

ARTIFICIAL INTELLIGENCE: REVOLUTIONIZE BUSINESS TODAY

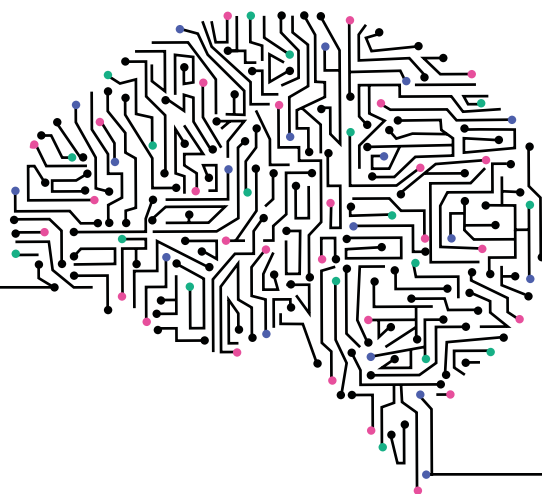
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Let's get practical about artificial intelligence (AI). There's no doubt it's a hot topic, and rightly so. AI has enormous potential to reshape business. When properly leveraged, AI solutions drive efficiency, optimize processes, and enhance experiences. In a **global study** published by the Boston Consulting Group and MIT Sloan Management Review, 84% of the 3,000 business leaders interviewed expect AI to give them a competitive advantage.

Despite the interest, AI is underutilized in many of today's industries. Only 23% of the leaders surveyed have already incorporated AI into their business models. This could put businesses that aren't utilizing AI at a huge disadvantage compared to companies that have already adopted the technology and excel at its integration.

Artificial intelligence is not a replacement for human intelligence. On the contrary, AI perpetually learns and delivers human interactions, while saving us time by eliminating the wasted motion and human error associated with redundant tasks.



Blinded by buzzwords

Is AI or intelligent automation (IA) better? How does AI and IA work? These are a few of the questions to ask when deciding how AI can best be leveraged.

AI is essentially made up of computer systems that “learn” from patterns sensed and synthesized from vast amounts of big data to perform tasks that normally require human intelligence. Such tasks include visual perception, speech recognition, decision-making, and translation between languages. Voice-powered personal assistants like Siri and Alexa, Amazon recommendations, and Google Translate are common examples of AI.

Intelligent automation (IA) is a mix of augmented and amplified intelligence—loosely defined as the combination of artificial intelligence with automation—and includes natural language processing, machine learning, and machine vision. IA is an application of AI that automates entire processes or workflows, learning and adapting as they go. Examples include making decisions about textual information to guide autonomous vehicles and advanced robots.

AI isn't a universal technology, but is rather composed of building blocks that—individually or in concert—adds intelligence to applications. Its intricacies depend on what information is sought, and whether that information can be gleaned from the data. And since data is gathered across departments and companies at a variety of different touchpoints, increasing the amount of data that fuels AI systems makes them exponentially smarter and more effective.

The proper toolkit

To leverage AI, matching requirements with the right technology to ensure the right application is vital. Proper AI matching depends on two important factors—big data and domain knowledge. Without these components, AI simply cannot work.

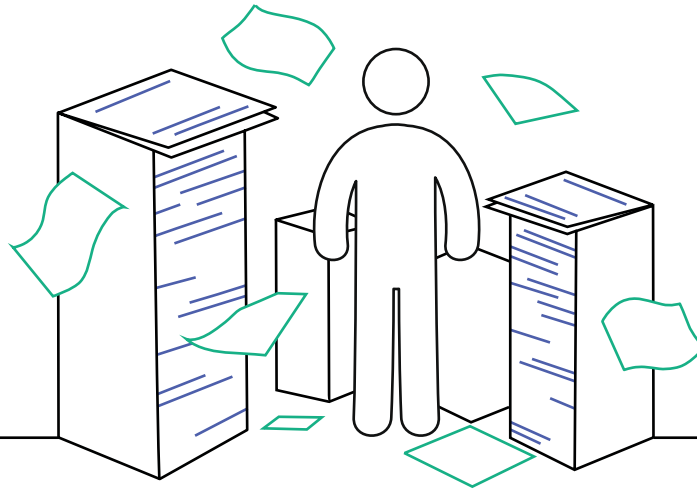
Big data is necessary to glean patterns for effective AI—but not just any big data will do. The intricacy of the problem depends on specific data location, flow of data, quality of data, and system integration. Often, despite a promising use case and a large amount of data, AI cannot be implemented due to signals and patterns that ultimately don't align.

Platforms—such as Google Cloud and Amazon Web Service—lower the barrier of entry and make AI readily available. They include frameworks for developing, testing, and training machine learning models as well as leveraging pre-built models as appropriate. Despite the user-friendly nature of these platforms, subject matter and AI domain expertise are necessary for complex problem solving.

Speaking of automation

Forrester reports that “...the future of robotic process automation (RPA) lies with cognitive-AI enhancement—due to its ability to solve more business problems in a more sophisticated fashion.” Advances in machine learning techniques, improvements in sensors, and an increase in computing power have helped create a new generation of hardware and software robots with practical applications in nearly every industry sector.

Why? Because automation does not require complex thought processes, and it minimizes human error that comes with performing repetitive tasks.



Some assembly required

Don't believe what the movies portray. Despite AI's ability to "learn" and distinguish patterns, artificial intelligence is not alive. It is an impersonal, back-end process that is capable of producing unpredictable outcomes.

Nor is AI the solution to every challenge. Ignoring this fact can be costly on many levels.

At SoftServe, our teams work with clients to identify where AI is the right fit, and assess what it will take to implement compared to the projected value it will deliver.

There are four kinds of AI project classifications

1. **Simple solutions**—Easy implementation for some added value
2. **Quick wins**—Easy implementation that brings significant value
3. **Must-haves**—Hard to create and execute but brings significant value
4. **Impossibilities**—Hard to implement and does not bring value

Before assuming that AI is the answer, assess the nature of the problem itself: Is AI the best solution? Is the problem solvable with AI? Is there an easier way to solve the problem without implementing AI?

Conclusion

AI is a cutting-edge technology that increases efficiency and speed—ultimately making our lives easier. Instead of spending significant time and energy on tedious or repetitive tasks, AI speeds the process, saving valuable time. But AI needs a proper assessment before implementation to ensure that it is the best option for a business challenge.

To learn how to use tomorrow's technology today, contact SoftServe.

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SoftServe delivers open innovation – from generating compelling new ideas, to developing and implementing transformational products and services. Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

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