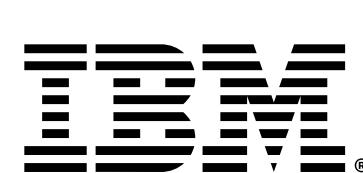
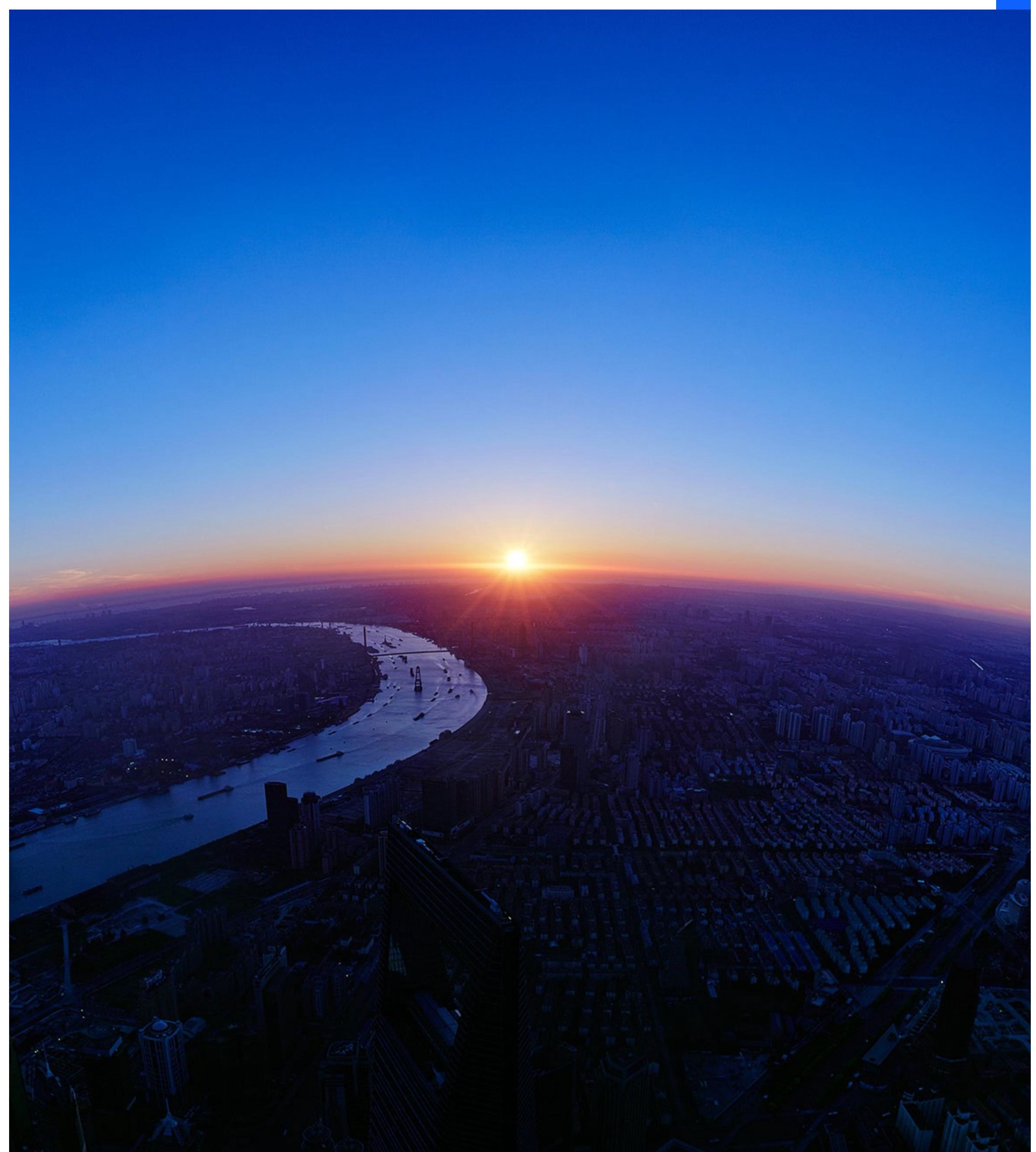


Rethink & Automate: Using AI to Make Assets More Reliable & Cost Effective



Charles Masters - Senior Partner IBM



Agenda

- 3 Rise of AI
- 15 Myths
- 20 Truths



Huge Global
Impact on the
economy and
society.

