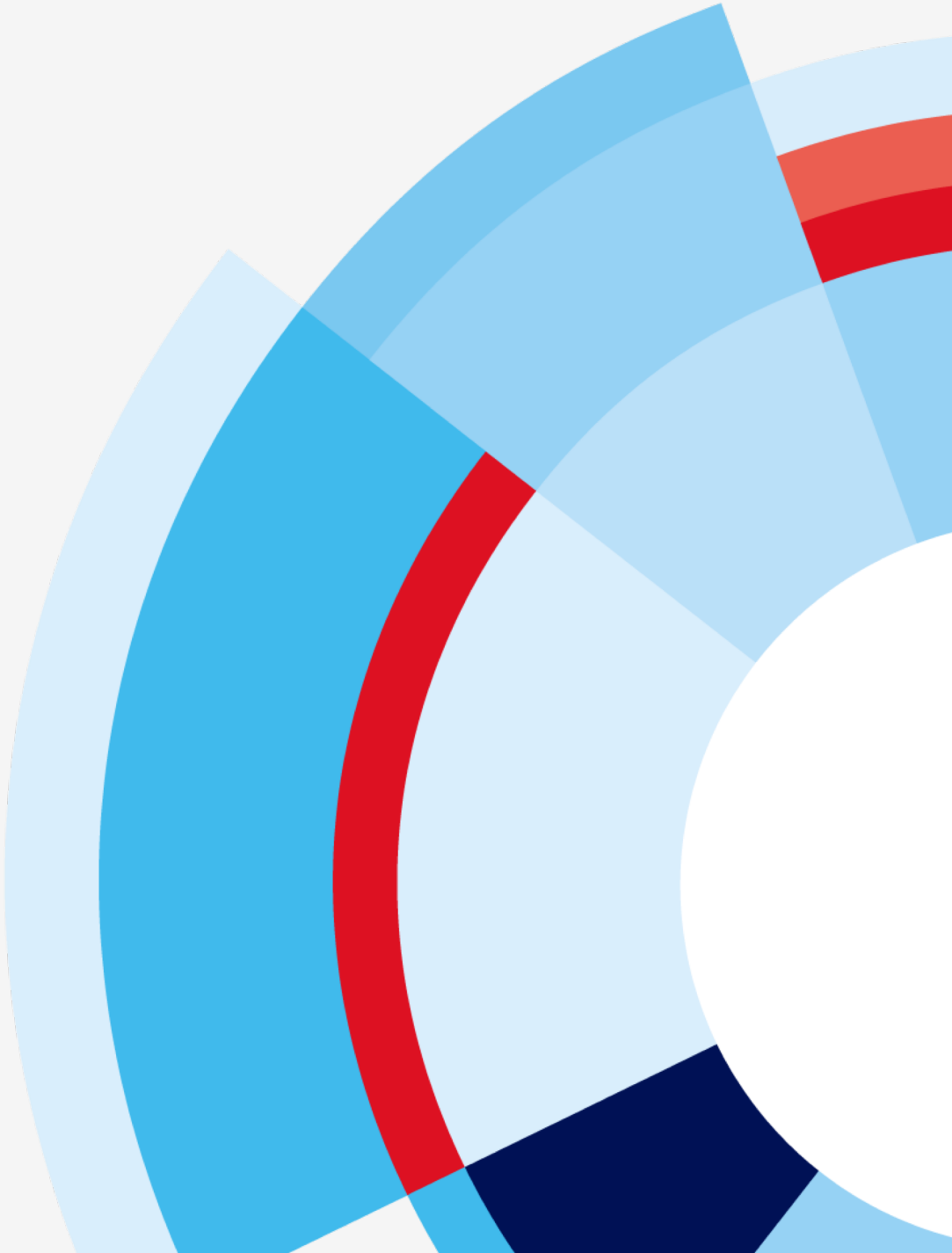
Swisscom Dialog Arena 2018

Duality.



Swisscom **Dialog Arena** 2018

KI in Unternehmen – ein Zukunftsmodell?

