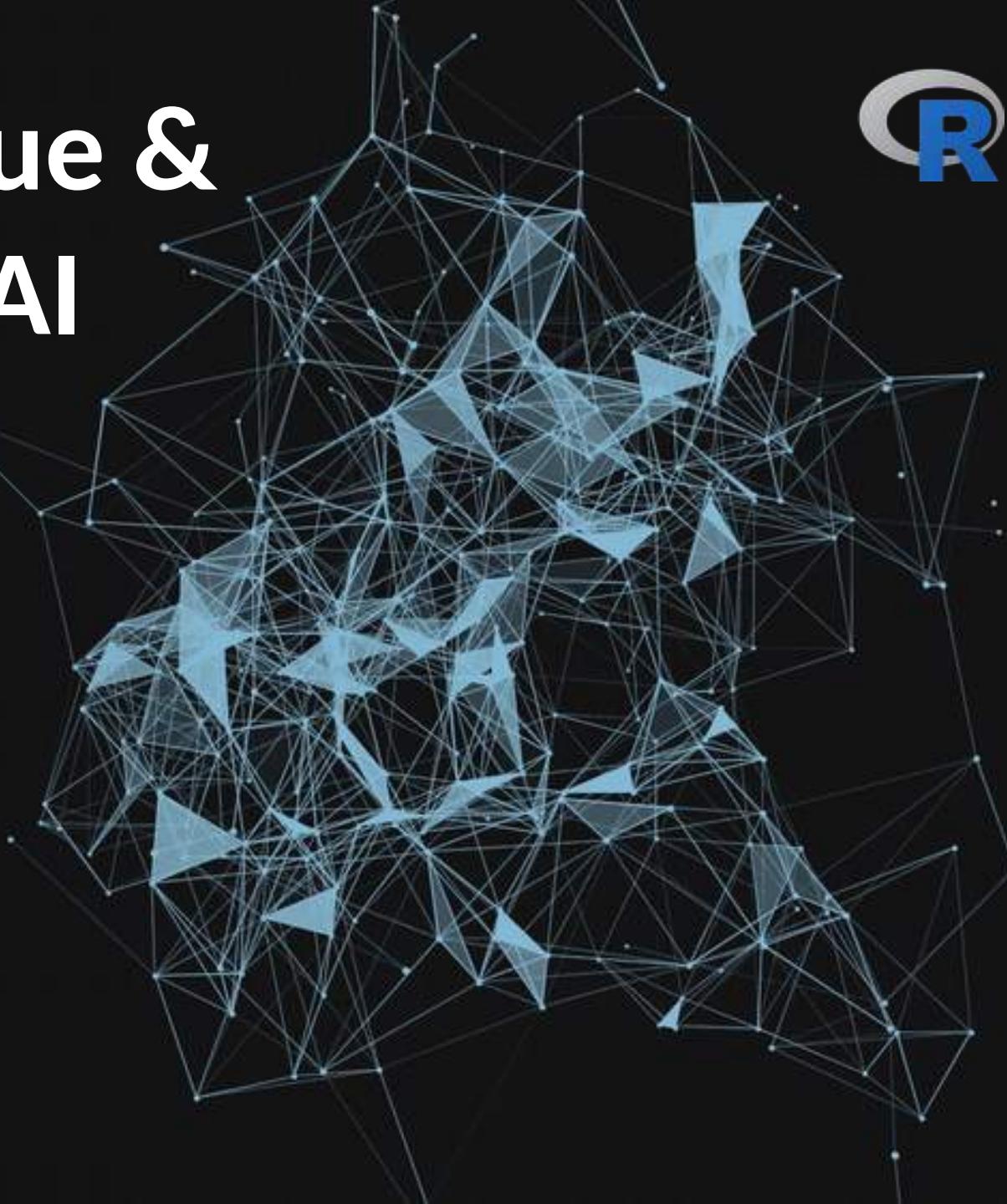


The Business Value & Social Impact of AI

Bobby Gulliano, M.B.A, CISA

