

Fast Forward Your AI Strategy

With the continuous growth of AI, now it is the time to get smart on your AI strategy



The better the question. The better the answer.
The better the world works.



EY

Building a better
working world

Intro

Welcome to the world of Artificial Intelligence (AI), where machines are capable of performing tasks that typically require human intelligence. AI is shaping the way we live and work, and the possibilities are limitless.

Benefits

What are some benefits of AI?

Increased efficiency and productivity: AI can automate routine and repetitive tasks, freeing up time for employees to focus on more creative and strategic work. This can lead to increased efficiency and productivity.

Improved decision-making: AI can analyze large amounts of data and provide insights that can help humans make better decisions. For example, AI can help doctors diagnose diseases, or help businesses make investment decisions.

Enhanced customer experiences: AI can personalize customer experiences by analyzing data about their preferences and behavior. This can lead to more satisfied and loyal customers.

Improved education: AI can personalize learning experiences for students, assess student performance, and help teachers develop more effective teaching strategies.

Increased scientific discovery: AI can analyze large amounts of scientific data and identify patterns that humans might miss. This can lead to new scientific discoveries and breakthroughs.

Enhanced cybersecurity: AI can help identify and respond to cybersecurity threats in real-time, improving overall cybersecurity posture.

Concerns

What are some concerns relating to AI?

Bias and discrimination: AI systems are only as unbiased as the data they are trained on. If the data contains biases, these biases can be amplified by the AI system, leading to discriminatory outcomes.

Privacy and security: AI systems can collect and process large amounts of personal data, raising concerns about privacy and security.

Unintended consequences: AI systems are complex and can be difficult to predict. There is a risk that unintended consequences could arise as a result of AI systems that are not properly designed or tested.

Ethics and governance: As AI becomes more advanced and pervasive, there is a need for ethical and governance frameworks to ensure that AI is developed and used in a responsible and accountable manner.

High-level roadmap to a robust AI compliance program

Step 2

Design AI compliance program

- ▶ Develop AI organization, incl. AI Advisory Board
- ▶ Create AI policies, design standards and procedures
- ▶ Develop AI compliance checklists + challenge
- ▶ Create independent model validation program
- ▶ Map compliance to AI system development lifecycle
- ▶ Training and awareness

