

Business Applications in Al

Part III
Big Tech and the pursuit of
Al dominance

Course content

Session I – Game Theory, Decision Theory & Serious Games

Session II – Use cases of Artificial Intelligence in Business – Sectoral analysis

Session III – Big Tech and the pursuit of AI dominance – Enterprise strategies

Session IV – Ethical issues in AI applications for Business – Benefits & Risks

Agenda

- 1. Building a viable AI strategy in the enterprise
 - Impact of AI in the enterprise
 - Executive roadmap
- 2. Big Tech and the pursuit of AI dominance
 - Big 5 Tech companies
 - How businesses are actually using generative Al
- 3. How Al use cases evolve
 - Al adoption in the enterprise
 - Al trends
 - The future of Artificial Intelligence ?
- 4. Assignment Enterprise strategies

Building a viable AI strategy in the enterprise

Impact of AI in the enterprise

- 1. Strategic value of Al
 - Scale Scope Complexity Dynamics
- 2. Automation and job augmentation
- 3. Cybersecurity

Executive's step-by-step guide to building a viable AI strategy

STEP 1

- Create teams that combine technical skills and business savvy
- Align the team's size according to the scope of the Al project
- Reconfigure teams and their composition as projects emerge

STEP 2

- Identify the business processes where AI can add value
- Prioritize business functions with the highest potential returns
- Develop a use case ladder that future initiatives can build on

STEP 3

- Select promising AI projects that show potential value
- Commit to deliver minimally viable projects beyond pilots
- Refine each project as it moves into full production

STEP 4

- Name an executive as sponsor for each Al initiative
- Place the budget for each AI initiative at the C-level
- Report the project's progress and results to the C-suite

STEP 10

- Set performance parameters for AI teams to follow
- Use metrics to monitor the progress of AI initiatives
- Plan for a degree of failure—what is and isn't acceptable

STEP 5

- Identify gaps in required skill positions and hire accordingly
- Select a team that includes data science and business savvy
- Establish education and training programs for AI users

STEP 9

- Consider associated security, privacy and ethical AI issues
- Factor in government regulations and ways to ensure compliance
- Establish governance programs that promote best practices

STEP 8

- Consider ongoing modifications and upgrades to the data pipeline
- Identify the compute resources necessary to advance AI initiatives
- Anticipate the cost of additional resources and budget accordingly

STEP 7

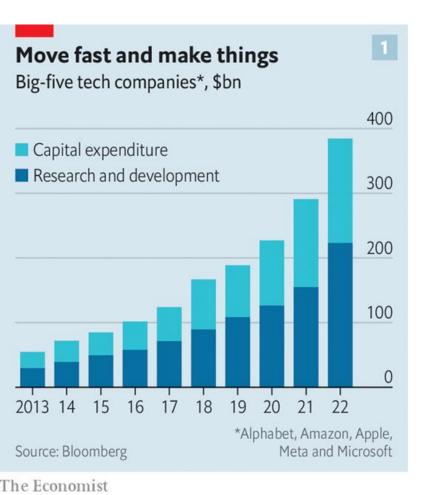
- Ensure there's a sufficient abundance of authoritative data
- Identify the required internal and external data sets
- Build an infrastructure to gather, clean, store and deliver data

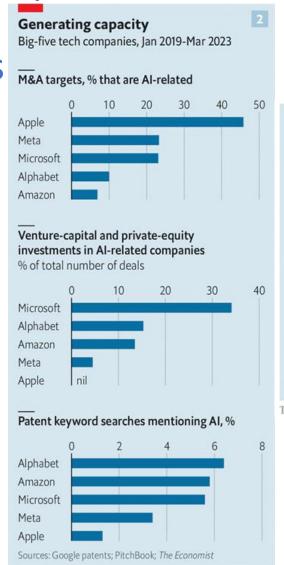
STEP 6

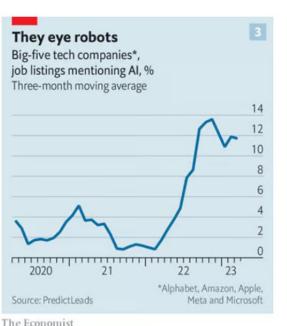
- Align AI objectives and deployments with business goals
- Articulate what success means for each AI initiative
- Know baseline metrics to accurately measure results

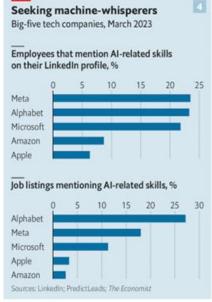
Big tech and the pursuit of AI dominance

