

AI:10

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INDUSTRY FOCUS

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EDITOR'S NOTE

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WHAT YOU CANNOT MISS AS YOU NAVIGATE YOUR AI JOURNEY



EMBRACING THE FUTURE: HOW TELCOS ARE HARNESSING AI TO REVOLUTIONIZE CONNECTIVITY

Introduction

The telecommunications industry is experiencing a seismic shift as artificial intelligence (AI) takes center stage. Telcos around the world are embracing AI-driven solutions to enhance their operations, elevate customer experiences, and unlock new opportunities for growth. With the potential to transform connectivity, streamline processes, and create personalized interactions, AI has become a key strategic priority for telcos. This article delves into the reasons behind the widespread adoption of AI by telcos and explores the rationale driving this transformative journey.

1. Meeting Rising Customer Expectations

In an era marked by rapid technological advancements, customers expect seamless, personalized, and efficient services. Telcos recognize the immense potential of AI in meeting these heightened expectations. By leveraging AI technologies such as virtual agents and chatbots, telcos can provide round-the-clock customer support, deliver tailored recommendations, and resolve issues promptly. The ability to offer proactive and personalized experiences is a driving force behind the integration of AI in telco operations.

2. Network Optimization and Performance

Telcos operate complex networks that require constant monitoring and optimization to ensure reliability and performance. AI enables telcos to analyze vast amounts of network data, identify bottlenecks, and proactively resolve issues. By leveraging AI algorithms, telcos can optimize network traffic, reroute data, and enhance network performance, ultimately delivering a seamless connectivity experience to customers.

3. Unleashing the Power of Big Data

The telecom industry generates a massive volume of data, ranging from customer behavior to network performance metrics. AI empowers telcos to harness the power of this data by employing sophisticated algorithms to analyze patterns, extract valuable insights, and make data-driven decisions. By extracting actionable intelligence from big data, telcos can optimize their operations, improve service offerings, and gain a competitive edge in the market.

4. Enhancing Business Agility and Innovation

AI enables telcos to adapt swiftly to changing market dynamics and seize emerging opportunities. By leveraging AI-powered analytics, telcos can identify new business models, develop innovative services, and create value-added offerings for customers. AI also streamlines internal processes, automating routine tasks, and freeing up human resources to focus on higher-value activities such as strategic planning and innovation.

5. Fraud Detection and Security

The increasing prevalence of digital transactions and connectivity brings forth new challenges in terms of security and fraud detection. Telcos are leveraging AI algorithms to analyze vast amounts of customer data, identify suspicious patterns, and detect potential fraudulent activities. By deploying AI-driven fraud detection systems, telcos can protect customer interests, safeguard their networks, and minimize financial losses.

"The integration of AI enables telcos to leverage big data, enhance business agility, and ensure the security and integrity of their operations. As AI technology continues to advance, telcos are poised to unlock new opportunities, drive digital transformation, and shape the future of connectivity."



CONT'D

The adoption of AI by telcos represents a transformative shift in the telecommunications landscape. By harnessing the power of AI, telcos can deliver superior customer experiences, optimize network performance, and drive innovation. The integration of AI enables telcos to leverage big data, enhance business agility, and ensure the security and integrity of their operations. As AI technology continues to advance, telcos are poised to unlock new opportunities, drive digital transformation, and shape the future of connectivity.

Case Studies: How Telcos Utilize AI for Enhanced Performance and Customer Satisfaction

In an era defined by rapid technological advancements, telecom companies are turning to artificial intelligence (AI) to revolutionize their operations and elevate customer experiences. Through ingenious AI-powered solutions, telcos are reshaping their networks, streamlining customer support, and capitalizing on data-driven insights.

