CASE STUDY: **AltaML**

Objective

AtlaML, an applied artificial intelligence (AI) company that builds powerful AI tools to help businesses optimize performance and mitigate risks, recognized the importance of advancing its applications in line with emerging standards of responsible AI (RAI) across its global operations. AltaML needed clear, actionable direction to ensure its AI practices remained trustworthy and compliant with international standards. Recognizing an opportunity to be a leader in their field, AltaML joined the Responsible AI Institute (RAI Institute).

Solution

AltaML partnered with RAI Institute to carry out an Organizational Maturity Assessment, an independent evaluation and baseline of RAI practices across different dimensions within the organization. The assessment focused on key areas for growth including policy and governance, strategy and leadership, people and training, tools and processes, and procurement practices. At the end of the process, AltaML noted their benefits of participating in the assessment, which included:

- **Enhanced Rigorous Controls:** The report has led to the establishment of rigorous controls under policies and internal directives.
- **Market Differentiation:** Compliance with RAI Institute standards has helped further solidify AltaML in the market as a leader in RAI.
- **Strengthened Principles and Partnerships**: AltaML's commitment to improving its principles alongside the directive on RAI has reinforced organizational principles and partnerships.
- **Promotion of RAI Standards:** Collaboration with RAI Institute underscores the importance of third-party partners upholding RAI standards, reinforcing trust, and accountability.
- **Trusted Infrastructure:** AltaML's dedication to secure and trusted infrastructure for sensitive data enhances its reputation as a reliable partner.

Nicole Janssen
Co-Founder & Co-CEO

"We prioritize responsible AI governance at AltaML, recognizing its growing importance amid the rapid evolution of AI technology. Our partnership with the Responsible AI Institute has bolstered our internal and external directives, reinforcing our commitment to responsible AI practices with both our team members and stakeholders. By leveraging the insights provided by the Institute, we are proactively mitigating risks, advancing our responsible AI maturity, and fortifying our principles across all levels of our organization."

Responsible Artificial Intelligence Institute

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Lasting Benefits

AltaML's partnership with the RAI Institute impacted their future AI deployment so that it continues to reflect RAI best practices moving forward. The Institute helped AltaML by:

- **Mitigating Risks and Enhancing Trust:** Prioritized accountability and RAI usage, increasing brand value.
- **Attraction and Retention:** Putting RAI first in all instances attracts the top tech talent and retains them, as RAI principles cultivate a culture of integrity and innovation.
- **Informed Inclusive Technology:** The focus on RAI informs inclusive technology practices, contributing to sector-wide improvement, particularly in Canada.
- **Cross-Department Collaboration:** RAI best practices encourage collaboration across departments, driving innovative and comprehensive solutions to avoid unwanted harms.
- **Northstar Standard of RAI:** The report provides reassurance and guidance toward achieving the Northstar standard of RAI.
- **Sharing and Training Initiatives:** AltaML actively shares knowledge and creates templates to support company-wide understanding and implementation of RAI principles.

Looking Ahead

AltaML can use the various recommendations made by RAI Institute as a starting point to socialize the findings of the assessment, to seek buy-in from stakeholders, and to further engage partners and service providers. ◼

At a Glance

Development Areas

- Mitigate risks of complex AI systems
- Create effective AI governance and policy
- Build comprehensive RAI maturity
- Cement leadership in the RAI space

RAI Institute Impact

- Enhanced controls of RAI governance
- Strengthened principles
- Promotion of RAI standards
- Streamlined workflows and prioritization

Responsible Artificial Intelligence Institute