

The background is white with various green geometric shapes and symbols scattered throughout. These include circles, squares, triangles, and irregular shapes, some with small crosses or dots inside. The shapes are of different sizes and are distributed across the entire page, creating a dynamic and modern aesthetic.

ADC

AI transformation

State of AI: 5 forces every leader must navigate in unprecedented times



Joe van Burik



Stephanie Hughes

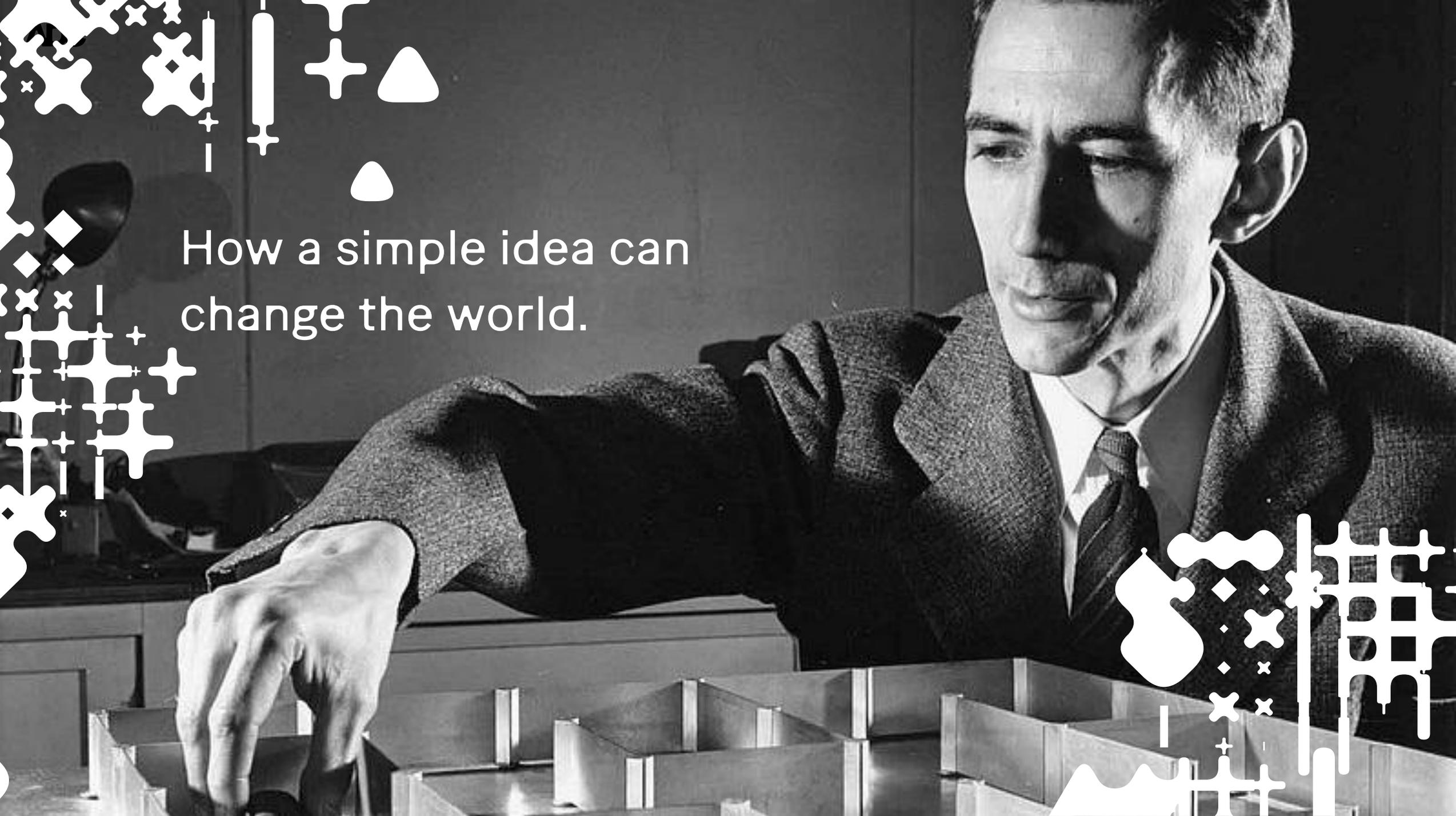


Maarten van den
Outenaar

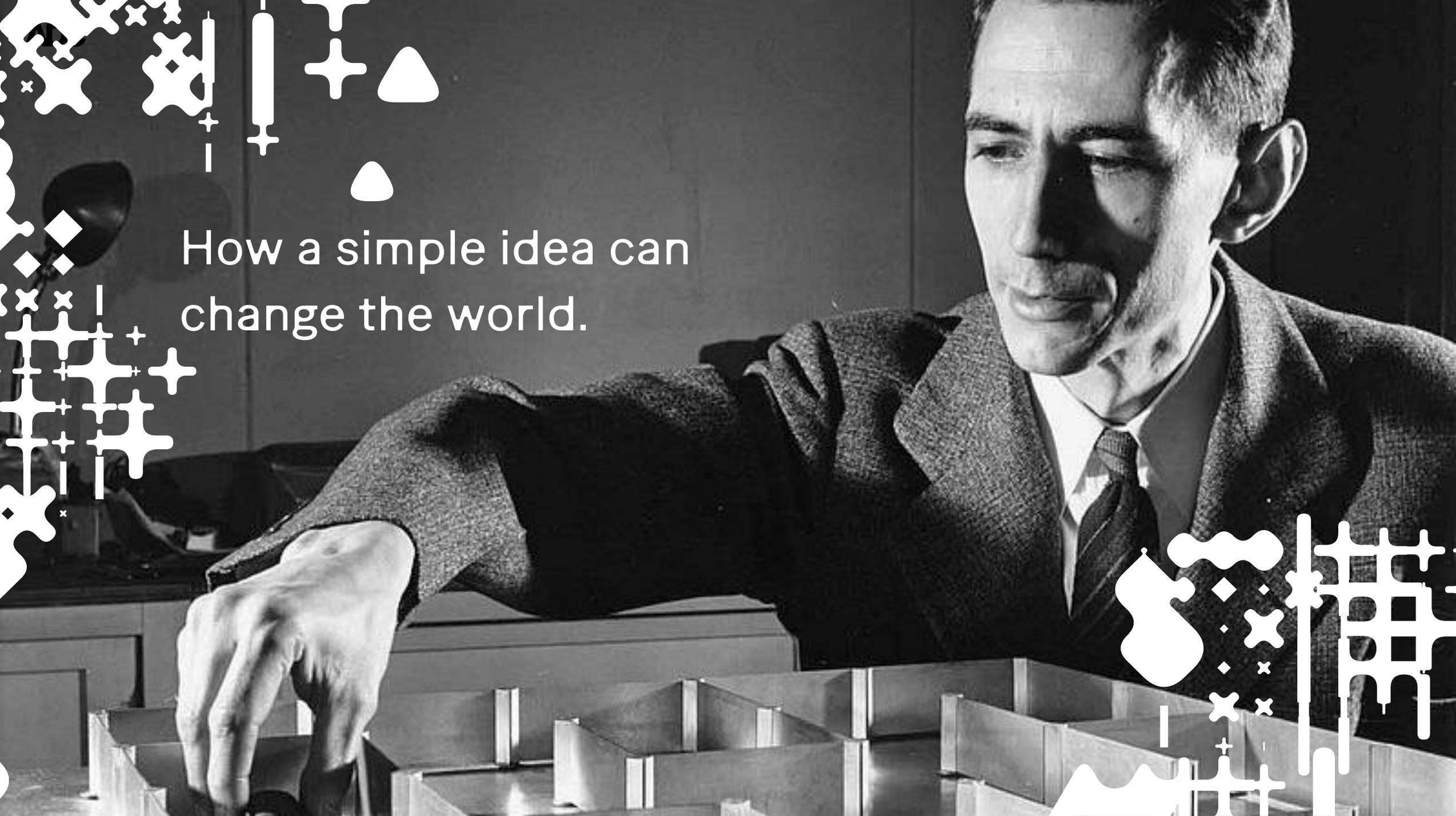


Dr. Christian
Nauerz





How a simple idea can
change the world.

