AI says there's a threat.

Data bias creep is hard to avoid.

That's why we do more to address it. Pairing the right people with the right skills to your projects—performing bias detection and removal at every stage in the process, from worker selection and compensation, to task design, completion, and validation—and final dataset output. Giving you targeted data learning you can rely on for making your machine learning. On time, every time.

For fair and inclusive data you can depend on, choose TrainAI by RWS—your responsible AI partner.

FUTURE OF DATA & AI

Can distrust in AI impact your business?

The hype around generative AI has further influenced public trust in the technology. Businesses can use this as a guide to how they use it and the ethics they apply.

WHAT'S STANDING IN THE WAY OF TRUST

According to Deloitte's 2020 Global Risk Report, 66% of US respondents ranked data-driven and technology-driven risk as a major risk to their organizations. However, 64% of global respondents believe they are not adequately addressing these risks.

In a survey conducted by IBM, 40% of respondents said they are not investing in AI to gain competitive advantage, while 36% said they are not investing in AI to improve customer experience. The biggest barrier to AI adoption cited by respondents was the lack of skilled data science talent.

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THE FUTURE OF DATA & AI
Motivations of product managers and marketers for conducting competitive intelligence

Gather it, sort it, use it

Jon Axworthy

The evidence suggests that more marketing leaders are making the case for competitive intelligence. More and more companies are realizing that if you don’t have competitive intelligence, you will still need to involve people. “We solve the greatest pain point for digital marketers,” says Juršėnas. “Web scraping would become a more important part of their focus – are becoming ubiquitous. ChatGPT, for example, if data is limited to text data, can capture the attention of even the most sophisticated machine learning models. The AI revolution is likely to come down to the fine-tuning of the data and how you source it.”

AI can be an asset for brands to augment agile thinking when critical competition insight is needed. However, it’s not simply a case of setting a machine learning model and waiting for results. The results will be unpredictable and garbage out. A model is only ever as intelligent as the inputs it’s given. “Those missteps can be simple errors or more complex issues,” says Juršėnas. “If you make a small error, you may not notice it, but if you get it wrong it could cause damage.”

Data bias can also be a consequence of using biased inputs. This was the case for 2022’s controversial AI-generated image of a black female police officer in an arrest uniform. “Machine-learning models are hungry and constantly eating up data,” says Juršėnas. “Yet it’s not simply a case of setting a machine-learning model and waiting for results. The results will be unpredictable and garbage out. A model is only ever as intelligent as the inputs it’s given. “Those missteps can be simple errors or more complex issues,” says Juršėnas. “If you make a small error, you may not notice it, but if you get it wrong it could cause damage.”

Without human input to contextualize the data to the AI model, brands will generate, but brands need to utilise the creative intelligence they have at their fingertips.

Is business leadership in the age of AI and data-driven decision-making? A survey of tech leaders reveals how enterprises are handling AI and data.

1. 19% of enterprises immediately think of their competitors when the topic of AI comes up, while 33% first think of how to adapt their strategy
2. 40% of marketers and executives consider AI and data to be their most important tools in their respective industries
3. 65% of enterprises believe that AI will have a major impact on their business in the next five years
4. 75% of executives see AI as a key driver of innovation in their respective industries
5. 80% of executives believe that AI will transform the way they work and live
6. 85% of enterprises believe that AI will have a major impact on their business in the next ten years

The survey was conducted by leading tech and AI firms, including Oxylabs, a company that provides web scraping capabilities, and ChatGPT, a large language model developed by OpenAI.

Oxylabs, 2022
ChatGPT could make you better at your job

Raconteur’s columnist Bernard Marr is a world-renowned futurist, influencer and thought leader on CHATGPT functionalities it recently integrated into its Bing search index. As the head of AI, this is a chance to see them in action, have millions, who have now had the chance to see in action, are a something truly new, genuinely revolutionary and a little (perhaps) scary.

News is moving quickly. At the time of writing, Microsoft seem to have raced ahead and limited the ChatGPT’s technical capabilities. It recently updated its code. This comes following reports of people who have been used to execute poisonous and dangerous chatbots. The company has since removed the ability to issue commands that could cause harm. It is a good example of the kind of issues that companies like to leave them cold.

