

TECHNOLOGY BEST PRACTICE

AUGMENTING THE HUMAN

HOW ARTIFICIAL INTELLIGENCE IS TRANSFORMING
DECISION-MAKING

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Information is exploding in **scale** and **complexity**, while firms are being **overwhelmed**

Information Expansion



163 zettabytes

Annual online data
creation rate by
2025

Siloed Knowledge



80%

Of business expertise
locked in employees'
minds

In the next decade, we'll see a huge transformation that will affect **everyone**

Artificial Intelligence is coming in a real way



14x

Increase in the number of active AI startups since 2000

Business Leaders will have in-depth access to high-quality information



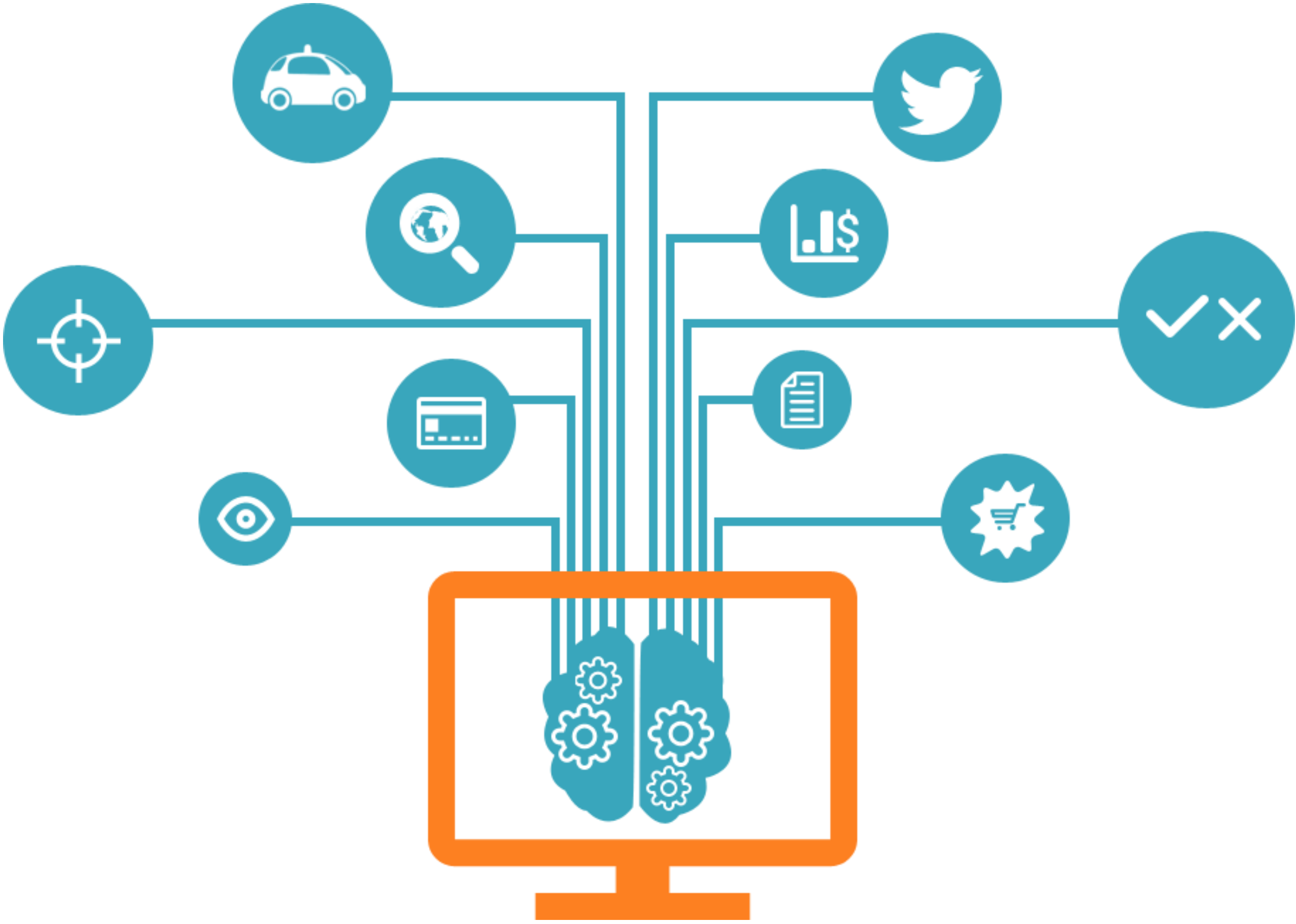
75%

Of executives say AI will be 'actively implemented' in their firms **within 3 years**

