

Driving Growth and Innovation with AI & Big Data

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Nov 2018

1 What and Why of AI? Why Now?

2 How is it Being Put to Work?

3 What are some Best Practices?

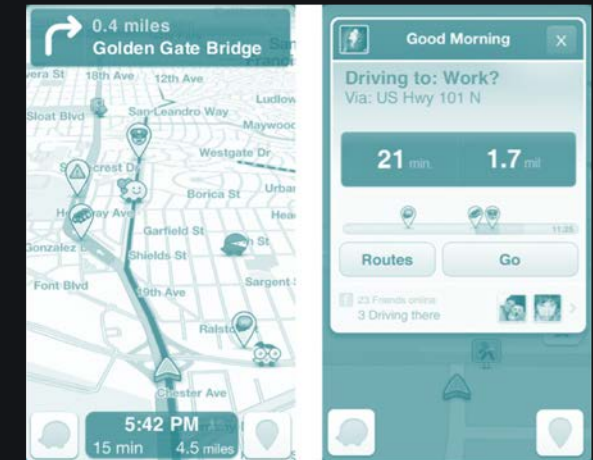
What most people think of AI



The Real Power of AI = Humans + Machines

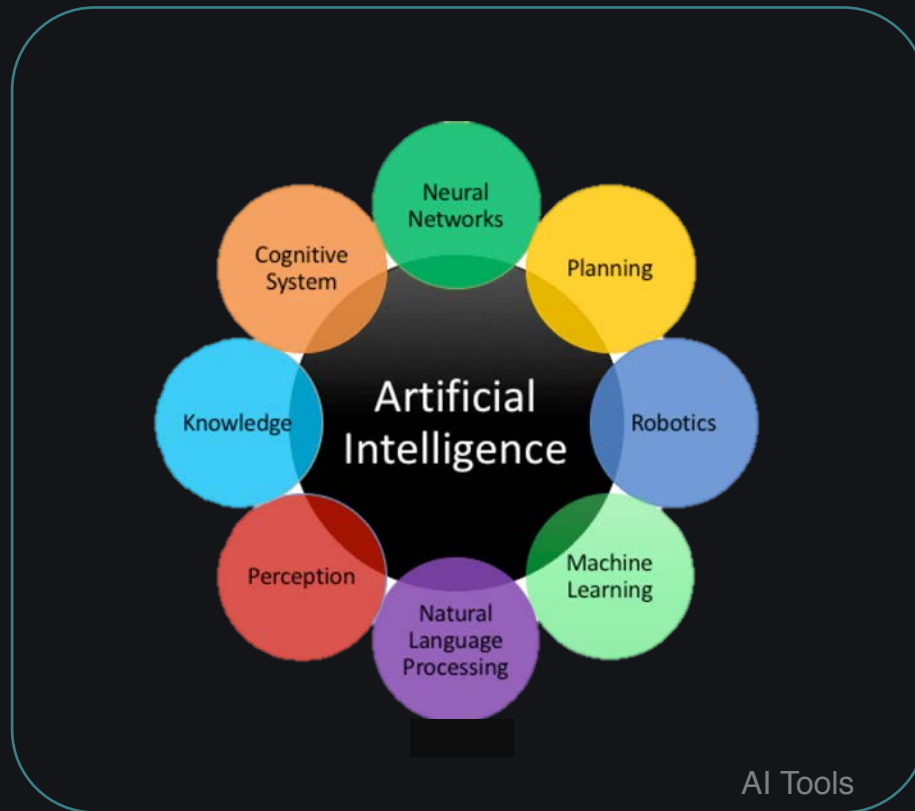


AI = Augmented Intelligence
(Man + Machine and NOT Man vs Machine)

