

Another reason to adopt AI



Artificial Intelligence (hereafter AI) is the new big thing, since the Internet. AI is transforming how we interact and express ourselves daily, and AI enabled applications are being developed and deployed for almost any scenario. Interestingly, our user experience with AI enabled systems is a more *natural* one: We use our voice, our shape or other bio features to communicate and to interact with them; we share feelings and we let them handle matters that we should have been, otherwise, processing: Simply said, *we live together*.

It's been said countless times, our interaction with computer systems has generated a huge amount of data, which has demonstrated to be worth exploring. With AI, and using Machine Learning (hereafter ML) technique, computer systems are trained to solve problems, by learning from past experiences.

In fact, science data teaches us that our brain learns from our experiences; it then uses such learnings to handle ongoing and upcoming events. In other words, our brain continuously processes and saves relevant data from past experiences. Then, it continuously and proactively suggests actions (and emotions) that will get us through any given scenario¹. This is where it becomes interesting: Nothing is *hard wired* or preprogrammed. Human intelligence is closely tied to our brain's learning abilities.

Similarly, Machine Learning technique mimics the brain's approach: Data is continuously processed, in search of the best outcome for a given scenario. The proposed solution always stems from the ongoing analysis of both the data and the scenario. When applied to the business world, we can safely affirm that the relevancy of a solution for a given scenario, will not only rely on the programming skills of the developers, but very much on the quality of the data being analyzed. Given that only 20% of world's data

CATEGORY

Artificial Intelligence
Machine Learning
Communication
Transformation

WEBSITES

www.clickom.ca
myblog.clickom.ca

PREVIOUS ARTICLES

- Jan. 2018
Farming job will disappear by 2024
- Dec. 2017
Net neutrality: Should you worry?
- Nov. 2017
Ethics in Artificial Intelligence

¹ Ref. Lisa Feldman Barrett (How emotions are made | www.lisafeldmanbarrett.com)

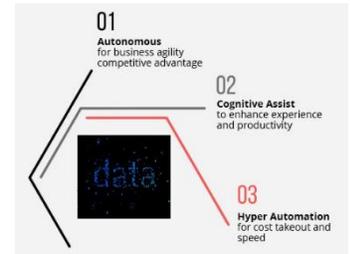
is searchable², it means that the remaining 80% resides within established businesses and private data repositories. Companies therefore are sitting on value that is waiting to be explored.

Let me illustrate using Waymo®, Google's self-driving platform: "*(Waymo) fleet has self-driven more than 4 million miles, mostly on city streets (for comparison, that would take the average American driver nearly 300 years to complete). We (Waymo) rely on 4 million miles of real world experience to teach our cars to navigate safely and comfortably through everyday traffic*"³. It appears that learning from quality data, is vital for the company's self-driving platform performance.

Another illustration is the ClickNews platform, developed by Clickom, and which is more than a newsletter. The ClickNews analyses communication patterns and data, which are then saved in an organized manner. Later this year, we'll be launching our next version of the ClickNews platform, which is AI powered. The new ClickNews is designed for a smart and interactive newsletter experience. With each release, recipients have the opportunity to explore topics of interest, while our clients are given the opportunity to build better and more reliable relationships.

As stated here above, AI is significantly transforming how we interact with computer systems and it is reshaping our experiences in a variety of contexts. Businesses AI goes beyond data, organisation (most likely) already own. It's about the ability to think at the best level possible for and with your business. If well trained (good algorithms and quality data), your AI platform will know it all about your business. Therefore, it will always operate to protect the business and to sustain its growth. Hence another reason to adopt AI.

Visit us at www.clickom.ca/cnews.php to learn about the ClickNews or contact us at busdev@clickom.ca to share about your business challenges. We are here to help



Productivity growth from automation

0.8 to 1.4%

2015-2065

Adoption of robotics, artificial intelligence, and machine learning could give a bounce to the global economy, at a time of lackluster productivity growth and aging in many countries



Source: McKinsey Global Institute analysis
© McKinsey & Company

#Automation

...by POMfils | POMfils@clickom.ca | myblog.clickom.ca | www.clickom.ca | February 15, 2018

² Stated by IBM Chief Executive Officer, Ginni Rometty in an interview conducted on Sept. 13 in New York City by Bloomberg Businessweek Editor Megan Murphy, and which excerpts from their discussion, appeared in the Sept. 25, 2017, edition of Bloomberg Businessweek

³ From www.waymo.com