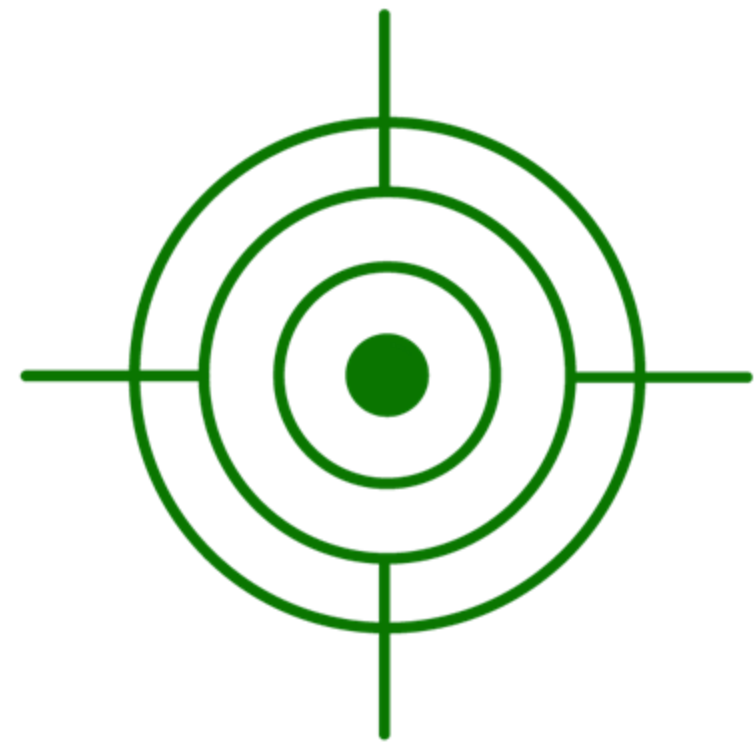
Data sets are **converging** and **distinctions** are fading into the past



Artificial intelligence extracts **concepts and insights**, improving as it is **trained by domain experts**

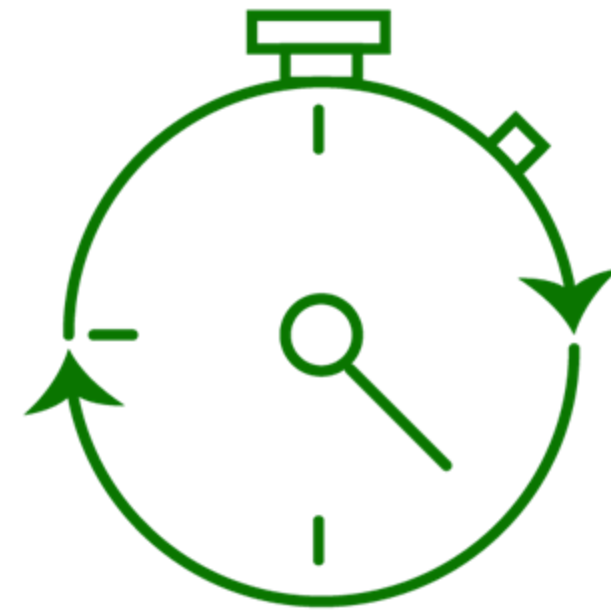


All this means **successful services** will offer clients:



High Accuracy

No duplicates, no irrelevant content, ranked by value metrics



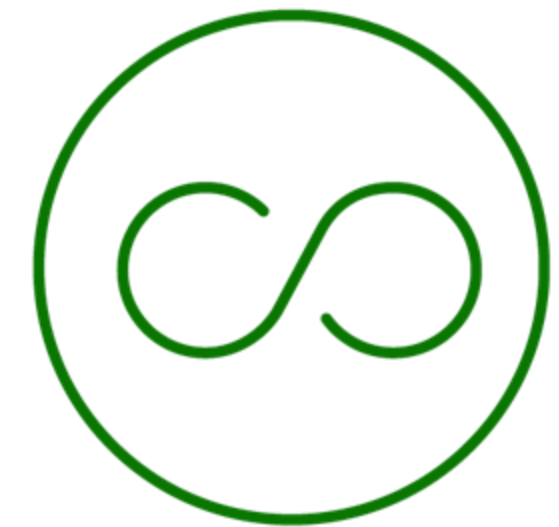
Real-Time Delivery

Alerts and reporting all automated, with stories clustered mentions highlighted



Ease-of-use

Intuitive, learning products that improve with usage



Unlimited Search

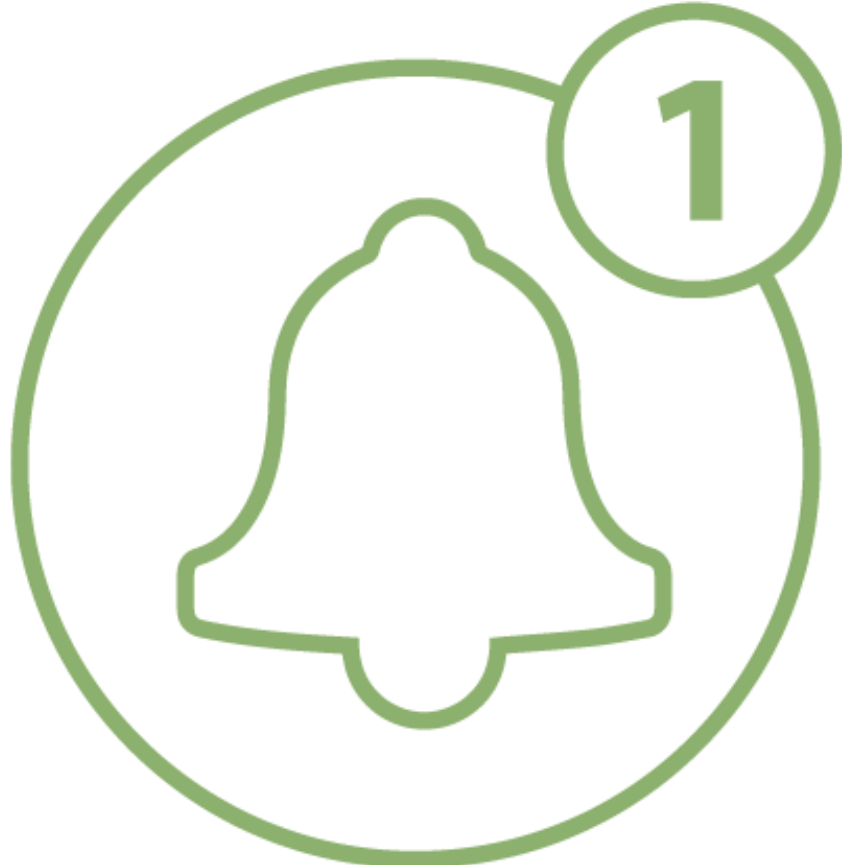
Truly unlimited search for strategic development and broader analysis

And that's just for **starters**....