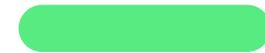


Being optimistic is keeping one's
head pointed toward the sun,
one's feet moving [_____]

left

right

up

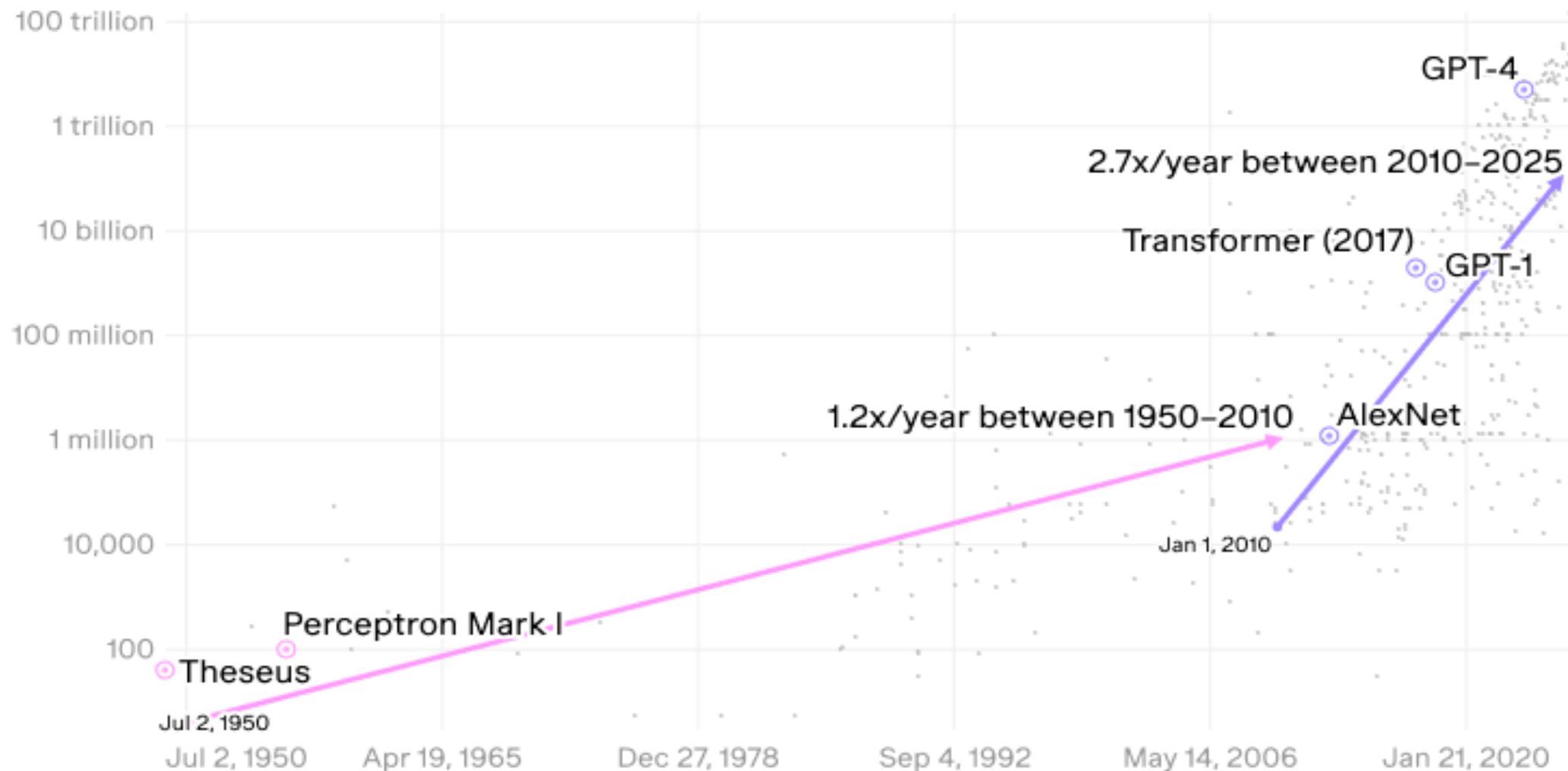


Being optimistic is keeping one's
head pointed toward the sun,
one's feet moving **forward.**

