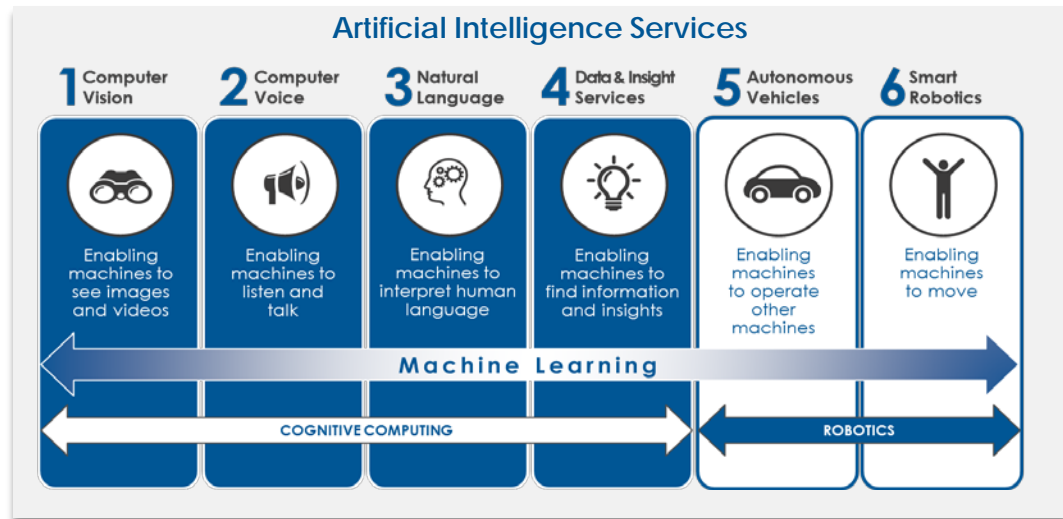


Demystifying Artificial Intelligence

Simplify the way you think about AI and what it can do

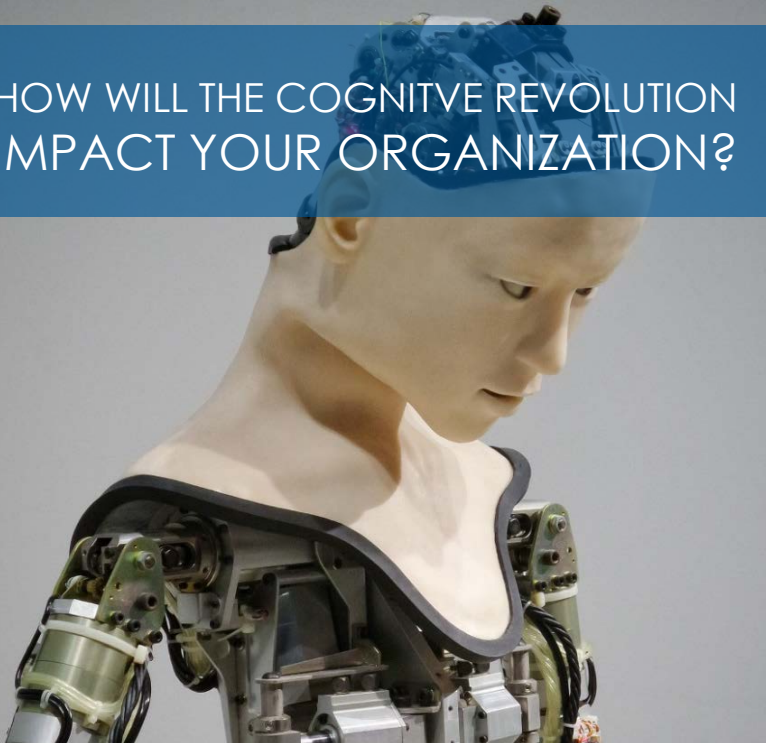
What is Artificial Intelligence?

Artificial Intelligence (AI) is about enabling machines to do physical and cognitive tasks that humans currently do – which allows your growing organization to scale its operations, people, and expertise and let's your human workforce focus on higher value, more engaging tasks that machines cannot do as well.



At Essextec, our technologists focus on a subset of AI called **cognitive computing** – in which we design, build, and maintain applications that enable machines with cognitive abilities similar to those of humans - such as seeing, speaking/listening, understanding language, and analyzing large volumes of complex information. Through the power of the cognitive solutions we provide, our clients have found ways to **grow revenue, reduce costs, and create new experiences for their customers.**

HOW WILL THE COGNITIVE REVOLUTION IMPACT YOUR ORGANIZATION?



Today, the primary commercial uses for **cognitive computing** tend to fall in three categories.

- 1 Virtual Engagement**
Creating human-like interactions with customers and employees
- 2 Cognitive Analysis & Insights**
Consuming massive volumes of data, detecting patterns, interpreting meaning, and driving actions
- 3 Intelligent Process Automation**
Automating repetitive, time-consuming digital tasks

Our experts can **help you drill down into each category** to figure out potential use cases within your business, what return on investment to expect, and how to get started. We will highlight **real world examples** – both from our work and across the industry – of how other organizations are **using AI to address their most pressing business challenges.**