Dr. Michael Baeriswyl
Dr. Berthold Kaib
Dr. Tom Reuner

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«Was vorstellbar ist, ist auch machbar»

Albert Einstein

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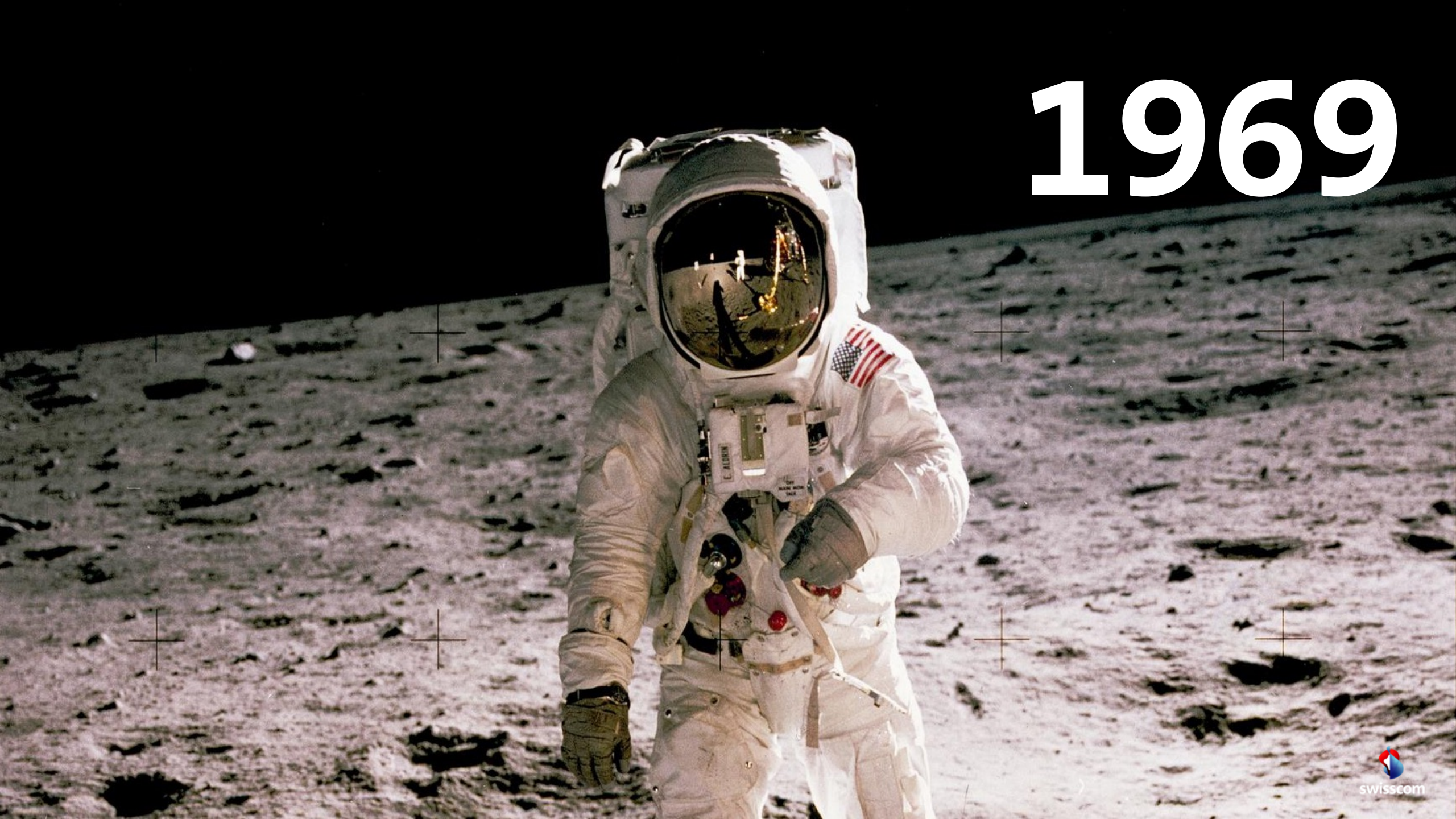
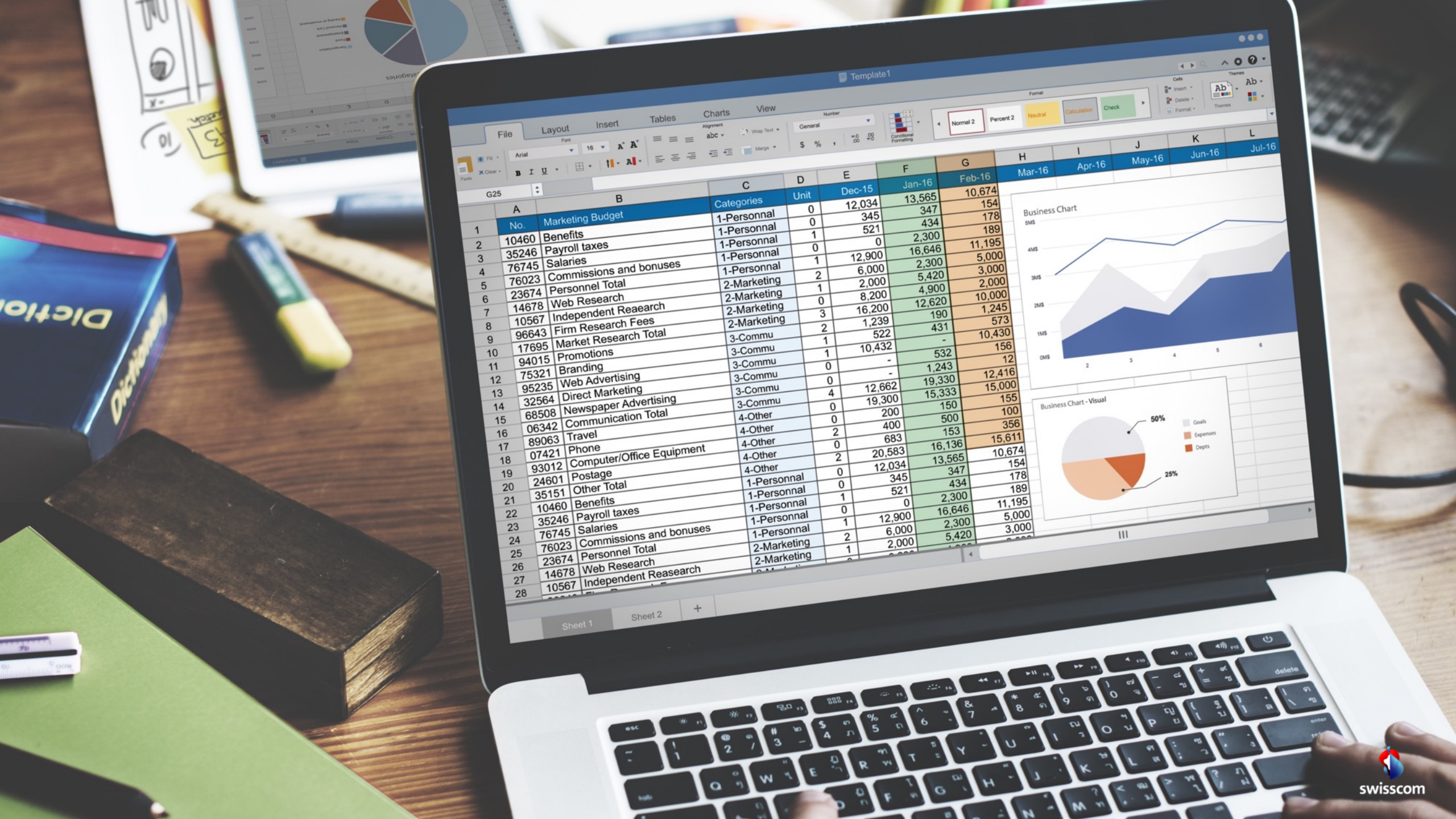
1911


