

Discussion Topic: The Evolution of Computing and Its Impact on Business and Society

1. Initial Post

Recent developments show the considerable impact of AI on the computing industry, particularly for technology companies such as big tech companies. People are increasingly searching the internet using AI solutions like ChatGPT (OpenAI) and Perplexity and other AI solutions, and less using search engines like Google, Microsoft Bing. These products are being developed quickly, by smaller competitors and mostly using AI, and big tech companies are not necessarily the leaders in the field.

(Roose, 2024)

One of the bigger transformations especially for big tech companies like Google and Microsoft was cloud computing around a decade ago. The success of big tech companies like Apple and Google was in between, due to cloud computing and their Google Cloud set of Google Cloud products. Similarly, it was the case with Microsoft Azure and Apple iCloud. The question of whether such companies have adopted AI strategically and efficiently early on enough, or whether such big tech companies have been prepared enough for the rise of AI, or whether they are doing so today, efficiently is up for debate. Some may agree or disagree.

The rise of AI has introduced a new level of competition from smaller rivals who may not have the same backing and resources as major players, such rivals have changed the industry as those have been able to develop innovative products with

much less resources and therefore have challenged big tech like Google, Apple, Microsoft and Meta.

Another aspect of AI is its potential to transform various sectors into areas like research, automation, software engineering, cyber security and much more. This technological advancement has elevated the industry to a new level by reducing the need for costly resources, for instance research.

Another aspect of advanced technologies, crucial for AI, such as GPUs, which are crucial for AI driven cloud computing. Some domains have been further developed by companies with a strong focus on AI-driven cloud computing, one notable leader in this field is NVIDIA, which has revolutionized the AI industry using their GPUs technology.

(Rehan, 2024).

References

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Rehan, H., (2024). Revolutionizing America's cloud computing the pivotal role of AI in driving innovation and security. *Journal of Artificial Intelligence General science (JAIGS)*, 2(1), pp.200-201.