Step 3

Operate AI compliance program

Step 1

Current state assessment

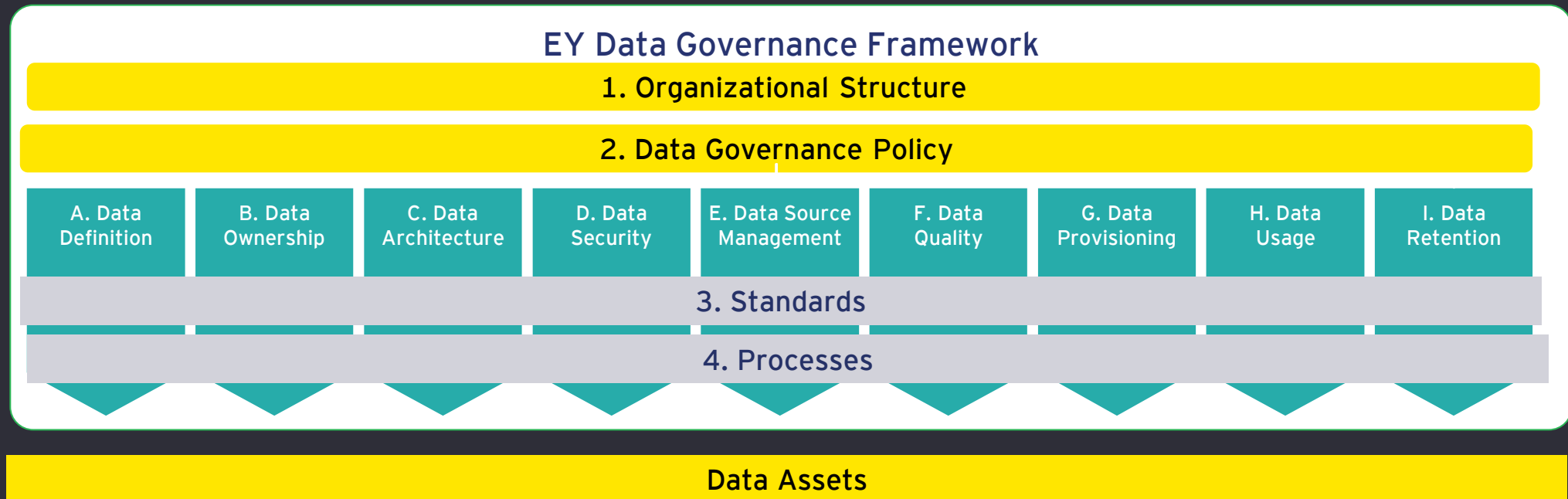


Data Management & Governance

- Good data management and governance are essential for AI because the performance and accuracy of AI models depend on the quality of the data they are trained on. If the data is inaccurate, incomplete, or biased, then the AI model's results will also be inaccurate, incomplete, or biased.
- AI algorithms require large amounts of data to be trained on, which often comes from multiple sources. This data must be stored, processed, and analyzed in a consistent and secure manner to ensure its quality and integrity. Good data management practices ensure that data is easily accessible, organized, and well-documented, which is crucial for efficient AI development.

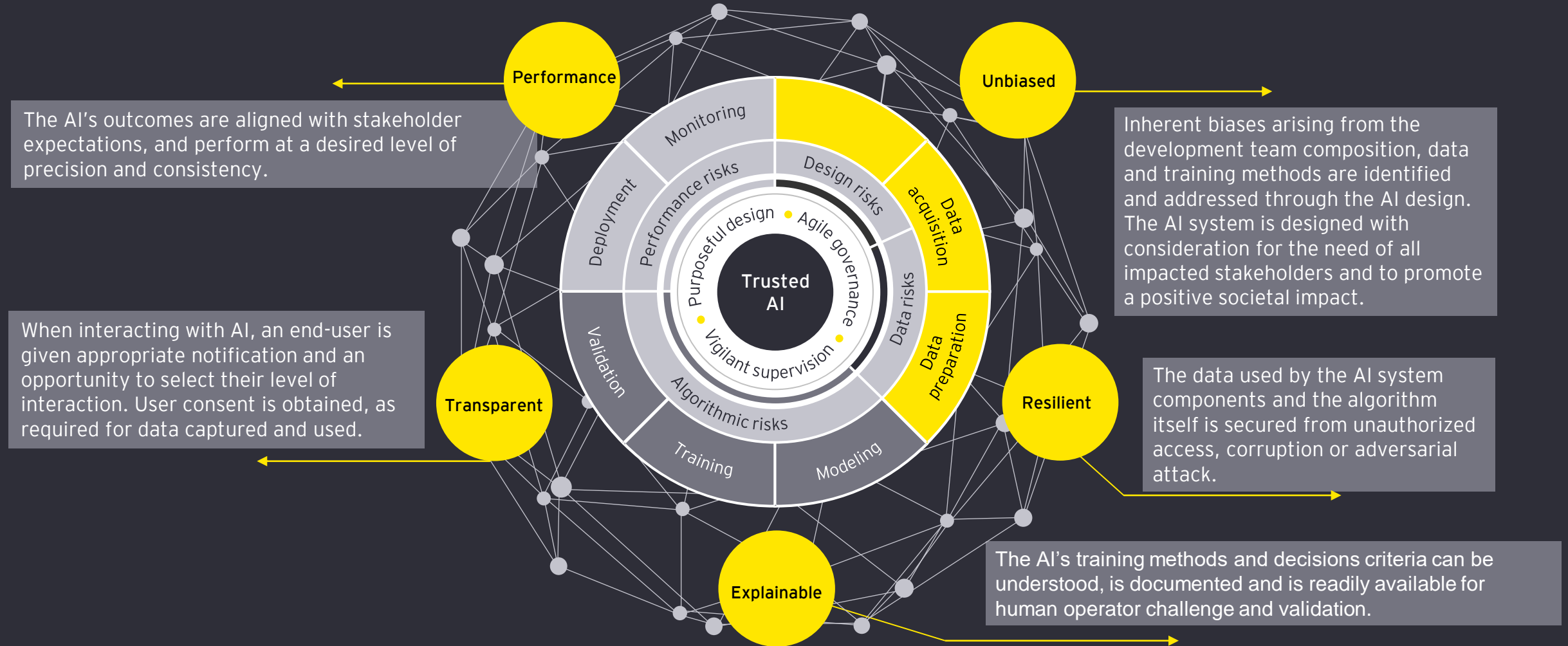
At a high level, our Data governance framework consists of the following **four** components:

