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Data Driven AI: Practical Advice for Successful Results

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Abstract:

Artificial intelligence technology has been a valuable business tool for years, but since OpenAI launched ChatGPT in November 2022, interest in AI has soared – and that's putting technology partners under increasing pressure to make an investment in AI systems to keep their companies competitive and relevant.

However, without a clear understanding of the overall business strategy, a clear definition of what opportunity or business problem you are addressing, or how it will fit in with the rest of your technology architecture, an investment in AI will not yield the business outcomes you desire. In this panel discussion, we will discuss how to approach AI as a strategic enabler of business strategy and explain the necessary preparations you must make before deploying AI platforms in your organization. We will also provide answers to important questions:

- Why an effective AI solution is a strategy enabler, not a stand-alone initiative

- Why data is the key to success

- What defines effective data preparation