1/ Case study 1: smart speaker

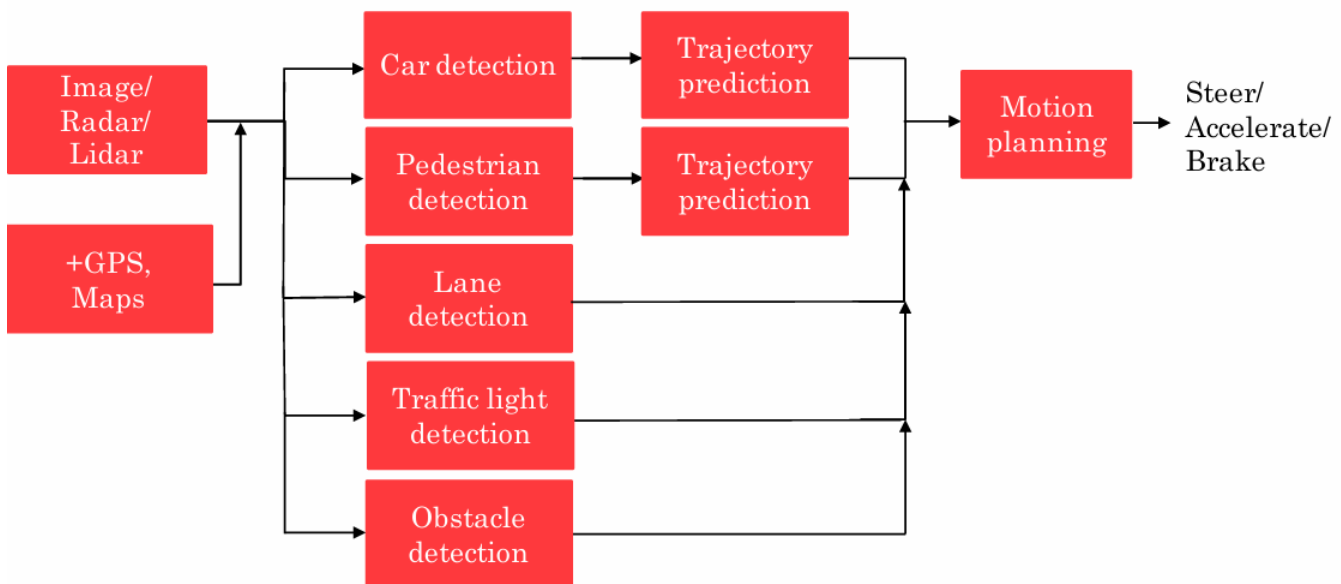"Hey device, tell me a joke". Steps to process the command

-Trigger/Detect the word

-Speech recognition

-Intent recognition: recognize the specific function (joke/timer/play music/etc)

-Execute joke

2/ Case study 2: self-driving car

3/ AI Transformation Playbook

-Execute pilot projects to gain momentum: more important for the first project to succeed rather than the most valuable and show traction in 6-12 months
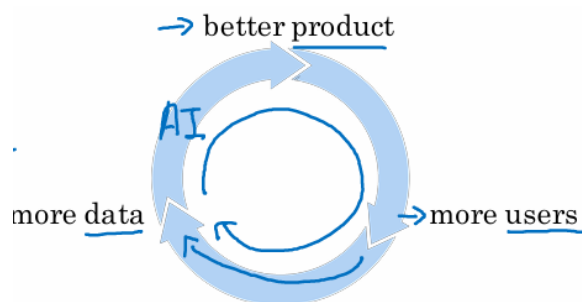
-Build in-house AI team
-Provide broad AI training
-Develop an AI strategy:
      +Leverage AI to create an advantage specific to your industry sector
      +Design strategy aligned with the "Virtuous Cycle of AI"

      +Create data strategy: strategic data acquisition and unified data warehouse
      +Create network effects and platform advantages
      -Develop internal and external communications