

DCEC – Strategy of Powering CEM by ChatGPT and Hyperlocal Integration

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In the relentless pursuit of customer engagement, a groundbreaking revolution is shaking up the game: - **Hyperlocal Dynamic Engagement Commerce (DCEC)**. This game-changing approach allows brands to dish out personalised and relevant experiences at the local level, thanks to the fusion of hyperlocal data and the mighty **ChatGPT**. With the power of hyperlocal marketing platforms, first-party data, and intelligent automation, brands are fearlessly future-proofing their strategies like never before.

Welcome to the era of hyperlocal dynamic engagement commerce, where brands can get up close and personal with consumers by tailoring their interactions to match local communities' unique preferences and needs. By harnessing the potential of hyperlocal data and leveraging cutting-edge technology, brands now possess the power to serve up personalised, context-rich experiences that hit the bullseye. And let me tell you, that's a game-changer regarding user experience, building trust at the last mile, and achieving higher conversion rates.

Now, let's delve into the pièce de résistance - the seamless integration of ChatGPT into Customer Experience Management (CEM). This integration enhances CEM by providing real-time conversations, personalised recommendations, and instant support. It's like having a virtual assistant at your fingertips, ready to cater to your needs and preferences. This intelligent integration elevates the customer experience and streamlines operational efficiency, making it a win-win for brands.

Combining ChatGPT with first-party data is a game changer in data-driven consumer engagement. ChatGPT interacts in real-time discussions with its conversational AI capabilities, giving personalised recommendations and help while collecting vital first-party data. This data provides deep insights into client preferences, allowing organisations to fine-tune marketing activities, create personalised experiences, and strengthen relationships. Brands can improve their consumer engagement strategies, develop trust, and build enduring relationships at every encounter by leveraging the power of ChatGPT and first-party data.

Similarly, the mix of DCEC and first-party data empowers brands to build trust, connect with customers on a deeper level, and create meaningful interactions that drive loyalty and conversion. By harnessing the potential of hyperlocal data and first-party insights, brands can stay ahead of the competition and forge long-lasting customer relationships based on trust and relevance.

So, how exactly are brands intelligently future-proofing their strategies with the dynamic duo of DCEC and ChatGPT? By leveraging hyperlocal marketing platforms and harnessing first-party data, brands gain valuable customer insights for informed decision-making and optimised marketing efforts. They can deliver personalised experiences based on customer intent and preferences, building stronger connections with their target audience. Moreover, the distribution of contextually relevant content drives conversions and sales, providing a competitive

edge in the digital landscape. The result? Improved user experiences, increased customer loyalty, and a positive impact on the bottom line.

Integrating DCEC and Chat GPT offers a unique advantage for brands in their quest for success in the digital era. By combining hyperlocal marketing platforms, first-party data, and intelligent automation, brands can drive organic growth and stay ahead of the competition. It's a potent recipe for building trust at the last mile and forging long-lasting customer relationships. So, if you're ready to leave the competition in the dust, embrace the power of hyperlocal data, cutting-edge technology, and intelligent automation. The future of customer engagement has arrived, and only those who seize the opportunity will reign supreme in the hearts and minds of customers everywhere. The era of hyperlocal dynamic engagement commerce is here to stay, and brands that adapt and leverage this revolution will pave the way for their continued success.

--By Rakesh Raghuvanshi, CEO and Founder, Sekel Tech

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New Operational Guidance for Hiring at Scale: Turn Strategy to Action Among Fierce Competition

1498 words

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Phenom High-Volume Hiring Runbook Outlines Use of Intelligence, Automation and Experience for HR and HRIS Teams to Address Staffing Challenges

PHILADELPHIA--(BUSINESS WIRE)--July 06, 2023--

Phenom today released the high-volume hiring operational runbook on how organizations can successfully leverage AI, automation and experience to hire at scale amidst today's highly competitive talent market and stay ahead of future staffing gaps. "Go From Strategy to Action" provides proven recommendations employers can begin to implement immediately across industries -- healthcare, transportation, retail and hospitality, among others -- facing extreme business challenges due to staff shortages and hiring inefficiencies.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20230706169290/en/>[<https://www.businesswire.com/news/home/20230706169290/en/>]

Phenom provides new operational guidance for HR and HRIS teams to turn strategy into action when hiring at scale. The use of intelligence, automation and experience help address staffing challenges among fierce competition across healthcare, transportation, retail and hospitality, among other industries. (Graphic: [Business Wire](#))

Phenom developed this guide to help organizations turn their high-volume hiring strategy into effective action by addressing three key areas:

- Hiring Priorities -- To overcome hiring challenges like limited resources and competing priorities, HR can take action and chart a path forward by identifying roles that have low complexity and minimal experience requirements -- which have the potential to be supported by automation technology.
- Hiring Processes -- To eliminate inefficiencies, employers must evaluate existing processes, identify repetitive, unnecessary actions, leverage AI and note opportunities for automating hiring workflows. This will relieve recruiting teams and managers of tedious, time-consuming tasks such as job matching, candidate screening, and interview scheduling.
- Hiring Stakeholders -- To ensure the successful deployment and adoption of new high-volume hiring workflows, stakeholder alignment across talent teams, operations leaders, and on-site hiring managers is essential.

AI and Automation's Role in High-Volume Hiring Practices

In addition to providing step-by-step guidance on ways organizations can improve operational efficiencies, the runbook outlines the most effective AI and automation technology to realize immediate success:

- AI-powered career site that provides personalized candidate experiences and job recommendations based on an individual's resume, skills, experience, geographic location and more.
- Intelligent chatbot that conversationally guides job seekers through verification of interests and certifications or advanced credentials (if required), screening, creation of a candidate record, collection of referrals, and on to further hiring actions.
- One-way video interview that is embedded in a chatbot or career site to automate screening and empower candidates to respond to key qualifying questions before being routed to recruiters or hiring managers for review.
- AI scheduling that automates the coordination of one-to-one, one-to-many, or sequential interviews based on hiring priorities and job roles.
- Intelligent workflow automation which uses employer-defined "if/then" logic to fast track qualified candidates into the final hiring stages for relevant jobs.

When these capabilities are combined, organizations can more efficiently and effectively scale how they engage, screen, interview and hire candidates -- whether they are acquiring thousands of workers for a seasonal hiring push, filling always-on high-volume roles, or supporting specialized positions.

Talent acquisition teams can leverage templates to easily create job descriptions and set guardrails for on-site hiring managers and recruiters. Hiring managers and recruiters can view all of the positions they're responsible for, as well as: create new jobs, post available roles that are appropriate to share, engage candidates through email and SMS campaigns, and track performance with analytics dashboards. And candidates can interact with a chatbot to quickly discover relevant jobs, go through knockout questions, and either schedule or record an interview. If they meet the qualifications for the job, conditional offers can also be extended -- all before involving a recruiter or hiring manager.

"As the nation's top lawn company, our seasonal workforce grows to 15,000+ employees each year. With Phenom, we've built a scalable, repeatable talent process that exceeds our high-volume hiring demands," said Rebecca Schoepfer, CHRO at [TruGreen](#). "Our career site, chatbot, CRM and easy apply process create phenomenal moments for job seekers that reinforce our employer brand and culture."

ROI of Immediate Impacts on Speed to Hire and Cost of Hire

Additional Phenom High-Volume Hiring customers have realized immediate improvements in hiring efficiency after implementing intelligence and automation, including:

- A large regional US healthcare system decreased their time to schedule an interview 86% (from 7 days to 24 hours) across their 7,500+ service providers with personalized AI-led processes that quickly qualify job seekers by interest, location and basic qualifications -- balancing hiring speed with candidate quality.
- A major food and beverage manufacturer saved 78 hiring manager hours per month, per facility, when hiring part-time and hourly employees across all shifts.
- A healthcare provider network automated 100% of its hiring flows for

nursing and direct care professionals across more than 500 locations and 45,000+ employees.

- A multi-national early childhood education organization achieved over 90% application completion rates and moved qualified candidates from "hello" to scheduled interviews in less than 3 minutes -- addressing a post-pandemic shortage of 10,000 licensed classroom professionals.
- A leading convenience retailer quickly qualified and secured candidates for hard-to-fill roles across their 1,500+ location using candidate-to-job matching, automated screening, self-scheduling of video and face-to-face interviews.

Award-Winning High-Volume Hiring Solution

Built with AI and seamless automated workflows, Phenom's award-winning high-volume hiring solution combines AI Scheduling, One-Way Video Interviews, Hiring Manager, Career Site, Chatbot, and SMS or WhatsApp engagement to:

- Improve hiring efficiency up to 90%
- Screen and schedule qualified candidates for business-critical hourly, seasonal or frontline roles in as little as 3 minutes
- Save recruiters 6 hours or more per hire
- Substantially reduce operational costs to support mass hiring at scale

Phenom High-Volume Hiring's impactful use cases and AI innovation continues to earn the solution accolades, including:

- Business Intelligence Group's 2023 Artificial Intelligence Excellence Award for AI innovation and applying its ability to solve organizations' biggest recruitment challenges in a highly competitive talent market
- Five 'Excellence in Technology' awards -- including Gold for 'Best Advance in AI for Business Impact' and 'Best Advance in Technology for Readapting to the Workplace and Workplace Culture' -- from Brandon Hall Group, the leader in recognizing Human Capital Management

"Recruitment challenges quickly become business challenges particularly when hard-to-fill roles are in the thousands," said Bambi Grundweg, Director, Industry & Vertical Solutions at Phenom. "Addressing quantity and quality of job candidates -- and speed and accuracy of hire -- is the only way employers will be able to keep their doors open in industries like transportation, retail and hospitality."

With Phenom, candidates find and choose the right job faster, employees develop their skills and evolve, recruiters become wildly productive, managers build stronger-performing teams, HR aligns employee development with company goals, and HRIS easily integrates existing HR tech to create a holistic infrastructure.

On July 25, four top brands will uncover their perspectives on the challenges they face with year-round and seasonal hiring. Whether looking to address churn, find solutions for difficult to fill positions, or learn best practices for seasonal hiring, attendees will walk away with prescriptive guidance. Register for the webinar: "High-Volume Hiring Lessons From Four Companies That Are Getting It Right."

To read "Go From Strategy to Action," [click here](#).

To learn more about building the strategy to hire at scale [click here](#).

Request a Phenom High-Volume Hiring demo here.

About Phenom

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR and HRIS -- empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

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New Operational Guidance for Hiring at Scale: -2-

Phenom has earned accolades including: Inc. 5000's fastest-growing companies (3 consecutive years), Deloitte Technology's Fast 500 (4 consecutive years), five Brandon Hall 'Excellence in Technology' awards including Gold for 'Best Advance in AI for Business Impact,' Business Intelligence Group's Artificial Intelligence Excellence Awards (3 consecutive years), and a regional Timmy Award for launching and optimizing HelpOneBillion.com (2020).

Headquartered in Greater Philadelphia, Phenom also has offices in India, Israel, the Netherlands, Germany and the United Kingdom.

For more information, please visit www.phenom.com[<http://www.phenom.com>]. Connect with Phenom on [LinkedIn](#), [Twitter](#), [Facebook](#), [YouTube](#) and [Instagram](#).

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Bergio International Announces: Technological Alchemy - Matthew Lally to Integrate A.I. & Enhance M&A Strategy

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FAIRFIELD, NJ / ACCESSWIRE / July 6, 2023 / [Bergio International, Inc.](#) ("Bergio," or the "Company") (OTC PINK:BRGO)[<https://pr.report/FdefGqy7>], an American holding company and global trailblazer in technology, and fine & fashion jewelry, is excited to announce that tech virtuoso Matthew Lally has joined the company to drive innovative transformations in Artificial Intelligence (A.I.) and Mergers and Acquisitions (M&A). This strategic move comes six months after Jonathan Foltz was announced as the lead for the new tech & innovation laboratory for Bergio, stepping down from the helm of another subsidiary of the public company.

Image: <https://www.accesswire.com/users/newswire/images/765579/1200-x-628.jpegMatthew>[<https://www.accesswire.com/users/newswire/images/765579/1200-x-628.jpegMatthew>] Lally, is most known for being a pioneer that brought QR codes to the United States and achieving an 8-figure exit within 18 months, and he is also renowned for his innovations in the Augmented Reality (AR) and Virtual Reality (VR) space. His patents and intellectual property in AR/VR have been cited by industry giants such as [Microsoft](#) and [Google](#).

Additionally, Lally has been instrumental in forging new paths in technological innovations, particularly in A.I., WEB3, and blockchain, and has previously collaborated with Jonathan Foltz on various technology projects.

Jonathan Foltz and Matthew Lally's union under the [Bergio](#) umbrella heralds a watershed moment for the company as it embraces a new era of technological integration and A.I. advancements.

Jonathan Foltz, reflecting on this collaboration, remarked, "When I stepped down from one of the subsidiary companies at [Bergio International](#), there was a sense of urgency with how fast technology is moving and will be moving. I am very happy to have another visionary by my side to help create and navigate this new evolving landscape & new frontier. We welcome Matthew with open arms."

Matthew Lally expressed his enthusiasm, stating, "Building and acquiring exponential technologies at [Bergio International](#) is a thrilling prospect. I am eager to bring my expertise to the table and explore how we can revolutionize the industry through technological alchemy."

"We are excited to bring Matthew Lally on board to support us with the integration of A.I., web3, blockchain, and other innovative technologies in our new department for innovative technologies. This will play a crucial role in our new acquisition strategy", Berge Abajian, CEO of [Bergio](#), commented.

[Bergio International](#) is now strategically positioning itself at the forefront of this technological tsunami by promptly planning and executing a technology acquisition strategy.

This focus shift comes as [Bergio](#) has undergone significant internal changes and has established robust internal protocols for operational efficiency.

The acquisitions of Aphrodite's and Gearbubble have imparted valuable insights into the process, speed, and

protocols essential for a seamless transition from the private sector into the public sector.

Bergio is eager to leverage the combined expertise of Jonathan Foltz and Matthew Lally to create synergies that will propel it into a future marked by technological innovation and strategic growth.

About Bergio International, Inc.

Bergio International, as a holding company, has entered and is exploring a myriad of sectors. Now concentrating in technology but has been known globally for being an innovator in the design & jewelry sector.

Bergio International headed straight into the technology space in 2021 with the 2 acquisitions of Aphrodite's & Gearbubble. Both companies mainly focus on Ecommerce, SaaS, & tech applications.

With over 2 years experience in the technology side, Bergio International also started a technology laboratory on Jan 5th of 2023 that include A.I., WEB3, blockchain, AR/exponential tech, and apps.

The Bergio brand, the primary portfolio asset, is associated with high-quality, handcrafted, and individually designed pieces with a European sensibility, Italian craftsmanship, and a bold flair for the unexpected. Established in 1995, Bergio's signature innovative design, coupled with extraordinary diamonds and precious stones, earned the company recognition as a highly sought-after purveyor of rare and exquisite treasures from around the globe. With family jewelry roots reaching back to the 1930s, founder, CEO, and designer Berge Abajian is a third-generation jeweler, blending superior knowledge in design and manufacturing to create unparalleled collections in craftsmanship and style. The Bergio brand features fine jewelry, silver fashion jewelry, bridal, couture, and leather accessories, ranging in price from \$50 to \$250,000. For further information, please visit [www.bergio.com\[https://pr.report/XydgOpLi\]](https://pr.report/XydgOpLi).

This press release includes forward-looking statements regarding our business strategy and plans as well as expectations of future growth, all of which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are not historical in nature and include those related to future financial and operating results, benefits, and synergies of the combined companies, statements concerning the Company's outlook, pricing trends, and forces within the industry, the completion dates of capital projects, expected sales growth, cost reduction strategies, and their results, long-term goals of the Company and other statements of expectations, beliefs, future plans and strategies, anticipated events or trends, and similar expressions concerning matters that are not historical facts. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors, including changes in the general economy; changes in demand for the Company's products or in the cost and availability of its raw materials; the actions of its competitors; the success of our customers; technological change; changes in employee relations; government regulations; litigation, including its inherent uncertainty; difficulties in plant operations and materials; transportation, environmental matters; and other unforeseen circumstances. A number of these factors are discussed in the Company's previous filings with the U.S. Securities and Exchange Commission, including those detailed under the caption "Risk Factors" in our Annual Report for the year ended December 31, 2019 filed with the SEC. The Company disclaims any intention or obligation to update any forward-looking statements as a result of developments occurring after the date of this press release. The safe harbor for forward-looking statements contained in the Securities Litigation Reform Act of 1995 (the "Act") protects companies from liability for their forward-looking statements if they comply with the requirements of the Act.

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online news

IBM unleashes new AI strategy with "watsonx"

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With the surge of news and excitement surrounding AI, it appears that virtually every major tech company has either released or is on the verge of announcing their efforts in this burgeoning new area. As these debuts start to roll out, it's interesting to note how each company is taking a unique angle related to their organization's product history and their overall view of and approach to the tech world. Of course, this is not terribly surprising in one way, but it also seems to reflect the fact that many of these generative AI efforts represent substantive changes emanating from the core of each company's ethos and overall philosophy.

Such is the case with [IBM](#), the most recent entrant to the generative AI product and service world. At their annual Think conference in Orlando, they unveiled a range of new AI offerings that have a clear sense of "IBM-ness" to them under the new moniker watsonx. They reflect the tool-focused, open technical heritage of the company as well as a great deal of work being done by [IBM Research](#).

[IBM](#) certainly isn't new to the world of AI. The original Watson system was arguably much of the world's introduction to artificial intelligence. With watsonx, [IBM](#) is inserting a critical new layer of capabilities into the heart of their software stack and hybrid cloud platform. In the process, they're also hoping to reinvigorate the entire [IBM](#) software story.

The initial iteration of watsonx consists of three key components – [watsonx.ai](#), [watsonx.data](#) and [watsonx.governance](#) – that are designed to work together, but in the spirit of [IBM](#) open-ness and interoperability, can also work with similar components from other vendors.

[Watsonx.ai](#) is the core AI toolset through which companies can build, train, validate and deploy foundation models. Notably, companies can use it to create original models or customize existing foundation models. [Watsonx.data](#), is a datastore optimized for AI workloads that's used to gather, organize, clean and feed data sources that go into those models. Finally, [watsonx.governance](#) is a tool for tracking the process of the model's creation, providing an auditable record of all the data going into the model, how it's created and more.

Another part of [IBM's](#) announcement was the debut of several of its own foundation models that can be used with the watsonx toolset or on their own. Not unlike others, [IBM](#) is initially unveiling a LLM-based offering for text-based applications, as well as a code generating and reviewing tool. In addition, the company previewed that it intends to create some additional industry and application-specific models, including ones for geospatial, chemistry, and IT operations applications among others.

Critically, [IBM](#) said that companies can run these models in the cloud as a service, in a customer's own data center, or in a hybrid model that leverages both. This is an interesting differentiation because, at the moment, most model providers are not yet letting organizations run their models on premises.

[IBM](#) also described initially having three different model architectures for each of these applications, all with stone-based names. The idea behind the different architectures is to offer different levels of cost and

performance tradeoffs. As many organizations are starting to learn, running foundation models takes enormous amounts of computing and electrical power, so companies have expressed interest in seeing different options in this area.

Slate is what [IBM](#) calls a decoder only AI model that requires task-specific labeled data for training purposes but doesn't offer generative capabilities. Sandstone is an encoder-decoder model that provides offers a mixture of non-generative and generative applications and is best suited to applications where the generated output is small. Finally, Granite is an encoder type model that is optimized for fully generative AI applications. In theory, you can build or use any type of model with any type of architecture. So, for example, while most organizations may want to have a generative text-capable foundation model, they may want to have a code-focused model that intelligently reviews the code submitted to it but doesn't generate new code.

To add yet more options – and, quite honestly, more complexity – [IBM](#) said they will also be offering different sizes of these models with different numbers of parameters (apparently, there are also different model architectures being developed by [IBM Research](#) for future release as well). While the multitude of options can get confusing, this gives companies more flexibility because each of the different models and architectures will have different computing requirements. In situations where customers may want to run their own version of these models, that could prove to be important because they may not have (or want to purchase) the number of GPU-equipped servers needed to run the larger models.

Highlighting the connection between the new tools and foundation model offerings, [IBM](#) pointed out that they used the watsonx tools to build these models as customer 0. The implication is that organizations can leverage the new AI platform tools to create a wide range of offerings.