\$15.7 trillion

2030 global GDP rise
as a result of AI



Much work to
be done.

81%

of CEOs plan to use
generative AI for customer
service so by 2025.

72%

of executives say they'll step
back from generative AI
initiatives if they think the
benefits could come at an
ethical cost.



Bank
OF MARYLAND

Machine

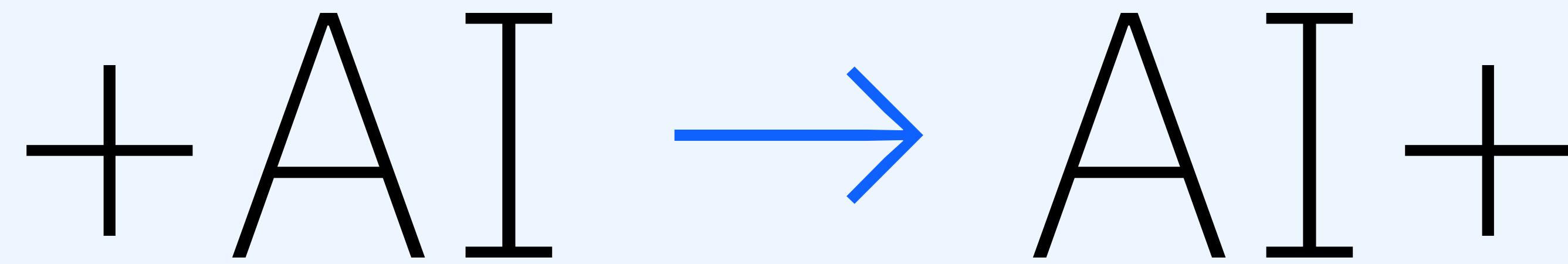
Open

IBM

We are only beginning to see a glimpse of the promise of what AI can deliver for customers, employees and enterprises over the coming years.



AI is **reinventing** how work gets done.



Reinventing how work gets done across
business domains and industries

Myths

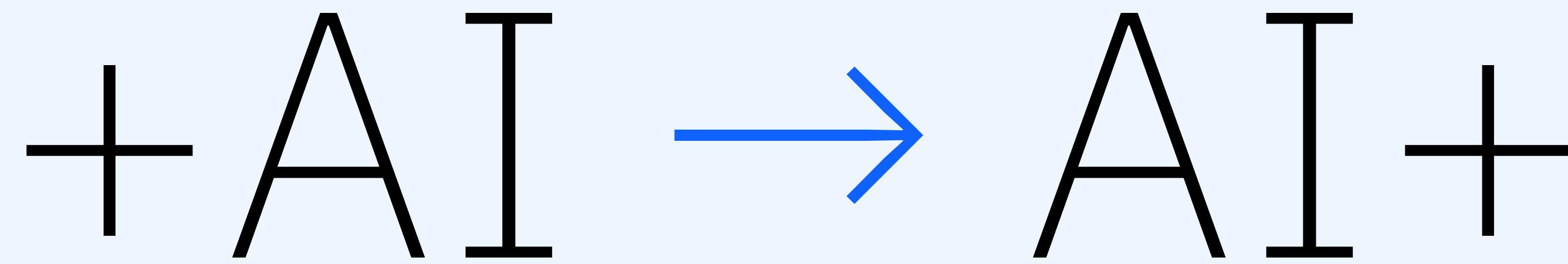
With all technology advances myths are developed and with Generative AI there have been many.



Myth 1

Consumer AI and
enterprise AI are
one-in-the-same

AI is **reinventing** how work gets done.



