

The Innovation Game

How Data is Driving Digital Transformation

We stand on the brink of a technological revolution that will fundamentally alter the way we live, work and relate to one another. In its scale, scope and complexity, the transformation will be unlike anything humankind has experienced before.

Klaus Schwab
Founder and Executive Chairman of the World Economic Forum

In February 2018, we interviewed 100 data and analytics practitioners across North America.

The results of those interviews are presented here with analysis from Paxata, Accenture and Microsoft.

Featured Contributors



Nenshad Bardoliwalla
Co-Founder & Chief Product Officer
Paxata

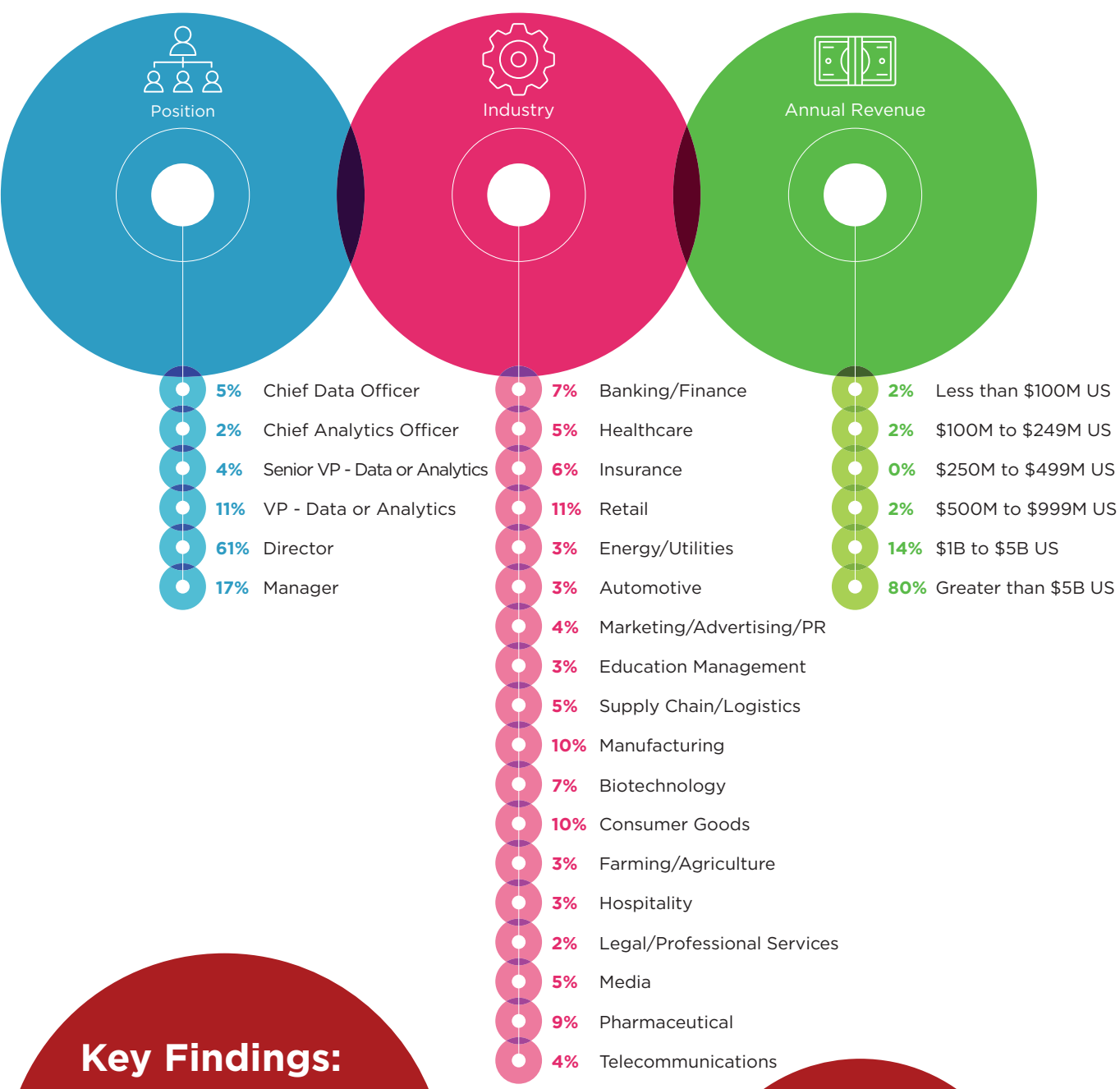


Narendra Mulani
Chief Analytics Officer
Accenture Applied Intelligence



Jaime Pereña
Director Marketing and Strategy - Enterprise Artificial Intelligence
Microsoft

Respondents Profile



Key Findings:

Over **60%** of global enterprises are now investing in a hybrid, multi-cloud strategy with both data from cloud environments along with existing on-premise infrastructures

Almost **40%** of respondents still feel that data quality is a problem in their company

72% of respondents are investing more than \$2million in new artificial intelligence initiatives in 2018/19

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Introduction

Corinium Global Intelligence produces leading conferences and content, as well as being home to the world's largest community designed to inspire and support the emerging C-suite in data, analytics, learning, customer and digital innovation.

Given the unique, sector-specific challenges that data and analytics professionals face, we launched the Chief Analytics Officer Forum. The Forum provides a crucial meeting point for leading executives in the industry to gather to discuss their challenges, make new connections and identify the best way forward in achieving their goals.

As part of our ongoing commitment to data and analytics professionals, we interviewed 100 senior data and analytics professionals. The study was commissioned by Paxata, Accenture and Microsoft and the results are presented with commentary from our advisory board members and sponsors.

The following report is designed to give an overview of the challenges, opportunities and technology requirements facing those responsible for accelerating data and analytics within their organization.



Vicky Matthews

Production and Portfolio Director
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Digital Transformation: Where Data, Analytics, and AI Converge

Technology waits for no one. And those who strike first will have an advantage.

The steady decline in business profitability across multiple industries threatens to erode future investment, innovation and shareholder value. Fortunately, the emergence of artificial intelligence (AI) can help kick-start profitability. Accenture research shows that AI has the potential to boost rates of profitability by an average of 38 percent by 2035 and lead to an economic boost of US\$14 trillion across 16 industries in 12 economies by 2035.

Driven by these economic forces, the age of digital transformation is in full swing. Today we can't be "digital to the core" if we don't leverage all new data sources – unstructured, dark data and thirty party sources. Similarly, we have to take advantage of the convergence of AI and analytics to uncover previously hidden insights. But, with the increasing use of AI, we also have to be responsible and take into account the social implications.

Finding answers to the biggest questions starts with data, and ensuring you are capitalizing on the vast data sources available within your own business. Thanks to the power of AI/machine learning and advanced algorithms, we have moved from the era of big data to the era of ALL data, and that is helping clients create a more holistic view of their customer and more operational efficiencies.

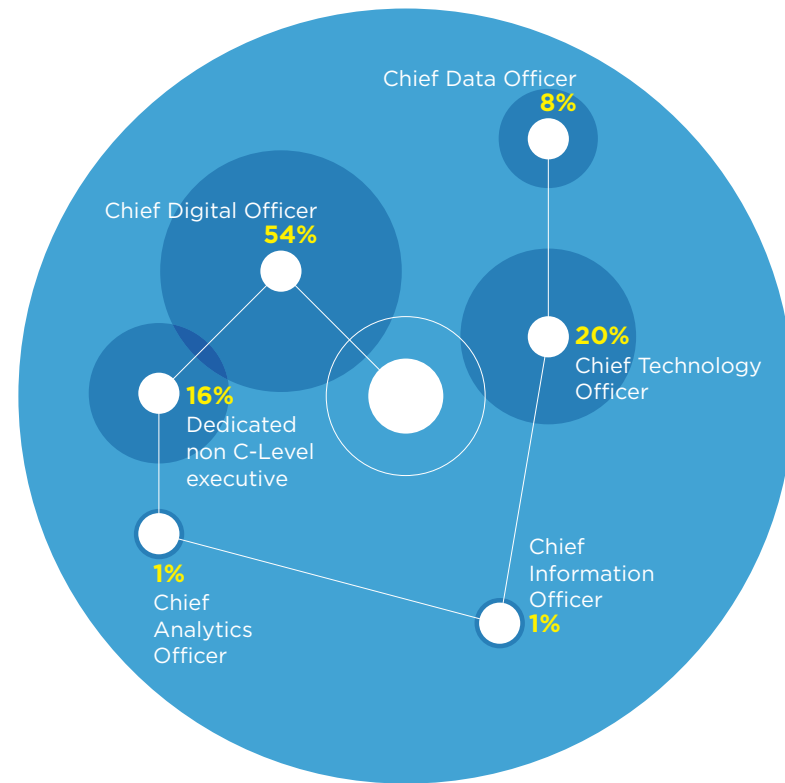
Embracing the convergence of AI and analytics is crucial to success in our digital transformation. Together, AI-powered analytics unlock tremendous value from data that was previously hidden or unreachable, changing the way we interact with people and technology, improving the way we make decisions, and giving way to new agility and opportunities. While businesses are still in the infancy of tapping into the vast potential of these combined technologies, now is the time to accelerate. But to thrive, we need to be pragmatic in finding the right skills and partners to guide our strategy.

Finally, whenever we envision the possibilities of AI, we should consider the responsibility that comes with it. Trust in the digital era or "responsible AI" cannot be overlooked. Explainable AI and AI transparency are critical, particularly in such areas as financial services, healthcare, and life sciences. The new imperative of our digital transformation is to balance intelligent technology and human ingenuity to innovate every facet of business and become a smarter enterprise.



By **Narendra Mulani**
Chief Analytics Officer
Accenture Applied Intelligence

Section 1: Accelerating Innovation through Digital Transformation



Who is primarily responsible for digital transformation within your organization?

