



Future Trends in AI & Machine Learning

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Unstructured Data Management

the elephant in the corner

A competitive analysis of the unstructured data management market



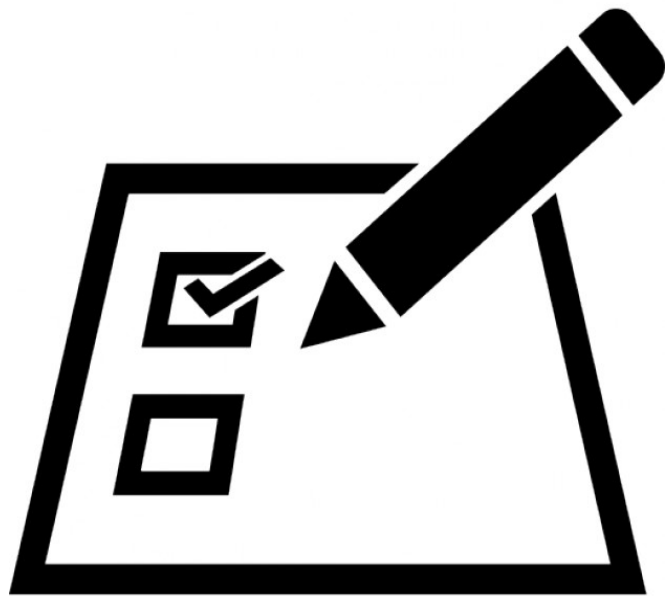
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Machine learning works best when you.....

- Understand the business problem (& rules) thoroughly
- Have a decent amount of data (that's not too silo'd)
- Can identify good and bad outcomes
- Understand the likely impact on the user experience
- Are comfortable with data in the cloud



Most current use cases share some common characteristics

The tasks they perform are repetitive and somewhat mundane – or they involve situations in which humans ideally wouldn't place themselves due to the danger

They are performing tasks currently performed by humans but not displacing them from entire jobs

The business value is in the data – both the input and output – rather than the algorithm or model, but all three are requirements

Retail <ul style="list-style-type: none"> ▪ Recommendation engines ▪ Market segmentation & targeting ▪ Predictive inventory planning ▪ Upsell and cross-sell channel marketing ▪ Demand forecasting ▪ Merchandising 	Manufacturing <ul style="list-style-type: none"> ▪ Predictive maintenance & monitoring ▪ Predictive and just-in-time production ▪ Demand forecasting ▪ Process optimization ▪ Telematics ▪ Warranty reserve estimation 	Travel & Hospitality <ul style="list-style-type: none"> ▪ Customer experience optimization ▪ Complaint resolution ▪ Traffic management & scheduling ▪ Social media analysis & interaction ▪ Dynamic pricing
Healthcare/Life Sciences <ul style="list-style-type: none"> ▪ Disease identification ▪ Proactive health management ▪ Real-time alerts & diagnostics from patient data ▪ Patient triage optimization ▪ Drug discovery ▪ Predictive care 	Financial Services <ul style="list-style-type: none"> ▪ KYC/customer onboarding ▪ Risk analytics ▪ Credit scoring ▪ Customer segmentation ▪ Communications analytics ▪ Anti-fraud ▪ Recommendation engines ▪ Targeted offers 	Oil & Gas <ul style="list-style-type: none"> ▪ Seismic analysis ▪ Risk analytics ▪ Predictive maintenance & monitoring ▪ Asset behavior anomaly detection ▪ Trading strategy optimization

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Things to look for in 2018

More data
acquisition &
consolidation
by large
vendors

Those that own the data will
win, everyone else will have
to pay for access to it

