



FLEISHMANHILLARD

# ARTIFICIAL INTELLIGENCE & COMMUNICATIONS

*The Fads.  
The Fears.  
The Future.*





**SOPHIE SCOTT**  
Global Managing  
Director Technology,  
and Senior Partner,  
FleishmanHillard

## SAY THE LETTERS “A” “I” TO SOMEONE AND YOU WILL GET ONE OF TWO REACTIONS:

*EITHER IT’S THE BEGINNING OF THE END OF LIFE AS WE KNOW  
IT, OR IT’S AN UNHERALDED FORCE FOR GOOD.*

So which side of the argument is right? What does the future of AI really look like? Will it deliver an uncontrollable army of robots usurping us and everything we stand for? Or is it simply groundbreaking, often lifesaving, new technology that will positively impact the world around us in ways we can barely even comprehend right now?

To get some answers, we spoke to a panel of 25 experts in the AI field. Inevitably, their views on certain aspects varied, but there was one thing they were united on: There is hype, and the AI apocalypse is not something that needs to keep you up at night.

The trouble is, the hype has sway. So many different technologies have been placed under the umbrella term of AI, there is a disconnect about the reality of the technology — no one quite understands what it is, and as a result, ignorance breeds fear.

Our supplementary research into the views of consumers certainly supports this: half (53%) of global consumers believe there is not enough education about the role of AI in society.

If the technology industry is to build public trust, we need to address this knowledge gap fast. We need to reassure both businesses and consumers that AI is not about remote science-fiction style gadgets in 2050, it’s about tools, now, today, that can drive productivity, boost profitability and — done correctly — help everyone live better lives.

**The AI apocalypse  
is not something  
that needs to keep  
you up at night.**

# RESEARCH EXECUTIVE SUMMARY



*Our research, carried out by FleishmanHillard TRUE Global Intelligence and Finer Weston Data Analysis, surveyed 2,000 consumers in the USA and UK. The survey was distributed online, and responses were collected in May 2018.*

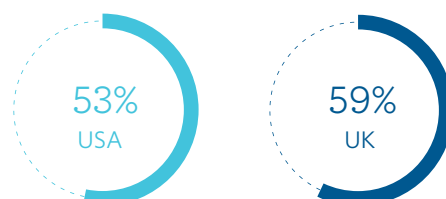
*The survey was designed as a review of the public's attitudes to AI. Specifically, the survey asked respondents to give their reactions to common fears and opportunities surrounding AI technology, rank which industries they expect to be disrupted by automation, and to rate how frequently they anticipate interacting with AI technologies now and in the future.*

## GENERAL POSITIVITY AROUND AI'S POTENTIAL

The public has a broadly positive outlook around the potential for AI to change our lives for the better. Forty-five percent of respondents either agree, or strongly agree, that the positive aspects of AI outweigh the negatives, and 49% agree that AI is an exciting and exhilarating topic, and that automation will change our lives and jobs for the better.

Respondents in the USA have more positive sentiments on the impact of AI and automation than those in the UK. A clear majority support more regulation for AI and its applications in day-to-day life in both countries, with a stronger majority among the UK public (59%) than in the USA (53%).

The 25-34 age group responded most positively about the potential benefits of AI (65%), while the 55-64 age group is most pessimistic, with only 36% viewing AI as an exciting technology.

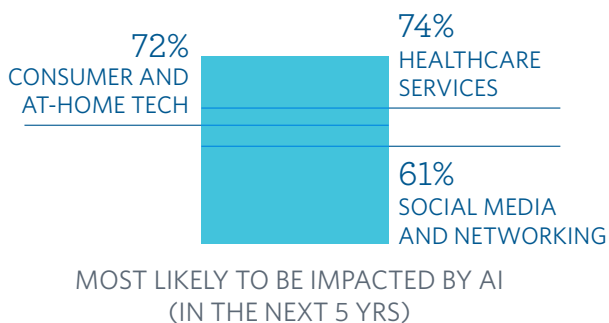




## AI HAS YET TO DELIVER ON EXPECTATIONS

The public is less certain about whether AI is currently impacting our working lives. While 49% of those surveyed agree that AI and automation will change the way we work, only 31% feel that they had already seen the benefits, while 40% had not seen a difference.

When asked to select which sectors will be most disrupted by AI over the next five years, respondents picked communications (81%), healthcare services (74%), consumer and at-home technology (72%) and social media and networking (61%). Financial services and professional services came fifth and sixth respectively, while food and agriculture was ranked as the least likely to be impacted by AI.



## STRONG APPETITE FOR EDUCATION AND REGULATION

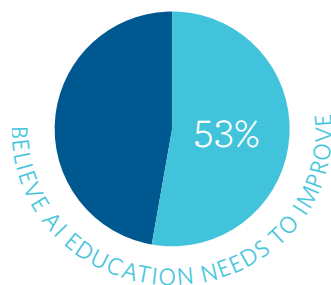
Fifty-three percent of respondents believe education about the role of AI in society needs to improve. Millennials were the only age group that believe that there is enough education around the impact of AI.

Regardless of age group, all agreed that the responsibility for educating the public about AI should be shared between key stakeholders in business, government and academia, with 61% of all those surveyed sharing this view.

