

# HOW TO SUCCESSFULLY IMPLEMENT AI

AI IN MATERIALS AND CHEMICALS  
NO LONGER "NICE TO HAVE"

LEARN FROM OUR CUSTOMERS

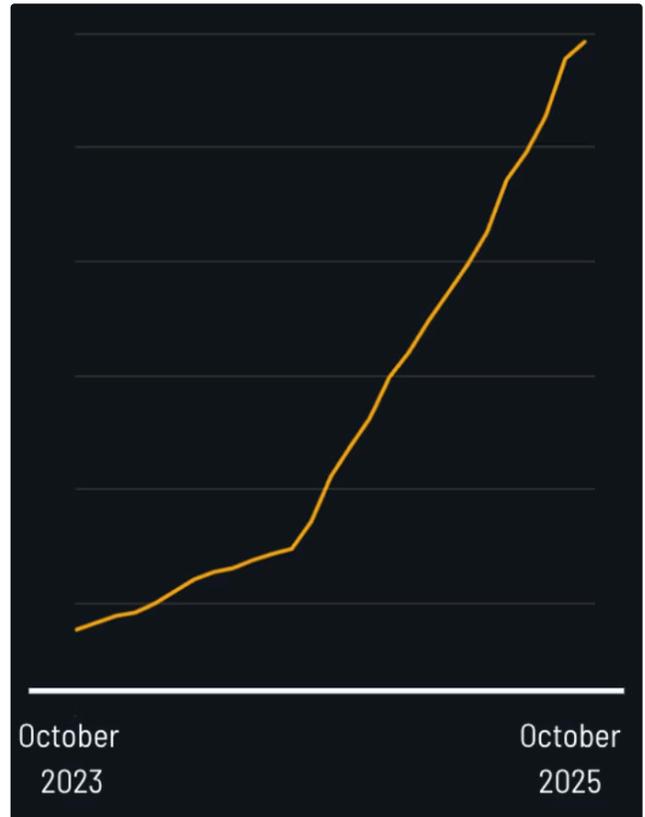


# A TURNING POINT

After 12 years of steady growth, we've reached a meaningful turning point in the adoption of AI across the materials and chemicals industry.

We've seen **year-over-year growth of 276%** in the Citrine Platform user community. The use of AI is no longer a "nice to have" – it is rapidly becoming **table stakes**. To stay competitive, organizations need to deploy AI faster and more effectively than their peers.

With over 100 enterprise engagements under our belts, our team has seen what works and what doesn't. We don't just provide software; we help teams implement AI in a way that delivers real business outcomes – through thoughtful change management, alignment, and hands-on support.



Cumulative registered users of the Citrine Platform

## WHAT SUCCESSFUL COMPANIES DO

### 1. THEY ESTABLISH THE CORRECT GOVERNANCE

Transformative change requires both strategic sponsorship and practical execution. The combination of **top-down sponsorship** and **bottom-up execution** is the single biggest differentiator we see in successful digital transformation.

#### EXECUTIVE STEERING GROUP

This group ensures the program has clear business goals, budget, and visibility. They clear roadblocks, communicate strategic importance, and measure outcomes. Without this layer, AI initiatives tend to stall due to misaligned priorities or resource constraints.

#### TIGER TEAM

This is the hands-on, cross-functional team responsible for making the work real.

This team collaborates closely, meets frequently, and builds momentum. They run pilots, learn quickly, and scale what works.

## 2. THEY CHOOSE THE FIRST PROJECTS WISELY

Not all AI projects are equal. The first project sets the tone and shapes internal perceptions.

Successful organizations choose initial use cases that are:

**HIGH BUSINESS  
VALUE ENOUGH TO  
MATTER**

**FEASIBLE WITH  
AVAILABLE DATA,  
EQUIPMENT AND  
PEOPLE**

**SCALABLE TO  
FUTURE  
APPLICATIONS**

These early wins create advocates. They build confidence. And they make it clear that AI isn't a science experiment – it's a practical productivity tool. In contrast, teams who start with overly ambitious or isolated projects often lose momentum before they demonstrate impact.

## 3. THEY GET TO THE LAB QUICKLY

Many teams get caught up chasing the "best model." But the **real value** comes from **making better experimental decisions**, faster, and with clearer confidence. AI does not replace experimentation – it **guides and accelerates** it.

### THE MOST SUCCESSFUL CUSTOMERS:

- Focus on **reducing the number** of experiments, not eliminating them.
- Prioritize **getting recommendations into the lab** quickly.
- Use the results of those experiments to **refine models iteratively**.

**i THIS CYCLE – MODEL → EXPERIMENT → LEARN → IMPROVE – IS WHERE COMPETITIVE ADVANTAGE EMERGES.**

A "good enough" model that drives a real decision beats a "perfect" model that never leaves the laptop.

# HEAR DIRECTLY FROM SUCCESSFUL CUSTOMERS

## SAINT-GOBAIN

**34 PROJECTS  
ONBOARDED IN 22  
ENTITIES IN 18 MONTHS**

*The importance of  
explainability.*



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Upscaling AI  
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## DORFNER

**EXPANDED ADOPTION  
ACROSS THE BROADER  
GROUP**

*How AI adoption spreads  
when you highlight  
successes.*



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## SYENSQO

**INNOVATING  
PATENTABLE POLYMERS**

*Three areas where AI drives  
the most impact.*



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If you're exploring how to scale AI within your product development organization, we'd be happy to share what we've learned – and help you avoid common pitfalls.

**READY TO  
ACCELERATE YOUR  
MATERIALS  
INNOVATION?  
LET'S TALK.**

[Request a Meeting](#)