1969

Künstliche Intelligenz



	A	B	C	D	E	F	G	H	I	J	K	L
1	No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
2	10460	Benefits	1-Personnal	0	12,034	13,565	10,674					
3	35246	Payroll taxes	1-Personnal	0	345	347	154					
4	76745	Salaries	1-Personnal	1	521	434	178					
5	76023	Commissions and bonuses	1-Personnal	0	0	2,300	189					
6	23674	Personnel Total	2-Marketing	1	12,900	16,646	11,195					
7	14678	Web Research	2-Marketing	2	6,000	2,300	5,000					
8	10567	Independent Reaearch	2-Marketing	1	2,000	5,420	3,000					
9	96643	Firm Research Fees	2-Marketing	0	8,200	4,900	2,000					
10	17695	Market Research Total	3-Commu	3	16,200	12,620	10,000					
11	94015	Promotions	3-Commu	2	1,239	190	1,245					
12	75321	Branding	3-Commu	1	522	431	573					
13	95235	Web Advertising	3-Commu	1	10,432	-	10,430					
14	32564	Direct Marketing	3-Commu	0	-	532	156					
15	68508	Newspaper Advertising	3-Commu	0	-	1,243	12					
16	06342	Communication Total	4-Other	4	12,662	19,330	12,416					
17	89063	Travel	4-Other	0	19,300	15,333	15,000					
18	07421	Phone	4-Other	0	200	150	155					
19	93012	Computer/Office Equipment	4-Other	2	400	500	100					
20	24601	Postage	4-Other	0	683	153	356					
21	35151	Other Total	1-Personnal	2	20,583	16,136	15,611					
22	10460	Benefits	1-Personnal	0	12,034	13,565	10,674					
23	35246	Payroll taxes	1-Personnal	0	345	347	154					
24	76745	Salaries	1-Personnal	1	521	434	178					
25	76023	Commissions and bonuses	1-Personnal	0	0	2,300	189					
26	23674	Personnel Total	1-Personnal	1	12,900	16,646	11,195					
27	14678	Web Research	2-Marketing	2	6,000	2,300	5,000					
28	10567	Independent Reasearch	2-Marketing	1	2,000	5,420	3,000					

