The current state of AI

The AI hype wave offers immense opportunities and significant challenges for businesses. Two years after ChatGPT's public launch, companies are seeking practical guidance to harness AI's potential and achieve real business impact. While AI's transformative potential is widely acknowledged, how to get started remains daunting.

The roundtable was divided into two sections: demystifying the hype, and applying it to business. This structure helped the attendees first understand AI basics, and then how they might get started with practical applications.

The path to successful AI implementation requires a clear-eyed understanding of both the opportunities and challenges. By focusing on real business problems, engaging people, and embracing experimentation, organisations can navigate the hype and unlock the transformative potential of AI.

Prof Ted Lappas - Head of Data Science, Satalia

Opening remarks

We started the roundtable by asking attendees to give us one or two words describing their feeling about the current use of AI within their business. Responses included "hype", "hard to implement", "ROI", "how to cut through", "fast", "infinite possibilities", "friction" and "human".
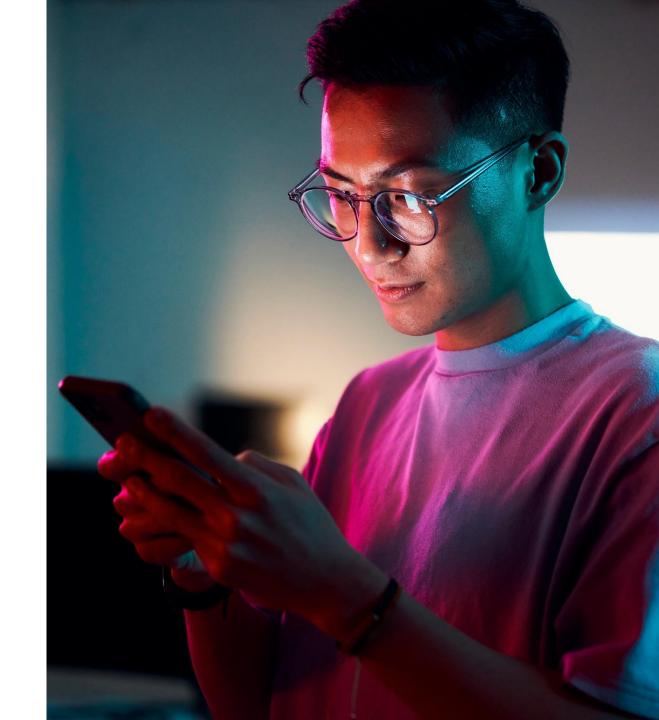
This diverse spectrum of views underscores the multifaceted nature of AI and the need for clarity and expert guidance. Across the cross section of companies in attendance, from small startups to large multinationals, the endless possibilities of potential AI use cases generally left attendees excited, but frustrated not knowing where to start or where to turn to understand the art of the possible.

Demystifying the hype

A central theme of the discussion was the need to demystify AI and separate genuine potential from inflated expectations. Satalia's head of data science provided a key insight that really clarified things for attendees.

First, current AI has, in essence, a perfect, photographic memory, and can access the vast amounts of data in its memory. Second, it can extrapolate, interpolate, and make inferences from that data. That's how it can generate credible text and remarkable images; it's also how it can hallucinate, confabulate, and make errors in judgement.

This sparked important questions from attendees regarding bias in data, the environmental impact of AI, where to begin and the practical limitations of current technologies.

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Cutting through the friction

One attendee raised surprise at how challenging it was to overcome organisational friction, even just to get started.

Other attendees echoed challenges navigating organisational structures, encountering change management overhead, and struggles to define what "useful" AI looks like in a world of seemingly infinite possibilities.

The discussion highlighted the importance of identifying specific business problems that AI can address, engaging employees in the process, and focussing on outcomes.

Key takeaways

The key takeaways that emerged from the roundtable discussions were the same across the startups and multinationals:

Focus on real problems:

Successful AI implementation starts with identifying specific business challenges that AI can realistically address. This requires a clear understanding of both the potential and limitations of current AI technologies.

Where to begin? Start small, think big:

Find initial use cases that have potential to deliver value. Begin with targeted pilot projects to demonstrate that value, then build momentum. Take initial successes, then scale and expand them to adjacent use cases, larger scopes, or other areas of the business. All the while you're doing this, stay abreast of how AI will develop and data availability increases.

Engage your people:

AI is not just about technology; it's about people. Engage employees early and often to build understanding, address concerns, and foster a culture of innovation. Build people-centric AI.

Embrace experimentation:

AI is a rapidly evolving field. Adopt an experimental mindset, test different approaches, and learn from both successes and failures.

Satalia uses AI to solve hard problems

- Satalia turns business challenges into AI-powered solutions.

- We are leaders in data science, machine learning, simulations, optimisation, and digital twins.

- 200+ people from diverse technical backgrounds, with decades of collective experience across AI stack.

- One of the world's only organisations with end-to-end data science, optimisation and MLOps capability.

- Expertise in building adaptable AI systems that integrate with existing tools.

- Specialise in AI solutions for marketing, logistics, and workforce optimisation.

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What we do

Solutions

Satalia has repeatedly solved complex problems that provide significant value to businesses. We've developed reusable knowledge, technology assets, and tools as part of the process.

We then use these to help accelerate path to value for customers.

Workforce

Optimise decision-making to inform a people-centric future of work. Increases efficiency, maximises effectiveness and reduces bias - ultimately improving the employee experience.

- Workforce optimisation
- Talent forecasting
- People analytics

Marketing & media

Optimise how agencies and brands create, deploy and measure content for marketing and advertising. Improve ROI for key metrics and enhance the end-to-end content production process.

- Brand and audience brains
- Smart visual search
- Enhanced content annotation
- Performance prediction

Logistics

Optimise your key operational functions to save money, reduce environmental impact, and improve customer choice.

- Last-mile delivery routing and scheduling
- Vehicle routing and scheduling for distribution logistics
- Warehouse dock planning system
- Field service routing and scheduling
- Simulations for vehicle routing and scheduling

Business strategy & planning

We develop, test and implement solutions so you see returns in months, not years. And we help you develop a roadmap for success

- Business planning simulations
- Benchmarking tools, including vehicle routing and pricing
- Pricing optimisation

We can help you get past blank page syndrome and come up with compelling use cases

We enable you to deliver results quickly, and iterate to deliver more value:

- With a deep knowledge of both market and proprietary tools
- Engaging stakeholders
- Managing the risks associated with AI
- Avoiding the common pitfalls and friction often associated with AI projects

Moving you towards transformational AI.

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Thank you

To set up a conversation and find out more please contact

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