COGNITIVE
THE AGE OF IMPLEMENTATION

Getting AI out of the lab and putting it to work.

Invention and innovation are two different creative processes. Invention is about creating something for the first time, innovation is about creating value by using the invention to make a difference.

Artificial Intelligence has been *invented* – we have techniques and toolsets, we have the vast stores of data and the immense computing power needed to train machine learning models. Now it's time to solve real-world problems and innovate fearlessly.

"Modelling the Impact of AI on the World Economy"

• **AI techniques have the potential to create between $3.5T and $5.8T in value annually across 19 industries**

• **In 69% of use cases analysed, deep neural networks improved performance compared to what existing analytic techniques could deliver**

'Notes from the AI Frontier' by McKinsey Global Institute

AI-OPTIMISED PLATFORMS

Cognitive success depends on processing data – a vast amount of data – and IDC reports that many AI projects are at the limit of server performance. AI-optimised platforms are built on GPU accelerators to reduce the time to train deep learning frameworks from weeks and days to hours and minutes. Which is good news. The bad news is the price-tag of acquiring infrastructure with the speed necessary to radically accelerate mission-critical insights. The solution is to access this power on-demand.

The CSI PowerCloud includes IBM POWER9 AI-optimised infrastructure to handle the data and processes it takes to build powerful AI applications. Pay only for the time you need. Train neural networks in a fraction of the time and prove the benefit of the AI model before you consider investing in high-performance computing. We can also help you develop AI proof of value demonstrations with leading solutions like IBM's PowerAI and AIVision, and H2O Driverless AI.

ENTERPRISE AI

Today everyone is talking about AI and many companies have been conducting pilot projects to test the promise of competitive advantage. Now it's time to take these experiments into the big time. It's time for grown-up AI that is embedded into core business strategy. This means augmenting the work carried out by people across any department where AI will solve problems fast. Success comes from starting with the problem and working your way towards the underlying technology, not the other way round.

CSI will help you with the big questions:

• What business challenges can benefit from AI?
• Where is the data that will fuel machine learning models?
• How will cognitive solutions be industrialised throughout the organisation?

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TECHNOLOGY IS THE MEANS. OUTCOMES ARE THE END.

The world cares less and less about the specific IT and more and more about what it can do.
That's why we take a technology-neutral, outcomes-biased approach.

GROW

We help unlock our clients' capital and liberate their IT teams so that both can be redeployed to optimise digital performance and secure new levels of growth.
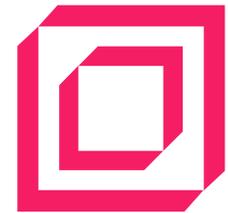
SAVE

We enable our clients to operationalise lean business models and harness the kind of efficiencies that translate cost management into competitive advantage.

INNOVATE

Our deep expertise in optimising digital performance in commercially critical environments means our clients can deliver new experiences and value, at new speed and scale.

PROTECT

We combine practical experience with cognitive computing to keep our clients' data and reputation safe from harm.

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