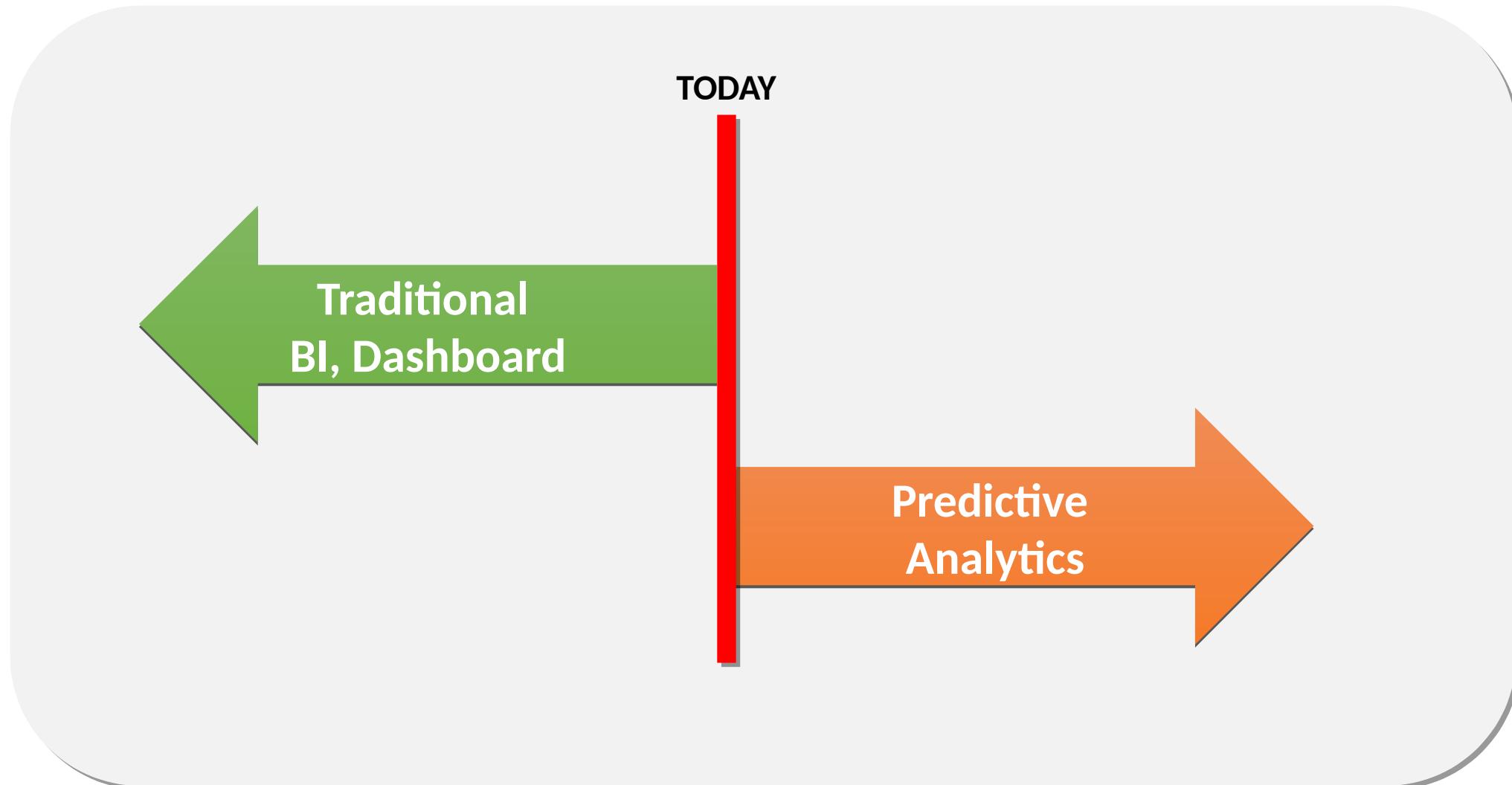
*Kopdar R Users
15 November 2018
ITB, Bandung*