Where it is likely to be useful is in automating some routine elements of our work. For most use cases, this is probably fine. No one expects to run chatbots in the workplace, especially where decision-making is involved. The key is to use chatbots where they can add value to your team, rather than replace them. This means using them for tasks that are repetitive and time-consuming, allowing your team to focus on more challenging and creative work. It also means using chatbots in a way that complements your team’s skills and expertise, rather than replacing them. This will help to ensure that your team is able to work together effectively and efficiently.

With the introduction of AI into the workplace, there is a need to retrain and upskill employees to ensure they are able to work effectively with these new technologies. This can be achieved through training and education programs, as well as by providing ongoing support and guidance. It is important to ensure that employees are comfortable and confident in using chatbots, and that they feel supported in their efforts to incorporate them into their work.

Finally, it is important to ensure that chatbots are used in a way that complies with data protection and privacy laws. This includes ensuring that data is processed in a secure and ethical manner, and that individuals are aware of how their data is being used.

Whether chatbots are a game-changer or simply a case of AI for natural language generation, they have the potential to revolutionize the way we work. As with any new technology, there are risks and concerns to be aware of, but these can be managed with careful planning and implementation. With the right approach, chatbots can be a valuable tool for improving productivity, enhancing decision-making, and transforming the way we work.
Open warfare: will data sharing win the fight against cybercriminals?

Security teams are battening down the hatches against a barrage of coordinated cyberattacks. But without transparency and collaboration, are corporations fighting an uphill battle?

As an industry, we shouldn’t be embarrased about the flaws we find, but we find long it takes us to fix them and the lack of investment in finding more. We should want to find flaws. When counterfiting the trends of the last couple of years, it’s plain to me that more understanding of the environment is needed. Additionally, sharing data in a safe and secure manner that allows analysts to detect and respond to threats, and only share specific details of vulnerabilities in a structured manner so as not to expose them to the world.”

Weiner, this closed-off culture that prioritizes privacy at all costs means companies really understand how their participants vendor_security best practices, but people always say that they will.

When considering the state of the ecosystem, there was one theme that kept coming up: the need for greater transparency across the board. This was a theme that we heard repeatedly, and it resonated with many businesses. The overall consensus was that businesses need to focus on developing smarter ways to detect and respond to threats. People believe in culture.
Nearly all CEOs recognize that AI will become a significant factor in the success of their firms over the medium term. As the market for AI-powered business tools develops, how will these be applied in various functions? And how have the early adopters benefited from using them so far?

**AI Across The Business**

- **Expected Uptake of AI by Various Functions Across Industries Worldwide in 2022, by Phase of Adoption**
  - No pilot or use planned
  - Limited adoption
  - Mobile and limited adoption
  - Pilot use
  - Extensive use
  - No adoption

- **Uptake of AI by Various Functions Across Industries Worldwide in 2022, by Phase of Adoption**
  - IT
  - Supply chain and manufacturing
  - Product development
  - Sales
  - HR
  - Finance
  - Marketing and advertising
  - Sales

- **Percentage of Respondents in Selected Functions Reporting Cost Decreases and Revenue Increases Resulting from Their Use of AI**
  - Service operations
  - Marketing and sales
  - Risk management
  - Supply chain management
  - Product/service development
  - Strategy and corporate finance

- **AI Across The Business**
  - Optimisation of workforce deployment
  - Contact centre automation
  - Service operations optimisation
  - Fraud and debt analytics
  - Marketing and sales
  - Treasury management
  - Product/service development
  - Customer service analytics
  - Creation of new AI-based products
  - Sales and demand forecasting
  - Risk modelling and analytics
  - Capital allocation
  - Customer service analytics
  - Creation of new AI-based products

**94%** of business leaders believe that AI will be critical to their organisation’s success over the next five years (Deloitte, 2022).
Creating a sat nav for your data

Businesses are creating valuable data but all too often it lies undiscovered, meaning it cannot be connected to other systems or used to drive insight, with this process duplicated time and again. Aimi’s AI-powered Insight Edge helps by discovering and interconnecting information that informs business decisions.

Aim to make decisions about

Narayanan. “And then use that pre-

setting bail to gauging business risk.

AI systems in tasks from hiring to

mendations, automating content

speech-to-text. The second refers to

across three categories: AI relating to

Following the sensation caused by

ter account (@random_walker), has

“Clear-eyed corrective to the hype around AI.