- Organizational structure - organizational structure for making Data-related decisions;
- Policy - what must be done;
- Standards - specifically what to do (criteria) to conform to a policy;
- Processes - how to do it (steps), who does what, when they do it, and under what criteria.



Trusting AI will require expanding the risk and control attributes

The EY Trusted AI Framework emphasizes the following five attributes necessary to sustain trust.



How EY Can Help

Generative AI

AI is proving to be a powerful tool in the field of generative AI, enabling the creation of new and original content that was previously only possible through human creativity.

Personalize products and services recommendations based on the customer profile, historical data and recent actions:

- Logo creation
- Product name/Tagline suggestions
- Product Description Creation
- Social Media Post
- Product Review/Blogs Creation

AI for Computer Vision

AI is proving to be a powerful tool in the field of computer vision, enabling computers to "see" and interpret the world around them in new and exciting ways.

- EY delivered an automatic product recognition and brand segmentation tool by integrating computer vision with existing cloud infrastructure.
- EY provided value to the client through:
 - Delivering bespoke computer vision models using RetinaNet architecture and over 2000 training images
 - Providing a secure implementation plan that leveraged Microsoft Azure platform
 - Providing end-to-end implementation support from proof-of-concept to production including supporting iterative development
 - Delivering a user-friendly dashboard that gave the client key metrics around customer segmentation and brand analysis

Cybersecurity

AI (Artificial Intelligence) is becoming increasingly important in the field of cyber security. AI-powered tools and techniques can help identify and respond to cyber threats in real-time, improving the overall security posture of organizations.

- Together with the broader EY Cyber group, EY DnA developed a purpose-built cyber advanced analytics solution using EY Synapse's HEX platform.
- The pilot solution was implemented in less than 6 weeks, and EY were able to identify an attack in each stage of the attack chain.
- Over 30 previously unknown attacks were detected in the prior month (unknown unknowns).
- Use cases were built for: process anomalies; network recon and lateral movement; unauthorized access; and data staging and exfiltration.

AI for Languages

AI is proving to be a powerful tool in the field of NLP, enabling more accurate and efficient language processing, and opening up new possibilities for natural language communication between humans and machines.

- EY helped build ATLAS, an advanced chatbot solution, used as a centralised source of help in many organisations. It integrates with front-facing online application data, structured data and unstructured data into one centralised query engine.
- It is a cloud-based solution which brings together services and capabilities from Microsoft Azure in a single usable environment.
- ATLAS has the flexibility to allow agencies and users to ask general questions through natural language that return meaningful results.

Value Proposition

Now is a good time for organisations to prepare. At EY, we regularly monitor regulatory developments, especially regarding AI. We have performed several projects in this area and can help organisations with pragmatic and cost-effective options in this space, including:

- ▶ Delivering a global roll out to facilitate regulatory alignment and compliance
- ▶ Embedding resilience into firms' organisation
- ▶ Reviewing critical processes, services and assets
- ▶ Performing a gap analysis against the currently proposed drafts
- ▶ Sharing regulatory insights
- ▶ Sharing industry insights on existing and emerging best practices in relation to critical infrastructure arrangements



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Building a better working world

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