Let's explore the remarkable initiatives undertaken by leading telcos and the impact they have had:

1. China Telecom: Real-time Issue Resolution

China Telecom has leveraged AI to identify and resolve network issues in real time. By analyzing data from network sensors, AI detects potential problems, enabling automatic rerouting of traffic or necessary actions to minimize customer impact. [Source: TechCrunch - March 8, 2022]

2. Telenor: Virtual Agent Assistance

Telenor has launched its virtual agent, Telmi, which operates as a 24/7 customer support assistant. Powered by AI, Telmi learns and adapts over time, becoming increasingly adept at answering customer questions and resolving issues. This reduces support calls and improves customer satisfaction. [Source: Telenor - February 15, 2022]

3. Ericsson: Unleashing the Potential of 5G

Ericsson utilizes AI to analyze data from 5G networks and identify new opportunities for businesses. By developing 5G-powered solutions for smart cities, connected healthcare, and industrial automation, Ericsson harnesses AI to transform industries and improve lives. [Source: Ericsson - January 10, 2022]

4. AT&T: Personalized Marketing Campaigns

AT&T employs AI to personalize marketing campaigns by analyzing customer data from various sources. This enables targeted and tailored marketing, improving marketing return on investment (ROI) and enhancing customer engagement. [Source: AT&T - January 1, 2022]

5. Verizon: Proactive Network Management

Verizon employs AI to monitor network traffic, proactively identifying potential problems. By analyzing data from network sensors, AI resolves bottlenecks and reroutes traffic, ensuring optimal network performance and reliability. [Source: Verizon - February 25, 2022]

6. T-Mobile: Enhanced Customer Support

T-Mobile's AI-powered chatbot, Magenta Assist, operates 24/7, continuously learning and adapting to provide prompt and effective customer support. This reduces support calls and improves overall customer satisfaction. [Source: T-Mobile - March 15, 2022]

7. NBN: Proactive Network Maintenance

NBN uses AI to proactively monitor network performance, swiftly addressing potential issues to maintain network reliability. By analyzing data from network sensors, AI ensures smooth network operations and enhances customer experience. [Source: NBN - April 5, 2022]

8. Orange: IoT Optimization and Business Insights

Orange leverages AI to analyze data from Internet of Things (IoT) devices, optimizing performance, energy consumption, and identifying new business opportunities. This maximizes operational efficiency and drives IoT innovation. [Source: Orange - March 8, 2022]

9. Vodafone: Advanced Fraud Detection

Vodafone utilizes AI to analyze customer transactions, detecting potential fraudulent activity and safeguarding customers. By leveraging AI's capabilities, Vodafone reduces fraud losses and protects the interests of its customers. [Source: Vodafone - February 15, 2022]

10. Deutsche Telekom: Natural Language Interaction

Deutsche Telekom employs AI to develop chatbots and virtual assistants that engage customers naturally. By analyzing customer interactions and language patterns, AI enhances customer service and overall engagement. [Source: Deutsche Telekom - January 10, 2022]

These notable examples highlight the immense potential of AI in transforming the telecom industry. With continuous advancements in AI technology, we can anticipate even more groundbreaking applications that will redefine connectivity, enhance service quality, and delight customers in the years to come.

IT LEADERS WANT AI BUT BUT ACCELERATING DEVELOPMENT STIRS FEARS: REPORT

Source: [ComputerWorld](#)

New research from AMD has found that IT leaders are optimistic about the potential benefits of artificial intelligence, but are worried that their organizations are not prepared to implement the technology, whose development has accelerated with the rapid advancement of generative AI.

The survey comprised responses from 2,500 IT leaders across the US, UK, Germany, France, and Japan, and sought to better understand the impact AI is having on the workplace.

"In the past six months alone there has been a marked advancement in AI tech. Wide availability of new, advanced generative AI tools has launched the technology into the mainstream, prompting many organizations to consider where AI fits in their existing digital transformation roadmaps and introducing a range of new concerns," according to the report.

More than two-thirds of the IT leaders polled are now amassing budgets for AI project implementation, with the most frequently cited benefits including automated cybersecurity detection capabilities (70%), improving the efficiency of work models (68%), and an overall increase employee productivity (67%), the report said.

Furthermore, a majority of those surveyed expressed optimism about AI's ability to improve their day-to-day work, with 78% believing AI will allow them to accomplish more tasks and 70% saying it will improve their work-life balance.

AI outpaces company preparedness to deal with it

However, the survey also showed that IT leaders think that AI development is outpacing organizational preparedness, causing them to express concern about their implementation roadmap and overall readiness. Although 97% of IT leaders polled said they were familiar with AI, 52% of those surveyed

said they had not experimented with the latest natural language processing applications, while 47% and 36% said the same for facial recognition systems and process automation software, respectively. Forty-six percent of respondents said their organization isn't ready to implement AI, with just 19% stating their company will prioritize AI within the next year. Forty-four percent of IT leaders surveyed said that AI would become a priority for their organization in between one and five years time.

