

منتدى دبي العالمي
لإدارة المشاريع

DUBAI INTERNATIONAL
PROJECT MANAGEMENT FORUM

6th EDITION الدورة السادسة

7 - 10 ديسمبر 2019 • مدينة جميرا • دبي

7 - 10 December 2019 • MADINAT JUMEIRAH • DUBAI



Leading with AI

How augmented intelligence is revolutionizing business and what you should do now to partake in it?

Murat Bicak
CEO
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www.dipmf.ae



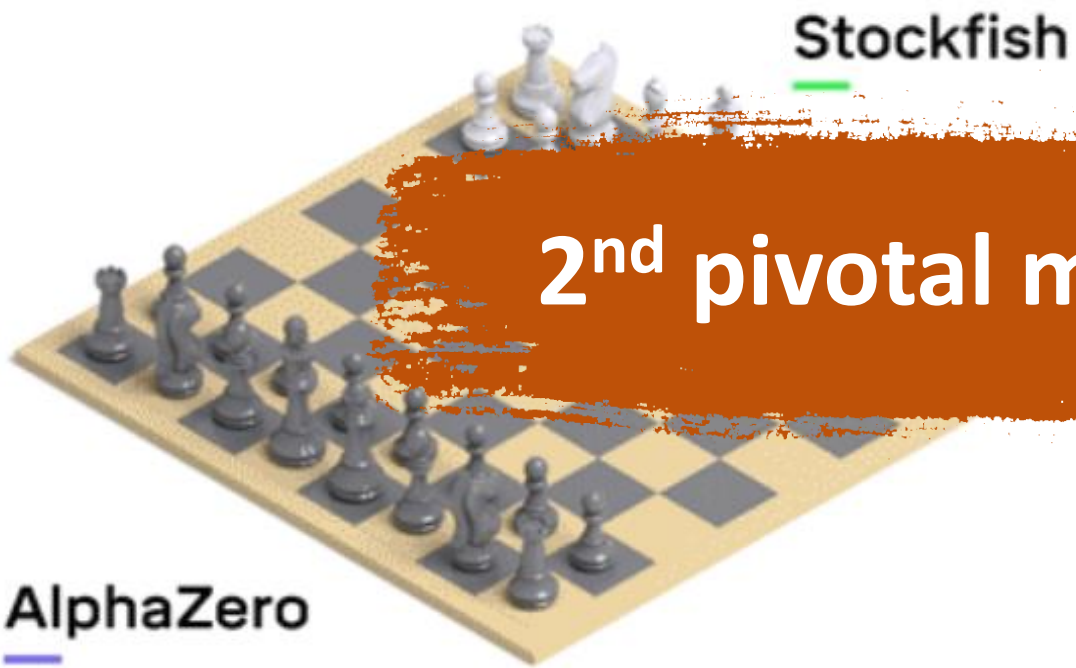
1st pivotal moment for DL



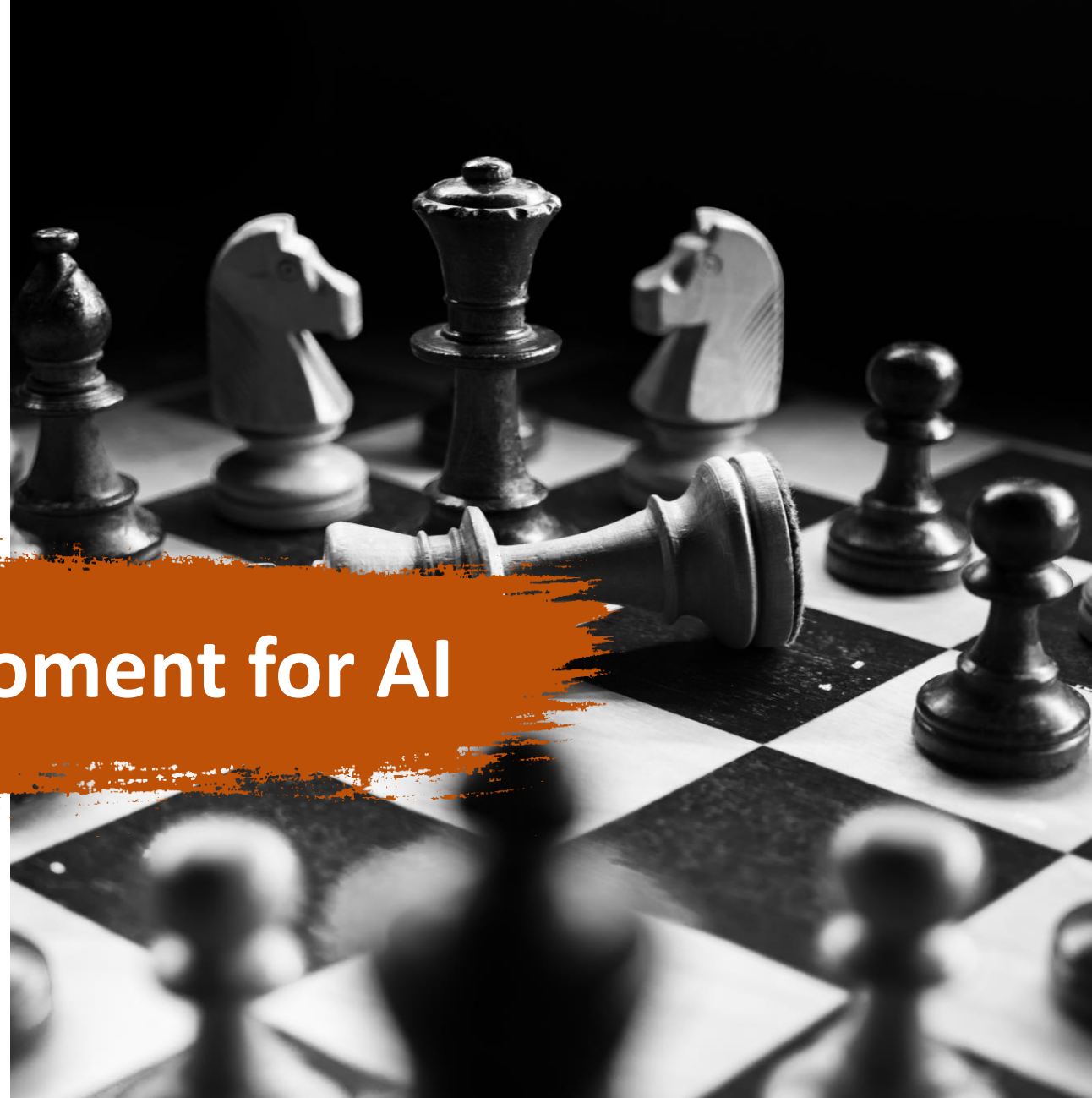
AlphaGo

