BARRY
DEVLIN

How to Revamp your BI and Analytics for AI-based Digital Business

ONLINE LIVE STREAMING

JUNE 9, 2021

ABOUT THIS SEMINAR

Artificial Intelligence (AI) is, without doubt, the most hyped technological development of the past few years and shows every sign of remaining so for the coming decade. It will create business opportunities worth billions. It will solve every problem, from ill-targeted advertising to world hunger. Really?

With such unrealistic expectations, it is vital to understand what AI can truly deliver and what it cannot, where it can help and where it can hinder. In particular, as business decision making is transformed by an explosion of digital data, you must know which business processes AI will improve and which it may break, what is ethical or not, and even what could disrupt society's economic basis.

This seminar by Dr. Barry Devlin provides a high-level foundation for discovering and planning how your business and IT environments can adopt and adapt to AI.

A primer on the history and terminology of AI, deep learning, algorithms, etc. provides the starting point for a deeper exploration of the relationship between AI and Big Data, both physical (Internet of Things and Machine log) data as well as human-sourced information from social media.

Positioning AI in the context of all types of decision making, from operational to tactical and strategic, provides the context for deciding how to use AI to augment human skills, automate or reinvent existing processes, or a combination of both.

The increasing use of AI in a wide range of tools from data preparation to BI and analytics is explored, going deeper than the vendors' stories to an understanding of their real pros and cons.

Finally, the ethical, economic and social implications of widespread adoption of Artificial Intelligence are evaluated, together with suggestions for further investigation.

Although delivered as a fully stand-alone seminar, delegates will benefit from attending the directly preceding two-day seminar held in Rome on 24-25 June, 2020, "**How to Revamp your Data Warehouse and Lake for Digital Business**" described in the relevant brochure.

WHAT YOU WILL LEARN

• What is AI? A brief history and explanation of its evolution, key concepts, and terminology
• Understanding how IoT and social media enable AI as the new driver of business value
• An evolutionary architecture spanning from traditional BI to AI and beyond
• Approaches to applying AI to decision making -augmentation vs. automation
• Implications of AI, social media, and IoT for the IT department
• New technology solutions needed to build out business applications on AI and IoT, including embedded BI and edge analytics
• Evolving from today's BI and analytics to future AI-based solutions
• Ethical, economic, and social considerations for your business and beyond

WHO SHOULD ATTEND

• Enterprise, systems, solutions and data architects in Data Warehouse, BI and Big Data
• Systems, strategy and Business Intelligence managers
• Data Warehouse and systems designers and developers
• Tech-savvy business analysts

Outline

1. Artificial Intelligence - History and Foundations

- A brief history of AI
- Terminology - conflicting and overlapping
- Artificial neural networks and other techniques -a primer
- Advances and directions in AI research and industry use

2. Decision Making for Social Media and IoT

- From traditional BI to Operational Analytics to Machine Learning and AI
- Centralisation vs distributed processing - Cloud, Fog, Edge and more
- Model management in Machine Learning - transparency, immutability, and version control
- The role of the Data Warehouse and Data Lake in Data Science implementation
- Data scientists and data engineers vs. business and IT roles

3. Applying AI to Decision Making

- AI in information preparation and governance
- From BI to Analytics to AI
- Tooling such as R and Python, Machine-Learning automation, and Data Science workbenches
- Operational, tactical and strategic decision-making considerations
- Automation vs. augmentation

4. Building the Digital Future with AI – Key Considerations

- Ethical considerations for analytics and AI in business
- Privacy, personalisation and anonymisation - myths, reality, and law
- Wider ethical concerns for society
- The impact of AI on the economy and employment
- Avoiding societal breakdown

SPEAKER

Barry Devlin is Founder and Principal, 9sight Consulting. Dr. Barry Devlin is among the foremost authorities on Business Insight and one of the founders of Data Warehousing, having published the first architectural paper in 1988.

With almost 40 years of IT experience, including 20 years with IBM as a Distinguished Engineer, he is a widely respected industry analyst, consultant, speaker and author of the seminal book, "**Data Warehouse-from Architecture to Implementation**" and numerous White Papers.

His 2013 book, "**Business unIntelligence-Insight and Innovation beyond Analytics and Big Data**" is available in both hardcopy and e-book formats.

As founder and principal of 9sight Consulting, Dr. Devlin provides strategic consulting and thought-leadership to buyers and vendors of BI solutions. He is continuously developing new architectural models for all aspects of decision-making and action-taking support.

Now returned to Europe since 2018, Barry's knowledge and expertise are in demand internationally.

INFORMATION

PARTICIPATION FEE

€ 600

The fee includes all seminar documentation.

SEMINAR TIMETABLE

9.30 am - 1.00 pm
2.00 pm - 5.00 pm

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
info@technologytransfer.it

TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)

PAYMENT

Wire transfer to:
Technology Transfer S.r.l.
Banca: Cariparma
Agenzia 1 di Roma
IBAN Code:
IT 03 W 06230 03202 000057031348
BIC/SWIFT: CRPPIT2P546

GENERAL CONDITIONS

DISCOUNT

The participants who will register 30 days before the seminar are entitled to a 5% discount.

If a company registers 5 participants to the same seminar, it will pay only for 4.

Those who benefit of this discount are not entitled to other discounts for the same seminar.

CANCELLATION POLICY

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

CANCELLATION LIABILITY

In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.

BARRY DEVLIN

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June 9, 2021

Registration fee:
€ 600

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name ....

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city ....

country ....

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Stamp and signature

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Technology Transfer S.r.l.
*Piazza Cavour, 3 - 00193 Rome (Italy)
Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
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