

AI

# AI is Not Magic: It's Time to Demystify and Apply

March 20, 2019 | Written by: [Rob Thomas](#)

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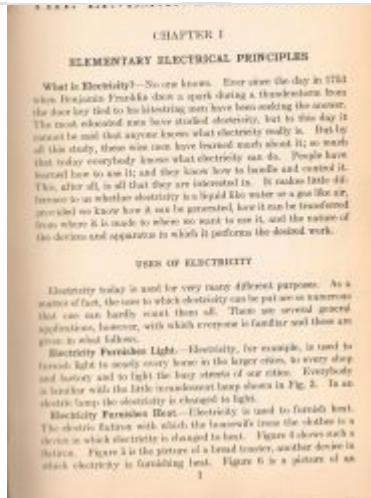
For centuries, electricity was thought to be the domain of sorcerers – magicians who left audience and how it was generated. And although Benjamin Franklin and his contemporaries were well aware of the connection between electricity and lightning, he had difficulty envisioning a practical use. The first prized invention had more to do with avoiding electricity – the lightning rod. All new innovations got a quick dismissal, avoidance, fear, and perhaps finally acceptance.

Almost two hundred years after Franklin's lightning experiment, man was routinely harnessing electricity without a deep understanding of its origins. The Lineman's Handbook of 1928 begins with the line: "*What is electricity?*" according to this field guide for early electrical linemen, understanding the make-up of electricity was a significant aspect was knowing how electricity could be generated and safely used for light, heat and power.

Today, too many people view artificial intelligence (AI) as another magical technology that's being demystified. Our understanding of *how* it works. They view AI as special and relegated to experts who have mastered the environment, AI has taken on an air of mysticism with promises of grandeur, and out of the reach of most people.

The truth, of course, is there is no magic to AI. The term Artificial Intelligence was first coined in 1956. It has progressed, disappointed, and re-emerged. As it was with electricity, the path to AI breakthrough came through experimentation. While many of those experiments will fail, the successful ones will have substantial impact.

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today. As others, like [Andrew Ng](#) have suggested, AI is the new electricity. In addition to it becoming ubiquitous and increasingly accessible, AI is enhancing and

altering the way business is conducted around the world. It is enabling predictions with supreme accuracy and automating business processes and decision-making. The impact is vast, ranging from greater customer experiences, to intelligent products and more efficient services. And in the end, the result will be economic impact for companies, countries, and society.



To be sure, organizations that drive mass experimentation in AI will win the next decade of market help demystify AI, one needs to consider two key elements of the category: the *componentry* and identifying what's behind it and how it can be adopted.

## The Componentry

Much like electricity was driven by basic components such as resistors, capacitors, diodes, etc., AI componentry:

1. A unified, modern data fabric. AI feeds on data, and therefore data must be prepared for AI. A representation of all data assets, on any cloud. It pre-organizes and labels data across the entire organization, making it available through virtualization from the firewall to the edge.
2. A development environment and engine. A place to build, train, and run AI models. This enables the flow of input to output. Machine learning models, help find patterns and structures in data that are invisible when it starts to feel like magic.
3. Human features. A mechanism to bring models to life, by connecting models and applications to human language, vision, and reasoning.

...erence, new to improve impact, what has changed, and, and remember more more, learning

enables lifecycle management of all AI. Lastly, it offers proof and explain-ability for decisions r

## The Process

With these components in hand, more organizations are unlocking the value of data. But to fully le how to adopt and implement the technology. For those planning the move, consider these fundam

1. Identify the Right Business Opportunities for AI. The potential areas for adoption are vast: [cus](#) productivity, manufacturing defects, supply chain spending, and many more. Anything that car programmed. Once it's programmed, AI will make it better. The opportunities are endless.
2. Prepare the Organization for AI. Organizations will require greater capacity and expertise in da repetitive and manual tasks will be automated, which will evolve the role of many employees. done by AI. But it's also rare that none of the role could be enhanced by AI. All technology is u use, so build a team of experts that will inspire and train others.
3. Select Technology & Partners. While it's unlikely that the CEO will personally select the techno a cultural one. An organization should adopt many technologies, comparing, contrasting, and le organization should also choose a handful of partners that have both the skills and technology
4. Accept Failures. If you try 100 AI projects, 50 will probably fail. But, the 50 that work will be m failures. The culture you create must be ready and willing accept failures, learn from them, and they say.

