DISCOVERY CASE STUDY

Preparing for Predictive Success in Project Delivery

A leading Telco's AI in PM Discovery Phase

greyfly.ai®

Context & Objectives

A global Telecoms business with thousands of employees operating complex programmes across the UK and internationally engaged greyfly.ai to assess whether Artificial Intelligence could provide greater risk visibility and executive insight across its complex programme portfolio. This engagement followed an initial AI Adoption Strategy and set the foundation for scalable implementation of **Intelligent Project Prediction (IPP)** capabilities across the enterprise.

Objectives

- ❗ Assess current PMO maturity and delivery capability across UK and international teams
- ❗ Evaluate technical architecture and data quality readiness for predictive AI
- ❗ Identify process inefficiencies and automation opportunities
- ❗ Build a roadmap for phased, value-led implementation of AI in project delivery

Stakeholder Alignment

greyfly.ai worked across delivery, PMO, and executive teams to align AI ambitions with the current environment. Steering groups and targeted sessions turned scepticism into shared ownership, building momentum to move from strategy to planned implementation. We delivered with a global PMO consultancy which combined domain expertise and AI expertise for strategic alignment that grounded insights in both technical and operational realities.

Results & Impact

- ✅ **A validated roadmap for IPP**, delivering the foundations for material improvement in revenue, delivery predictability, proactive risk mitigation, and cost control across programmes.

- ✅ **Elevated credibility and influence of the PMO,** reinforced by stakeholder led governance reforms and evidence based recommendations.

- ✅ **Enhanced trust in delivery data** through targeted improvements in field discipline, reporting logic, and visualisation clarity.

- ✅ **Defined next phase priorities** that balance near term value delivery with long-term transformation — enabling scalable, secure AI use across the project lifecycle.

What Did We Do?

Following the completion of a strategic AI Adoption Strategy, the Discovery Phase focused on designing the technical, operational, and data foundations required to support Intelligent Project Prediction (IPP) at scale. The Discovery Phase covered 8 key areas, delivered over a multi-week engagement.

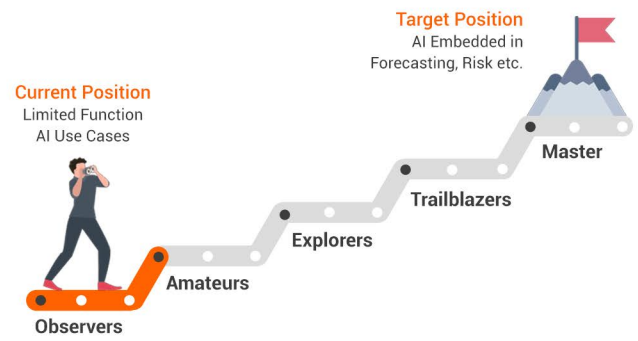> **This work finally gives us a credible path to integrate AI in PM without starting from scratch.**
>
> ———— Steering Group Member ————

💡 AI Adoption Strategy

Established initial priorities, AI maturity stage, and short and long-term use cases. Positioned the client between Levels 1 and 2 on the greyfly.ai 5-level maturity framework, with clear next steps defined.
Detailed AI in PM Adoption Case Study available.

🔍 PMO Assessment

Assessed maturity using a proprietary model across Strategic Value, Operational Effectiveness, and Threat Landscape.
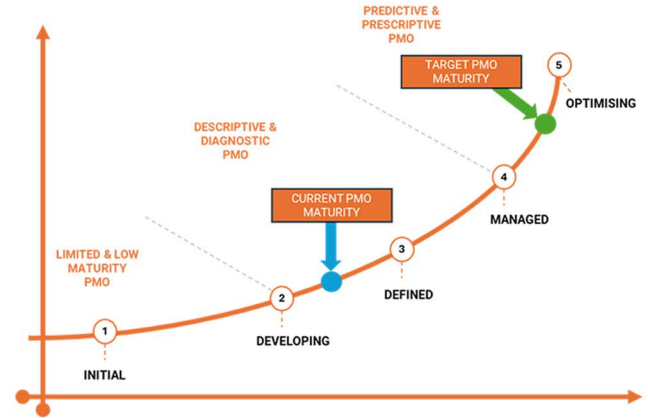
- PMO value viewed inconsistently across business units
- Variability in tool usage, reporting quality, and governance adherence
- Limited ability to generate predictive insight for senior stakeholders

🗄️ Data Quality Assessment

Evaluated project portfolio datasets from two business divisions against seven AI-readiness dimensions:

- Schedule data was strongest; cost and resource fields had notable gaps
- Power BI visual diagnostics highlighted missing fields, update lags, and entry inconsistencies
- Delivered clear steps to improve AI readiness and reporting confidence