## AI IS EVERYWHERE – IF YOU’RE UNDER 45

A majority of respondents in the USA and the UK reported encountering or using AI technologies on at least a monthly basis (59% & 51% respectively). However, age is a strong indicator of the likelihood of someone thinking they come into contact with AI technology:

*Of respondents aged 18-44, over half reported using AI on a weekly basis, and made up over 80% of those who used AI on a daily basis. Fewer than one third of those aged over 45 reported using AI on a weekly basis.*



**59%** OF U.S. CONSUMERS USE AI TECHNOLOGIES ON AT LEAST A MONTHLY BASIS



# ***THE FADS***

*Almost half (49%) of global consumers think AI is a positive and exhilarating topic, but understanding of what it can deliver is not always totally accurate. Here to be the voice of reason, our expert respondents have identified four topics they believe – for better or for worse – have been stretched beyond realistic expectations.*

## 1. ROBOTS REPLACING HUMANS

Dystopian scenarios of robots replacing humans have become a very real debate in the world of AI. But, thankfully, according to many of our expert respondents, it's a debate that needs to be more grounded in real-life science and tempered by the benefits AI will deliver.

**RITA MARINI**

*Senior Director,  
Head of GTM Marketing,  
APJ & Greater China, SAP  
Customer Experience*



The most overhyped AI trend of the last few years is that AI will replace human intelligence. Although AI is set to explore some new avenues and significantly impact how it performs human functions, AI can perform only when it is triggered with logic fed to it by human intelligence. In the context of delivering a great customer experience (CX), AI is certainly a great complimentary technology, but it will not be able to fulfil the human connection need, which is the essence of CX itself.

**VICTORIA ESPINEL**

*President and CEO,  
BSA | The Software Alliance*



One overhyped trend is worrying about the possibility of malevolent robot overlords, which makes for good science fiction, but is a poor basis for public policy discussions. We need to make sure that governments are making decisions that are grounded in the reality of the science that underlies AI as opposed to speculative concerns.

**DR. WU SHUANG**

*Research Scientist,  
YITU Technology*



Human-like dialogue algorithms are definitely overhyped, in addition to “terminator” robots.

**“THIS ISN’T A CONVERSATION FOR 2025.  
THE TIME IS NOW TO HAVE THIS  
PUBLIC DISCOURSE.”**

## **2. AI STEALING OUR JOBS**

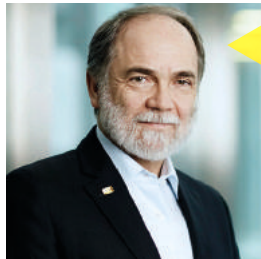
Another well documented fear of AI is that the technology will make increasing numbers of today’s jobs redundant. However, our experts believe that while AI will change the labour landscape, it will deliver significant benefits and create roles too. Our research shows that a third of consumers already believe that AI has improved the way they work. All agree that this is an issue that requires public debate.

**JEROEN TAS**  
*Chief Innovation  
and Strategy  
Officer, Philips*



For me it’s been the perceived notion that AI is going to decimate certain jobs. While we live in a world where we’re increasingly dependent on technology, I don’t see any dystopian mass exodus of any jobs in the near future. AI can help address the huge increase in the demand for care and augment the capabilities of clinicians to help their patients. New roles will be created that generations to come will grow up around, creating a new normal.

**DR. JOSEPH REGER**  
*CTO EMEA,  
Fujitsu*



While AI will certainly change the labour landscape, it will not necessarily be all in one direction. Just like many other major advances in technology, AI will create new roles in society as well as change existing ones.

**FILIPPO RIZZANTE**  
*Chief Technology  
Officer, Reply*



A new level of human-machine interaction is imminent that goes far beyond the smartphone revolution. The fear: robots and AI will soon destroy many jobs. But so far the gloomy forecasts hardly correspond to reality. According to market research company Gartner, AI is predicted to create more jobs than it will eliminate by 2020.

**CHARLIE OLIVER**  
*CEO, Tech2025  
and Mission AI*



Anytime we say to the public, “AI will create millions of jobs,” we should be challenged to give specific examples of what those jobs are, how people should train for them today, and who will pay for this training. If these questions can’t be answered, then assuring the public that millions of jobs will be created not only rings hollow to them, it contributes to their fear of AI. Additionally, we should challenge the public to define the world beyond traditional work instead of asking them to focus on the very thing that too often defines their identity and purpose. This conversation gives us the permission to ask what kind of post-AI society we want? This isn’t a conversation for 2025. The time is now to have this public discourse.

### 3. AI DOING EVERYTHING

AI has become such a broad term, it's almost hard to remember what we really mean by it — in fact, over a quarter of global consumers (26%) openly admit that they have either a poor, or no, understanding of what AI is and does.

**MAZIN GILBERT**  
*VP, Advanced  
Technology, AT&T*



A common misconception is that all business challenges can be solved with AI. While it can solve a variety of problems, it is not the solution for every issue. There's still a knowledge gap when it comes to AI and what sets of problems it can address.

**LANRE IBITOYE**  
*Head of Platforms and  
Capabilities, Europe &  
International Markets  
Teva Pharma*



AI that can do everything: artificial general intelligence has been discussed at length in every AI conference I attend. We are so far away from reaching that state and the concept is so 'Black Mirror' that we are ending up in conversations that either lead to us believing that current AI doesn't offer value because it isn't intelligent enough or that AI will be so intelligent that it will take over. Bringing discussion back to solving real problems ... whilst clearly stating the limitations, would allow for more productive conversation.

**JAVIER SESMA**  
*General Manager,  
thyssenkrupp Elevator*



Over the years, AI has been used as a catch-all term for any intelligent use of data, with companies over using the word for many different things. We like to focus on each AI trend as it emerges to see if it can help solve business challenges, building from there our AI roadmap and strategy. We believe AI could unleash the potential for cross-industry intelligent services, facilitate inclusiveness in society challenges like urbanization and the ageing population, open new perspectives on customer centric experiences and be a game changer for seamless mobility.

