

Hvordan Benytte AI for å fremme vekst i virksomheten

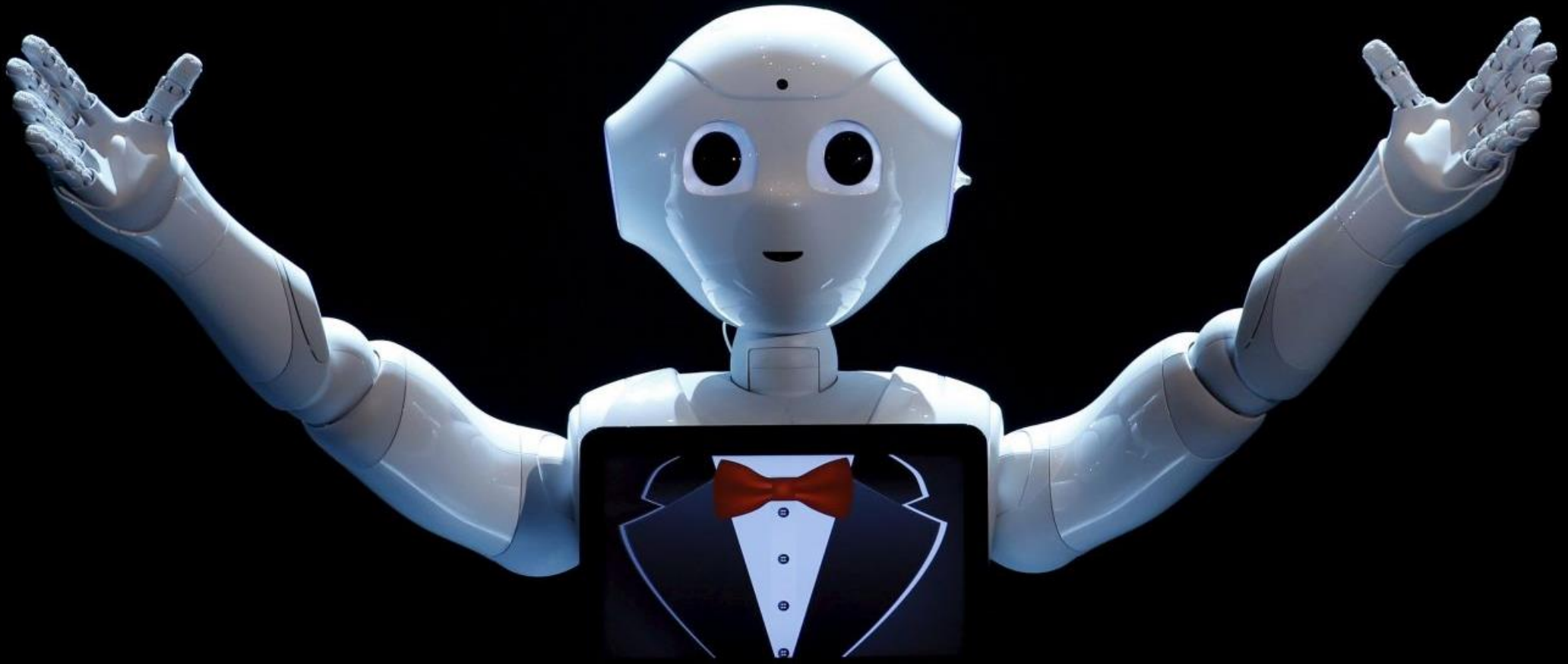
Magnus Revang
Research Vice President
Gartner

Paradigm Shift: In Today's Screen-Based Paradigms ...