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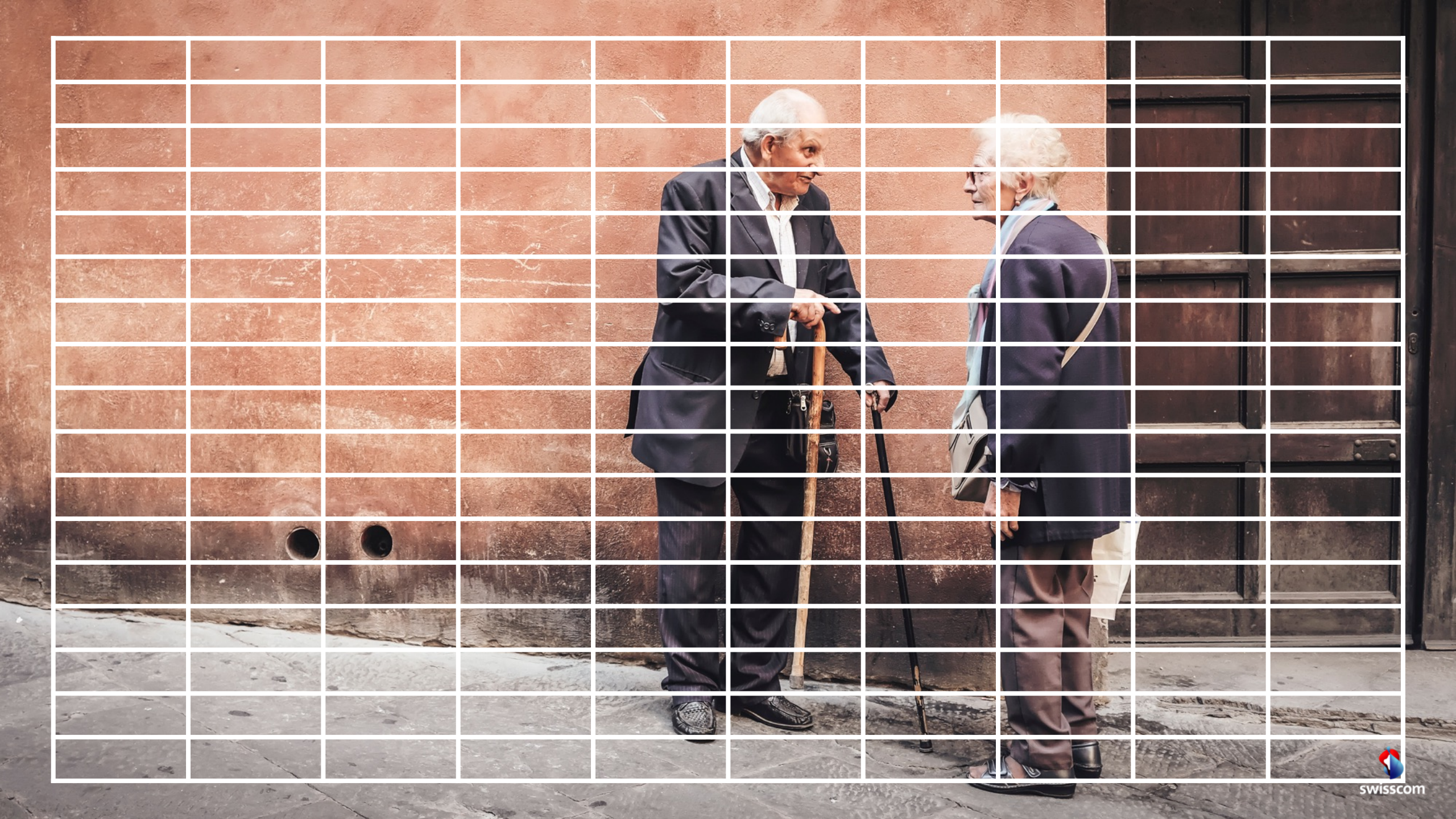
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Künstliche Intelligenz