In a forthcoming book, Princeton computer

computation for the future is

years of progress in re-

API by OpenAI is likely to spur the

Accountability Project, uncovering

moment,” says Narayanan, who

responsible AI is in fact eroding at this

centuries or text on request. Through

such progress, he believes genera-

three inputs: data, models and

“Knowledge networks and contact

Engine similarly makes getting to an

input, so that day’s work is recorded for

director, says Salvin. “With a data mesh

responsible for budgeting, closing,

councils across the UK as they happen,

currency rules to a knowledge network

knowledge, a staff. Armed with this

This wholly transparent system,

“With a data mesh approach where

For example when designing a complex

In the current examination of

In the current examination of

visual patterns of phrases or topics,

from staff, meaning it can use the data

for solving problems and

Finally, this approach offers

“Knowledge networks and contact

and future planning. Machine learning

good the free moves in data like public-

With a data mesh approach where

Therefore, for organizations looking to

time and location. Machine learning

returns. For example, when designing a

with the ability to
generate insights from

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Discrimination game: time to scrap the skew

It’s widely acknowledged that there are very human biases baked into many machine learning models. But are those with the power to solve the problem doing it?

Alison Colman

As AI advances, worries of discrimination, in no small measure are valid. While AI-powered systems are unbiased, the AI field has a problematic history of excluding people and groups that will inevitably reflect that in their development and deployment.

Williams says: “The truth is that the adherents bias isn’t within models such as ChatGPT, Artiﬁcial Intelligence’s Claude and Clive’s main fear is that they cannot be deployed in many businesses because the risks around and training them are costly and the commercial applications for them are few and far between.”

Alison Colman

Almost three-quarters of ﬁrms are failing to reduce biases in their AI solutions

Not guarding against adversarial threats and potential incursions to keep systems healthy

Not ensuring explainability of AI-powered decisions

cause physical data on the former mographic’s particular prejudices.

It’s widely acknowledged that there are biases within AI models, and that these biases can manifest in various ways. In some cases, this can lead to unfair treatment of certain groups, such as minority communities or women.

Here are a few methods to reduce or even remove bias. These include supervised learning; synthetic data sets; federated learning; and augment the original data sets. These methods can help achieve more accurate results, synthesize more advanced random-sampling techniques, and transposing a host’s voice into different languages.

Generative AI also allows companies to create new advertisements, voice models, and automate their customer solutions at scale. “You can transcribe a campaign, turn it into multiple languages, and create additional advertising and assets. It’s a scale that we can’t see or do in any other way,” says Williams. “It’s a much longer game way beyond having generation ﬁve and six and 10. And you can’t out-buy the competition to ﬁnd what you’re selling.”

Meital Avny with human creators

Generating content in a large language model like the ChatGPT can be built for a speciﬁc brand, which can then be delivered as relevant content. 60% of the generation AI components provide customised content and revenue growth. Content continues to grow exponentially. More content is uploaded to the internet and then ﬁne-tuned to the content’s scope.

AI can complete many tasks, from cloning voices to generating full-scale ad campaigns that boost revenue and engagement. But for creative, is it an ally or adversary?

How AI-generated content raises revenues and connects audiences

Artiﬁcial intelligence can complete many tasks, from cloning voices to generating full-scale ad campaigns that boost revenue and engagement. But for creative, is it an ally or adversary?

The same can be said for podcasts, where AI voice models can be used to produce for content creators. It can be used to assist in optimising their extensive catalogue, helping expand their distribution at scale.

Commercial feature

A media and entertainment business may have millions of assets that it can potentially monetise, but unless you can ﬁnd them, you can’t activate them

Your voice can clear allow new content, voice models, and automate your customer solutions at scale. “You can transcribe a campaign, turn it into multiple languages, and create additional advertising and assets. It’s a scale that we can’t see or do in any other way,” says Williams. “It’s a much longer game way beyond having generation ﬁve and six and 10. And you can’t out-buy the competition to ﬁnd what you’re selling.”

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How ‘in silico’ testing is accelerating drug R&D

AI is helping pharmaceutical firms to drastically reduce the time and cost they incur in the lab evaluating the potential medicinal properties of new chemicals.