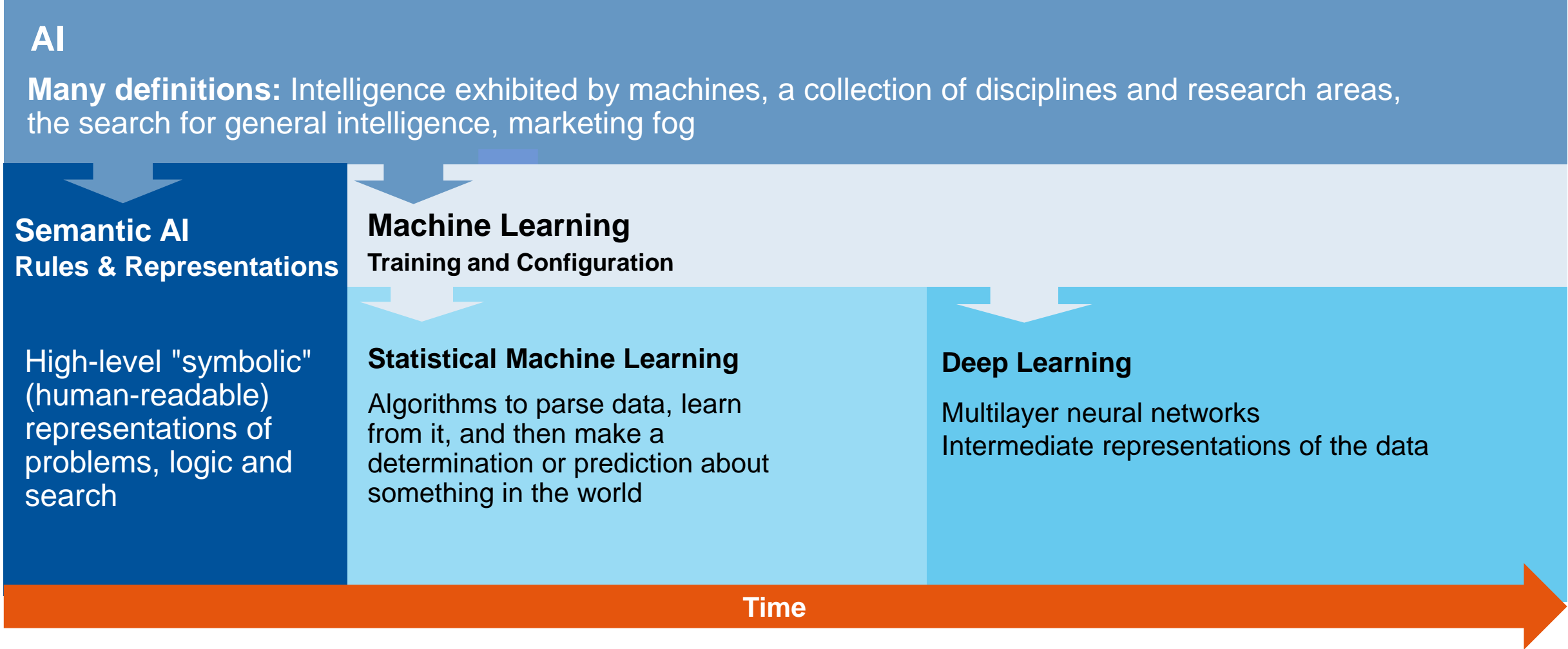


... the user is
an operator
of technology

Technology is an agent
for the user



AI Is a Diverse Set of Technologies and Approaches





**You probably think
you're behind on AI,
but you aren't.**



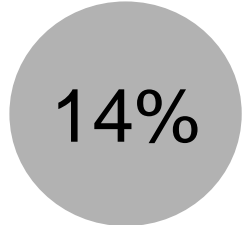
**Few CIOs says they
employ AI today.**



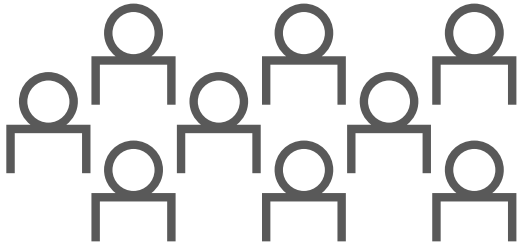
**But CEOs think it's the
most important
advanced technology.**

