



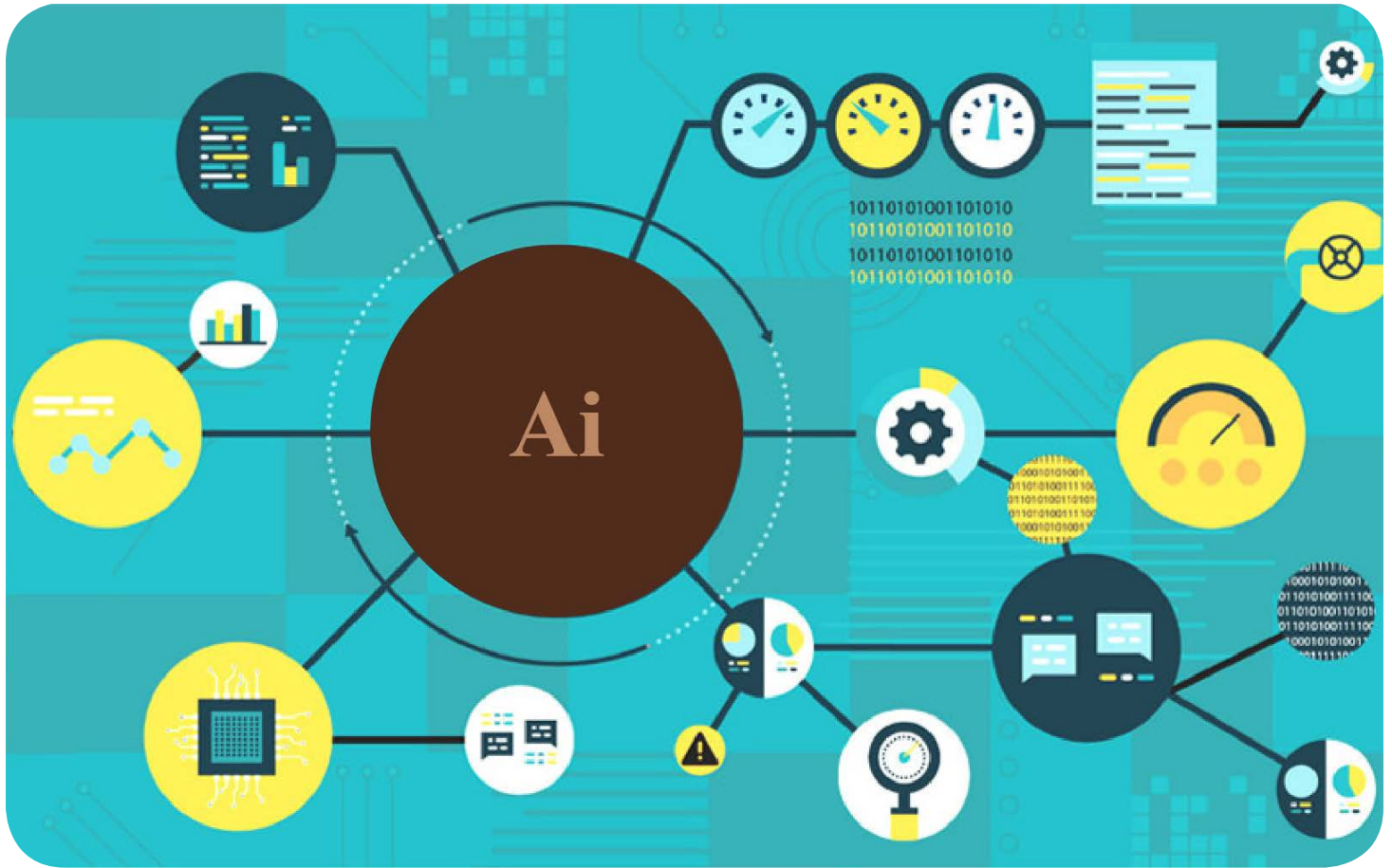
What is AI?

The idea of Artificial Intelligence (AI) has been fueled by science fiction for many years and has become a loaded term on its own, conjuring up visions of systems that threaten human existence. The term Artificial Intelligence was actually coined in the 1950s and refers to a set of mathematical algorithms used to process data in order to provide pattern matching, insights, correlations, and relationships which would be otherwise be impossible for humans to deduce without the aid of such technology, especially with advent of big data.

