

Gorgeous power of AI (Artificial Intelligence) within the Digital Transformation

Dear Network,

After 15 years of launching powerful PIM (Product Information Management/MDM) for E-Commerce environments, I have been changing/extending my fields of expertise by stepping deeper into the fascinating world of AI (Artificial Intelligence) and ML (Machine Learning, supervised and unsupervised)

Recently, I had e.g. the opportunity to participate the gorgeous AI event of eco Association of the Internet Industry (<https://international.eco.de/>)

My key takeaways are:

a) Referring the sometimes controversial discussions in general public about the risks of AI, the figures are obviously telling a totally different and especially positive message, e.g. **480.000.000.000 € overall potential** up to 2025 alone in Germany (*for further details and aspects see recently published AI publication of eco Association and Arthur D. Little; ISBN 978-3-00-064393-4*) Talking about such, thereof is **only 1% autonomous AI** - i.e. which is obviously the main focus in general public's discussion - at least in Germany, but **99%** of the potential comes from **supporting AI** (e.g. *traffic situations*) and **automating AI** (e.g. *executing travel expense report*)

b) The extraordinary refreshing mindset of Rafael Laguna (Founding Director **Agentur für Sprunginnovationen** of the German Federal Ministry, i.e. approximately "agency for springboard/leap innovation"). He supplied a huge variety of valuable thoughts, e.g. referring the additional AI efficiency out of **unconcealed and federated usage of data as well as algorithms**, the potential out of that for public acceptance, privacy protection (GDPR), and the like.

c) I have already been before a fan of a "**purpose driven**" approach, which was recommended by several speakers and panel participants to head for within AI projects, too. Furthermore, there were a various amount of ideas and impulses for thoughts to gain efficiency out of AI, e.g. from Luise Kranich (Head of FZI office Berlin) about **thinking in two-way directions** like "AI for IoT" as well as "IoT for AI".

d) The panel discussion about possibilities to **gain (business) value out of data**, how AI/ML helps to **treat data floods**, etc, has been very valuable too. Professor Dr. Jens Böcker moderated the panel with a nice and useful **focus on marketing** as well as **smart industry** (*for further information on this see eco://kongress at www.eco.de/eco-kongress-2019/*)

Btw: I'm very openminded finding further counterparts to discuss AI topics on every business as well as technical level, building agile use cases, trying to implement, continue learning and so on ... In case you are heading in a similar direction, let me know, please.

Furthermore, potentially bringing me in touch with interested people on such out of your network would be very much appreciated. Thank you.

Take care and have a nice day.

Knut

(German language version: www.hoengesberg.eu/AI-eco2019-Deutsch.pdf)