Be Patient! You're Not As Far Behind As You Might Think

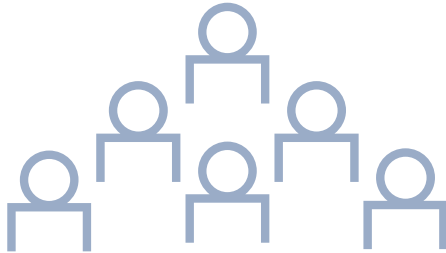
Percentage of Respondents



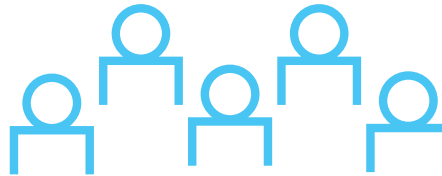
No interest



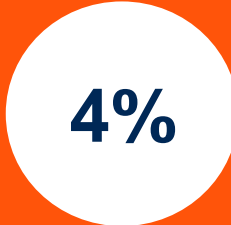
On the radar, no action planned



In medium- or long-term planning



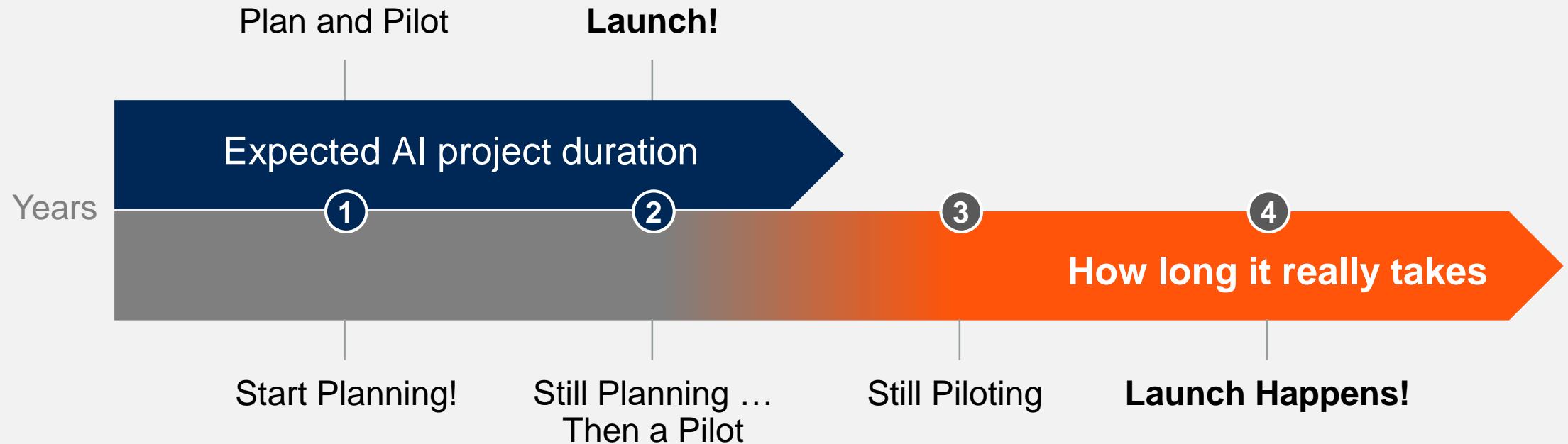
In short-term planning/actively experimenting



Have already invested and deployed

Q: What are your organization's plans in terms of artificial intelligence?
Base: All Answering, n = 3.138
Source: Gartner 2018 CIO Survey

AI Suggests a Strategy, Because It's a Long Effort



Base: Answered artificial intelligence (AI) section and in the planning phase, n = 176
Q: How long, from your organization's initial investment to project launch, is this AI project projected to take?
Q: And, do you think that your organization will accomplish this AI project, it is projected to take?
Base: Answered artificial intelligence (AI) section and in beyond the planning phase, n = 714
Q: How long did it take from your organization's initial investment to when your organization first piloted this AI project?

Challenges in Adopting AI

What's holding organizations back on AI?

79%

Fear of the unknown

Value measurement
24%

Risks/Liabilities
32%

Understanding
what AI is
20%

Security/Privacy
37%

Governance issues
20%

Lack staff skills
23%

Enterprise maturity

40%

Enterprise maturity

Vendor strategy

48%

Integration complexity
33%

Confusion over
vendor offerings
20%

Strategy definition
30%

Finding funding
24%

Finding use cases
30%

Finding their starting point

63%

Base: Answered artificial intelligence (AI) section, n = 890

Q: What are the top three challenges to the adoption of artificial intelligence (AI) within your organization?

Risks of AI

Operational risk — Breakdowns in AI-cripple operations.

Financial risk — Developing reliable AI or fixing problems costs the enterprise a lot of money.

Information risk — Mistakes with AI cause bad data to propagate across enterprise systems.

Partner risk — Problems with AI damage relationships with ecosystem partners.

Privacy risk — Hacks or mismanagement of AI inadvertently reveals sensitive customer information.

Legal risk — New laws and regulations restrict the AI business practices or lead to heavy fines.