**JEAN-FRANÇOIS GAGNÉ**  
*CEO, Element AI*



There has been disproportionate attention given to "general artificial intelligence" in the broader media landscape, relative to the chance of it becoming an imminent reality. It's not that these aren't possibilities down the road, but all the attention disrupts the educational challenge we face with regards to "narrow AI" and its current possibilities and risks.



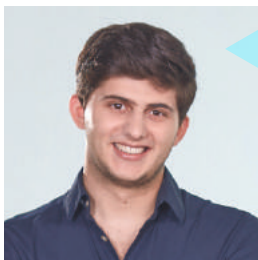
**26%**  
OF CONSUMERS  
HAVE LITTLE TO NO  
UNDERSTANDING OF AI

**YONI MALCHI**  
*Senior Engagement  
Manager, WWT*



Any packaged up product that claims to be a one-size-fits-all AI solution should be met with skepticism. The process of building a mature AI capability takes time and effort, trial and error, and a shrewd focus on creating business value. No black box solution will ever be able to short-cut these processes.

**GERARDO SALANDRA**  
*Co-Chairman,  
The Artificial Intelligence  
Society of Hong Kong*



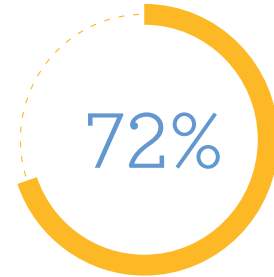
I think AI as a topic has been overhyped for the past years, not only one part of it. Spokesmen and diplomats have been throwing AI around conferences and speeches, without truly knowing what it is, or what it is capable of. We have seen completely unrealistic expectation rise out of nowhere, and many AI projects being canceled because "AI is not ready".

**"There has been disproportionate attention given to 'general artificial intelligence' in the broader media landscape, relative to the chance of it becoming an imminent reality."**

— Jean-François Gagné, Element AI

#### 4. AI GADGETS INSTANTLY TRANSFORMING CONSUMER LIVES BEYOND RECOGNITION

As with any tech advancement, AI is easier to understand when related to consumer products or services — indeed, 72% of global consumers believe that AI will have the biggest impact on consumer and at-home technology over the next five years. This is not entirely true — while we have seen some exciting advancements in this area, the really exciting stuff is busy happening in other, less visible sectors.



OF CONSUMERS BELIEVE AI WILL HAVE GREATEST IMPACT ON CONSUMER AND AT-HOME TECH

**REBECCA HARRIS**  
Senior Manager, Global  
Social Media Strategy,  
General Motors



The most overhyped trend recently was wearable Goggles. This technology was a fad and merely a source for entertainment as people can't see how AI Goggles can truly help them in everyday life. Customers need to know that there is an unmatched tangible value in AI for them, one that aims to solve or improve daily struggles. Brands should not pursue AI just to check a box, it needs to benefit the customer ALWAYS. It might be a great invention, but the customer must be comfortable, ready and willing.

**AKHILESH TRIPATHI**  
Chief Commercial Officer  
TCS, Global Head of  
Marketing and Product  
Marketing for Digitate  
TCS



The most overhyped AI trend is probably chatbot. The value is undeniable, however the current implementation is nothing less than desirable. Many vendors who are building chatbots are missing many key elements including context, sentiment, and more. The more valuable aspect of chatbot is when it can respond to commands and automate certain tasks. We have seen such advancement from the larger players but a vast majority is not even close.

**ANDI MANN**  
Chief Technology  
Advocate, Splunk



The 'Smart' Personal Digital Assistants (PDAs) were fantasized as sentient domestic helpers expected to talk and understand as well as learn to predict our needs. However, instead of Rosie the Robot or Commander Data, what we've seen is just a voice-activated Roomba that keeps running over your cat.



## ***THE FEARS***

***AI is only just starting to build momentum, yet over half of global consumers (56%) already say that it needs more regulation and restrictions. This concern that the technology is spiralling out of control presents the biggest communications challenge AI will face between now and 2025.***



## **1. SECURITY AND DATA PRIVACY**

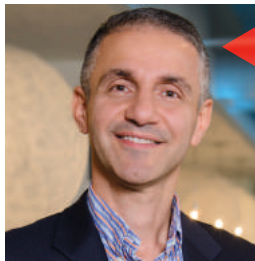
As AI develops, so does the public demand for security and data privacy, but according to our experts, this should be tempered. AI promises a safer environment with benefits that can outweigh concerns.

**RALPH HAUPTER**  
*President, Microsoft  
Asia and Corporate  
Vice-President, Microsoft*



It's true that AI is still in its infancy, but it won't be long before it is designed and built into practically all devices and places: cars, kitchen appliances, homes, neighborhoods, workplaces and more. And, we will all interact with it. That is something that might scare some people. After all, science fiction has a long tradition of describing future dystopias in which smart, but amoral, machines relentlessly rule over humans. But... done right, AI holds the promise of making the world better and safer, and the lives of its people more productive, prosperous and fulfilling, including those in rapidly growing Asia.

