



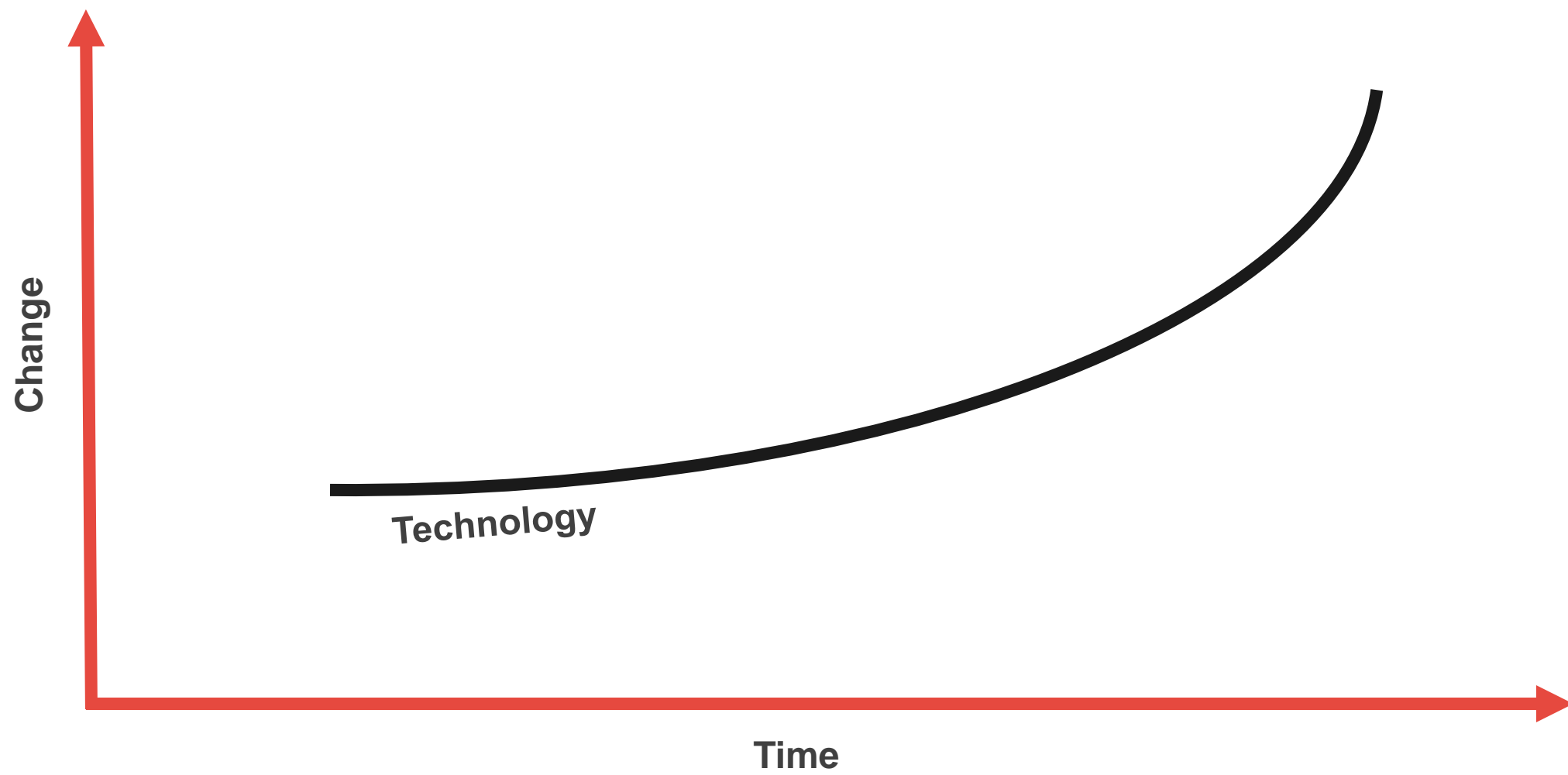
Julija Pauriene
AVO Consulting

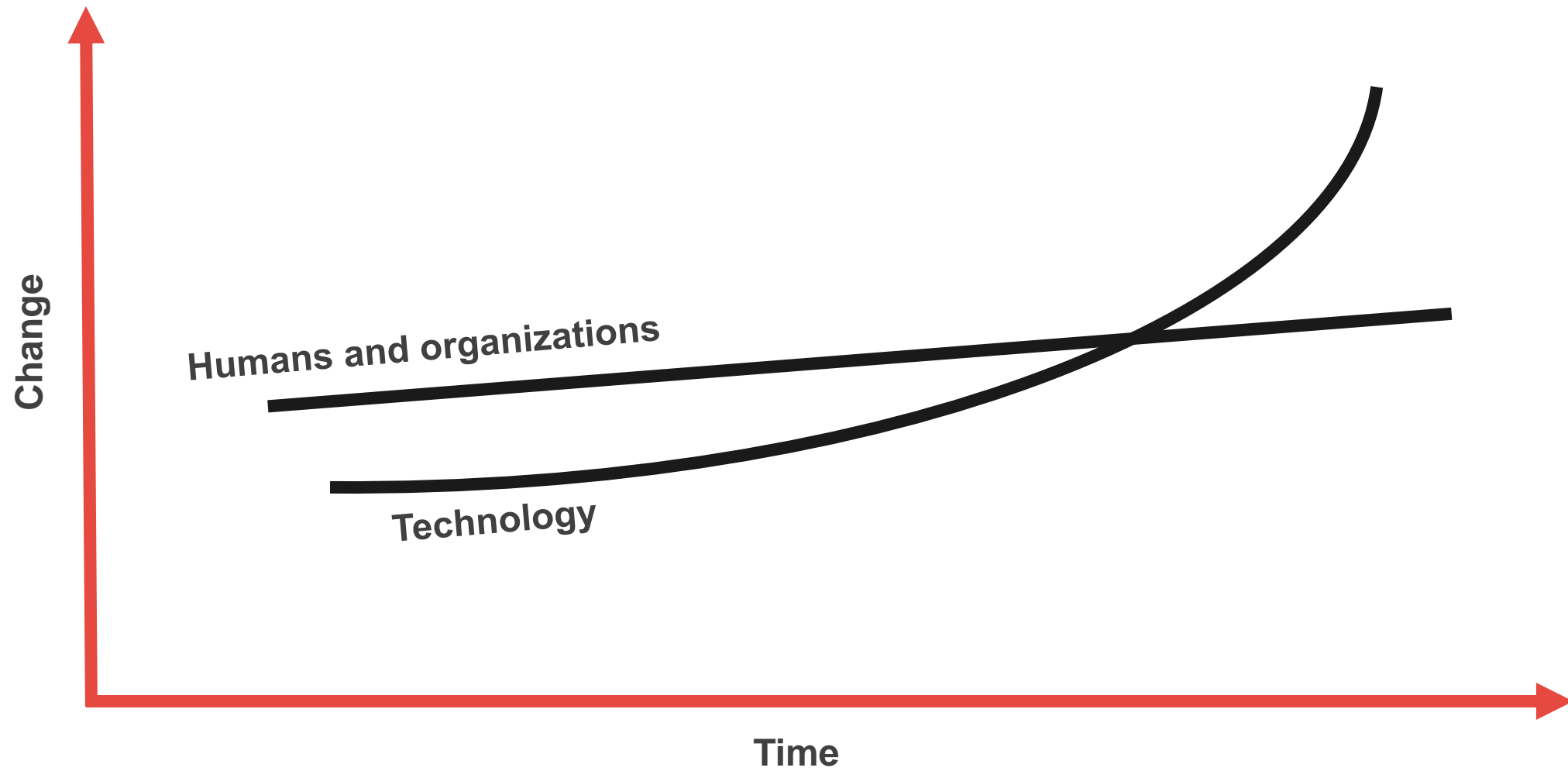


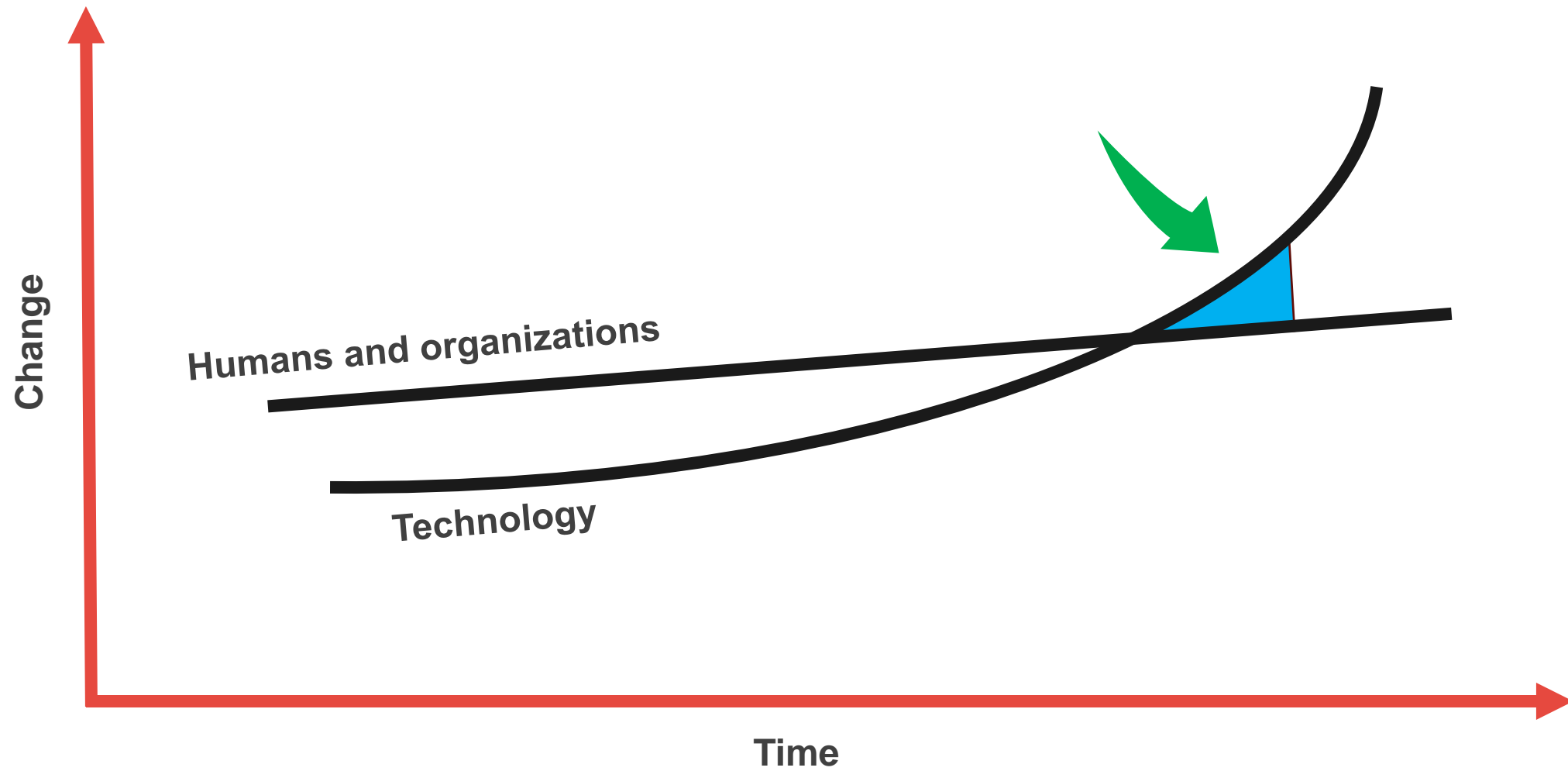
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CONSULTING

Doing AI right: How to avoid a business case that is "Artificial" and a solution that is missing "Intelligence"?

Julija Pauriene, Head of Artificial Intelligence







NETTPORTAL

1 5 10



Awesome to be self-serviced!



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FYLL INN

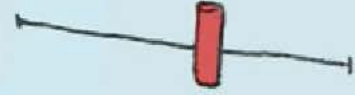
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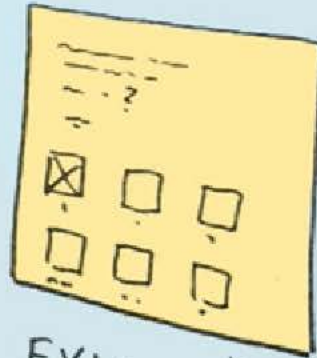
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Awesome to be self-serviced!

