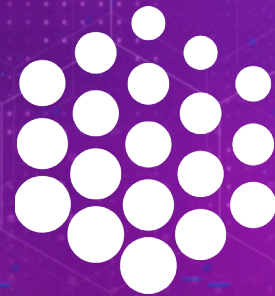


Unlocking AI Governance

For Market Success



Sarros

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Artificial Intelligence (AI) is transforming every sector, from healthcare to finance, but with this rapid innovation comes a pressing need for thoughtful governance.

In this ebook, we explore how organisations can align with emerging AI regulations, adapt to global standards, and turn governance into a source of strategic advantage. The content draws from expert insights shared during our “Unlocking AI Regulation for Market Success” webinar, featuring thought leaders in AI ethics, governance, and technical deployment.



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Meet Our Experts

Lee Bristow is a thought leader, specialising in AI governance and robotic process automation. He is the Director of Cyber and AI Governance at Saros Consulting. He is also an author and a keynote speaker known for his work on the Human AI Alliance, which explores how humans and AI can collaborate to drive ethical innovation and prepare organisations for the future of work.



Caro Robson is a leading international expert on AI ethics, data protection and digital regulation. She has worked with governments, international organisations and multinationals to shape policy governance and compliance in the areas of technology and data protection.

Gareth O'Brien is a principal program manager at Microsoft. He's responsible for building, deploying and maintaining AI solutions for multinationals and across data platforms.

Our experts bring fresh insight from a legal, technical and operational perspective, together with practical advice you can use right now.

Why Now For AI Governance?

We're at a point where **AI regulation is no longer a theoretical discussion. It is now influencing how organisations develop, implement, manage and scale AI.** But existing regulation is complex and demanding, and many jurisdictions are still bedding down their regulations, making the compliance environment all the more overwhelming.

That's what makes the proven global standard ISO 42001 a useful framework. It helps organisations structure their AI governance in a methodical, scalable and transparent way, and aligns with new standards like the EU AI Act.

At Saros Consulting, our approach to AI is based on ISO 42001, which provides a robust framework for reliable and ethical AI through strong security and data quality.



What Is The Global AI Regulatory Landscape?

The AI regulation landscape is shaped by the global tech and trade rivalry between the US and China—two nations that have opposing approaches to AI governance.

The dispute between the US and China is having a huge impact on AI regulation, the industry and the technology. These nations have very different attitudes to AI regulation. China is really heavily regulated, while the US is taking a more sector-led approach.

The trade war between the US and China has expanded into other parts of the world, causing regions like the EU to reconsider whether it should take a strong regulatory line, or pivot slightly towards deregulation.



What is ISO 42001?

- ✓ The first globally-recognised AI Management System standard.
- ✓ Provides guidelines for the governance and management of AI systems.
- ✓ Outlines requirements for building and managing a trustworthy AI management system with a focus on lifecycle governance, stakeholder inclusion, and continuous improvement.
- ✓ Currently a voluntary standard but is likely to become a benchmark for AI management systems.
- ✓ Supports companies to align their AI approach with the EU AI Act.
- ✓ Similar in structure to ISO 27001/9001, but focuses specifically on AI management, including defining roles and responsibilities.

What's Happening In Europe?

The EU is carving out its own position as a global standard-setter. The EU AI Act, the world's first comprehensive legal framework for AI, introduces a risk-based approach to regulation.

- ✓ Core provisions on general-purpose models and governance come into effect in August 2025.
- ✓ Early enforcement areas—including bans on unacceptable uses and AI literacy requirements—are live as of February 2025.
- ✓ Technical standards governing bias, accuracy, and cybersecurity are in development, with formal implementation slated for 2026.



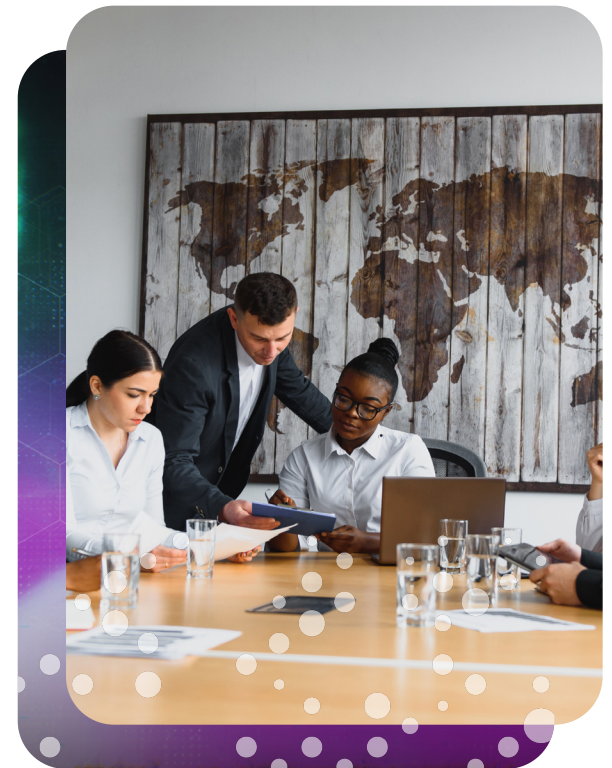
What About Other International Standards?