**MAZIN GILBERT**  
*VP, Advanced  
Technology, AT&T*

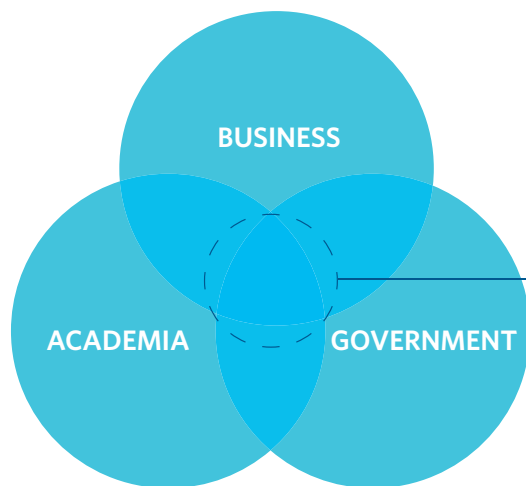


The main challenges can be grouped into three major classes: data, accessibility and communications. The first set of challenges comes down to access, management, security, sharing and privacy of the data — what's considered the fuel for AI. The second challenge the industry faces is lowering the barrier to entry. AI's accessibility and ease of use should become as available and simple as building a website. Finally, communications challenges can also stem from investment into skill set, the acceptance of automation and life cycle management of AI services that are data intensive.

**SAM EATHINGTON**  
*Chief Science Officer at  
The Climate Corporation*



Privacy and security will be significant factors for everyone involved in these technologies in the months and years ahead. Those who are involved in use of data need to provide clear policies on what data is collected, how that data is used and how that data is protected from unauthorized uses. We're seeing these issues play out in the news today, and they will continue to be very important for us as we look to apply data insights to improve and transform farming.



**61%**  
OF CONSUMERS  
BELIEVE AI EDUCATION IS  
A SHARED RESPONSIBILITY

## 2. LACK OF INFORMATION

Most consumers (61%) believe that business, government and academia are responsible for educating them about AI, yet according to our experts, before this can happen, many companies themselves still need educating.

**JEROEN TAS**  
*Chief Innovation  
and Strategy  
Officer, Philips*



Healthcare rightfully is a highly regulated industry, exactly because it is dealing with life and death. So in communicating, we should not reinforce the hype, but stress how AI can be deployed wisely to help address some of the key issues in our healthcare system. It is all about improving outcomes, while reducing cost. Augmenting what professionals can do — not replacing them. It is also important to be clear on what AI can and should do. We are convinced that AI won't act like a kind of magic mirror with all the answers; clinicians will have to be involved in co-design of AI algorithms, and also be the ones taking the final decisions in order to drive the best patient outcomes. Dialogue will need to take place between regulators, academics, payors, industry and patient organizations, looking at clinical evidence and risks. We believe that a combination of data-driven and knowledge-layered learning will help drive acceptance. Machine learning needs to be interpretable and traceable so that medical professionals can understand it's working, validate and accept outcomes, and explain these to their patients.



**JEAN-FRANÇOIS GAGNÉ**  
CEO, Element AI



Education is key. We need to ramp up civil society's understanding of the technology and its broad implications. This understanding should empower us to make rational decisions about what we want from AI, and in turn set a clear direction for government to make the right decisions.

**FILIPPO RIZZANTE**  
Chief Technology  
Officer, Reply

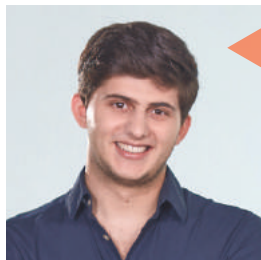


Many companies lack information about the use of Artificial Intelligence in their industry or have little information on how the technology can be used profitably. Not all existing systems are suitable for automation using AI or Machine Learning. Notwithstanding this, the majority of companies are already recognizing the importance of AI and Machine Learning. What is missing is courage to drive forward the use of these future technologies. This applies in particular to small and medium-sized enterprises. Besides, companies find it difficult to demonstrate the economic benefits of their AI projects, if they already use AI-based processes.

### 3. BREAKING THROUGH THE HYPE

As with any emerging technology, AI is often misunderstood and, naturally, with misunderstanding comes misuse and mistrust. Experts agree that for AI to be truly embraced, we need to start sorting the facts from the fiction.

**GERARDO SALANDRA**  
Co-Chairman,  
The Artificial Intelligence  
Society of Hong Kong



Working in the field of chatbots, I have seen firsthand how CEOs think they can replace their entire customer support by the touch of a button, and I have also seen their disappointment when they learn the time and effort that a project like this represents.



**LANRE IBITOYE**  
*Head of Platforms and Capabilities, Europe & International Markets, Teva Pharma*

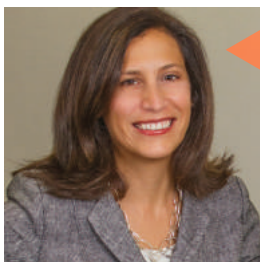


Showing the promise, while not overpromising: we need to ensure we don't overstate what can be done in the short term. Too many people are losing their bets on AI due to false promise and this will slow down investment if it continues.

Selling shared data to the public: issues like Cambridge Analytica are not going to help but countries like China are ahead of anywhere in Europe partly due to less stringent privacy laws. We need to show and communicate the value of public data being responsibly shared with AI companies.

Devillainizing automation: many have stated 'what can be automated, will be automated' but not enough conversation has been had over the job creation that arises from automation.

**VICTORIA ESPINEL**  
*President and CEO, BSA | The Software Alliance*



Demystifying AI. There is no agreed-upon definition of AI, and it is now colloquially used to refer to a broad set of underlying technologies, from robotics to data analytics. We face the challenge of not only explaining what AI is, but how it works — and how to use it to ensure the greatest societal benefit.