“Menschen haben Appetit auf das Bessere, und das WOW von gestern wird zum Alltäglichen von heute.”

Jeff Bezos

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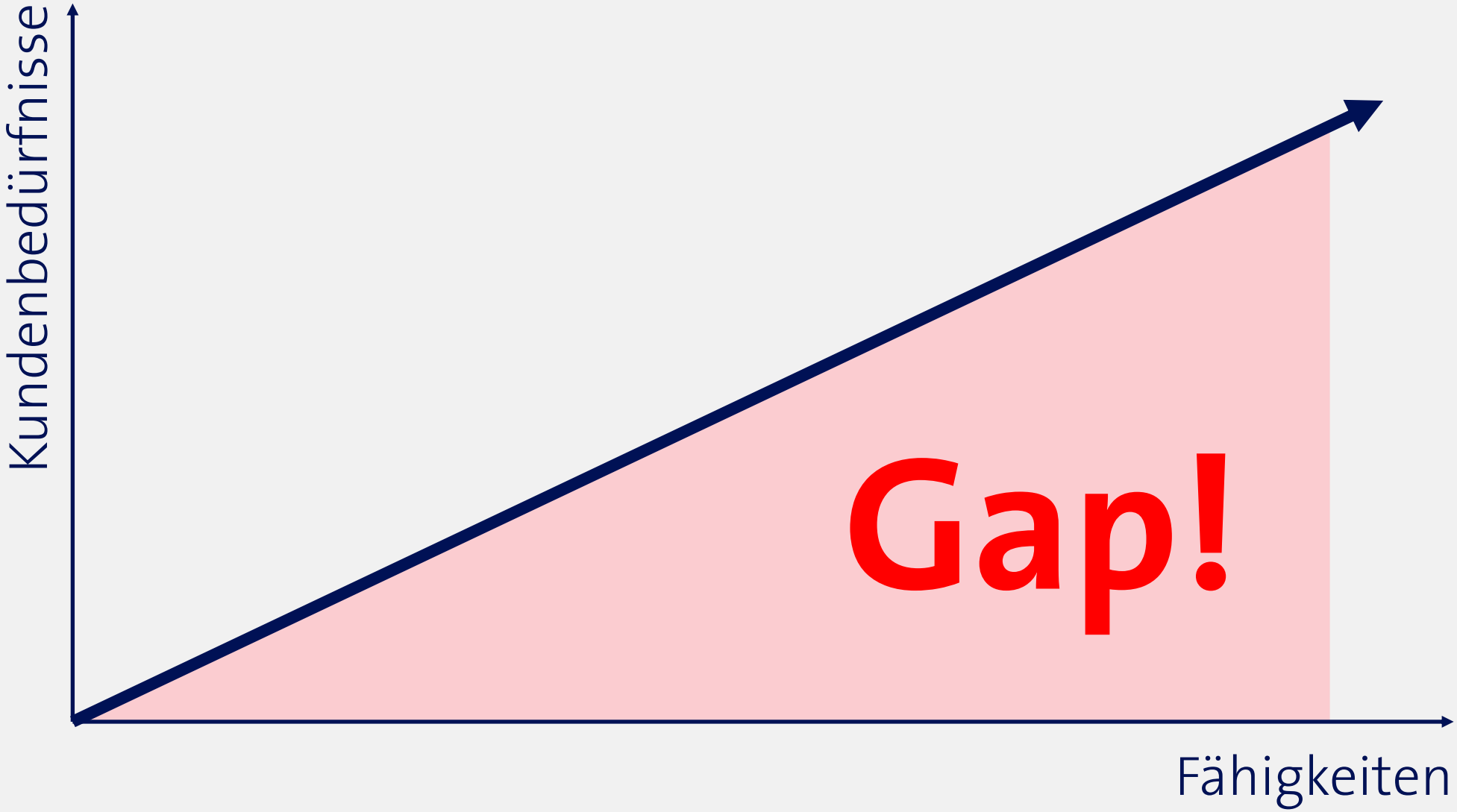

