



## How do you think about AI and digital transformation?

François Rüf

November 14, 2022

## How do you think about AI and Digital Transformation?

### Access

We have the right digital channels to talk to our clients

reach

### Processes

We have an end-end digital way of processing requests, transactions, etc.

efficiency

### Knowhow

We have digitalized the knowhow to be able to be relevant

relevance

scale

#### Yahoo Search:

Website ✓

Manual selection of websites ✓

High relevant results ✓

#### Altavista:

Website ✓

Automated indexing ✓

Low relevance of search results ✓

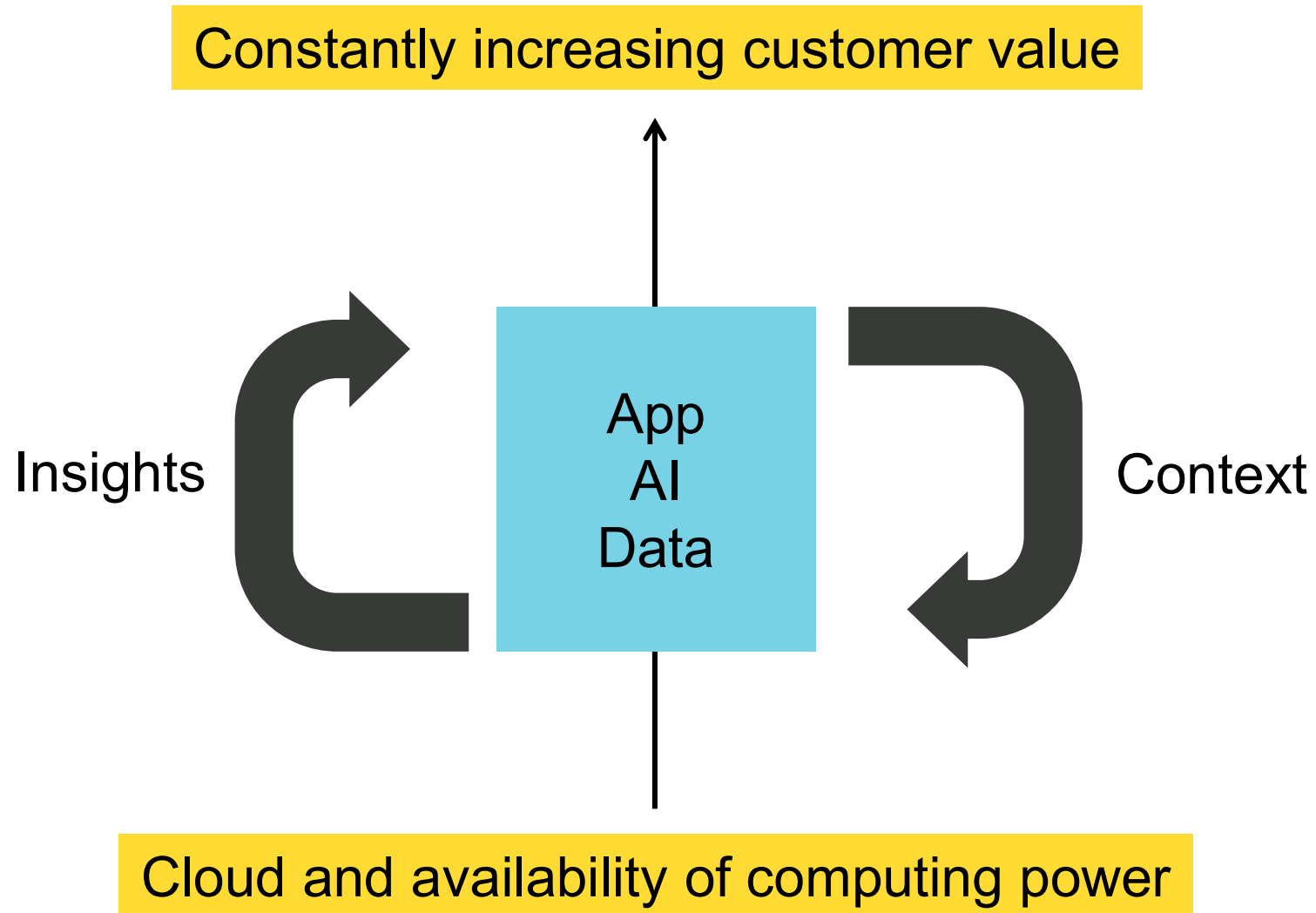
#### Google

Website ✓

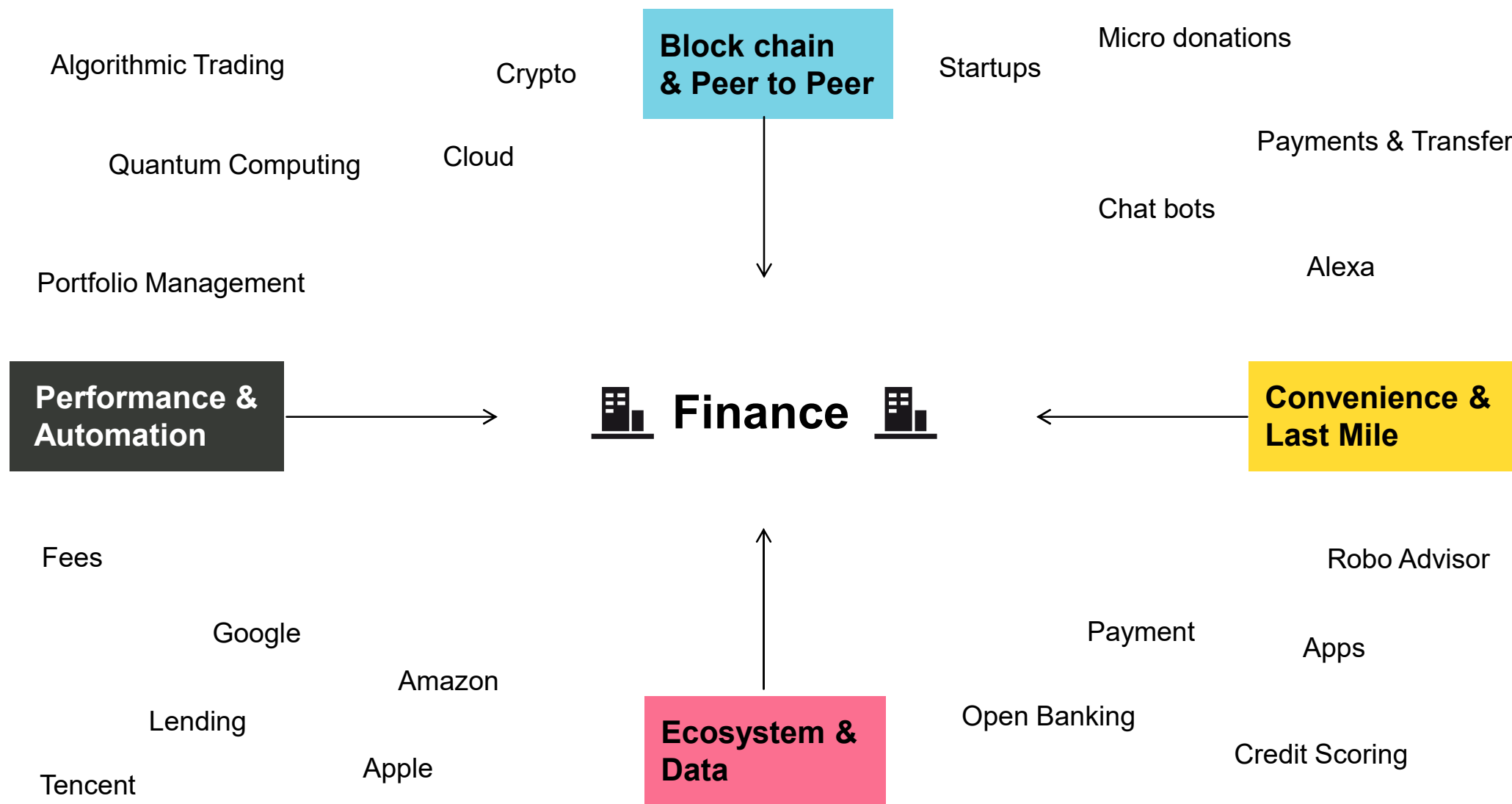
Automated indexing ✓

Invention of PageRank leading to high relevancy and ability to scale ✓

## Spinning wheels to increase customer value



# Prime time for AI & a data driven company



# How to get it to work?

## Digital Transformation

### Value generation & USPs

#### Data inventory & Gaps

Common data  
Proprietary data

#### New data driven business models

#### AI Skills



## Infrastructure

#### AI/ML Framework

#### Storage & Integration

data warehouse and data lakes

#### Latency

Real time v. batch

#### Access & Flow

Pipes & Streams (hot/cold)  
API's

#### Location

Cloud & OnPrem



## Governance

#### GDPR

#### Security

#### Compliance



## New paradigm

Learn, don't code

## Lot's of new questions and problems!

- The bias problem
- Ethical considerations
- Explainability
- Data Privacy and Security
- Trust
- Autonomous decisions and accountability
- Job shifts
- AI hacking