Another important point is that while much of the focus around watsonx is towards the creation of new foundation models, it can also be used to work with and modify existing open-source models from companies like Hugging Face. This is important because not many organizations have skill sets in house yet to build their own models.

To complete the Watson-related AI announcements, [IBM](#) also said that they are using the Watson name (capital "W" and no "x") for AI tools that are focused on individuals. The company discussed the Watson Assistant, Watson Orchestrate, Watson Discovery and Watson Code Assistant names for its existing line of software applications that are designed to help users be more productive at certain tasks.

These are all part of [IBM's](#) higher-level software strategy that includes five different main categories: Digital Labor (which these all fall into), IT Automation, Security, Sustainability and Application Modernization. The idea is that users will interact with a Watson prompt, and it will provide AI-powered responses to help with things like creating chatbots, building automation scripts, writing code and more. The watsonx line, on the other hand, is a set of tools focused at AI developers within an organization who are tasked with creating and customizing foundation models.

As with other big AI announcements of late, there is a great deal to take in and absorb in all of this [IBM](#) news and it will be interesting to see how customers (and the market) react to these offerings. What I do find fascinating, however, is that these watsonx/Watson announcements also reflect some higher-level trends that are starting to become apparent in the rapidly evolving world of generative AI.

First, it's clear that these aren't simple add-ons meant to leverage the current excitement and hype around the category. To be sure, the timing of the announcements is undoubtedly tied to that, but the changes that [IBM](#) is making are at the core of the company's approach to software. These new capabilities sit in the middle of the software stack and platform strategy that the company has been talking about for years. They represent an

important inflection point that will eventually impact their entire set of software offerings. In context, these announcements also serve as an exclamation to how seriously and how profoundly generative AI is shaping the tech world's agenda. To put it succinctly, this is way more than a passing fad.

Second – and this is more unique to [IBM](#) – the evolution of the Watson branding provides an interesting perspective on the evolution of AI overall. After the initial splash that [IBM](#) made with an AI-powered Watson system, there were quite a few years of disappointments that one might argue aligned with what's been called an AI winter. As ChatGPT and other generative AI tools exploded onto the scene late last year, however, there's been an incredible rebirth of attention in this next generation transformer and foundational model-driven version of artificial intelligence and the increased effectiveness and impact it now offers. So, it seems rather fitting to see [IBM](#) reflect that new perspective with the revised version of watsonx/Watson branding as part of its own generative AI tools.

There are some who may argue that another AI winter could soon be upon us. However, as these [IBM](#) announcements illustrate, there's a much wider range of AI offerings now coming to market than we've ever seen before. Serious obstacles and concerns remain, but for organizations that are curious about the possibilities that generative AI can enable, there's never been a better time to start the exploration process.

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AI-first strategy is already working for Infy: Nilekani

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AI-first strategy is already working for Infy: Nilekani

Enr Economic Bureau

Bengaluru The immense potential of Artificial Intelligence (AI) and advances in generative AI, are not without their share of complexities, said [Infosys](#) chairman Nandan Nilekani. Addressing the 42nd Annual General Meeting (AGM) of the company on Wednesday, Nilekani said several practical, ethical and intellectual property-related issues, when it comes to AI, remain unresolved. He added that the AI-first strategy is already working for [Infosys](#). "We have redesigned our organisation to judiciously balance people, technology, and process, while also executing work by segmenting it into cognitive tasks. Today, we are able to bring to our global clientele the same ability to accelerate business value and amplify human potential using AI technologies with [Infosys Topaz](#)," he added. [Infosys](#) had 95 large deals valued at \$9.8 billion for FY23 and of which 40% was net new. The company recruited over 50,000 college graduates in the year and total headcount stood at over 3,40,000 employees, of which 39% are women. Nilekani said the receding pandemic brought an end to one set of challenges, but its aftermath has created new ones. [Infosys](#) chief executive officer Salil Parekh said the company's Cobalt capabilities for the cloud continue to resonate with the clients. "More recently we developed a strong set of capabilities in generative AI with [Topaz](#)," he said. [Infosys](#) has 50 active client projects where it is using generative AI.

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Smart Investor

Strategy: AI opportunities in more than big tech

Mark Draper

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Artificial intelligence is exciting many investors. Computer chip designer [Nvidia Corp](#), the current poster child of AI, has seen its share price rise around 200 per cent this calendar year, while [Microsoft](#) is up around 50 per cent.

The recent excitement has been ignited by the release of AI-powered technologies, with the most high profile being ChatGPT, an AI chatbot trained to follow a conversational instruction and provide a detailed response. ChatGPT can answer follow-up questions, admit its mistakes, challenge incorrect premises and reject inappropriate requests. It was developed by [OpenAI](#) and released in November.

Adrian Lu, an investment analyst at [Magellan Financial Group](#), describes AI as computers capable of thinking and understanding the world around them - that is, they can reason, learn and act with autonomy. He believes the pinnacle of AI is likely to be far away, but engineers are getting better at building models that can mimic human perception, behaviour and abilities. These models can already perform tasks better and faster than humans, which promises vast productivity gains as well as potential threats to investors.

[Platinum Asset Management](#) chief executive Andrew Clifford says investors are excited that AI could be a major disruptive force in the global economy. It reminds him a lot of the excitement around data on mobile phones in 1999 when [NTT DoCoMo](#) first pioneered full internet access on a mobile phone in Japan.

It took around five years for that to translate into widespread economic outcomes and significant revenue for a company such as [Research in Motion](#) (maker of [Blackberry](#)) which was then decimated by the release of [Apple's](#) touchscreen iPhone in 2007. With that in mind, Clifford says AI could be a genuine investible theme, but investors need to be careful in this initial period.

Investors have been quick to identify many of the primary beneficiaries of the ongoing development of AI. Lu characterises these as the "enablers" of AI and highlights that many technologies had to come together to make AI possible, from semiconductors to software to hyperscale data centres.

Some leading companies in these enabling technologies have been the greatest beneficiaries of the acceleration in AI spending, including [Microsoft](#) in enterprise cloud computing, [Nvidia](#) in AI accelerator chips, [ASML](#) in chip making equipment and [TSMC](#) in leading-edge manufacturing. Investors now need to ask whether these companies' share prices represent an opportunity or a bubble.

Other beneficiaries from AI - ranging from industrial automation to consumer devices, automotive and healthcare - are yet to be fully appreciated by the market according to Bianca Ogden, portfolio manager at [Platinum Asset Management](#). In the healthcare sector, Ogden points to research and drug discovery.

AI is used to assist and ultimately design new therapies (small molecules and biologics) that have the desired

attributes. The issue today is that the process from target to lead compound takes roughly four to five years and requires testing of a large number of molecules that then have to be refined over and over again. AI is showing great promise to reduce that timeline.

Oxford-based [Exscientia](#) is one of the companies leading the way and works closely with [Sanofi](#), a company that has put together an impressive network of AI partners. Vancouver-based [Absci](#) is another interesting company working closely with [Nvidia](#) to make the discovery of antibody therapeutics more efficient using its own wet-lab generated database along with AI tools.

Lu highlights some risks to investors with AI, including political and regulatory ones that will touch companies in different ways, and not just the AI enablers. Intellectual property ownership, misinformation, data privacy and jobs displacement are among the key issues.

Clifford says that from an investment standpoint, the risks he is most mindful of are valuation risk (paying too much for an investment) and technological disruption. Remember [Kodak](#), [Blockbuster Video](#) and [Blackberry](#), whose businesses were decimated by new technology. It is very likely that AI will have that impact on various businesses over the coming years.

Technology moves quickly and investors need to balance their thinking between the opportunities and the threats from AI. SI

Mark Draper is a financial adviser with GEM Capital.

Fairfax Media Management Pty Limited

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CE Noticias Financieras English

How to successfully manage an IA strategy?

877 words

23 June 2023

CE NoticiasFinancieras

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English

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The arrival of Artificial Intelligence (AI) to our daily lives and work is a process that we still do not fully understand due to its scope and level of complexity, but so is human thought and creativity, explained Israel Madiedo, Professor Needed and Director of Innovation and Technology at izzi.

During the webinar -presented by El Economista and Needed Education- Karen Olivo, also a professor at this institution and Head of Data & Commercial Intelligence of Mobility Products at Grupo Salinas, said that AI opens the door to the adoption of new technologies that may seem like science fiction, but with information on how algorithms work, users can understand their limitations and have reasonable expectations of what they can do with these new tools.

Businesses in the process of adopting AIs. There are an infinite number of ways to use the technology, Israel Madiedo commented, we just have to start landing ideas and figuring out how to do it. He noted that the starting point for all companies looking to incorporate new technologies into their processes is to ask how do we include them in projects and how do we bring it to the people?

With the implementation of digital services, which boomed during the pandemic, artificial intelligence can play an important role. It can be leveraged in the area of customer service, technical services, financial services, among others. The purpose is to be more efficient, achieve goals and provide better service.

The most relevant thing when using a digital strategy that contemplates artificial intelligence is to understand "what is going to be done" and "what for", added Bernardo González, also Professor Needed and Director of Operations at [KIO Networks](#).

In contrast, Karen Olivo pointed out that we have not yet reached the peak of AI development, as these technologies are still tools that can help us to be more efficient, but they cannot replace us.

Complementing Bernardo's idea, Karen added that once the "what for" has been defined, companies can now go to the entire catalog of available tools, such as chatbots, natural processing languages, pattern identifiers, etc., and implement them within the solution that best suits the strategy.

Digital strategies of SMEs vs. large enterprises The COO at [KIO Networks](#), commented that these new technologies are like superpowers, as they allow people to perform complex activities faster. "Now in 15 or 20 minutes, they can do the work that previously took 2 or 3 hours", and this applies to both small, medium and large companies, because currently they all start from the same line.

An example of this is ChatGPT, Tactiq, Bard, Lexica, Read Ai, among other very advanced tools that mostly have a free version, and the paid version is very accessible to any company or professional. We just have to analyze what tools are available, how they are used, how much they cost and what implications they have, explained Bernardo González.

Israel and Karen agree that SMEs have a different role to play, since the fact that they do not have such a large budget to implement new technologies forces them to create more precise strategies, in addition to having greater flexibility, since, in contrast to a large company, they do not have to go through a long adoption process.

Limitations and regulation of Artificial Intelligence Regarding the regulation of AI, it is a topic that is advancing little by little. It is a very powerful technology that is used in schools, in companies and governments, that due to its characteristics -in due course- some algorithms may be banned in some regions of the world, Bernardo González.

Regulating some algorithms or banning their use can generate a significant social disadvantage.

Experts in artificial intelligence highlighted that a best practice when using these new tools is not to share personal data or sensitive information that could put customers at risk, whether it is a bank statement or a company's payroll data.

Although there are written regulations, as well as moral and ethical standards, we must be aware that there are gray areas that are not yet regulated, so it is everyone's responsibility to have criteria about the use given to these tools.

In the same sense, the Director of Innovation and Technology of izzi emphasized that logic plays a crucial role in the implementation of AI, as he points out that by common sense we are not going to share our bank accounts or sensitive information with these tools, however, it happens.

To avoid this situation, communication and education are the most powerful tools to spread the message of how to approach these new technologies, and what we should and should not do with them.

Having this educational process is vital, because before, programming was a task that only experts could do, but now, with ChatGPT and any tool that uses Artificial Intelligence, anyone can give instructions to a computer with natural language, concluded Bernardo.

Finally, the Head of Data & Commercial Intelligence of Mobility Products at Grupo Salinas, commented that, although AI is a tool that helps us with some activities, we still cannot entrust tasks related to human judgments, such as ethical issues and decisions that can impact the welfare of people.

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Appian; Appian Drives Productivity Revolution with Generative AI Strategy and Expanded AI Roadmap

212 words

23 June 2023

Investment Weekly News

INVWK

50

English

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2023 JUL 1 (VerticalNews) -- By a News Reporter-Staff News Editor at Investment Weekly News -- [Appian](#) (Nasdaq: APPN) announced key elements of its expanded strategy and roadmap for generative AI in the [Appian Platform](#) for process automation. [Appian's](#) focus is on democratizing access to AI technology in order to unlock productivity gains for developers, and the company's strategy centers on delivering secure and reliable private AI to protect customers' data.

"[Appian](#) incorporates AI in a practical manner that delivers real customer value," said Michael Beckley, CTO and Founder, [Appian](#). "Our vision is embodied by the [Appian AI Copilot](#), which uses generative AI to accelerate low-code development and is supported by a family of intuitive, low-code AI capabilities."

[Appian](#) recently announced [OpenAI/ChatGPT](#) low-code integration and that ChatGPT is trained on [Appian's](#) declarative SAIL expression language. [Appian](#) also unveiled the [Appian AI Skill Designer](#), a simple and powerful way for organizations to create custom AI machine learning models that don't require giving their sensitive data to a public AI platform.

Keywords for this news article include: [Appian](#).

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Industries

Amazon may get a bad rap on AI, but Morgan Stanley says its proven strategy will win out again; The 'same strategy AWS has focused on over the past decade' could drive success in the AI era, analysts say

By Emily Bary

434 words

22 June 2023

17:10

MarketWatch

MRKWC

English

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Morgan Stanley analysts have the sense that some in the tech world view [Amazon.com Inc.](#)'s cloud business as behind the curve in artificial intelligence, but they aren't worried.

They wrote in a note to clients Thursday that their investor conversations indicate a view that "some tech leaders," including [Amazon's](#) AMZN AWS cloud-computing business, are "disadvantaged" when it comes to AI. Still, they like the road ahead for [Amazon](#) and its stock — AI opportunities and all.

Don't miss: Amazon's stock could be a sleepy AI play, according to UBS[https://www.marketwatch.com/story/amazons-stock-could-be-a-sleepy-ai-play-according-to-ubs-a8ef7afa?mod=search_headline]

The analysts, led by Brian Nowak, think successful cloud or software operators in the AI era will need to hit on three areas, all of which [Amazon](#) can achieve. They expect winning players will have multiple unique and multimodal large language models, access to open-source applications and the ability to drive specific objectives for different industries.

"This last point will likely be the most important factor...and notably is also the same strategy [AWS](#) has focused on over the past decade," they wrote.

Read: Amazon's stock could soar to \$180 as analyst says Wall Street is 'very wrong' about key catalyst[https://www.marketwatch.com/story/amazons-stock-could-soar-to-180-as-analyst-says-wall-street-is-very-wrong-about-key-catalyst-c3e6f883?mod=search_headline]

[Amazon's](#) [AWS](#) is already catering to industry-specific use cases on AI, in their view. They give the example of an AI transcription tool for medical providers that can take down conversations in ways that don't require providers to make edits. In social media, the company has worked with [Snap Inc.](#) SNAP on its AI chatbot for [Snapchat](#) users.

The [Morgan Stanley](#) team projects that AI on the whole could boost the market opportunity for public cloud players. The team's base-case [AWS](#) forecast calls for a 16% compound annual growth rate between 2022 and 2025, but the "extent to which AI tools drive new adoption and/or use cases for companies" could bring that growth rate up to 24% for the same period, assuming that [Amazon](#) holds on to its market share and the broader market opportunities play out.

Such a dynamic could fuel "further upward revisions and multiple expansion from the current more bearish [AWS](#) investor sentiment," they wrote, as they kept an overweight rating and \$150 price target on [Amazon's](#) stock.

See also: Amazon poised to 'close the AI gap' with rivals, says one of stock's most bullish analysts[https://www.marketwatch.com/story/amazon-poised-to-close-the-ai-gap-with-rivals-says-one-of-stocks-most-bullish-analysts-1bb1b87d?mod=search_headline]

Dow Jones & Company, Inc.

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Conductor Unveils Multi-Year Strategy to Transform Organic Marketing Platform with Artificial Intelligence

671 words

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English

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Conductor Unveils Multi-Year Strategy to Transform Organic Marketing Platform with Artificial Intelligence

Conductor's New AI Strategy Takes a Human-Centered Approach to SEO Transformation

NEW YORK, June 22, 2023 (GLOBE NEWSWIRE) -- Conductor, the leading enterprise organic marketing platform, today announced its long-term strategic investment in Artificial Intelligence (AI). With a proven history of leveraging Natural Language Processing, Machine Learning, and other aspects of AI in its best-in-class suite of SEO technology, Conductor is scaling its investment in AI. It will be the single largest R&D investment over the next 3 years.

Central to Conductor's strategy is the development of a new generation of GPT4-powered functionality and proprietary Large Language Models (LLMs) -- advanced AI systems that process and interpret human-like text, or natural language. These LLMs will be trained on Conductor's proprietary search intent database, expanding customers' ability to quickly and efficiently create high-performance website experiences.

To differentiate from the majority of activity in the SEO category, Conductor is taking a highly intentional approach to building AI-driven features that both provides users with a blueprint to create high value, high quality marketing content from a human-perspective and to optimize content to rank organically within Search Engines like [Google](#).

"While out-of-the-box AI models like GPT4 can get pretty good, the key differentiator will be our enhanced prompt engineering, refined/updated models and contextual data embeddings," said Wei Zheng, Chief Product Officer at Conductor. "What will stand the test of time will be building better models that are specific to the needs you're solving for, understanding the right signals to measure, and leading to actionable next steps -- which can only be accomplished by an enterprise-level solution."

Conductor is actively testing a new suite of AI-powered features with customers, with initial releases planned over the next few months. Initial focus will be around accelerating the content creation and optimization workflow. As AI further impacts how people search for answers beyond ranking links, the team is developing new ways to evaluate content quality within the product. Future initiatives will span from prioritizing and quantifying optimization opportunities to automating and personalizing key tasks that are typically manual and high-effort. Its R&D team is taking the time to lay the groundwork by developing and fine-tuning proprietary datasets and LLMs. This work will happen in tandem with ongoing efforts to unify Conductor's data portfolio across Conductor, ContentKing, and Searchmetrics, resulting in fundamental improvements to the quality of data leveraged in its next generation AI models.

"Chat-GPT from [OpenAI](#) has democratized and commoditized AI," said Alok Srivastava, Chief Technology Officer at Conductor. "But the results from a language model, like GPT4, only represents the floor of the value we can deliver in the Conductor platform, not the ceiling."

As part of Conductor's culture of innovation, every dollar is invested back into R&D to build a valuable and sustainable platform for customers. Conductor's introduction of AI technology started early 2015, with Conductor's keyword research solution, Explorer, as the first enterprise SEO feature to implement natural language processing, machine learning, and data science. With the launch of Content Guidance and the acquisition of ContentKing last year, Conductor also offers powerful content recommendations and 24/7 technical SEO auditing and website monitoring driven by AI technology.

To learn more about Conductor, visit www.conductor.com[<http://www.conductor.com>].

About [Conductor](#)

Conductor is the world's leading organic marketing platform, helping businesses accelerate search traffic, digital growth, and revenue. Conductor's technology helps marketers create powerful marketing content to drive high-quality traffic to their site and track their organic performance. Conductor was named a Leader in the [Forrester Wave](#) for SEO platforms and is rated #1 on TrustRadius and G2 by enterprise marketers. Their forward-thinking customers include global and emerging enterprise brands such as Citibank, Visa, and Casper.

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Digital Media Innovations, LLC

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VNPT outlines strategy to develop AI products, expertise

110 words

22 June 2023

Telecompaper Asia

TELASI

English

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Vietnamese operator VNPT said it has outlined a strategy to develop AI technology and introduce new AI products. The company wants to provide products in the fields of image recognition, natural language processing, audio processing, and at the same time pioneer the application of AI to different industries and sectors.

The goal is to become one of the top 10 AI brands in the region, to set up 1-3 national centres for big data storage and high performance computing, 1-3 national AI innovation centres and to also become one of the top 20 AI research institutions in the ASEAN region.

Telecompaper BV

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Clarivate Announces Partnership with AI21 Labs as part of its Generative AI Strategy to Drive Growth

862 words

22 June 2023

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PR Newswire

PRN

English

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Embedding generative AI to enable market-leading academic conversational discovery

LONDON, June 22, 2023 /PRNewswire/ -- [Clarivate Plc](#) (NYSE: CLVT), a global leader in connecting people and organizations to intelligence they can trust to transform their world, today announced a strategic partnership with AI21 Labs, a pioneer in generative artificial intelligence (AI). The collaboration will integrate large language models into solutions from [Clarivate](#), to enable intuitive academic conversational search and discovery, specifically designed to foster researcher excellence and drive success for researchers and students, while adhering to core academic principles and values.