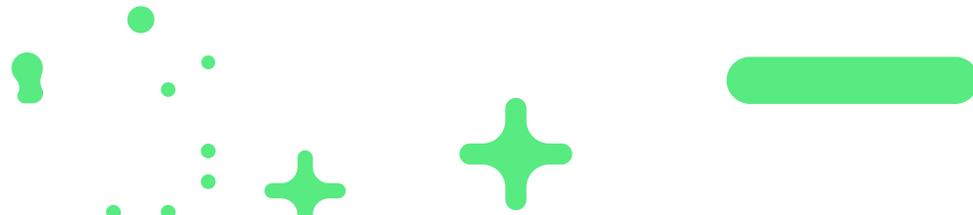




Training datapoints (datapoints)



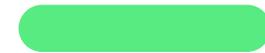
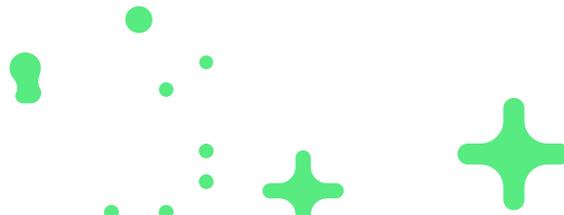
When do you expect AI to be part of your core operations?



What will moving to an AI-driven organisation feel like?

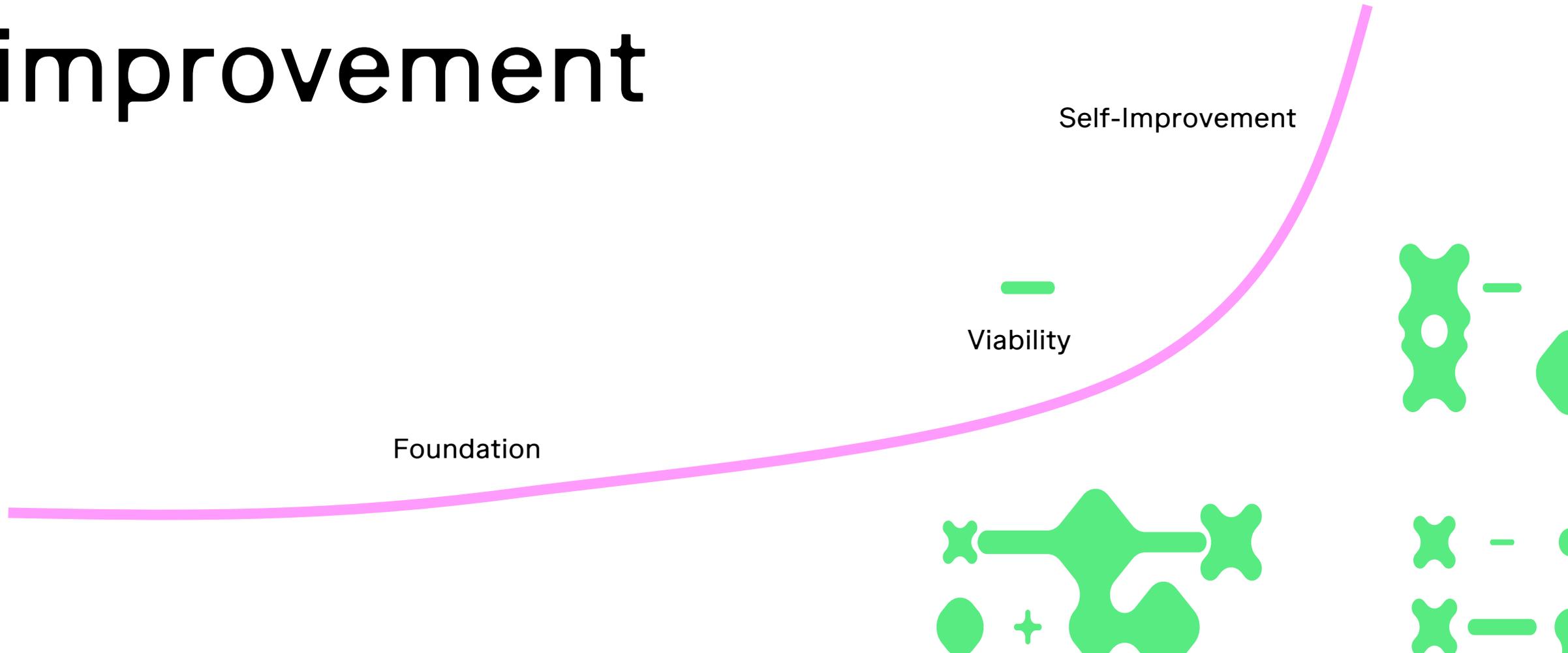
- A gradual evolution
- A disruptive leap