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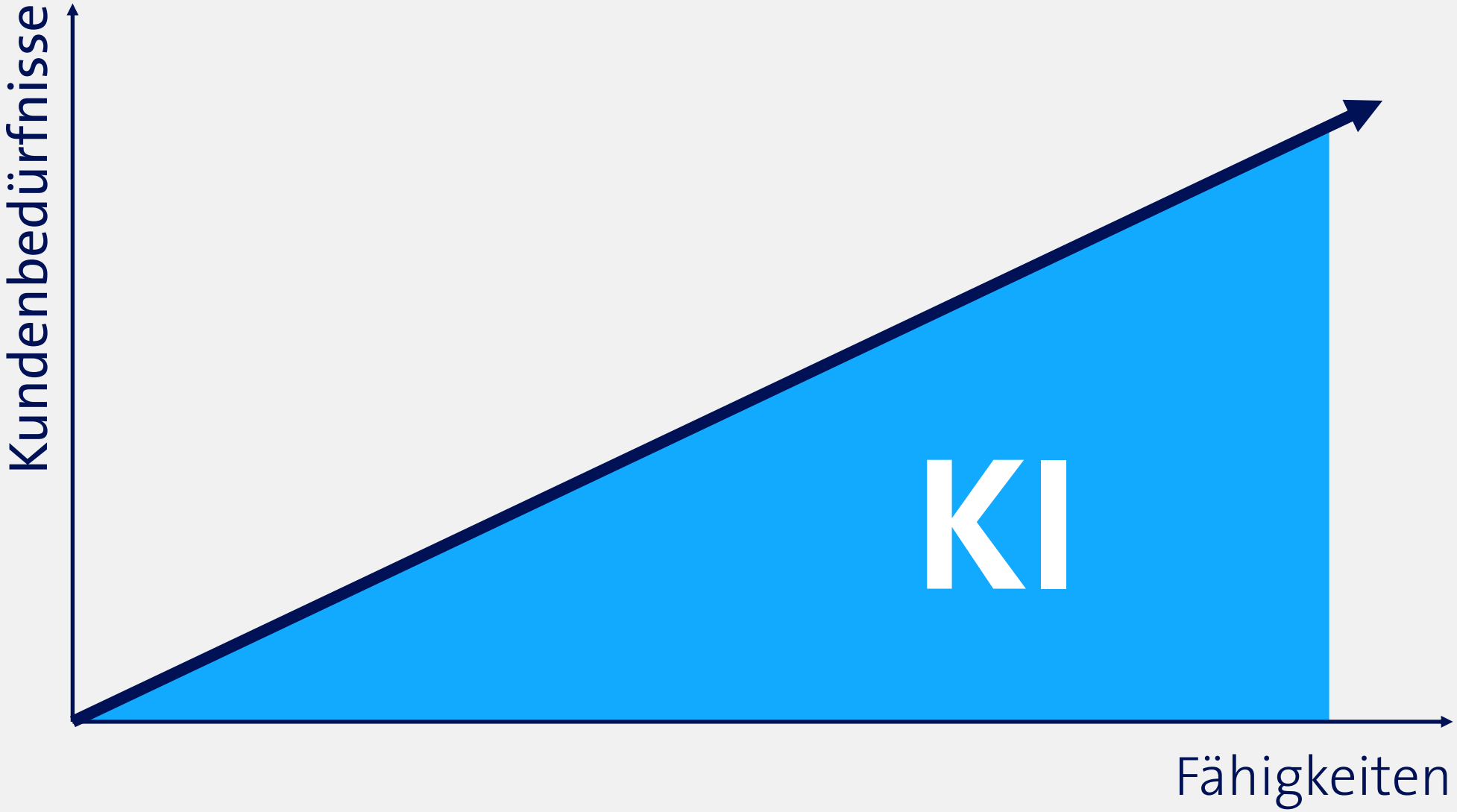

