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AI IS THE NEW UI
L'ESPERIENZA PRIMA DI TUTTO NELL'ERA DELL'INTELLIGENT ENTERPRISE

STEFANO SPERIMBORGO

Digital Enterprise Forum
Milano 22 marzo 2017

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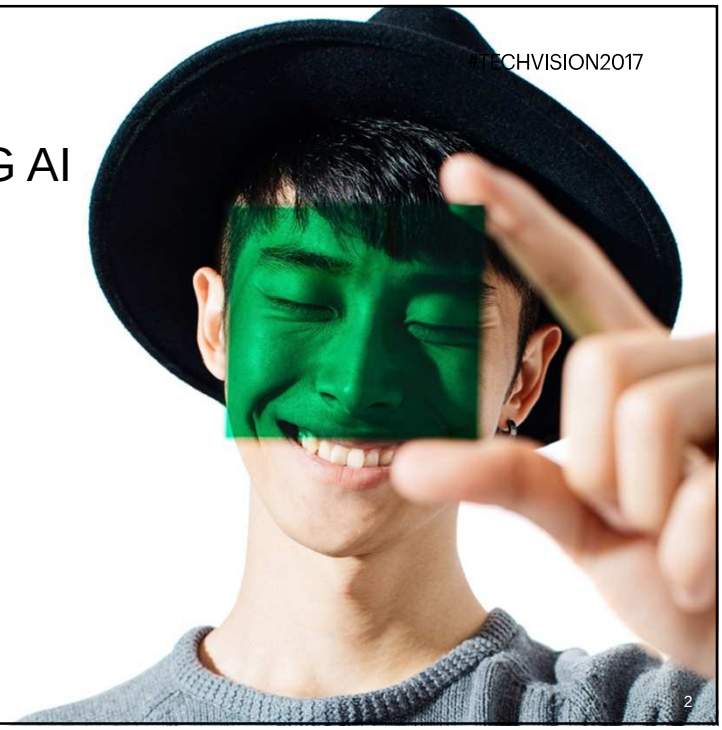
RAPIDLY MATURING AI TECHNOLOGY IS

MAKING INTER ACTIONS MORE NATURAL



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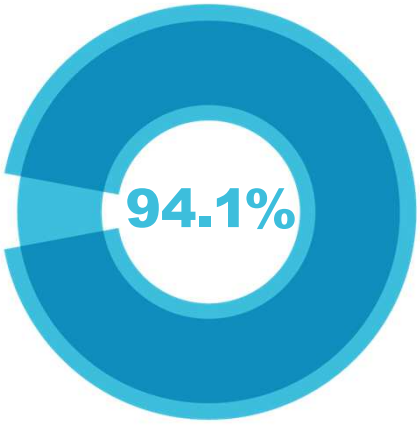

Improved accuracy in speech recognition. Advances in NLP and voice recognition accuracy enable conversational speech (only 5.9% error rate).

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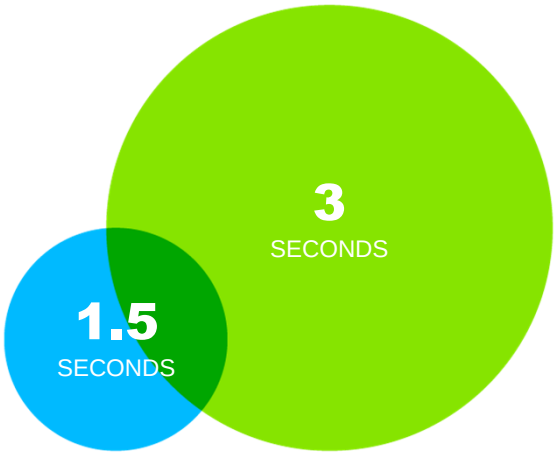
REDUCED LATENCY

FOR AUTOMATIC SPEECH RECOGNITION

From 3 seconds down to 1.5 seconds for Amazon's Alexa



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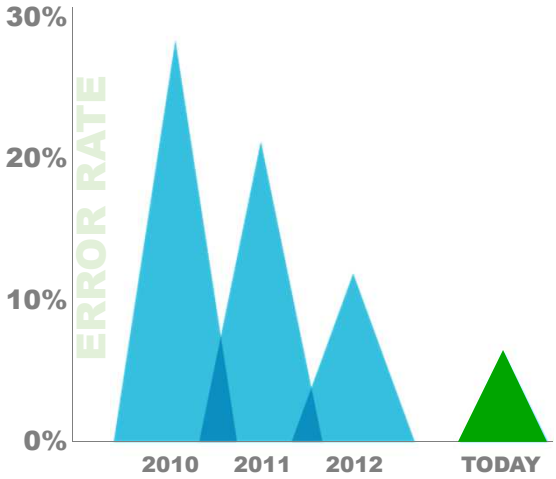
REDUCED ERROR RATE FOR COMPUTER VISION

The ability for machines to recognize certain objects can exceed that of a human.