**“Many have stated ‘what can be automated, will be automated’ but not enough conversation has been had over the job creation that arises from automation.”**

— Lanre Ibitoye, Teva Pharma



#### 4. PANIC VS. POSSIBILITY

A fear of the unknown is a natural human response, but, with care and time, tech companies can assuage this. Rather than simply fighting the bad news, our experts point out we need to openly celebrate the opportunities.

**REBECCA HARRIS**  
*Senior Manager, Global  
Social Media Strategy,  
General Motors*



The communications challenges for AI in the coming years will be helping people understand the power of AI vs the fear factor of AI. Many people are still skeptical, and rightfully so. We need to get better at bringing users alongside the technology and clearly communicating the benefit and ease of use for them in their everyday life.

**GORAN KARLSSON**  
*Futurist & Business  
Developer, TCS*



There is scepticism of AI and how this contributes to “fake news,” pulling into question the wider issue of trust. In addition, recent issues with self-driving cars have provided setback for its reputation, so we need to be even better at showcasing the best examples of AI — ones that are having a positive impact on the world, and are actually changing lives on a daily basis.

**AKHILESH TRIPATHI**  
*Chief Commercial Officer  
TCS, Global Head of  
Marketing and Product  
Marketing for Digitate  
TCS*



The fear since the beginning of the industrial age, that machines will take over humans and jobs, is the biggest communications challenge. This is further aggravated by; a lack of understanding of AI compounded by confusing communication by various players during the current hype cycle. AI is not magic and one should not make it sound like it is; peoples’ resistance due to their personal comfort zones and fear about job loss; lack of understanding of the opportunities and jobs that AI will create; and the fastest pace of technological change in history.

There is a need for constant communication and increasing awareness to improve the understanding and applications of AI. One just needs to look at history to conclude that every technological change created an explosion of new jobs and services and, overall, generated more wealth for all.



**DR. JOSEPH REGER**  
CTO EMEA,  
Fujitsu



With respect to communication and messaging around AI, building the right kind of trust in the AI services of the future will be key. In some sectors, AI will need to be able to justify the decisions/conclusions it arrived at, in the same way a banker can tell you why you were given or turned down for a loan today. This will become even more critical when large parts of the AI infrastructure are created by AI themselves. In the long run, AI will build their own trust through our familiarity with them, but this will take time as it has more to do with human factors than technology. Until then, we need to walk the fine line between excitement (based on the possibilities of AI) and caution (based around the fears of AI).

**ANDI MANN**  
Chief Technology  
Advocate, Splunk



The biggest hurdle — but also, arguably, the biggest priority — for AI will be to establish trust with humans. In addition to building this trust with users regarding security and privacy, companies must also address larger economic conversations regarding automation's impact on the employment landscape.

**CHARLIE OLIVER**  
CEO, Tech2025  
and Mission AI



Fear is a powerful prognosticator. How we handle the public's fear of AI tells us as much about what AI will be in the future as research does. While the public's fear about AI is grounded in real concerns like job security and privacy, it is often expressed in exaggerated narratives. Rather than dismiss it as premature we should give it respect, due process, and let it guide us in developing and implementing AI wisely.

Ironically, the biggest challenge for companies regarding AI is not explaining the technology's potential to the public, but instead explaining to the public their potential through the rise of AI — unlocking human creativity and soft skills in ways we previously thought unimaginable. Successful companies will seize this opportunity to co-create with the public and fearlessly ride out the risks associated with AI development.

**“Building the right kind of trust in the AI services of the future will be key.”**

— Dr. Joseph Reger, Fujitsu



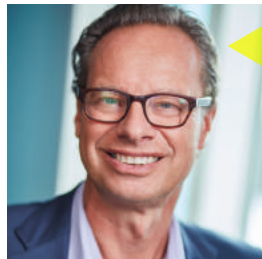
***THE FUTURE***

*Despite the challenges and misconceptions we have just described, AI is in a strong position, with almost half of the global population (49%) expecting it will change the way we work and live for the better. Our experts agree, and have identified the biggest opportunities and trends they believe will emerge for AI between now and 2025.*

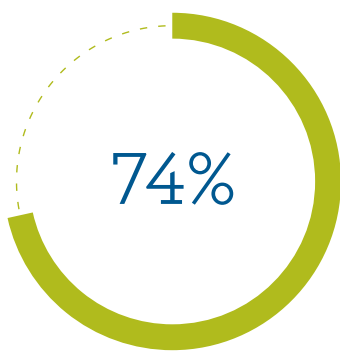
### 1. THERE ARE REAL OPPORTUNITIES IN THE HEALTHCARE SECTOR

From rapid and precise diagnoses to critical insights that help medical professionals' working lives, one of the most striking opportunities for AI lies within the healthcare sector. Seventy-four percent of our respondents also think that healthcare is the sector that will be most impacted by AI.

**JEROEN TAS**  
Chief Innovation and  
Strategy Officer, Philips



AI mixed with emerging technologies such as IoT, analytics and cloud computing will enable a new era of health management over the coming years. Data can add insights into how socio-economic, behavioral, genetic predisposition and clinical factors combine to impact health. With all the information that these technologies generate, augmented with scientifically underpinned knowledge of disease processes taking place at the anatomical, physiological and biomolecular level, full patient profiles can be generated. These deep profiles can help to develop preventative, personalized health programs, precise diagnosis, targeted therapies and disease management programs. Profiles can be aggregated over populations identifying relevant drivers of health and disease.



