

AI 101: Applied Intelligence

VIDEO TRANSCRIPT

What is Applied Intelligence?

C major. It's a bright, optimistic chord. But take the notes individually – C, E, and G – and you lose some of that feel. It's only when they work together that you can enjoy the full impact.

Applied Intelligence is Accenture's approach to combining AI, analytics and automation and applying them to solve our clients' most complex problems – in any industry, any function, and any sector.

Taking just one part of one industry: an online retail company can use analytics to discover underused or overlooked customer data, AI to determine the most effective way to message to those customers, and automation to deliver those messages with speed and scale. And that's only the tip of the iceberg of what Applied Intelligence can do.

We hope Applied Intelligence strikes a chord for you.