“Over half of companies surveyed feel that the responsibility of digital transformation should sit with the Chief Digital Officer. However thinking digitally shouldn’t sit with one department or individual, every member of the C-suite will need to be leading. To truly take advantage of the emerging business opportunities digital transformation offers, the board must raise the digital IQ of the global management team.”

Lisa Ventura

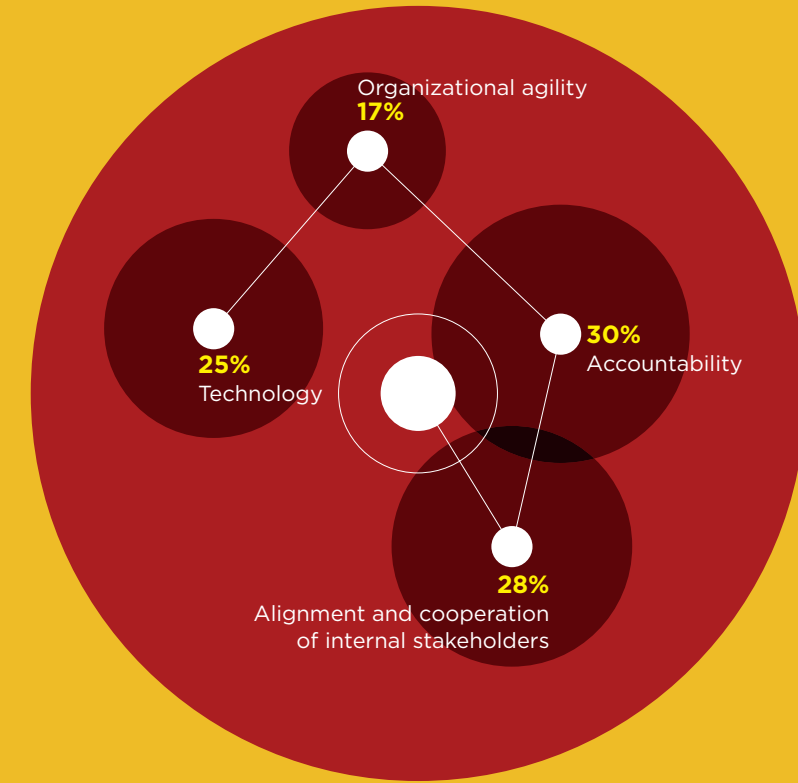
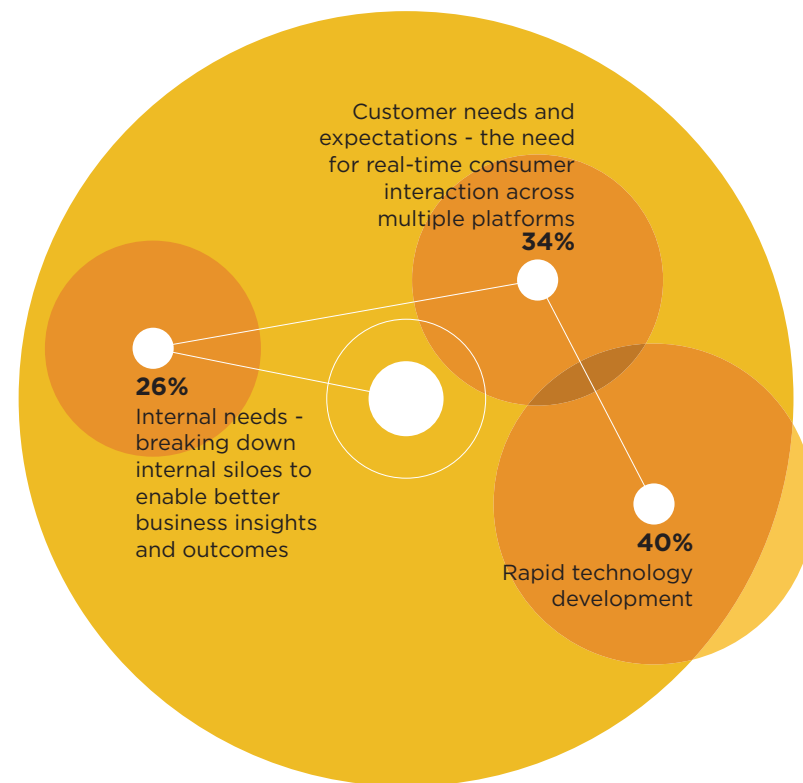
Content Marketing & Editorial Director
Corinium Global Intelligence

What is the primary driver of digital transformation within your organization?

“At Microsoft we constantly hear from our customers about how critical transforming their business is, to become “industry disruptors” instead of waiting to being disrupted. This motivation is to be a combination of all the factors listed as it requires dramatic changes in technology, internal processes and the ways we all interact with our customers today. Our cloud, data and AI platforms are becoming the enablers of that digital transformation across many different industries.”

Jaime Pereña

Director Marketing and Strategy -
Enterprise Artificial Intelligence
Microsoft



What is the biggest challenge facing your organization when it comes to digital transformation?

“These results are fairly flat amongst our respondents. This would suggest that respondents understand the success of digital transformation is dependant on technology, people and processes working together.”

Lisa Ventura

Content Marketing & Editorial Director
Corinium Global Intelligence

What do you feel will be the biggest benefit/opportunity presented to your organization through digital transformation?

We opened a digital hub center three years back and have been using digital transformation to make changes in the company to better our products and develop them around customer needs. We also developed cutting edge digital services like pharma apps, text messaging notification and reminders and coupons to bring about functionality and convenience to our customers.

The time taken to complete the life cycle of generating drugs has reduced and so has the cost involved in the process of developing new drugs. Digital transformation has brought doctors, regulators and customers together allowing us to develop new products faster. Our digital specialists have used cloud-based systems to overcome recent obstacles we were exposed to like compliance and have increased the speed of our systems and brought costs down as well as enhanced our CRM system and capabilities.

Keeping up with competitors and turning around the company so that we could use technologies to our benefit was the main reason we introduced transformations, but later we realized it gave us insight into consumer behavior which could be used to develop products.

The digital transformation process was developed around future business growth, we developed five ITIL-aligned processes. These were new organizational structures, a better toolset to support new process and prepare clients for seamless implementations. These changes have brought about clarity to key systems, increased speed and developed new ways of working in the company.

HR was integrated first in the company, transforming our employee engagements. Along the way we added data and analytics to develop a better platform to process compounds so that clinical trials could be conducted faster. Digital technologies also allowed us to collect data on customers, suppliers and research organizations to work with them in creating a stronger and more efficient system. Digitizing all our systems has made operations simpler for management and reduced costs.

Supply chains are better developed, the procurement process is handled by AI, it keeps a tab on inventory and sends requests when any shortages occur. We benefit from this because it reduces costs in the supply chain while increasing efficiency.

I feel the biggest benefit of digital transformation lies in its capability to solve higher-order problems. These problems that were highly technical and took serious analysis to find a solution has now eased through digital transformation.

Our approach has been pragmatic when dealing with big and little data needs, scaling up IT and then implementing these technologies throughout our company has allowed us to gather information and make changes. Using cloud services and different modern data management services has been a win for us because it has given us crucial insight into the market allowing us to bring about risk management strategies.

Section 2: Empowering Organizations with Accessible Analytics

Data is the “D” in Digital Transformation

The exponential growth of data underlying the strategic imperative of enterprise digital transformation has created new business opportunities along with tremendous challenges.

Today, we see organizations of all shapes and sizes embarking on digital transformation. As uncovered in Corinium Digital’s research, the primary drivers of digital transformation are those businesses focused on addressing increasing customer expectations and implementing efficient internal processes.

Data is at the heart of this transformation and provides the fuel to generate meaningful insights. We have reached the tipping point where all businesses recognize they cannot compete in a digital age using analog-era legacy solutions and architectures. The winners in the next phase of business will be those enterprises that obtain a clear handle on the foundations of modern data management, specifically the nexus of data quality, cloud, and artificial intelligence (AI).

While most enterprises have invested in on-premises data warehouses as the backbone of their analytic data management practices, many are shifting their new workloads to the cloud. The proliferation of new data types and sources is accelerating the development of data lakes with aspirations of gaining integrated analytics that can accelerate new business opportunities. We found in the research that over 60% of global enterprises are now investing in a hybrid, multi-cloud strategy with both data from cloud environments such as Microsoft Azure along with existing on-premises

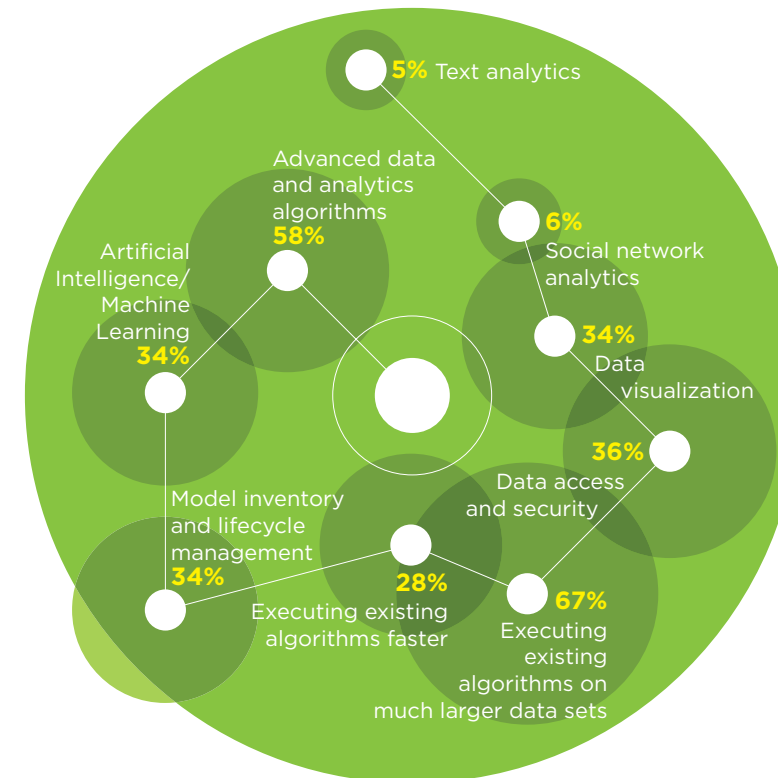
infrastructures. Hence, this hybrid, multi-cloud strategy will need to correlate with their investments in data analytics, and it will become imperative to manage data seamlessly across all platforms.