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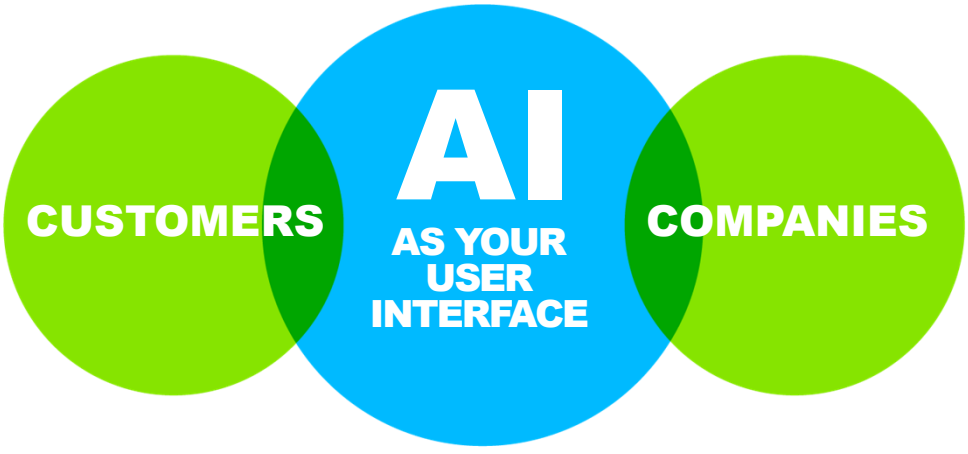
...WHICH DRIVES BETTER OUTCOMES



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CUSTOMERS

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AI ENABLES CONVERSATIONAL INTERFACES

The North Face's Expert Personal Shopper (XPS) engages customers in a discussion, helping them understand which products meet their needs on their ecommerce site.

Success: Customer engagement averaged two minutes in length and the platform had a 60% click-through rate for product recommendations.

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COMPANIES

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AI PROVIDES REAL-TIME SUGGESTIONS

Textio is an advanced machine learning platform for writing that provides real-time suggestions that make job postings gender neutral and more appealing to candidates.

Success: Hiring teams who maintain a Textio Score of 90 or higher attract an applicant pool that is on average 24% more qualified and 12% more diverse. Meanwhile, vacancies using Textio are filled, on average, two weeks faster.

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COMPANIES ARE SUCCESSFULLY USING AI TO DRIVE ADOPTION

WHAT DOES IT LOOK LIKE?

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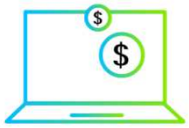
MORE ENGAGEMENT



Echo owners not only spend half of their online dollars at Amazon, they also spend more: after customers start using Echo, their buying occasions increase by 6%, and spending increases by 10%.

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AND THEY ARE USING THESE FAMILIAR INTERFACES TO UNLOCK NEW CAPABILITIES

AND FURTHER ENGAGE USERS

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CHAT INTERFACES ARE MORE INVITING

Sephora offers a chatbot on Kik. When using the bot for a survey with customers, it had a 40% completion rate – considerably higher than similar campaigns on other platforms.

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AS AI CAPABILITIES MATURE…

PEOPLE WILL INCREASINGLY INTERACT DIRECTLY WITH AI

INSTEAD OF THE ENABLING TECHNOLOGY CHANNELS

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AS YOUR SPOKESPERSON, AI IS BECOMING YOUR DIGITAL BRAND

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2017 VISION TRENDS
TECHNOLOGY BY PEOPLE, FOR PEOPLE
TREND 1
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TREND 2
ECO SYSTEM POWER PLAYS
TREND 3
WORK FORCE MARKET PLACE
TREND 4
DESIGN FOR HUMANS
TREND 5
THE UN CHARTED
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WHAT IS DRIVING THE AI PHENOMENA?

DECREASING COST OF STORAGE

1980 = $3.5MM/GB*
2015 = $0.03/GB

EXPONENTIAL GROWTH OF DATA

2020 Data =
50 x 2010 Data

OPEN SOURCE PLATFORMS FRAMEWORKS

Tensorflow, CNTK, Caffe, Torch, etc.

