



How to Make ARTIFICIAL INTELLIGENCE Work for Your Organization



Automatic, rapid learning

through pattern recognition and data processing, after an initial input from human intelligence. Artificial Intelligence (AI) simplifies important but time-consuming tasks, allowing employees to focus their energy onto higher-value work.

Insight is considered
a new
currency;



AI scales that insight, creating
transformational impact.

Machine Learning (ML)

uses neural networks and statistical analysis to find *hidden insights* in data without explicitly being programmed for where to look or what to conclude. It automates building analytical models.



Deep Learning (DL)

develops *self-learning capabilities* from big data, using huge neural networks with layers of processing units. Common applications include image and speech recognition.



Natural Language Processing (NLP)

is the ability of computers to analyze, understand and generate *human language*, including speech.



Industry-Specific Use Cases of AI



Healthcare

- Drug discovery
- Medical imaging
- Robotic surgery
- Management of medication

Retail & E-Commerce

- Chatbots
- Recommending products to users
- Ad placement based on user behavior



Banking & Finance

- Processing applications for loans
- Recommending relevant investment decisions
- Detecting fraudulent transactions



Logistics & Transport

- Self-driving vehicles
- Optimizing public transport systems
- Supply-chain management

Real Estate

- Opening opportunities for clients, brokers, and agents
- Chatbots on real-estate company websites and apps



Manufacturing

- Product design
- Equipment maintenance --> *predicting malfunctions*
- Workforce planning
- Packaging and sorting products
- Robots that work with human employees

With AI, you can:

- ✓ Speed-up tasks and strengthen employee *productivity*.
- ✓ Generate *valuable leads* and opportunities, in B2B, B2C, and D2C businesses.
- ✓ Obtain a *competitive edge* through brand-awareness and efficient customer management. Gartner says **75%*** of business and IT professionals would continue or start AI initiatives as their organization's post-pandemic's reset stage came about.

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to know more about how we can help drive your **organization's digital transformation** to gain a competitive advantage

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