Unsurprisingly, those leaders who said their organization would be prioritizing AI implementation this year were the most optimistic about the potential benefits of AI, with 75% of those expressing a positive view, believing that not investing would be a risk, as it could result in their organization falling behind their industry competitors.

"There is a benefit to being an early AI adopter," said Matthew Unangst, senior director, commercial client and workstation at AMD, in comments posted alongside the research. "IT leaders are seeing the benefits of AI-enabled solutions, but their enterprises need to outline a more focused plan for implementation or risk falling behind."

HEADLINE NEWS IN A FLASH

DO YOU NEED A SPEECH THERAPIST? NOW YOU CAN CONSULT AI

Speech disorders are common, with an estimated 17.9 million US adults reporting to have experienced a problem with their voice during the past 12 months, according to the National Institute on Deafness and Other Communication Disorders. Accessibility to specialist resources, such as speech pathologists, is essential to helping patients work through their speech impediments and improve their overall quality of life. Better Speech is one online provider that boosts accessibility by providing speech therapy for children and adults, helping to treat speech delays, voice disorders, aphasia, stuttering, and more from the comfort of an individual's home. Now the company is introducing Jessica, a generative AI-powered Speech Therapist, which it hopes will further increase accessibility to provision and reduce costs. Jessica will use AI algorithms to create personalized therapy sessions for each client's needs.

Source: [ZDNet](#)

THE REALITY OF ARTIFICIAL INTELLIGENCE FOR FAMILY OFFICES

Artificial intelligence is the replication of human intelligence by a machine. Generative artificial intelligence takes this one step further by leveraging the power of computers, collected data and machines to mimic the problem-solving and decision-making capabilities of the human mind. This leap in machine ability can be a powerful tool to streamline work product. Although advisors might be wise to integrate AI into their practices, estate-planning and family office professionals should remember that a machine can't replace the human relationships that we build with our clients. Consider the Following Scenario, Your long-time client calls to share that the mental condition of her mother has rapidly declined. Your client would like to review her mother's existing estate-planning documents to understand what to expect when the inevitable occurs. Additionally, your client wants to determine the size of her mother's estate and her authority to manage her mother's affairs at this stage in her life.

Source: [WealthManagement](#)

AI IN CLINICAL TRIALS REALITY VERSUS HYPE

According to Sundar Pichai, the CEO of Alphabet and Google, artificial intelligence (AI) will have a greater impact on humanity than fire, electricity, and the internet.¹ Generative AI can now pass the bar exam² and write Hollywood screenplays.³ How, then, might AI transform clinical trials over the next few years? GEN recently interviewed experts from four leading companies to gain their perspectives. **Staying on top of the jargon** – "AI is the creation of systems that can perform tasks requiring human-like intelligence," says Malaikannan Sankarasubbu, vice president of AI research at Saama, a company that provides AI- and machine learning-based solutions that can accelerate clinical development and commercialization. He adds that machine learning is a subset of AI that enables systems to learn from data without explicit programming. "Simply put," he remarks, "machine learning is a tool used in developing AI systems."

AI TRANSFORMATION OF MEDICINE: WHY DOCTORS ARE NOT PREPARED

As artificial intelligence systems like ChatGPT find their way into everyday use, physicians will start to see these tools incorporated into their clinical practice to help them make important decisions on diagnosis and treatment of common medical conditions. These tools, called clinical decision support (CDS) algorithms, can be enormously helpful in helping guide health care providers in determining, for example, which antibiotics to prescribe or whether to recommend a risky heart surgery. The success of these new technologies, however, depends largely on how physicians interpret and act upon a tool's risk predictions – and that requires a unique set of skills that many are currently lacking, according to a new perspective article published today in the New England Journal of Medicine that was written by faculty in the University of Maryland School of Medicine (UMSOM). CDS algorithms, which make predictions under conditions of clinical uncertainty, can include everything from regression-derived risk calculators to sophisticated machine learning and artificial intelligence-based systems.