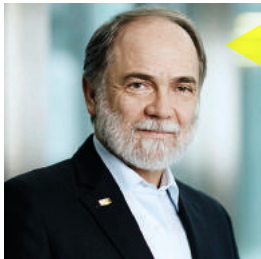
THINK THAT HEALTHCARE WILL  
BE MOST IMPACTED BY AI

In environments where a decision can literally be a matter of life and death, AI can offer critical insights that can aid clinicians in their daily work and pave the way to precise diagnosis and lifesaving treatment. Some people say that “data is the new gold,” but I feel it is the actionable insights that represent the value, deployed in the right way — with wisdom — into daily life and clinical practice. Accumulating this knowledge ... and making it available in daily clinical practice will ultimately allow us to provide wider access to high quality care.

## 2. THE DEVELOPMENT OF OUR FUTURE WORLD

Smart cities have already gained much attention, and the farming industry is undergoing a similar, if quieter, AI revolution. No wonder our respondents believe AI will have a critical role to play in the development of our future world.

**DR. JOSEPH REGER**  
*CTO EMEA, Fujitsu*



We can expect to see AI producing significant changes in the way services, such as healthcare, are delivered. For example, the very rapid and precise diagnosis support from AI will enable tremendous benefits in personalised medicine. Likewise, in retail and finance highly personalised, AI supported services will become the norm and call centers will not only be provided by intelligent bots, but created by AI bots. The industry segment with the possibly largest but mostly invisible effect will be manufacturing, though.

**VICTORIA ESPINEL**  
*President and CEO,  
BSA | The Software  
Alliance*



Every sector will benefit from the smart use of AI. As industries continue to adopt AI, we'll see more accurate cancer diagnoses, better crop yields and stronger cybersecurity. This in turn will generate significant economic growth. But we also need to ensure we maximize the potential of AI to reduce discrimination and broaden societal inclusion.

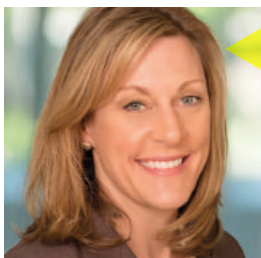
**REBECCA HARRIS**  
*Senior Manager,  
Global Social Media  
Strategy, General Motors*



The old and established boundaries across all industries and technologies will be gone. With the implementation of AI, technologies and verticals will be seamlessly integrated, specifically in customer care and autonomous vehicle learning.



**KATE SCOLNICK**  
*Senior Vice  
President, Investor  
Relations, Corporate  
Communications and  
Treasurer, Seagate*



The use of AI technology in one of our key sectors, surveillance, is steadily increasing. By 2025, as smart cities, smart transportation and other surveillance programmes become more prevalent, we expect the number of AI-integrated surveillance nodes to continue to climb. This widespread use of high-definition monitoring means the amount of data required in security surveillance is also dramatically increasing. The efficient collection, analysis and application of this large quantity of data is becoming ever more critical, and AI is growing as an instrumental part of this, tagging valuable data for easier use. Solutions like this truly herald the dawn of an intelligent security era.

**SAM EATHINGTON**  
*Chief Science Officer at  
The Climate Corporation*



In agriculture, as with many industries, AI and machine learning technologies provide opportunities to dramatically expedite the scale and/or pace of progress — whether that's disease recognition through imagery or selecting the best seed to plant in a farmer's field using an automated algorithm. Looking ahead, there will be key moments and step changes when processes, tasks and outcomes are dramatically transformed. But after those milestones pass, AI will become ubiquitous, even ordinary. Just like the electricity that powers our cities and the Internet that offers billions connectivity around the globe, AI will become assumed, and likely only appreciated when there's an outage.

**“With the implementation of AI, technologies and verticals will be seamlessly integrated.”**

**— Rebecca Harris, General Motors**

### 3. AI WILL BECOME PART OF THE CONSUMER'S EVERYDAY LIFE

In a few years, interacting with AI will be as commonplace for the consumer as tapping on a phone, with 72% of respondents saying that consumer and at-home tech will be most impacted over the next five years. This is a figure that will only continue to grow as the technology advances.

**MAZIN GILBERT**  
*VP, Advanced  
Technology, AT&T*



The biggest opportunities for AI are driven by four factors: disruption of the cost model, new revenue sources, improved security and overall improved experiences for society. These factors will provide opportunities to increase operational efficiency, speed delivery of services and provide new ways for AI to play a critical role in our everyday lives.

**RITA MARINI**  
*Senior Director,  
Head of GTM  
Marketing, APJ &  
Greater China, SAP  
Customer Experience*



Consumers will become increasingly comfortable with talking and conversing with technology (voice-based interfaces); over 20 million Amazon smart speakers were sold last year and similarly for other smart devices like Google Home or Apple Airpod.

**MICHELLE CHAN**  
*Director, Tech Marketing  
& Strategic Partnership,  
FinTech Association AI  
Committee Co-chair*



It will take time for consumer-oriented (mass) AI technology to be mature enough for commercial deployment (e.g., Autonomous Driving Vehicles, Human-like Robots). The good news is that deployment of AI in commercial and industrial sectors will be in full force within a year or two.