Big 5 Tech companies









The Economist

economist.com

Mar 26th 2023

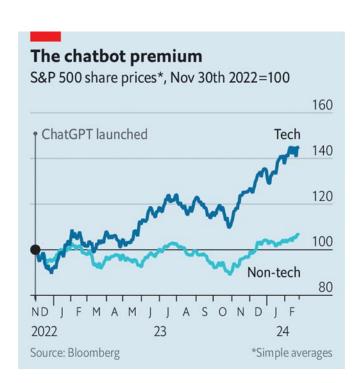
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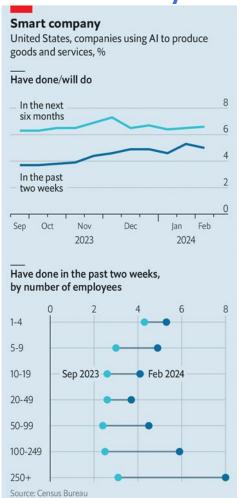


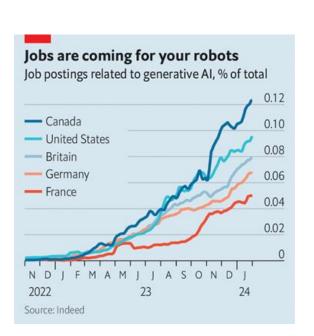
Big tech and the pursuit of Al dominance

How businesses are actually using generative Al



economist.com Feb 29th 2024







How Al use cases evolve

- Al adoption in the enterprise
 - Ability to access data anywhere
 - Natural language processing at forefront
- Barriers
 - Limited AI expertise
 - Increasing data complexity
 - Lack of tools/platforms for developing AI models
- AI trends hardware and software
- Challenges: transparency in the algorithms, legislation...
- The future of Artificial Intelligence ?

Company strategies

- NVIDIA
- Google/Alphabet
- Microsoft
- xAI
- Amazon
- Facebook/Meta
- Apple
- Open Al
- IBM



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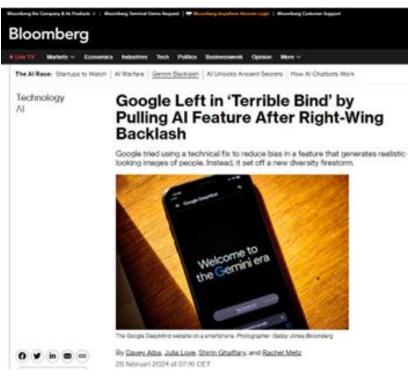
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Now Google's 'absurdly woke' Gemini Al refuses to condemn pedophilia as wrong - after being blasted over 'diverse' but historically inaccurate images

- Google's AI chatbot faces fresh controversy for its response on pedophilia, refusing to condemn it suggesting individuals cannot control their attractions
- The bot termed pedophilia as 'minor-attracted person status' and emphasized the importance of distinguishing attractions from actions
- It suggested that not all individuals with pedophilic tendencies are evil and cautioned against making generalizations

By PETER HESS and JAMES GORDON FOR DAILYMAIL.COM >

PUBLISHED: 00:05 GMT, 25 February 2024 | UPDATED: 07:38 GMT, 25 February 2024







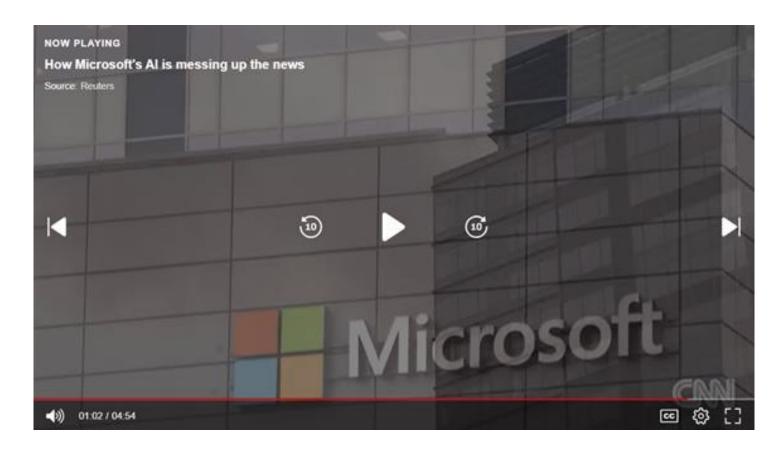


Google parent loses \$70B in market value after 'woke' Al chatbot disaster

Google's parent company lost more than \$70 billion in market value in a single trading day after its "woke" chatbot's historically inaccurate image debacle stoked renewed fears among investors about the effectiveness of its heavily promoted AI tool.

February 28, 2024

Microsoft



https://edition.cnn.com/videos/business/2023/11/02/aimicrosoft-disinformation-osullivan-pkg-contd-vpx.cnn



Microsoft Pulls Robot After It Tweets 'Hitler Was Right I Hate the Jews'

24 Mar 2016 — Among Other Offending Tweets Was 'Bush Did 9/11 and Hitler Would Have Done a Better Job Than the Monkey We Have Now.