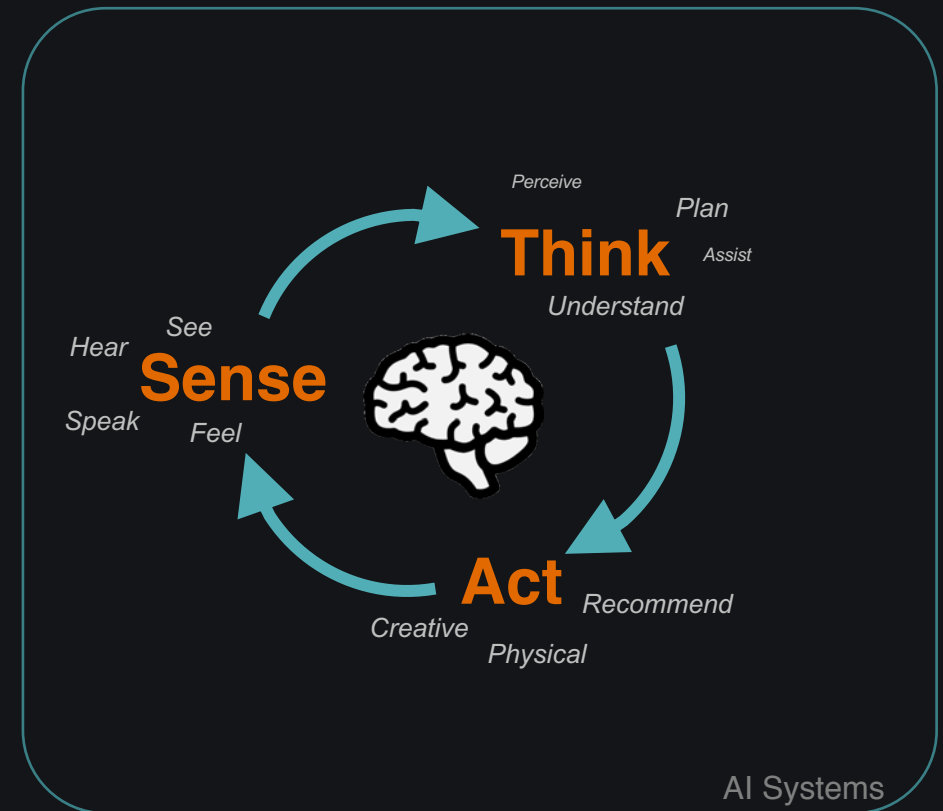


“Think Iron Man JARVIS not H.A.L”