- A mixed journey
- Not sure yet



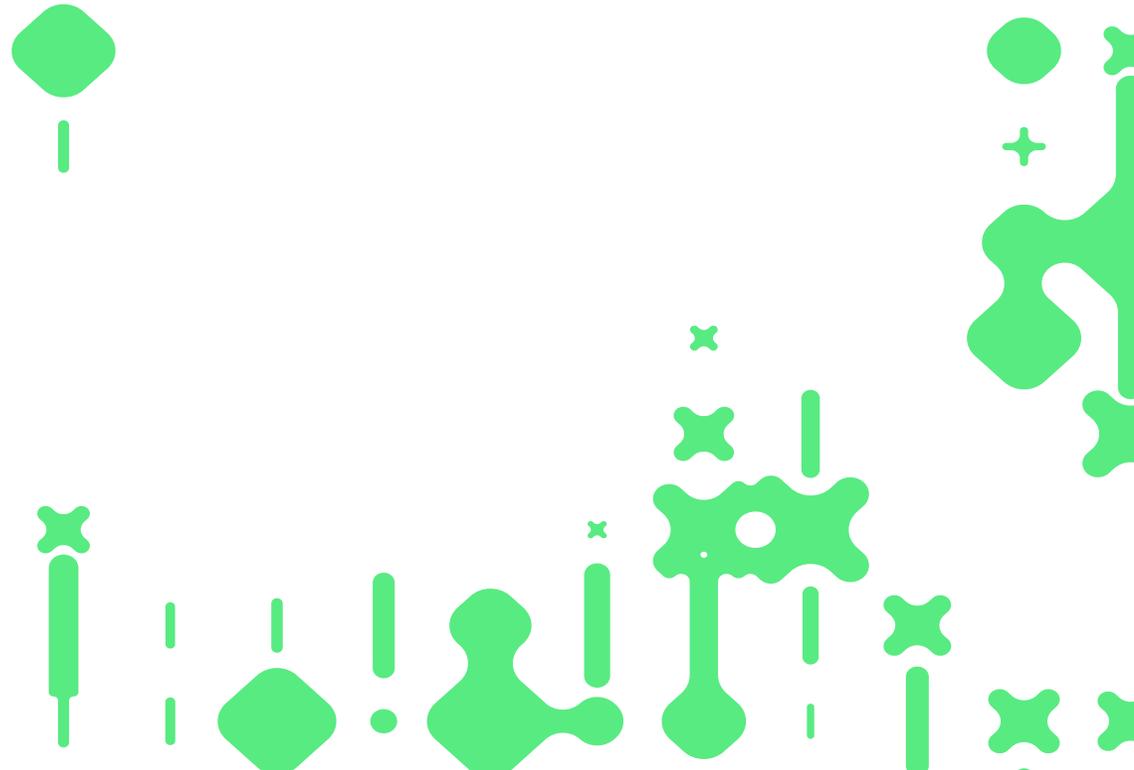
The state of AI:
5 forces every leader
must navigate

