



# ALL EYES ON AI

## VIDEO TRANSCRIPT

We are seeing exciting times in the business world. Organizations not only realize the game-changing potential of artificial intelligence but are also investing generously in the technology.

What perhaps they don't realize is that AI is not a silver bullet solution. It must be combined with the power of analytics and automation to make the perfect recipe for a successful business transformation. That's what we, at Accenture, call Applied Intelligence.

It's our unique approach to bringing together the best of technologies and sciences to transform our clients' entire business. To make an impact at scale—and not just in small pockets.

It's all about collecting data that may have been previously hidden or overlooked to generate actionable insights. This "applied intelligence" is then used to look for new opportunities and reimagine products and services.

To fuel their ambitions and gain a competitive advantage, organizations must understand three things:

One, automation, analytics and artificial intelligence are most effective when used in combination.

Two, a culture where human and machines work together is absolutely necessary to make big productivity gains.

Three, focusing on a single algorithm or tool is not enough. Applied Intelligence must be integrated across the organization for exponential outcomes and return on investment.

In Accenture Business Journal for India, we tell you all about Applied Intelligence and how you can turn your AI vision into reality by knowing where to start and how to scale.

Copyright © 2020 Accenture  
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.