AI has the potential to revolutionize the world, but its effectiveness relies heavily on the quality of the training data. With billions of trusted, curated, articles, books, documents and propriety best in class data points, [Clarivate](#) is well-placed to lead the market on this opportunity, providing customers with the highest quality open, licensed and proprietary content, data and insights while mitigating associated risks.

"We hear from our customers that they are excited about the possibilities that generative AI can bring to help them get more accurate answers faster and be more productive," said Jonathan Gear, Chief Executive Officer, [Clarivate](#). "We have already been using AI in our products for years and our customers trust us to apply new technologies in a responsible way to help them advance their goals and achieve bigger breakthroughs. As part of our growth strategy, we are continuously looking at exciting new ways of applying AI and machine learning responsibly to create new products, enhance productivity and drive better customer outcomes that will provide opportunities to increase value while improving speed-to-market."

The partnership with AI21 Labs will combine curated and trusted content from [Clarivate](#) with AI21 Labs' state-of-the-art large language models, to further enhance libraries' solutions to their users. It will provide students, faculty and researchers with rapid access to detailed and contextual information and answers along with more personalized services to offer benefits such as relevant recommendations. Conversational search across discovery solutions will allow students to intuitively interact with discovery services, aggregated databases and collections to receive more relevant, diversified results and services based on trusted content.

Bar Veinstein, President, Academia & Government at [Clarivate](#) said, "AI is deeply embedded in our academia and library business. Through this partnership - with our trusted content as the foundation - AI-powered services from [Clarivate](#) will be transformative for libraries and academic institutions. We aim to empower researchers and students with the tools they need to gain insights from the ever-growing volume of scholarly content, while upholding academic integrity and observing ethical standards. By utilizing these new AI-powered services, forward-thinking institutions will be at the forefront of improved teaching experience and accelerated pace of research. We will continue to work very closely with our customers, user groups, and partners, to ensure the effective, accurate and responsible roll-out of these exciting developments."

At AI21 Labs we're focused on leveraging our state-of-the-art LLMs for real-world solutions, bringing their value to millions of people," said Ori Goshen, Co-Founder and Co-CEO of AI21 Labs. "With this partnership, [Clarivate](#) is joining the many companies that integrate our generative AI's versatile capabilities to transform large amounts of text into products that are more sophisticated than existing tools for language generation and comprehension. Our language models are well-equipped to provide high-quality, contextual-based answers and services for [Clarivate's](#) troves of content and data, making us the right partner for them."

About [Clarivate](#)

[Clarivate](#)(TM) is a leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Intellectual Property and Life Sciences & Healthcare. For more information, please visit clarivate.com.

About AI21 Labs

AI21 Labs is a leader in generative AI and Large Language Models, revolutionizing the way people read and write. Founded in 2017, it was among the first companies to bring generative AI to the masses and, to date, offers consumer applications and enterprise solutions. With developer platform AI21 Studio, businesses can build their own generative AI-driven applications and services with the world's most advanced language models. AI21 Lab's AI solutions are being used by [Amazon's](#) Bedrock, offering [Amazon](#) customers an accessible way to build generative AI-powered apps via pre-trained models. AI21 Labs' flagship product, Wordtune, is the first AI-based writing assistant to understand context and meaning, enabling its millions of users to refine and generate text or read and summarize text within seconds. For more information, please visit www.AI21.com[<http://www.AI21.com>].

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Business

Salesforce touts AI strategy, doubles investment in startups

Brody Ford; Bloomberg

641 words

19 June 2023

The Seattle Times: Web Edition

SETIWB

English

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Salesforce is elevating new generative artificial intelligence features in its products and doubling its investment in AI startups as the company banks on the emerging technology to help resuscitate sales growth.

The software maker's venture capital fund focused on generative AI will increase to \$500 million from the initial \$250 million announced in March, the company said last week in a statement. In addition, its portfolio of artificial intelligence tools will now be called AI Cloud, putting it on par with other major product lines such as Sales Cloud and Service Cloud.

All the major technology companies are embracing generative AI and trying to add new tools after the introduction of OpenAI's ChatGPT spurred intense interest from businesses across a swath of industries. Ahead of a Salesforce event focused on AI, the company is unveiling security standards for its technology, including preventing large language models from being trained on customer data.

"Every client we talk to, this has been their biggest concern," said Adam Caplan, senior vice president of AI, of the potential for confidential information to leak through the use of these models.

Large language models are programmed to learn through trial and error using massive amounts of text and data. A type of these models is used for generative AI, which creates text and images from a user's conversational prompts.

After a difficult six months that included job cuts, executive departures and public pressure from activist investors, Salesforce has been winning back the faith of many shareholders. Investors, however, are concerned about sales growth — particularly after the company on May 31 projected revenue in the current quarter would gain 10% from a year earlier. That would be the slowest jump on record and a significant dropoff from a time when 30% increases were routine.

Executives have talked up the potential for AI to drive expansion. Like cloud computing and mobile apps before it, generative AI "is going to spark a massive new tech buying cycle," Chief Executive Officer Marc Benioff said during an earnings call after the recent results. Underlining the company's decision to prioritize AI is the decision last month to name Clara Shih as CEO of Salesforce AI. Shih once led Salesforce's most lucrative product segment Service Cloud.

Customers will pay additional fees to use the new generative AI features across the company's suite of software, Caplan said. Salesforce is still testing pricing levels, including whether it should be based on flat-rate subscriptions or use, he said. An AI Cloud "starter pack" with 50 licenses for unlimited use in Salesforce, Slack and Tableau will cost \$360,000 per year, the company said during the event in New York.

Salesforce said the AI tools will become generally available in products for sales and customer support this summer before being rolled out across the portfolio in coming months.

[Salesforce](#) had previously introduced some generative AI tools using [OpenAI's](#) technology, including a chatbot for its [Slack](#) business communication unit and for tasks such as drafting customer service responses.

Bloomberg Intelligence analysts estimated earlier this month that generative AI may produce \$1.3 trillion in sales of hardware, software, services and other tools by 2032.

Caplan previously oversaw [Salesforce's](#) Web3, or blockchain and cryptocurrency-related initiatives. He said the applications for generative AI are much clearer than Web3 and customers have expressed massive interest.

[Salesforce's](#) access to large amounts of customer data may be an ingredient for success in the new, highly hyped technology, Brad Zelnick, an analyst at [Deutsche Bank](#), wrote earlier this month in a note to investors. "We see leading platforms such as [Salesforce](#) — with troves of trusted, high-quality data, connected processes, strong brands, distribution and ecosystems — as the natural winners in a generative AI world."

Seattle Times

Document SETIWB0020230619ej6j0002w

Business

How generative-AI tools save this growing company time and money; Not only is AI reducing administrative burdens, it can also help business owners with high-level strategy, expert says

JARED LINDZON

964 words

13 June 2023

The Globe and Mail (Breaking News)

GMBN

English

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Chad Davis and his co-founder, Josh Zweig, were able to build a completely virtual accounting firm in 2013, thanks to advancements in cloud computing.

LiveCA now boasts more than 70 full-time staff, and a roster of major tech-industry clients. Mr. Davis says the company is finding new efficiencies by utilizing the next major disruptive technology: artificial intelligence (AI).

“AI is almost no different than 10 years ago when cloud accounting was coming on board, in that it is exciting, it’s transformational, and it has so much potential right now in its current form that not getting involved with it would feel like stepping backwards.”

LiveCA uses generative-AI tools such as ChatGPT to manage, streamline and optimize a range of tasks. For example, Mr. Davis says the AI software has helped the firm fix errors in its coding that previously required the assistance of outside experts.

“We used to have to hire someone to scrape websites for data if it was really complex. Now we get the instructions on how to do that just by talking to ChatGPT, and that saves us hundreds of dollars,” he explains. “Our emails are written with fewer grammatical mistakes, which is nice, we are doing better work because we can create better [spreadsheet] formulas, and we can fix problems quicker.”

Mr. Davis adds that the biggest difference between this wave of innovation and the cloud computing revolution of the last decade is a dramatically lower barrier of entry.

“Ten years ago, cloud computing was still a heavy lift – you had to have a base knowledge to connect different tools together, and that required a foundational knowledge that was quite large,” he says. “When AI came on board you could start having conversations that allowed you to learn about the things that were out of reach.”

LiveCA is one of countless small and medium-sized businesses (SMBs) using AI to improve efficiency. According to a recent [Microsoft survey](https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RW1305F) of U.S.-based small-business owners, 72 per cent said they are familiar with AI, and nearly half are currently using AI solutions. Sixty-seven per cent said they believe AI can help them achieve their business goals.

“I think AI is the next great equalizer that will allow small companies to look big and allow people to do so much more work with a small team,” says Brenna Robinson, general manager of Modern Work for SMBs at [Microsoft](#). “AI can help respond to customers, with drafting proposals, for things like press releases or blogs or marketing materials – I spend a lot of time in meetings, and AI is getting to the point where it can summarize meetings, so you don’t need to sit in on every call.”

According to a separate, global [Microsoft study](https://www.microsoft.com/en-us/worklab/work-trend-index/will-ai-fix-work) [https://www.microsoft.com/en-us/worklab/work-trend-index/will-ai-fix-work] , 64 per cent of workers feel like they don't have enough time and energy to do their jobs, and 70 per cent are willing to delegate as much of their work to AI as possible to lessen the load.

"We call it a co-pilot because it can do the first drafts, that busy work for you," Ms. Robinson says. "People don't start SMBs because they love email and administrative tasks – they're passionate about cookies or dog walking or real estate – and this will allow them to focus more on that."

She adds that AI's impact on SMBs is only going to increase as the technology advances, suggesting it will become as central to business operations as the Internet itself. As a result, she says it's imperative for entrepreneurs to gain a degree of comfort with it as soon as possible.

Not only is AI reducing their administrative burdens, it can also help business owners with high-level strategy, says Nusa Fain, director of the Masters of Management, Innovation and Entrepreneurship program at the Smith School of Business at Queen's University in Kingston, Ont.

"AI can help find niches where you can find your sandbox to play in – your target market where you are the main player as an entrepreneur," she says. "From that strategy, ideation and creativity perspective, the human-AI interaction will become powerful."

Ms. Fain recently ran an experiment on her students to better understand the potential of AI in the early stages of business formation. She gave them an hour to come up with a business idea without the assistance of technology, and then suggested a specific prompt to enter into ChatGPT to help validate or expand those ideas.

"It generated additional information for them to take their ideas to the next level, and validate them as an opportunity," she says. Ms. Fain adds that within 15 minutes of interacting with ChatGPT, the software was able to provide analyses of the potential markets, explore the competitive landscapes, and help students refine their ideas.

While the experiment demonstrated the potential of the technology for identifying business opportunities, Ms. Fain says it also highlights the importance of a well-crafted prompt, which requires a new kind of skill that can only be gained through experimentation.

"ChatGPT can be a phenomenal support tool, if the prompt you use is done in a correct way. Otherwise, it gives you generic information, and just kind of takes you around in circles," she explains. "It will help [SMBs] speed up their processes and create efficiencies, as long as they are able to learn how to use it effectively."

Follow this link to view this story on globeandmail.com: How generative-AI tools save this growing company time and money[<https://www.theglobeandmail.com/business/small-business/article-how-generative-ai-tools-save-this-growing-company-time-and-money/>]

The Globe and Mail

The Globe and Mail Inc.

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CE Noticias Financieras English

Banks seek to curb cyber-attacks that already use artificial intelligence: this will be their strategy

618 words

13 June 2023

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English

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As financial institutions have migrated a large part of their operations to digital, cybercrime continues to be a threat in Latin America. In response, the Latin American Federation of Banks (Felaban) will launch a regional fraud concentrator, which includes Peru, to prevent cyber-attacks, which generate US\$ 2.7 billion annually in losses globally.

Giorgio Trettenero Castro, secretary general of Felaban, indicated that with a collaborative software, attacks (both cyber and traditional) will be known and other institutions in the region will be alerted in order to stop this wave of cybercrime that even already uses artificial intelligence.

"We have already finished the pilot we did in Mexico, Central America, Brazil and Chile. Twenty-two banks from 11 countries participated. Anticipating is the solution because there is no point in a forensic analysis of 'how they killed us', but how we prevent cyber-attacks," the executive told Gestión.

He indicated that he is already coordinating with the Association of Peruvian Banks (Asbanc) so that financial entities adhere to this new system.

"Entity that is not in this model will be exposed because they will always attack the weakest part of the chain. The idea is that all of them (Peru's financial system) enter," he said.

Because cybersecurity has become one of the main challenges for banking, Trettenero mentioned that this platform will be very practical to prevent cyber-attacks.

As an example, he pointed out that when criminals put a stripe reader on ATMs to steal user data, the fraud system alerts the entire bank. "That way they also cancel the cards that have passed through and a new one is issued to them," he said.

Another case, he specified, is when in a phishing situation it is identified which IP address is the one from which they are trying to commit fraud, and from where it is being done, the rest of the banks are alerted to block that Internet address.

"It will never reduce all (cyber threats), there will always be new mechanisms of cybercriminals, but the idea is to be at the same level, so it is important that banks have a collaborative system to be able to defend ourselves before cyber attacks that already use artificial intelligence," he said.

For José Asti, director of financial affairs of the Society of Law and Digital Companies (Sodital), nowadays banks face important challenges regarding the use of information: conservation, treatment and transfer.

In that line, the expert stressed that many types of digital platforms are used, ranging from prevention in money laundering and terrorist financing issues, to campaigns for placement of financial products.

"A regional fraud concentrator is a good idea to combat cyber-attacks, provided that the tool allows immediacy, detailed identification and alerts (ex ante) and also on new unusual behavior. This measure would be efficient as long as it also has an important back-up, so that it itself does not become the center of an attack," he noted.

He added that the greatest amount of frauds, and the trend is going in that direction, is through the use of the Internet.

"This collaborative tool must also be accompanied by other good practices that companies in the financial system must promote: financial education, banking with more inclusive products and enforcement on penalties (and exclusions) of individuals and companies from the system," he said.

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Appian Drives Productivity Revolution with Generative AI Strategy and Expanded AI Roadmap

Appian; PR Newswire

1196 words

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Process automation leader delivers practical value for professional low-code developers.

MCLEAN, Va., June 13, 2023 [Appian](#) (Nasdaq: APPN) today announced key elements of its expanded strategy and roadmap for generative AI [https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=155182062&u=https%3A%2F%2Fappian.com%2Fproducts%2Fplatform%2Fprocess-automation%2Fenterprise-ai-vision.html%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=generative+AI] in the [Appian Platform](#) for process automation. [Appian's](#) focus is on democratising access to AI technology in order to unlock productivity gains for developers, and the company's strategy centers on delivering secure and reliable private AI to protect customers' data.

"[Appian](#) incorporates AI in a practical manner that delivers real customer value," said Michael Beckley, CTO and Founder, [Appian](#). "Our vision is embodied by the [Appian AI Copilot](#), which uses generative AI to accelerate low-code development and is supported by a family of intuitive, low-code AI capabilities."

[Appian](#) recently announced [https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=2363158532&u=https%3A%2F%2Fappian.com%2Fabout%2Fexplore%2Fpress-releases%2F2023%2Fappian-infuses-process-automation-with-artificial-intelligence.html%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=recently+announced] [OpenAI/ChatGPT](#) low-code integration and that ChatGPT is trained on [Appian's](#) declarative SAIL expression language. [Appian](#) also unveiled the [Appian AI Skill Designer](#) [https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=1349703433&u=https%3A%2F%2Fappian.com%2Fabout%2Fexplore%2Fpress-releases%2F2023%2Fnew-appian-platform-democratizes-ai-for-process-automation.html%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=Appian+AI+Skill+Designer], a simple and powerful way for organisations to create custom AI machine learning models that don't require giving their sensitive data to a public AI platform.

Today, [Appian](#) delivered two new AI plug-ins to the [Appian AppMarket](#):

* [Appian Azure OpenAI Connected System](#) [https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=495195036&u=https%3A%2F%2Fcommunity.appian.com%2Fb%2Fappmarket%2Fposts%2Fazure-openai-connected-system%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=Appian+Azure+OpenAI+Connected+System] : [Appian](#) increases freedom of choice for customers wanting to use cutting edge generative AI in their business processes. With this low-code connector, your business can seamlessly connect to Azure's

[OpenAI Service](#) and combine generative AI with enterprise-grade data security governance.

* [Appian Pinecone Connected System](#)[https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=1129023254&u=https%3A%2F%2Fcommunity.appian.com%2Fb%2Fappmarket%2Fposts%2Fpinecone-connected-system%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=Appian+Pinecone+Connected+System] : Using the new low-code integration to Pinecone's vector database, users can query their [Appian](#) document knowledge base and retrieve intelligent results based on the semantic meaning of their question. Used in tandem with [OpenAI](#), this integration enables users to chat with their private data and receive contextually relevant information from generative AI.

Expanded AI roadmap.

The Appian Platform is built on an enterprise-ready AI architecture that is delivering real business value today. Our key architectural components make it easy to leverage AI, including our patented SAIL and Data Fabric[https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=21843719&u=https%3A%2F%2Fappian.com%2Flearn%2Ftopics%2Fdata-fabric%2Fwhat-is-data-fabric.html%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=Data+Fabric], our AI Skill Designer for building private AI services, and our ability to easily incorporate AI in end-to-end process automations.

[Appian](#) is continuing to bring innovative generative AI capabilities to market in upcoming releases, including:

- * Instant generation of digitised forms from PDFs through AI document understanding.
- * [Appian](#) is combining the power of large language models (LLM) with additional AI training of our SAIL architecture and our document understanding capabilities to develop a new generative AI capability for instant understanding and creation of new applications from existing PDF documents.
- * Self-service analytics through AI-powered queries of the Appian Data Fabric with natural language.
- * 94% of new [Appian](#) customers have adopted our revolutionary Data Fabric. [Appian](#) is combining our Data Fabric with generative AI and natural language understanding to create a revolutionary capability for self-service analytics. This will empower every user to discover insights from the Appian Data Fabric to improve business operations.
- * AI-generated workflows assembled on-the-fly based on natural language prompts.
- * [Appian](#) is training LLM and AI to understand the core nature of workflow and process patterns to support AI-generated workflows. This will empower users to build workflow orchestrations with natural language prompts, further breaking down barriers in human-machine collaboration.
- * AI-enabled out-of-the-box solutions.
- * [Appian](#) already delivered AI-generated RFI creation within its Government Acquisition suite[https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=179695863&u=https%3A%2F%2Fappian.com%2Findustries%2Fpublic-sector%2Facquisition-management%2Fcontract-writing.html%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=Government+Acquisition+suite] and Case Management suite of solutions. New and existing [Appian](#) solutions will be imbued with AI capabilities.

"Appian believes low-code and AI are a perfect match," said Michael Beckley, CTO and Founder, Appian. "Appian's AI Copilot demonstrates the natural advantages of this union by making its suggestions inside low-code design tools. Low-code is the perfect medium for AI to express application designs while ensuring humans can easily understand and refine AI creations through an intuitive and visual design environment."

Appian looks forward to releasing expanded generative AI features in our Appian 23.3 release, scheduled for August 2023. Appian intends to continue investing in these AI capabilities, with new features and capabilities coming out in our quarterly release cadence through 2023 and beyond. AI is a core principle in our product management philosophy that will drive all aspects of our product designs as we continue to innovate for continuous customer value.

To learn more about Appian's vision for AI and next-generation enterprise platforms, tune into our webinar, Next-Gen Enterprise Platforms: Leveraging Generative AI, Automation, and Data Fabric[https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=603579614&u=https%3A%2F%2Fcommunity.appian.com%2Fp%2Fnext-gen-platform-webinar%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=Next-Gen+Enterprise+Platforms%3A+Leveraging+Generative+AI%2C+Automation%2C+and+Data+Fabric].

Forward-Looking Statements

This press release includes forward-looking statements. All statements contained in this press release other than statements of historical facts are forward-looking statements. The words "anticipate," "believe," "continue," "estimate," "expect," "intend," "may," "will" and similar expressions are intended to identify forward-looking statements. Appian has based these forward-looking statements largely on its current expectations and projections about future events and financial trends that Appian believes may affect its financial condition, results of operations, business strategy, short-term and long-term business operations and objectives and financial needs. Those forward-looking statements are subject to a number of risks and uncertainties, including, without limitation, the risks and uncertainties set forth in the "Risk Factors" section of Appian's Annual Report on Form 10-K for the year ended December 31, 2022, filed with the Securities and Exchange Commission on February 16, 2023, and subsequent reports that Appian files with the Securities and Exchange Commission. Moreover, Appian operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Appian's management to predict all risks, nor can Appian assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements Appian may make. In light of these risks, uncertainties and assumptions, Appian cannot guarantee future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. Appian is under no duty to update any of these forward-looking statements after the date of this press release to conform these statements to actual results or revised expectations, except as required by law.