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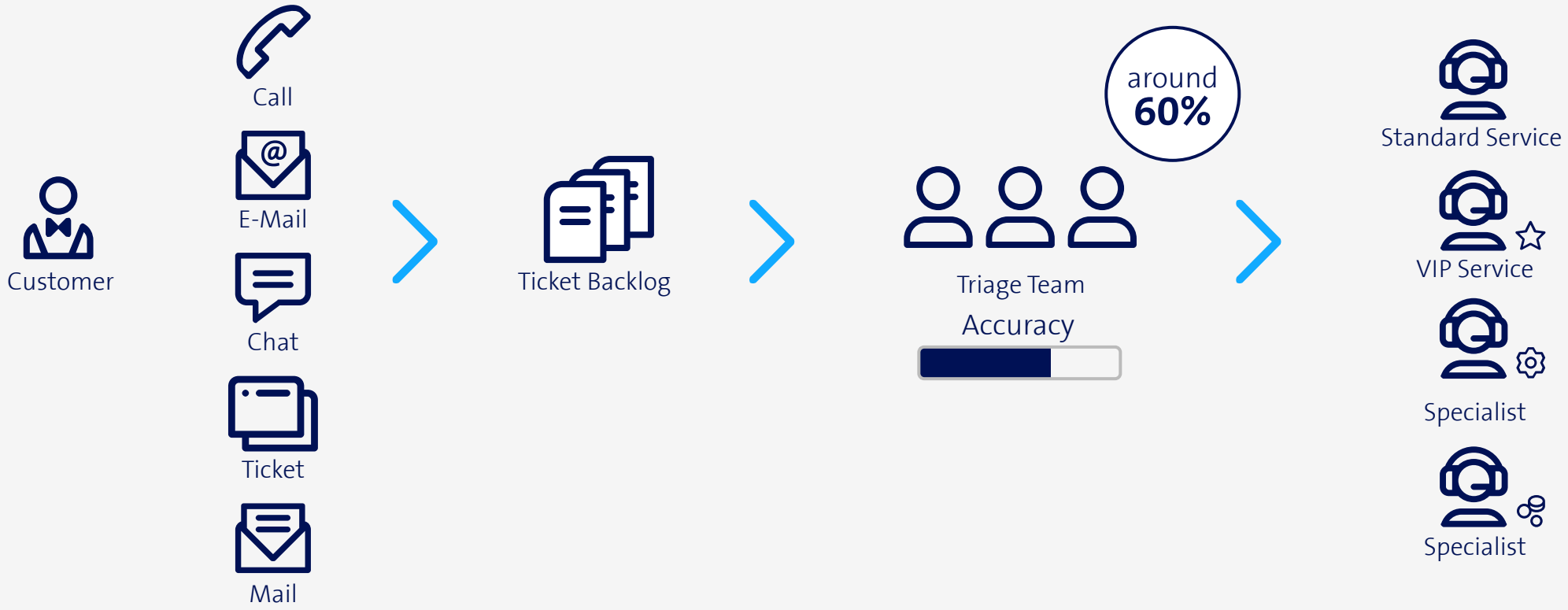
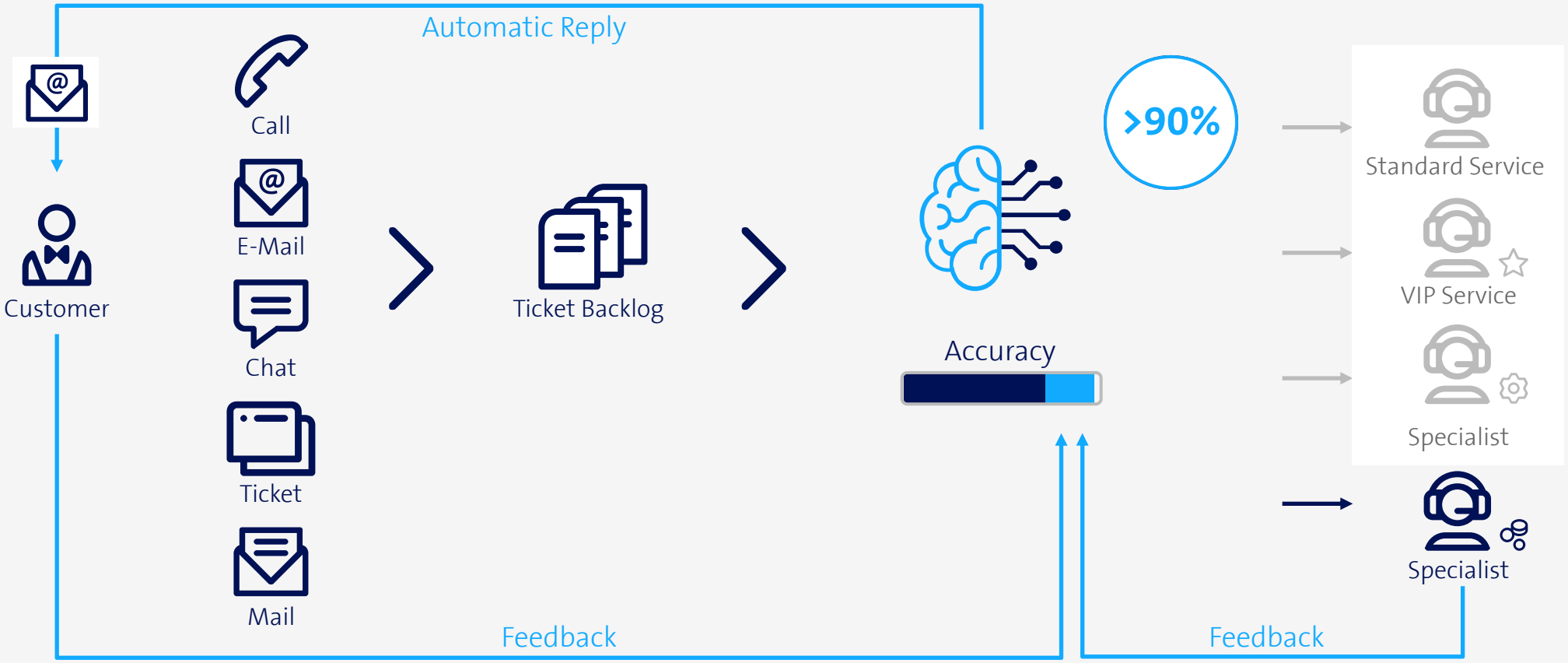
Email Triage und Auto Response