Exponential technology improvement

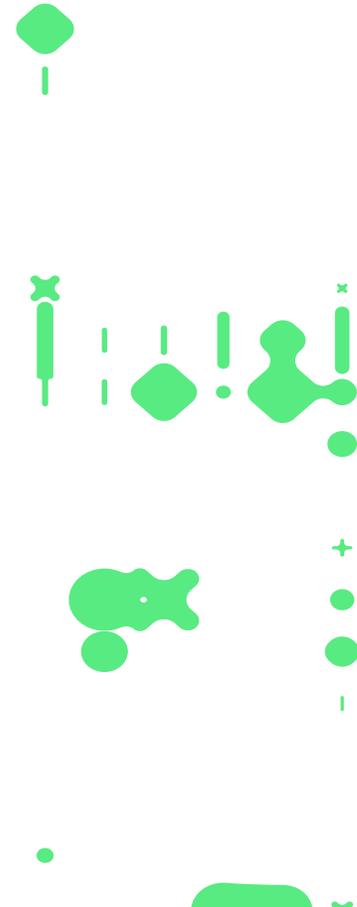
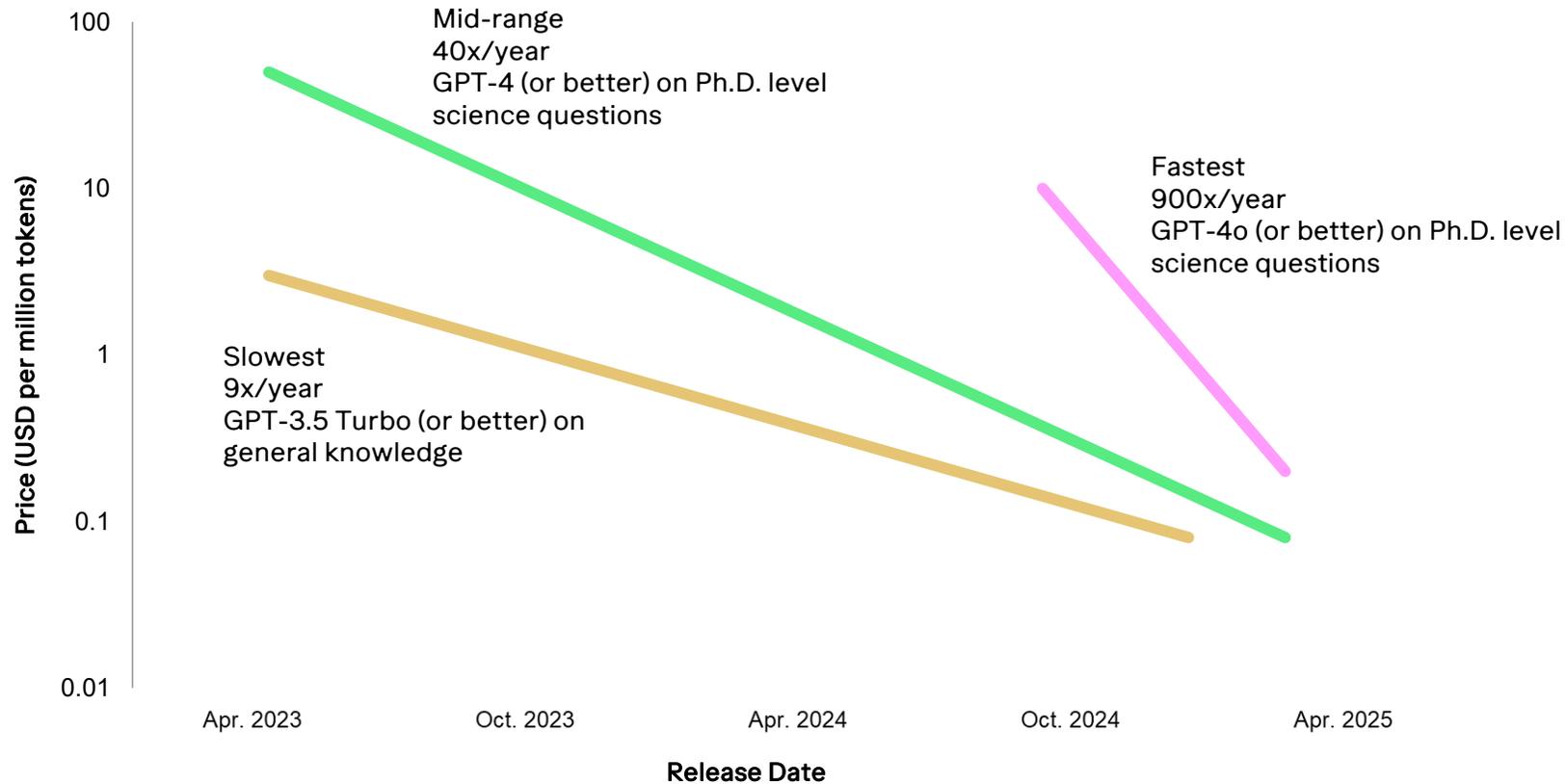