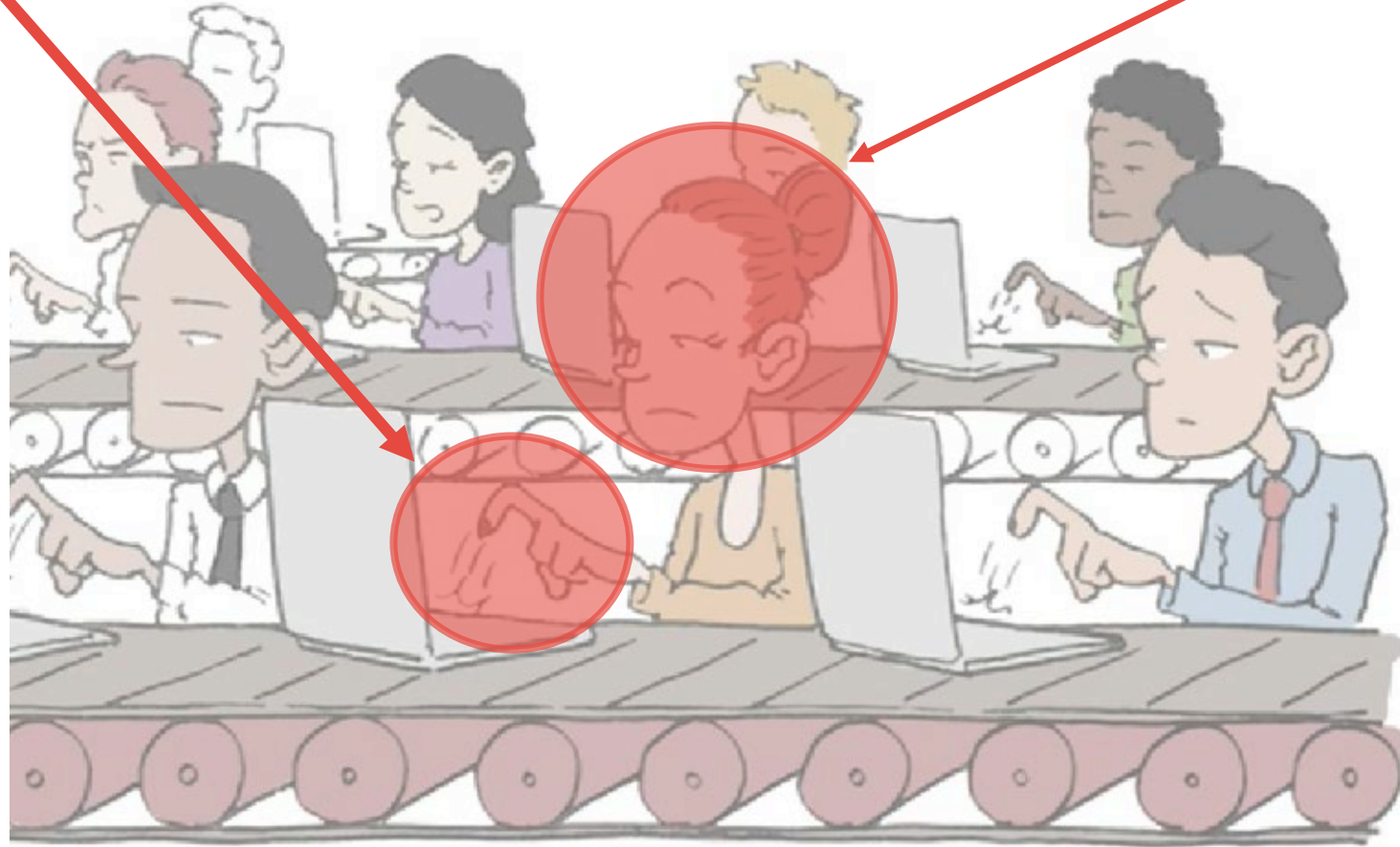


FYLL INN



Work done with keyboard and mouse

Work that requires thinking



**Hey AVO, can
we get AI?**





artificial intelligence will



artificial intelligence will **take over the world**

artificial intelligence will **destroy humanity**

artificial intelligence will **kill us all**

artificial intelligence will **kill capitalism**

artificial intelligence will **kill us**

artificial intelligence will **not obliterate humanity**

artificial intelligence will **never happen**

artificial intelligence will **exceed human intelligence**

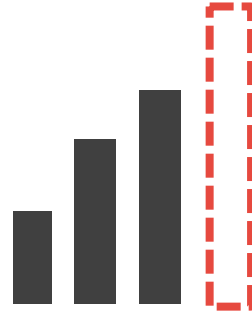
artificial intelligence will **supersede human intelligence**

artificial intelligence will **replace lawyers**

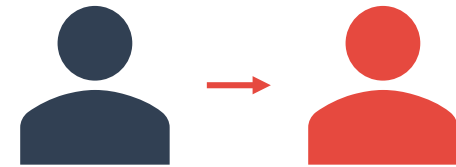
Three ways artificial intelligence can create value



Analyze and evaluate



Predict



Recommend and Advise

Enhanced experience and functionality for your customers.
Internal functions, processes and business logic.
Expansion to new verticals and new products.