At [Paxata](#), our mission is to give everyone the power to intelligently profile and transform data into consumable information at the speed of thought. To empower everyone, not just technical users, to prepare their data and make it ready for analytics and decision making. The first step in making this transition is to eliminate the bottlenecks of traditional IT-led data management practices through AI-powered automation. Second, you need to apply modern data preparation and data quality principles and technology platforms to support both analytical and operational use cases. Thirdly, you need a technology infrastructure that embraces the hybrid, multi-cloud world.

[Paxata](#) sits right at the center stage of this new shift, helping enterprises profile and transform complex data types in high-variety, high-volume environments. As such, we’re excited about partnering with Accenture and Microsoft to accelerate businesses with our ability to deliver modern analytical and operational platforms to address today’s digital transformation requirements.



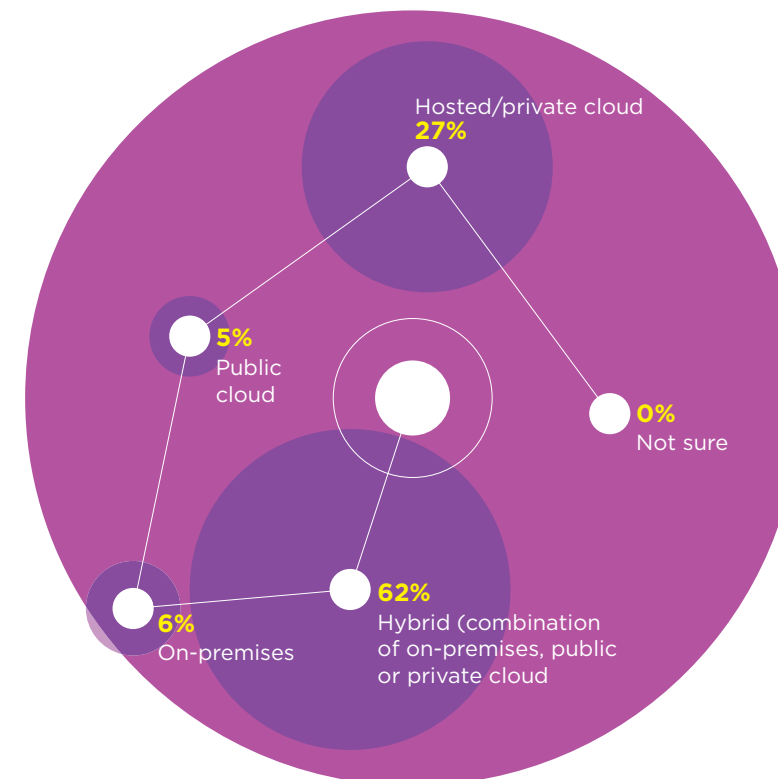
By **Nenshad Bardoliwalla**
Co-Founder and Chief Product Officer,
[Paxata](#)



What data and analytics functions are the most important to your organizations? (Please choose your top 3)

“Larger data sets will require greater computing power. New GPU technology coming from partners like Intel will help with this as well as the flexibility of managing compute loads in the cloud. At the same time, I think there is untapped opportunity to extract more insight from unstructured data like text and social media. For that reason we developed an offering called Content Analytics which provides a full 360 degree view of what your data can tell you.”

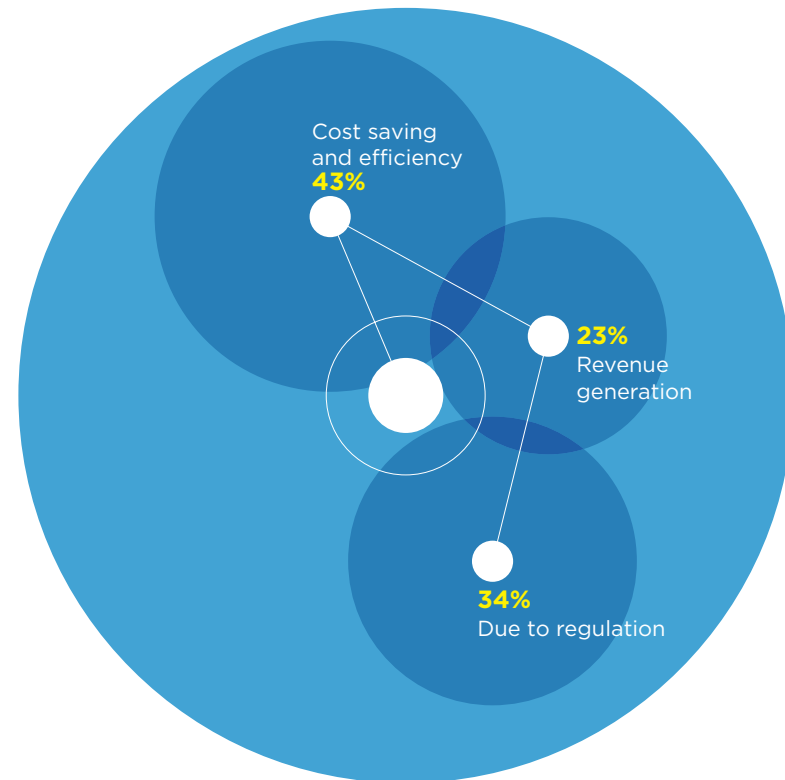
Narendra Mulani
Chief Analytics Officer
Accenture Applied Intelligence



Do you store and utilize data for business analytics on premises or in the cloud?

“Over 60% of global enterprises are now investing in a hybrid, multi-cloud strategy with both data from cloud environments such as Microsoft Azure along with existing on premises infrastructures. Hence, this hybrid, multi-cloud strategy will need to correlate with their investments in data analytics, and it will become imperative to manage data seamlessly across all platforms.”

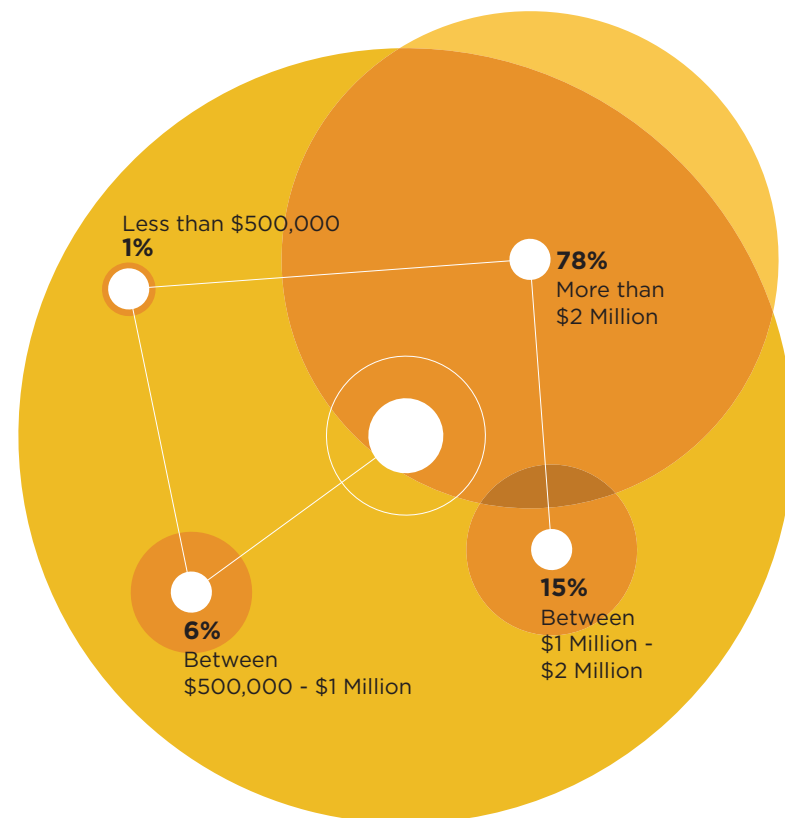
Nenshad Bardoliwalla
Co-Founder and Chief Product Officer
[Paxata](#)



What is the main purpose of your analytics function?

“In our organization we used to think of data as a cost center but now it is front and center in all discussions leading to diversification of revenue.”

