Business Class AI: Requires Real Time, Trusted, and Accurate Results

Imagine, It is December 23rd, and a popular toy on the east coast is selling out. However, there is excess inventory on the shelf in the midwest. There is not much time before Christmas, what should the toy manufacturer do? Bring together the best marketing and salespeople, and discuss a variety of options. What has worked in the past, and what is the best approach?

With only two days left, the team’s best choices may be to ship the inventory east or work on post-holiday sales to sell off the inventory.

In the Artificial Intelligence era to come, the CMO or CRO would ask a bot why the sales are lower in the midwest, what it would recommend as the best option to sell the inventory, and what has worked during past holiday seasons. It could even ask for comparative sales between the midwest, and the east coast, along with an analysis of the competition. With solid recommendations, the team can make quick decisions, and the AI application can help automate the execution of the right choice.

This is the future of AI. AI will enhance and accelerate business and decision-making, and produce value quicker in innovative ways we can only imagine. Creating change similar to how robotics has changed manufacturing, how computers changed bookkeeping and finance, how cars and trains changed where we live, and how those toys can be transported from one coast to the other.

Last week, I wrote about the new world of AI, and how it will change the way we work and live ChatGPT and other public AI engines are the front ends of a new world of change. ( [Looking Back to the Future, the Business of AI](https://www.linkedin.com/pulse/looking-back-future-business-ai-brian-silverman/) ). It was the advent of application servers, the commitment to Enterprise Class Java, and Internet standards that enabled businesses and organizations to realize the true potential of the Internet Era.

To achieve the promise of AI and its value to the economies and businesses of the world, AI needs to expand beyond the public chatGPT, BING, and Google Bard to solutions for businesses and organizations.

Business class AI needs to be an offering that businesses can depend on and trust to improve their business, that governments and service organizations can depend on to improve their service to their constituents, and that can speed up decision-making, work, and responses to opportunities and challenges.

At Tekmonks, our CEO Rohit Kapoor shares three key principles of a Business Class A Solution.

**Business class AI needs to be updated in real-time.**  Let's continue with the holiday season theme for a fun example. It is close to New Year's Eve. A leading party favor company has an inventory of hats, horns, and banners all with the new year on them to celebrate.

Having an AI solution tracking sales to the minute, helping to adjust prices and promotions quickly to reduce excess inventory that will be worth a lot less on January 1st, is a great use case for AI.

The only way for this to be beneficial is if the data and information training the Business class AI Engines are current and updated in real-time.

**Business Class AI needs to be confidential.**  Company information needs to be secured and confidential. There was an interesting example in a team discussion yesterday around competitive analysis and recommendations.

Let's say a company is getting ready to launch a new toothpaste. They have a new CEO, and she wants to know how the new toothpaste will compare to the competition.

The CMO asks their AI Bot to produce a report comparing the features of the unannounced toothpaste to the top ten competitors. For this report to be valuable, it requires a trusted Business AI Engine that has access to protected company information while it can access and process external information to produce a valued report.

**Business Class AI has to be Accurate.**  The current brand of AI, whether ChatGPT or others, can occasionally come up with wrong answers. Maybe because the learning data fed to it was not accurate, or how it processes and analyzes the data just comes up with a bad answer.

Business Class AI solutions need to be dependable and cannot be wrong. If the AI is analyzing different delivery routes to ensure on-time deliveries when there is a weather event, it makes a bad recommendation to send trucks through a different storm that would be a horrible outcome.

To ensure the AI is getting it right, it also needs to show how and what sources it used to come up with that recommendation so that humans can ensure the right training to endure that it is correct, especially when recommendations and answers are mission-critical.

At Tekmonks, we are previewing Neuranet, our world-class Business AI. Keep an eye out as we launch [www.neuranet.app](http://www.neuranet.app) based on these core principles.

If you would like more information or w or be one of the first outside of Tekmonks to take our AI for a spin, please reach out to me here on LinkedIn or by email at brian.silverman@tekmonks.com.