Exponential technology improvement

1. Invest ahead of the curve
2. Reframe ROI timelines
3. Build with optionality



Collapse of marginal costs



Collapse of marginal costs

1. Continuously reassess your business cases
2. Serve the long-tail & unlock new market segments
3. Rethink business models

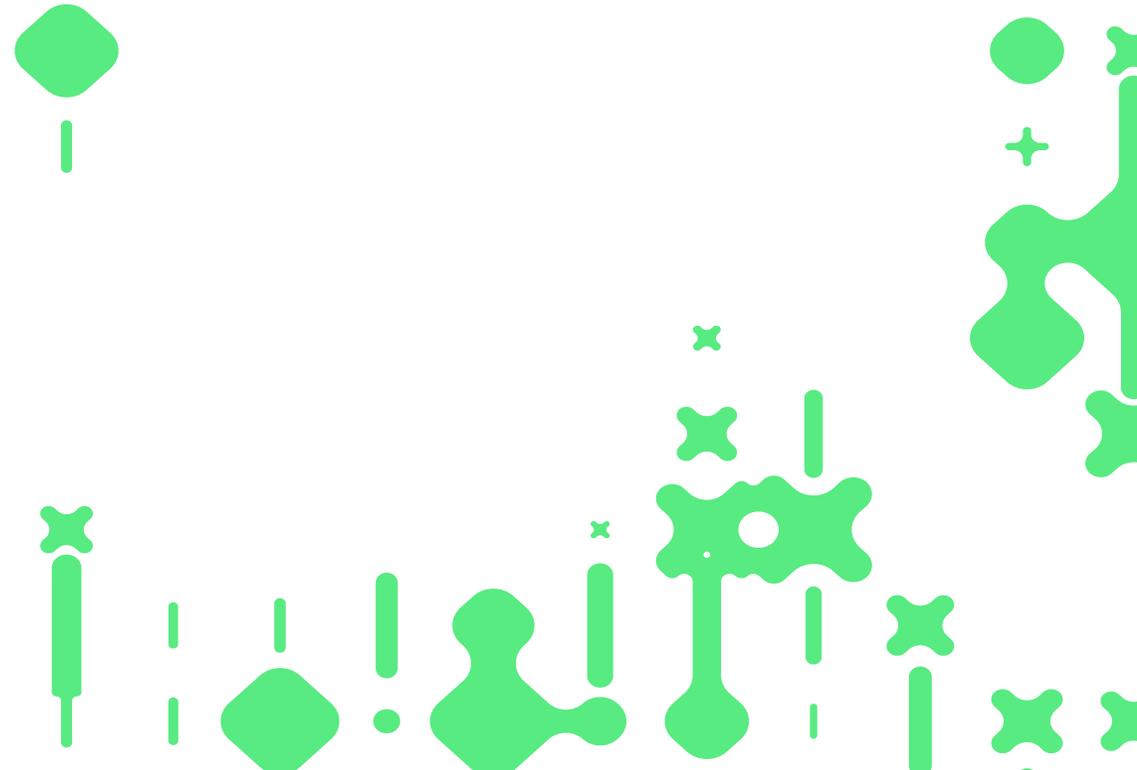


We're already running out of (high-quality) data

1. Invest in data governance
2. Experiment with augmented data
3. Guard against error propagation



There will be significant value
in the application layer



WHITE SPACE

Chart includes companies with ~\$1B+ in revenue created during the cloud and mobile transitions.



