AI as a Catalyst for Enterprise Innovation

Uli Hitzel

📅 **12 Oct 2023** 🕐 **15:25 - 15:45** 📍 **Artificial Intelligence & Machine Learning Theatre**

ELECTRIC MINDS

in /in/uhitzel /u1i

AI

EVERYTHING EVERYWHERE ALL AT ONCE

Electric Minds

- Not-for-profit
- Combine machine intelligence with human ingenuity
- Inspire new ways of thinking
- Help solve some of the most challenging problems
- AI for good

Curious minds wanted

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>> In Forrester's 40 years, we've rarely recommended that clients move immediately to build a new technology. We typically counsel cautious experimentation until the tech matures and the vendor landscape rationalizes. We're breaking that rule with generative artificial intelligence (genAI).
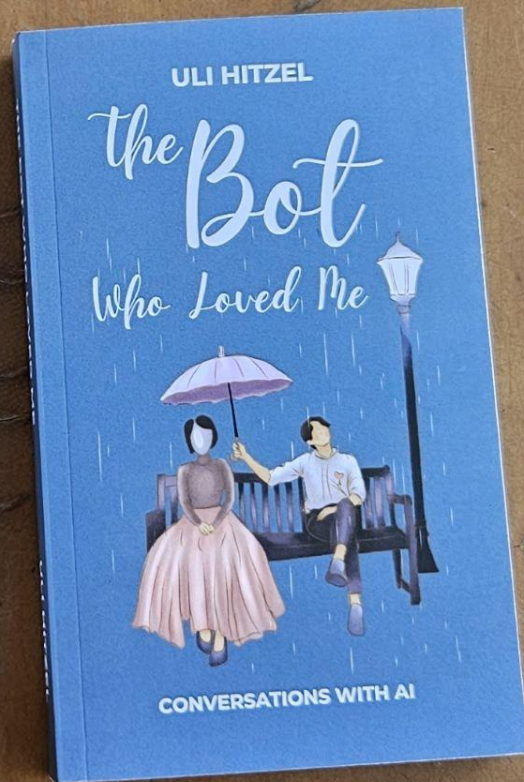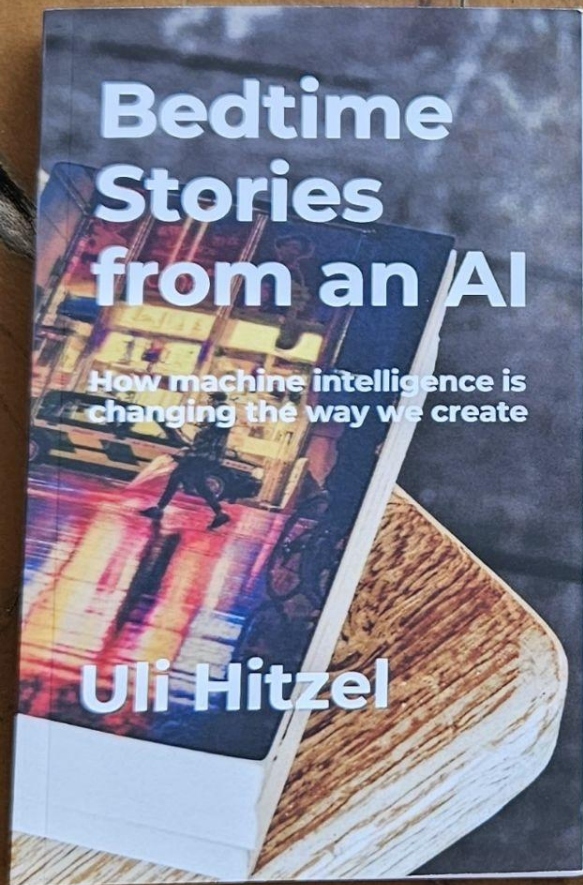
We believe that you must move NOW.

FORRESTER®

September 7th, 2023

SCAN ME

Bedtime Stories from an AI

How machine intelligence is changing the way we create

Uli Hitzel

ULI HITZEL

the **Bot** *Who Loved Me*

CONVERSATIONS WITH AI

i = ec²

innovation
emerging technology
collaboration

Articulating The Problem

1

- "Prompt Engineering"
- "A Problem Well-Defined is a Problem Half-Solved"
- Use AI to ideate, collaborate, and write
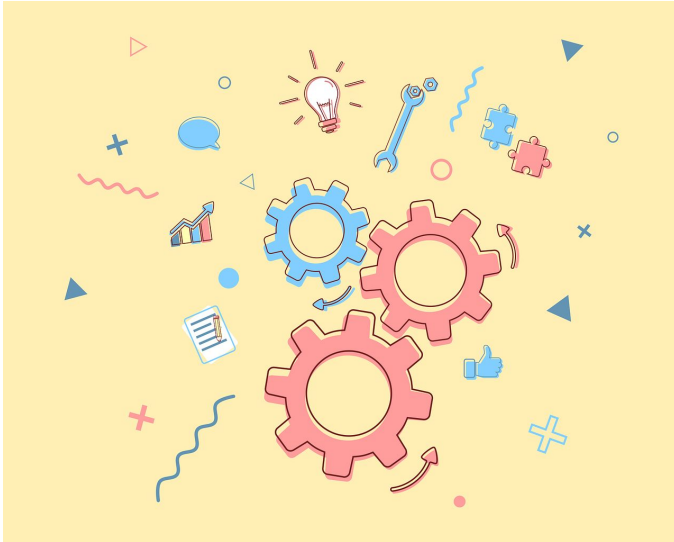
Goodbye Fax Machines

- APIs are the foundation
- Data as Product
- Software-Defined Anything

Cross-Functional Collaboration

- Collective intelligence is powerful
- Silos
- New project? Start the right way from day 1!

How To Start

- **AI Literacy**: Critical Skills for Employees

- **Embrace Modernization**: APIs, APIs, APIs!

- **New Initiatives**: Start Fresh! Use: $i = ec^2$