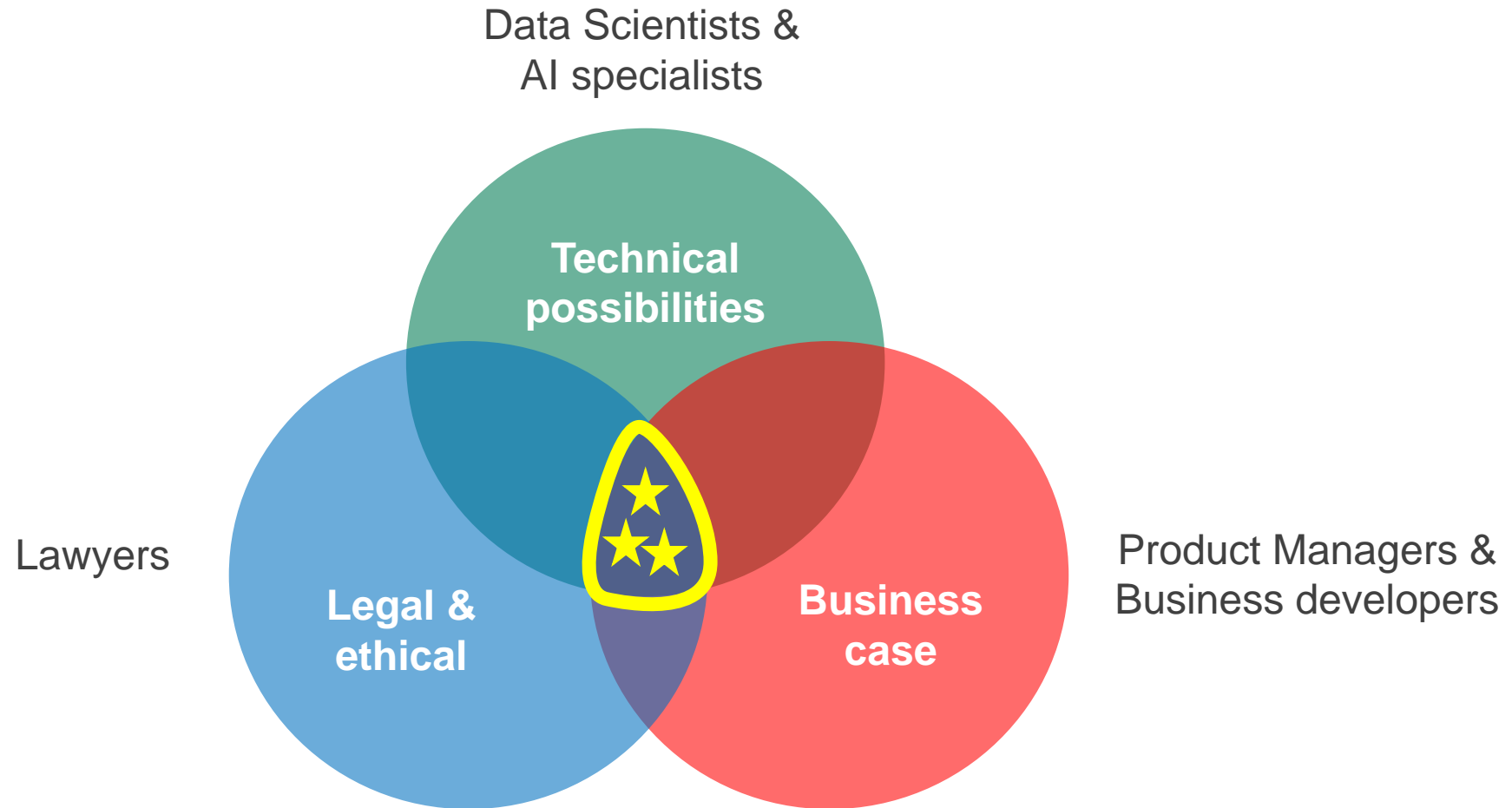
If your company was a bookshelf... Data Science would be **king**