About Appian

Appian is a software company that automates business processes. The Appian Platform includes everything you need to design, automate, and optimise even the most complex processes, from start to finish. The world's most innovative organisations trust Appian to improve their workflows, unify data, and optimise operations—resulting in better growth and superior customer experiences. For more information, visit [appian.com\[https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=129058365&u=https%3A%2F%2Fappian.com%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=appian.com\]](https://c212.net/c/link/?t=0&l=en&o=3889905-1&h=129058365&u=https%3A%2F%2Fappian.com%2F%3Futm_source%3Dreferral%26utm_medium%3Dpress-release%26utm_campaign%3DPlatform%26utm_content%3DGenAIStrategy&a=appian.com). [Nasdaq: APPN]

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salesforce.com Inc. - AAA – The Auto Club Group Advances Its Generative AI-Ready Digital Strategy with Salesforce

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Access the original document here[<https://www.salesforce.com/news/stories/aaa-digital-transformation/>]

AAA - The Auto Club Group Advances Its Generative AI-Ready Digital Strategy with [Salesforce](#)

AAA's[<https://www.aaa.com/stop/>] second-largest club, The Auto Club Group (ACG), is taking the next step in its digital transformation journey with [Salesforce](#), using the power of generative AI to increase efficiencies, drive innovation, and become more customer-centric.

Why it's important: Consumers say their #1 frustration[<https://www.salesforce.com/news/stories/customer-spending/>] with organizations is disconnected experiences and 84%

[<https://www.salesforce.com/news/stories/generative-ai-research/>] of IT leaders say generative AI can help their organization better serve customers.

To meet customers' increasingly high expectations[<https://www.salesforce.com/news/stories/customer-engagement-research/>], ACG will use AI Cloud[<https://www.salesforce.com/news/press-releases/2023/06/12/Ai-cloud-news/>] - [Salesforce's](#) trusted, open, and business-ready enterprise AI solution built for CRM - to empower employees to deliver more personalized and real-time member experiences at scale.

Unleashing an AI Revolution: Inside Salesforce's Decade-Long

Journey[<https://www.salesforce.com/news/stories/ai-history-salesforce/>]

Salesforce Announces AI Cloud - Bringing Trusted Generative AI to the

Enterprise[<https://www.salesforce.com/news/press-releases/2023/06/12/ai-cloud-news/>]

AI Cloud: A Guide to Salesforce's Trusted, Open, and Business-Ready GPT-Powered

Applications[<https://www.salesforce.com/news/stories/salesforce-gpt-resources/>]

Driving the news: AAA is North America's largest motoring and leisure travel organization, providing its members with travel, insurance, financial, and auto-related services. More than 13 million of those members reside in The Auto Club Group's region, which spans 14 U.S. states, the province of Quebec and two U.S. territories. Today, the organization uses Einstein AI to provide personalized, relevant recommendations to members, such as the option to bundle insurance policies for a reduced premium. Next, ACG will apply [Salesforce](#) AI Cloud capabilities to three key focus areas:

* Enhancing customer experiences: Today, every ACG employee, across all lines of business, can see a complete profile of each member to better respond to and anticipate their needs. With Service GPT-powered chatbots, customers can get real-time answers to questions like how to renew their membership or add a family member to their plan.

* Boosting agent productivity: In the future, agents will be able to use generative AI tools to automatically pull in relevant content and draft personalized responses based on customer data in [Salesforce](#), and back office administrative tasks, like logging tickets, will be done automatically.

* Streamlining DevOps: ACG's vision is to use AI-generated code and workflows so that its software developers can reduce the time spent on diagnosing and resolving problems and accelerate the development lifecycle, bringing innovation to members faster.

We're accelerating our digital transformation with [Salesforce](#) and AI Cloud as one of the partners that will help us implement AI across our entire business including DevOps, support, sales and underwriting."

Shohreh Abedi, EVP, Chief Operations Technology Officer, and Member Experience at AAA - The Auto Club Group

The customer perspective: "Our goal is to deliver more personalized member engagement, make our processes more efficient and cost-effective, and drive innovation across our team within a safe and trusted environment," said Shohreh Abedi, EVP, Chief Operations Technology Officer, and Member Experience at AAA - The Auto Club Group. "We're accelerating our digital transformation with [Salesforce](#) and AI Cloud as one of the partners that will help us implement AI across our entire business including DevOps, support, sales, and underwriting."

AAA - The Auto Club Group's ROI at-a-glance:

- * 30% of cases deflected using self-service capabilities.
- * 10% faster response times by automating roadside assistance.
- * Significantly reduced costs by decreasing trucks on the road through more efficient scheduling.

Go deeper:

* Learn more about [Salesforce AI Cloud](#) and the power of trusted AI here[<https://www.salesforce.com/news/press-releases/2023/06/12/ai-cloud-news>]

* Discover how Einstein, [Salesforce's AI technology](#), delivers 1 trillion AI-powered predictions every week here[<https://www.salesforce.com/products/einstein/overview/?d=cta-body-promo-8>]

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&subject=AAA%20%E2%80%93%20The%20Auto%20Club%20Group%20Advances%20Its%20Generative%20AI-Ready%20Digital%20Strategy%20with%20Salesforce&body=https%3A%2F%2Fwww.salesforce.com%2Fnews%2Fstories%2Faaa-digital-transformation%2F]

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text=AAA%20%E2%80%93%20The%20Auto%20Club%20Group%20Advances%20Its%20Generative%20AI-Ready%20Digital%20Strategy%20with%20Salesforce&url=https%3A%2F%2Fwww.salesforce.com%2Fnews%2Fstories%2Faaa-digital-transformation%2F&via=SalesforceNews]

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Business

The role of AI on the biopharma HR strategy and decision making

763 words

11 June 2023

Financial Express Online

FIEXON

English

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By Ganesh Nikam

From Common to Crucial, AI is advancing rapidly, covering the entire spectrum of complexity of business activities and tasks. Each passing day, AI technology, applications, case studies are encompassing areas which seemed untouchable yesterday and alarmingly the velocity of progression is geometric. With its ability to process vast amounts of data, identify patterns, and generate actionable insights, AI has emerged as a powerful tool for HR strategy and decision making within the biopharma industry.

One of the key areas, where AI has made significant inroads in the biopharma industry, is the domain of mass recruitment. Pharma sales, which is virtuously called as Medical Representatives (MR) constitutes the biggest section of the work force and coupled with traditionally high attrition rates, the recruitment function is always on the toes. AI-powered algorithms can shift through numerous resumes, screening candidates based on predefined criteria and identifying those who possess the desired skills and qualifications. This not only saves time and resources but also increases the chances of finding the most suitable candidates for specific roles. For a well-defined role with clear competencies identified, pharma sales recruitment is moving a notch higher where in automated skill test, interviews, behavioral and gesture analysis, soft skills assessment is being done in patches and will be done completely in near future by an AI agent. As a critical HR function, recruitment and talent acquisition has finally entered the MATRIX.

AI technologies' primary targets routine and repetitive tasks and Operational HR, which consists of query resolutions, policy clarity, new employee orientation, change communication, grievance handling is increasingly being made automated, intelligent, and personal. With vast capacities to record previous queries, draw valuable insights, find patterns and feed on a new set of broader data sets, AI-driven chatbots and virtual assistants have become integral parts of HR departments. AI chatbots are further entering into training and counselling realms and due to their objective design, guidance and advice is increasingly becoming effective, bias free and personalized. AI-powered chatbots free up HR professionals to focus on more strategic and value-added activities

Well, all of us have, while working in an organization, given a 3 or 4 rating out of 5 to all parameters in an Employee Satisfaction Survey, and the HR friends of ours would have got some brawny points internally. Few of them would have further acquired some Best Employer Award in the Industry for the company. But on a casual coffee break, we all know what our real ratings were. Enter AI, and the invisible agent will get the real impulse from employees' written communications, surveys, performance reviews, exit interviews and should not only be able to paint the correct picture of employee engagement, but also suggest relevant actions. HR partners should be able to monitor and maneuver real time and gain valuable insights into employee satisfaction, identify areas for improvement, and develop targeted strategies to enhance engagement and productivity.

Contemporary, coherent, and comparative data is the biggest contributor to a great decision-making process. At Strategic HR, the decision-making process first, needs a lot of current industry level data for benchmarking,

particularly in the areas like compensation, organization hierarchy, designations, product pipeline, attrition numbers, policies. Second it needs quick insights with scenarios, SWOT analysis, cost tradeoffs and data driven options. AI has just begun making inroads into this strategic and board HR decision by making available up to date and frequent benchmarking data, market trends and historical data to give the overall context. Now on top of that intelligent and predictive analytics models are being built to assist in making informed and quick decisions. Manpower planning, competitive compensation grids and policy rearrangement are some of the critical decisions where AI is being used currently in the HR function.

AI has become an indispensable asset for biopharma HR strategy and decision making. From talent acquisition and employee engagement to workforce planning and retention, AI-driven solutions are transforming HR practices within the industry. By leveraging the power of AI, biopharma companies can gain a competitive edge by making data-driven decisions, enhancing employee satisfaction and productivity, and ultimately driving their organizations towards success in an increasingly complex and dynamic landscape. And who knows, very soon AI would eventually solve the holy grail of HR , finding the perfect match of a job and its incumbent.

The author is managing director, CEO, Biojobz

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Experts believe AI has emerged as a powerful tool for HR strategy and decision making[<https://www.financialexpress.com/wp-content/uploads/2023/06/Untitled-design82.jpg?w=1024>]

Indian Express Group

Document FIEXON0020230612ej6b00016

Onfolio outlines growth, AI strategy in articles posted to site

79 words

8 June 2023

The Fly

FLYWAL

English

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Onfolio Holdings announces that it posted two articles on its corporate website that provide additional insight into its growth strategy. Specifically, these articles highlight Onfolio's corporate acquisition strategy and its strategy to leverage AI across its subsidiaries. The company said, "Acquisitions and leveraging AI are expected play pivotal roles in the Onfolio's anticipated future growth, and these two articles provide additional transparency and insight into these strategic levers."

Theflyonthewall.com

Document FLYWAL0020230608ej6800ci1

Press Release: Thoughtworks Advances Generative AI Strategy With Appointment of Mike Mason as Chief AI Officer

603 words

7 June 2023

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Dow Jones Institutional News

DJDN

English

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Thoughtworks Advances Generative AI Strategy With Appointment of Mike Mason as Chief AI Officer

CHICAGO--(BUSINESS WIRE)--June 07, 2023--

Thoughtworks (NASDAQ: TWKS), a global technology consultancy that integrates strategy, design and engineering, today announced the appointment of Mike Mason as Chief Artificial Intelligence (AI) Officer. Mason will report to Thoughtworks' Chief Technology Officer, Rachel Laycock.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20230607005379/en/>

As Chief AI Officer, Mason will guide clients through their generative AI journeys and accelerate their adoption of this new technology. (Photo: Business Wire)

In this new global role, Mason will guide clients through their generative AI journeys and accelerate their adoption of this new technology. We expect generative AI will have a profound effect on all parts of an organization, from business processes to products and services and internal operations, allowing greater overall efficiency and innovation-at-scale. Taking an AI-first approach will catalyze the evolution of the software development process across the Thoughtworks service portfolio, and is an important step in this digital transformation journey.

"As Thoughtworks has rapidly designed, delivered and evolved exceptional digital products and experiences at scale with AI for many years, we are strongly positioned to revolutionize AI-powered software development," said Rachel Laycock, Chief Technology Officer, Thoughtworks. "Mike's leadership in the new role of Chief AI Officer will accelerate the adoption of generative AI across all our services and allow us to leverage the tremendous potential of AI to transform our clients' businesses and the way we build software."

Having served as Thoughtworks' Global Head of Technology since 2017, Mason has extensive leadership experience and a track record of developing new capabilities and solutions with cutting edge technology to solve client's most complex problems. Mason is also co-author of The Digital Transformation Game Plan with Guo Xiao and Gary O'Brien.

"We see the market opportunity and demand from our clients to infuse generative AI into all our services and offerings and are excited to help them navigate through the noise to the real business gains," said Mike Mason, Chief AI Officer, Thoughtworks. "In my new position, I will help clients leverage the extraordinary impact of generative AI while also advising on an ethical approach to protect against reputational, security and privacy risks to organizations and users."

As AI and machine learning (ML) gained more industry adoption over the past several years, Thoughtworks has been at the forefront of the rapid development of AI- and ML-based tools that can be applied across the entire value chain of business processes. With its acquisition of Fourkind in 2021, Thoughtworks further strengthened its ML, data science, strategy, design and engineering capabilities.

Supporting resources:

- Read more information about Thoughtworks' approach to generative AI.
- Keep up with Thoughtworks news by visiting the company's website.
- Follow us on [Twitter](#), [LinkedIn](#) and [YouTube](#).

- ### - <TWKS915>

About Thoughtworks

Thoughtworks is a global technology consultancy that integrates strategy, design and engineering to drive digital innovation. We are over 11,500 Thoughtworkers strong across 51 offices in 18 countries. For 30 years, we've delivered extraordinary impact together with our clients by helping them solve complex business problems with technology as the differentiator.

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Press Release: SYBLEU Inc. Announces Corporate Strategy and Public Listing

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English

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[SYBLEU Inc. Announces Corporate Strategy and Public Listing](#)

PR Newswire

BRONX, N.Y., June 6, 2023

BRONX, N.Y., June 6, 2023 /PRNewswire/ -- [SYBLEU Inc.](#) (OTC PINK: SYBE), a biotechnology company focused on therapies for human and animal health, medical devices, and clinical diagnostics, has begun trading on the OTC PINK markets under the symbol SYBE.

[SYBLEU](#) has developed a corporate strategy centered around acquiring intellectual property and forging strategic partnerships to advance technologies to market. The company has focused on three areas which it believes are high-growth areas in biotechnology.

First, the company is particularly interested in developing drugs for treating cancer in companion animals. Current companion animal therapies do not take advantage of the important advances that cancer therapies have enjoyed in human health. There has been a dearth of translating those advances into treating companion animals.

Second, [SYBLEU](#) is carefully examining the role of AI and machine learning in clinical diagnostics. Recognizing that the genomic revolution, when coupled with the power of artificial intelligence and machine learning, can potentially be used to predict cancer patient outcomes to a specific cancer treatment, the company's management is evaluating intellectual property in this space.

Third, advances in optics and plastics have enabled the design of disposable medical devices that, to date, have been expensive, reusable devices that must be sterilized between uses and rebuilt. The company is evaluating a technology that allows the manufacture of a disposable endoscope.

"There is so much exciting technological innovation in the biotechnology field right now," said Harry M. Lander, Ph.D., Chief Scientific Officer of [SYBLEU](#). "It seems that a convergence of biology (e.g., genomics), computational advances (e.g., AI and machine learning) and manufacturing (e.g., 3-D printing) is occurring in several fields that is resulting in new drugs, devices and diagnostic capabilities that will have far-reaching impact on human and animal health."

"Launching [SYBLEU](#) now is very exciting," said Joe Vaini, CEO of [SYBLEU](#). "We will examine cutting-edge technologies and perform deep due-diligence as we select which technologies to pursue. We will also ensure that [SYBLEU](#) has a top-flight management team that will complement its needs as the company grows."

About [SYBLEU](#)

[SYBLEU Inc.](#) (OTC PINK: SYBE) is a biotechnology company focused on therapies for human and animal health, medical devices, and clinical diagnostics. We are focused on acquiring intellectual property and forging strategic partnerships to advance technologies to market. [SYBLEU](#) is currently exploring opportunities in veterinary therapeutics, diagnostics, and medical devices. Additional information on [SYBLEU](#) is available at <http://www.sybleu.com>[<http://www.sybleu.com>].

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Blackbaud Announces Launch of Major New Wave of Intelligence for Good Strategy

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Blackbaud has unveiled new wave of its Intelligence for Good strategy, with an extensive agenda of initiatives and investments to be implemented on a rolling basis over upcoming quarters targeted at making artificial intelligence (AI) more accessible, powerful and responsible across the social impact sector.

"A tremendous opportunity exists for social impact organizations to use AI to address key operational and financial challenges," said Mike Gianoni, president and CEO, Blackbaud. "Blackbaud will apply our proven approach - combining high quality system-of-record data, best-practice education, integrated partner ecosystem and new social impact-specific capabilities - to provide an easy, safe way for our customers to test new approaches and capture this opportunity in ways that are right for the social impact sector."

While committing to the continued enhancement of existing features like AI-enabled prospecting and intelligent donation forms, Blackbaud will expand into new areas including automated generation of stewardship documents and assisted learning targeted at driving an exponential increase in the productivity of social impact organizations.

At the heart of Blackbaud's next-generation AI strategy is a commitment to make AI more accessible to social impact organizations by providing complete, ready-made solutions that address specific challenges related to the optimization of fundraising, stewardship, corporate impact and education needs. Specifically, Blackbaud plans to announce an extensive set of new capabilities in 2023, including:

AI for Peer-to-Peer (P2P) Fundraisers: Enabling P2P participants to use Generative AI-based features to make sharing their own story easier and more effective for their fundraiser.
AI for Online Giving: Providing a personalized experience to online donors through predictive AI capabilities.
AI for Major Giving Officers: Expanding Prospect Insights to include AI-driven insights into planned and major giving vehicles and likelihood.
AI for Donor Stewardship: Enabling organizations to automate the creation of key donor stewardship documents such as thank you notes through a built-in Generative AI experience.
AI for Educators: Assisting teachers with personalized, AI-driven content that has appropriate guardrails to drive more classroom engagement.
AI for School Administrators: Leveraging AI to automate review and recommendations of financial aid submissions.
AI for Corporate Impact: Empowering Corporate Social Responsibility teams to capture, visualize and tell the story of their corporate social impact missions through inclusion of modern AI services.
In addition to its increased investment in planned product enhancements to make AI more accessible to its customers, Blackbaud will accelerate the availability of partner solutions in the Blackbaud Marketplace. This includes nurturing and scaling an ecosystem of social impact-focused AI companies through its tech accelerator, the Social Good Startup Program.

In July 2023, Blackbaud is launching a cohort of its accelerator program dedicated specifically to AI startups, now open for enrollment.

"Blackbaud's tech accelerator initiative allowed us to refine our AI capabilities, providing feedback on the most powerful use cases for the social impact sector," said Nick Fitz, CEO of Momentum, the winner of Blackbaud's 2022 Startup Showcase.

This new wave of innovation builds on Blackbaud's proven history of delivering results through data intelligence and AI. In 2001, Blackbaud developed its first data intelligence product and has supported thousands of customer organizations including many of today's leading and largest nonprofit organizations, universities, healthcare foundations, major museums and more with predictive modeling services within the last decade. Blackbaud continues to modernize its data intelligence offerings, including the announcement in 2022 of Prospect Insights, a modern AI-powered service designed to provide actionable insights for major giving. Grand Canyon Conservancy, a Prospect Insights customer, reports that Prospect Insights has helped them identify the correct constituents to place into gift officer portfolios. They also use the snapshot of wealth and giving data within Prospect Insights to make more educated asks of their constituents.

"Blackbaud has become the operating system for organizations that improve the world," said Sudip Datta, chief product officer, Blackbaud. "Our investment into AI over the past decade has infused intelligence into our systems of record, and our new investments into Generative AI will now accelerate the ability for our social impact customers to act on that intelligence."

Blackbaud will provide regular updates on how it delivers this strategy through upcoming announcements and webinars, at its annual conference, bbcon, in October 2023, and its product update briefing series in November 2023.

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Staying Power - Part 2: Data, Analytics And AI Are Critical Value Drivers For Workforce Strategy And Optimization

Philip Rothaus

220 words

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In the second installment of our Staying Power series, we explore how effective use of data, analytics and AI supports solving today's hotel workforce needs.

Workforce optimization processes are typically manual, paper-based and driven by tribal knowledge rather than hard data. Where data is available, it is often fragmented, siloed or incomplete. Additionally, most workforce-related reporting such as budgeting or time-and-attendance, focuses on documenting the past. This is critical, but advanced analytics allow for deeper insights into why things happen (diagnostic), what will happen (predictive) and what hoteliers should do next (prescriptive).