1 Mio. Emails von der AI verarbeitet


Customer
Call
E-Mail
Chat
Ticket
Mail
Ticket Backlog
around
60%
Triage Team
Accuracy
Standard Service
VIP Service
Specialist
Specialist


Automatic Reply
Customer
Call
E-Mail
Chat
Ticket
Mail
Ticket Backlog
Accuracy
>90%
Standard Service
VIP Service
Specialist
Specialist
Feedback
Feedback

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Arago ist ein europäischer Pionier in AI

Founded in Frankfurt, Germany, by algorithm expert and German AI pioneer Chris Boos.

Expanded to 5 locations globally

- Frankfurt (GER)
- New York (USA)
- San Francisco (USA)
- Exeter (UK)
- Bangalore (IND)

Invented HIRO, a general artificial intelligence (AI) platform for enterprise automation.

HIRO implemented by Global 2000 enterprises in various industries worldwide

UBS

kloeckner metals

CompuCom

In 2014, Arago partners with KKR to scale and internationalize business.

KKR

Arago rated best-in-class for vision and strategy as well as product functionality.

Everest Group PEAK™ MATRIX 2017 LEADER

IT INFRASTRUCTURE AUTOMATION PRODUCTS

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Modelle der Zusammenarbeit Swisscom - Arago

I. Swisscom als Arago Kunde

- Transformation in ein „AI-enabled Enterprise“
- „Self-Healing“ IT Umgebung
- HIRO als Orchestrierungs Engine

II. Swisscom als Managed Service Provider (MSP)

- Swisscom AI-Knowledge Pool unterstützt durch HIRO
- Stark verbesserte Qualität in der Kundenbetreuung
- Neue Geschäftsmodelle
- AI Experten Pool

III. HOSTING/OUTSOURCING

- Swisscom als AI-Hub in der Schweiz

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Kundenbeispiele

Kloeckner	*"**Implementing HIRO** into our IT environment will be one of the levers for the further **digital transformation** of our company."*
Lufthansa	*"**Arago and AVIATAR** revolutionize aircraft overhaul processes by using Artificial Intelligence."*
NIIT	*"NIIT Technologies and Arago join forces to **accelerate Artificial Intelligence Adoption** in GICs."*
CompuCom	*"These new technologies have taken automation to the next level, and **integrating HIRO** into our digital ecosystem **is a game changer** for CompuCom and for our clients."*
DXC	*"And **to expand our automation capabilities**, **we are leveraging** tools such as VMware DynamicOps, Red Hat Ansible, **Arago** and IPsoft to automate both simple and complex traditional IT tasks."*

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