



# BOOST YOUR AIQ

**TRANSFORMING  
INTO AN  
AI BUSINESS**

**WHAT'S YOUR NEXT STEP IN AI?**

**Frank Riemensperger:**

So, if you're new to AI, I have one practical advice for you: start using Artificial Intelligence in your customer interface. Virtual agents, chatbots, on the social media; there are so many out-of-the box AI solutions you can immediately start using in your own business. You start learning and you start to improve your customer services right out of the gate. So very practical and you can do it tomorrow morning.

**Claudia Schrank:**

I would give the following advice: really put the customer in the centre and make it easy for him. We have highly complex machines and I think the best way to start there is that the machines really help the customer in setting themselves up and optimize them for the process.

**Cyril Perducat:**

The advice I will give to any company to start with AI is to identify some use-cases; be extremely pragmatic in implementation; learn by doing and learn fast; maybe fail, maybe retry.

**Volker Tresp:**

AI really requires a cultural change, a very deep cultural change in your company and you cannot do it alone. You have to hire Machine Learning experts who really help during this transition from the old business into your new business.

**Shelly Swanback:**

Our clients ask all the time, how do I get started in this area of Artificial Intelligence? My advice is, pick a couple of problems that matter, that are worth solving and just get started. There's lots of technologies on the market and not to worry about boiling the ocean to start with. Get started on something that's worth solving and just continue to iterate and learn.

**Dr. Reinhard Stolle:**

I think the key point is to form a team of real experts in Artificial Intelligence and Machine Learning. They are difficult to find but they are the ones who really can make a difference.

**Laurence Blanchard:**

If I would give some advice to a CEO who would start with Artificial Intelligence, I would say, look at the idea of manufacturing and generative design that is really going to drive a big change into the way your engineering of products is going to be done.

**Florian Weigmann:**

I would recommend you first stream your data and you get your patterns and you think about the patterns you want to use. In order to really kick it off, you first have to get that one and then you can really kick it off and start with it.

**Bruce Johnston:**

If I were helping a company start on a new AI initiative and program, one of the key things is establishing the principles on which they're going to develop their AI technology. Diversity and inclusiveness is really a key part of the program as well as looking at foundational technologies such as machine learning and advanced analytics.

**Dr Holger Komm:**

Actually, it's mindset change management. Running AI is not about hiring the right people or establishing the right tools for your management. It's about changing the organization to be aware that the decisions are done in a different way. It's a mindset-change management question.

**Omar Abbosh:**

I would basically say there're three areas where you can move today: one is Virtual Assistants, chatbots; two is Robotic Process Automation and particularly the cognitive end of that; and three is Machine Learning to solve very difficult optimization problems, like in supply chain. So, decide where have you got the most value at stake and start there.

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