Click on the link below to explore four ways to leverage data, analytics and AI to solve workforce dilemmas.

Read Part 2 in the Series - Data, Analytics and AI are Critical Value Drivers for Workforce Strategy and Optimization

Originally published on November 1, 2022

The content of this article is intended to provide a general guide to the subject matter. Specialist advice should be sought about your specific circumstances.

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Strategy: Tech: AI For Everyone: Building Better Businesses With Low- Or No-Code AI

Yashasvini Razdan

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1 June 2023

Electronics For You

AELYO

English

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Imagine building an application powered by artificial intelligence (AI) with a rudimentary knowledge of coding! Well, now anyone can do that with AI-powered low-code/no-code platforms. Read on to know moreA manufacturing shop floor of a 3D printing company was overburdened with multiple orders from diverse systems. The arduous task of managing the raw material, which included processing, loading, blending, unloading, manual quality checks, and recycling, was taking a toll on productivity.Despite the trials, this tale does have a happy ending, with a 65% reduction in manual intervention. The headcount of the labour team involved in the processes went down from fifty to five!You may question the authenticity of these figures and wonder if the team had a magic wand or a fairy godmother.

Well, your hypothesis will be refuted, as the only magic that worked wonders for this company was a tool powered by artificial intelligence (AI).The 3D printing firm approached a digital product engineering company called Nagarro for a solution. Nagarro developed a raw material management application on Mendix, a low-code development platform. This application allowed the 3D printing company to automate the raw material management processes and allowed the workers to gain analytical insights on the material used, reducing wastage.The lingering question that remains unanswered is, what is a low-code development platform and where is the magic of this AI-powered tool?From medical diagnostic tools to self-driving cars, AI has transformed how we work and perform our tasks. The world is moving towards a technology paradigm, powered by AI to automate repetitive and optimisable chores, allowing humans to focus on high-level tasks that require creativity, problem-solving, and critical thinking.With the growing importance of AI, and the increasing demand for digital transformation in businesses, companies are now leaning towards low-code/no-code (LCNC) development platforms to build AI solutions to enhance productivity, increase return on investment, and reduce costs.Unravelling the magicLCNC AI-powered tools and platforms enable users to create and deploy machine learning models and other AI applications without extensive coding knowledge. These platforms have pre-built AI models and algorithms that allow any user to develop custom applications for image and speech recognition, fraud detection and prevention, chatbots and virtual assistants, predictive analytics and machine learning models, natural language processing (NLP) and sentiment analysis, and business process automation.The difference between low-code and no-code AI is exactly what the name suggests. Low-code AI platforms allow users to design and develop applications using graphical tools to reduce the need for writing multiple lines of code. No-code provides a similar experience but goes the extra mile of removing the need to write even a single line of code.An ideal successful business is one where the capital input is low, productivity and output are high, and the time taken to achieve that level of productivity is low. This sets the perfect stage for the inevitable and obvious technology—low-code/ nocode AI.These platforms enable organisations to build and deploy applications that automate processes, improve efficiency, and enhance customer experiences. Since most of the development becomes visual, the long hours otherwise spent on coding and debugging reduce the time-to-market significantly, providing businesses with a competitive edge. Flexible application development manages to

stand the vagaries of digital transformation. LCNC AI provides businesses with quick adaptability to changing market conditions and customer needs. The provision for rapid modifications allows the developer to quickly iterate and make changes to applications, depending on the needs of their clients and the market. While talking about speed and time-to-market, one can recall an interesting anecdote of a California based energy storage solutions company, [Advanced Microgrid Solutions \(AMS\)](#), that develops and operates energy storage systems to reduce energy costs. The national electricity market (NEM) uses a spot market where all users bid for the consumption and supply of energy every five minutes. The company faced the massive challenge of predicting demands and coming up with dynamic bids in minutes while processing massive amounts of market data. The company solved this challenge by using [Amazon Web Services \(AWS\)](#) LCNC tool, Amazon SageMaker, to build a deep learning model using TensorFlow. SageMaker provided the company with the best model parameters, and within weeks their model showed a remarkable improvement in market forecasts across all energy products in net energy metering. The novelty of LCNC tools lies in the fact that even non-technical users can develop applications using visual interfaces, drag-and-drop functionality, and pre-built templates, democratising access to technology. Enterprise owners can ease up on the expensive training programmes for hardcore IT professionals. The cost of traditional development is reduced significantly. Business owners can tap into a wider pool of talent who aren't necessarily surfing on the waves of information technology (IT). Due to the visual functionalities of LCNC AI platforms, a lot of the complexities of building and deploying AI models are removed, paving the way for more focus on higher level tasks, such as designing the user interface or developing business logic. These platforms can be deployed for internal as well as external applications via software-as-a-service (SaaS) models. Technology director at Nagarro, Sachin Vijan, explains, "Internal applications, such as HR, finance, IT, procurement, and legal, are well suited for low-code base development, which can lead to significant improvements in efficiency and productivity, resulting in a rapid return on investment. External applications refer to business applications that range from B2B, B2C, B2G, and all other sorts of combinations. There is a remarkable trend where businesses have started building applications on low-code platforms, ranging from small supplier distribution networks to whole banking systems." Director of IBM Automation, Vishal Chahal, explains how businesses can get the best output from these tools. "Since the LCNC approach is a pay-as-you-go model in SaaS deployments, it results in a better return on investment (ROI)—with lower infrastructure, talent, or maintenance cost, and faster agile releases. It also addresses the growing demand for hyper-automation in businesses to remain competitive," he says. An ocean of LCNC AI platforms In a perpetually transitioning world, LCNC AI platforms can help enterprise owners in multiple ways, but the ocean of AI is made of a combination of machine learning, deep learning, and natural language processing technologies. The pool of serviceable users that can benefit from embedded AI in LCNC tools is constantly widening with both application developers and end users profiting off the platforms, across a wide degree of applications. It makes one wonder how a low-code/ no-code AI platform can interconnect multiple technologies within a single interface. The answer to this lies in the fact that low-code/no-code AI tools are not just limited to individual platforms but can also be integrated with different tools to interoperate through common data formats, APIs (application programming interface), or connectors, and plugins for cloud storage platforms, databases, and data visualisation tools. Vijan says there are more than 50 LCNC AI platforms available in the market, each with its unique selling points and challenges. "These platforms offer full or partial machine learning solution development. Some providers use AI as an end product for developing AI solutions, while others use its assistance for application development, management, rollout, or maintenance. Most of these platforms are domain or vertical agnostic," Vijan says. Whenever the mention of new and emerging technologies arises, one cannot expect the big tech firms to be left behind. The big five tech firms have invested over \$220 billion in technology with the major portion on AI, shares Vijan. Apple's LCNC platform, Apple CreateML, provides drag-and-drop functionality to create iOS applications. The interface provides recommendations, classification, image recognition, and text processing. It collects data through the iPhone camera and microphone. A Mac computer, with a graphical processing unit, can be used to quicken the training process. Amazon SageMaker is equipped with tools to build, train, and deploy machine learning models

for predictive analytics applications, using open source frameworks, such as TensorFlow, PyTorch, and Apache MXNet. Google has its own set of tools, including Google AutoML, which comes with different tools for building machine learning models, computer vision models, NLP models for sentiment analysis and text classification, and machine translation models. The search engine behemoth has another tool, Teachable Machine, which comes with tutorials to aid users in training algorithms to classify and categorise data, unlike other platforms that are designed to create operational applications. IBM Corporation has effectively incorporated LCNC AI capabilities in all its platforms across the development, deployment, and management of solutions. Named after IBM's first CEO, Thomas J. Watson, IBM Watson is an AI platform that uses AI tools, such as NLP and machine learning, to understand and analyse large amounts of unstructured data, such as text, images, and videos, to allow businesses to gain insight and improve decision-making. IBM Watson Studio is a lowcode/ no-code tool which is a part of the Watson platform. It can analyse, cleanse and shape, and ingest streaming data. It comes with a drag-and-drop interface to build, train, and deploy machine learning models, which can be used by those without extensive programming experience. The company further plans to release a new data and AI platform, IBM Watson, which comes with a trained foundation and open source models. It also provides digital labour platforms, such as Watson Orchestrate, that use NLP to draw from a catalogue of basic and advanced skills to execute users' requests—in context and the right order without any specialised training. "Orchestrate allows integration across various apps and tools to accomplish tasks in a simple, no-code interface. Users can automate the observability, optimisation, and remediation of their hybrid cloud solutions with low to no coding requirements, with IBM Turbonomics and IBM Instana Observability, and Watson AIOps. These platforms also allow the users to monitor their IT systems while getting AI-driven actions for reducing cost and performing dynamic optimisation to upscale or downscale their systems with no coding and minimal IT support," Chahal elaborates. Navigating through the Challenges Even a tiny iceberg can sink the greatest of ships in a vast ocean. Steering a business with the help of LCNC AI platforms has resulted in the development of AI based solutions with greater ease and speed, but no journey is complete without challenges. While it may be easy for end-consumers to independently build small applications, it is necessary to consider several critical factors in the development and adoption of enterprise-grade LCNC AI applications at the organisational level. With pre-built templates, customisation can often be limited, especially when an enterprise needs a very specific solution. In such cases, developers can use APIs or other integrations to add their code or models to the platform. This would, however, require additional technical expertise to set up and configure properly. The addition of third-party services and APIs to provide additional functions or integration with other platforms increases the risk of security breaches. Some LCNC AI tools require users to upload sensitive data, such as customer information or financial data. This data can be at risk if proper security measures are not put in place. Built-in security features, such as data encryption, can protect sensitive data and prevent any cyber-attacks. In case of low code, developers use software development tools that ease monitoring by security teams. A full static or dynamic analysis becomes tough for platform-generated code. Such a situation could lead to new threats, such as data leaks and potential compliance violations, which may escape the notice of security teams. Limiting and monitoring access controls along with involving security and identity teams in the application design process could prevent any illicit privilege use. Chahal believes that deploying a few important guardrails like auditability, lineage, and role based execution around the design, and deployment of automation tasks could help minimise any security implications. Adopting service providers that offer security controls, such as data encryption, identity federation, and logging, can also mitigate the risks that come with the adoption of low-code/no-code AI platforms. Giving an example of how IBM's low-code/no-code platforms provide the features to audit the machine learning models, Chahal elaborates, "These platforms de-bias the data used to train the machine learning models and maintain the lineage of the data and information that gets exchanged through an automated task. The automation tasks are mapped to user roles and thus provide access mechanism and authorisation to design and execute these tasks." By establishing data quality standards, investing in the right human resources and tools for model deployment and management, and incorporating machine learning into existing IT systems, enterprises can easily sail through these

challenges. Embracing the future

The [International Data Corporation \(IDC\)](#) released a report earlier in January this year, forecasting a \$21 billion growth in 2026 in the worldwide market for low-code, no-code, and intelligent developer technologies (LCNCIDT). The report stated that the demand for these technologies would allow the revenue to grow at a five-year compounded annual growth rate (CAGR) of 17.8% from 2021 to 2026. In India, the low-code/no-code market has been growing at a CAGR of 15% since 2019. It generated a revenue of around \$400 million during FY21 for IT service providers and startups, according to a [NASSCOM](#) report published in March 2022. “The market for LCNCIDT technologies is being driven by the global shortage of full-time developers,” says Michele Rosen, Research Manager of low-code, no-code, and intelligent developer technologies at IDC. She expects this situation to persist through this decade to create a big market for technologies that improve developer output and increase the potential number of developers. The adoption of low-code/ no-code AI platforms, to optimise development and equip non-technical developers with tools to create and modify digital solutions, will further be propelled by extensive growth in AI, which is becoming the fundamental element of all technology offerings. Vijan adds that the enhancement of developer productivity and the speed at which AI based solutions are being created using LCNC AI tools have paved the way for the creation of personalised AI based solutions. “With LCNC AI platforms and tools, applications can be created without prior technical knowledge in AI development. While large language models like GPT3 and GPT4 can create websites from a sketch, they are not widely used in the industry currently. However, the quick release of productivity solutions in the near future will improve internal process efficiency by enhancing competency with AI-assisted coding and raising baseline offers with AI solutions,” he says. To build a successful business, entrepreneurs and business owners need to adopt new and unique ways of digital transformation. It’s no secret that AI-assisted development in a business enhances productivity, increases ROI, and reduces costs. Low-code/no-code AI platforms and tools are merely skimming through the top layer of the vast ocean of disruptive technologies. Despite that, it is interesting to note how AI-powered LCNC technologies remove the pertinent debate of AI replacing humans. The scarcity of skilled developers has created an urgency for everyone to learn and implement tools that reduce the time, intricacies, and cost of delivering solutions. AI-powered LCNC tools democratise access to technology for a wider pool of users, providing a chance for businesses of all sizes to stay competitive in today’s fast-paced digital environment. “The quick release of productivity solutions in the near future will improve internal process efficiency by enhancing competency with AI-assisted coding and raising baseline offers with AI solutions.” — Sachin Vijan, Technology Director, Nagarro

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Gartner Inc. - Avoid an asymmetry assumption in customer AI strategy

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Avoid an asymmetry assumption in customer AI strategy

I'm one of a small band of analysts at [Gartner](#) who survey and research CEOs. My primary interest is in how macro trends are shaping their thinking and the implications of that for technology related business change agendas. This year's big issue is of course generative AI. I'm reading many CEO interviews and responses to investor day questions about their views on the matter. **It's early days of course. Most CEOs are a little hazy in their responses. They say that there are potential benefits but also risks. Some point to internal efficiency possibilities. However nearly all of them comment about how AI might be used by their company to advance the product or the customer experience - and that's where I see a troubling asymmetry assumption.**

Business leaders seem to be assuming that AI under their control will be at the center of customer interaction advances. But what about AI in the hands of the customers themselves? Or AI in the hands of new intermediaries acting more in the interests of the customers than the producers? ChatGPT, Bard and the rest will place enormous 'end user' power in the the hands of customers. Generative AI will massively improve the ease of learning to code and of generating code. Open source AI projects will make very powerful and increasingly specialized large language models available via APIs. This all means that small startups and even individual developers can readily create pretty powerful 'custobots'. That's our down-to-earth term for a machine customer - a non-human economic actor that obtains goods or services in exchange for payment. These custobots will do shopping, selecting, negotiating and buying on behalf of their human customer owners... and eventually for themselves.

In specific niches, **custobots** have already become a significant market phenomenon, just using more conventional algorithmic designs. For example **Ticketbots help buyers secure seats at concert venues and sports events. Sneakerbots help customers get access to small batches of collectible footwear that can be hard to pounce on.** Once we add the power of generative AI, the potential of these software bots to morph and multiply is enormous because they can be evolved to interact in complex, natural language dialogs with sellers.. of almost anything. There is a good chance they will be faster, more logical and test more product criteria when they are shopping. Put simply - they could be harder customers to predict and to please, than the humans on whose behalf they are working.

So be wary of slipping into an unconscious asymmetry assumption. Do not presume that the value adding application of AI will take place primarily on the side of the producer or vendor. Customers - B2B and B2C - will harness the technology to work on their end of things too. Machine Customers will be a powerful force - in every market in the long term. That's why we wrote a book about it.

[Amazon link to 'When Machines Become Customers'](https://a.co/d/3cdMV4S) - <https://a.co/d/3cdMV4S>[<https://a.co/d/3cdMV4S>]

[Link][https://blogs.gartner.com/mark_raskino/files/2023/02/IMG_5671.jpeg]

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Cisco aims for an AI-first security strategy with Armorblox buy

Michael Cooney

531 words

1 June 2023

New Zealand Reseller News

IDGRES

English

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[Cisco](#) plans to buy Armorblox, a six-year-old AI vendor, to help create “an AI-first Security Cloud.”

“Leveraging Armorblox’s use of predictive and Generative AI across our portfolio, we will change the way our customers understand and interact with their security control points,” wrote Raj Chopra senior vice president and chief product officer for Cisco Security in a blog announcing the pending acquisition[https://blogs.cisco.com/news/cisco-announces-intent-to-acquire-armorblox?utm_medium=feed&utm_source=feedpress.me&utm_campaign=Feed%3A+CiscoBlogs].

While securing email was Armorblox’s first application of its AI techniques, they might also be applied to attack prediction, rapid threat detection, and efficient policy enforcement, Chopra wrote. “Through this acquisition though, we see many exciting broad security use cases and possibilities to unlock.”

The Armorblox team will join Cisco’s Security Business Group, to help bring generative AI capabilities to [Cisco’s](#) security portfolio, Chopra stated. The deal is expected to close by the end of [Cisco’s](#) FY23. No price was announced.

According to Chopra’s blog, the purchase is “an exciting step forward in executing our plans for an AI-first Security Cloud.” Further details will be forthcoming at the vendor’s [Cisco](#) Live! event next week.

Chopra didn’t define AI-first Security Cloud, but for about a year [Cisco](#) has been developing Cisco Security Cloud[<https://www.networkworld.com/article/3663019/rsa-cisco-launches-sase-offers-roadmap-for-other-cloud-based-services.html>], which includes network-as-a-service (NaaS), [Cisco](#) firewalls, [Cisco](#) Umbrella cloud security, [Cisco](#) Duo zero-trust security, and threat intelligence from Cisco Talos.

[Cisco](#) describes Security Cloud as cloud-native and cloud-delivered, featuring a unified dashboard, flexible trust policies, and open APIs to encourage third-party integrators, and says that it will “be a fast learner.”

The design goal of the Security Cloud is to sit horizontally as a layer on top of the infrastructure across a customer’s cloud services—the major ones being Azure, [AWS](#) and GCP and then they probably have some level of private data center—to protect all of the core applications, [Cisco](#) said.

Armorblox and email security

According to Armorblox’s website, it can protect “against data loss and targeted email attacks like Business Email Compromise, vendor fraud, and account takeovers.”

According to a recent report[<https://www.maximizemarketresearch.com/market-report/business-email-compromise-market/188537/>] by researchers at Maximise Market Research, AI technologies are expected to play a crucial role in combating business email compromise (BEC) attacks by enabling advanced threat detection, analysis, and prevention mechanisms. “Machine-learning algorithms can analyse large volumes of

data and identify patterns, anomalies, and indicators of BEC attempts, helping organisations detect and respond to potential threats more effectively,” the report said.

AI-powered solutions also enhance email security by implementing robust authentication and verification. Advanced email-filtering systems use AI algorithms to detect and block suspicious emails, phishing attempts, and forged sender addresses, reducing the risk of successful BEC attacks, according to the researchers.

Armorblox says it also integrates with existing security stacks via APIs and leverages large language models, such as GPT, deep-learning algorithms to detect targeted threats, “protect key business workflows, and reduce manual work for security teams through automated processes.” Large language models are computer algorithms that process natural-language inputs and predict the next word based on what they’ve already seen.

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ITES

Accenture spots 300 plus use cases where generative AI can deliver: Chief strategy officer Bhaskar Ghosh

Priyanka Sangani and Romita Majumdar

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Accenture has identified a set of use cases across 19 industries where generative AI can deliver significant results, Bhaskar Ghosh, global chief strategy officer at Accenture told ET in an interview. He added that even as Accenture, and its customers, are both excited about the potential of using generative AI, large language models and generative AI cannot be applied to every practice. Internally, the company has identified over 300 use cases where generative AI can have a tangible impact. This is across aspects like service delivery, consulting and technology, taking a foundation model and training it with internal data to create a private model for the company. The company is seeing early adopters in the financial services, retail and government sectors start trial projects, he said and added that cost would also be a factor in determining how fast enterprises would adopt these tools.