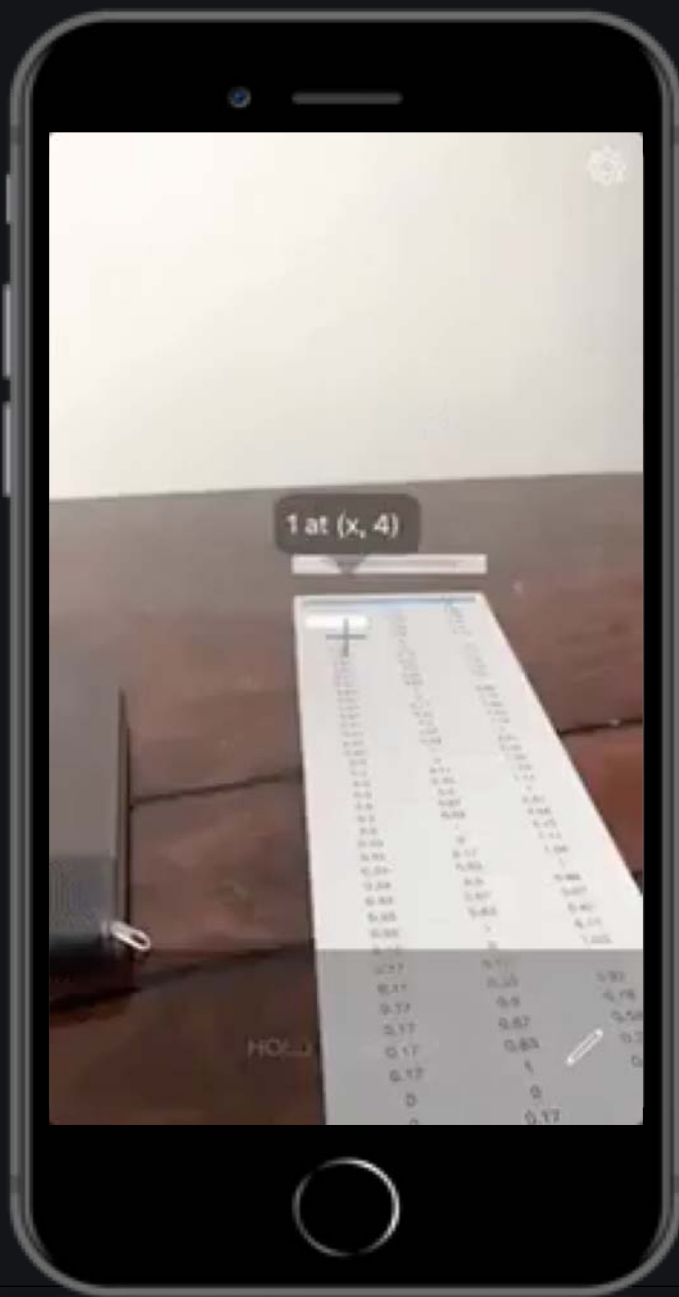
Artificial Intelligence Defined



“Science and engineering of making intelligent computer programs/machines that learn from patterns”