**MUSTAFA AYHAN**  
*Region IT Director  
& IoT / Industry 4.0  
Coordinator,  
Bosch Turkey*



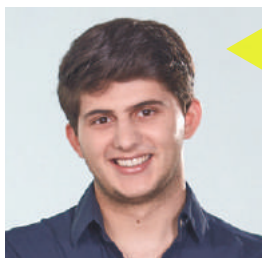
Rapid growth in sensor and physical system connectivity is impacting everything in our lives. From identifying crop disease risk and solutions for community parking, to smart appliances within the connected home, it is clear that IoT and big data together are enabling a whole new world of possibilities. In the future we expect to see more and more smart assistants and their collaboration with AI in our everyday lives. This will give us more time and freedom. And even, contrary to popular concern around reducing human involvement and connection, we see exciting new opportunities for bringing people together to share joint experiences in the home.



# 72%

OF RESPONDANTS BELIEVE THAT  
CONSUMER AND AT-HOME TECH  
WILL BE MOST IMPACTED BY AI  
IN THE NEXT FIVE YEARS

**GERARDO SALANDRA**  
Co-Founder,  
*The Artificial Intelligence  
Society of Hong Kong*



There are several opportunities for companies to leverage AI in the coming years. In some very competitive markets, like financial services or advertising, AI will be the key differentiator for companies that wish to stand out. Speech recognition and voice interfaces will be on the rise, and we will see companies like Amazon or Apple challenge Google's search engine supremacy ... Brands will also be able to leverage mass personalization on social media by combining chatbots with retargeting campaigns. Between now and 2025, we will see how AI stops being a buzzword and becomes the norm for many products and services. By 2025, AI will not be a "nice to have" feature anymore, but instead, it will be expected by consumers, just like a touchscreen in a smartphone.

**ANDI MANN**  
Chief Technology  
Advocate, *Splunk*



AI has enormous potential to improve how we run business, from better insight into the impact of technology on business value (engagement, satisfaction, revenue, productivity, etc.) to deeply understanding the customer journey to enable fast feedback loops to drive better experiences.

**"We expect AI to become mainstream and permeate into every walk of life well before 2025, akin to computers in the 90's and Internet in the year 2000."**

— Akhilesh Tripathi, TCS

#### 4. A CORE BUSINESS FUNCTION WITHIN ORGANISATIONS

Between now and 2025, our experts believe that investment in AI technologies will significantly increase as business models and strategies change both to accommodate, and embrace, the technology.

**AKHILESH TRIPATHI**  
Chief Commercial Officer  
TCS, Global Head of  
Marketing and Product  
Marketing for Digitate TCS



We expect AI to become mainstream and permeate into every walk of life well before 2025, akin to computers in the 90's and internet in the year 2000. We are beginning to see this already in our smartphones, connected home devices, connected cars, etc. It is hard to imagine existence of an enterprise business or a service without AI by 2025.

**GORAN KARLSSON**  
Futurist & Business  
Developer, TCS



Until recently, AI has been touted as something that will steal jobs or be a potential threat to society. Fortunately, most of us now acknowledge that AI is already bringing a lot of positives to the world, and is something that will help us move towards a more meaningful future. We will see AI become an integrated part of business in the era of ongoing digital transformation.

**LAP MAN**  
Co-Founder and  
Managing Partner of  
Beyond Ventures



There is much excitement about Artificial Intelligence as it seems to have a broad range of applications with limitless possibilities. But AI technology needs superb computing power to process tremendous amounts of data in real-time. The computing power AI needs has actually held AI back, as has the lack of ability to connect computing, networking and storage together.

The drive to put computing power at the edge is placing a burden on smaller processors, which is driving evolution in chip design. AI companies will need to optimize their algorithm to enhance chip design — with edge computing's ability to enable data processing on-device, rather than transmitting the data back to the cloud. It will be critical for the future development of real-time AI applications. In the past, mobile technology has sparked the exponential growth and development of the Internet. It's the same situation with AI: other trigger factors and thresholds are needed to drive AI's pace of progress in the future.





**CHRIS INFANTI**  
*Senior Engagement  
Manager, WWT*



Over the next several years, the biggest opportunities will be around productionalizing the most valuable AI use cases and making them part of a company's "business-as-usual" decision-making processes. Companies will move AI out of the lab and build trustworthy, productionalized algorithms. Proper platforms and processes will be put in place for efficient training, QA, deployment and refresh of the models. The AI platforms will be able to facilitate seamless data discovery and algorithm training on both traditional CPUs and more intense GPU and/or ASIC chips.

**AKI RANIN**  
*Chief Operating  
Officer, Bambu*



One big opportunity is simply to start using machine learning in your software. Currently, it is seen as a specialized tool, but it should become commonplace among software developers to teach logic to their software rather than code static rules. Once it becomes commonplace, its impacts will increase dramatically even without further major advances.

Concurrently, a very limited amount of researchers, such as Deepmind and OpenAI, will continue to make breakthrough advances toward genuine general intelligence. This is a trend to follow as it can have a fundamental impact on society.

**MICHELLE CHAN**  
*Director, Tech Marketing  
& Strategic Partnership,  
FinTech Association AI  
Committee Co-chair*



AI is much closer to every one of us than expected. AI will create more new opportunities and career models and aid and support knowledgeable workers by providing basic analysis and leaving people more room for creative thinking and decision making.

# CONTRIBUTORS & CLOSING REMARKS

**AKHILESH TRIPATHI**  
Chief Commercial Officer  
TCS, Global Head of  
Marketing and Product  
Marketing for Digitate  
TCS



Ninety percent of what we use our brains for are not complex intelligent activities. AI has the potential to become our virtual assistant for 90% of what we do, challenging us to utilize our brain for things which have been beyond our reach.