Previously, attempts to process such huge amounts of data were hampered with poor computational power, limited data sets and inadequate storage. With great advances in all these areas and the creation of sophisticated AI frameworks, the purpose of AI now is to create systems that can function intelligently and provide real value to business. These focus on the intelligent processing and analyzing of big data from organizational systems, sensors and within data stores, to deliver a wide range of value and benefit that was not previously possible.

AI is an overarching umbrella which includes technologies such as:

- Speech recognition - used to develop online intelligent assistants such as Siri, Cortana, etc. that can query their databases using human speech.
- Image recognition/computer vision - used to facilitate technologies such as number plate recognition, autonomous vehicles.
- Natural Language Processing (NLP) - the ability for systems to read and process written language for applications such as instant translation.
- Machine Learning - used to develop systems that can learn from data and identify patterns, make correlations and assist in decision making. Machine learning consists of:
 - Neural networks - an attempt to replicate that way the human brain works in order to develop simple learning abilities within systems using mathematical algorithms.
 - Deep learning - a complex version of neural networks used to perform more complex learning functions using Convolutional Neural Networks (CNN) and Recurring Neural Networks (RNN).



How can AI help business?

AI has been used by many large IT companies for many years such as Google and Facebook in order to process the huge datasets they have in order for them to learn from online user behavior and in turn provide their user base with more personalized interactions.

This has led to the development of new, lucrative industries such as social media advertising, personalized content, online assistants, IoT devices and much more.

Here are some benefits of AI adoption:

- AI has become a driving technology for digitization and automation
- Process large volumes of data quickly and efficiently to uncover underlying truths that humans would take much longer to discover
- Help enterprises work more efficiently in

reaching diverse customer base, optimizing resources, and increasing productivity.

- Render new insights, transform decision making, and drive improved business outcomes
- Support organization to gain a competitive advantage and drive an excellent business value



- *Here are some real world examples of where AI has been applied to deliver greater value to business:*



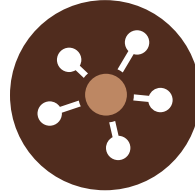
Business Management

- Sales and business forecasting.
- Security surveillance.
- Smart personal assistants such as Siri, Cortana and others.
- Automated responders and online customer support.
- Process automation.
- Spam filters.
- Smart devices that adjust according to behavior
- Automated insights, especially for data-driven industries (eg financial services or e-commerce).
- Smart email categorization.
- Voice to text features.



Ecommerce

- Smart searches and relevance features.
- Personalization as a service.
- Product recommendations and purchase predictions.
- Fraud detection and prevention for online transactions.
- Dynamic price optimization based on machine learning.



Marketing

- Social semantics and sentiment analysis
- Pattern and image recognition
- Language recognition - to digest unstructured data from customers and sales prospects
- Automated web design
- Predictive customer service
- Recommendations and content curation
- Personalization of news feeds
- Ad targeting and optimized, real-time bidding
- Data analysis and customer segmentation.

These are only some of the examples of AI uses in business.

With the pace of development increasing, there will likely be much more to come in the near future.

AI can help accomplish many business activities with greater accuracy and at a fraction of the time it would take humans to do the same.

AI also offers a substitute for human judgement because it can forecast based on patterns in data that are undetectable by humans. These features can change what businesses and the managers in them do but also how they do it in profound ways.

AI Services we offer



TAG AI Consult aims to become a leading provider of AI services globally in partnership with many leading AI technology providers.

The services that TAG AI Consult offers includes:



AI Consulting

Assist businesses to derive greater value from their institutional data with actionable intelligence and analytics through AI consulting services by using the latest in data science and AI technologies. Our aim is to become a trusted advisor for all entities looking to develop AI strategies and adopt AI technologies.



AI Think Tank

Provide a platform to disseminate the latest knowledge and developments in this domain to audiences globally through articles, whitepapers, case studies, use case, conferences and webinars.



AI Training

Promote the latest, relevant courses to professionals with regards to AI and data science for business use, both technical and managerial.



AI Products

Offer leading AI products developed by partners to markets in which we operate.

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