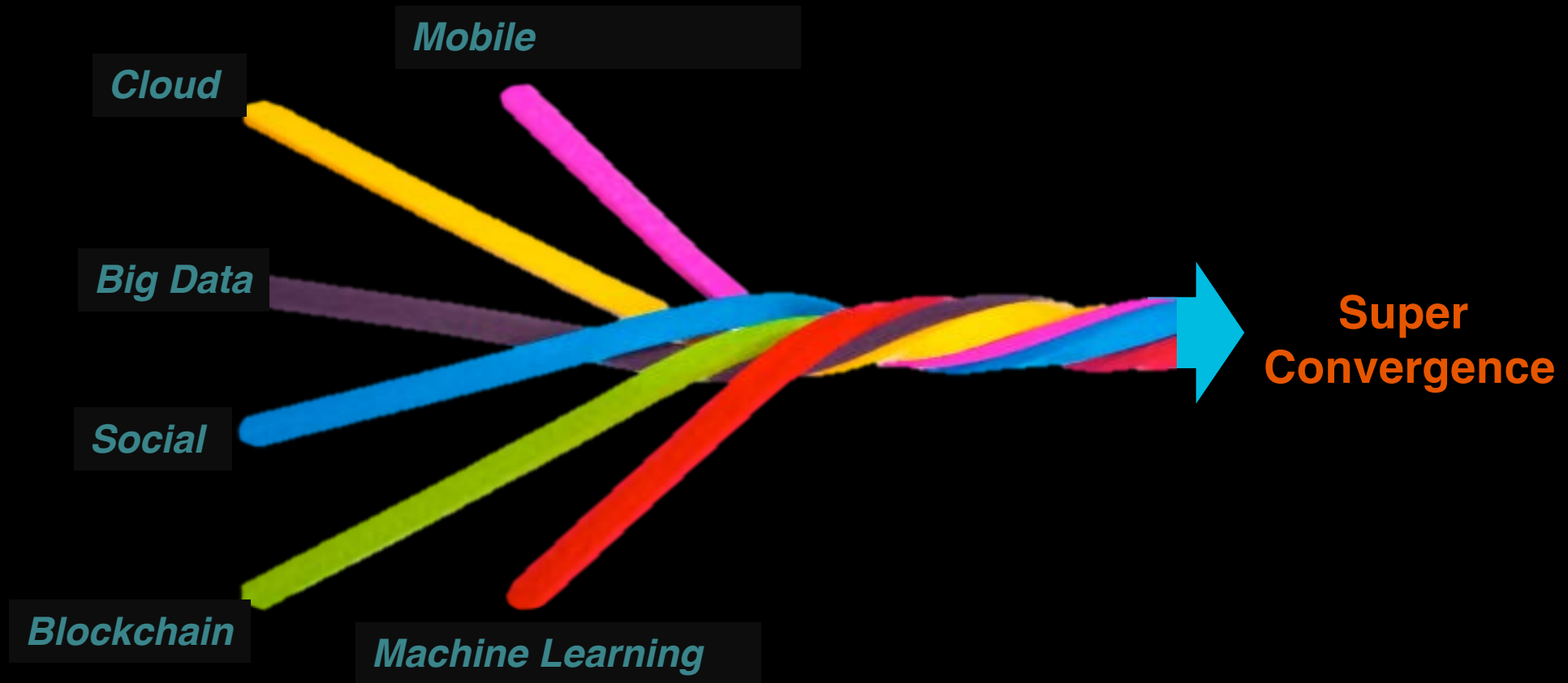


“Systems that emulate how humans sense, think, act, and learn”

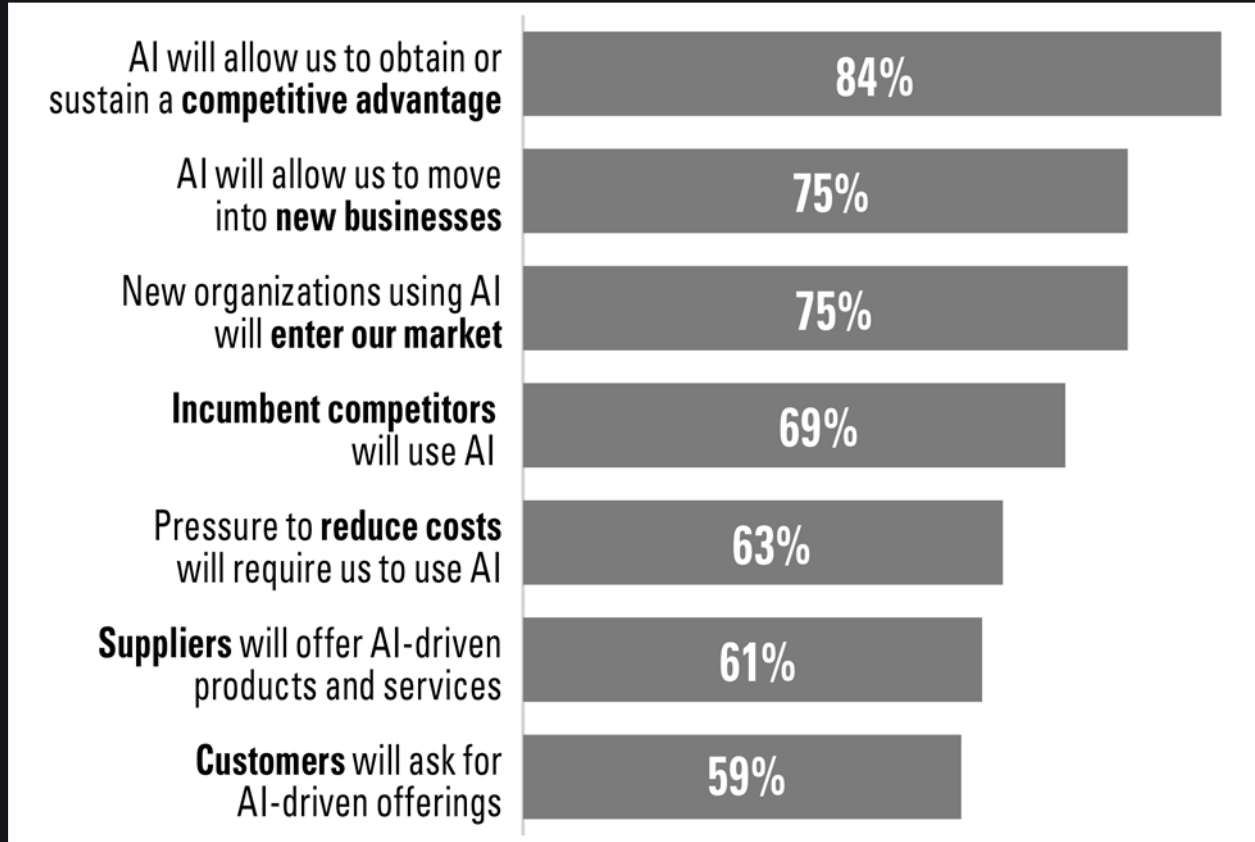


MD Anderson
~~Cancer~~ Center®

AI is being fueled by a data + tech super convergence



Why is it important?

