Accenture Applied Intelligence

So that's AI. We hope this guide has given you a clear sense of its underlying technologies, its game-changing capabilities, and its potentially revolutionary implications. As it gains critical mass, AI will change forever how we work and how we live.

It's a completely new factor of production, and it's going to drive business growth in important ways, whether by extending automation into previously human-only arenas, augmenting our work to drive new levels of effective decision making, or diffusing exponential levels of innovation through organisations and beyond.

Businesses big and small are already experimenting with AI solutions to drive new growth. They're finding ways to make their workers smarter. They're discovering new kinds of interactions with their customers. And they're starting to build AI machines that can work faster and better than their human counterparts.

Like any radical innovation, there will be risks in starting an AI journey. And there may be unintended consequences along the way. That's why taking a responsible approach to the technology is so important. Trust, transparency, and security must be built into AI design from the outset. And the need to explain must always be front of mind.

In the end the message is simple. AI is here. It's real. And it's time to sit up, take notice, and take advantage.

Recommended Reading

The Second Machine Age by Erik Brynjolfsson and Andrew McAfee
Machine, Platform, Crowd by Erik Brynjolfsson and Andrew McAfee
Life 3.0 by Max Tegmark
Human + Machine: Reimagining Work in the Age of AI by Paul Daugherty & James Wilson (forthcoming March 20th, 2018)
Homo Deus by Yuval Noah Harari
The Quest for Artificial Intelligence by Nils Nilsson
The Master Algorithm by Pedro Domingos
The Future of the Mind by Michio Kaku

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About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 449,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.
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Applied Intelligence

Accenture Applied Intelligence, part of Accenture Digital, applies artificial intelligence (AI) and human ingenuity at the core of business to help clients become intelligent enterprises and solve their most complex business problems. By deploying AI responsibly and combining it with our deep industry and analytics expertise, we enable the digital transformation of organisations, extend human capabilities, and make intelligent products and services a reality.

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