



# Artificial Intelligence changes the world

10 theses  
about technologies  
and opportunities





# 10 theses

## **Artificial intelligence – the difference is in the big picture**

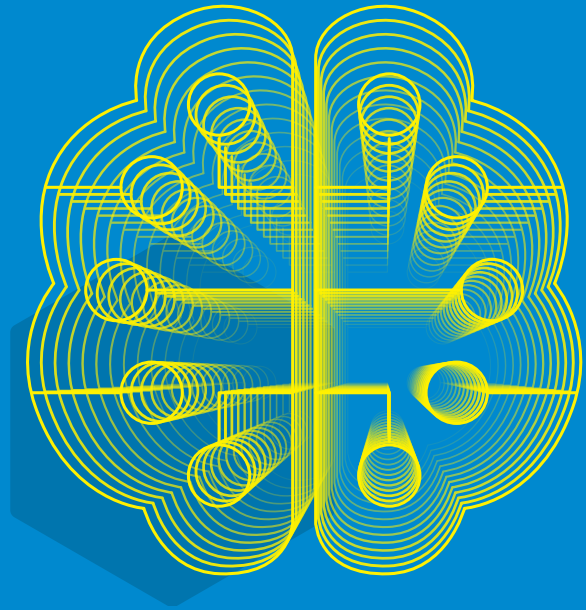
How do we approach a topic whose effects range from the payment process at the supermarket checkout to the depths of medicine? That alter work and private life alike? With radical simplification – and an eye on what is feasible. Because just talking about AI doesn't help. It's about finding use cases – and then building the right systems.

That's the idea behind these ten theories on artificial intelligence. They highlight the benefits, prejudices and practices about AI: acquiring data, developing applications, training models. However, it's also about discovering new things, involving employees, inspiring customers. It is the point where all these elements meet that you will find all those who successfully plan, implement and use AI applications.

These theories are not about finally putting issues to bed. They serve as a springboard for discussion – about your perspective on AI and your goals. And how we can support you with our experience, our understanding of technology and our industry knowledge.

It's about having face-to-face conversations without any AI acting as the messenger. Conversations that I am looking forward to.

Best regards,  
Volker Gruhn



THESIS  
1

## **Human intelligence is necessary before we can have artificial intelligence.**

Just because companies use AI, it doesn't release them from knowing the requirements of their industry and their own company. For this reason, IT and specialist departments need to cooperate from the beginning if these companies want to discover their own potential in harnessing AI.

# AI finds the needle in the haystack. Even if there's no needle or a haystack.

## THESIS 2

When thousands of factors play a role and depend on each other, people reach their limits regardless of whether it's about purchase probabilities or forecasts for machine failures. AI applications are quite comfortable in this environment.





**It's not datasets or  
storage or bandwidth  
that is driving AI.  
It's  $\alpha\beta\gamma\delta\epsilon\zeta\eta\theta$ .**

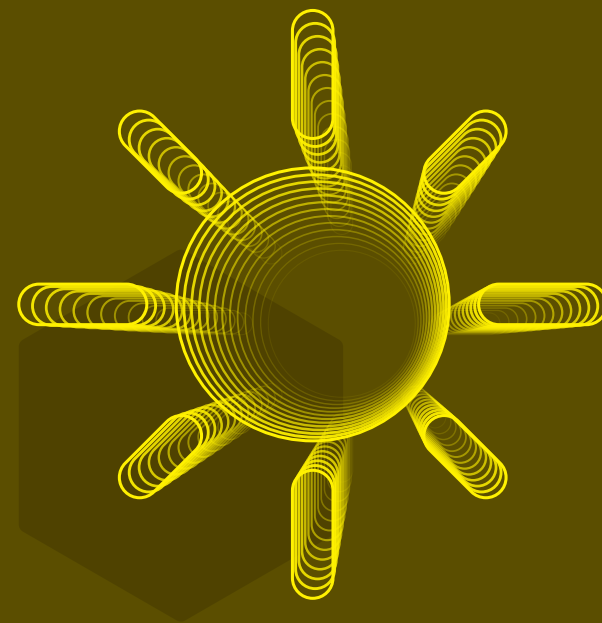
THESIS  
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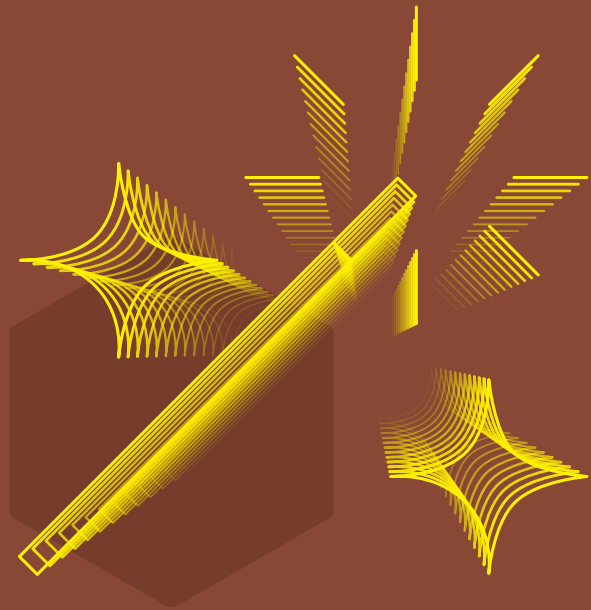
Technology is not the focus in AI. Rather it is the possibility of better meeting customer requirements. The aim is to create convincing business models and services on the basis of existing technical foundations.