Perception

Plural sentiment scoring exploring conversational trends



Anomaly Detection

Auto-detection of unusual activity or changes to patterns



Multi-Doc Summaries

Automated summaries of key stories from multiple perspectives



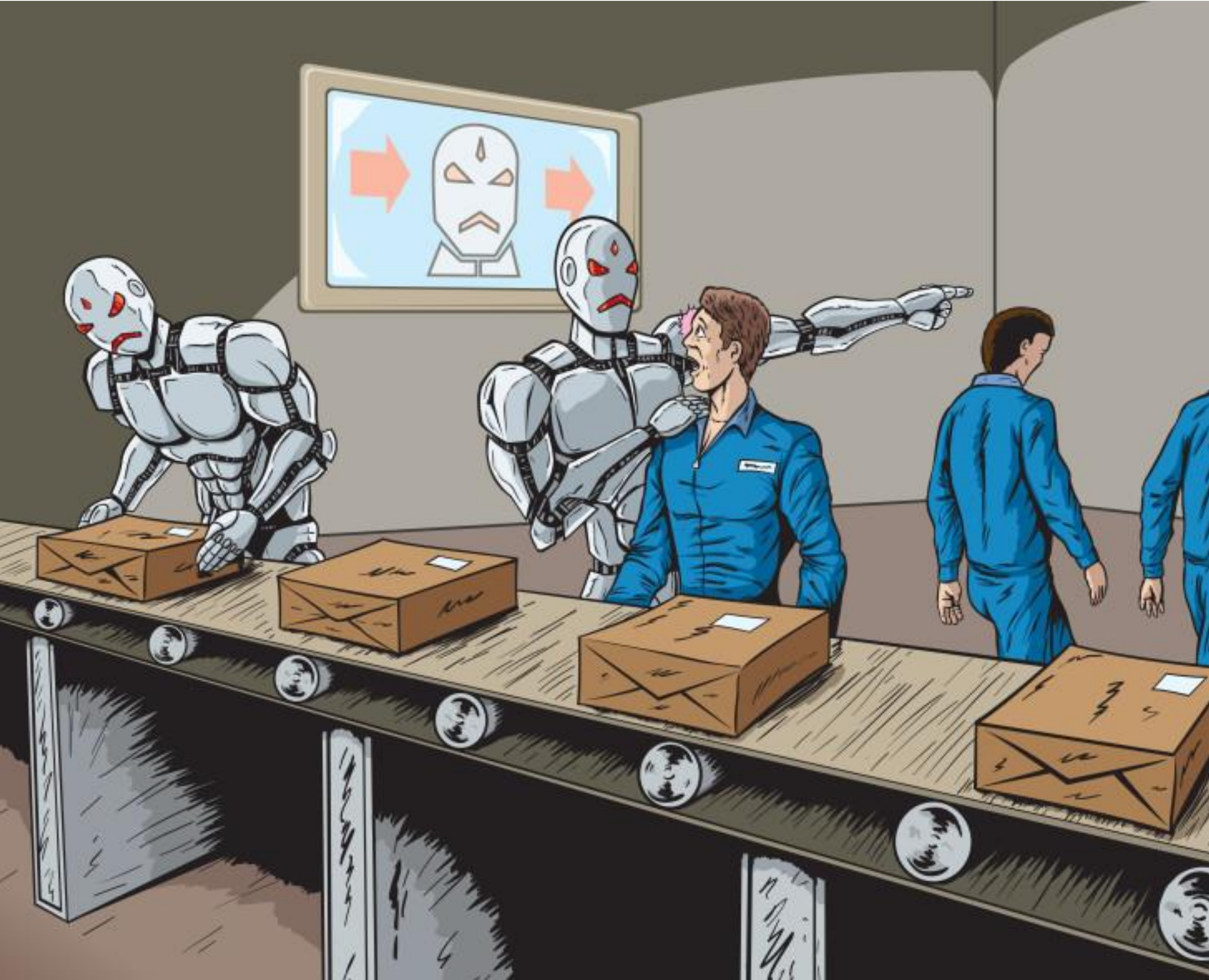
Suggestion

New entities and topics that sit outside your ecosystem

Lower level tasks will become **100% automated**

Human-assisted insight will be **augmented** and
pushed up the **value chain**

The use of these insights will be applied more broadly
into the **decision-making mix**, well **beyond PR** and
into **risk and opportunity**