AI is becoming as fundamental as electricity, the internet, and mobile as they were born into the n strategy in 2019 will be like not having a mobile strategy in 2010, or an Internet strategy in 2000.

Let's hope that when you look back at this moment in history, you can do so fondly, as someone w resource and AI as the utility to harness it.

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*A version of this story first appeared on [Informationweek](#).*

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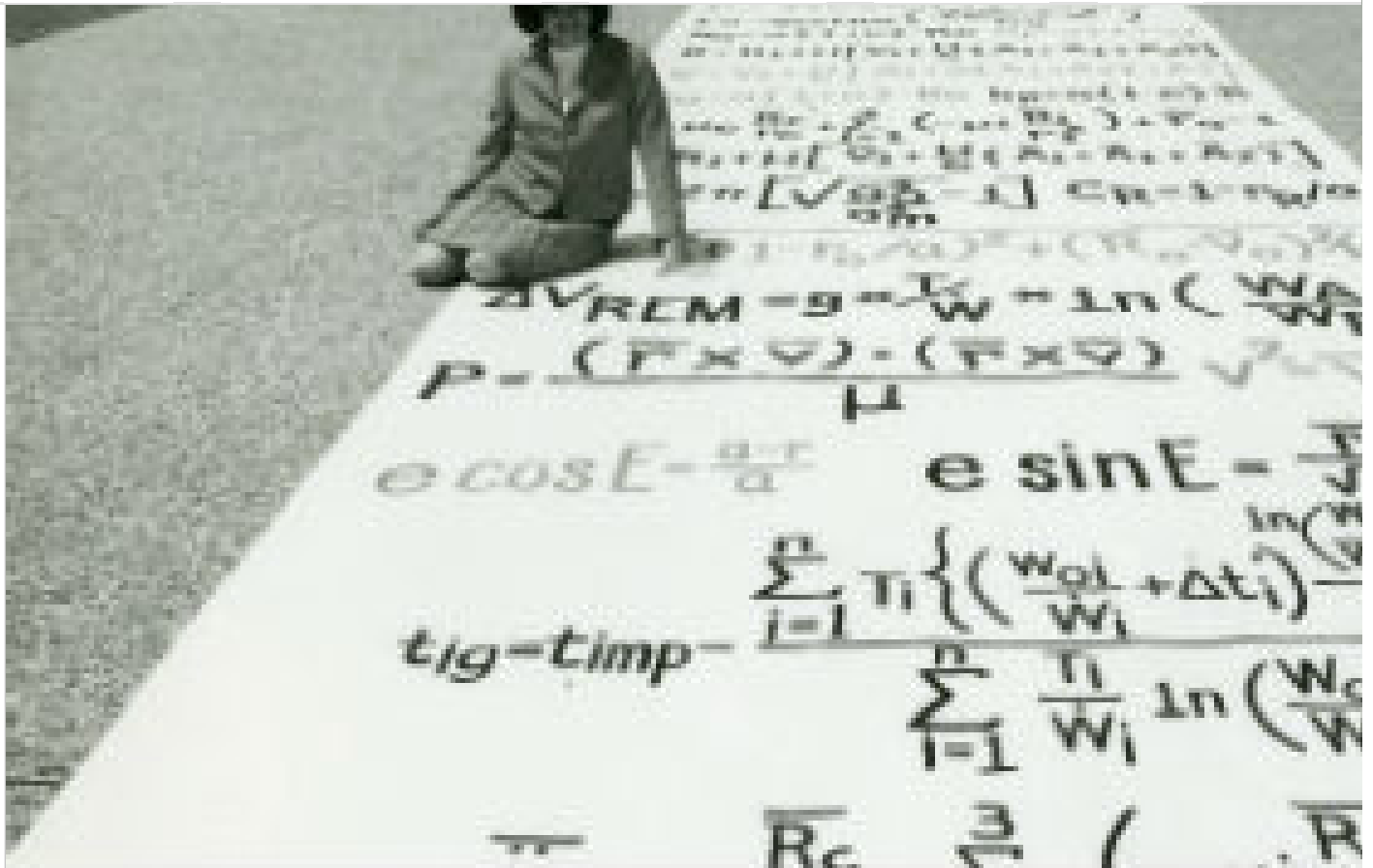
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