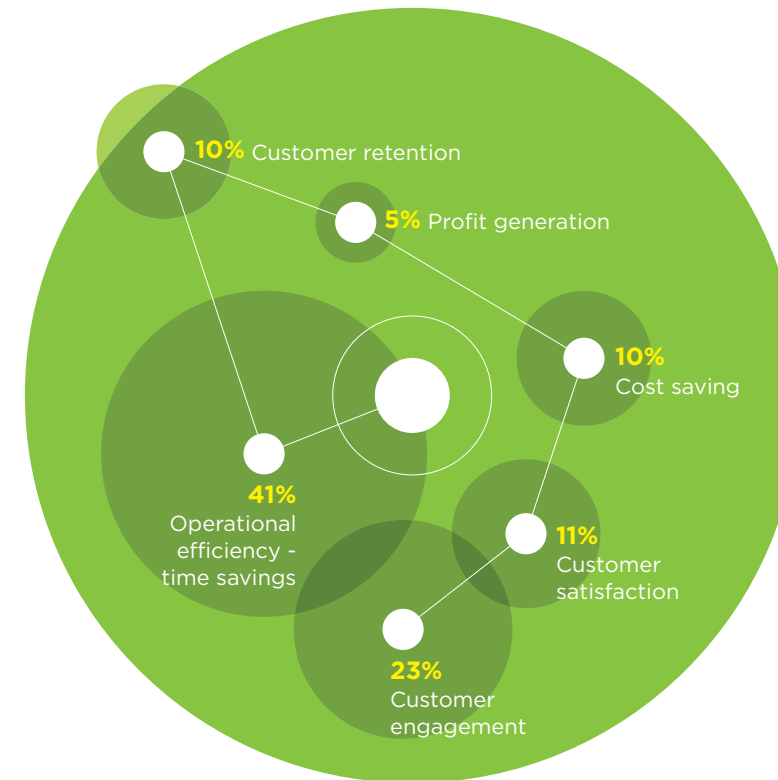
Dipti Patel-Misra, Ph.D., MBA, PCC
Chief Data & Analytics Officer
Vituity



How much are you planning on investing in new analytics initiatives in 2018/19?

“In my experience, sports and esports teams still lag severely in these trends. The next team that budgets \$2 million per year on new AI initiatives, or even new analytics initiatives, will likely be the first. They’d reap enormous benefits, but they’d have to relinquish one of the main perks of being a team owner: the illusion of control.”

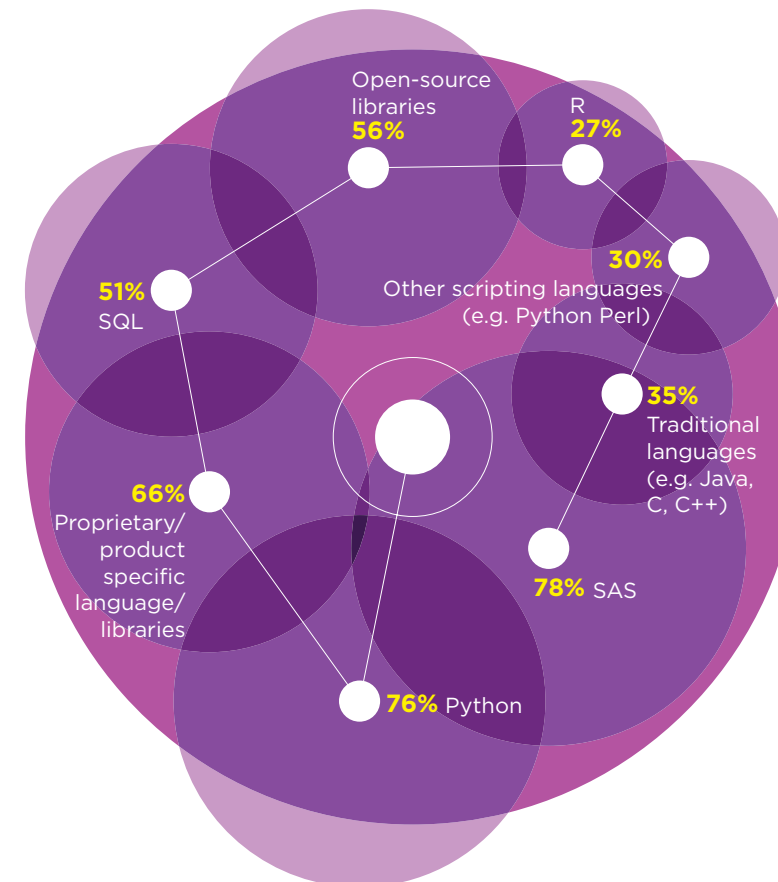
Philip Maymin
Chief Analytics Officer
Vantage Sports Inc.



What is the key metric that you measure ROI with?

“It is understandable that only a small percentage of companies used profit generation as the key measure for ROI and many of the companies focused on cost saving. Although cost efficiency is an important aspect of a well-run business, I would like to see an increased proportion of revenue generation focused companies in future years. If we aim to become data-driven companies and gain a competitive edge, just focusing on cost saving may not be enough. With improved digitalization and analytics capabilities, I believe more companies will be able to directly generate business revenue using data and analytics.”

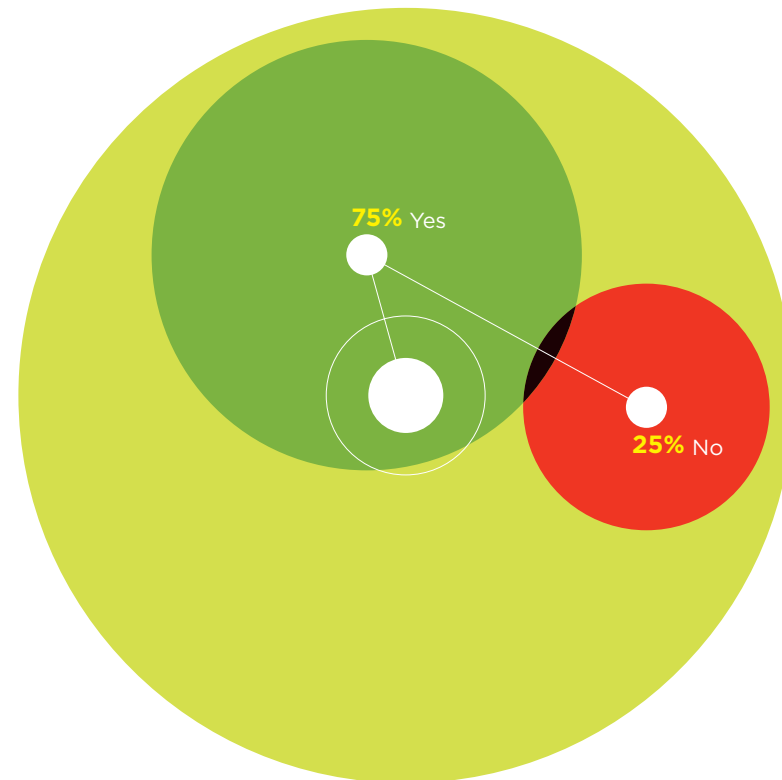
Eugene Wen, MD, DrPH.
Vice President
Group Advanced Analytics
Manulife



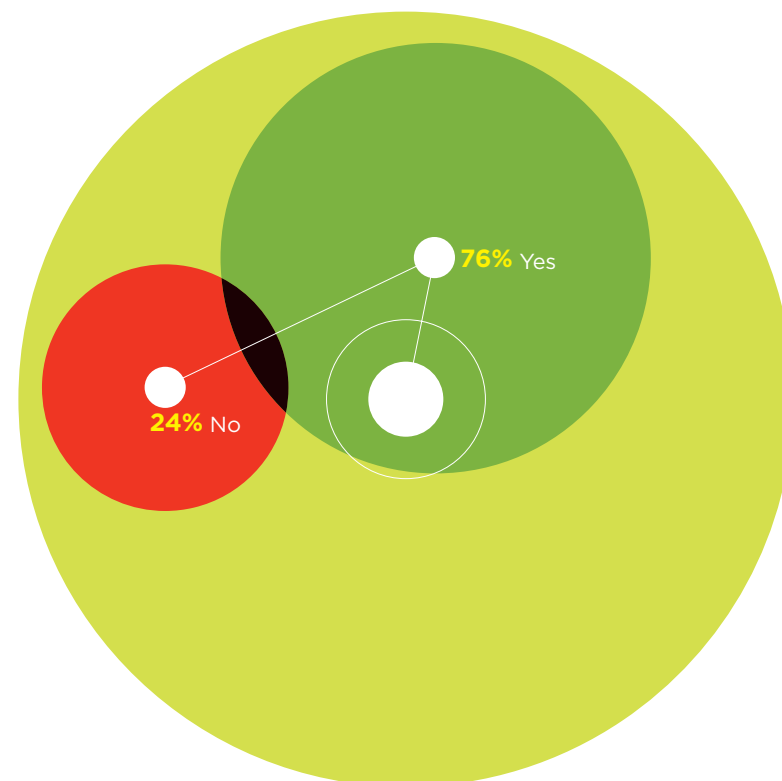
What programming languages/tools do you use for data and analytics development? (Check all that apply)

“The amount of coding and scripting involved to develop data into trusted information to support business analytics represents a huge resource drain and hinders agility. The most progressive enterprises will be the ones that can provide tools and applications for business consumers to be more self-sufficient driving true data democratization.”

Chris Maddox
Co-Founder and VP
Business Development
Paxata



Are your business users set up and trained on self-service analytics?



If yes, has this approach enabled proliferation, understanding and use of analytics throughout the business?

“While not a simple feat, self-service enablement for analytics and reporting is the enterprise preference. This will reduce the burden on IT resources and allow business to be far more creative in developing and leveraging business insights. The faster those insights can be uncovered, the faster you can address an emerging business opportunity or a new revenue stream.”

Chris Maddox
Co-Founder and VP
Business Development
Paxata

What other benefits have you seen from the use of self-service analytics within your organization?

By depending on self-service analytics the need to assess operations has reduced. The process of making routine check ups in our company has reduced and we can assess any factory or business line in real time using these technologies. Because we installed these technologies in our company our productivity has improved.

These technologies have helped us modernize the company and cover the distance that existed between business strategy and IT. This has allowed us to create a compelling experience for our customers, by introducing self-service analytics in the company we have managed to bring a company of our size into the digital age and have ensured all our sites and employees remain connected while reducing the time taken to resolve issues within the company.