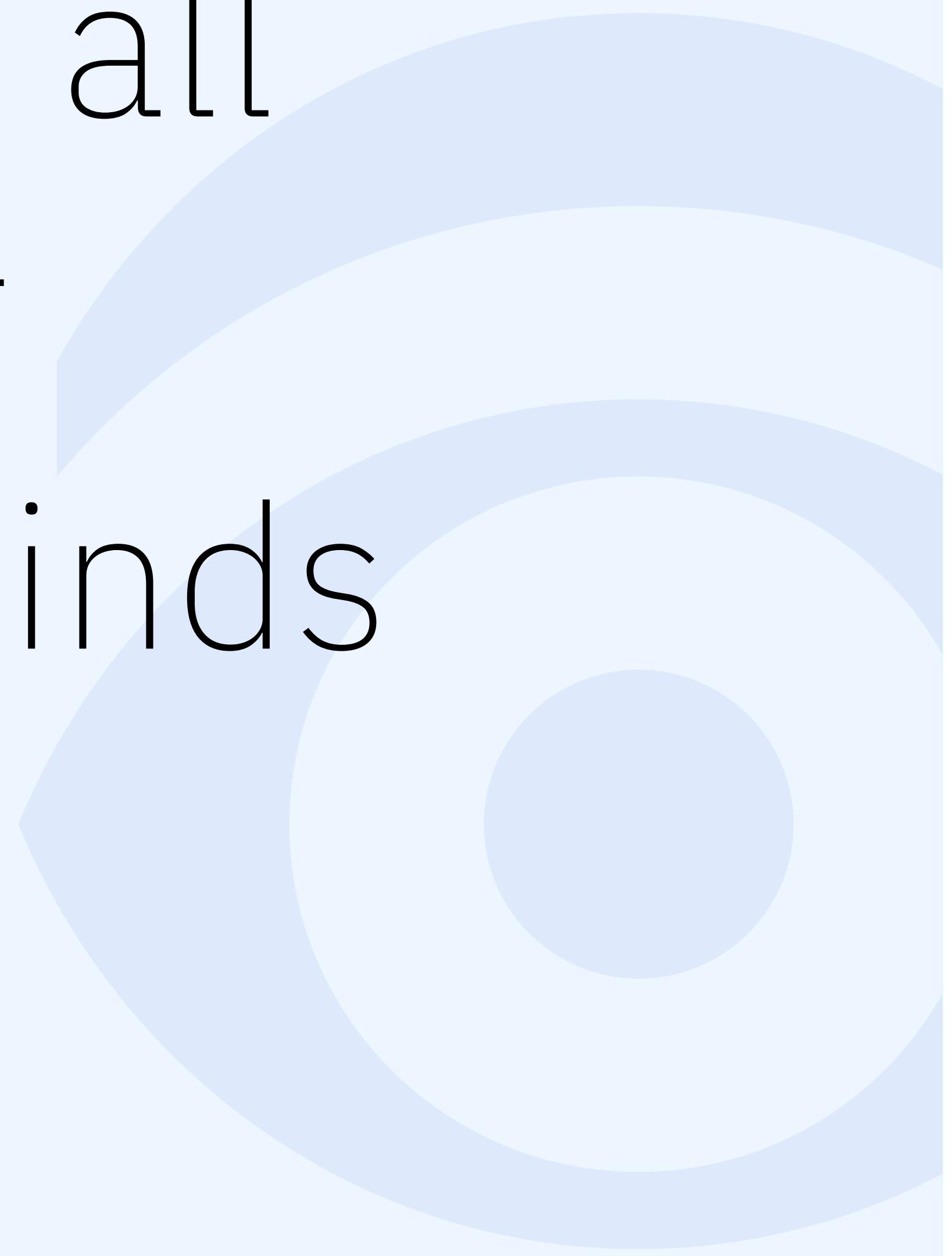
Reinventing how work gets done across
business domains and industries

Myth 2

All AI models can
be trustworthy

Myth 3

AI can solve all
problems or
replace all kinds
of jobs



What is not a Myth is
that Foundation
models are bringing an
inflection point in AI...

...but how enterprises
adopt and execute will
define whether they
unlock value at scale

Truths

To improve readiness and accelerate adoption, leaders should focus on three truths of generative AI.



Truth 1

Multi-model

Two thirds of 150+ enterprises surveyed report pursuing a multi-model strategy

Truth 2

Data matters

Generative AI pilots
often do not make it to
production due to
challenges with data

Truth 3

Governance

Surveyed companies report governance as a top requirement, impact of generative AI makes governance more difficult

Acceleration

The next step for all enterprises is to accelerate their adoption of AI



Enact a culture shift that
unleashes curiosity and
experimentation.

Start building with an eye

toward value.

Empower creativity with
responsible guard-rails.

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Let's Reinvent how work
gets done by being Value
Creators with AI