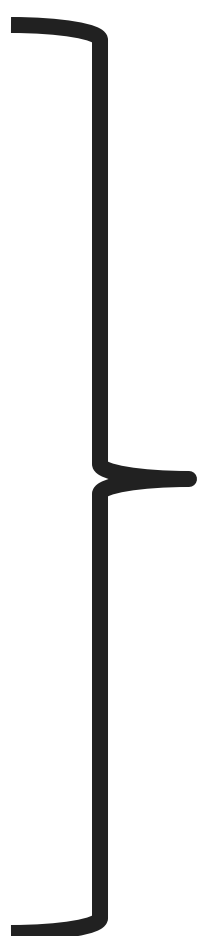
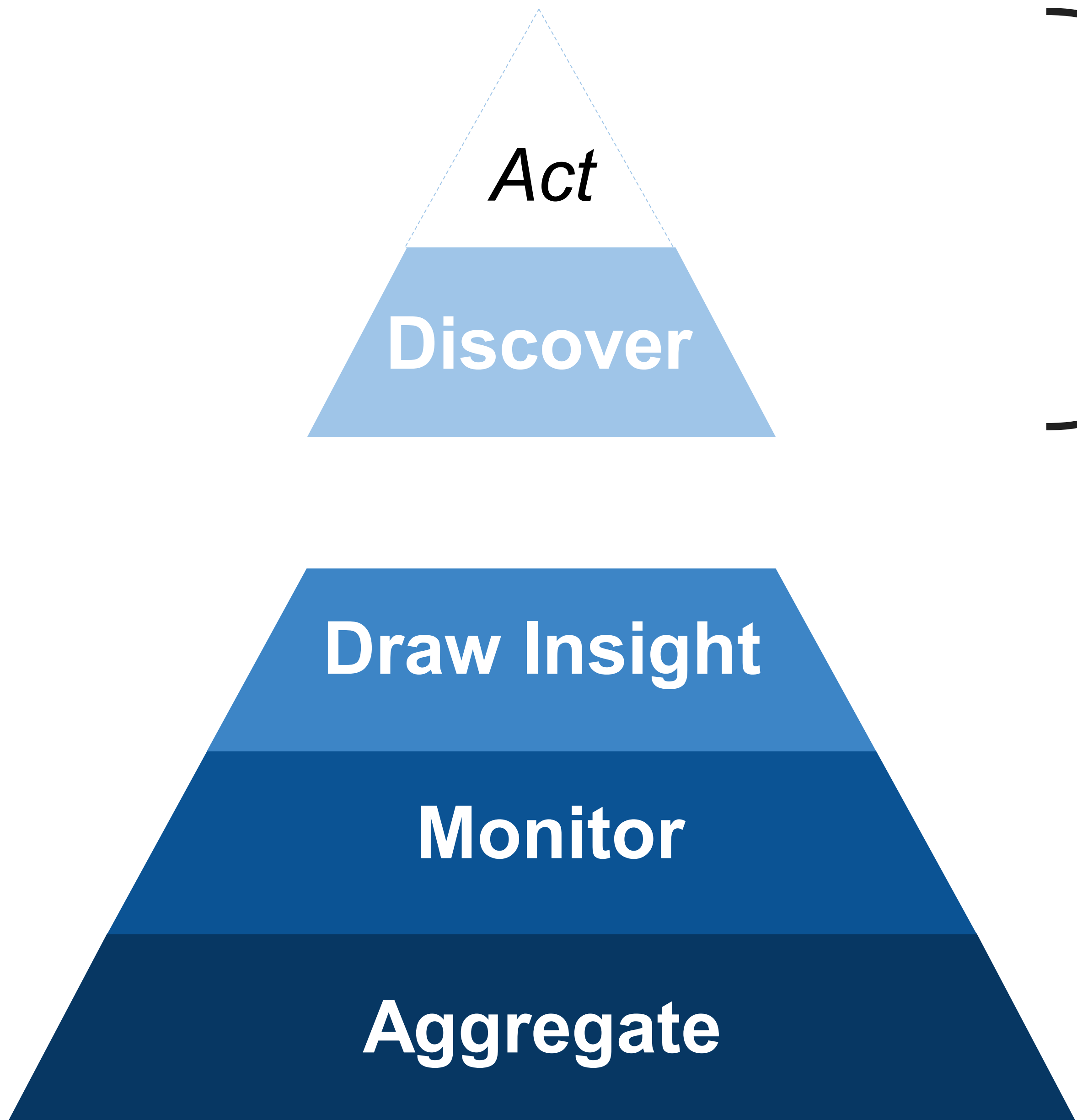






Artificial Intelligence inverts the Pareto Principle
so we are all **more effective**

80/20 → 20/80



TODAY
Professionals can focus decision-support: providing **commentary, insight and recommendations**

