

Our digital strategy



**HOW MACHINE LEARNING AND
ARTIFICIAL INTELLIGENCE WILL
TRANSFORM OUR BATTLE PLAN**

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March 2019

AI disruption



- Big data
- Processing power
- ML techniques
- Availability of software
- Stakeholder pressure

What value does AI /ML add?



- Cost optimisation
 - Automation decreases variable costs
 - Processing power increasingly more affordable
 - Availability of software & open source libraries
 - Cloud storage cost constantly decreasing
 - Scalability of projects
- Efficiency
 - Speed of improved processing power
 - Scalability
- Customer value
 - Personalisation on mass scale

Risks and pitfalls



- Technical skills and expertise
 - High cost due to scarcity
 - High turnover
 - Key man dependency
- Data security
 - Hacking risk
 - Privacy
 - Data integrity
- Iterative and changing processes and technology
 - Difficult for stakeholders to keep up with changes and to fully understand short term

Strategy



- Data capture or purchase
- Data infrastructure
- Machine learning algorithm
- Integration in order to release value
- Predictions based on business information
- Decisions and actions



Material removed for confidentiality