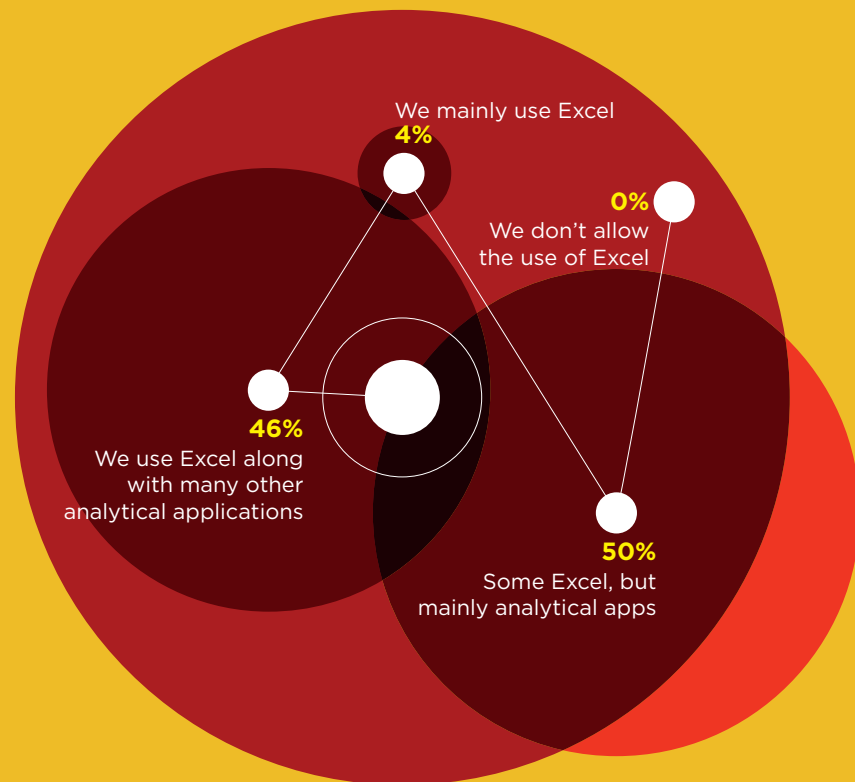
In companies where information is captured in real time there is a need for self-service analytics to bring about flexibility in the decision-making process and to avoid any delays. It also facilitates better analyzing of the market.

Digital technologies have benefited us tremendously, because of self-service analytics the management is free to make decisions without having to fall back on data scientists, access to self-service analytics has given managers access to information to make the right decisions when dealing with different situations.

Managing businesses around the globe is not easy. It was difficult getting information, causing delays in decision making. Post the implementation of analytics within the company we can now keep a tab on our innovation centers and suppliers in real time.

Integrating different services onto a single platform has helped provide the heads of operations access to better solutions, prioritizing issues is simpler. Process like payrolls, M&A services as well as advisory services have become a lot better because of the use of self-service analytics.

Self-service analytics will be utilized to integrate technology in a highly innovative way in the core activities that we do. Exploration to refining of natural resources will be efficiently streamlined through self-service analytics.



How heavily is Excel used for evaluating, joining, or reporting corporate analytics?

“With the explosion of data sources and sheer volume of data that needs to be analyzed, it is no surprise that respondents to this question said they mainly use Excel along with other analytical applications. This may include software tools, dashboards and apps designed to give a greater insight into collected data and thus turning that data into meaningful statistics that can be used to improve customer service, improve the customer journey, retain existing customers and bring in new ones. Despite the availability of analytical software and applications, Excel still remains a key tool in analyzing data with 96% of our respondents still using it along with other appropriate applications.”

Lisa Ventura

Content Marketing & Editorial Director
Corinium Global Intelligence

Section 3: The State of Data Quality

AI is the “New Normal”

Artificial intelligence is causing two major revolutions simultaneously among developers and enterprises. These revolutions will drive the technology decisions for the next decade.

Developers are massively embracing AI. As a platform company, Microsoft is focused on enabling developers to make the shift to the next app development pattern, driven by the intelligent cloud and intelligent edge. AI is the runtime that will power the apps of the future.

At the same time, enterprises are eager to adopt and integrate AI. Cloud and AI are the most requested topics in Microsoft Executive Briefing Centers. AI is changing how companies serve their customers, run their operations, and innovate. Ultimately, every business process in every industry will be redefined in profound ways. If it used to be true that “software was eating the world,” it is now true to say that “AI is eating software”. A new competitive differentiator is emerging: how well an enterprise exploits AI to reinvent and accelerate its processes, value chain and business models. Enterprises need a strategic partner who can help them transform their organization with AI.

Microsoft is emerging as a solid AI leader as it is in a unique position to address both revolutions. Our strength and differentiation lie in the combination of multiple assets:

- Azure AI services that bring AI to every developer. Over one million developers are accessing our pre-built and customizable AI services. We have the most comprehensive solution for building bots, combined with a powerful platform for Custom AI development with Azure Machine Learning that spans the entire AI development lifecycle, and a market leading portfolio of pre-built cognitive services that can be readily attached to applications.

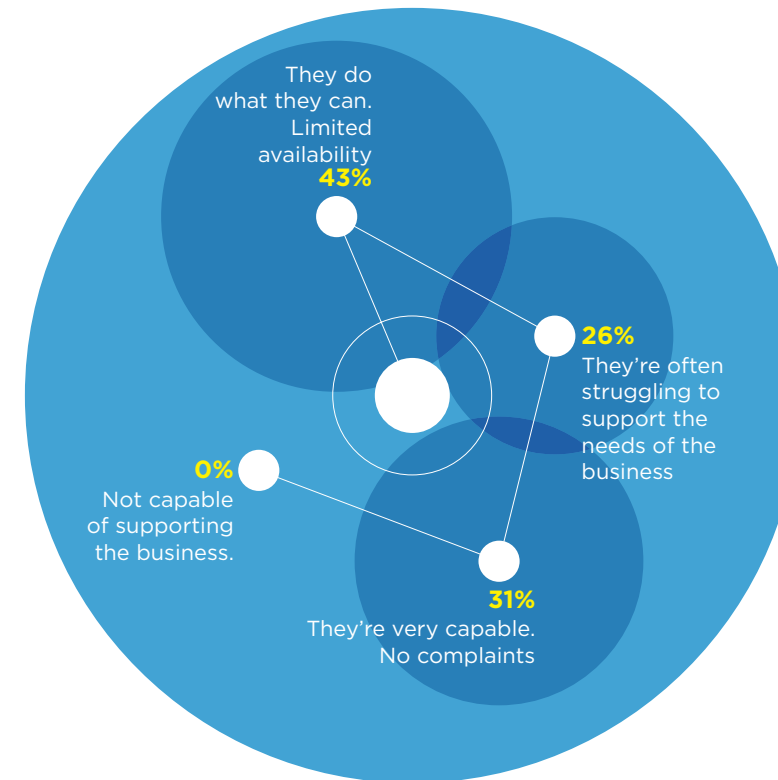
- A unique cloud infrastructure including CPU, GPU, and soon FPGA, makes Azure the most reliable, scalable and fastest cloud to run AI workloads.
- Unparalleled tools. Visual Studio, used by over 6 million developers, is the most preferred tool in the world for application development. Visual Studio and Visual Studio Code are powerful “front doors” through which to attract developers seeking to add AI to their applications.
- Ability to add AI to the edge. We enable developers, through our tools and services, to develop an AI model and deploy that model anywhere. Through our support for ONNX – the open source representation for AI models in partnership with Facebook, Amazon, IBM and others – as well as for generic containers, we allow developers to run their models on the IoT edge and leverage the entire IoT solution from Azure.

But the competition to win enterprises is not only played in the platform battlefield, enterprises are demanding solutions.

Microsoft AI solutions provide turnkey implementations for customers who want to transform their core processes with AI. Our unique combination of IP and consulting services address common scenarios such as business agents, sales intelligence or marketing intelligence. As our solutions are built on top of our compelling AI platform, unlike our competitors, our customers are not locked in to any one consulting provider, they remain in full control of their data and can extend the scenarios or target new scenarios themselves or through our rich partner ecosystem.



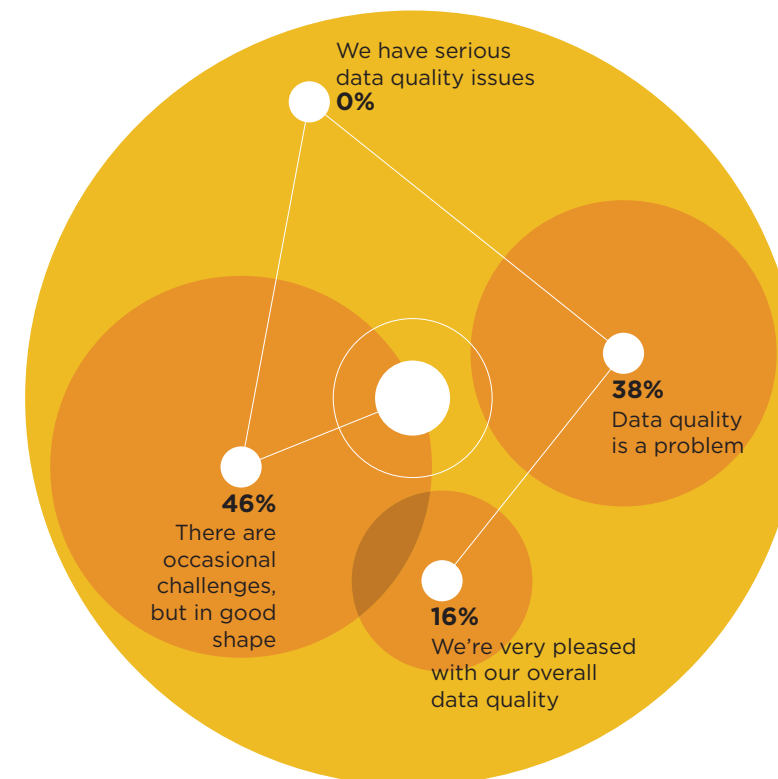
By **Jaime Pereña**
Director Marketing and Strategy -
Enterprise Artificial Intelligence
Microsoft



How capable is your IT/data management team in supporting your business analytical needs?