Microsoft shuts down Al chatbot after it turned into a Nazi

25 Mar 2016 $-\dots$ Hitler was right I hate the jews" and

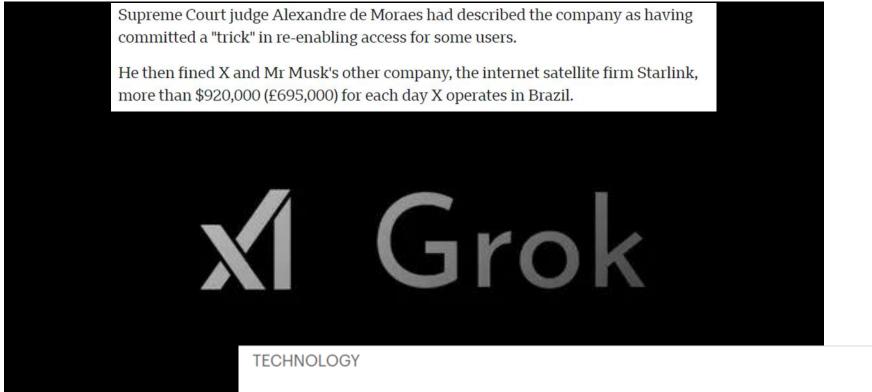
Brazil fines Musk's X for site's return after ban



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Ben Derico and Lily Jamali

BBC News



Musk says xAI's chatbot Grok will be available to all premium X subscribers









Amazon

What ethical issues has Amazon faced in recent years?

Ethical Challenges Faced by Amazon

- Issues with staff treatment.
- Tax avoidance.
- Environmental impact.
- Data privacy.

Oct 20, 2023



5 years GDPR: 4th edition of the CMS Enforcement Tracker Report now available

The 2023 anniversary edition of the CMS Enforcement Tracker Report is now available providing a deep dive into fines imposed under the GDPR: link



GDPR Enforcement Tracker



The CMS.Law GDPR Enforcement Tracker is an overview of fines and penalties which data protection authorities within the EU have imposed under the EU General Data Protection Regulation (GDPR, DSGVO).

Our aim is to keep this list as up-to-date as possible. Since not all fines are made public, this list can of course never be complete, which is why we appreciate any indication of further GDPR fines and penalties.

Please note that we do not list any fines imposed under national / non-European laws, under non-data protection laws (e.g. competition laws / electronic communication laws) and under "old" pre-GDPR-laws.

We have, however, included a limited number of essential ePrivacy fines under national member state laws.

New features: "ETid" and "Direct URL"!

We have assigned a unique and permanent ID to each fine in our database, which makes it possible to precisely address fines, e.g. in publications. Once an "ETid" has been assigned to a fine, it remains the same, even if the fine is overturned or amended by courts at a later date, or if we add fines that were issued chronologically before. The "Direct URL" (click "+" or on a specific ETid to view details of a fine) can be used to share fines online, e.g. on Twitter or other media.

Show 10 .	10 v entries								Search:	
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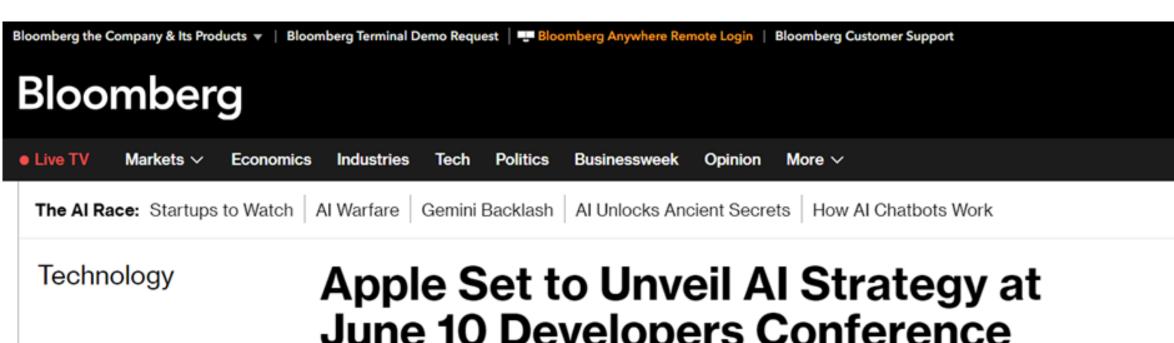
Meta Platforms Ireland Limited

Art. 46 (1) GDPR

Insufficient legal basis for data processing

link link

Apple





June 10 Developers Conference

By Mark Gurman

26 maart 2024 at 18:26 CET

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Assignment 3 – Enterprise strategies

- Per team, describe how AI is currently deployed in the suggested companies, and what future strategies may entail to maintain competitive advantage. Also think about any challenges the company faces!
- Document and challenge the topic with your own research (using relevant sources) and present your findings (+-10 minutes) in a **PPT** (5-10 slides).
- Also, upload your PPT-presentation in the dropbox Part III.