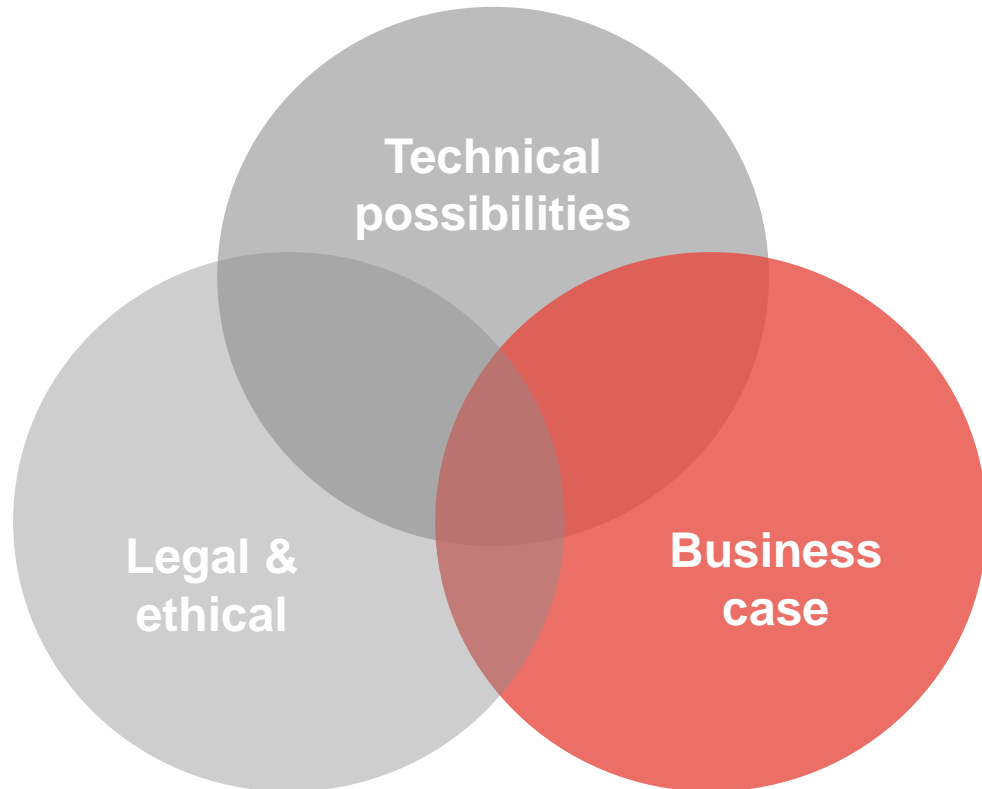
You need to be able to use all the books



