

# Scaling Trusted AI for Business Value

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# AI has become part of our lives

The collage features several news articles and social media posts:

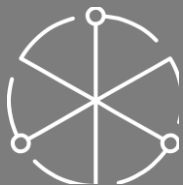
- Orange CEO urges to disrupt US, China battle** (Forbes)
- 27 Incredible AI and Machine Learning Practices** (Bernard Mar)
- 10 Ways to Revolutionize Manufacturing** (Louis Columb)
- Artificial Intelligence: The Industrial Revolution's New Law** (Marcel's brain)
- Improving semiconductor yields up to 30%, reducing scrap rates, and optimizing fab operations is achievable with machine learning.**
- Testing Software with Artificial Intelligence** (InfoQ)
- AI + Analytics: Intelligence vs. Business** (Ketan Karkhanavala)
- Emotion-powered software: Coca-Cola and their market (£12m) in future** (Spring Practice)
- Over 50 million k-12 students to school in the US this year using a school computer type will be tracked.**
- Google's AI is now much better at recognizing songs that are playing** (David Nield)
- IBM launches cloud tool to detect AI bias and explain automated decisions** (Natasha Lomas)
- Microsoft touts microphone array overlapped speaker recognition software** (Mary Jo Foley)
- Porque os algoritmos tomam por vezes...**

# AI is not magic



# Trust is today's competitive differentiator

Is it fair?



Fairness

Is it easy to understand?



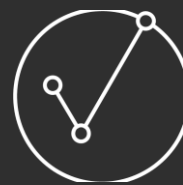
Explainability

Is it secure?



Adversarial Robustness

Is it accountable?

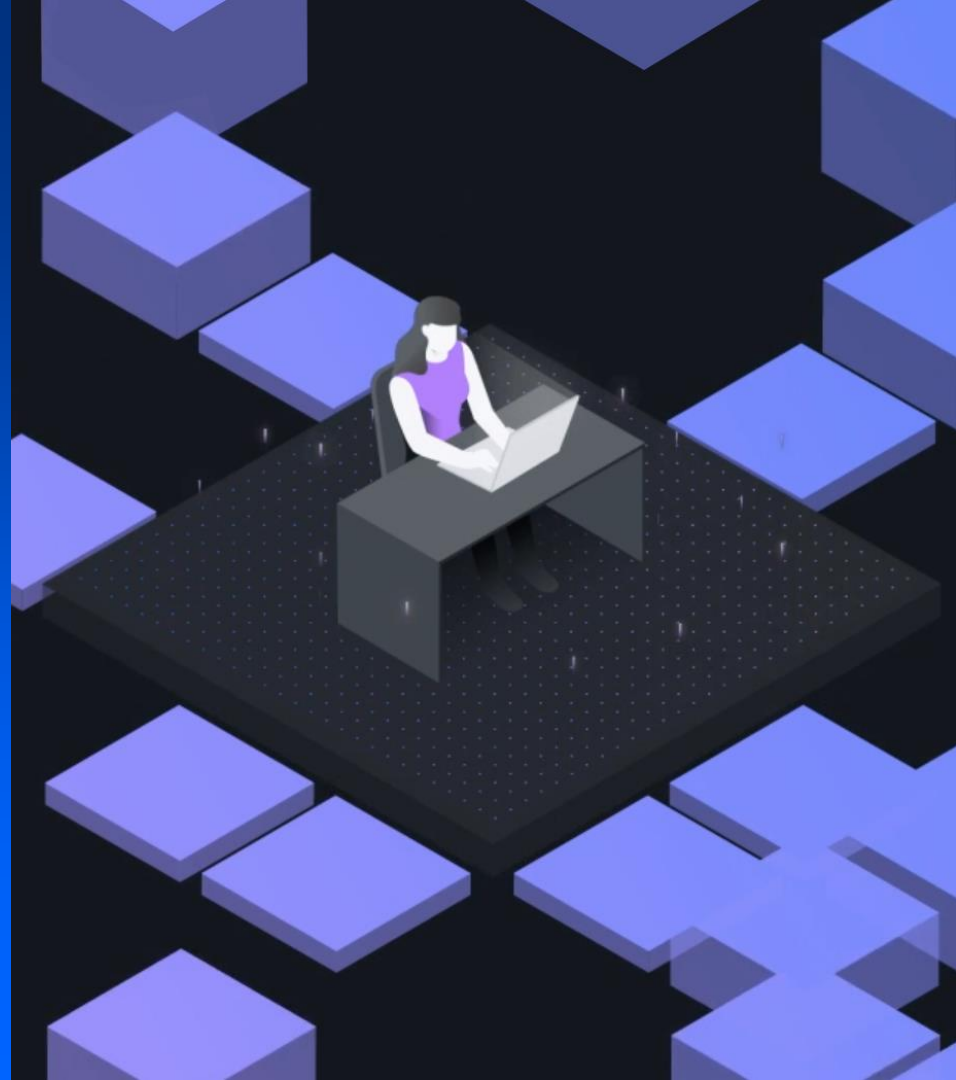


Transparency

# Align AI to your business landscape



# Enable new skills for AI



# Imperatives for Scaling AI for business value

Trust is today's  
competitive  
differentiator.

Align AI to your  
business  
landscape

Enable new  
skills for AI

I



A



<http://ibm.biz/trust-your-ai>

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