# AI summertime, and the livin' is y269.

## THESIS 4

The AI winter was long and dark, but now it's over. There are successful projects across all industries to prove it. The technologies are ready for everyday use. Companies will not realise all visions, but many will.





**AI doesn't mean  
'abracadabra' or magic,  
but rather it means  
hard work.**

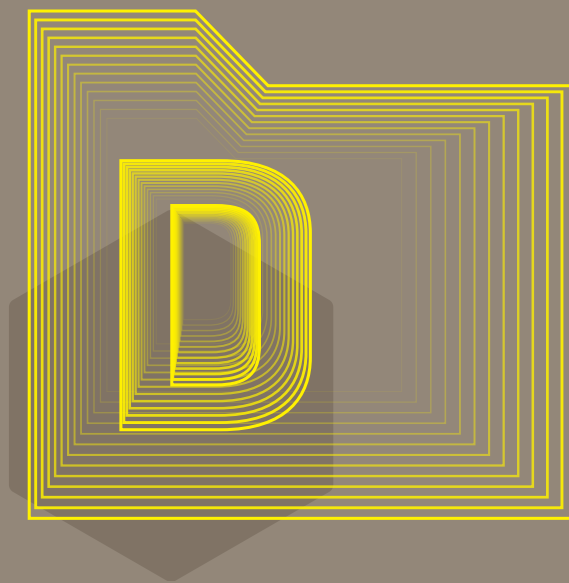
THESIS  
5

Successful AI projects do not fall from the sky. Experts need to develop, construct, test, implement and tweak these AI applications. In short, they are the result of flawlessly planned and realised IT projects, despite all the differences.

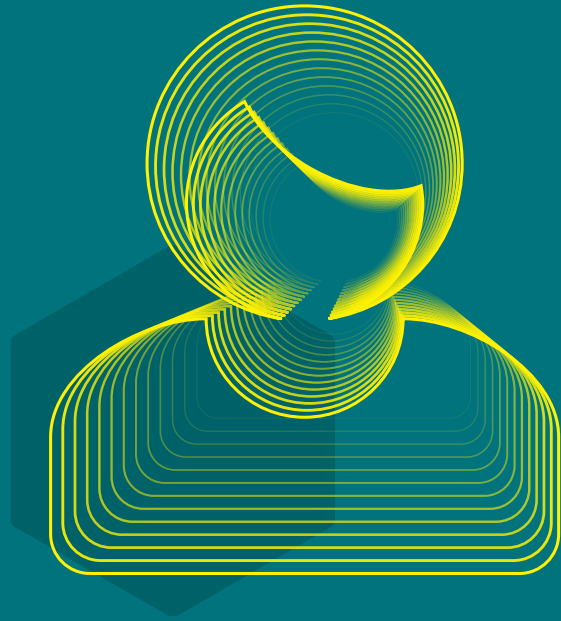
# AI starts with the letter D for **д**т**б**.

## THESIS 6

Existing data lay the foundation on which AI solutions are built. But where do they come from? In what quality are they available? In what formats? What is the legal situation of using these data? All questions that are decisive for AI projects.







**AI does not solve every problem in your company. Only *elqoəq* can do that.**

THESIS  
7

The success of AI solutions depends on employees accepting them. To do so, it must be clear to everyone involved right from the start what the advantages of using AI are. The rule here is 'human + AI', not 'human or AI'.

**AI application,  
young, intelligent,  
varied interests,  
looking for a way  
for a shared sense of  
achievement.**

**THESIS  
8**

AI applications only make sense if they are embedded in business processes and information systems. Companies should not develop them in the vacuum of isolated projects. They can only unleash their full potential when they interact with their own experts and their own IT infrastructure.





**AI is colourful  
and dazzling. It's a  
question of 9t26t.**

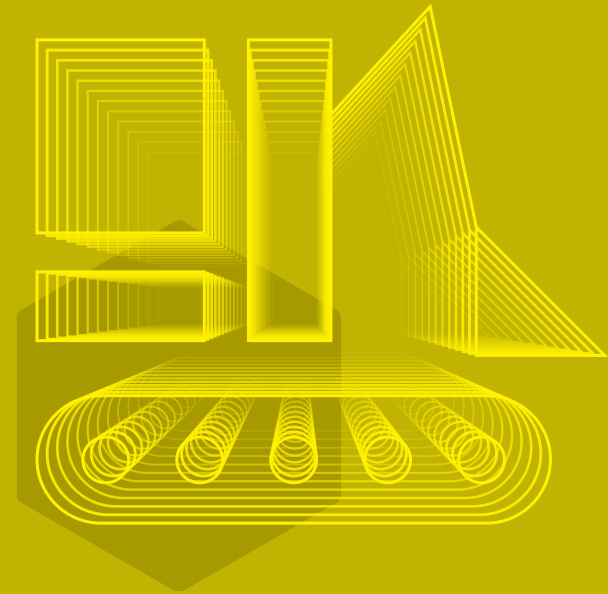
THESIS  
**9**

With AI solutions, decision-makers have a whole array of application possibilities at their disposal, from chatbots to voice recognition and data science. One of the key management tasks in the field of AI is the selection of the right scenarios for your own company.

# Can we build AI systems? Yes, we can do it!

## THESIS 10

Building AI systems forces IT experts to rethink things. They require an adapted approach compared to the handling of traditional information systems, no matter whether it's about acquiring the data, training and installing models or the lifelong learning of applications.



# QUESTION

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