Due Diligence process to ensure success

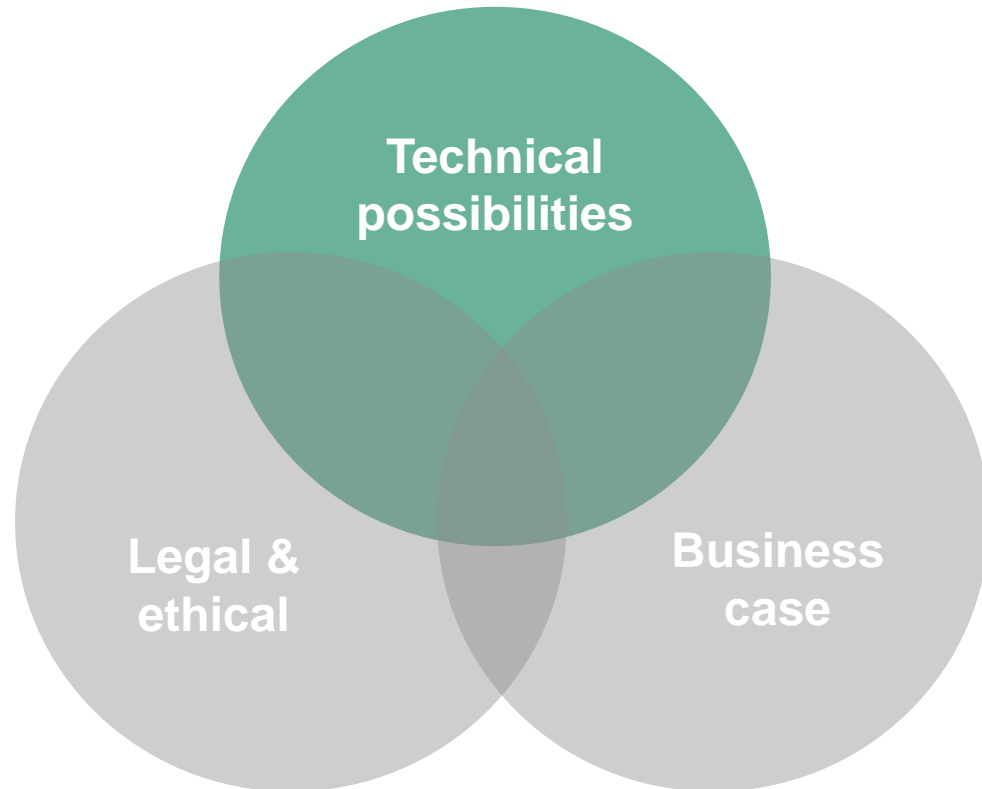


Business diligence to identify good business cases



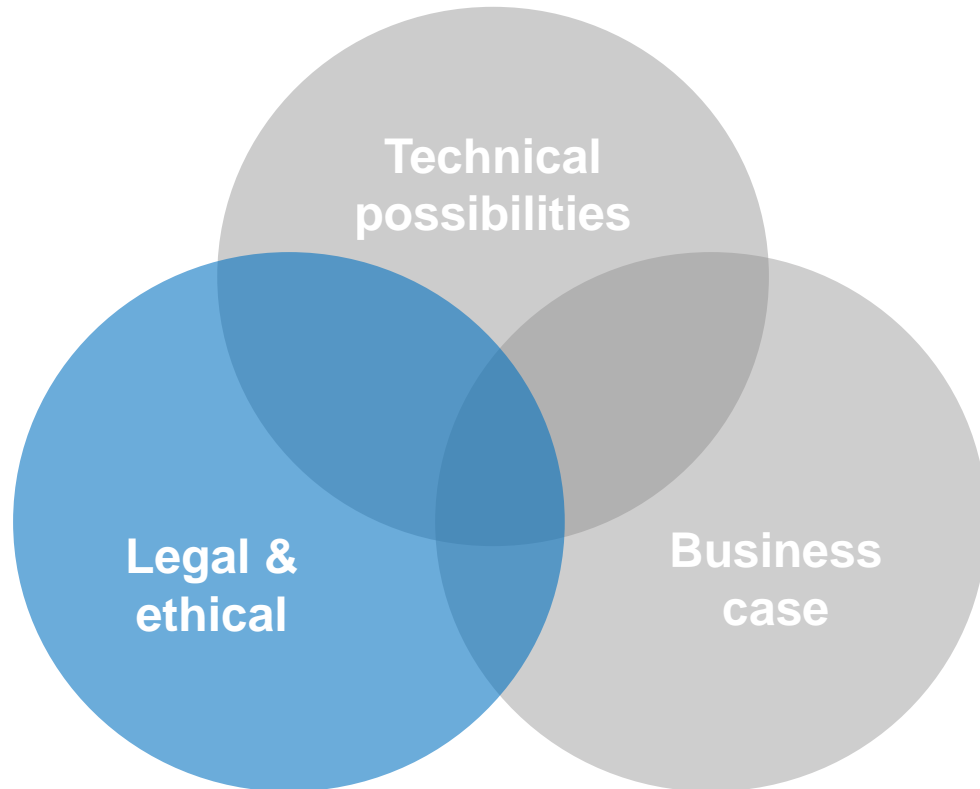
- **Internal processes**
 - Manual – what, how often, how?
 - Data extraction, aggregation and evaluation
 - Decision making – what and how?
 - Forecasting needs
- **Customer products**
 - Customization (from people to machine)
 - Segmentation (from people to machine)
 - Automate choices your customers make
 - Predict realtime sentiment
- **New verticals**
 - Data that could be useful to other stakeholders in the industry or in adjacent industries