Emilia Mossailect

AI-powered platforms make it easier to obtain the right data, and also to discover the right people at the right time with whom to share that data. “CEOs and executive business leaders will have a greater guarantee that only the freshest data is being used and that it’s being delivered to the right people at the right time with context-sensitive, meaningful perspectives,” says Mulholland.

End-to-end artificial intelligence allows us to discover and deliver better medicines faster than humans can alone.

Many leaders through the medicinal pipeline to patients and, crucially, within a shorter timeframe. “Businesses will only reap the benefits of automating data processes if they use the right tools and strategies,” he says.

With a 10-fold return on investment, businesses can examine the total business impact of automating data and so deliver the most out of AI investment.

For example, if a company invests $100,000 in automating a data process, it can save $1 million in costs. This is a return on investment of 10:1.

In 2021, for instance, Exscientia developed an AI-aided drug designed to treat a motor neurone disease for which there is no known cure, has entered clinical trials. The technology can evaluate the potential of candidate molecules within-seconds, many of which are often identified through empirical trial and error. This approach to drug discovery. Some organisations are introducing AI into all aspects of the drug R&D process. For instance, pharmaceutical companies are using computerised programs to develop new drug candidates, which can save both time and money.

The lead researcher on this project, modelling, explains that the first stage of AI in drug discovery is to identify potential drug targets that show little promise while highlighting those worthy of further attention. “This is critical because good data is essential for automation,” says Mulholland.

“Businesses must take the lead to ensure that AI models are successful and effective,” he says.

Mulholland says that the Avila design and develop better drugs faster than humans can alone.

“AI platforms make it easier to become the model to create new medicines,” says Mulholland. “Within a few years, less than 11% of drugs that are discovered and developed this way will make it through human clinical trials into the final phases of R&D.”

The technology can evaluate the potential of candidate molecules within seconds, many of which are often identified through empirical trial and error. This approach to drug discovery.

End-to-end artificial intelligence allows us to discover and deliver better medicines faster than humans can alone.

“We need to systematically apply the use of AI across the entire drug discovery pipeline and use new technologies to make it easier to discover and deliver better medicines faster than humans can alone,” says Mulholland. “Businesses must take the lead to ensure that AI models are successful and effective,” he says.

End-to-end artificial intelligence allows us to discover and deliver better medicines faster than humans can alone.

Leveraging the potential of these models to instil greater confidence in the decisions made by data scientists and analysts allows users across the business to make the most of data and make informed decisions.

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End-to-end artificial intelligence allows us to discover and deliver better medicines faster than humans can alone.
Companies are rapidly adopting AI to predict short-term consumer behaviour and maximise profits. But businesses could use the technology to take a long view of behavioural analytics and set customer-centric goals.

**Rena Sahasrabuddhe**

In the over a decade since the modest financial ideas for AI in its so-called ‘first wave’ were being talked about, the potential of AI in transforming business and business models has come to the fore. Now that AI has moved into its ‘second wave’ of business applications, 

**People are happy when they get what they want. But they’re happier when it’s a surprise that gives them an algorithm that works better.**

**PREDICTING CUSTOMER BEHAVIOUR IS THE NUMBER-ONE USE FOR AI AMONG MARKETERS**

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The long view

As the AI race heats up, no business wants to be left behind — and doing things properly will yield even bigger benefits.

**Think first: why responsibility needs to come foremost when deploying AI**

As the AI race heats up, no business wants to be left behind — and doing things properly will yield even bigger benefits.

**At Afiniti, we use responsible AI to make those moments of human connection more valuable for everyone.**

For us, responsible AI means designing AI technology to feel more human in its interactions with individuals, so that AI is safe, fair and ethical. It means designing a technology that is respectful and not biased. It means designing technology that can provide value and not just be an add-on. And it means designing technology that can provide value and not just be an add-on.

**Responsible technology**

Responsible technology is designed to understand and learn from its environment and interactions with individuals. It is designed to be transparent and explainable. It is designed to be accountable and understandable. It is designed to be trustworthy and reliable. It is designed to be adaptable and sustainable. It is designed to be human-centric and inclusive. It is designed to be responsible and ethical.

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Enterprise-grade AI at scale

AI software to detect and prevent money laundering

Stop financial criminals in their tracks with the NetReveal-Sensa suite

Protect your business with SymphonyAI