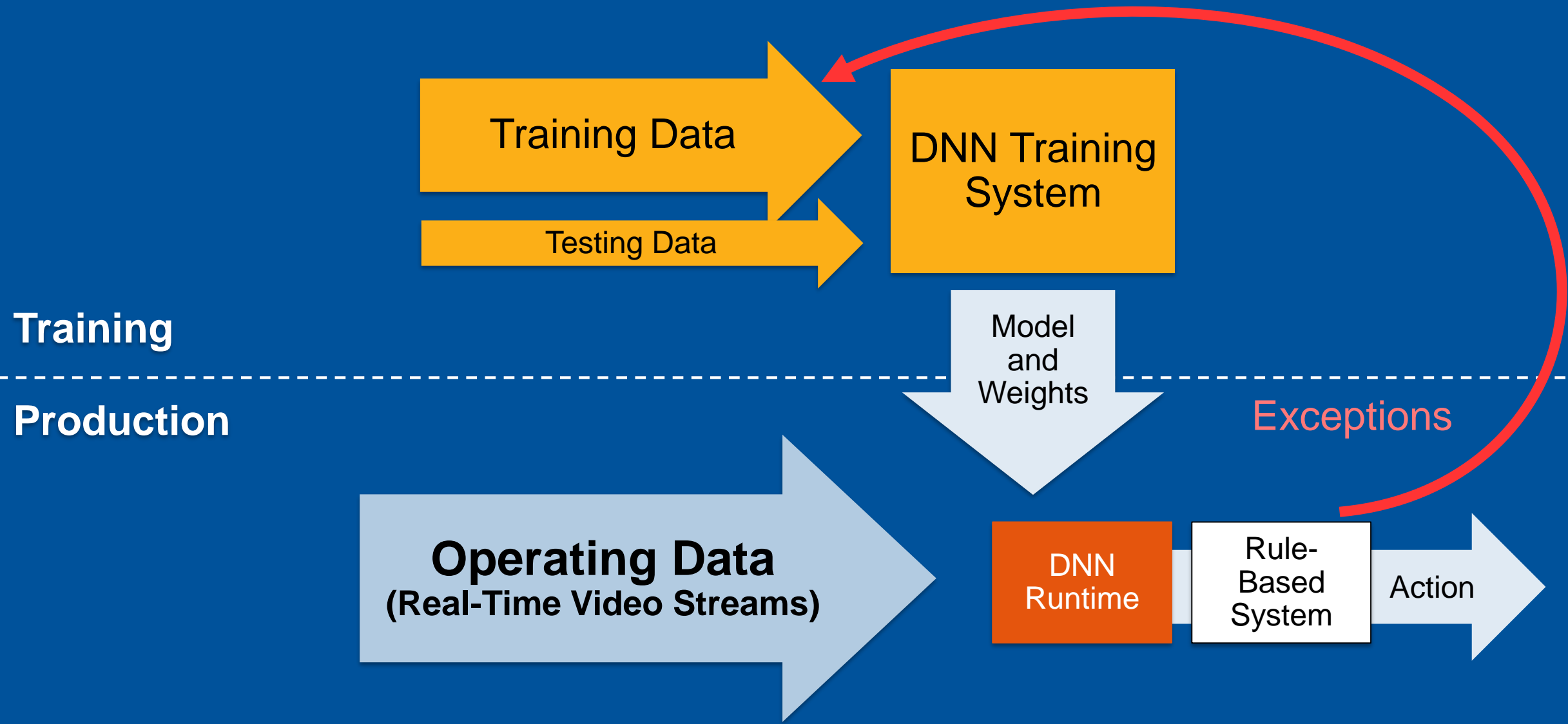
Brand risk — Mistakes involving AI damages the reputation of the enterprise and its products.

Geopolitical risk — AI could undermine social, economic and political structures.

Market risk — AI could fundamentally cripple or alter the enterprise's markets.

Communication risk — Public fears about AI make it difficult for the enterprise to offer positive AI solutions.

