



AI Academy

Building a Quantifiable Business Case for AI

October 29, 2025

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Speakers



Lon Troyer
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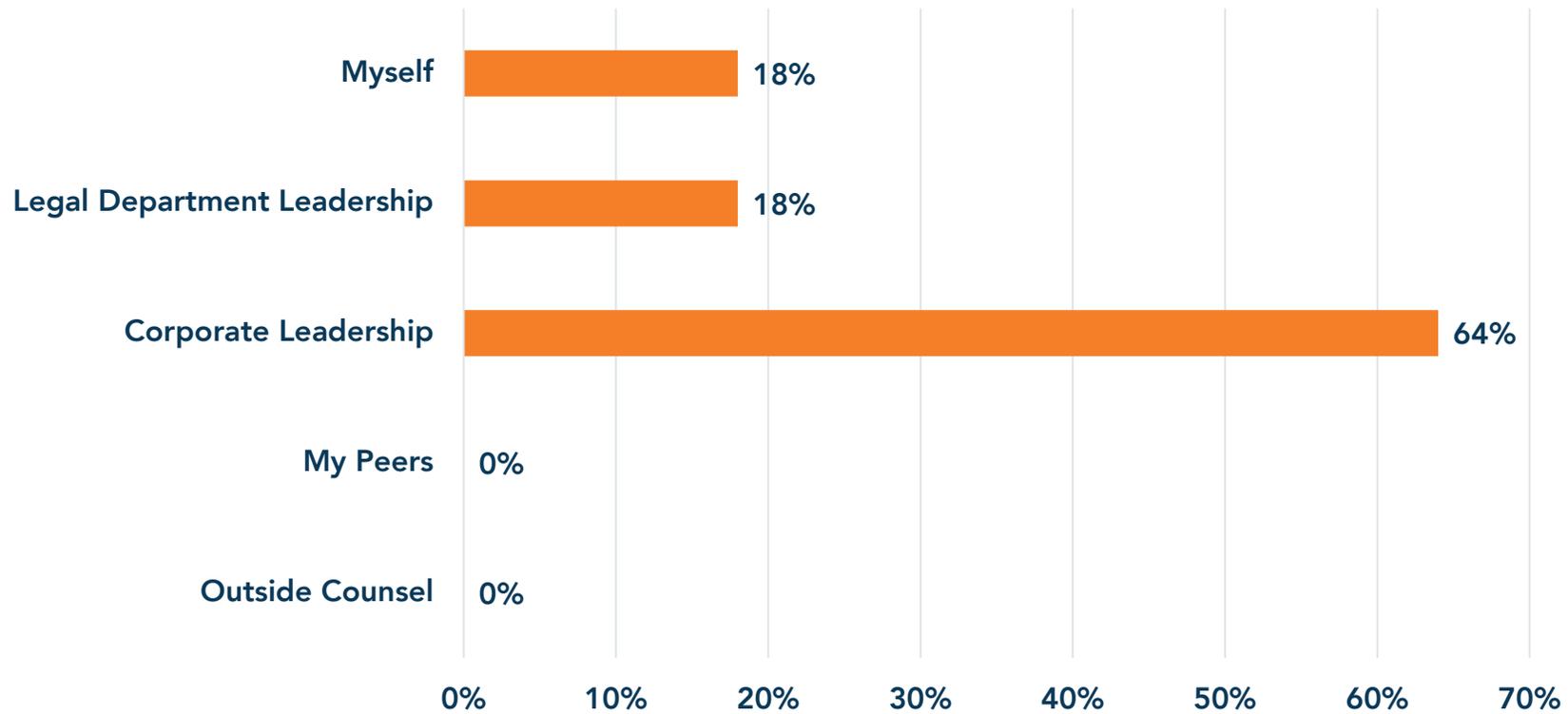
Beth Ashley
Manager, Client Success
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Agenda

- Business Case: Five Dimensions of AI Value
 - Efficiency
 - Strategic advantage
 - Risk mitigation
 - Cost control
 - Professional impact
- Communicating to Stakeholders
 - Value metrics
 - Handling objections

Attendee Poll Results

Where is the pressure coming from to use AI?



