

# Transforming Your Business from the Ground Up

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## What's Next?

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**Schlumberger**

## Google's Go Computer Beats Top-Ranked Human

*"Hassabis and his colleagues described in exhausting details the algorithms and parameter settings the DeepMind team used to generate AlphaGo"*

-Forbes

## Facebook's open-sourcing of AI hardware is the start of the deep-learning revolution

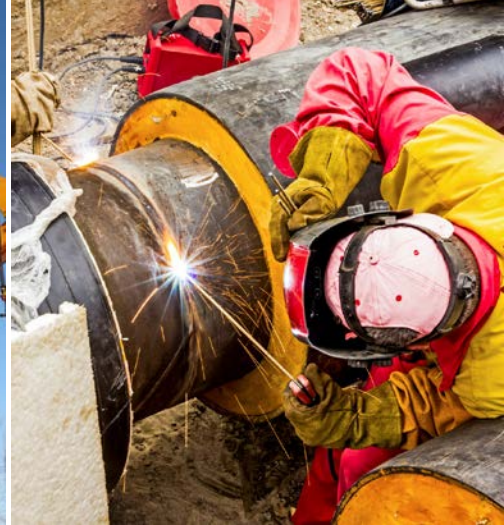
*"a standard hardware module optimised for fast deep learning execution that fits into and scales with Facebook's data centres needs to be designed, competitively procured, and deployed."*

-Ars Technica

## Microsoft Is Building Its Own AI Hardware With Project Brainwave

*"The broader story here is that Microsoft will make services based on these new smart chips available as part of its Azure cloud sometime in the future."*

-Fortune



# Transformation Examples and Lessons

Everyday AI:

- Gmail Inbox

- Facebook News Feed

- Amazon Echo

# Microsoft CFO creates data science team

Example: Microsoft's CFO, Amy Hood, and her team use Machine Learning to improve sales forecasts

*"Amy Hood is a big fan of this. She can sleep nicer knowing that a machine learning model predicted her quarter."*

-Joseph Sirosh

Lesson: Use experimentation in the digital world to safely adopt fail fast methodology

# Office 365 delivers AI to everyone

Example: Microsoft brings cloud-powered intelligence to all Office 365 users to better manage their time, find new opportunities to collaborate and build existing business relationships.

*"We are infusing AI into everything we deliver across our computing platforms and experiences."*

-Satya Nadella

Lesson: Ride the wave of innovation by using commoditized cognitive capabilities across many levels and all roles in your organization

# Airbus uses Google Cloud Platform to find clouds

Example: A single engineer was able to create a new system using Google's cloud AI platform for advanced computer vision

"All satellite data collected each day are automatically processed and made readily-accessible in a global imagery library that is stored in Google Cloud Platform "

-Bernhard Brenner

Lesson: Lead front the front by fostering a culture to promote digital experimentation across you organization

# Opportunities for your organization

- Commodity Cognitive
  - Computer vision, AI-powered search, voice interaction, face recognition and sentiment analysis, chatbots
- Sample job roles
  - Geoscientist: perform more ML experiments faster than ever
  - HSE Manager: use computer vision to spot unsafe conditions and behaviors
  - Field Support Analyst: create chatbot from FAQs and technical documents to interactively answer questions
  - Driller: leverage voice interaction to query status, set alarm targets and navigate systems



# Appel à l'action

1. Fail fast with digital experimentation

Create a culture where it's safe to experiment and find new ways to solve problems with AI

2. Ride the wave of innovation

Find and evangelize the use of commodity cognitive services from \$10's billions of investment

3. Lead from the front

Make time in your schedule to discover how AI can impact daily operations within your organization