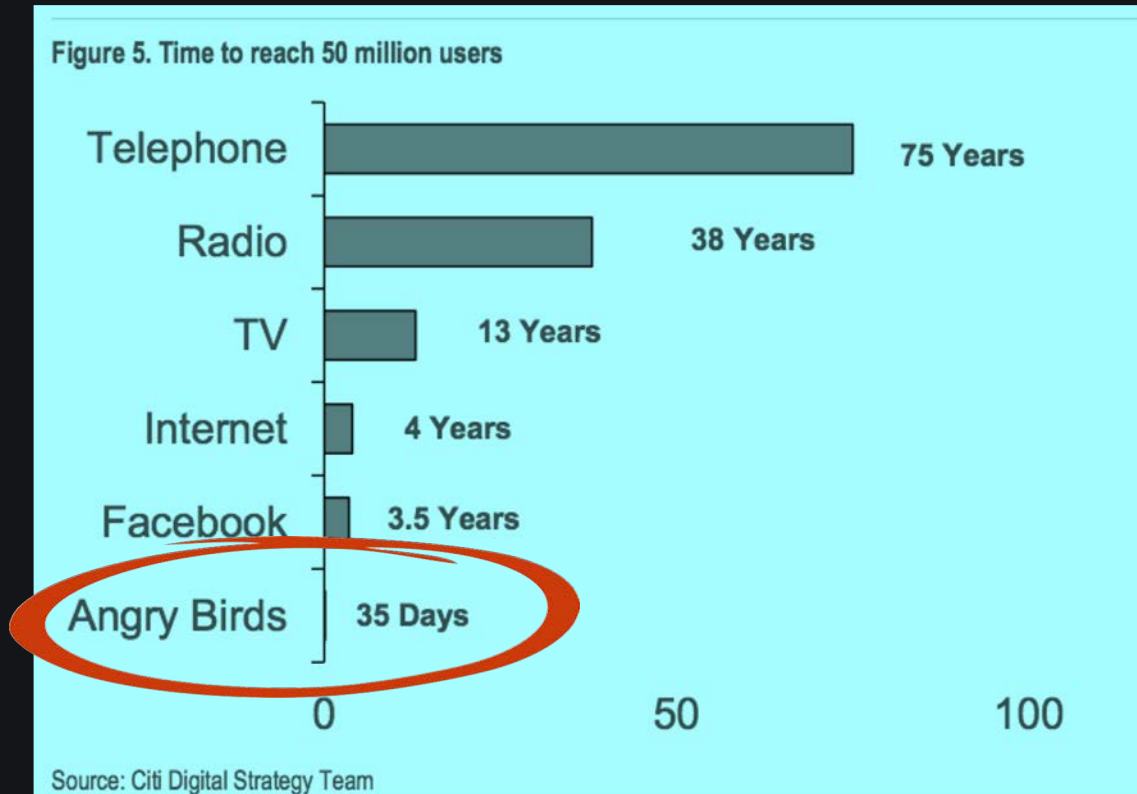


AI and digital are powering powerful business disruption

- World's largest taxi company has no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telco infra (Skype, WeChat)
- World's most valuable retailer has no inventory (Alibaba)
- World's largest movie house owns no cinemas (Netflix)

These are ALL technology companies that engage customers brilliantly!

And it is occurring at an accelerated pace



Pokemon Go → 14 days

1

What and Why of AI? Why Now?

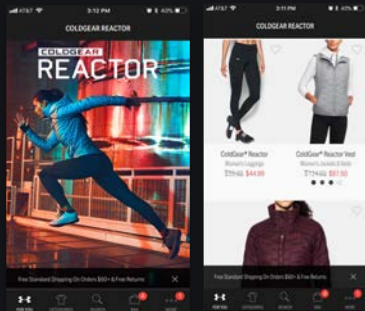
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How is it Being Put to Work?

3

What are some Best Practices?