Technical diligence to verify the case is realistic to solve



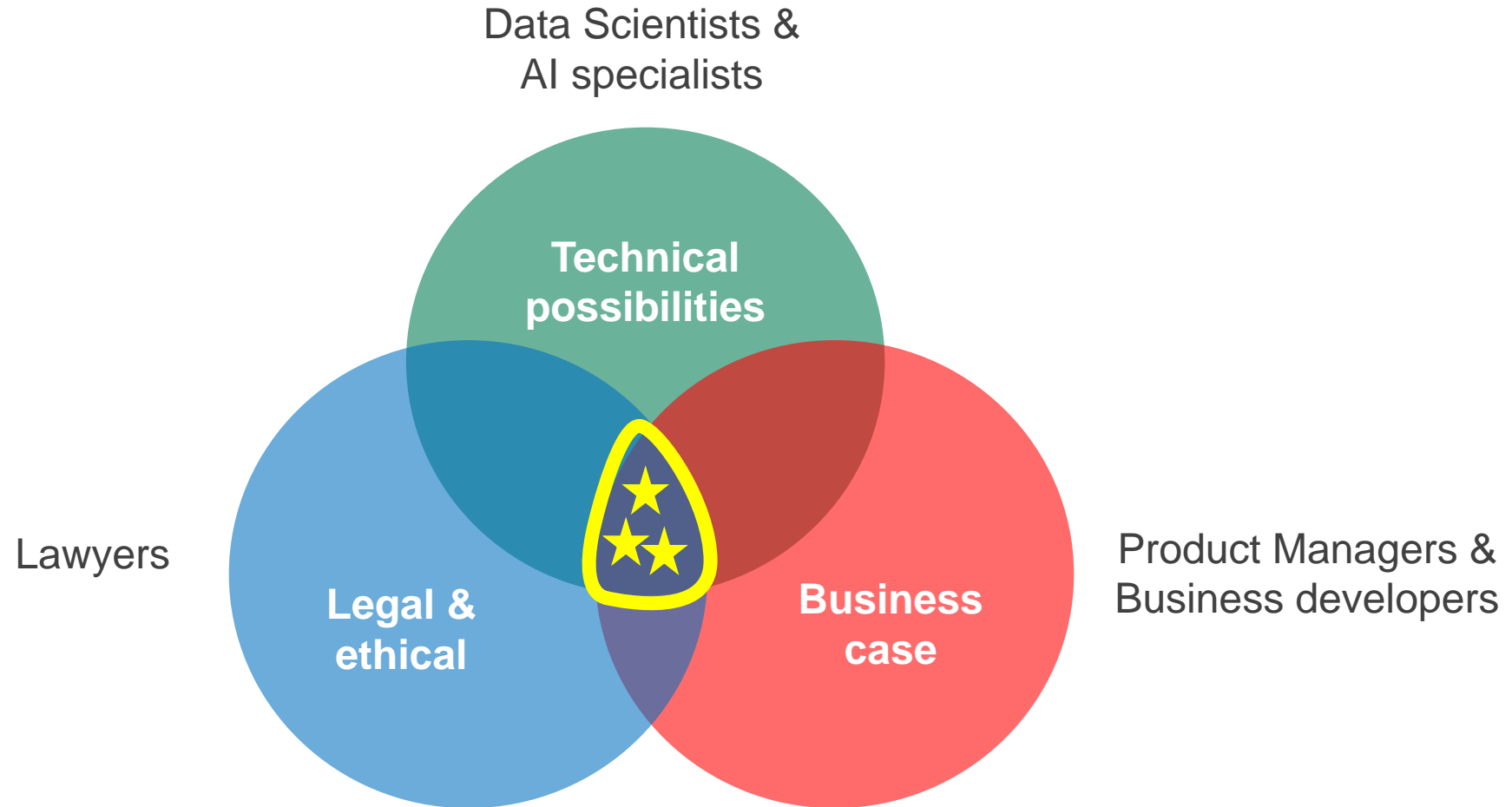
- **Technology** - macro focus
 - Computer vision (detection, recognition, segmentation, tracking)
 - NLP (classification, retrieval, translation)
 - Speech (recognition, ID, synthesis)
 - ...
- **Selection**
 - Algorithm, Feature, Function
- **Data and infrastructure** – micro focus
 - Existing
 - Potential
 - Frequency
 - Quality
 - Availability
 - ...

Legal diligence to ensure you build digital trust



- **Security**
 - Monitoring and control (citizens, users, employees, partners)
 - Cyber crime (GDPR, labour law, consumer protection)
- **Digital trust**
 - Laws and regulations
 - Security
 - Ethics
- **Product liability**
- **Contracts**

Cross-functional teams all the way



Julija Pauriene

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