Deep Neural Network System Model



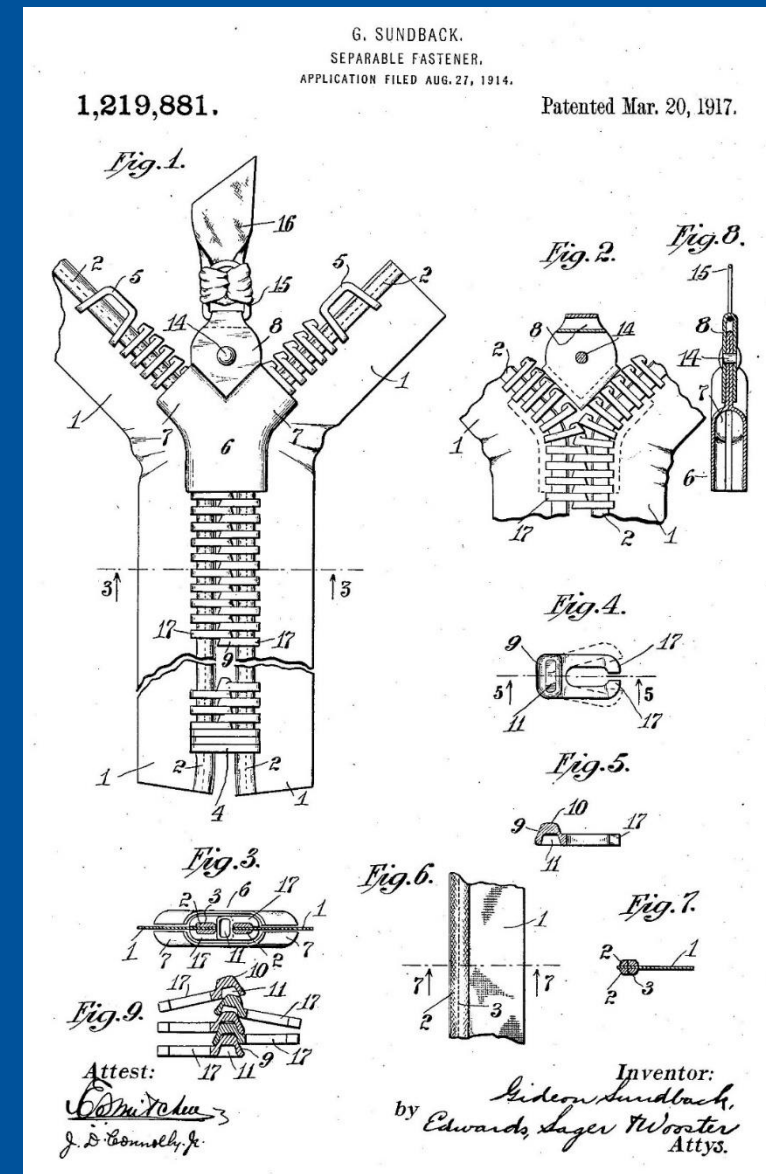
IP Australia – Proof of Concept

Industry: Government

Use Case: Classifying Patents to the right highly skilled specialist

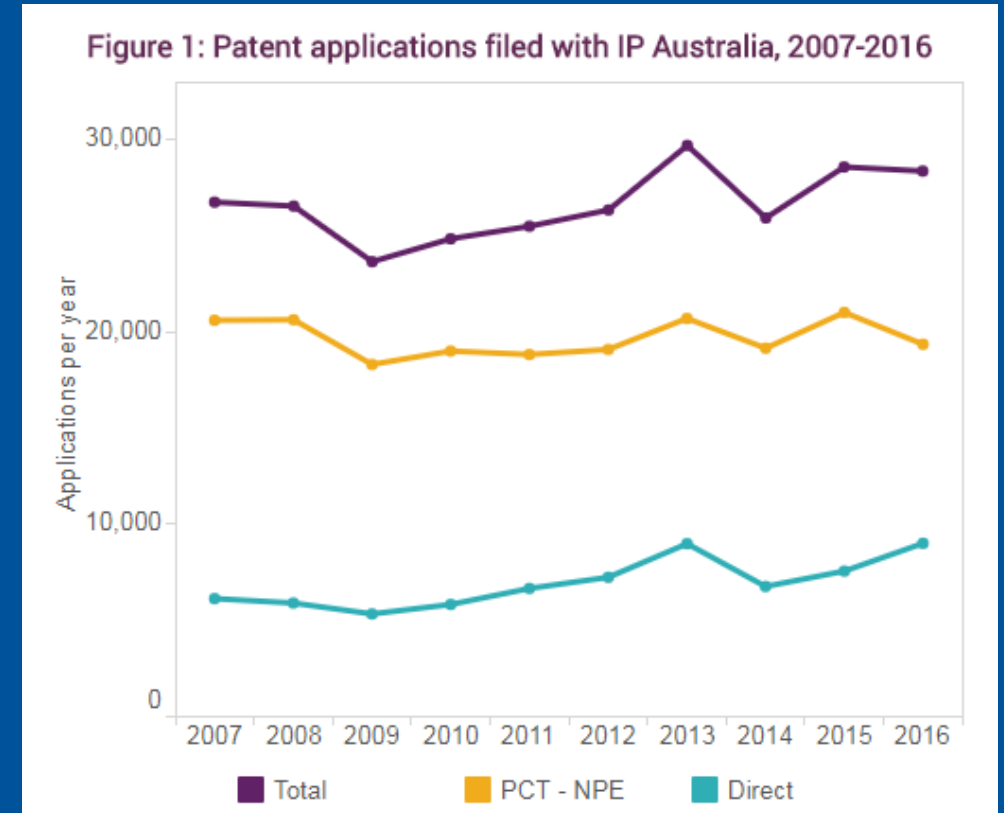
Expected Results: Reduction in staffing of semi-skilled workers doing manual classification

