

Driving Digital Transformation through Artificial Intelligence at the AI Expo



London, Feb 27, 2019 (Issuewire.com) - Artificial intelligence is a key driver of digital transformation across a wide variety of industries. The potential of this technology to shift business strategy to a truly customer-centric model is significant with customer demands and competitive pressures continuing to rise.

AI is playing an important role in the digital transformation of many companies, from automation of services, and predictive analysis to chatbots and sentiment analysis. Research from Capgemini's Digital Transformation Institute, also highlights the ever-growing need for AI consumer consumption with close to three-quarters (73 percent) of consumers have interacted via AI. Satisfaction with those who have experienced AI interactions, however, was slightly lower at 69 percent.

Not only this but according to Gartner, 30% of all B2B companies employing artificial intelligence to augment at least one of their primary sales processes by 2020. With the demand for artificial intelligence for consumers, the upcoming [AI & Big Data Expo](#) in London will be focusing on the fundamental building blocks needed to build a digital organization.

A panel discussion will focus on 'Driving Digital Transformation through AI & Deep Learning' focusing on

real-life examples of successful transformations across the enterprise. Panelists for this will include:

- David Savage, Founder, and Editor,
- Hila Lamm, Chief Strategy Officer, Firefly.ai
- Richard Sargeant, Chief Commercial Officer, Faculty
- Abhi Bajpai, Senior Manager, Technology Strategy, Natwest

The event will have a focus on AI and Big Data in terms of people, skills, and technology, as well as being co-located with the [IoT](#), [Cyber Security and Cloud](#), and [Blockchain](#) expo.

You can find out more about the [World Series 2019](#) and register for each event here:

[AI & Big Data Expo Global](#) – **25-26th April 2019**, Olympia

AI & Big Data Expo Europe – **19-20th June 2019**, RAI, Amsterdam

AI & Big Data Expo North America – **13-14th November 2019**, Santa Carla Convention Centre, CA



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