	CLOUD	MOBILE	AI
APPS			
DEVELOPER			<div style="border: 1px dashed gray; padding: 10px; width: fit-content; margin: 0 auto;">YOUR LOGO HERE</div>
DATA			
SECURITY			
INFRA			

There will be significant value in the application layer

1. Own the customer relationship
2. Differentiate with your expertise
3. Stay flexible on infrastructure



Technology continues to lead commercial adoption

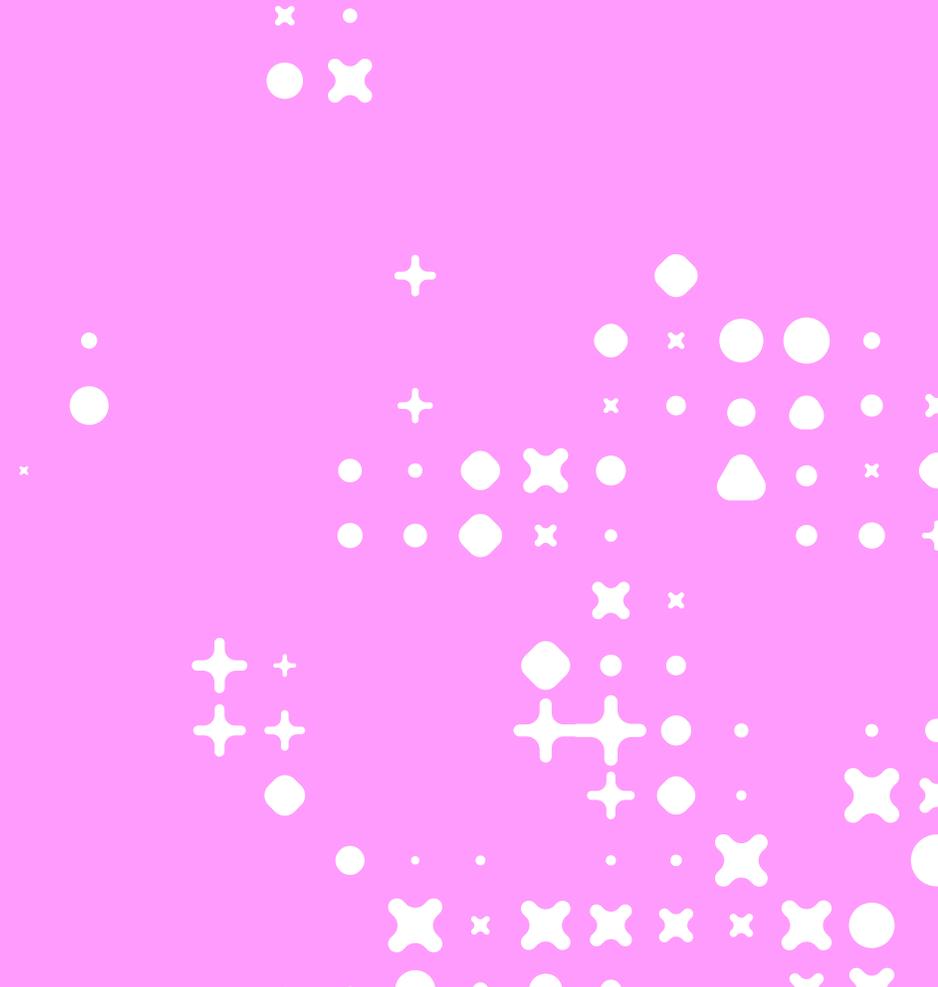
1. Prioritise change management
2. Create a strike team
3. Enable fast-cycle experimentation



1. Exponential technology improvement
2. The collapse of marginal costs
3. The data dilemma
4. The application layer
5. Technology outpaces adoption



How is AI
implemented
here today?



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