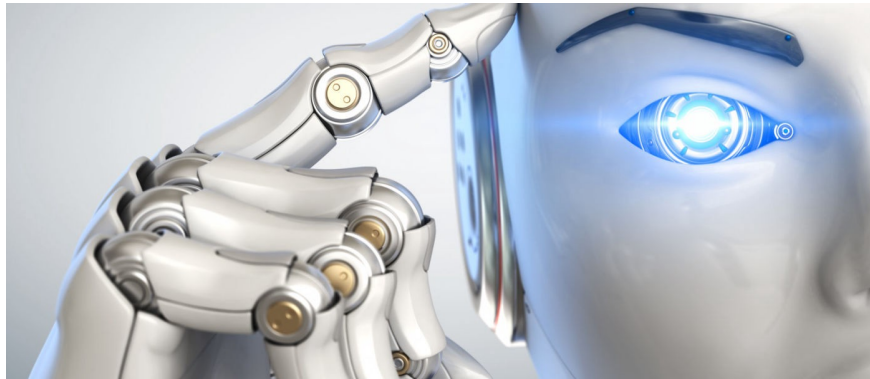


The Rise of AI: How Machine Deep Learning Will Change Businesses Forever



Derek Porter [Follow](#)

Mar 20, 2018 · 3 min read



Intelligent automation has grown exponentially over the last decade, with concepts that previously only existed in science fiction now becoming a reality. Automation software has been introduced in both the workplace and your personal lives, taking on rudimentary tasks and making our lives easier. There remains one aspect of intelligent automation that is still being slowly introduced to industry: the concept of machine deep learning.

What is Machine Deep Learning?

Computer software programs, which include automation software, are programmed to perform set tasks. When information comes into the software, the set perimeters will determine what happens next, which depends on what the software is for. But if an anomaly comes in or if there is a function requested outside of the settings, the automation software will not be able to perform perfectly. Machine deep learning fills in that void.

If a computer had the ability to reason like the human brain, it could process new information and utilize information that it already had to determine what to do next. The software can learn as it goes, remembering previous tasks and implementing new decisions as time goes on.

Impact of Machine Deep Learning on Businesses

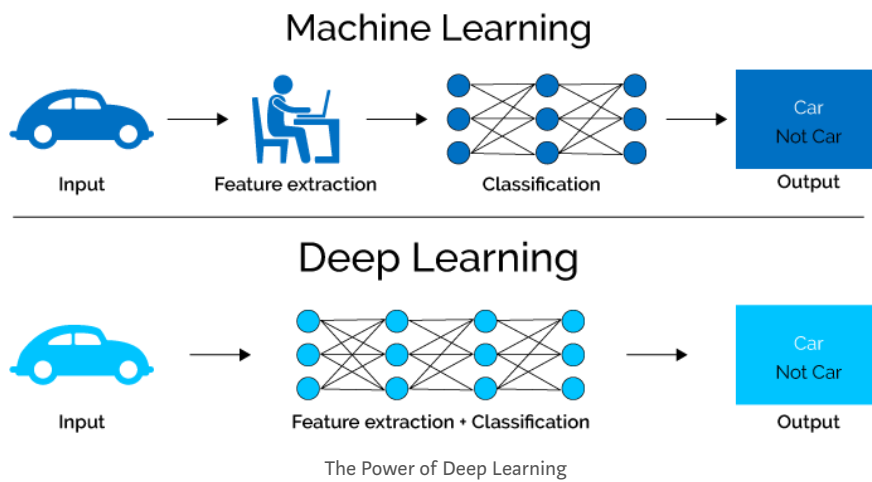
Machine deep learning is going to benefit businesses greatly, as it becomes more widespread. Imagine having a robotic process automation that could field customer service chats, but take in more information than just scripted answers and redirecting to specific departments. If the automated software could learn as it went, customer service inquiries could be answered more quickly at any time of day to the benefit of both the business owner and the customer. Automation software can help businesses grow quicker without employee overhead.

Max Yankelevich, CEO of WorkFusion, who offers AI-powered products purpose-built for operations professionals believes that the next generation of enterprise AI systems is set to accelerate business development and change the way businesses operate. “Companies in banking, insurance, healthcare and other data-intensive industries are increasingly looking to leverage AI to reduce cost, grow revenue, and better serve customers.”

Intelligent software is continually impacting how companies operate. For businesses that are just starting or that are aiming to grow and progress, automated software that contains machine deep learning can be the advancement in technology that businesses could have only for dreamed of, helping with tasks that human workers could not undertake while decreasing costs and improving effectiveness.

How Machine Deep Learning Works

When it comes to looking at robotic process automation, it is important to understand that not all automated software has the ability to learn. Deep learning software is specifically made to mimic brain activity, where humans can recognize patterns, sounds, and even images stored within our memory. The created “brain” in deep learning software follows mathematical formulas that mimic brain waves, creating a decision or process that a reasonable human would come up with.



Having a worker who reasons with consistent logic will help businesses across all fields. While having an emotional understanding is important in business as well, if automated software can take on the lesser roles that do not require feelings, a business would have the opportunity to build itself without having to train people. The support abilities can be extremely beneficial to customer who can get answers and help immediately, while helping keeping businesses going at any hour of the day without the need of keeping a constant staff.

Beyond the customer element, deep learning machines can sort through information and documents quicker and with more accuracy than a human worker, taking away the margin of error. This type of technology can look for trends and data with multiple criteria simultaneously, something that is not even conceivable for human workers to accomplish in any timely manner. Deep learning software is the future of business technology and will change how most businesses operate.