

# COGNITIVE SERVICES & SCALING AI

My name is Isabel Fernandez. I'm located in one of the most beautiful cities for living, Madrid in Spain, and I'm responsible for the team, Applied Intelligence in Iberia.

Our team is specialized in artificial intelligence, in automation, in data and analytics to transform every function in every industry. We firmly believe that we are transforming the society in which we are living, so I think this is the best way to describe what we are doing here.

## **Why is scaling AI important?**

Scaling AI is important because it's the only way to make a significant impact in the business and to get return on all these AI investments. We need to move quickly from this proof of concept issues, these small projects, not scaling, not making a real impact to be exponential in the contribution to the business.

## **What is the main challenge when scaling cognitive services?**

First, let me clarify that when we are talking about cognitive services we are not talking only about the chatbots or virtual agents.

What we are talking about in cognitive services, to understand any type of image and any type of natural language. Therefore, the main challenge that we need to face is how to embed new services, new external amplified services in the complex existing architectures in the clients. This is the main challenge that we need to solve.

## **What are some important considerations for scaling cognitive services?**

An important consideration when you are building cognitive services is the automatic tracking of the model performance. And why? Because the inputs in these types of services can evolve very quickly. Think about, for example, like customers claiming about the products and the products are changing in the company, so we need to give cognitive services, the capability of serving both to that and identify the new entities in the company. So, definitely an important thing to consider is how to track automatically the performance of the models. It has to make a decision, for example, to activate a backup plan if the performance of the model is out of the safe demand.

## **How are we helping clients use cognitive services at scale?**

We are helping clients in different ways trying to deploy these cognitive services. Let me play with an example. We are working for the Justice Department, for different administrations deploying a smart transcription system. What that means, that means that we are not only translation from speech to text, as you probably know, we are doing much more. That means we are identifying the speakers, we are identifying the mentioned entities using the process. I mean, for example, with the world land we can understand if this land means a surname or this land means a city in the world. And we can also, for example, to identify their roles; if the speaker is a youth, if the speaker is a plaintiff, if it's a defendant, what that means that we are able to fulfil automatically part of the records linked to the processes and, of course, it's very useful for the justice.

We are also helping a retailer in scaling AI. Solving an issue that you are going to face sometimes when you are visiting the supermarket, for example. Probably you visit your supermarket and you are trying

to find some product on the shelf and you can't because the products in the store or perhaps the product is in another location, in other unexpected locations and you feel that you are wasting your time. So we are deploying robots with another function; I mean cleaner robots, that they are able to scan the image on the shelves, just trying to support to the retailer to identify if every product is in the right place for the shopper. Keep in mind that these type of problems, I mean when the customer and the shopper is in the store and they cannot find the desired product means at least 2% of the loss of the sales for the retailers. It's a really important problem for the retailers.

I'm Isabel Fernandez, and if you haven't yet, please read Ready, Set and Scale, I think it's a good way to have a full view about how you can move from the proof of concept to make a significant impact in your business.