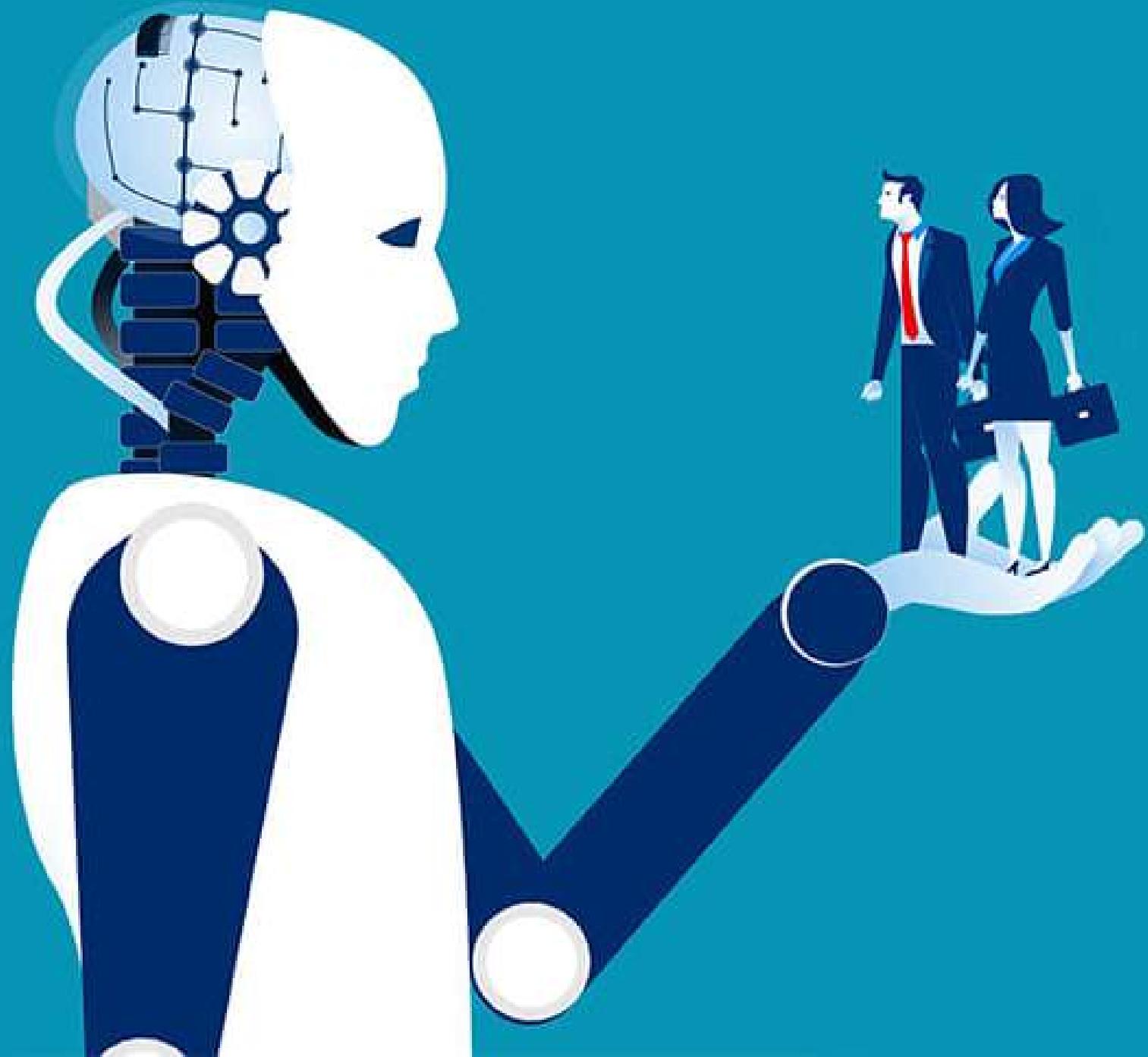


- Watch about VUCA here

https://www.youtube.com/watch?v=9yg_BLNSYZU

HOW BUSINESS USERS PERCEIVED INFO TECH





M

Get started



Heru wiryanto

Psikolog yang senang dengan psikometri, matematika, teknologi...
Nov 6 · 5 min read

Memprediksi Apakah Karyawan anda “Dipecat” atau “Dipertahankan” melalui Pendekatan data Science atau People Analytics

Motivasi

Tulisan ini ditujukan untuk menggambarkan bagaimana prediksi bisa dilakukan dengan menggunakan pendekatan data mining atau data science secara praktis

The empowered machine

Intelligent agents will directly influence 10% of purchase decisions.

FORRESTER.COM/PREDICTIONS



Empowered customers are wreaking havoc on markets, changing the rules and destroying once-sturdy business models. Power has shifted away from institutions to customers.

Enter the machine.

Platforms and associated intelligent agents will collect preferences, behaviors, transactions, and emotions, creating a rich view of an individual.

Intelligent agents will use that data to increasingly influence consumer options and decisions.

This model is not new. It was a longstanding part of advertising logic in a world where brands had greater sway over customer choices. The difference is that this model is based on the emerging, dynamic, and emotional relationship between the intelligent agent and the individual.

In 2018, 10% of purchase decisions will be guided by a platform's agent and start the real economic impact of empowered machines.



Alibaba generates 149 billion yuan in sales in first 12 hours of 11.11

Within the first hour of the 11.11 Global Shopping Festival, total gross merchandise volume had exceeded 67 billion yuan -- nearly \$10 billion.



By Asha McLean | November 11, 2018 – 04:13 GMT (12:13 GMT+08:00) | Topic: Innovation

<https://www.zdnet.com/google-amp/article/alibaba-generates-149-billion-yuan-in-sales-in-first-12-hours-of-11-11/>

The algorithm wars

25% of brands will lack expertise in the lingua franca of intelligent agents.

FORRESTER.COM/PREDICTIONS

The algorithm is foundational to digital platforms like Google and Amazon. It is how platforms make sense of customer preferences, recommend actions, learn, and act. The algorithm is the language of platforms.

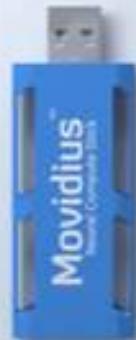
Yet brands have been slow to understand the lingua franca of platform algorithms, especially when the brand is not part of the customer's existing preference and the algorithm is choosing whether to introduce that brand to the customer. It is akin to not understanding search algorithms — but with far greater consequences.