**AKI RANIN**  
Chief Operating  
Officer, Bambu



The opportunity to solve BIG problems by extending our own intelligence and capacity using AI tools.

**ANDI MANN**  
Chief Technology  
Advocate, Splunk



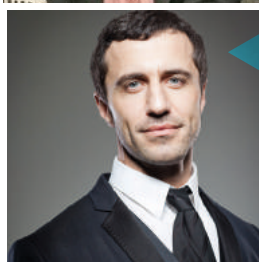
There is a rapidly emerging ability to apply AI to technology data in order to elicit meaningful business intelligence, but we must avoid embedding negative bias into AI systems.

**CHARLIE OLIVER**  
CEO, Tech2025  
and Mission AI



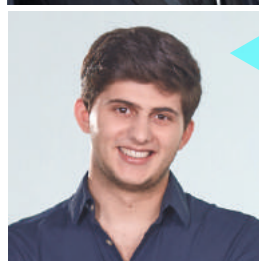
How we handle the public's fear of AI tells us as much about what AI will be in the future as research does. This isn't a conversation for 2025. The time is now to have this public discourse.

**FILIPPO RIZZANTE**  
Chief Technology  
Officer, Reply



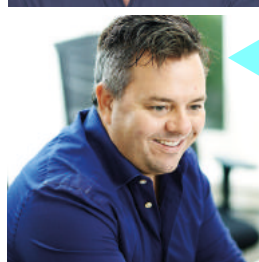
AI is on the advance. The long-term goal should be to make the technology available to everyone, to bring it to schools, universities and thus to society as a whole.

**GERARDO SALANDRA**  
Co-Chairman, The Artificial  
Intelligence Society of Hong Kong



We currently live in the era of information, but it's cluttered and inefficient. AI is the door that will allow us to access its real value.

**GORAN KARLSSON**  
Futurist & Business  
Developer, TCS



There is no doubt that it will have a huge impact on society, helping us address some of the biggest challenges.

**JAVIER SESMA**  
General Manager,  
thyssenkrupp Elevator



We see AI as having significant potential in urban mobility and the ageing population to make cities the best ever places to work and live.

**JEAN-FRANÇOIS GAGNÉ**  
CEO, Element AI



I'm excited about how AI will help organizations become truly scalable and agile.

**JEROEN TAS**  
Chief Innovation  
and Strategy  
Officer, Philips



We're really just on the cusp of unlocking the massive potential of AI. Aspects of it are still unknown but we have reached the point of no return.

**DR. JOSEPH REGER**  
CTO EMEA,  
Fujitsu



The thing that most excites me about the near future of AI is the way in which it is creating something like a human/machine society.

**KATE SCOLNICK**  
Senior Vice  
President, Investor  
Relations, Corporate  
Communications and  
Treasurer, Seagate



Solutions like this truly herald the dawn of an intelligent security era.

**LANRE IBITOYE**  
Head of Platforms and  
Capabilities, Europe &  
International Markets,  
Teva Pharma



The digitization of health that we are currently seeing is providing an opportunity for AI to solve some of healthcare's biggest problems.

**LAP MAN**  
Co-Founder and  
Managing Partner of  
Beyond Ventures



There is much excitement about Artificial Intelligence as it seems to have a broad range of applications with limitless possibilities.

# CONTRIBUTORS & CLOSING REMARKS CONT.

**MAZIN GILBERT**  
*VP, Advanced  
Technology, AT&T*



These advancements provide the possibility of a new world. It's an exciting time, but the best is yet to come.

**MICHELLE CHAN**  
*Tech Marketing &  
Strategic Partnership,  
FinTech Association AI  
Committee Co-chair*



AI is much closer to every one of us than expected.

**MUSTAFA AYHAN**  
*Region IT Director &  
IoT / Industry 4.0  
Coordinator, Bosch  
Turkey*



AI creates real value in products and services that are exciting and evoke enthusiasm.

**RALPH HAUPTER**  
*President, Microsoft  
Asia and Corporate  
Vice-President, Microsoft*



AI holds the promise of making the world better and safer, and the lives of its people more productive, prosperous and fulfilling.

**REBECCA HARRIS**  
*Senior Manager, Global  
Social Media Strategy,  
General Motors*



AI's reach is limitless in the ways it will continue to streamline the multiple touch points in a person's life.



**RITA MARINI**  
*Senior Director,  
Head of GTM Marketing,  
APJ & Greater China,  
SAP Customer Experience*



AI serves as wonderful technology to enable businesses to deliver better experiences to their customers, allowing front-office workers to focus on key areas that only humans can do.

**SAM EATHINGTON**  
*Chief Science Officer at  
The Climate Corporation*



It's a thrilling time in the world of innovation and product development as AI applications quietly transform how we work and extend the limits of human influence and ingenuity. As consumers learn more about how AI touches their lives, I think they'll be both amazed and underwhelmed. Amazed by the transformational potential of AI-driven outcomes, and simultaneously underwhelmed by the often mundane inner workings of AI itself.

**VICTORIA ESPINEL**  
*President and  
CEO, BSA | The  
Software Alliance*



AI will fundamentally change our lives and our economy.

**DR. WU SHUANG**  
*Research Scientist,  
YITU Technology*



AI is perceiving the physical world, distributing expertise and good decision making to where they are needed. It has a lot of potential.

**YONI MALCHI  
& CHRIS INFANTI**  
*Senior Engagement  
Managers, WWT*



Companies will be able let go of human bias, and rapidly build capabilities and value throughout the enterprise.



FLEISHMANHILLARD

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