- ✓ Multilateral bodies such as the UN, OECD, UNESCO, and the Council of Europe are developing voluntary frameworks to harmonise global AI governance.
- ✓ Countries including Canada, Japan, India, Brazil, and Nigeria are experimenting with draft laws, regulatory sandboxes, or voluntary codes of conduct.

What we're seeing is that there is no unified global standard. This opens the doors for regulatory arbitrage and regional leadership.

AI regulation is no longer a back-office legal concern—it's a strategic business priority. Companies must now consider how regulatory divergence affects supply chains, data storage, market access, and geopolitical exposure.

Whether you're deploying AI in a product, sourcing components, or simply storing training data, your regulatory risk is tied to geography.



How Do You Align AI With Your Business Values, IP, And Strategy?

A successful AI strategy begins with alignment. Organisations must ensure their AI initiatives are consistent with their core business values, operational goals, and intellectual property protections.

Strategic Roadmap:

Begin by establishing clear business objectives. Many AI projects fail (Gartner cites 85%) due to a lack of alignment with broader business goals. Organisations should treat AI not as a novelty, but as a strategic asset.

Collaborative Governance:

Form an internal AI committee, complemented by an AI ethics committee, to identify opportunities and assess risks. Include voices from across business units to crowdsource ideas and drive alignment.

Feasibility Assessment:

For each potential AI project, evaluate whether you have the necessary data, infrastructure, and talent. Pilot multiple projects where possible to build internal knowledge and surface hidden challenges.

Scaling And Integration:

Once pilot programs show promise, scale them while implementing the necessary security, governance, and integration with legacy systems.

Adoption And Literacy:

Change management is key. Drive adoption through education and AI literacy programs. Equip teams to understand, trust, and manage AI tools.

Monitoring And Metrics:

Revisit your strategic objectives regularly and measure the success of AI deployments against KPIs such as efficiency, cost reduction, and customer satisfaction.

Ip Considerations:

Intellectual property must be protected from the outset. Understand what qualifies as a creation of the mind, which is central to IP law. AI-generated content may fall outside traditional protections unless co-developed and clearly documented.

- ✓ **Key Protections:**
Focus on patents, trademarks, copyrights, and trade secrets.
- ✓ **Governance for IP:**
Maintain layered governance that documents design, development, decision-making, and ownership. Know where and how your solutions were created to ensure proper jurisdictional IP coverage.

How Does Iso 42001 Help Align AI With Business Strategy?

It encourages companies to see AI use as a strategic initiative that is consistent with their core objectives and stakeholder requirements.

Our expert Saros AI team can analyse your AI deployments and identify any gaps where your AI use does not align with your business strategy.

Contact Us - Saros Consulting

What Are The Competitive Advantages Of Good AI Governance?

- ✓ **Removing barriers to adoption:** The most immediate benefit of solid AI governance is the removal of barriers to adoption. Well-defined governance frameworks help organisations better align AI initiatives with business goals and operational standards, allowing teams to develop AI solutions quickly. This is crucial as AI adoption becomes a critical part of business strategy.
- ✓ **Accelerating solution development:** According to Gareth O'Brien, "If it's done properly, then you can build solutions quite quickly." With strong governance in place, organisations can avoid unnecessary delays caused by regulatory concerns or internal compliance issues. This enables faster prototyping, testing, and scaling of AI solutions.

“

AI governance isn't just about compliance; it's a key enabler for business success. When done correctly, it offers distinct competitive advantages that can significantly accelerate innovation and enhance operational efficiency.

Lee Bristow, Director of Cyber & AI Governance at Saros Consulting



- ✓ **Enabling AI scalability:** AI projects typically begin as proofs of concept (POCs) or minimum viable products (MVPs). However, if governance is not carefully structured, it can stifle the ability to scale from a POC to full-scale production. The governance framework acts as a catalyst, allowing organisations to move seamlessly from one stage to the next.
- ✓ **Strategic planning for future growth:** Poor governance can “stall everything” and hinder the ability to scale AI systems or introduce additional workloads. Proper governance ensures that as the organisation grows and its AI solutions evolve, the necessary structures are in place to support this growth.
- ✓ **Long-term benefits:** Good AI governance contributes to sustainable innovation. It provides a clear pathway to scaling AI deployments, minimising regulatory friction, and ensuring alignment with global standards. These strategic advantages are critical for gaining a foothold in competitive markets and ensuring continued success in the AI-driven economy.

With governance in place early, organisations are not only positioned to comply with emerging regulations but also set up for operational success, driving forward both innovation and scalability.

Organisations using a structured framework like ISO 42001 are better positioned to scale AI safely, especially across multiple geographies and business units.

What Are The Best Tools For AI Risk Management?

To use AI confidently and responsibly, organisations need robust tools and frameworks to manage risk.