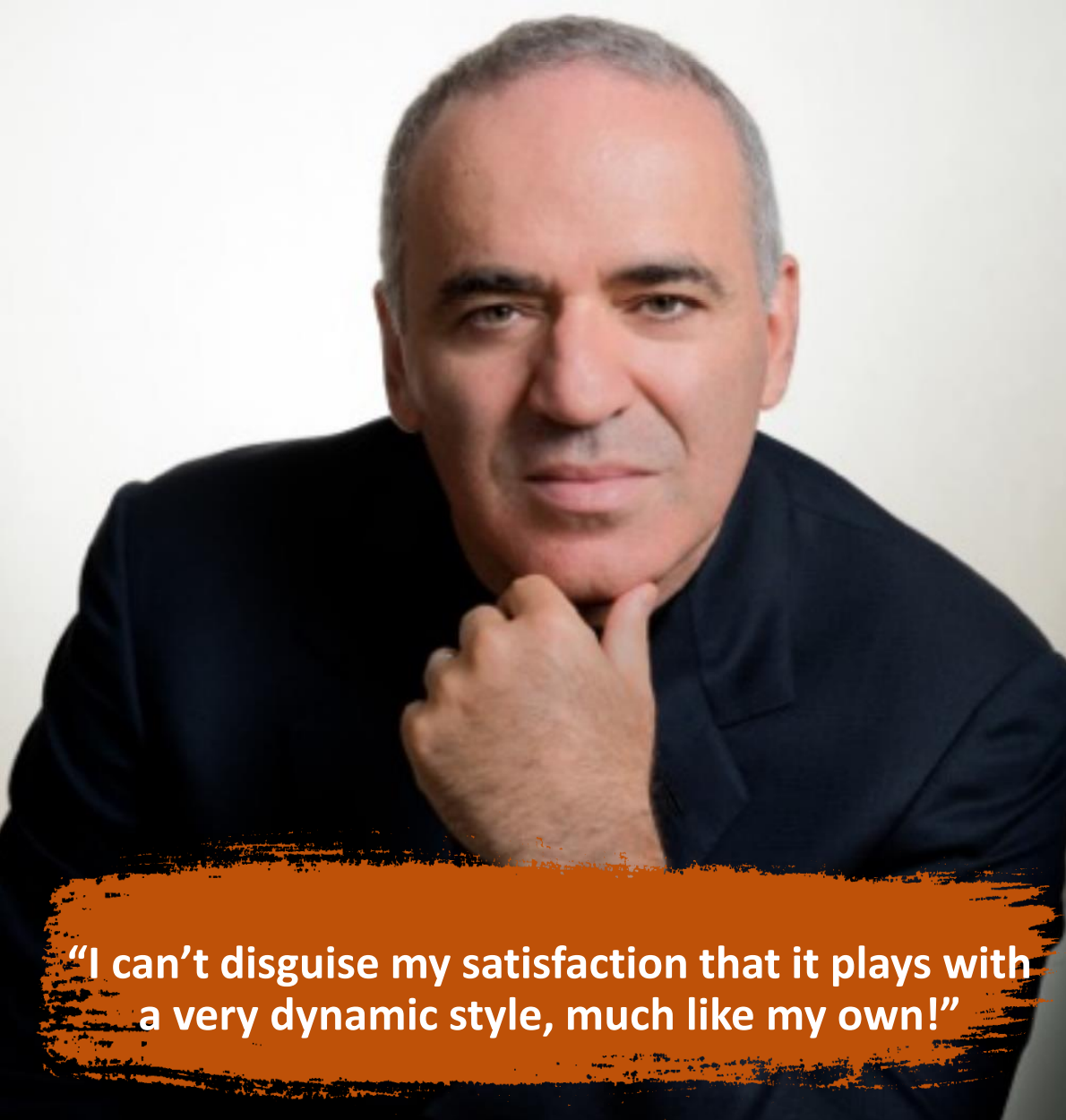
Lee Sedol

Chess



2nd pivotal moment for AI





“I can’t disguise my satisfaction that it plays with a very dynamic style, much like my own!”

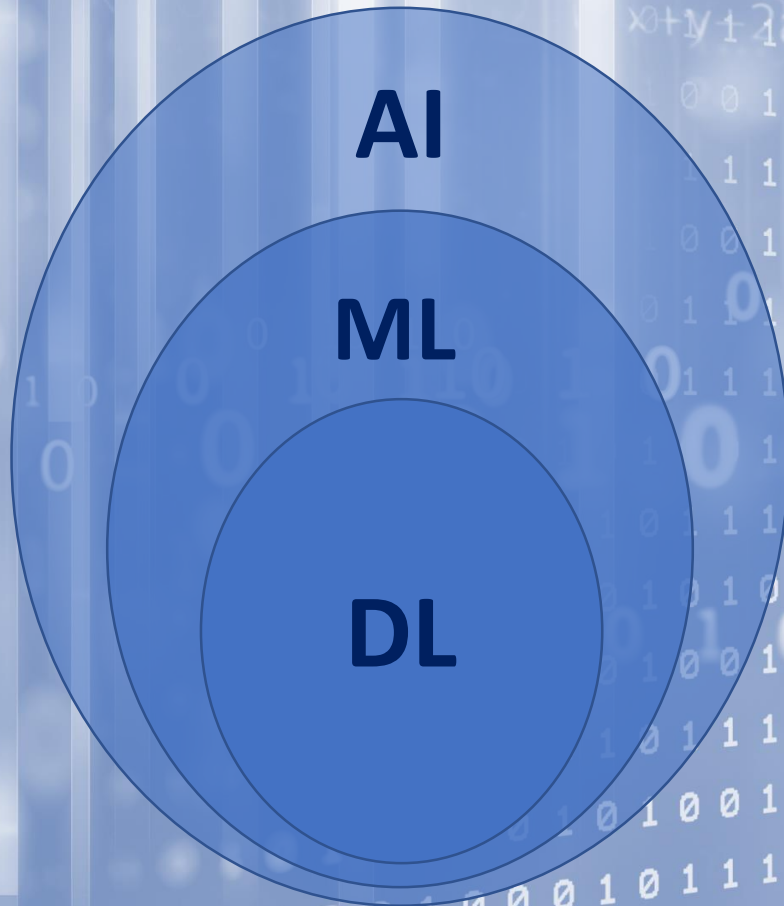


“I always wondered how it would be if a superior species landed on earth and showed us how they play chess. I feel now I know.”



My goal today

- Demystify important terms
- Discuss the disruption that AI represents
- Reveal the biggest obstacle to AI
- Propose a way to think about AI strategically
- Recommendation on how to start



Artificial intelligence... making intelligent machines and computer programs

Machine learning... a specific way of building software where the machine learns with minimal coding

Deep Learning... type of machine learning that mimics human learning but requires large data sets

Why DL changes everything

Machines can see, hear, and communicate.

Algorithms are available at low or no cost.

Minimal code & massive data can lead to mastery

Machines can reach superhuman performance.

AI is becoming more “intuitive” and “creative”.

