



# MCW19

## VIDEO TRANSCRIPT

Dr. Athina K.: Applied intelligence is more than data experimentation. It's much more than just machine learning and deep learning. And it's more than automation. It's about intelligent problem solving, powered by an industry and functional solutions, always having the human at the heart and at the center of what we are doing.

What we are very passionate about is trying to understand how we can influence the lives of our employees, of our customers, by infusing more intelligence in the ways of working. For example, we are working for a major energy company to change the way that it feels for the engineers, drive better decisions when it comes to drilling, to asset maintenance, for safety purposes. So what we're trying to do is change the full ecosystem from how people on the [inaudible 00:01:00] and on the oil rig actually do drilling and better safety conditions down to how the sales and marketing organization protects its information to drive better offers, pricing decisions and better experience for the consumers.

So ultimately we are here to transform the human experience, enhance it and augment it.

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