Case 1: Global Retailer



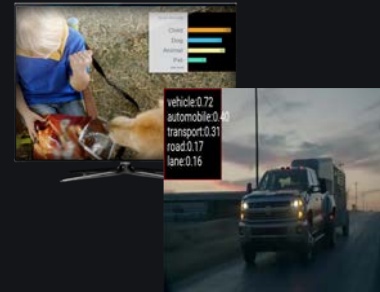
AI Powered
Customer Experiences

Case 2: Healthcare Company



AI Powered
Process Intelligence

Case 3: Media & Entertainment



AI Powered
Product Intelligence

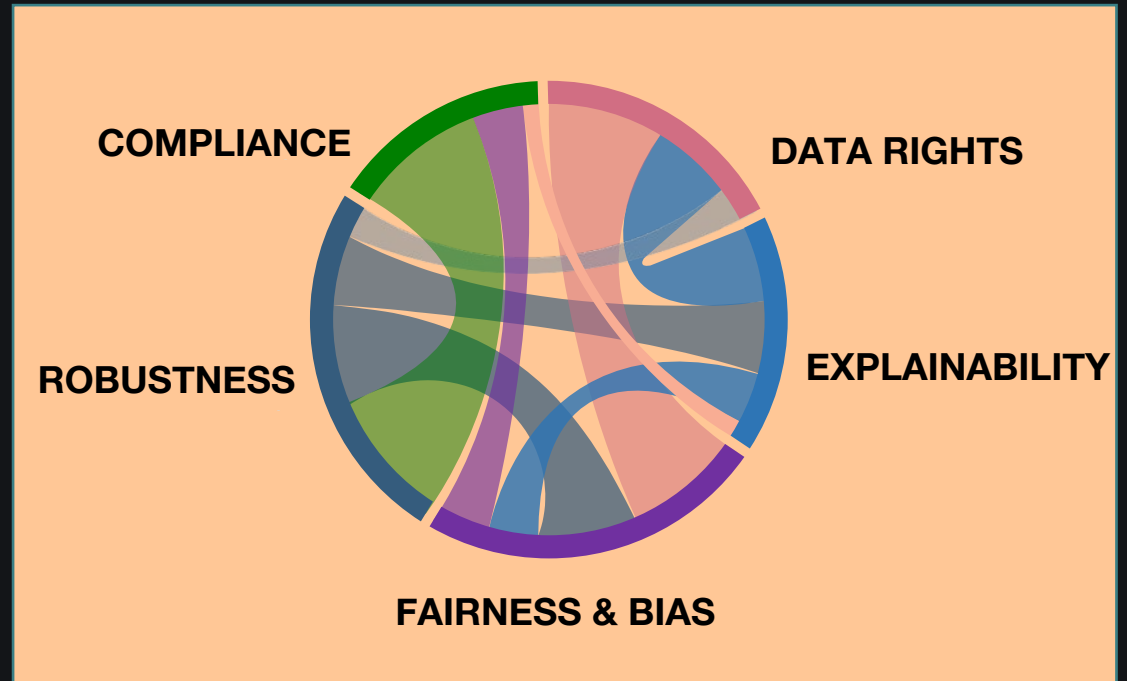
Case 4: Global Bank



AI Powered
Customer Engagement

Risks of AI

*“I’m increasingly inclined to think that there should be some regulatory oversight, maybe at the national and international level, just to make sure that we don’t do something very foolish.” — **Elon Musk***



CognitiveScale
Responsible AI Framework + AI Ethics Switch

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Good practices for operationalizing AI



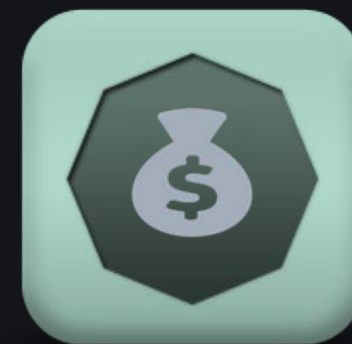
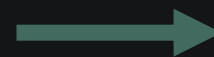
EDUCATE

- What is AI and what it is not
- Business led, outcomes driven



ACTIVATE

- 90 day sprints with \$300k-\$500k
- Engage, learn and transfer skills



SCALE

- AI Center of Excellence
- Your Data and AI Ecosystem

Educate: AI is very poorly understood and implemented

1. AI is either going to kill me or take my job away

Opportunity for augmenting jobs is way larger than replacement of humans with AI. 8m vs 1.2 billion.