2004

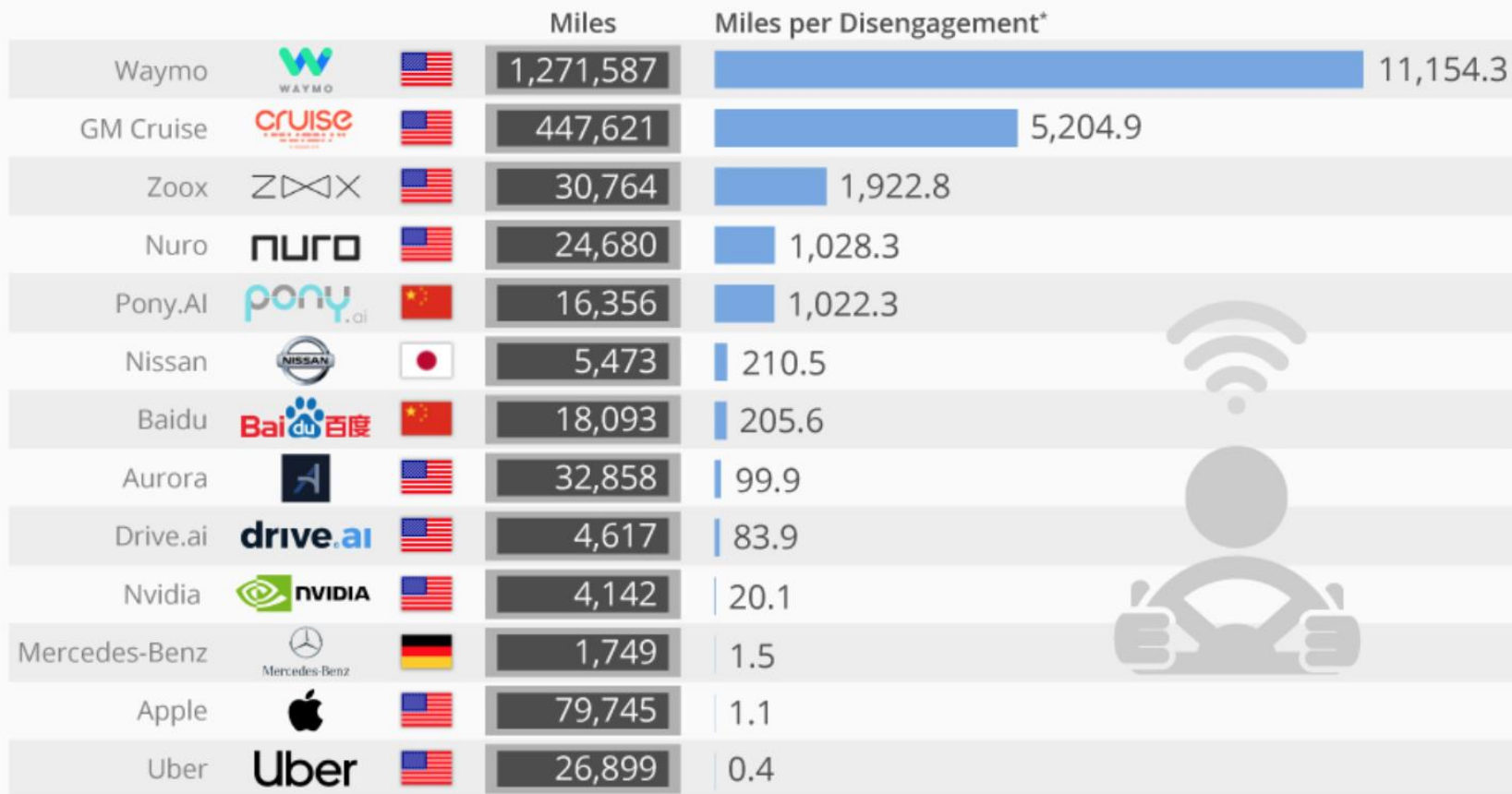


2019



The Self-Driving Car Companies Going The Distance

Number of test miles and reportable miles per disengagement in California in 2018



