assistants
- **Technology:** Code generation, intelligent automation, quality control

Find Out how AI can Make an Impact

Use the following survey to help you find opportunities to apply AI in your organization.

- ✓ What repetitive tasks take up valuable time that could be automated?
- ✓ Where do delays or errors regularly happen in your processes?
- ✓ Which areas of your business could benefit from predictions and forecasting based on historical data?
- ✓ Could you improve decision-making if you had more information?
- ✓ Could customer or employee experiences be improved with faster responses or insights?
- ✓ Are you creating content or reports that follow a pattern and could be streamlined?



Take your First AI Steps

Getting started with AI doesn't have to be a huge undertaking. You can begin with a small, clear use case and scale up from there. Ideally, you will want to run a pilot project in a high-impact area. Choose a small team of internal champions that can develop AI literacy and basic prompt engineering and start with a clear and defined goal. Additionally, you can partner with an experienced AI implementation firm to guide you through the entire journey.



Need a Trusted Partner?

Definity First helps teams like yours build and launch practical AI solutions, from chatbots to internal process automation and beyond. We focus on finding projects that create the largest business impact – helping you make faster decisions, unlock cost reduction opportunities, create personalized experiences, and gain a competitive edge over your competitors. AI is here and evolving every day – don't wait to get started.

**Need more guidance?
We're here to help.**

hello@definityfirst.io
www.definityfirst.com