Why artificial intelligence? Why Now?

Vast Amounts of Data
Huge Computational Power
Powerful Algorithms
Project InnerEye
Assistive AI for Cancer Treatment

Machine learning techniques for the **automatic delineation of tumors** as well as healthy anatomy in 3D radiological images. This enables:

- Extraction of targeted radiomics measurements for quantitative radiology
- Fast radiotherapy planning
- Precise surgery planning and navigation
Today’s debate

With any conversation on this topic, it’s important that we **acknowledge the complexity and gravity** of the issues and reinforce the **opportunities** for lasting positive impact.
Audience perceptions

1. Transparency, privacy and control

2. No clear leader in Responsible AI.

3. There is no one owner but a shared responsibility.

4. Lack of accountability for responsible AI.

5. Terminology matters
   - Responsible AI
   - Ethical AI
   - Trusted AI

Qualitative research conducted with BDMs, developers and policy engaged, April 2019, locations: Washington DC, Chicago, New York
Design AI to Earn Trust

- Fairness
- Reliability & Safety
- Privacy & Security
- Inclusiveness

- Transparency
- Accountability
There is a huge gap between actions and expectations

14% Deployed AI
23% Will deploy in next 12 months
75% AI will create new business
84% AI provides competitive advantage

Source Gartner, 2019
Source BCG, 2017
Companies need a holistic strategy to fully benefit

**Single use case solutions only scratch the surface of AI’s full potential**

**Supply chain management**

**Field service**

**Patient care**

**Fraud prevention**

**Defining an AI strategy**
Enables transformation throughout the organization
That encompasses all areas of their organization
Transform every area of your organization by bringing AI to...

- Every application
- Every process
- Every employee
Bring AI to every application

Build the next generation of smart applications

- Chatbot
- Recommendation engine
- Predictive analytics
- Content creation
Bring AI to every business process

Marketing
- Enable brand monitoring via user feedback tracking

Sales
- Improve seller efficiency with priority lead generation

Customer Service
- Generate comprehensive customer profiles across social media platforms

Finance & Operations
- Reduce costs and optimize operations with data-driven decisions
AI is transforming the retail industry

According to McKinsey, the retail industry has the highest potential value add generated from AI ¹

¹ Source: McKinsey Global Institute, 2018
Bring AI to every employee

- Turn disparate data into accessible knowledge
- Democratize AI experiences
- Drive innovation with self-service AI
AI School

Whether you’re completely new to AI or a seasoned professional looking to stay on top of your game, AI School is quite simply the best place to find the information, learning materials and resources you need to start building intelligence into your solutions.

AI Business School

Business leaders can use AI Business School to gain specific, practical knowledge to define and implement your AI strategy. Hear directly from industry experts on how to foster an “AI-ready” culture and learn how to use AI responsibly and with confidence.

Learning paths

1. Define an AI strategy to create business value
2. Discover ways to foster an AI-ready culture in your business
3. Identify guiding principles for responsible AI in your business

https://aischool.microsoft.com
THANK YOU

Paula Panarra
Diretora Geral
Microsoft Portugal