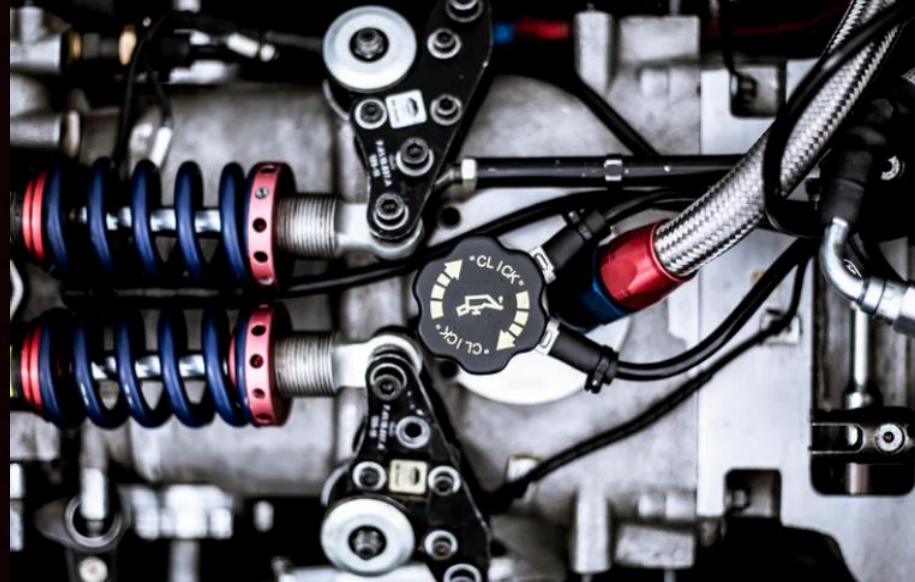
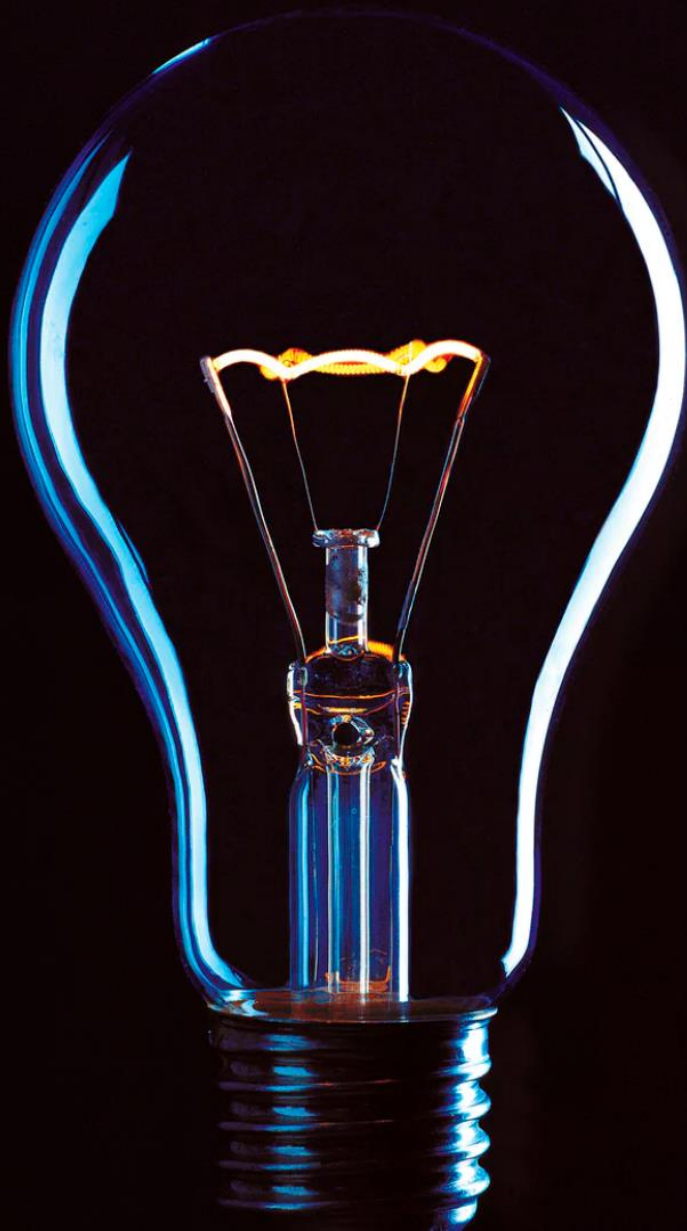
@StatistaCharts

* Cases where a car's software detects a failure or a driver perceived a failure, resulting in control being seized.

Source: DMV via thelastdriverlicenseholder.com

statista

Source: Statista