VIRTUALLY UNLIMITED "GPU" COMPUTING POWER IN CLOUD

Public Cloud Computing = $70Bn in 2015

5 GPUs ≈ 5000 CPUs in Google Brain

NOTE: *PER GB OF HARD DISK STORAGE

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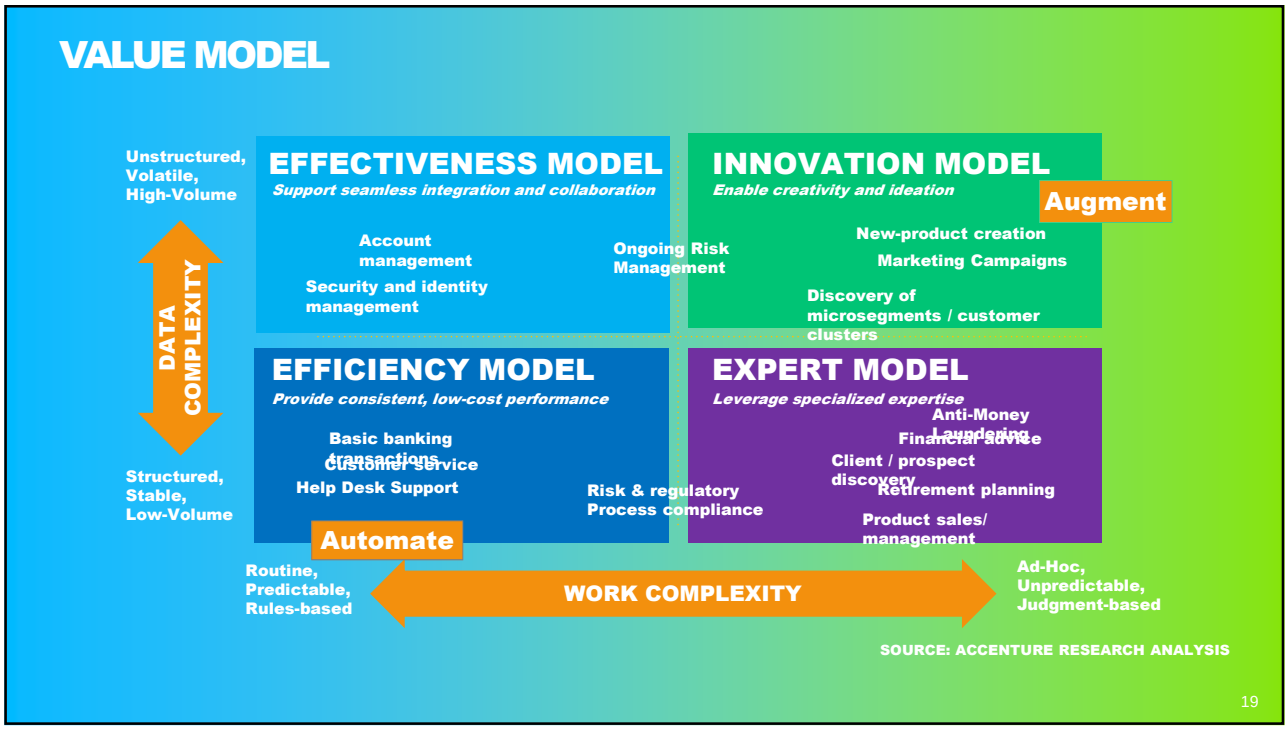
VALUE MODEL
Unstructured, Volatile, High-Volume
DATA COMPLEXITY
Structured, Stable, Low-Volume
EFFECTIVENESS MODEL
Support seamless integration and collaboration
Account management
Security and identity management
Ongoing Risk Management
INNOVATION MODEL
Enable creativity and ideation
Augment
New-product creation
Marketing Campaigns
Discovery of microsegments / customer clusters
EFFICIENCY MODEL
Provide consistent, low-cost performance
Basic banking transactions
Customer service
Help Desk Support
Risk & regulatory Process compliance
EXPERT MODEL
Leverage specialized expertise
Anti-Money Laundering
Financial advice
Client / prospect discovery
Retirement planning
Product sales/ management
Automate
Routine, Predictable, Rules-based
WORK COMPLEXITY
Ad-Hoc, Unpredictable, Judgment-based
SOURCE: ACCENTURE RESEARCH ANALYSIS
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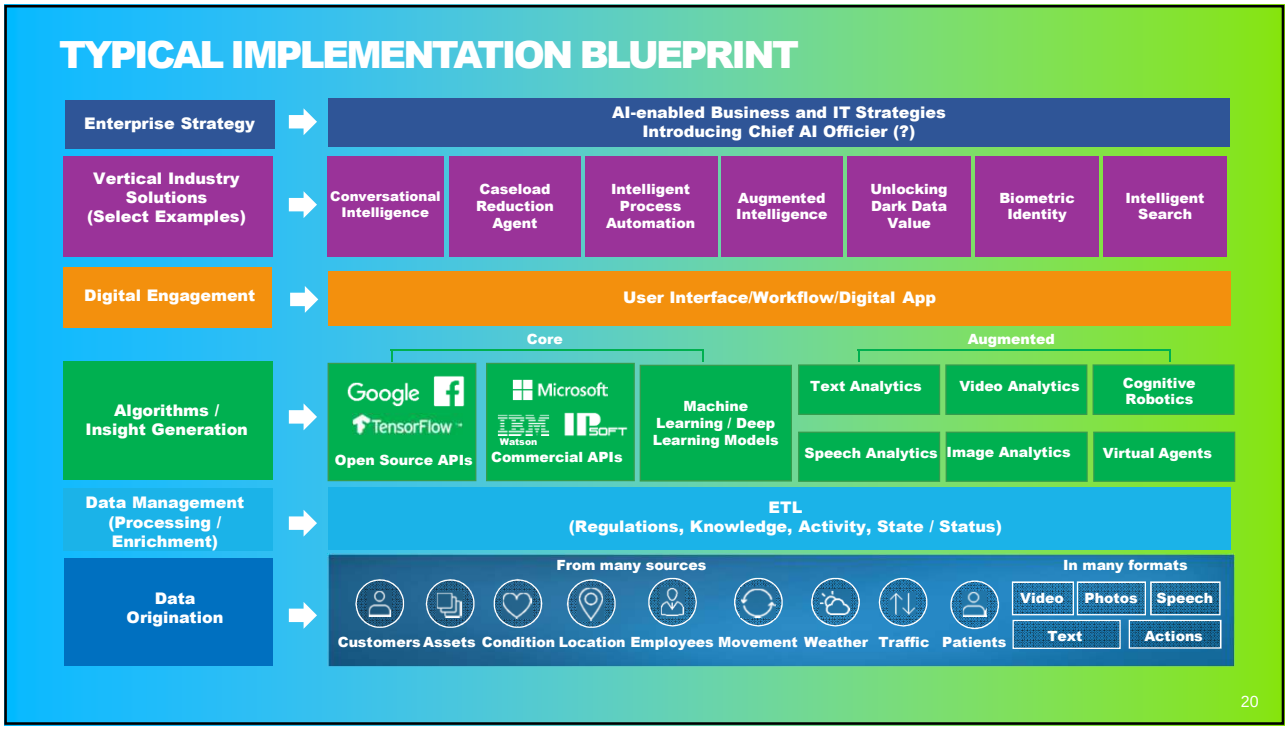
TYPICAL IMPLEMENTATION BLUEPRINT
Enterprise Strategy
AI-enabled Business and IT Strategies