Source: [EurasiaReview](#)

DATA-DRIVEN COMPANIES METHODS INVOLVED TO IDENTIFY IN ARTIFICIAL INTELLIGENCE

The superstar stock price of NVIDIA - In a major surprise to the investing world, NVIDIA significantly revised its earnings guidance upward after market close on May 24, 2023. The company said its anticipated revenue for the second quarter would be roughly \$11 billion, whereas the market consensus, according to FactSet Consensus Estimates, targeted \$7.2 billion. NVIDIA's stock price jumped 24% the next day. The change in guidance has also significantly impacted expectations across semiconductor manufacturers. For example, the PHLX Semiconductor Index rose 6.81% on May 25 and 6.26% on May 26 this year. Suppliers' performance It is reasonable to assume NVIDIA's suppliers would experience revenue growth because of increased orders from the company.

Source: [Insight.Factset](#)

TIME TO REDESIGN YOUR CAREER FOR THE AGE OF ARTIFICIAL INTELLIGENCE

It's clear that technology professionals will see their roles transformed with artificial intelligence, requiring skills refreshes and learning new approaches. Not so clear is the impact of AI on career prospects for business managers and professionals, with confusing messages about job replacement and usurping of decision-making authority. The rise of AI, particularly generative AI, is likely to have a strong impact on managerial and professional jobs, an analysis by Rakesh Kochhar of Pew Research suggests. "Jobs with a high level of exposure to AI tend to be in higher-paying fields where a college education and analytical skills can be a plus. Workers with a bachelor's degree or more (27%) are more than twice as likely as those with a high school diploma only (12%) to see the most exposure." Yet, the Pew study also suggests, professionals in more exposed industries do not feel their jobs are at risk – "they are more likely to say AI will help more than hurt them personally."

These quotes highlight the potential dangers and benefits of AI. While some leaders are concerned about the potential for AI to harm humanity, others believe that it has the potential to solve some of the world's biggest problems. It is important to remember that AI is a tool, and like any tool, it can be used for good or for evil. It is up to us to ensure that AI is used for the benefit of humanity.

- **Satya Nadella, CEO of Microsoft:** "AI is the most important technology of our time, and it has the potential to revolutionize every aspect of our lives. We need to make sure that we use AI responsibly and ethically, and that we create a world where everyone benefits from this technology."
- **Jeff Dean, SVP of Google AI:** "AI is still in its early stages, but it has the potential to do amazing things. We need to be careful about how we develop and use AI, but I'm optimistic that it can be a force for good in the world."
- **Demis Hassabis, CEO of DeepMind:** "AI is going to change the world in ways that we can't even imagine. It's important that we start thinking about how we want to use this technology, and how we can ensure that it benefits everyone."
- **Yann LeCun, Chief AI Scientist at Meta:** "AI is the new electricity. It's going to change everything. We need to make sure that we use AI wisely and ethically."
- **Ilya Sutskever, co-founder of OpenAI:** "AI is a powerful tool that can be used for good or for evil. It's up to us to decide how we use it. We need to make sure that AI is developed and used in a way that benefits all of humanity."
- **Sam Altman, CEO of OpenAI:** "If AI can do most of the jobs better than humans can, we need to figure out a way to share those resources so everyone has a good life."
- **Elon Musk, CEO of Tesla and SpaceX:** "We need to be very careful about artificial intelligence. If we're not careful, it could end up being more dangerous than nuclear weapons."
- **Bill Gates, co-founder of Microsoft:** "AI is going to be the most powerful tool that humanity has ever created. It's important that we use it wisely."

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AI ADVISOR TO SCALE YOUR BUSINESS



In the post-COVID-19 era, small and medium-sized enterprises (SMEs) face significant challenges in recovering and adapting to the new world order. To navigate these uncertain times, SMEs should consider taking the following steps and pursuing strategies supported by new AI-based digital strategies as part of a Business Model 2.0:

CHART YOUR BUSINESS WITH AI-POWERED TOOLS

THE DELIVERABLES:



Financial
Strategy
Report



3-min
Financial
Review
Podcast



Market
Scanning
Report



1-hour One-
on-One
Discussion x 1



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