An aerial photograph of a multi-lane highway bridge spanning a body of water. The bridge has several lanes in each direction, with cars visible on the road. The water is a dark, muted green. In the center of the image, there is a large, irregular orange brushstroke graphic containing white text.

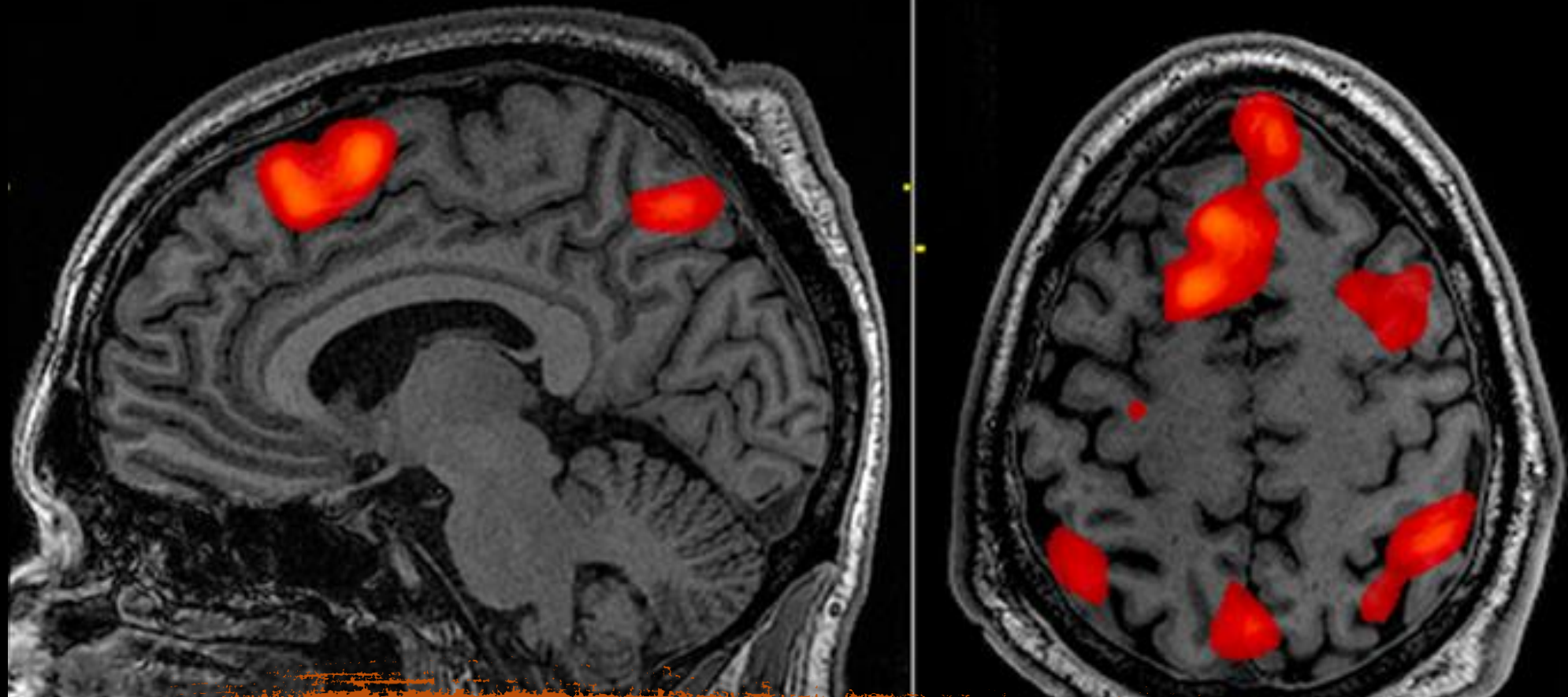
**The future of mobility
is about the rider**