Header Data Maturity

Header	Completeness	Accuracy	Consistency	Timeliness	Uniqueness	Validity	Overall_DQA
Contact	41%	-	-	-	-	-	41%
Features	69%	63%	-	-	-	-	66%
Contract	53%	-	-	-	-	-	53%
Revenue	1%	-	-	-	-	-	1%
Resource	3%	-	-	-	-	-	3%
Schedule	84%	-	-	76%	-	100%	87%
Reporting	37%	-	100%	20%	-	-	42%
Risks	27%	24%	-	-	46%	98%	49%
Issues	13%	-	-	-	22%	81%	39%
Changes	19%	5%	100%	-	-	70%	48%
Total	31%	23%	100%	57%	35%	97%	57%

Maturity Level 1	Maturity Level 2	Maturity Level 3	Maturity Level 4	Maturity Level 5
0-20%	21-50%	51-70%	71-90%	> 91%

📊 Exploratory Data Analysis

Set KPI baselines and uncovered patterns in delivery behaviour and forecasting volatility:

- Highlighted links between planning cycles, funding structures, and delivery delays
- Showcased the potential impact of predictive models using real client data

⚙️ Priority Processes

Mapped and analysed delivery processes to identify high impact optimisation opportunities:

- Developed a phased model for "Minimum Viable Governance" (MVG v1) implementation
- Plans to streamline key workflows to reduce duplication and improve transparency
- Provided structured recommendations to balance data discipline and delivery agility

Minimum Viable Governance (MVG) is developed by greyfly.ai to balance control with agility. It defines the smallest set of data points, reporting logic, and decision structures required to enable Intelligent Project Prediction without burdening delivery teams.

📐 Technical Architecture Design

A scalable, secure AI ready technical model that will:

- Integrate internal systems and governance frameworks
- Enable structured data flows from Planview and associated tools
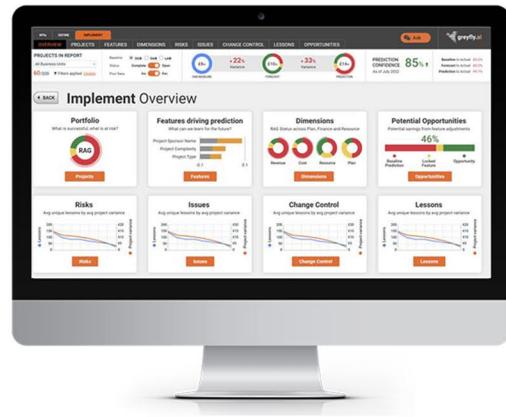- Support predictive analytics layering and role based dashboarding

🖥️ Solution Design

Developed interactive mock-ups demonstrating how predictive insights could be integrated:

- Included views for project managers, PMO leads, and senior executives
- Featured AI generated risk, milestone, financial forecasts, and governance health metrics

🚀 Implementation Plan (Phase 1)

Aligned to priorities, the Implementation Plan provided a phased, costed roadmap covering adoption and change planning, data preparation, process redesign, and technical build. It mapped priority deliverables, optional enhancements with clear ownership to ensure readiness for AI adoption which will deliver measurable business value.
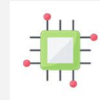
Strategic Fit

This Discovery Phase is a foundational element of greyfly.ai's **Prepare** and **Predict** service lines. It demonstrates how structured analysis, stakeholder alignment, and clear governance can unlock AI adoption in project environments.

Prepare
Supporting organisations to define their AI in Project Management adoption strategy, assess their PMO and data maturity, and align technical and delivery capabilities

Predict
Deploying greyfly.ai's Intelligent Project Prediction (IPP) to deliver measurable improvements in forecasting accuracy, delivery success rates, and project decision quality

Unlock
Converting knowledge, insights, and expert content into intelligent compliance, lessons, and best practices that drive improved portfolio performance

Optimise
Identifying opportunities, lessons, risks, and patterns across delivery portfolios to proactively optimise time, cost, and outcome alignment at scale

This structured Discovery engagement showcases how greyfly.ai enables enterprise clients to move beyond basic reporting toward intelligent, insight-led portfolio management.

Next Steps

The client is obtaining funding approval for the first phase implementation. With foundations in place, they are well positioned to lead in AI enabled project delivery, using predictive insights across their portfolio. This Discovery phase is part of a broader transformation journey through AI in Project Management adoption, with Minimum Viable Governance enabling early value while evolving through learning, automation, and data-driven refinement. greyfly.ai supports value led adoption aligned to agreed priorities.

Book a call today to boost delivery confidence, assurance, and drive your transformation with structured assessment.

Innovation & Technology Project of the Year Awards — **Winner** — APM

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