“With nearly 70% of enterprises having either limited availability or often struggling to support business needs, the pace of turning data into trusted information must improve. Whether your primary analytical need is compliance, identifying new revenue, or process efficiency, reducing the time from data capture to business insight is a critical challenge for all businesses.”

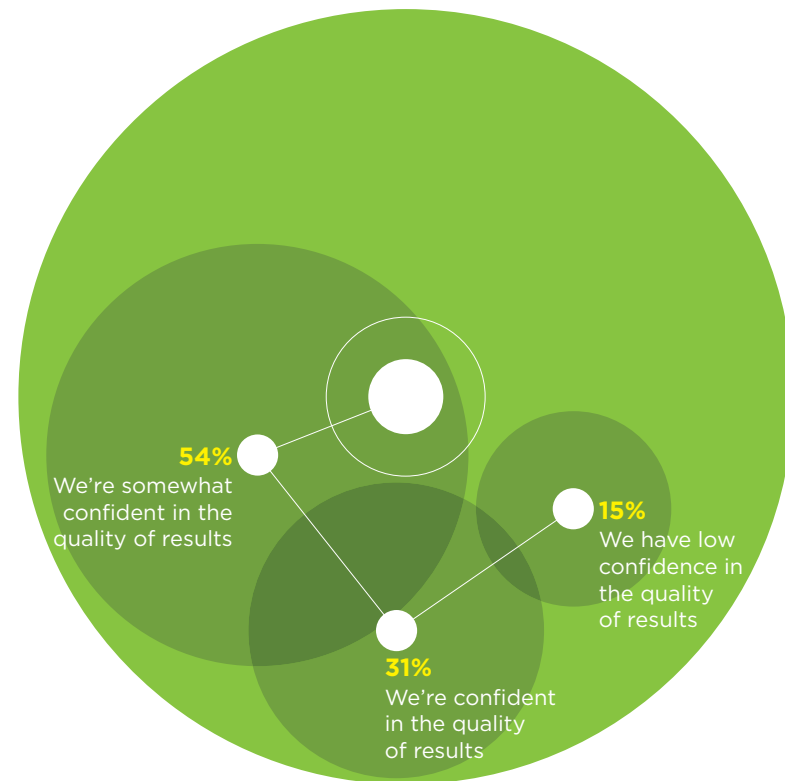
Chris Maddox
Co-Founder and VP
Business Development
Paxata



What is the state of data quality in your company?

“At Microsoft we see everyday multiple examples on how the combination of a large amount of quality data and AI is bringing significant value to enterprises, but we also see a very large number of companies facing challenges due to, not only lack of quality data, but also being affected by incomplete or biased data leading to bad-informed decisions.”

Jaime Pereña
Director Marketing and Strategy -
Enterprise Artificial Intelligence
Microsoft

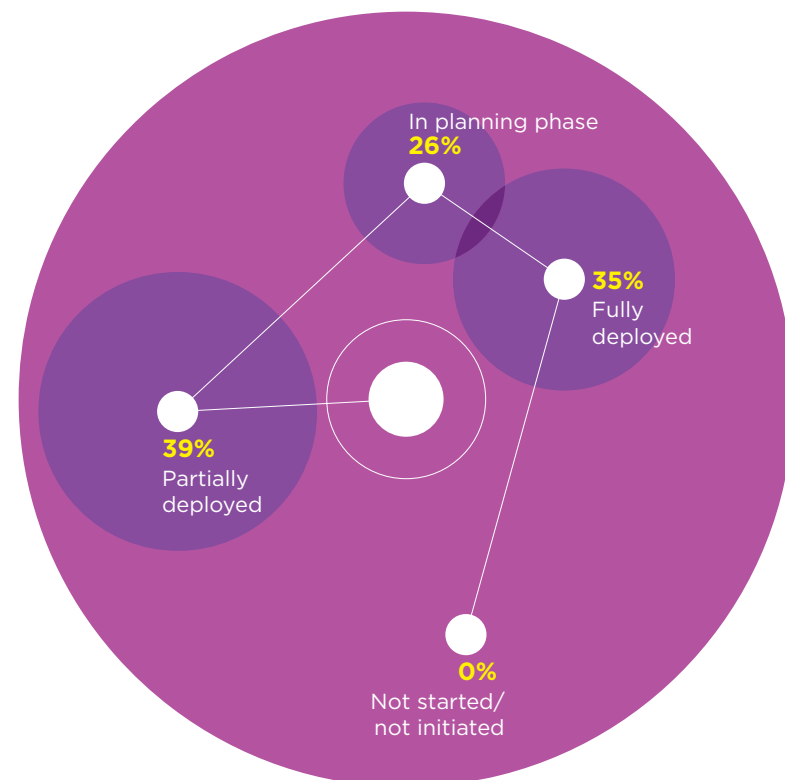


Is data quality affecting the confidence in your analytics?

“With more and more data coming from traditional and new sources which shake up governance initiatives, having trust in the quality of the results provided from this huge pool of data is still key. 54% of our respondents told us that they are only somewhat confident in the quality of the results they get, which points to a growing need for business users to be set up with self-service analytics. This is a step in the right direction, but more needs to be done to maintain data quality. If the quality of the data that is gathered either from traditional sources and/or new sources isn't good then maintaining the quality of that data will have a direct impact on the accuracy of results generated, and this in turn can cascade through other departments.”

Lisa Ventura

Content Marketing & Editorial Director
Corinium Global Intelligence

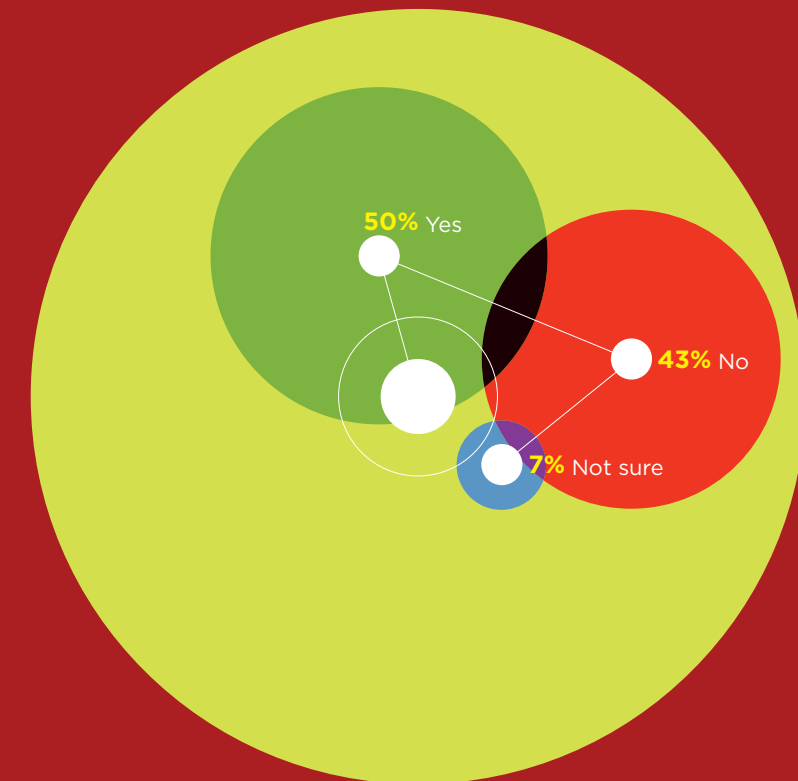


When it comes to data governance (defined by agile, self-service, secure, democratized access), where do you feel your company is on the deployment journey?

“Data governance, data quality, and authorized data access are three areas that every enterprise must be able to support and improve upon in the coming years. For many, the holy grail is to reach a state of data democratization whereby those business consumers that need access to the data are able to see it and properly utilize it without have any additional human intervention.”

Chris Maddox

Co-Founder and VP
Business Development
Paxata



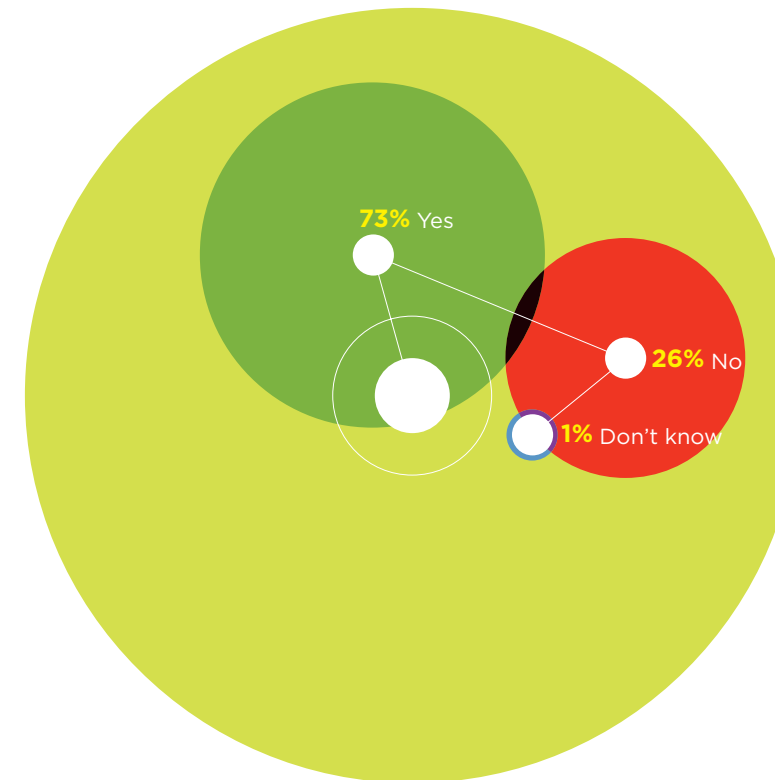
Are you looking to develop or acquire a unified platform (to manage the data access, gathering, cleaning, and joining data sets) to deploy and manage the analytics process and visualization?

