

Is My Business Ready for AI, Is AI Ready for My Business?

How is AI going to change my business today?

When to commit, and when not to commit, in AI for your business

Ben Lynch CEO Adtones September 12th 2024



Introduction – Managing the Hype

AI Promises vs Reality

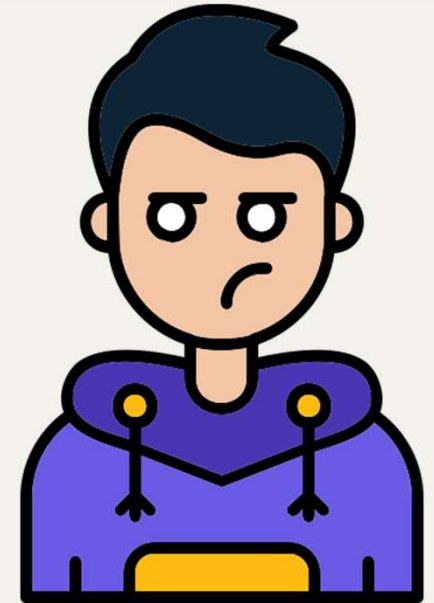
I receive daily emails claiming AI can turbocharge my business.

These offers lack any specific suggestions for improvement.

The companies offering these solutions don't seem to understand my business.

Ironically, these people (or bots) fail to use AI themselves to tailor their pitch.

AI could be used to analyze my business and offer real solutions, but ironically that's not happening.



Introduction – Managing the Hype

Even the Biggest Companies Get AI Wrong

Large ad giants with vast AI budgets still fail to deliver relevant advertising.

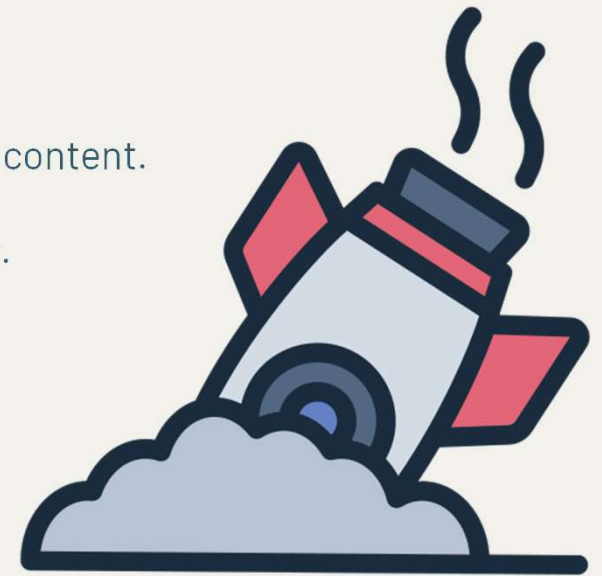
Example: Repetitive ads following users around after a website visit, with no adaptation.

They are failing to evolve basic advertising techniques.

Instead of offering alternative products/services, advertisers spam the same content.

Consumers are intelligent enough to have moved on, but ads don't reflect that.

Conclusion: In this example AI is not being used effectively in targeting or consumer retention.



Introduction – Managing the Hype

AI Can Improve Processes – Is It Really AI or Marketing Hype?

AI does really improve certain processes: Language, translation, maps, etc.

Sometimes, what's now called AI may simply be a more advanced software upgrade.

AI promises are often overhyped and lack specificity.

Even large companies are failing to harness AI effectively.

AI does have real benefits, but improvements are often called AI instead of simple technology upgrades.



What is AI to Big & Small Business?

Real world solutions?

AI is being discussed like blockchain and big data were a few years ago, often touted as a solution for everything.

Business owners need to be cautious about buying into the hype without a clear strategy.

In many ways AI has limited practicality today.

Beyond natural language processing and simple pattern recognition, AI is still more of a dream than a hard practical reality.

It's worked well in academic research in well managed labs but is way less practical in real-world scenarios for everyday businesses.



What is AI to Big & Small Business?

The Cost and Reward of (Early) AI Adoption

Implementing AI, like any new technology, will be costly if the timing or solution is wrong.