The potential to unlock the transformative power of AI ranges from unlocking the power of creativity, driving technology transformation through intelligent automation powered by AI and empowering human and AI collaboration, said Ghosh. 100574814 Also read | IT clients push for generative AI-based solutions to drive productivity However, given that it's still early days, one needs to be careful. "There are issues related to hallucinations – sometimes it just gives you the wrong answer," said Ghosh. "We believe generative AI is not the solution for everything in the enterprise," he said. Accenture has identified five broad areas where generative AI can be implemented – advising, creating, automation, software creation and protection. Ghosh said that Accenture was working with a global broadcast company to explore how generative AI can help scale the industry through deeper and personalized experiences to drive audience engagement and growth. It is also working with a multinational bank to use generative AI to route large numbers of post-trade processing emails and draft responses with recommended actions to reduce manual effort and risk. Accenture has set up a Generative AI and LLM (large language model) Centre of Excellence (CoE), with 1600 employees, a large part of which is in India. There are another 40,000 employees trained in deep artificial intelligence who work with this team. "It hosts the incubation and scale up engine for capability building, innovation, assets, solutions, and delivery. It is building the talent architecture, assessing the skill sets needed and how we need to shift ourselves to working in the new space. A large part of the CoE is in India, and it also includes a Generative AI Academy based in India that is responsible for driving the skilling agenda," said Ghosh. Ghosh expects generative AI implementation projects to pick up further over the next two-three years. "It will help companies define the new performance frontier with this power of generative AI. It will unlock the creativity of these people, human and AI working together will come to a new level," he said. What's needed are responsible AI guidelines, which are extremely important for any company to adopt AI within the organisation. On data privacy concerns, Ghosh said that Accenture has a responsible AI practice where it works with clients on creating an overarching artificial intelligence strategy which is the first step towards having a responsible AI framework. On client data, Ghosh said that the company had clearly defined in which way that data can and cannot be used.

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HubSpot Inc. - 6 Ways AI Can Improve Your Localization Strategy

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6 Ways AI Can Improve Your Localization Strategy

6 Ways AI Can Improve Your Localization Strategy

Rayne Aguilar[<https://blog.hubspot.com/website/author/rayne-aguilar>]

Published: May 29, 2023

Artificial intelligence (AI) has taken the world by storm - but it's also leaving some in a panic.

From defeating a world chess champion in 1997[<https://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/>] to writing articulate pieces with humanlike cadence[<https://ecosystem.hubspot.com/marketplace/apps/sales/crm/chatspot-32442>], AI has made leaps and bounds in recent years. While it understandably is causing some concern about robots taking over people's jobs[<https://blog.hubspot.com/marketing/jobs-artificial-intelligence-will-replace>], its power makes it an invaluable tool for performing some tasks more efficiently. In fact, 63% of consumers[https://blog.hubspot.com/marketing/artificial-intelligence-is-here?_ga=2.223930075.1505384252.1633670085-95272703.1633670085] already use AI tools without even acknowledging it.

While leaving the fate of your marketing efforts in the hands of an AI solution is risky, it can prove helpful for streamlining your operations. Assigning the tedious parts to AI will free up more time and brainpower for the more intensive tasks. One excellent example is your localization strategy.

In this post, you'll learn how this technology can play a role in building and implementing your AI localization strategy. Let's dive in.

What is a localization strategy?

Before we get into how AI can help improve your localization strategy, let's do a quick refresher on what it is. Today, it is more important than ever to provide content in your audience's native language. Brooking Institute estimates there will be more than 4.7 billion middle-class and wealthy consumers in non-English speaking countries by 2030[<https://venturebeat.com/business/how-ai-and-ml-makes-language-translation-more-efficient-for-non-english-speakers/>]. If your content is only in English, you're ignoring a huge audience that would be interested in your product or service.

Additionally, 9 out of 10 people[<https://www.nimdzi.com/ai-localization/>] will ignore a product if it's not available in their native language. If your website and content aren't translated into your target audience's preferred

language, chances are you won't reach them - at all.

That's exactly where localization comes into play. It transforms your existing content to match the language, context, and culture of a new target audience.

So what exactly goes into a localization strategy? For starters, language. Localizing means translating your website and content into your target audience's preferred language.

But it's not about outputting a word-for-word literal translation and calling it a day. These translations need to account for cultural references, humor, and context. And all these need the input of a human brain.

However, it doesn't stop there. Localization goes beyond accurate translations. It also considers the cultural context of your target market.

For example, there's imagery and media to consider. Some symbols and even emojis mean something completely different in another language.

It's also important to prep your website for the different language or geographic versions you'll use to serve your target audience. Here are some of the many aspects you'll need to localize on your website:

- * Multilingual customer support
- * Changing the website elements like the design and layout to fit languages formatted for right-to-left reading
- * Local currencies, units of measure, date formats, and phone numbers
- * Contact details, if you have a local office

Now that you have a better understanding of localization, let's discuss how AI can help take your strategy to the next level.

How can AI take your localization strategy to the next level?

A localization strategy is rarely a one-and-done process. It constantly needs tweaking since everything moves at the speed of light-technologies, trends, and consumption patterns. When you're busy overseeing everything else, it's easy to let your localization plans slip through the cracks.

The good news? AI can make this more efficient for you. Here's how.

1. It speeds up your website translation efforts.

We can't start a list without discussing website translation[<https://weglot.com/how-to-translate-your-entire-website-online/>], of course!

Accurate translation is an indispensable part of any localization strategy. The traditional route of relying solely on human translators can be expensive and time-consuming. That's where AI translation[<https://weglot.com/blog/ai-translation/>] comes into play.

Neural machine translation (NMT) has dramatically improved how translation projects can be handled. Traditional localized content took a lot of time to produce. Human linguists and translators would carefully pore over each translated word. As you can guess, the cost of this is high.

But AI translation doesn't need the same manpower as traditional methods. It uses neural networks and

algorithms to learn what a word means, how it sits in context, and how to structure sentences in a way feels natural to a reader. Its accuracy also continues to increase daily.

Since localizing your content no longer takes as long, you can do it at a broader scale and more cost-effectively. If you've been eyeing many target markets in several geographies, AI can help you get there faster.

Combining the knowledge of human translators with the skills and speed of neural machine translation can yield outstanding results. Since AI translation is already on top of tracking language changes, human editors don't need to spend as much time reviewing and verifying the translations.

2. It simplifies your content.

When your customers have to think twice about what they're reading, they'll give up on trying to understand what you're offering. That's where AI can help: It identifies when a translated sentence uses language too difficult to understand. You won't have to dedicate hours or spend resources on poring over each piece of content to ensure it's punchy and straightforward enough.

Tools that use natural language processing (NLP) and deep learning can also distinguish language on a granular level. It uses historical data to learn the appropriate tone according to the content type, industry, and domain. Machine translation providers now have options for a formal and informal tone of voice.

Integrating AI into your localization strategy allows you to filter out highly technical content and find ways to simplify it-to the point that a high school student knows what you're all about. Because of this, you can cut the post-editing stage, as identifying errors in the source and target text will be less time-consuming.

3. It helps you provide personalization.

An AI localization strategy will take your marketing campaigns to new heights. How? Through personalization on a new level.

Personalization is everything when winning over your target audience. When you put your messages within their context, they'll feel more understood and seen by your brand.

Luckily, AI can help you accomplish a high degree of personalization. This is because of the amount of data it uses. You'll have the information needed to craft a clear message that resonates with your new audience.

For instance, it will give you insight into your target audience's buying patterns[<https://blog.hubspot.com/marketing/buying-patterns>]. These are shaped by where they live, work, how much money they earn, their hobbies and preferences, and more. With this data, you can predict when they're ready to buy a product or service like yours, where they're likely to look for it, and the kind of business they'll buy from.

When you know your customers' buying patterns for your target area, it's time to set things in motion. You can personalize your marketing efforts and choose the corresponding content to nudge them until they're ready to buy from you.

You'll also determine what website pages and elements to change to nurture your new audience even more. Location-based offers, personalized welcome messages, and category recommendations will help make the user experience[<https://blog.hubspot.com/marketing/ux-user-experience>] seamless.

The best part? With AI, all of this is done faster.

4. It localizes your media more efficiently.

It's simpler to conceptualize localizing written content. But what about images, videos, files, and other media that aren't as straightforward?

AI makes it possible to adjust your website completely to foreign markets-even your media. It's not just photos of your product or service it will localize, but images you've used throughout your website. These include:

- * Images in your blogs
- * Diagrams
- * Infographics
- * Icons
- * Media in your PDFs

Translating and localizing these individually would take tons of time and effort, even with the help of translation services.

But AI thoroughly sweeps your website's visual elements for media to determine what requires translation. With AI doing the legwork for you, you'll spend less time localizing and more time crafting the messages you want to use to target your audience.

Curious about how this works in real-time? Try out Google Translate's camera translation feature. It instantly translates whole sentences in the pictures that you take. That makes it helpful to understand signs, labels, and instructions in another language.

Meta's AI team[<https://ai.facebook.com/research/publications/textstylebrush-transfer-of-text-aesthetics-from-a-single-example/>] built a solution that translated text in images and photographs while retaining the original typography and style. If this tool were open for public use, imagine how much faster this would speed up the localization process.

5. It can provide a better customer experience through multilingual chatbots.

Customer service typically takes a lot of resources and manpower, especially when catering to numerous time zones. But thanks to AI, a significant portion of this can be automated.

Think about voice assistants like Siri and Alexa. They use insights from conversational AI[<https://www.forbes.com/sites/forbestechcouncil/2022/09/14/translation-localization-and-the-many-paths-to-ai-innovation/>] to make interactions with them more natural and intuitive. They're very successful, as 95% of customer interactions will be AI-driven by 2025[<https://www.accenture.com/us-en/services/applied-intelligence/solutions-ai-customer-engagement>].

Multilingual chatbots take a huge load off customer service representatives by anticipating and addressing some of their customers' most frequently asked questions. AI has only made these chatbots more intelligent and sophisticated. Sometimes, they're mistaken for a human representative.

Depending on the inquiry, they're a more suitable alternative. They offer immediate responses, faster turnaround times, more accuracy, and better customer engagement. And yes - in a variety of languages.

Even better? Since they're multilingual, they immediately serve a bigger audience. Using multilingual chatbots in your AI localization strategy will help you deploy an immediate support team and address your prospects' concerns. They'll feel like you value them, making them more likely to convert.

6. It sharpens your SEO strategy.

Localizing your website means increasing your chances of landing on the first page of the SERPs. Part of that includes applying the correct attributes (like hreflang tags and the appropriate URL structure) to your website so search engines recognize it. Once you've successfully done this, your content is one step closer to reaching your target audience.

AI can even help you create content by suggesting prompts, predicting the following few words, or writing a post for you. Keep in mind that you'll still need to tweak this content.

Still, AI-produced content has been especially controversial recently. And [Google](https://ahrefs.com/blog/google-ai-content-guidelines/) has announced that it won't penalize AI-written content[<https://ahrefs.com/blog/google-ai-content-guidelines/>] as long as it remains relevant, credible, and well-written. Though a human eye is necessary for tightening your content, it can accelerate your localized SEO efforts[<https://blog.hubspot.com/marketing/seo>].

Localize with AI

Humans dictate changes and trends in languages and preferences, so the localization industry likely can't ever be fully automated. But AI has definitely played a massive part in making it more accessible for everyone.

Since AI makes data-driven decisions, it can cover routine project-related tasks. That way, managers can focus on more cognitive and strategic tasks instead. And with the huge strides NLP is making (think of conversational AI and multilingual chatbots), integrating AI into your localization strategy will create frictionless local user experiences for your target audience.

Topics: Artificial Intelligence[<https://www.hubspot.com/stories/artificial-intelligence>]

Don't forget to share this post!

* This content was originally posted here[<https://blog.hubspot.com/website/ai-localization-strategy>]

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Saying that artificial intelligence (AI) is strategic because it is the technology that is currently penetrating organizations the most, whose influence on business, the economy and societies in general is expected to increase significantly in the coming years or decades, is not very helpful. AI is a vast set of technologies and applications, installed and under development that, surely, for many .

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Strategy & management,Energy retail,Company strategy,Technology and innovation,Customers,People and skills

Can I speak to your human?

Tom Grimwood

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Utility Week Online

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After Octopus Energy's Greg Jackson recently revealed that artificial intelligence has taken on the workload of 250 staff at the energy retailer within a matter of months, Utility Week speaks to industry experts about the potential prizes and pitfalls of using AI for customer service.

If an interrogator, conversing in text with both a fellow human being and a computer, is unable to identify which is which, then the machine can be said to possess a form of artificial intelligence (AI).

No computer has yet been able to convincingly pass this test set out by code-breaking computer scientist and philosopher Alan Turing in the 1950s. However, the release in November of Open AI's ChatGPT, available to anyone with internet access, has enabled everyday people to experience first-hand how close computers are to succeeding in Turing's "imitation game".

Unease over the potential societal implications of AI has been steadily growing among pioneers of the field for a number of years, but the launch of ChatGPT, among other things, has helped to catapult the issue into mainstream discussion as a matter of pressing concern.

Among the latest figures to speak out is Octopus Energy's Greg Jackson. Writing in the Times earlier this month, the company's founder and chief executive warned that AI will transform workplaces at a "terrifying" pace, making huge numbers of people redundant in the blink of an eye: "It's like going from muskets to missiles. Everywhere. All at once."

Jackson said Octopus had begun experimenting with AI in December and by February they'd plugged it into their systems, initially allowing it to reply to a "handful" of customers emails.

The responses produced by the AI had delivered a higher satisfaction rating than trained staff – 80% versus 65% – and at the time of writing, the programme was responding to more than a third of customers emails – the workload of around 250 people.

"That's not the worst," he added. "Today, Octopus AI writes messages, but soon (in weeks) it'll make decisions and carry out actions too. It won't just tell you your balance but will also suggest a change in payments and do it for you. It'll order your meter installation or spot a vulnerability and send you an electric blanket."

When asked about potential use cases for AI in the energy retail sector, ChatGPT responds: "AI-powered virtual assistants and chatbots can handle basic customer inquiries, provide instant responses, and guide customers through common processes such as bill payments, service requests, or energy usage analysis. This can significantly reduce wait times, improve efficiency, and provide 24/7 support."

AI could also analyse individual customer data to offer customised assistance and tailored products and

services, it explains: “This level of personalisation can enhance the customer experience, increase customer satisfaction, and foster customer loyalty.” This could include using smart meter data to provide “detailed insight” into their consumption patterns and personalised advice to help reduce their energy usage and bills.

Furthermore, AI algorithms could “detect patterns and anomalies in energy consumption data to identify potential fraudulent activities or security breaches,” while voice recognition and natural language processing technologies could enable customers to interact with energy retailers through voice commands or text-based messaging: “This can provide a seamless and intuitive customer experience, allowing customers to make inquiries, receive information, and perform transactions using natural language.”

Oliver Schoen, a director at Eon Next, says the prizes on offer from the use of AI are indeed substantial. But over the short term, at least, he believes both the opportunities and risk are somewhat overstated: “We’re probably in the midst of a typical hype cycle right now.”

Schoen says there is a spectrum of different customer service roles that AI could fulfil with varying levels of ease. At the left side of the spectrum are “simple, self-contained” questions, for example, about government schemes, that do not require access to customers’ accounts or their personal data.

At the right side of the spectrum are complex interactions, perhaps with vulnerable customers, to deal with very specific problems or sensitive issues. These may include referring customers to third parties or taking a series of interconnected actions.

He says attempts to leverage AI will obviously start at the left side of the spectrum and gradually move over to the right, initially with the AI giving human agents suggested responses to enquiries that they can then “fine tune and send off”.

Schoen says this is “not too far off” what many customer service organisations have already been doing for a while with the use of less sophisticated chatbots and automated phone lines.

But moving along the spectrum, Schoen says energy companies will quickly start hitting the “corporate reality” of dealing with issues of system integration, security and privacy. He says exposing customers directly to AI without a human filter will come with significant risks.

Schoen notes the example of chat programmes trained to respond to people based on interactions on social media, which started regurgitating some of the bigoted opinions they had come across. While acknowledging that this is an extreme example, depending on how programmes are trained, he says there is still the risk of “strange behaviour” emerging at “this stage of maturity.”

There is also a knowledge management issue given that companies often have important information spread among various service providers around the world; their products and services “iterate so rapidly”; and there are regular government interventions in the market.

He questions how companies will ensure they give customers consistent responses as this knowledge base changes: “They don’t want to call and get today a very different response to the same problem than they got yesterday, or they will get tomorrow. Now, how do you ensure this?”

Schoen says one big potential benefit of AI is the ability to quickly scale up and down to meet demand.

At the moment, if you want to launch a new service-heavy venture, the main constraint is hiring enough staff. There is also the issue of synchronising this hiring with the generation of the revenue needed to pay them. Schoen says the use of AI for customer service has the potential to completely change this dynamic, allowing

companies to quickly scale up in line with the emergence of demand.

Schoen says AI could also help existing enterprises to meet spikes in demand, particularly when it comes to enquiries on the left side of the aforementioned spectrum. He says Eon has seen a big uptick in enquiries over the last year relating to the energy crisis, with customers seeking information about how their bills will be impacted, how they can keep them down and what support is available through government schemes.

Rowanne Fleck, lead user researcher at the Energy Systems Catapult (ESC), says utilising AI to reply to routine enquiries could enable energy companies to massively reduce response times, which would be “great for everybody”.

ChatGPT says some customers may have reservations about interacting with AI programmes and prefer human assistance: “Energy retailers need to strike a balance between automated AI services and human customer support options to cater to different preferences.”

But Fleck says some customers may prefer to communicate with chatbots, which could “go through things more slowly, step by step... There’s no time constraint like there is with a person on a call.” People with social anxiety or autism may actually be averse to speaking to another person, preferring a “more stable and predictable” chatbot.

She says there is a “huge opportunity” for AI to help disseminate information to customers about decarbonising their homes: “One of the biggest problems in the energy industry at the moment is people getting the right information about home retrofits, knowing what to do to decarbonise their homes.

“One of the things that people tell us constantly is they just don’t know where to start looking. And when they do, they don’t know what sources to trust. And you can imagine something like this could really start to help people get the right information”.

In general, Fleck says: “The ideal future scenario would be where the AI augments the service that is provided rather than replaces it.”

As an example of this working in practice, Samuel Young, data science and AI practice manager at the ESC, cites a study of the use of AI for tech support at a large Fortune 500 company, which found “the big benefit was it enabled customer support agents with a few months experience to be performing as if they were much more experienced.

“And that really has benefits for kind of all consumers, but vulnerable consumers in particular, where it’s a bit luck of the draw as to do you get someone who has lots of experience or someone who doesn’t”.

Although not necessary to solve the problem, Fleck says AI could also help to identify vulnerability and provide a more consistent service through its ability to quickly trawl through records of previous actions and interactions with customers.

Fleck and Young agree that one of the biggest risks of the application of AI to customer service is that energy retailers absorb the benefits as costs savings, reducing the number of staff that are available to deal with vulnerable customers and complex cases.

Young worries that the development of AI may focus on optimising the experience for the majority of typical customers, whose main priority may be speed, at the expense of the minority of vulnerable customers, whose priorities may be different.

Fleck says the existing disparity in the experiences of, and costs to serve, these segments could grow, increasing the incentive for companies to find ways to cherry pick the first set.

Young says companies need to develop supportive technologies for their specialist support teams, including by giving AI “the time and the data and the experience to learn in those kinds of contexts.” When humans do make adjustments to AI generated responses, these alterations need to be fed back into their training to create a positive “feedback loop”.

He says it is important that AI developers spend time “sitting next to a call service agent, listening to live calls” to they can personally experience the “many kinds of subtleties” of customer interactions and identify the potential “blind spots” of their software.

As AI programmes begin to interact with customers with less oversight from human agents, Young says people must have the ability to opt out, speak to a human call agent and have AI decisions reviewed.

AI and human agents could create a much better experience, Fleck concludes, but it must be a “symbiotic” relationship working for the benefit of all customers, and not just a way for companies to cut staff and costs.

The post [Can I speak to your human?](https://utilityweek.co.uk/can-i-speak-to-your-human/) appeared first on Utility Week [\[https://utilityweek.co.uk\]](https://utilityweek.co.uk).

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Zoho integrates ChatGPT with Zia to strengthen its Generative Artificial Intelligence capabilities and maintain its strategy

1126 words

18 May 2023

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Zoho Corporation Press Release

This is an automated translation of the original press release issued in Spanish

Querétaro, Mexico, May 18, 2023 - Zoho Corporation, a leading global technology company, today announced execution and investment plans in Artificial Intelligence (AI), beginning with the release of 10 Zoho application extensions and integrations with generative AI, powered by ChatGPT. Zoho's strategy for these technologies also includes platform expansion and an innovation plan with a focus on delivering superior customer experience and value, while ensuring the highest level of privacy and security.

For more than a decade, Zoho has been running and deploying AI across its entire product portfolio, with in-house technology development running on the company's private cloud. This one is called Zia.

"Zoho was founded on a commitment to customer privacy, and today's announcement represents a continuation of that commitment while enabling the most powerful tools for our users," says Ramprakash Ramamoorthy, Head of AI Research and Labs for Zoho. "The merging of ChatGPT's generative intelligence and our internal AI capabilities will provide users with a more intuitive, efficient, and secure experience, reflecting Zoho's research and development culture."