THEN

NOW

expensive, hardcopy analysis reports

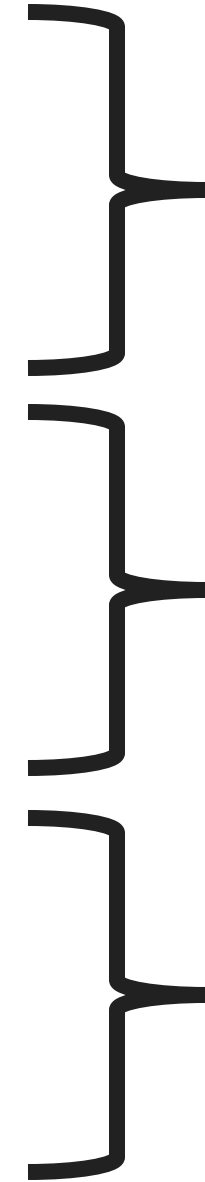
Instant customised data visualisation

Slow, hand curated press clippings

Automated real-time, quality monitoring

limited datasets, volume pricing

Global data, across all media types

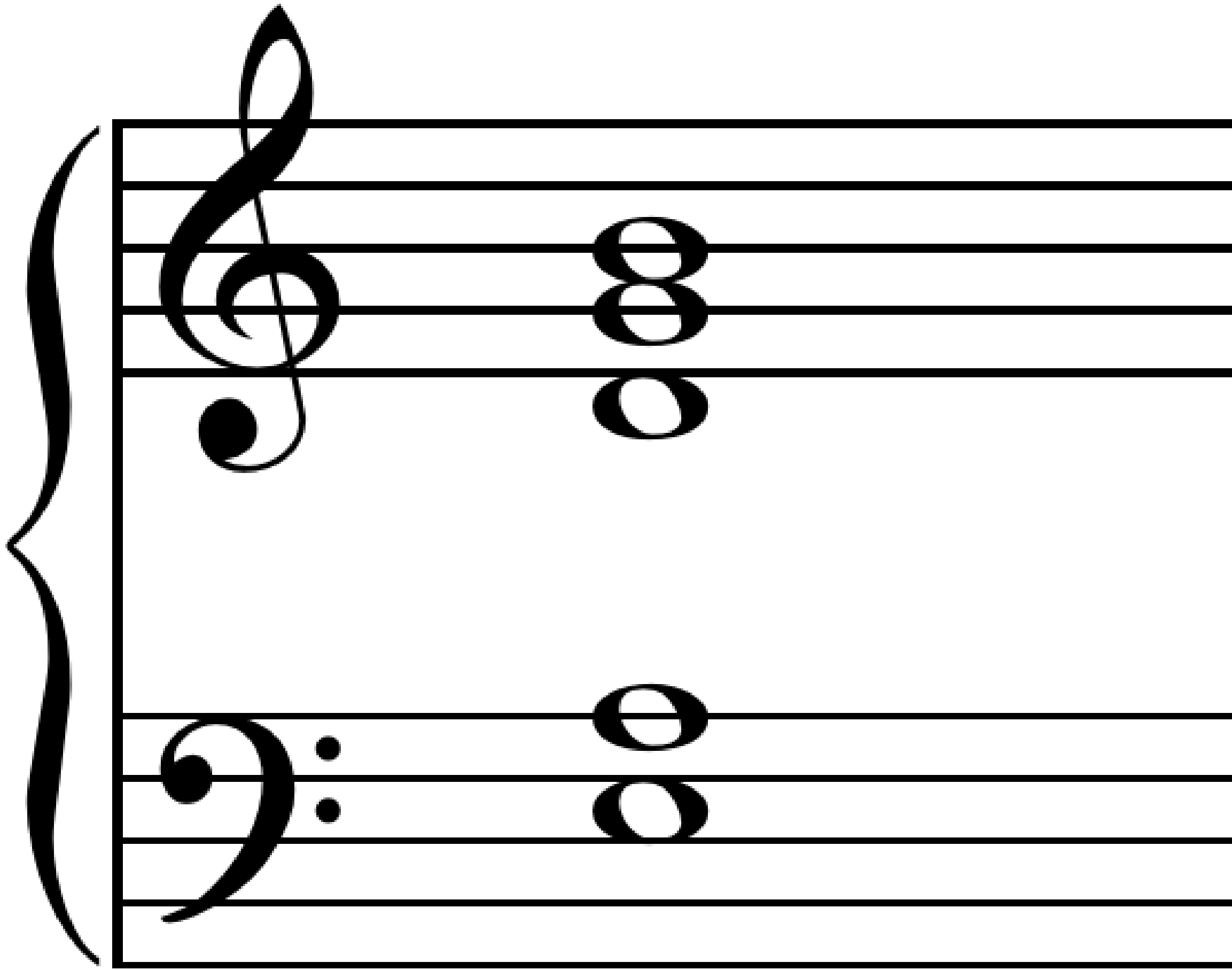


THE NEAR FUTURE IS A PLACE WHERE...

Data is used to manage reputation, mitigate risk, and **take advantage of opportunity** at a global level

Senior business leaders get **meaningful** insights, in real-time

Consultants and agencies get **pushed up the value chain into decision-support and prediction**



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