Businesses need a clear, detailed plan of what they want to achieve and how AI will pay for itself before investing in AI.

AI has gained a near-mythical reputation, but business owners must avoid being swept up by the hype.

Just like any other expensive, time-consuming project, understanding the technology is key before you move.



What is AI to Big & Small Business?

AI Can Provide Spectacular Success

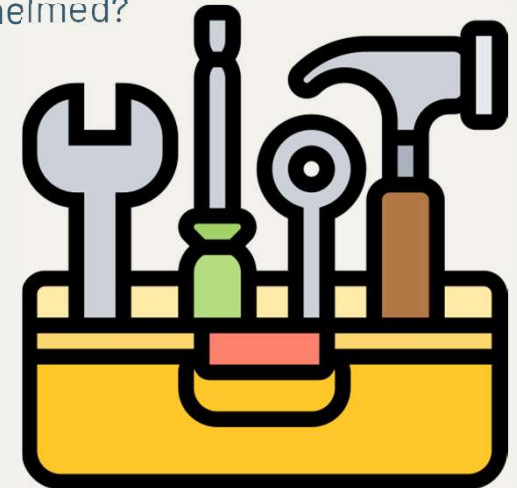
AI has seen success in areas like natural language processing

Was this a pressing problem? - there are already billions of people with natural language skills.

Do we need AI helping to generating more content when we are already overwhelmed?

Remember AI is Just Another Tool - however smart - use it wisely in the right place

Businesses must assess whether they're ready to use the AI tool effectively they struggle to benefit from it.



What is AI to Big & Small Business?

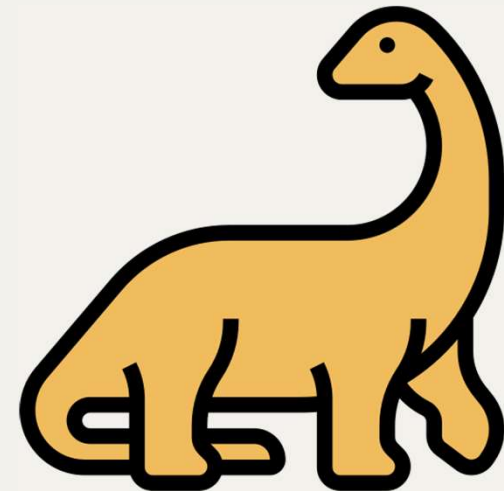
AI and Business Survival

Survival of the fittest: Some businesses adopting AI will thrive, while many will fail or get damaged by premature or misguided implementation.

Only the businesses that really understand and strategically adopt AI will thrive from these huge projects.

Keep in mind AI is the latest hype, but it's not a universal solution, there are other solutions.

Sometimes it's best to limit AI use today and wait until tomorrow.



Under the Bonnet of AI

Oversimplifying AI to Understand its Benefits and Pitfalls

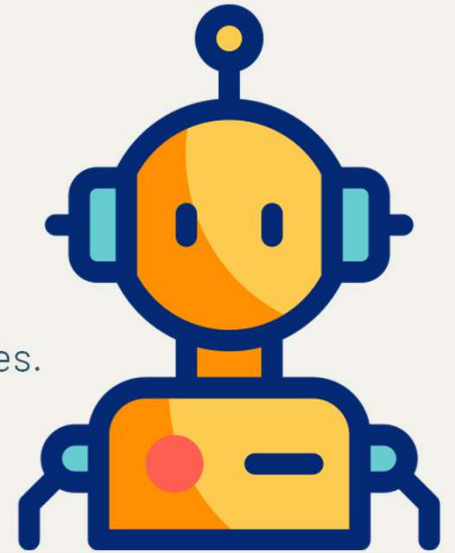
AI isn't about "real" intelligence – it's more about refined pattern recognition.

Businesses already have lots human intelligence, more than enough in most cases.

AI = rules + pattern recognition > data

AI works by applying complex, refined rules (algorithms) to data sets.

It's a system that acts on data and can update itself through monitoring and feedback.



Under the Bonnet of AI

The Importance of Well-Designed Algorithms and Data

AI algorithms must be fit for purpose and carefully designed.

