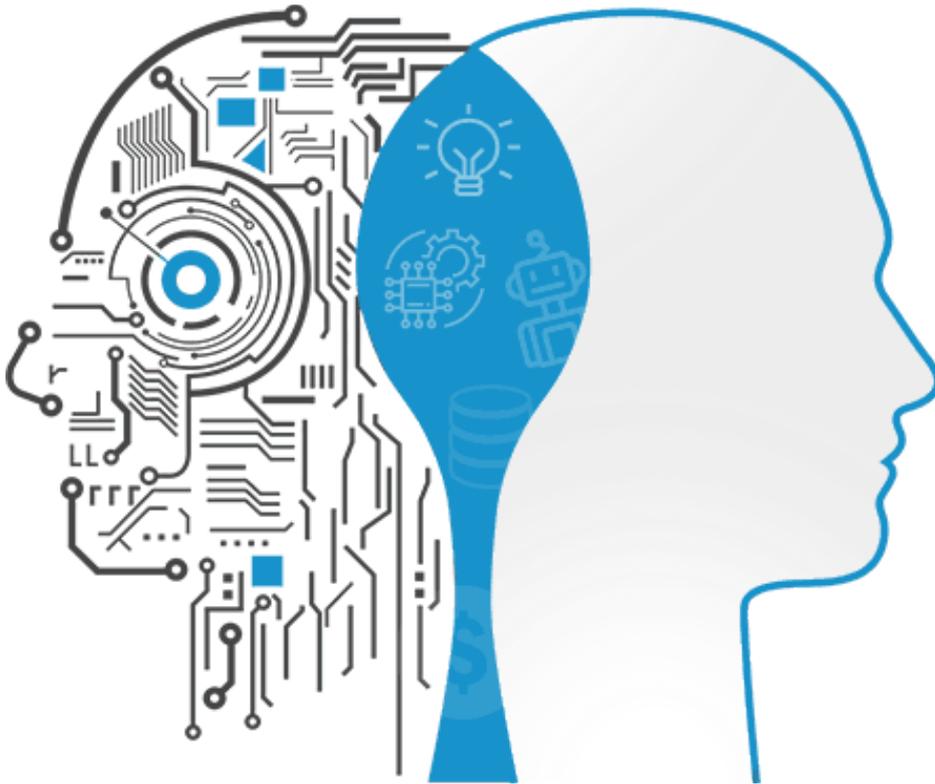


A Paradigm Shift from Human Intelligence to Assisted Intelligence

AI will drive business value via decision support and human augmentation



WHY WOULD DECISION SUPPORT AND AUGMENTATION DRIVE SO MUCH BUSINESS VALUE?

Dr John Kelly III, IBM Senior Vice President for Research and Solutions, once mentioned that, "The success of cognitive computing will not be measured by Turing tests or a computer's ability to mimic humans. It will be measured in more practical ways, like return on investment, new market opportunities, diseases cured and lives saved." A computer's ability to mimic human beings is just the foundation of a larger ROI value chain. The key is for organizations to be able to construct this ROI value chain in a way that business can connect to every echelon in it.

Artificial Intelligence is not the end but a means to adopt a more effective, and efficient approach to conduct business. A survey estimates that when it boils down to decision making, humans get a crutch from computers, and are unable to see beyond the available facts. At this point of time, personal instinct kicks in which is rather subjective than objective.