**We no longer need
banks to transact**



Will we all switch
to "smile-to-pay"?



CNNs increase efficiency & accuracy in medical diagnosis



Data has a better idea



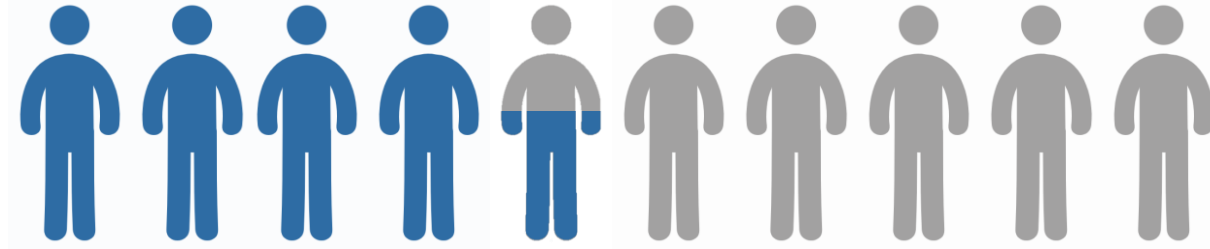
9 out of 10 executives
agree AI represents a
business opportunity

Source: Winning AI, Massachusetts Institute of Technology, 2019



4 out of 10 companies
report obtaining
any business gains

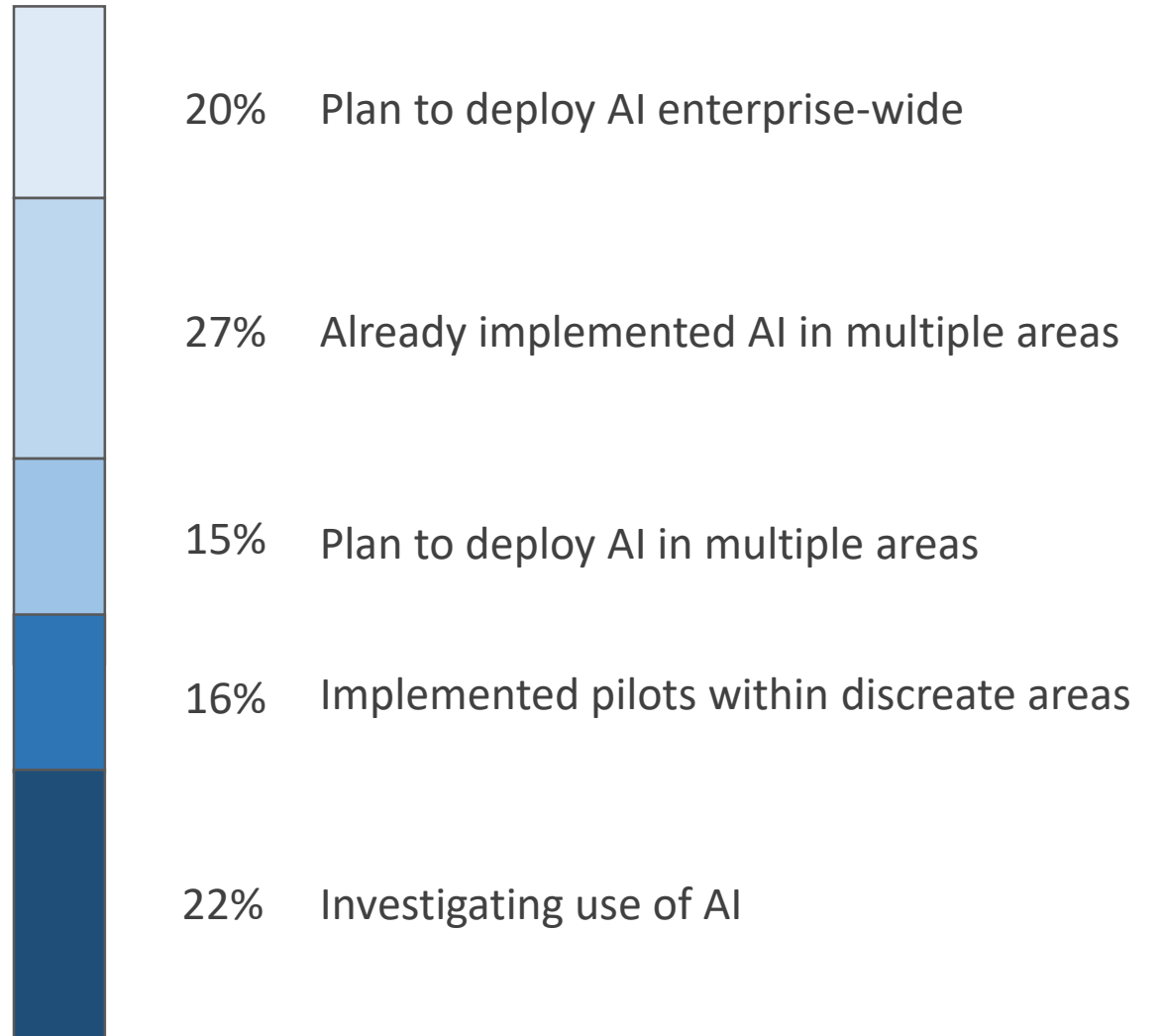
Source: Winning AI, Massachusetts Institute of Technology, 2019



4.5 out of 10 execs
perceive risk
from AI

Source: Winning AI, Massachusetts Institute of Technology, 2019

Most companies have not scaled their AI



Source: PwC, 2019 Survey

Defining an AI strategy is critical

What is your organizations' moonshot statement for AI?

What unmet customer needs will AI help you meet?

Do you have AI ready leadership, workforce, and data?

How will you develop and deploy AI?

How will you ensure you can trust your AI?

What partnerships will you form?

How does AI fit within your transformation?

8 ingredients of a robust AI strategy



1. Make AI a board and C-level priority

“When we did our first trials with it, I was surprised how effective it was... The benefits of AI are real”

Pieter van der Does, CEO of Adyen

“Using data science and digital technologies to reimagine the way we manufacture medicines is not only at the heart of our transformation, but also core to our ambition to bring innovative medicines to patients faster.”

Bertrand Bodson, Chief Digital Officer at Novartis

“Today we use AI for automation in factories—in the future it will be for mining operations on the moon.”

Dr. Fredrik Bruhn, CEO of Unibap AB

““We’re using machines to do a lot of the [manual] work accurately that would take humans a very long time,”

Dan Jeavons, Gmof Data Science at Shell

Source: VentureBeat, TechTarget, Bloomberg, BusinessWire

An aerial, top-down view of a rowing team on a lake. The team consists of eight rowers in a long, narrow white shell, arranged in two rows of four. They are all wearing dark clothing and are captured in the middle of a stroke, with their oars dipping into the water. The water is dark and shows ripples and reflections. The background is a vast, open expanse of water under a dark sky.

2. Build a dedicated AI team and fund it



3. Commit to diversity (e.g. dreamers, skeptics)



4. Go deep first, expand, then scale



5. Invest in data, tools and an analytical culture



6. Create a new recruitment and talent strategy



7. Build an AI ecosystem (e.g. start-ups, vendors)

Competitions

Documentation

InClass

General

InClass

Sort by

Grouped

All Categories

Search competitions



16 Active Competitions

**2019 Data Science Bowl**

Uncover the factors to help measure how young children learn

Featured · Code Competition · 2 months to go · video games, children, learning, education**\$160,000**
1,734 teams**NFL Big Data Bowl**

How many yards will an NFL player gain after receiving a handoff?

Featured · Code Competition · a month to go · american football, sports**\$75,000**
2,038 teams**NFL 1st and Future - Analytics**

Can you investigate the relationship between the playing surface and the injury and performance of NFL ...