Zoho's AI strategy has followed three fundamental principles:

1. Customer Experience: Zoho's AI solutions provide the context, intelligence and efficiency needed to produce an exemplary customer experience. Zia is integrated into every step, whether it's improving customer records, producing documents, providing process insights, or proactively forecasting and preparing for issues that may arise.
2. Customer Privacy: Zoho builds its AI in-house, resulting in optimal privacy protection that seamlessly joins users' broader tech ecosystem. Tools powered by Zoho AI Extensions deliver intelligence without compromising customer data or sending information to an unverified third party. Examples include handwriting detection, phishing protection, and communication translation, among others.
3. Customer Value: Zoho delivers multifaceted value in the form of customer productivity, ease of use, cost efficiency, relevant KPIs, and the broad availability of AI to a broad set of people. Any technology that saves customers time will become a priority for Zoho, and Artificial Intelligence is no exception.

In the short term, Zoho will make it easier to integrate Zia with third-party intelligence, as we are doing with ChatGPT, incorporating the newest technology into the company's broad portfolio of enterprise solutions. As Zoho moves forward, the company intends to bring AI generative intelligence technology in-house, ensuring that its 90 million global users benefit from intelligent experiences as well as Zoho's leading value and privacy standards.

In addition, [Zoho](#) is currently developing its own Broad Language Models (LLMs), capable of conversing, summarizing, paraphrasing, and adapting to new tasks with unexampled learning techniques, to enable knowledge-driven communication and discovery. the AI smoothly.

Generative AI in [Zoho Apps](#)

Initially available in the US, [Zoho's](#) new generative AI extensions, powered by ChatGPT, complement [Zoho's](#) extensive AI portfolio. This new technology is contextually integrated with company applications and can be used by users of all profiles. This is what ChatGPT provides at the moment:

[Zoho CRM](#) with Generative AI

- * Extract and summarize key information from customer records.
- * Offer predictive analytics on ongoing negotiations.
- * Create personalized emails and bespoke templates from scratch.
- * Check content for grammatical errors.

[Zoho Desk](#) with Generative AI

- * Automatically summarize incoming and outgoing tickets.
- * Analyze the customer's mood based on the tone of the request.
- * Generate automatic responses from knowledge base articles.
- * If there are not enough pieces of the knowledge base available, search for publicly available information for solutions.

[Zoho Writer](#) with Generative AI

- * Adjust grammar on the fly, such as correcting the passive voice and expanding abbreviations.
- * Suggest headlines, titles, and best word replacements.
- * Correct punctuation and shorten content where necessary and identify plagiarized phrases.
- * Ask questions within Writer and embed answers in the document.

[Zoho Cliq](#) with Generative AI

- * Maintain access to ChatGPT at any time from within messages.
- * Paraphrase incoming messages for faster responses and analysis.
- * Transform message threads into shareable schemas.
- * Shorten or summarize responses to clarify communication.

[Zoho Social](#) with Generative AI

- * Help produce diverse and engaging content for posts on trending topics.

- * Iterate on the style of the publication to identify the best way to present the information.
- * Suggest supporting relevant content and images that can be sourced from media libraries or generated uniquely.
- * Optimize existing posts by adding hashtags, removing superfluous words, and implementing SEO best practices.

[Zoho Assist with Generative AI](#)

- * Generate shareable summaries of sessions, events, chats, and audio calls, including accompanying statistics.
- * Improve customer service with automated chat suggestions for technicians and representatives. Modify existing text by restating, translating, or formatting it.

[Zoho LandingPage with Generative AI](#)

- * Develop complete and functional product-specific landing pages from a single request, including supporting high-quality images.
- * Build and incorporate forms to collect information and improve the conversion rate.
- * Personalize landing page content or call to action through guided suggestions tailored to specific audience segments, then automatically optimize for SEO.
- * Extract content from existing landing pages and reconfigure it in the new template, simplifying migration.

[Zoho SalesIQ with Generative AI](#)

- * Transcribe and summarize conversations Automatically tag transcripts for better searchability and sharing
- * Message review Block ChatGPT in Zobot

[Zoho Notebook with Generative AI](#)

- * Illustrate a custom image instantly, based on any suggestion, to be used as a Notebook cover
- * Organize notes with tagging and automatic summarization, or turn them into checklists.
- * Along with Zoho Blue Pencil, receive grammar, spelling, and word choice suggestions to improve writing on the go

[Zoho DataPrep with Generative AI](#)

- * Find external data sets Transform by example
- * Formula Suggestions

These ChatGPT-powered integrations are available as extensions on the Zoho Marketplace, initially in the US, and can be integrated into existing [Zoho](#) accounts. [Zoho](#) will keep a steady pace announcing new generative AI extensions and integrations for its portfolio.

[Zoho Privacy Commitment:](#)

[Zoho](#) respects user privacy and does not have an advertising revenue model in any part of its business, including its free products. The company owns and operates its data centers, ensuring complete oversight of customer data, privacy, and security. More than 90 million users around the world, across hundreds of thousands of businesses, trust [Zoho](#) every day to run their businesses, including [Zoho](#) itself. For more information, visit: <https://www.zoho.com/es-xl/crm/help/gdpr/data-privacy-section.html>[\[https://www.zoho.com/es-xl/crm/help/gdpr/data-privacy-section.html\]](https://www.zoho.com/es-xl/crm/help/gdpr/data-privacy-section.html)

About [Zoho](#)

With more than 55 apps in almost every major business category, [Zoho Corporation](#) is one of the most prolific technology companies in the world. Headquartered in Austin, Texas, with international headquarters in Chennai, India, [Zoho](#) is a private, profitable company with more than 12,000 employees. For more information, visit: <https://www.zoho.com/en-xl/>[\[https://www.zoho.com/es-xl/\]](https://www.zoho.com/es-xl/)

Business News Americas USA

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Businessolver announces 2023 product strategy

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Businessolver has unveiled their 2023 product strategy which includes expanding its overall AI capabilities beyond their traditional virtual benefits assistant Sofia and delivering that intelligent experience throughout the employee's entire interaction with their benefits.

Additionally, Businessolver is first to market in the benefits technology industry to leverage [OpenAI's](#) ChatGPT 3.5 Turbo service to their existing and proprietary Natural Language Understanding (NLU) framework, all to greatly improve the service delivered through their benefits platform, Benefitsolver™.

"As the market leader in benefits industry innovation, this strategic move empowers our clients to tackle today's benefits engagement challenges," said Rae Shanahan, Businessolver's Chief Strategy Officer. "Our advanced, intuitive technology bolsters employee engagement and self-service, while providing our Businessolver team with smarter tools that deliver superior outcomes in overall service. This is a pivotal step in our platform's evolution that demonstrates our commitment to Tech with Heart."

Sofia, Businessolver's AI benefits assistant technology, was implemented within Benefitsolver in 2017 to support employee self-service via in-platform chat, mobile, and phone call using natural language and large language models.

Industry-first Benefitsolver enhancements integrate ChatGPT into Sofia and existing platform capabilities.

Businessolver will enhance existing proprietary AI and language models with the addition of ChatGPT to expand Sofia's and Benefitsolver's in-platform capabilities, personalizing the end-to-end benefits experience for each user based on their unique needs and behaviors.

Businessolver is leveraging [Microsoft's](#) HIPAA-compliant Azure [OpenAI](#) service to improve Sofia's current NLU capabilities. This integration involves pre-processing member's questions to identify actions and sentiment, resulting in a faster and more accurate response to employee benefits-related questions. Additionally, it improves Sofia's ability to manage more complex questions by summarizing the true intention and sentiment of an employee's need while still employing Businessolver's proprietary AI models to understand the context of a question within the employee benefits domain. Their proprietary models are built on 25 years of benefits chat and transcription data.

"This is very exciting for us at Businessolver as we know that ChatGPT has the ability to refine and improve our overall AI framework, while still leveraging the core components of our proprietary AI technology that we have been investing in for the last six years," said Shanahan.

The evolution of AI across the benefits platform and technology

In addition to the exciting enhancements with ChatGPT, Businessolver also announced its ability to infuse Sofia's AI services throughout the entire employee experience. They have expanded Sofia's AI abilities

beyond the chat and call functions and infused those services through the entire platform to dynamically serve up targeted, personalized, and relevant benefits information throughout each employee touchpoint, similar to other consumer technology experiences. "We take what we know about each individual and predict how to best serve them content as well as reorder menu options that are most applicable to their stage of life or unique situation," said Shanahan. "We do all of this to remove the burden of understanding benefits from the employee themselves and instead place that burden on the technology that was built to serve them."

The dynamic nature of serving content and data to the employee has also been expanded to Businessolver's Service Center as well. Businessolver has enhanced their call center phone experience with a personalized, dynamic interactive voice response (IVR) menu that will change based on individual employees' information and behaviors just as is being done through self-service in the Benefitsolver platform.

Today, Sofia and Businessolver's service-related technologies help:

Drive 80% of all impressions for point solutions in member chat sessions
Influence an 18% engagement rate (click or call) through Sofia impressions
Support employee self-service with an average 90% same-day resolution rate through Sofia chat and a 29% resolution rate over the phones (meaning the employee did not need to speak to a live advocate)
Personalization is table stakes for employee benefits engagement and HR efficiency.

According to Businessolver's 2023 Benefits Insights report, 85% of employees are confused about their benefits, but AI-driven personalized support can improve end-to-end engagement with right-fit benefits year-round:

60% of employees who used personalized decision support at enrollment elected a high-deductible health plan with an HSA, more than three times higher than employees who did not have personalized support available to them.
70% of employees are willing to engage their claims data to further personalize their benefits experience. "Our product vision is to be a change agent within the healthcare landscape and that starts by supporting employees in their benefits engagement," said Shanahan. "The work we are doing to bring greater intelligence to the experience in our technology and service will ensure that vision is realized."

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medZERO Unveils Transformative AI Strategy to Revolutionize the Intersection of Healthcare and Financial Wellness

746 words

16 May 2023

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Business Wire

BWR

English

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PORTLAND, Ore.--(BUSINESS WIRE)--May 16, 2023--

medZERO, a leading provider of healthcare financial wellness solutions, is excited to announce its transformative AI-based strategy. This strategy will empower employees throughout their entire healthcare journey with paramount focus on financial wellness. By integrating the complex financial aspects of healthcare decision-making with AI, medZERO is revolutionizing the way individuals engage with their care. This ensures both their physical well-being and financial security.

Employee wellbeing and financial security are inseparably bound. According to a 2022 Mercer study, 68% of employees say they struggle to get the care they need due to cost. 44% of insured adults worry about affording their deductible before health insurance kicks in (Source: 2022 Kaiser Family Foundation Polling) and 41% of adults reported having some amount of health care debt. Among adults with health care debt, nearly 2 in 3 (64%) either put off or postponed getting care they needed, and half (51%) did not get a medical test or treatment that was recommended by a doctor (Source: 2022 KFF Health Care Debt Survey.)

"At medZERO, we recognize that healthcare accessibility extends far beyond financing. It encompasses a holistic journey where informed decisions and financial well-being play vital roles," emphasized Craig Froude, co-founder of medZERO. "Our strategy encompasses the entire employee healthcare continuum, harnessing the potential of AI and integrating financial wellness to empower individuals throughout their healthcare journey, fostering improved physical and financial outcomes."

Building upon its existing product, which provides on-demand, interest-free funds for qualified medical expenses including medical, dental, pharmacy, orthodontia, and more, medZERO is experienced in helping alleviate financial burdens. By integrating AI technology, the platform expands its capabilities to include personalized recommendations and financial guidance to help employees optimize their benefits -- increasing accessibility and affordability for employees, while reducing costs for employers.

Furthermore, medZERO's AI features will enhance the user experience for employees when utilizing existing benefits decision support platforms. By integrating personalized financial guidance and on-demand access to interest-free funds, medZERO strengthens the capabilities of these platforms. This augmentation enables employees to understand the financial aspects of their healthcare decisions seamlessly and effortlessly in areas such as benefit plan selection, provider cost and quality assessment, and medical bill review -- while also addressing potential cost barriers.

"Making the right financial choices when it comes to healthcare has become extremely difficult," said Howard Michalski, co-founder of medZERO. "Everything about it is complex, from plan choices to understanding deductibles and how much things cost to how to plan and save. Not to mention, how to pay for it."

"medZERO's strategy seamlessly integrates financial wellness into the healthcare decision-making process," Michalski continued. "With natural language processing and machine learning, we can provide employees with personalized recommendations and predictive insights tailored to their specific situation -- that continue and evolve over time as their needs change."

"When combined with our existing programs that provide employees on-demand funds to cover care costs, we are uniquely positioned to be an active partner in how employees access their care, rather than just an advisor," said Froude. "We can help employees get the care they need, when they need it, while protecting their financial security."

medZERO's disruptive strategy combines cutting-edge technology, deep expertise in healthcare, and financial services to empower employees and optimize their healthcare experience while ensuring financial stability. The company plans to launch its initial AI-based capabilities later this year. For more information, please visit www.medZERO.com[<http://www.medZERO.com>].

About medZERO:

medZERO is a healthcare financial wellness platform that provides employees with access to on-demand funds to pay for their out-of-pocket healthcare costs. Funds are repaid over time through payroll deduction. Employees with Health Savings Accounts repay using pre-tax dollars, which creates an additional savings of up to 30%. medZERO's solution provides significant cost savings to employers by reducing healthcare costs, improving employee health and retention, and reducing absenteeism.

With our visionary strategy and AI-powered platform, we empower employees throughout their healthcare journey, offering personalized recommendations, predictive insights, and cost-saving opportunities. Our mission is to improve access to quality care while ensuring better health outcomes and enhanced financial well-being for employees.

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<https://www.businesswire.com/news/home/20230516005471/en/>[<https://www.businesswire.com/news/home/20230516005471/en/>]

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Generative AI as Strategy in the Financial Industry

1033 words

9 May 2023

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English

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ChatGPT is, no doubt, the latest massive internet phenomenon: 100 million users in two months, with an estimated 13 million users every day in January 2023, according to [UBS](#) and [Similarweb](#).

This is an unprecedented record in the digital age: TikTok, the predecessor phenomenon, took nine months to reach 100 million users. [Instagram](#) took almost two and a half years and [Facebook](#) didn't get there until it was 4 and a half years old.

But what really matters is that ChatGPT (Generative Pre-trained Transformer) has popularized and made famous one of the most disruptive and versatile technologies of the digital age: Generative artificial intelligence (AI).

While [Generative AI](#) has the potential to revolutionize various industries, it also has the potential to reshape the financial industry in significant ways, unlocking a range of benefits and new risks for financial institutions.

What is Generative AI?

“Generative” means “capable of creating or innovative producing.” In the context of AI, it refers to the ability of an algorithm or model to create new content or data from existing data, imitating human creativity by generating realistic images, text, music or any other form of content.

Real Potential Benefits for the Financial Industry.

Generative AI holds significant promise for the financial industry, with real applications, like these seven examples:

Regulatory Compliance and Reporting: Can identify potential compliance issues and generate reports more efficiently, helping financial institutions reduce the risk of penalties or sanctions.

Credit Scoring and Risk Assessment: Can be used to improve credit scoring and risk assessment processes by analyzing a wide range of data points, including traditional credit history and alternative data sources.

Fraud Detection and Prevention: By training AI models on historical financial data, the system can identify unusual activities or transactions, helping financial institutions take preventive measures more effectively.

Customer Service and Support: Can be integrated into customer service and support systems to provide personalized assistance and improve overall customer experience, while freeing up human agents to focus on more complex tasks.

Trading: Can be employed to develop advanced trading algorithms that predict market movements and optimize trading strategies, identifying patterns and generating insights to inform investment decisions, leading to more efficient and potentially profitable trading outcomes.

Financial Forecasting and Analysis: AI-driven models can identify patterns and correlations that may not be apparent to human analysts, leading to more accurate predictions and improved decision-making for financial institutions.

Personalized Financial Products and Services: By analyzing customer data, preferences, and financial behaviors, AI-driven systems can generate customized recommendations for investment strategies, savings plans, or insurance policies, leading to improved customer satisfaction and loyalty.

Notable Examples and Use Cases.

Many financial institutions have begun to leverage Generative AI to be more competitive:

[Goldman Sachs uses Generative AI algorithms for algorithmic trading and investment strategies.](#)

[American Express uses Generative AI models for fraud detection and prevention.](#)

[JPMorgan Chase has implemented a system called COIN \(Contract Intelligence\) to automate the review and interpretation of commercial loan agreements, reducing the time and effort required for manual contract analysis, leading to significant cost savings and reduced risk of human errors.](#)

[HSBC, Bank of America and Royal Bank of Scotland \(RBS\) introduced Generative AI-driven virtual assistants and chatbots to provide personalized financial guidance and support to their customers.](#)

Risks and Challenges.

Despite its potential benefits, Generative AI also presents risks and challenges for the financial sector, including data privacy and security, bias in training data, regulatory compliance, intellectual property and copyright issues.

Overall, Generative AI can significantly impact the labor market in the financial industry, creating new jobs and redefining others:

Potential Job Displacement: Regulatory compliance and risk management, administrative/repetitive tasks, trading and investment strategies.

Potential Creation of New Jobs: AI-Fraud detection and cybersecurity experts, financial advisers and wealth managers who can leverage AI-generated recommendations, financial analysis will increase demand for professionals who can effectively utilize AI-generated insights, new job roles focused on addressing ethics and responsible Generative AI deployment.

In Any case, Skill Shifts and Retraining: Increased emphasis on skills like data analysis, AI literacy, and understanding strategic decision-making based on Generative AI.

Its speed and depth will depend on several factors, such as the AI adoption rate of companies/regions, the adaptability of workers, and the policies put in place by governments and organizations to manage the transition.

This trend goes beyond technology, it is a Global Company Strategy.

For a financial institution to be successful with Generative AI, several key factors need to be considered, but we will focus on the three main strategic decisions to achieve a real impact on the company's business.

First is talent profile and its location within the organization. As we commented, Generative means "capable of creating or innovative producing." This implies that it is critical to assemble a 100% specialized team, within a

separate area of the operation, such as innovation, specialized in creating new digital, competitive capabilities for the company. One of the most common mistakes is to mix creation profiles within operations structures.

Second is to choose/prioritize, together with the business areas, the use case to start developing Generative AI capabilities, working together and focused on customer-centricity to generate more business.

And third: once the first successful use case has been achieved, the area specialized in creating new digital business capabilities must deliver it to the area of operation, so that it can fulfill its mission to scale this first use case and maintain it. At this moment, the specialized team will begin with a new business case. This is the virtuous circle of creation/innovation.

The financial business of the 21st century is a business of digital data exchange and information-based decisions. This is the reason why business-oriented Generative AI tends to be a highly strategic instrument, not an operational tool.

The human factor in leadership, skills, relationships, critical thinking and creativity cannot be replaced. It is precisely for this reason, as in any strategic project, that without the support of top management and, above all, without the right talent and the right leadership, it will become an expense, instead of an investment.

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Pearson PLC Pearson: Generative AI Strategy Update

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[Pearson PLC](#)

09 May 2023

[Pearson: Generative AI Strategy Update](#)

London - 9th May 2023 - Pearson today updates on the generative AI enhancements in products across its portfolio. These enhancements, when combined with [Pearson's](#) unparalleled collection of high quality proprietary intellectual property assets, further strengthen the Company's position as a digital-first learning company focused on delivering an unmatched experience for the consumer across their lifetime of learning.

Andy Bird, Pearson's Chief Executive, said:

"AI has played an important role across our product portfolio for many years. As generative AI develops, we expect it to create significant positive opportunities for Pearson, due to our unrivalled depth of content and data. Learners and educators place enormous trust in us so we have a responsibility to be thoughtful and considered in how we use this technology, whilst continuing to move at pace to enhance our products."

[Pearson](#) has adopted an AI strategy that will embed this technology across key products throughout the portfolio in a way that enhances the teaching and learning experience. With several projects well underway, [Pearson](#) is actively focused on the significant opportunities across the company, especially those using its trusted, proprietary, learning content. The company has been working to embed generative AI across a number of key products:

Workforce Skills uses large language models to develop proprietary predictive algorithms which assess trends in demand for skills and occupations globally, and recommend career and learning pathways for consumers, enterprises and governments.