“It is a long journey to build a unified platform of data, but it's an important move. Manulife/ John Hancock has made a strategic decision a few years ago to move data into Enterprise Data Lake in the cloud. My data scientist team can access and analyze data in this environment with support from data engineers. It helped us to break the data silos and bring advanced analytics into business decision process.”

Eugene Wen, MD. DrPH.

Vice President
Group Advanced Analytics
Manulife

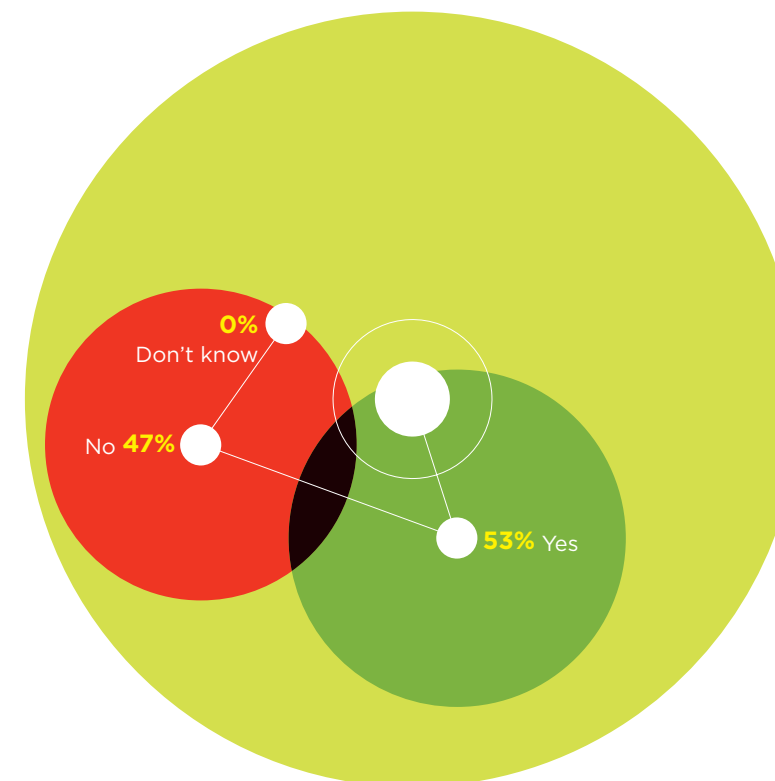
Section 4: Artificial Intelligence & Machine Learning



Does your company or organization utilize and invest in artificial intelligence?

“Understanding and embracing the convergence of analytics and artificial intelligence is critical to creating new ‘data native’ enterprise cultures. You can hardly overstate the impact AI will have on mobilizing and augmenting the value in data, in 2018 and beyond. AI will be the single greatest change driver and will have a lasting effect on how business is conducted.”

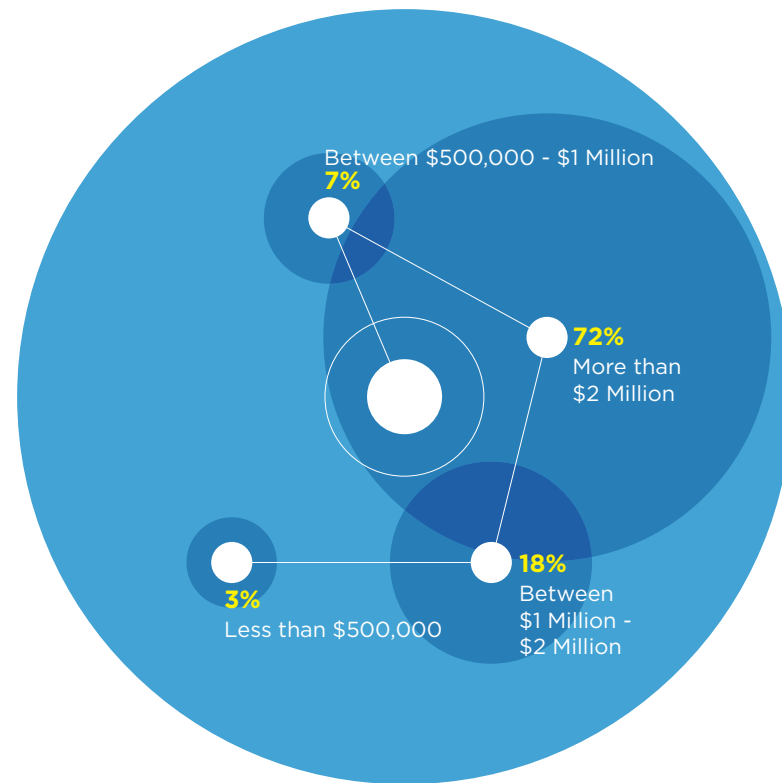
Narendra Mulani
Chief Analytics Officer
Accenture Applied Intelligence



Is artificial intelligence or machine learning an integral part of the decision-making process in your organization?

“Whenever we look at the potential AI and ML have, we should consider the responsibility that comes with it. The ethical application of AI – particularly critical in areas such as financial services, healthcare and life sciences – must consider issues of fairness of algorithms and appropriateness of data use.”

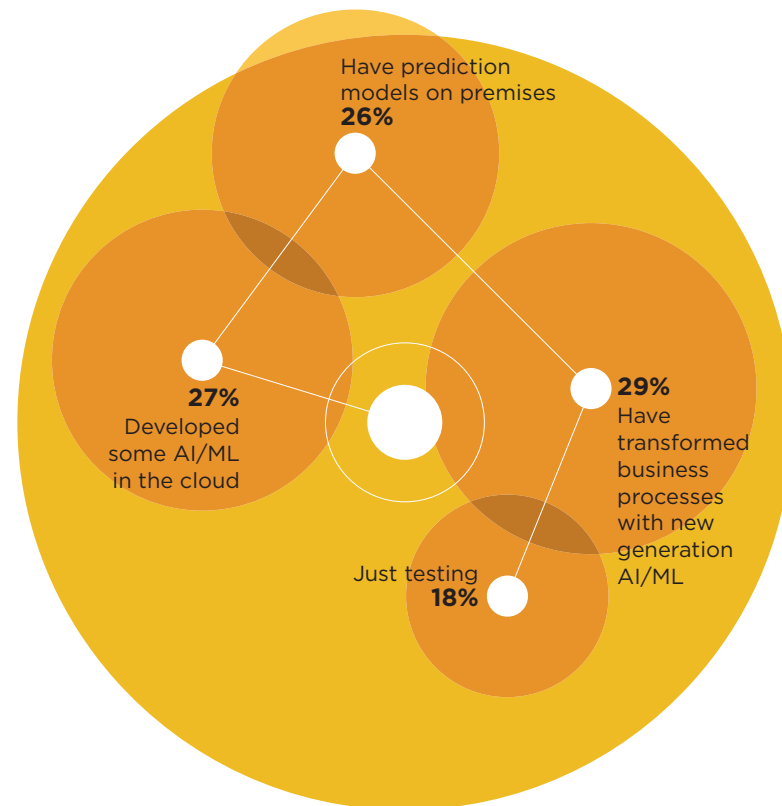
Narendra Mulani
Chief Analytics Officer
Accenture Applied Intelligence



How much are you planning on investing in new artificial intelligence initiatives in 2018/19?

"I was pleased to see that analytics has a large influence across a wide variety of companies and industries. I was also pleased (and not surprised) to see the investments that many companies are making in data and analytics. Building the proper infrastructure is critical to taking advantage of the large amount of data and new algorithms now available for creating actionable insights."

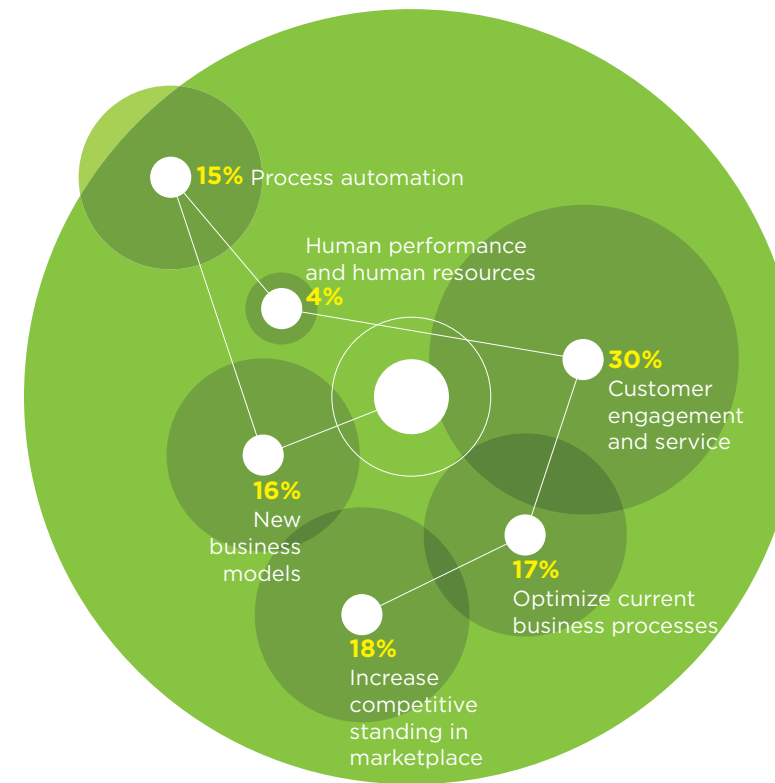
John Carter
SVP, Analytics & Business Insight
Charles Schwab



What is the maturity of your artificial intelligence or machine learning?