Analytics · a month to go · sports, tabular data**\$75,000****TensorFlow 2.0 Question Answering**

Identify the answers to real user questions about Wikipedia page content

Featured · Code Competition · 2 months to go · text data, text mining**\$50,000**
804 teams



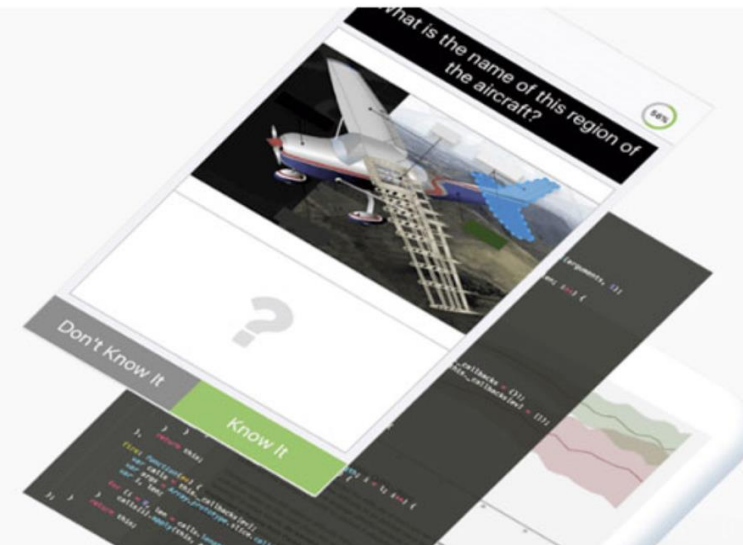
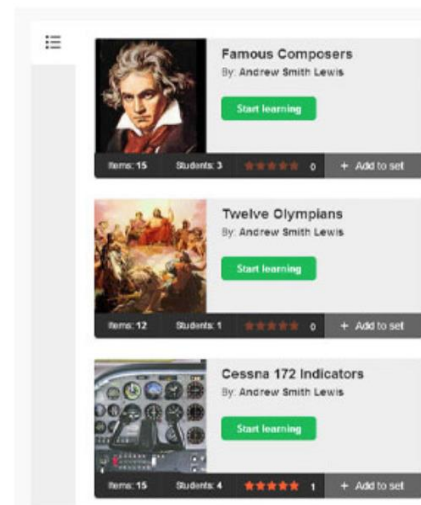
8. Use AI to re-invent customer value



“Stitch Fix’s radical data-driven way to sell clothes—\$1.2 billion last year—is reinventing retail.”

FAST COMPANY

Cerego

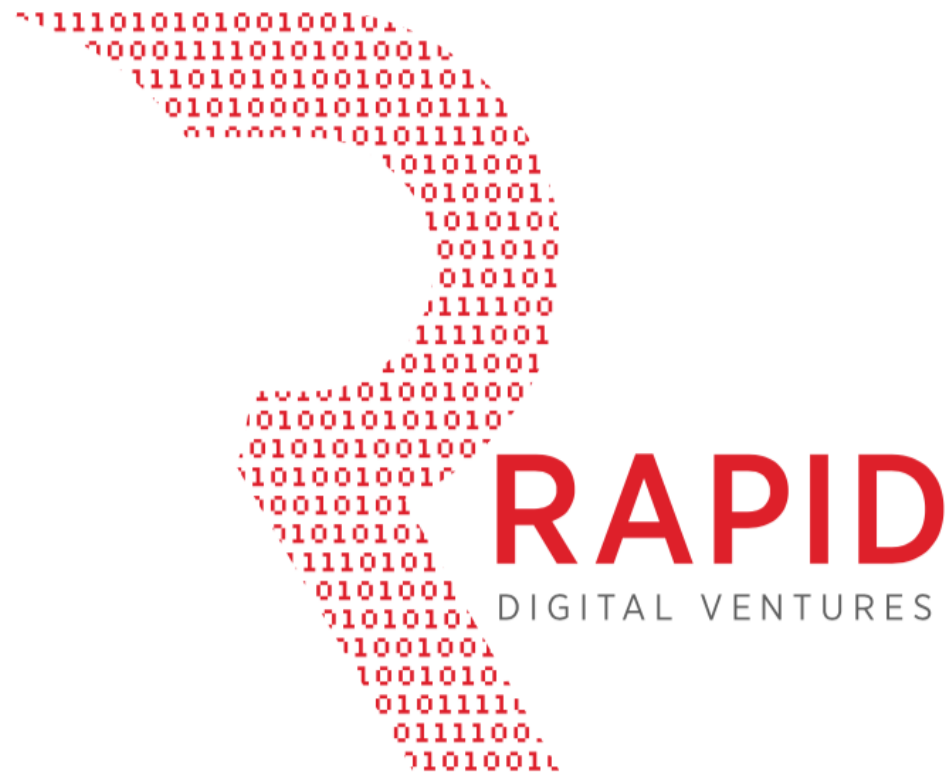


Reinvent

T R Y

Time to

Yourself



Our expertise

- ▶ Enterprise AI strategy advisory
- ▶ Leadership training: AI Bootcamp
- ▶ Incubation of ecosystems, projects and ventures



Thank you!

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 [muratbicak_nyc](https://twitter.com/muratbicak_nyc)



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