2. Big Data and Analytics are AI

These are used in AI. Similar to senses. Sensing more does not automatically make you more intelligent.

3. NLP, Machine Learning and Deep Learning are AI

These are just tools for complex pattern recognition. Like equating a fuel pump to a car.

4. Robotic Process Automation (RPA) is AI

RPA handles rule-based work and structured data inputs and not judgement-based work with unstructured data.

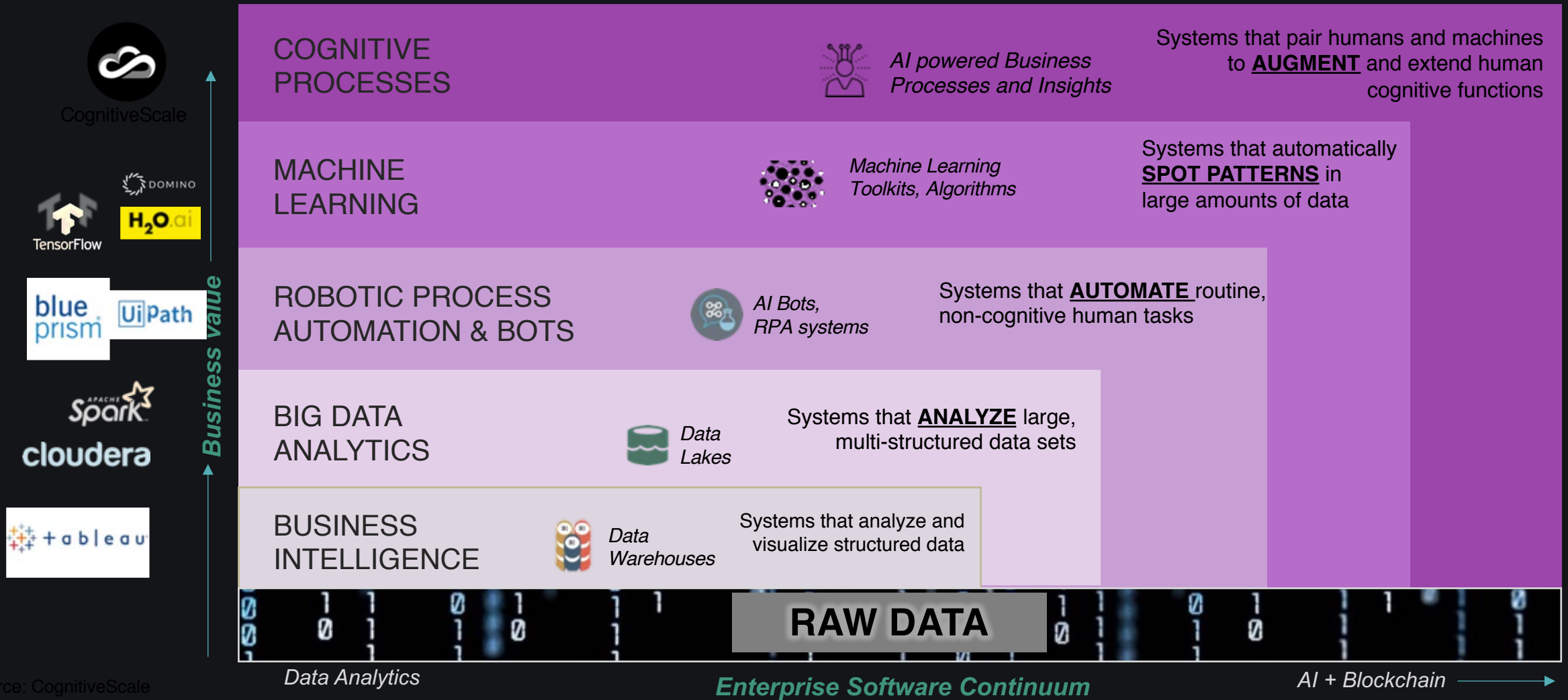
5. Data Science platforms alone can achieve great results

Models alone are too brittle. Large gap between data science workflow with software devops workflows.