In the webinar, our expert Lee Bristow groups these AI tools and frameworks under two distinct layers of control - business controls and operational controls.

Business Controls:

- ✓ **AI policy:** Develop an AI policy, which will be your foundational tool to set organisational standards for AI use.
- ✓ **Management systems:** Implement recognised standards like ISO 42001, which focuses an organisation's approach on lifecycle controls, inventories, policies, and stakeholder input.
- ✓ **Inventories:** Maintain AI system and dataset inventories.
- ✓ **Policy frameworks:** Develop policies for copyrights, roles and responsibilities, AI lifecycle management, and audit trails.

Operational Controls:

- ✓ **Observability tools:** Use platforms like Fiddler AI for model monitoring.
- ✓ **Compliance Software:** Tools like Risk Copilot help with EU AI Act compliance.
- ✓ **Governance Risk and Compliance tools:** Use platforms like LogicGate to align risks with objectives and define risk tolerances.
- ✓ **Ethics frameworks:** Consider IBM's AI Fairness and the Ethical OS toolkit.
- ✓ **Tool integration:** Leverage platforms like Microsoft Azure or Amazon SageMaker for development and deployment.

Saros is ideally placed to help you choose tools that align with your strategic objectives and intended AI use cases, and all within the ISO 42001 standard.

Challenging Assumptions About AI Regulation

Regulation stifles innovation

One of the most ill-informed assumptions in policy and boardroom discussions is that AI regulation stifles innovation.

The truth is that clear, forward-looking regulation creates certainty, levels the playing field, and encourages responsible innovation. Rather than slowing growth, well-designed frameworks ensure that innovation happens within boundaries that protect people and promote fairness.

AI governance is bureaucratic red tape

Governance is the foundation for sustainable AI use. It ensures ethical innovation, risk resilience, and long-term success.



Governance can be built in silos—legal in one corner, IT in another, HR in a third

Effective AI governance depends on cross-functional collaboration from day one. Only by having legal, HR, IT, and business leaders in the same room, working from a shared understanding, can you achieve alignment and scale. With its focus on leadership commitment, ISO 42001 solidifies that unified approach.

Governance is inflexible

Good governance is flexible. Unlike static legal fields like product safety, AI governance must evolve alongside rapidly changing technology. The best frameworks are built to adapt, not constrain. This is particularly important in jurisdictions like the EU, where governance structures must keep pace with technological innovation to avoid creating bottlenecks.

Governance is a one-and-done exercise

Organisations should not treat AI governance as a one-time compliance exercise. Instead, they should view governance as a continuous, evolving process.

Organisations should create cross-functional governance teams involving legal, technical, operational, and ethical expertise and revisit governance frameworks regularly to reflect changes in regulation, markets, and AI capabilities.

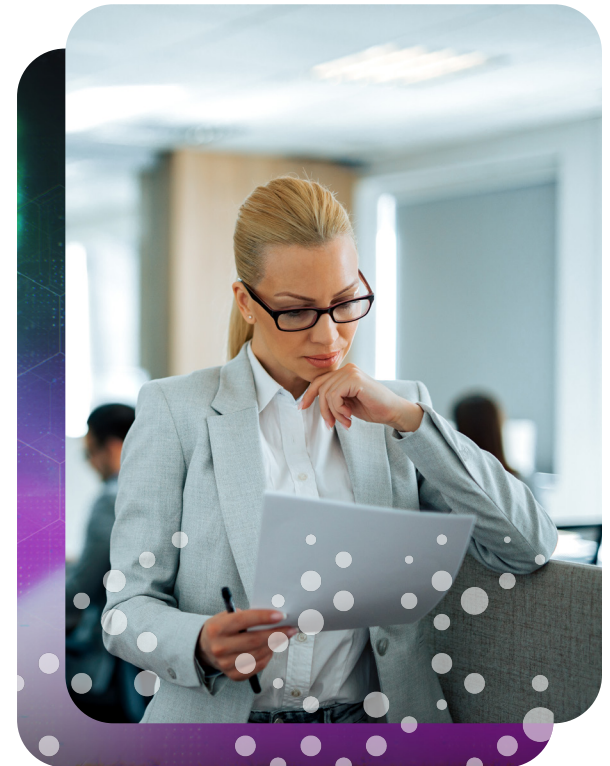
Conclusion

AI regulation is no longer just a compliance issue—it's a cornerstone of modern business strategy. Companies that lead on AI governance will gain a meaningful advantage in trust, innovation, and global market access.

Start today. Align your AI strategy, invest in governance, and unlock the full potential of responsible AI.

Want to discuss your AI strategy? Our expert team offer tailored AI governance roadmaps, implementation accelerators, and ISO compliance assessments.

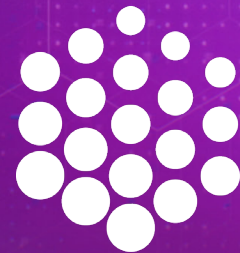
Book a free strategy session with our ISO-certified AI governance experts.



We make the Complex Simple.

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