Industry leaders acquiring data assets as value shifts

Microsoft

\$26bn

LinkedIn

IBM

\$2.3bn

The Weather Company

ORACLE

DATA CLOUD

\$2.5bn

MOAT

datalogix

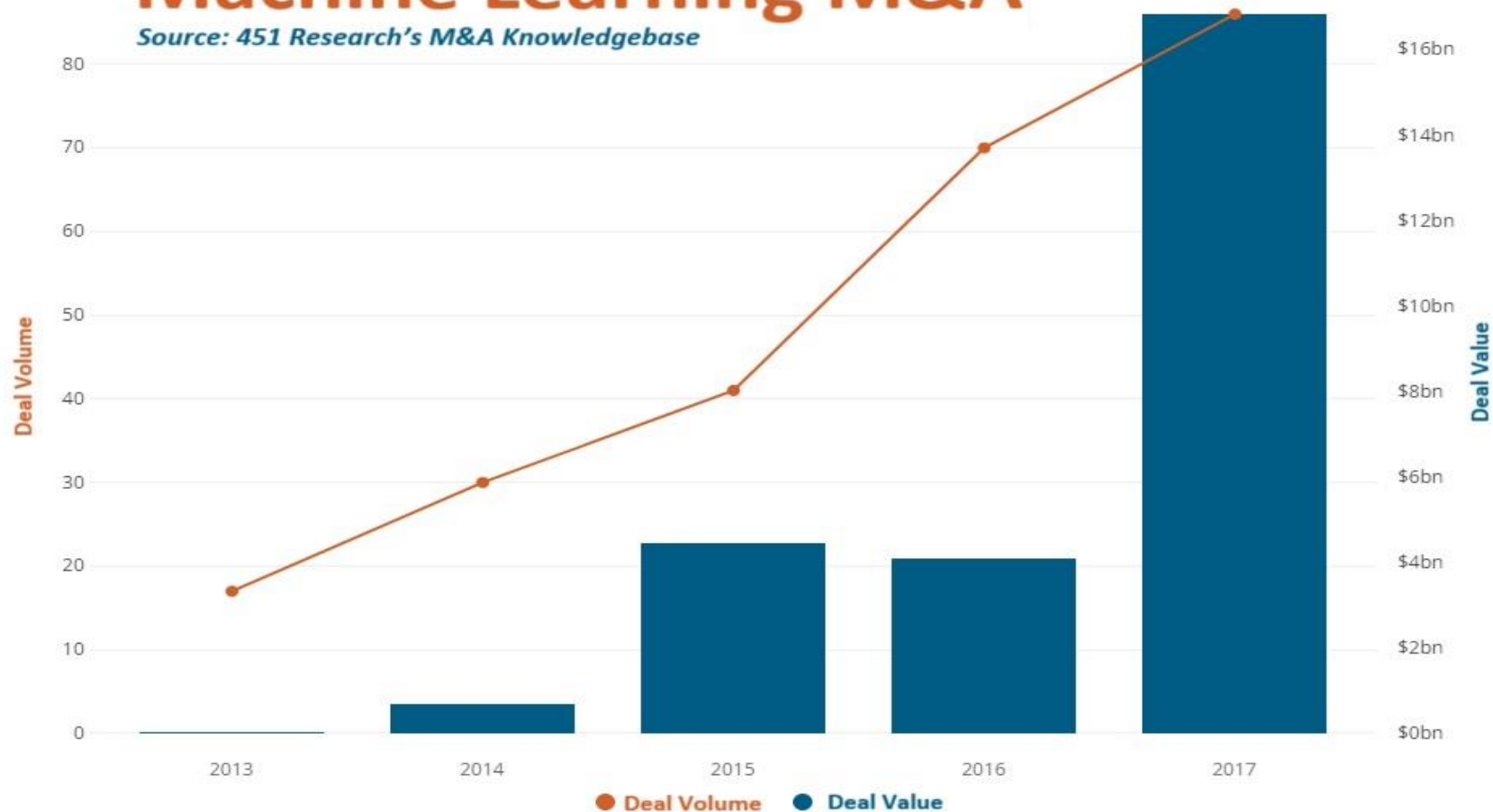
crosswise

AddThis

bluekai

Machine Learning M&A

Source: 451 Research's M&A Knowledgebase



More focus on
how human
brains actually
work

“We have no idea how the brain works and our algorithms do not work anything like the brain works” – Andrew Ng, founder of Google Brain Deep Learning Project

More specialist
AI chips

Intel, Qualcomm, Nvidia,
Microsoft, Google,
Facebook, Apple,
Graphcore

Government
involvement
will increase

Fundamentally
Understanding the Usability
and Realistic Evolution of
Artificial Intelligence Act of
2017 - or FUTURE of AI Act

Unsupervised
machine
learning

Because there are only so
many labeled data sets
around to train models

AI and machine learning will eventually pervade every aspect of our personal lives, work lives, education and leisure

While the long-term implications of AI are truly revolutionary, the initial improvements are likely to appear relatively routine

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