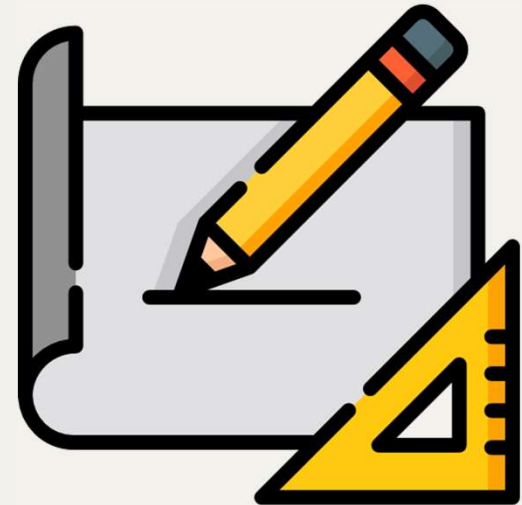
Operational feedback loops can refine these algorithms, but only if set up correctly from the start.

Self-evolved natural selection works well for bettering algorithms, but it's not ideal for businesses with limited time and money.

Businesses can't afford to wait for their AI to slowly evolve and hope it ends up being the "fittest."

Data quality is critical - The data sets used must be fit for purpose; poor data leads to poor results.

Data curation is vital - Feedback loops will only take the system off course if the data isn't curated properly.



Under the Bonnet of AI

An Art, Not a Science

Maintaining and curating data is a fine art, not an exact science.

The quality of the data determines the effectiveness of the AI.

The success of AI depends on the skill of the team that designs, implements, and maintains it.

A deep understanding of the business problem is essential.

Even the best team needs some luck to get access to the right quality data.

Having just the right amount of good data is crucial for AI success.



What Does This Mean for a Business?

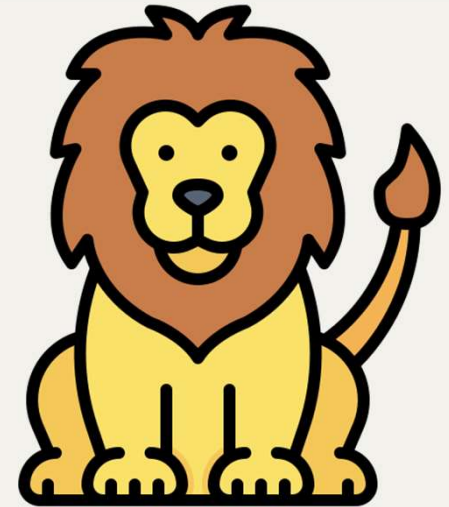
Is AI Too Risky?

Implementing AI solutions that are custom or tailored to give your business a real competitive edge will likely be costly and carry risks.

Everyone can access generic AI tools – use them, your competitors will

Business will lose competitiveness if they don't adopt some of the generic AI streamlining tools.

Don't fall behind you must adopt some AI tools.



What Does This Mean for a Business?

What Should 'Candidate' Businesses Do?

Certain businesses can benefit from AI investment without relying on risky start-up projects.

Focus: Identify a problem that truly requires AI (not just technology) to solve.

Avoid using the wrong tool – don't worry if AI is not the answer, most business improvement projects don't require AI.

Using AI for the wrong purpose may be harmful to your business.



What Does This Mean for a Business?

AI Implementation Requires Expertise and a Vision

Such systems need to be developed specifically for the business.

Teams of true experts are required to plan and implement these systems based on a deliverable vision.

Adtones – Millions of user we are building AI to access multiple data sources; Wikipedia, weather, news combined with our data - a single person can then oversee large numbers of user interactions.

Adtones – Use AI to generate highly personalized advert scripts based on profiles, location, weather, news

Adtones – AI will use standard text-to-voice technology but aim to enhance it with localized accents and languages to convert scripts to audio ads. Manually scripting and recording ads for millions of users daily would be impossible.

The logo for Adtones, featuring the word "adtones" in a bold, blue, lowercase sans-serif font.

Conclusion

Stay competitive with basic AI tools

Beware of the AI Bandwagon - Don't add AI just to seem innovative

AI Isn't Always the Best Solution

Understand AI Before Implementing It

One Size Does Not Fit All