How: Proof of concept project using Azure Machine Learning, by a single graduate student, over the course of 4 months



IP Australia – from PoC to Production

- **Duration:** 1 year
- **Challenges:**
 - Security and Privacy
 - Integration
 - Tweaking of the Training Data
- **Launched in October 2017**

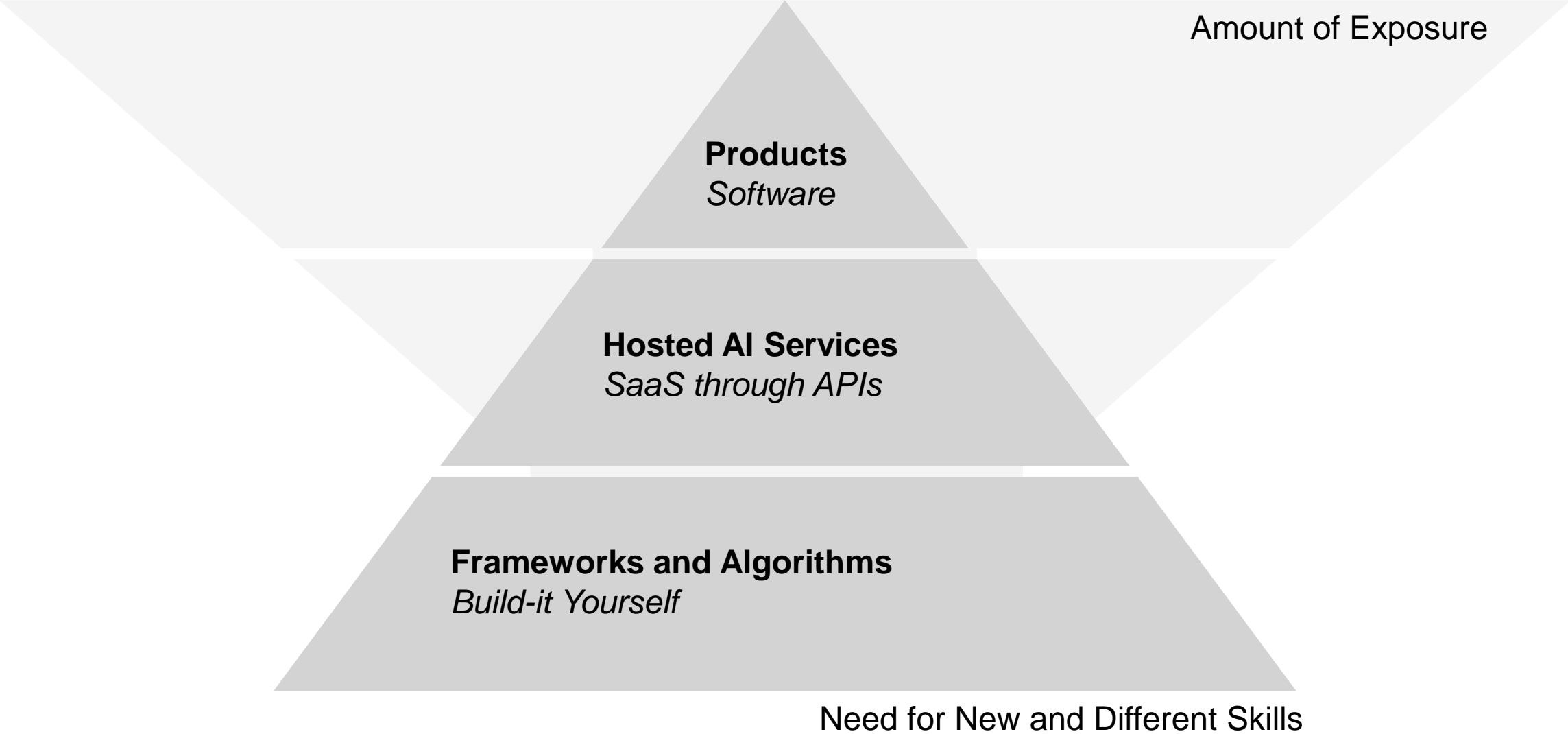


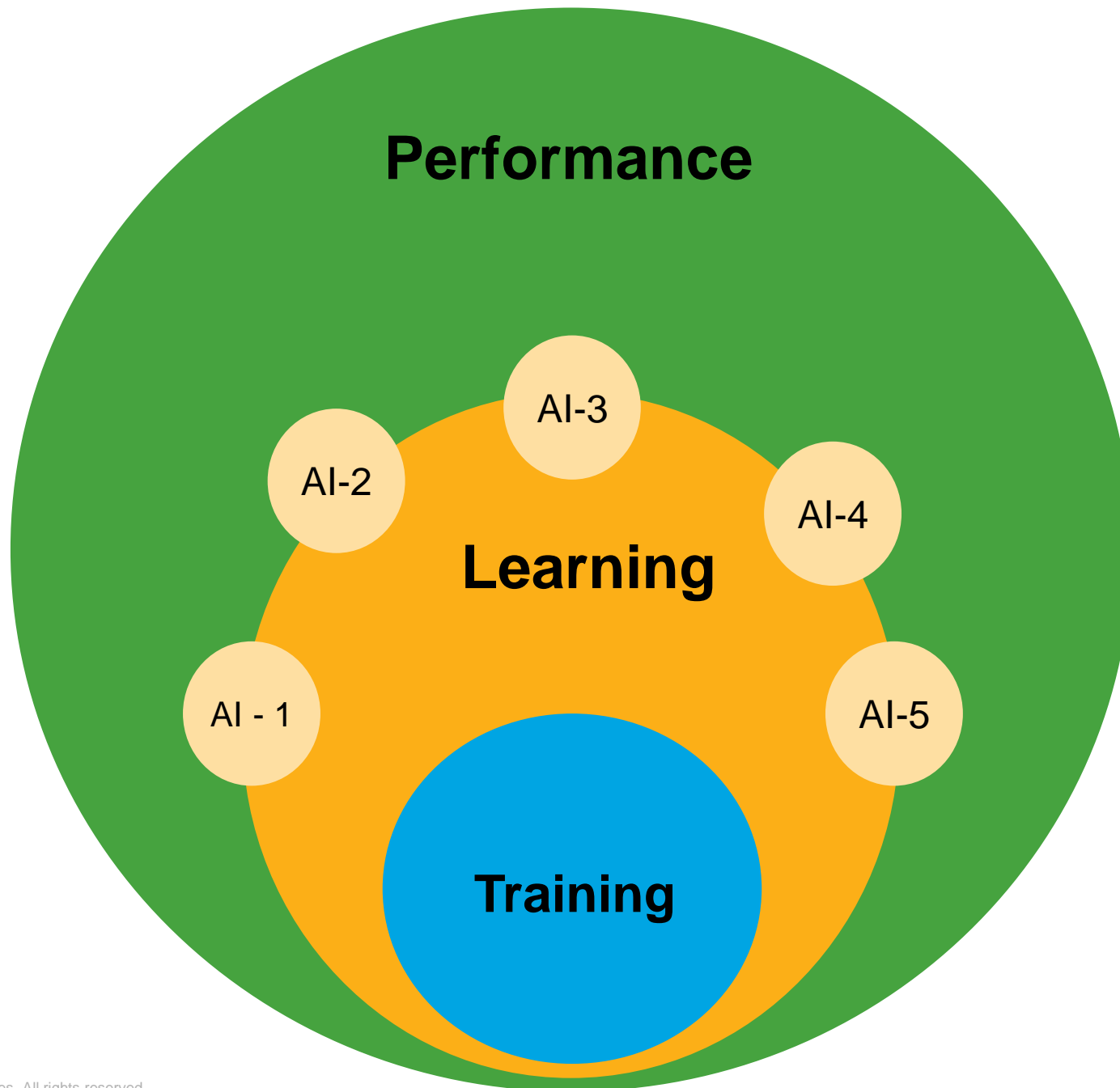
IP Australia – the Surprising Result

- **Expected Result:** Reduction in staffing of semi-skilled workers doing manual classification
- **Actual Result:** Vastly improved Customer Experience from Patent Applications being processed in a much shorter time – seen as a more important benefit than the cost reduction



Three levels of exposure





End users and vendors should view machine training and learning as different but complementary activities.

They are often conflated and placed in the hands of vendors.