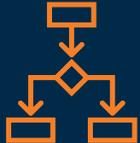
Dimensions of AI Value



**Cost
Control**



**Risk
Mitigation**



**Efficiency
Gains**



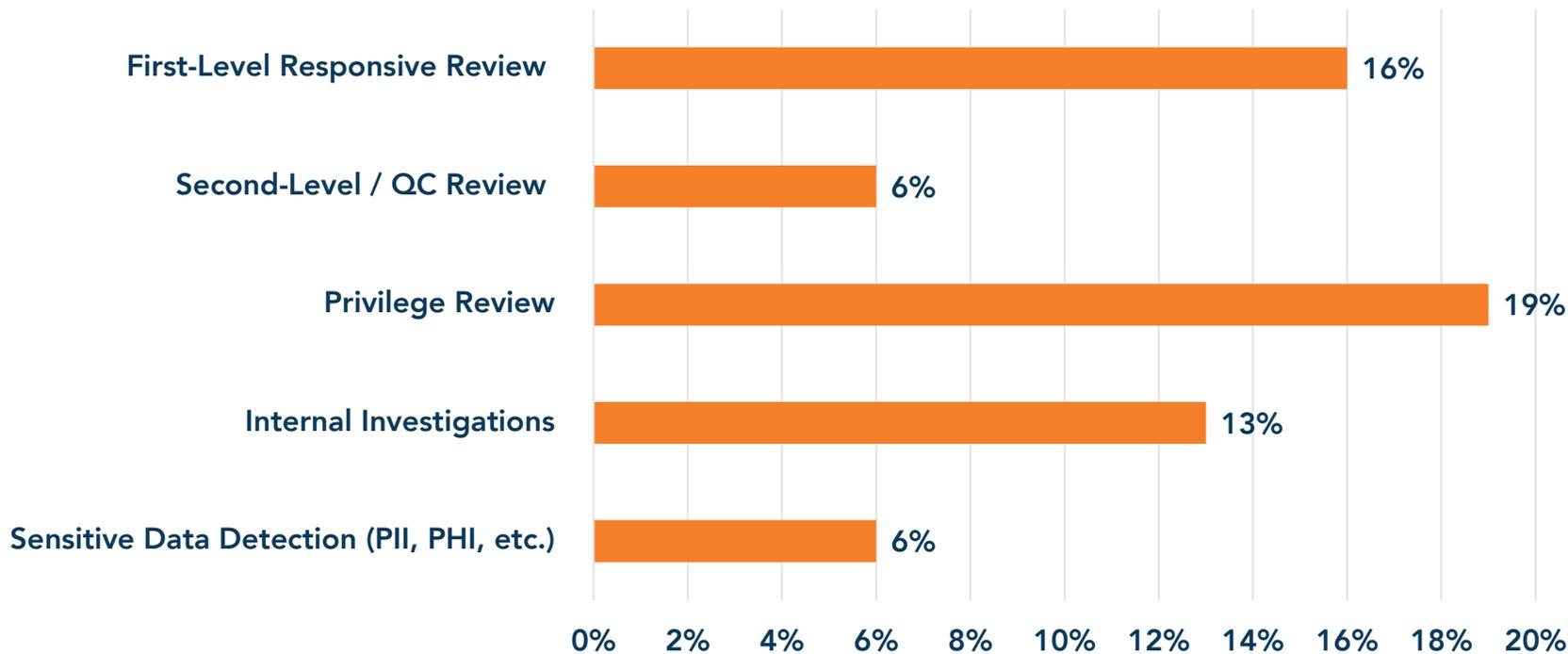
**Strategic
Advantage**



**Professional
Impact**

Attendee Poll Results

Where does AI have the potential to deliver the greatest ROI in review?



Communicating to Stakeholders



**Metrics for
Success**



**Questions
to OC**



**Overcoming
Objections**

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- Register for our next AI Academy webinar: [Lighthouse AI Search: Initial Data Assessment Use Case + Demo](#)
- Read the article: [Ten Questions We're Asked About Lighthouse AI Search \(and Our Answers\)](#)



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