It is one thing to be disintermediated by the platform and its associated intelligent agent; it is another to not understand or have any real influence on that relationship.

In 2018, CMOs will need to source talent to interpret and influence AI-driven platforms. Twenty-five percent of CMOs will fail, resulting in their brand becoming undifferentiated and silenced in the market.



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2. Corporate Culture



AI for Good

AI for Earth



AI for Accessibility



AI for
Humanitarian Action



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- ✓ Membentuk Panitia
- ✓ Membuat Proposal
- ✓ Menyebarluaskan Poposal ke Sponsor
- ✓ Membuat Rekening bersama

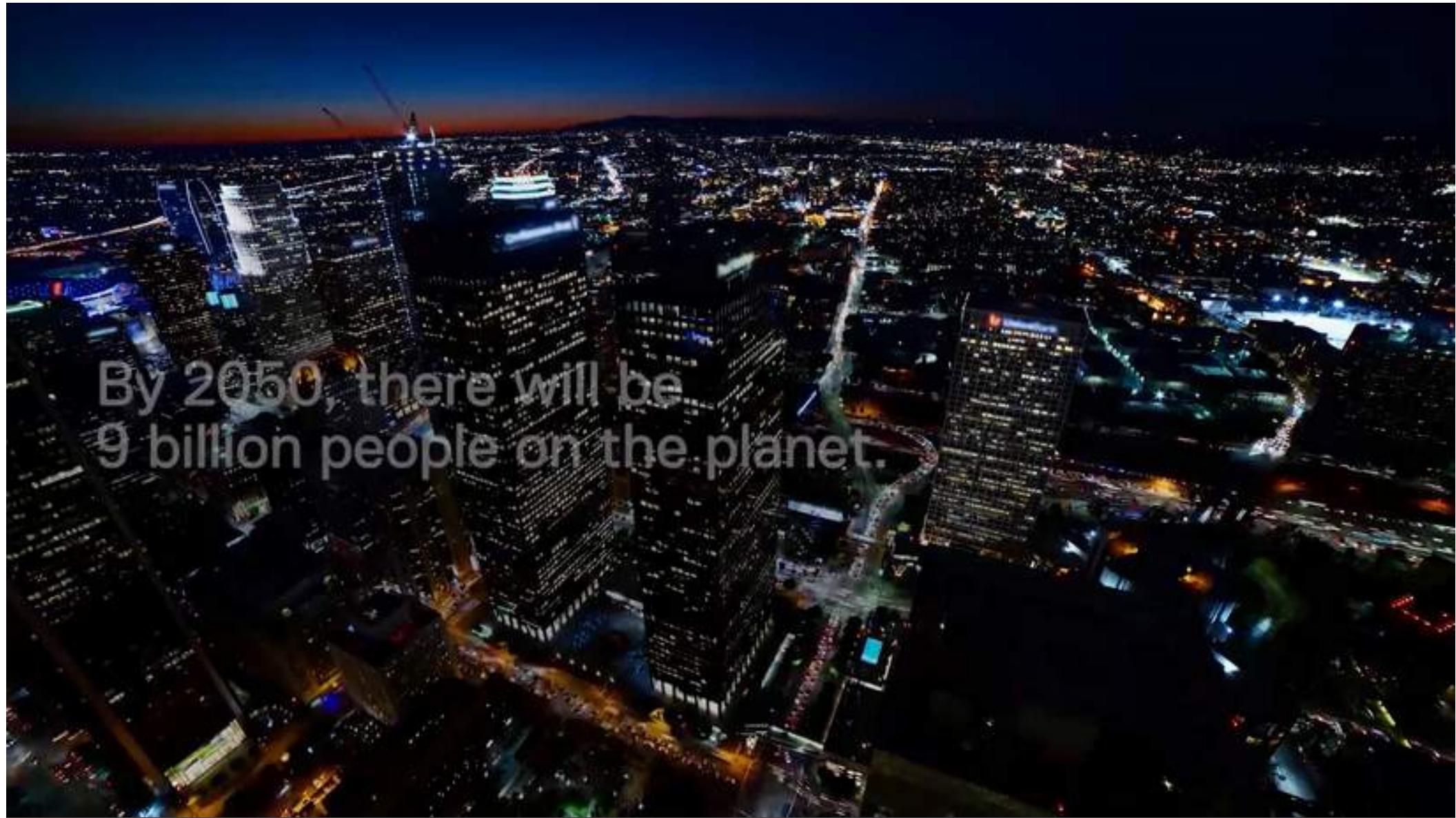
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TERIMA KASIH
THANK YOU