Introducing Chief AI Officier (?)
Vertical Industry Solutions (Select Examples)
Conversational Intelligence
Caseload Reduction Agent
Intelligent Process Automation
Augmented Intelligence
Unlocking Dark Data Value
Biometric Identity
Intelligent Search
Digital Engagement
User Interface/Workflow/Digital App
Core
Augmented
Algorithms / Insight Generation
Google
TensorFlow
Open Source APIs
Microsoft
IBM Watson
IPSOFT
Commercial APIs
Machine Learning / Deep Learning Models
Text Analytics
Video Analytics
Cognitive Robotics
Speech Analytics
Image Analytics
Virtual Agents
Data Management (Processing / Enrichment)
ETL
(Regulations, Knowledge, Activity, State / Status)
Data Origination
From many sources
In many formats
Customers
Assets
Condition
Location
Employees
Movement
Weather
Traffic
Patients
Video
Photos
Speech
Text
Actions
20

ACCENTURE LIQUID STUDIO: FROM THE IDEA TO THE PROTOTYPE

Liquid Studio is the home of the most innovative offerings from Accenture and its partners

ARTIFICIAL INTELLIGENCE

LIQUID ARCHITECTURE

FUTURE READY APPLICATIONS

CYBER SECURITY

NEXT GEN TESTING

JOURNEY TO CLOUD

NEXT GEN MOBILE APP

DEVOPS

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THANK YOU

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