"The borderline between advanced analytics and AI is many times blurry. At Microsoft we see significant adoption of BI and advanced analytics techniques and tools but, in many cases, they are still models that are not taking advantage of the latest AI innovations and therefore are not really learning from predictions, using advance cognitive capabilities nor finding complex non-linear patterns."

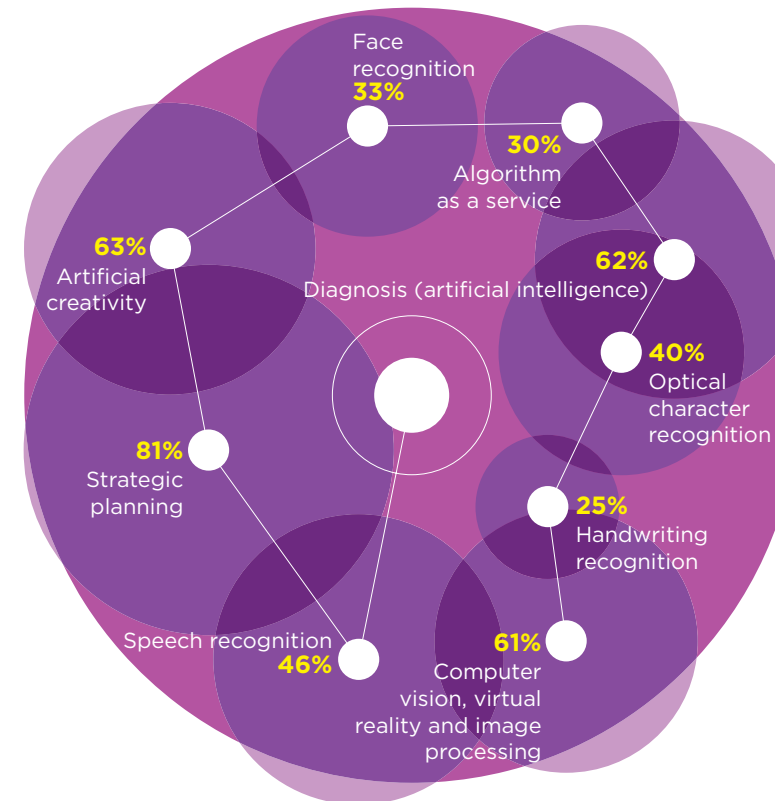
Jaime Pereña
Director Marketing and Strategy -
Enterprise Artificial Intelligence
Microsoft



Which business processes are more likely to be transformed in the short term with AI technologies?

"I am not surprised that "Customer engagement and service" was seen as the most likely to be transformed by AI technology. But we shouldn't count the "human resources" out. What we can do to help customers with AI can almost equally applicable to help employees for better engagement and productivity. My data scientist team is collaborating with our HR team on similar projects. I can see great potential for companies to apply advanced HR analytics. At the end of the day, employees are the greatest asset a company has."

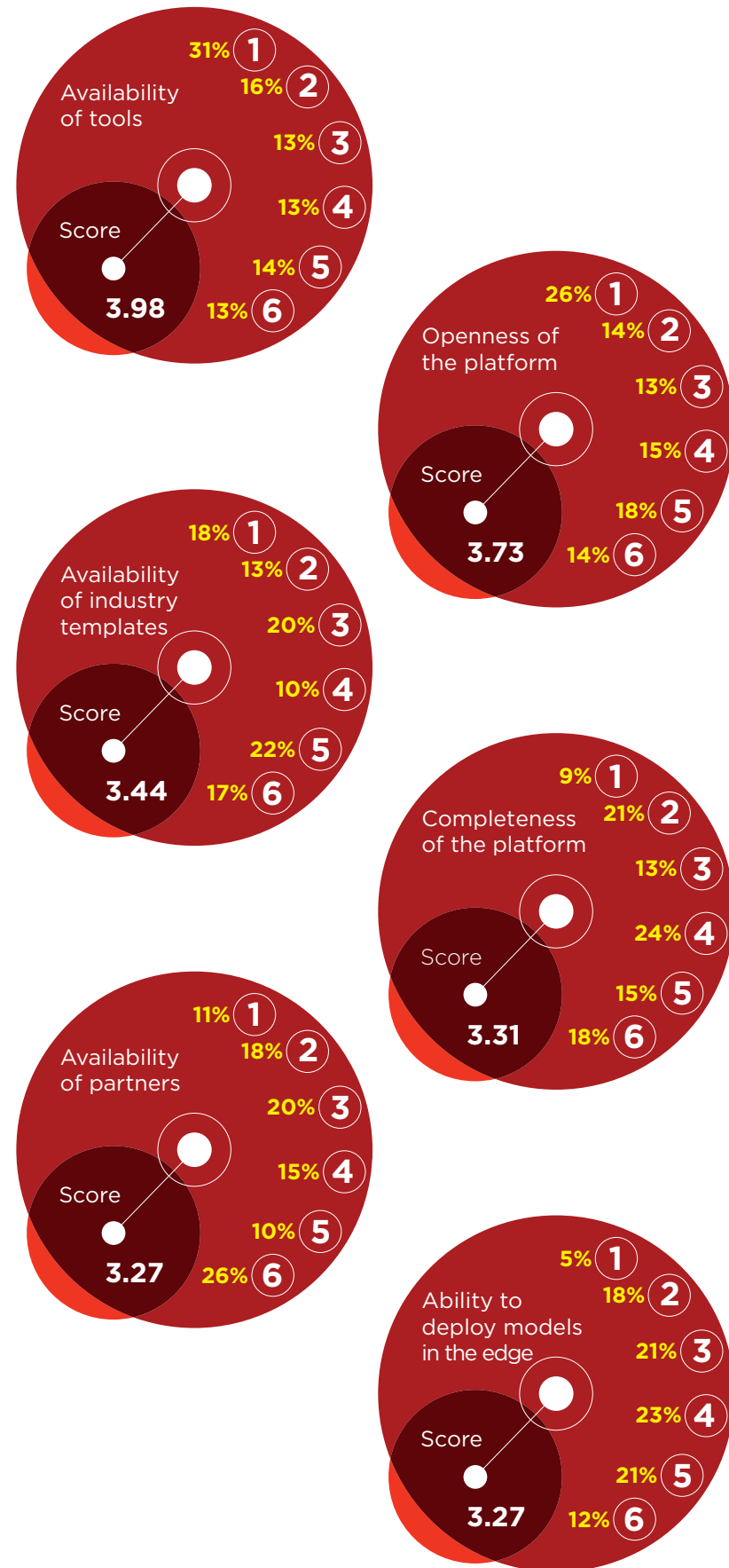
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Group Advanced Analytics
Manulife



What types of artificial intelligence or machine learning workloads are you planning to invest in? (mark all that apply)

"While organizations are keen to find out how artificial intelligence and machine learning can work for them, these technologies are at several levels of maturity in the marketplace. Our respondents told us that the most sought after Artificial Intelligence and Machine Learning workloads are strategic planning, diagnosis and artificial creativity, with investment in these areas being key to business development and growth."

Lisa Ventura
Content Marketing & Editorial Director
Corinium Global Intelligence



What are the most critical elements in selecting an AI provider? (rank)

"This chart shows that customers are looking for technology providers that have an end-to-end AI vision. Microsoft's strength and differentiation lie in the combination of multiple assets: Azure AI services that bring AI to every developer; a unique cloud infrastructure including CPU, GPU, and soon FPGA; unparalleled tools; the ability to add AI to the edge; and third-party and first-party AI solutions that provide turnkey implementations for customers who want to transform their core processes with AI."

Jaime Pereña
Director Marketing and Strategy - Enterprise Artificial Intelligence
Microsoft

"Little attention has been paid to the complexity of managing model lifecycles at scale (and on the edge). You can't get good insights from models that have degraded. That is why we introduced Model Manager as a capability in the Accenture Insights Platform for Analytics-as-a-Service."

Jean-Luc Chatelain
Chief Technology Officer
Accenture Applied Intelligence

In which ways do you think that artificial intelligence and machine learning will revolutionize traditional businesses and sectors?

Artificial intelligence and machine learning is going to revolutionize traditional businesses in a big way. Innovations in connectivity, mobility and most importantly customer experience are going to be enhanced through these developments in technology. Traditional businesses are going to have a better chance at sustainability through Artificial Intelligence.

Developing new products, improving supply chain and focusing on compliance are important pillars around which a company can grow and compete, but doing so without advanced tools is not possible because costs would increase significantly. AI will assist in controlling costs while analyzing existing operations reducing complexities and reducing human errors.

Traditional business will find another level of connectivity with AI and machine learning. Businesses will be able to strive together to better the situations that we are facing at the moment and collectively enhance the world, its economy and ecosystems.

Risk management will benefit the most from artificial intelligence and machine learning. Businesses have struggled in the past and even in current times with various risks that could've been predicted and avoided. These risks are now easily predictable and businesses can improve their stability and sustainability with the right introduction of machine learning and artificial intelligence.

Traditional business processes are not optimized to be smooth and efficient, they are very centralized especially supply chains. The use of AI and machine learning will bring about changes by providing management clearer information. AI and advanced algorithms will help companies create schedules and manage workflows, thereby increasing productivity and bringing down defect rates especially in factories.

Payment process are changing and the need for AI is growing especially in dealing with cyber crime. The number of cyber criminals is growing and we need technologies that will help us identify these risks and deal with them appropriately.

Machine learning is being implemented at different levels within our organization to help us process the information we collect from consumers. AI also allows us to develop smarter and better drugs. The use of AI has helped make research simpler. AI helps break down information in an efficient and smooth manner which is crucial for the growth and development of companies.

Artificial intelligence and machine learning has the capability to take more stress than our actual human employees. We are not looking to replace our work strength but only to handle those critical hours when we have no supervising human brain.

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