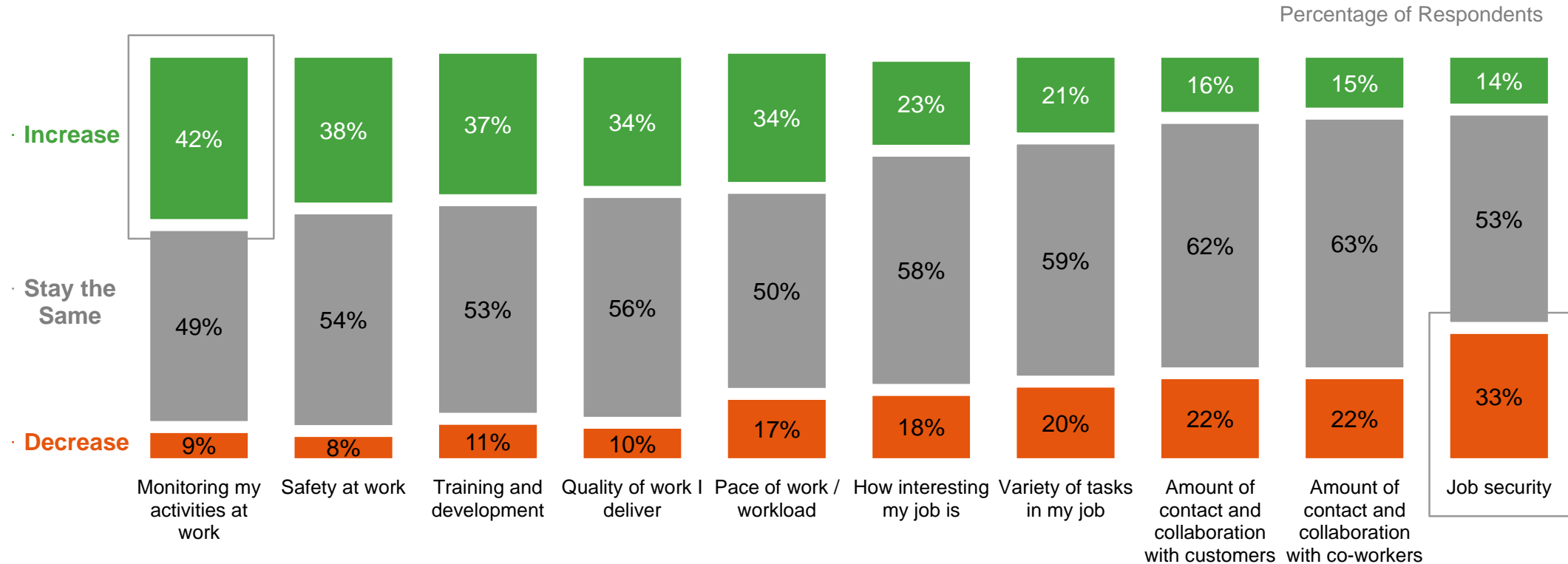
Questions we tell Clients to Ask "AI" Vendors

1. What does AI mean to you (the vendor)? How does this product fulfill that definition?
2. How is your product superior to current options that have no AI?
3. Once I have your product installed, how will its performance improve through AI?
4. How should I expect to devote staff and time to such improvements?
5. How can I see that will happen with data that is related to my project?
6. What data and compute requirements will I need to build the models for the solution?
7. What resources are available to gather and refine data that the AI solution can use such that its outcomes improve?

Avoid the People Mistake

Employees expect AI to change many aspects of their jobs

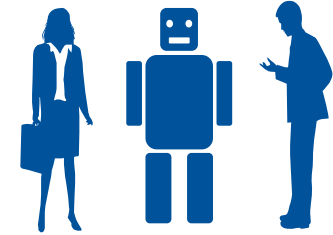
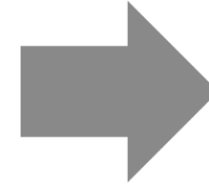
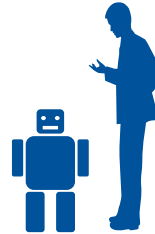
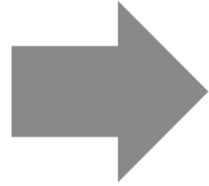
Expected Impact of AI in jobs



Base: Employed, n=2,708

Q20. What impact do you think AI will have in the following aspects of your particular job?

Manage the Human Relationship to AI and Robots



**Technology
as tool**

**Technology as a
subordinate**

**Technology as a
social peer**

Customer issues

- Trust, safety
- Attitude to "things" and "intelligence"
- Weaker personal relationships

Employee issues:

- New working practices and skills, deskilling of some roles
- Change in field workforce role from "heroes" to "replacers"
- Opaque systems and recommendations

All projects that deploys AI solutions for automation in the enterprise will need a change management project running in parallel

Action Plan

Tomorrow Morning:

- Demand that Leaders Responsible for Security, Privacy and for Integration will be ready for AI deployments by 1st of December

Next 3 months:

- Form a Center of Excellence to run proof-of-concepts opportunistically to learn and build skills

Before the 2019 is over:

- Put your first integrated AI project in production with a parallel People Project – become a leader, not a follower
- Together with HR, revise HR and hiring strategies for impact of AI