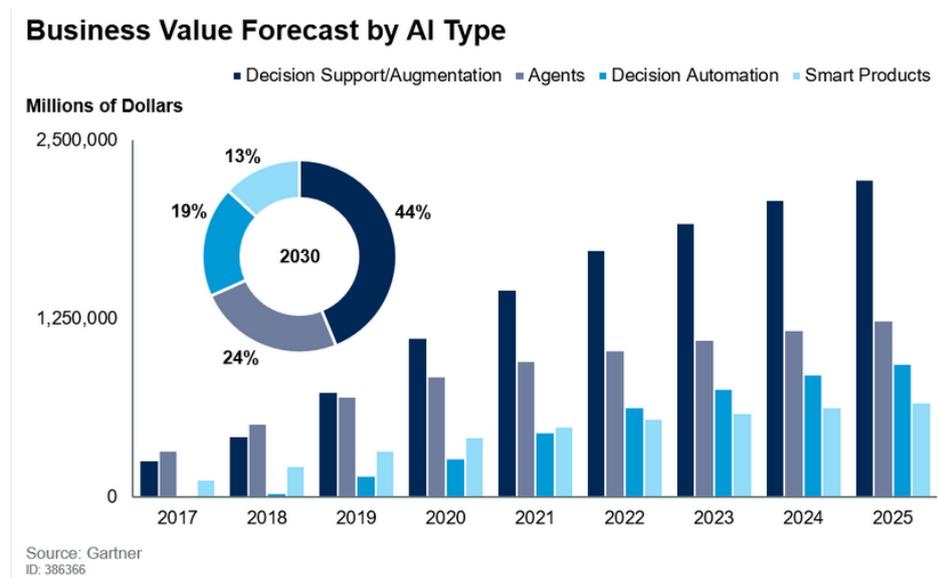
So what is AI supposed to do ? Artificial intelligence uses a unique set of Decision Support Systems that offers insights and proposed courses of action to decision-makers based on problem diagnosis, previous actions taken, the outcomes of those actions and other relevant contextual information.



THE FUTURE OF AI AND DECISION SUPPORT SYSTEM (DSS)

It seems like yesterday when the fast and powerful parallel processing became accessible which gave birth to the so-called Big Data movement making it possible to store and analyze infinite amounts of data. Deep learning has revolutionized AI and is enabling more practical applications like Decision Support and Augmentation. The DSS can **democratize** data, and improve corporations' **hybrid** approach to AI.

Gartner estimates that by 2030, Decision Support and augmentation will surpass all other AI initiatives in terms of business value and represent 44% of the market. Smart products will be 13% of business value with decision automation at 19% and agents at 24%.



HOW DID DSS OVERPOWER ERP SYSTEMS?

What an ERP does is to synchronize and integrate all systems of record from various internal departments of an enterprise with the goal to enable a free flow of information between different departments of the enterprise. This gives an insight to the users on the client preferences as well

The first wave of ERP also focused on back office functions and data pertaining to customers was organized and integrated with the Customer Relationship administration to get by.

ERPs provided the Initial Navigation pathways where it gave the first taxonomy of organized Master Data to various industry verticals. *The very architecture of their Master Data gave their IT architected processes a certain navigational and functional certitude, that best practices could be replicated in them*

The Enterprise paid for this architecture. However what was not certain at this point of time, was that the long term evaluation criteria of these initiatives would be to generate outcomes based on different business situations. The other end of the Digitization tunnel was barely visible. Only a well architected Enterprise Solution, and that too, if installed properly could help in an elementary form of Business Decision Support.

Realistically speaking , ERP pricing was like an overdue price paid by enterprises for lack of process discipline and data governance in their pre -enterprise days.

Organisations depending on initial research and studies failed to look past the glorified impact of ERP systems. Very little was studied as to the key factors of a successful adoption, but what they failed to understand were the issues of digitizing current inefficiencies, user acceptance and issues of islanded information, which resulted in inadequate or defective reporting. A thoroughly costly affair !! Having already spent a mountain on making the first step towards Digitization, the question of ROI became all the more daunting.

DSS is specifically designed in a way that enables collection of data, developing and analyzing this data and finally making a sound decision or strategies for the construction of this analysis. The DSS eventually formulates the data into a usable approach for AI to act on it. And in an ever changing and evolving scenario, ERP would not last in terms of utility, even if the impact of ERP systems on operational efficiencies was somewhat positive.

The moot factor that businesses need to have depth about is the purpose of the architecture being sold to them. Is the IT architecture really about a business process optimization for them or it is just about automating the business process, often with its inefficiency. Once an answer is obtained for this question, the choice of the software package and the solution that one seeks to implement with this package becomes crystal clear.

Therefore to experience the real ROI of digitization before investing in any of the said technologies, a business must ask a few questions. If there is a fresh ERP solution you plan to adopt, what should it look like? Does the fresh ERP solution actually mandate the sort of huge investment that your business is carrying out? If there is an implementation beyond the ERP, then what is the preparation you need to have, to ensure the bang for the buck.

