



THE AUTOMATION ADVANTAGE

《自动化进阶： 人工智能产业化应用》

VIDEO TRANSCRIPT 视频脚本

Ni Hao. I'm Bhaskar Ghosh, Accenture's Chief strategy Officer.

With the rise of generative AI, we are seeing even more potential for transformative changes in Chinese enterprise. But as we continue to explore the boundaryless opportunity that intelligent technology presents, it's critical that we keep in mind the practical application of these technologies in the enterprise.

That's why I'm so excited to introduce my latest book, "The Automation Advantage", which provides a comprehensive blueprint for how to use and scale AI powered intelligent automation in the enterprise to gain competitive advantage through faster speed to market, improve product quality, higher efficiency, and elevated customer experience.

How to use intelligent automation to gain a competitive advantage?

你好，我是埃森哲的首席战略官，巴斯卡尔·戈什。随着生成式人工智能的发展，我们看到中国企业在转型中有着更多的潜力。不过，面对智能技术带来的无限机遇，在我们持续的探索过程中，必须密切关注这些技术在企业中的实际应用。

我非常高兴地向各位介绍我和两位同事的新作，《自动化进阶：人工智能产业化应用》，这本书提供一个综合全面的蓝图，详细介绍了企业如何使用和扩展基于人工智能的智能自动化，以通过加快上市速度、增强产品质量，提高运营效率和改善客户体验。

如何借助智能自动化赢得竞争优势？

上京东、天猫、当当搜索《自动化进阶：人工智能产业化应用》

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