In Mastering and MyLab, generative AI tools specifically designed to support higher education faculty are under development for Fall Back-to-School. Additional student features are under development that use [Pearson](#) proprietary content to answer questions and guide users through their problem areas. These personalised features will operate in a secure environment, so users can trust that their question attempts are not shared, and data stays free from the noise and corruption of web based AI models.

In Pearson+, users will have access to a generative AI tool that automatically summarises the content of Channels videos in simple bullet points and auto generates quizzes and practice problems in the specific areas

where they need more help and practice. The addition of these features is part of the ongoing strategy to build a broader base of Pearson+ users beyond higher education.

In English Language Learning, Pearson has developed AI based open response assessments. These give real time feedback on how to improve in writing and speaking based on the proprietary Global Scale of English. Additionally, a conversation AI tutor is in development to help with anytime, anywhere speaking practice.

Pearson has a unique range of assets, supporting a diverse business model, with expertise in assessments and qualifications, language learning, workforce skills, virtual learning and higher education. Businesses outside of higher education represent the majority of profits (80%).

On 28(th) April we reported a strong Q1 performance, with underlying sales growing 6%, underpinned by each division growing in line with or ahead of our expectations. Pearson+ continues to show strong performance of paid subscriptions this Spring semester, growing threefold versus Spring 2022. We remain on track to achieve our 2023 guidance and are confident in our ability to meet our financial expectations for the medium term. Our intention is to commence a buyback to repurchase GBP300m of shares in the second half of 2023.

We will hold a briefing call at 12.00pm (BST) today with CEO, Andy Bird, Tom Ap Simon, President of Higher Education and Virtual Schools, Giovanni Giovannelli, President of English Language Learning and Mike Howells, President of Workforce Skills.

Conference Call:

Participants may call the following numbers, 10 - 15 minutes before conference start.

United Kingdom : +44 (0) 207 107 0613

United States : +1 (1) 631 570 56 13

ID Number : 42653186

Other international numbers available here .

Webcast link: <https://www.investis-live.com/pearson/64527598900ed614001919c9/idda>[<https://www.investis-live.com/pearson/64527598900ed614001919c9/idda>]

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Notes

Forward looking statements: Except for the historical information contained herein, the matters discussed in this statement include forward-looking statements. In particular, all statements that express forecasts, expectations and projections with respect to future matters, including trends in results of operations, margins, growth rates,

overall market trends, the impact of interest or exchange rates, the availability of financing, anticipated cost savings and synergies and the execution of [Pearson's strategy](#), are forward-looking statements. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that will occur in future. They are based on numerous assumptions regarding [Pearson's present and future business strategies](#) and the environment in which it will operate in the future. There are a number of factors which could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements, including a number of factors outside Pearson's control. These include international, national and local conditions, as well as competition. They also include other risks detailed from time to time in Pearson's publicly-filed documents and you are advised to read, in particular, the risk factors set out in Pearson's latest annual report and accounts, which can be found on its website (www.pearsonplc.com[<http://www.pearsonplc.com>]). Any forward-looking statements speak only as of the date they are made, and Pearson gives no undertaking to update forward-looking statements to reflect any changes in its expectations with regard thereto or any changes to events, conditions or circumstances on which any such statement is based. Readers are cautioned not to place undue reliance on such forward-looking statements.

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Jack Morton Worldwide Inc. - Can AI Replace Marketing Strategy?

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Access the original document here[<https://jackmorton.com/pov/can-ai-replace-marketing-strategy/>]

Can AI Replace Marketing Strategy?

EVP and global head of strategy, Martyn Clarkson went head-to-head with Chat GPT to find out.

When I decided to write an article about AI's potential in marketing strategy, I thought, "That'll be easy; I'll get Chat GPT to write it and just tell it where it's wrong."

But I've learned that nothing goes exactly to plan with AI. Getting AI to do the hard work of pen to imaginary paper didn't happen. I had to interact, 'discuss,' incorporate and acquiesce to get something that represented a good POV. And through that process, Chat GPT managed to wedge in some different opinions and some of what it called 'balance.' Chat GPT is intently focused on balance, borne out of its programming to counter inherent bias and gaps in data.

It's a good thing, but balance is probably the risk and reward of AI in marketing strategy. Because good strategy is ultimately a choice made with conviction. It's a POV. It's an opportunity that comes with opportunity cost. It's a stake in the ground - something AI doesn't do.

At its heart, a great strategy is a "compelling opportunity made simple and achievable." And what I learned from my conversation was that choice is something that only humans feel comfortable undertaking, at least for now.

I set out with the goal of not editing the final article. I made 30 prompts covering content, format, language, style, and personality, but in the end, I had to knit some pieces together. Like an over-enthusiastic intern, Chat GPT will change what you ask it to and several other great parts just because they can't contain their excitement. I made some edits to my lines - but all views of Chat GPT are its own.

So here we go, a co-authored article from Me & Chat GPT:

AI and Chat GPT in Marketing Strategy and Research: A Conversation

In recent years, using artificial intelligence (AI) and Chat GPT in marketing strategy and research has become increasingly popular. While some see it as a game-changing tool that can revolutionize how businesses approach marketing, others remain skeptical of its capabilities and limitations. In this article, we explore the pros and cons of AI and Chat GPT in marketing strategy and research through a hypothetical conversation between a skeptic named Martyn and a Chat GPT supporter.

Martyn: So, can AI and Chat GPT help us understand our target market and develop better marketing strategies?

Chat GPT: Absolutely. AI and Chat GPT can analyze vast amounts of data, identify patterns and trends, and

provide valuable insights that inform marketing strategy and research.

Martyn: But can AI and Chat GPT replace the human marketing element? Can they truly understand the nuances of human behavior and motivation?

Chat GPT: While AI and Chat GPT can't completely replace human intuition and creativity, they can augment and enhance it. By providing data-driven insights and freeing up time and resources, AI and Chat GPT can help marketers focus on the areas where human expertise is most valuable.

Martyn: I'm still skeptical. What about bias and incomplete data? Can AI and Chat GPT really be trusted to make unbiased and accurate recommendations?

Chat GPT: AI and Chat GPT are only as good as the data they're trained on, and that bias and incomplete data can skew their results. However, by being aware of these limitations and working to address them, AI and Chat GPT can still provide valuable insights and recommendations.

Martyn: OK, I see your point. But what about the hype around AI and Chat GPT? Is it all it's cracked up to be?

Chat GPT: That's a fair question. While there is certainly hype around AI and Chat GPT, it's important to remember that they are still in the early stages of development and implementation. The [Gartner Hype Cycle for Emerging Technologies](#) can be a helpful framework to understand where AI and Chat GPT currently stand regarding their potential and maturity.

Martyn: I get it. Can you give me an example of how marketing strategy and research use AI and Chat GPT?

Chat GPT: Sure. One interesting example is how Bud Light used AI and chatbots to connect with fans during the Super Bowl. By analyzing social media conversations related to the game, Bud Light's chatbot identified patterns and trends among Bud Light drinkers and provided personalized recommendations and offers to fans.

Martyn: That's pretty cool. Incidentally, who should Bud Light market to?

Bud Light may want to focus its marketing efforts on a specific target audience or persona that aligns with its brand values and messaging. This could be determined by analyzing market research and consumer behavior data to identify the most profitable or influential demographic groups.

For example, Bud Light may focus its marketing efforts on young adults (ages 21-34) who enjoy socializing and having fun with friends and who value affordability and convenience. This group may be more likely to purchase beer for parties, social events, or casual get-togethers.

Martyn: Timely. OK. But what about the limitations of data being incomplete or biased? Can you give me an example of how AI and Chat GPT have encountered this issue?

Chat GPT: Sure. One example is how facial recognition software is biased against people of color due to incomplete and biased data sets.

There are also potential negative consequences or limitations of oversimplifying complex human behavior and decision-making and the potential for AI to replace human creativity and intuition.

Martyn: Whoa! What do you mean? Replacing human creativity and intuition?

Chat GPT: AI replacing human creativity and intuition could be bad because creativity and intuition are unique to humans and are often the source of innovation, originality, and out-of-the-box thinking. They allow humans to

make connections and decisions not based solely on data and algorithms. If AI replaced these human qualities, there could be a loss of diversity and variability in solutions, leading to a more homogenized and limited set of options. Additionally, creativity and intuition are often key drivers of human satisfaction and fulfillment, and losing those elements could hurt human well-being.

Martyn: I don't think it 'could' be bad; I think it 'would' be bad. Or, more likely, it 'will' be bad.

Chat GPT: In conclusion, while AI and Chat GPT can provide valuable insights and help identify patterns in marketing data, it is essential to remember that they are not infallible and can be subject to bias or incomplete data. Ultimately, finding a balance between AI and the human element in marketing strategy and research is key to achieving the best possible outcomes.

Martyn: There's tension between balance and homogenization. I think that's enough for a good brief...

For those interested in learning more about AI and Chat GPT in marketing strategy and research, here are some additional resources:

Disclaimer: The conversation between Martyn and Chat GPT is a work of fiction. Any opinions or views expressed in this article are those of the author and not necessarily those of any companies or organizations mentioned.

* This content was originally posted here[<https://jackmorton.com/pov/can-ai-replace-marketing-strategy/>]

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Black Knight Inc. - How Lenders Can Safely Adopt a Competitive AI/ML Strategy

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Access the original document here[<https://www.blackknightinc.com/blog/how-lenders-can-safely-adopt-a-competitive-ai-ml-strategy>]

How Lenders Can Safely Adopt a Competitive AI/ML Strategy

Artificial intelligence and machine learning are transforming mortgage lending. Is your organization ready?

Artificial intelligence (AI) and machine learning (ML) technology is progressing at warp speed with new breakthroughs announced almost daily. While AI/ML technology is rapidly advancing, adoption in the highly regulated financial services industry has been slow. Lenders are determining how they can safely adopt an AI/ML strategy while addressing its complex regulatory compliance challenges.

Today's mortgage lenders primarily use AI/ML to address routine problems like comparing and verifying documents. This just scratches the surface of its capabilities. The next frontier has AI/ML applying probability calculations to increasingly complex, subjective data on human behavior to help lenders make better lending decisions.

As AI/ML becomes more autonomous it raises questions, especially among regulators, about the opportunity for discrimination - intentional and unintentional. To mitigate this risk, regulators are requiring lenders to "show the math" by documenting and reporting not only how AI/ML is being used in credit decisions, but what data sources are being used, which algorithms are being applied, and what systems are in place to monitor and test for systemic bias.

At [Black Knight](#), we have been working with lenders across the country to help them develop strategies to safely expand their use of the latest AI/ML technologies. This technology is different from traditional mortgage software that uses structured, rules-based processing to determine outcomes.

In contrast, AI/ML analyzes vast amounts of data using complex algorithmic logic - almost like a super-human brain. AI/ML explores many data points to make intelligent decisions and learns and evolves over time to continually improve its performance. Adopting AI/ML must take these differences into account, especially when anticipating future regulatory oversight of the algorithms and decisioning regarding fair lending practices.

Why Adopt An AI/ML Strategy?

AI/ML technology encompasses everything from virtual assistants to task automation and fraud detection. There are many competitive advantages gained from adopting an AI/ML strategy, including:

* **Reduced Operational Costs:** AI/ML can automate routine tasks in the lending process to increase efficiency and learn to improve performance over time.

- * **Increased Employee Bandwidth:** Digital assistants and self-service tools can support consumer inquiries, reducing demands on staff.
- * **Improved Customer Experiences:** AI/ML can provide real-time, highly personalized customer experiences anytime, anywhere through virtual assistants and the latest digital tools.
- * **Better Documentation Validation and Management:** AI/ML can rapidly validate documents for consistency, completeness, accuracy and correctness.
- * **Predictive Analytics:** AI/ML can analyze data from various sources to provide predictions and insights into market trends and customer behavior.
- * **Enhanced Risk Assessment:** AI/ML can analyze vast amounts of data to help lenders make better risk assessments and underwriting decisions.
- * **Fraud Detection:** AI/ML can detect potential fraud in mortgage applications.
- * **Sales and Marketing:** AI/ML can proactively identify opportunities and track consumers' actions to target advertising.
- * **Customer Retention:** AI/ML can identify customers that require attention in your portfolio to increase retention.

Start with the Data

When developing an AI/ML adoption strategy, data quality, infrastructure and management are the foundations for success. Because AI/ML models require vast amounts of data to make decisions, learn and evolve, implementing your AI/ML strategy should begin with data and data architecture. Lenders need to build an infrastructure that facilitates the sharing of data with their AI/ML models.

Since data is the currency of AI/ML, data governance and effective storage strategies are crucial. Large amounts of data about all the objects used to create models, such as images for document processing and voice or video files, can result in complex storage requirements. Stakeholders in information security, legal and compliance demand governance and controls engineered to protect, anonymize and appropriately use client and consumer data.

Design AI for Regulatory "Explainability"

AI/ML has recently been subject to heightened concern by regulators. While regulatory guidance is currently not definitive, model explainability and transparency are focus areas for regulators and other stakeholders. Your AI/ML strategy must consider the regulatory compliance challenges related to AI/ML decisioning models. Existing regulations and auditing processes are currently based on testing known inputs versus expected outcomes. The AI/ML "black box" technology can be more difficult to defend regarding fair lending rules and other laws.

To proactively address future regulatory demands, lenders should take an active role in developing AI algorithms with stronger explanatory capabilities from the inception. Explainability requires more than a description of a model's features. Data scientists need to clearly identify the source and composition of training data, provide transparency about how models operate, and be able to document and report on measures taken to detect and correct model bias.

Measure and Tune Model Performance

Unlike traditional software, AI/ML is not a set-and-forget technology. A regular review of model performance and end-user feedback is an important part of your strategy. AI/ML managers should conduct regular reviews of the data used for training to ensure that it is sufficiently representative of production data. Managers need to have processes to quickly evaluate the performance of new models in production and ways to take corrective action if needed.

Invest in Stakeholder Education

Managers should also invest time providing stakeholders across the organization with educational materials and regular briefings. Using AI/ML will impact executive decision-makers, compliance, legal, human resources (HR) and audit teams and a successful program will provide them with knowledge of AI/ML-specific risks and issues.

Conclusion

AI/ML can deliver faster insights, greater operational efficiency and enhanced customer experiences across the loan lifecycle. To use AI/ML effectively, your objectives, data, technology and stakeholders must be aligned. Planning today for future regulatory requirements can help you safely and confidently adopt more sophisticated AI/ML technology to maximize your operational performance and thrive in a competitive mortgage market.

Increasingly, lenders are outsourcing AI/ML planning and services to companies like [Black Knight](#) to guide them in this important transformation. While AI/ML is unique, with research, sound planning and the right investment, it can provide many significant competitive advantages to take your business to the next level. To learn more about AI/ML in the mortgage industry and how you can safely adopt it in your technology strategy, read our white paper here[<https://engage.blackknightinc.com/ot-aiml-whitepaper?>].

AIVA[<https://www.blackknightinc.com/tag/aiva/>] , AI/ML[<https://www.blackknightinc.com/tag/ai-ml/>] , Mortgage Origination[<https://www.blackknightinc.com/tag/mortgage-origination/>]

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Lifescal Analytics Plays a Crucial Role in Organizations' Digital Transformation with its Data Evolution Strategy

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Lifescal Analytics Plays a Crucial Role in Organizations' Digital Transformation with its Data Evolution Strategy

PR Newswire

ROSEVILLE, Minn., April 26, 2023

ROSEVILLE, Minn., April 26, 2023 /PRNewswire/ -- Lifescal Analytics, Inc. announces a revolutionary approach toward digital transformation with their Data Evolution Strategy. The strategy is pivotal in helping organizations modernize their operations, processes, and customer experiences, allowing them to get the most out of their data.

Current data strategies must evolve beyond traditional data lakes and data marts into today's non-stop streaming feeds that can become stale within moments of creation. Lifescal Analytics' Data Evolution Strategy targets the right mix of historically actionable and immediately valuable data, which is crucial when using Artificial Intelligence and Machine Learning. While historically valuable data provides a deep understanding of things such as past performance and efficiency and "the why" regarding a business' current state, immediately actionable data presents insights into the current systems and processes that can be leveraged to drive reactive business decisions, mainly from new sources such as Internet of Things (IoT) devices.

"The need for utilizing actionable data that has been properly curated and vetted as accurate is essential when integrating into today's climate utilizing Artificial Intelligence and Machine Learning" said Trish Geloso, CEO of Lifescal Analytics.

Lifescal Analytics' proven Data Evolution Strategy helps turn the noise down by creating efficient models into a path that organizations can rely on and, more importantly, trust in their most critical business decisions, providing an organization with the most efficient path toward digital transformation.

About Lifescal Analytics

Formed in 2012, LSA is a Woman-Owned Small Business providing specialized consultive expertise in data evolution and digital transformation, enabling organizations to compete in a digital economy. LSA boasts experts with years of experience providing a spectrum of customized consulting in data services and solutions including Data Science and Visualizations, Cloud and Infrastructure, Cybersecurity, Artificial Intelligence, Engineering, and Geospatial solutions that focus on building strong portfolios and programs.

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Duck Creek Technologies VP of Product Strategy and Co-Founder, Andy Yohn, to Present at the 2023 Verisk Insurance Conference

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Contify Insurance News

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Andy Yohn, VP of Product Strategy and co-founder of [Duck Creek](#), will be presenting with Verisk at the 2023 Verisk Insurance Conference in Scottsdale, AZ from April 11–14, 2023. Yohn will discuss how Artificial intelligence (AI), machine learning (ML) and computer vision can generate insights from unstructured data sources.

Original Press Release:

Boston, April 5 -- [Duck Creek Technologies](#) issued the following news release:

[Duck Creek Technologies](#), the intelligent solutions provider defining the future of property and casualty (P&C) and general insurance, is excited to announce that Andy Yohn, VP of Product Strategy and co-founder of [Duck Creek](#), will be presenting with Verisk at the 2023 Verisk Insurance Conference in Scottsdale, AZ from April 11–14, 2023.

Verisk will unite senior executives and professionals across the value chain to share significant insights, critical trends, and innovative solutions on insurance industry trends. In his session, Navigating the Noise: Dynamic & Actionable Data is Powering Automation in Small Commercial Insurance, Yohn will discuss how Artificial intelligence (AI), machine learning (ML) and computer vision can generate insights from unstructured data sources about a business's operations to help fuel no-touch or low-touch underwriting decisions. This session will also explore the critical elements of data quality and how analytic solutions can be flexibly implemented and expanded over time to meet insurers' needs.

"Duck Creek looks forward to meeting with our current and prospective customers at this year's Verisk Insurance Conference and appreciates the invitation for our co-founder Andy Yohn to share his knowledge regarding data and analytics—wisdom gleaned from more than twenty years of working with Verisk through a strong partnership which he helped forge," said Robert Fletcher, Sr. Partner Manager, [Duck Creek Technologies](#). "Duck Creek has more pre-built integrations with Verisk than any other partner."

"Our integrations with [Duck Creek](#) have made it easier than ever for insurers to quickly access our critical analytics," said Doug Caccese, president of risk assessment at Verisk. "We're excited for our attendees to learn from Andy and his experience as we continue to expand our ecosystem and help insurers accelerate their digital transformations."

About Verisk

Verisk (Nasdaq: VRSK) provides data-driven analytic insights and solutions for the insurance and energy industries. Through advanced data analytics, software, scientific research and deep industry knowledge, Verisk empowers customers to strengthen operating efficiency, improve underwriting and claims outcomes, combat fraud and make informed decisions about global issues, including climate change and extreme events as well as political and ESG topics. With offices in more than 30 countries, Verisk consistently earns certification by Great Place to Work and fosters an inclusive culture where all team members feel they belong. For more, visit [Verisk.com](#) and the Verisk Newsroom.

About [Duck Creek Technologies](#)

[Duck Creek Technologies](#) is the intelligent solutions provider defining the future of the property and casualty (P&C) and general insurance industry. We are the platform upon which modern insurance systems are built, enabling the industry to capitalize on the power of the cloud to run agile, intelligent, and evergreen operations. Authenticity, purpose, and transparency are core to Duck Creek, and we believe insurance should be there for individuals and businesses when, where, and how they need it most. Our market-leading solutions are available on a standalone basis or as a full suite, and all are available via Duck Creek OnDemand. Visit www.duckcreek.com to learn more. Follow Duck Creek on our social channels for the latest information – [LinkedIn](#) and [Twitter](#).

Source: [Duck Creek Technologies](#)

[Category: Insurance, General Insurance, Events, Big Data/Analytics]

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