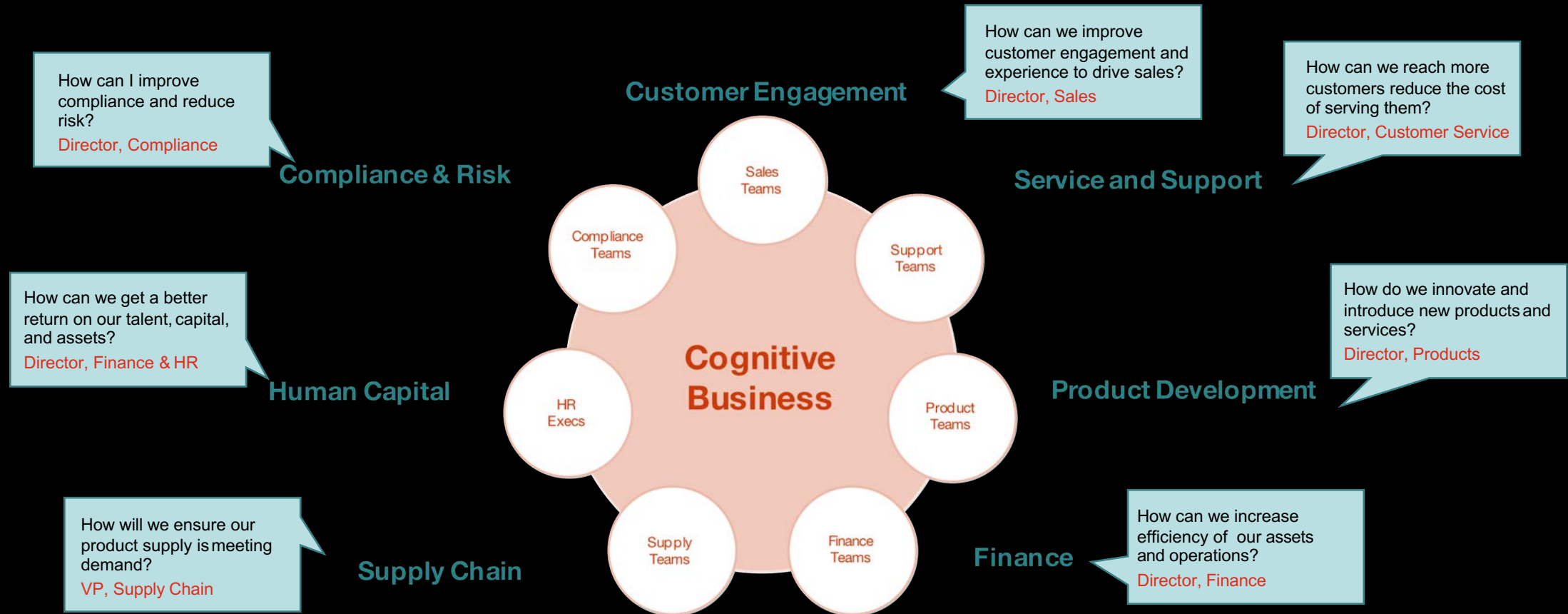
6. Enterprise AI can be an opaque Black box

99+% of AI startups operate AI as a Black box. Their AI is not explainable and not compliance ready

Educate: Market Landscape of Data and AI Companies



Activate: AI will transform every business process



Scale: Ecosystems for Accelerated Innovation



Make AI adoption an imperative for your business

➤ Your Customers Will Care

Most customers will be able to discern between an AI-powered interaction with a company and one that hasn't made the leap.

➤ Your Employees Will Care

Future talent will be able to discern between AI-powered employment opportunities and the traditional kind for a better career in the future.

➤ Your Investors Will Care

Investors are already discerning returns between AI and non AI enabled organizations. Just like more informed people tend to do better in life.



Thank you!