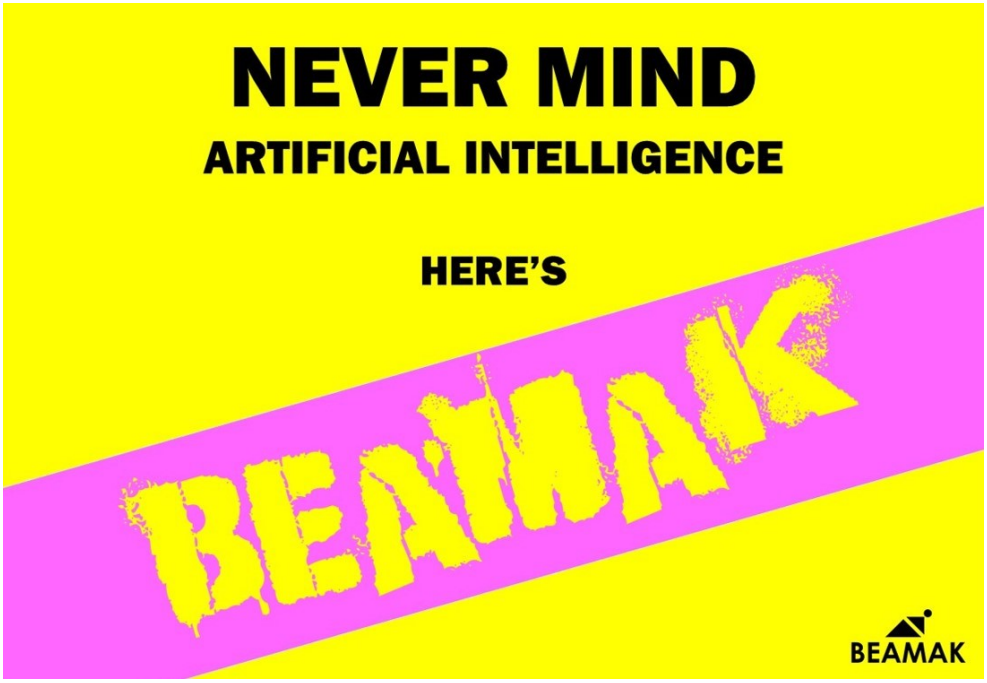
THE GREAT AI SWINDLE



AND ALL THIS WAS JUST A SWINDLE ...

What are you saying here? A swindle? It is a joke ! You are not serious. How can you say that companies go a wrong direction?

When you "blow against the wind", your life is not easy. Believe us ! Here are a couple of things you should pay attention to. We have talked to so many corporations and executives and they all, yes all, didn't paid attention to a couple of key things !

No matter what you are trying to do, you always have an intent, you search for something, you try to provide an answer to a question. This means that you have a goal, a sort of "exit" state which is defined. And in front of you, you have many, or too many information. How to decide which one is relevant? One approach could be to use the good old fuzzy logic to check the possibility that the current data is like the one you are looking for. Another approach could be to use advanced statistics to predict which one would be acceptable. No matter the way you will take, in both cases you have to handle data which are not equal to your "exit" state but close to. The difference is that in the first case, you are using data which are true, which are real, and in the second case you are using data which are the result of a statistical analysis. The result in this case is not linked to any existing data in the real world. Both are still "close" to what you are looking for but one data is linked to an existing object while the second one is not linked to anything real. In the first case, when you use the data, you can use deductive reasoning and produce a result which is true. In the second case, you will use inductive reasoning and produce a result which is maybe true ! In the first case, you act with wisdom. In the second case,

Beamak SAS
58 route Nationale
80500 Contoire-Hamel
France

Phone
+33 763 633 003

Mail
info@beamak.com

Follow us on Twitter
@BeamakSAS

www.beamak.com

Jurisdiction
RCS Amiens

SIREN
834 482 937

Represented by
Mark Pohlmann

you don't act with wisdom and produce uncertain outcomes.

And there is another big issue. The way some business processes are replaced by artificial intelligent engines. How are things done? Easy, just talk to a subject matter expert who will tell you in detail how he works, what kind of data are needed, how decisions are made, etc... Once you have this, make an algorithm out of it, collect data and process them. The job is done. And yes, you are right, the job is done! But in the real world, what is happening in case you don't have the data you need to have? What do you do in such cases? What you did is correct since you made artificial the way the expert would work but you didn't took care about all other situations which are "around" this expert path. What you forgot is to take care of the problem space, of all the possible situations that might happen. And you can do nothing now just because you forgot to collect all needed data to handle those situations which are within the problem space but not on the expert path. The only thing that you can do is to go back to the design stage and work on all the possible path which are within your business process, create and update the way your data are structured, update and create new algorithm, etc... In other words, you will have to start more or less from scratch!

But this is not the end of your problems since whenever you will need to solve a problem, you use most of the time so called functional properties attached to the objects that are involved and not descriptive properties. As a simple example, to change a light bulb, you will use a chair because you can stand on a chair (a function). In most of the cases, you didn't took care about collecting such information. What you are processing most of the time are descriptive data and these are, for such cognitive processes, irrelevant.

Maybe the time has come to change the way you design your AI.

Beamak - We make machines think !

Beamak was created in 2016 by Cognitive Psychologists who worked for the French National Center for Scientific Research (C.N.R.S.) and the Computer Science Laboratory for Artificial Intelligence (LAFORIA).

Our functional cognitive architecture using core Psychological components brings to AI engines the ability to understand a context and adapt their attitudes to act and communicate. These components are using Beamak Smart Neuron concept which is processing data in a natural way.

Beamak is helping companies worldwide to accelerate their digital transformation by creating and designing AI solutions which includes cognitive and psychological features.

Founders of Beamak worked for over 20 years for leading consulting and technology companies such as Andersen Consulting, Accenture, Cap Gemini or Hewlett-Packard, managing over 200 projects for Fortune 500 companies in EMEA.

At Beamak, we love what we do and we stick to our promises. We would be glad to be part of your next journey.

Looking forward to work with you soon...