5 Things You Should Know About Artificial Intelligence (AI) For Your Business

The other day, as I drove into work I saw a mobile SaaS van. It wasn't a technician driving around, in fact, it was not a mobile IT services company at all. It was all about Smoothies.

There is a technological shift where the world is headed to **XaaS** (Replace the X with whatever you provide). Companies are headed to XaaS fast and they're becoming extremely personalized.

Some other examples are CaaS (Cookies as a Service) and Blue Apron (Meals as a Service). What about Stitch Fix (Clothing as a Service)?

Stitch Fix is a **REALLY** interesting case study for those of us in technology. With a strong degree of accuracy, they can predict what clothing you'll like, send you a collection of curated clothing items on a monthly basis, and have **VERY FEW** items returned. And, it's all through a subscription model.

Everybody talks about the Netflix AI that predicts the shows you should watch. And who can escape Siri & Alexa? It's all based on data, predicting from that data, and learning from your successes and failures, hence AI.

Artificial intelligence, though it's advancing very quickly, is still in relatively early days.

As you try to understand how your company can play a part in this AI evolution, here are some initial things to consider.

1 DEFINE AI

AI means different things to different people. Customer support bots are being called AI but so is IBM's Watson. Two very different things. As you start to find your place in AI, understand how you'll define it, what AI means for you, and how you can leverage AI. It's a big spectrum.

2 LEVERAGE AI

AI works with vast amounts of data but is all about personalization. IBM has Project Debater, an AI that won the national debate champion of Israel this year in a debate about space exploration. The goal was to process data, learn from it, and provide insight into the world's important questions. Then have a facile way of communicating those 'thoughts'.

3	**FEED AI**

AI still requires a 'human in the middle'. This is important because for AI to learn, it has to feed on something. The human feeds AI the information and explains what that information means (a way to digest it). Project Debater digested millions of online articles but it would be useless without human feeders. It will be a while before the lexicon of everything in the universe is built and every possible type of grass, cloud, person, building, is learned and AI indexed.

4	**BREAK DOWN AI**

All machine learning is AI, but not all AI includes machine learning. In its most raw form, AI is simply a computer that is capable of performing tasks that normally requires human intelligence (decision making, recognition, perception). The most common examples of AI are simply systems that recognize whether a picture is correct. Like knowing the difference between a car and a truck when evaluating an image for some future purpose. Your car is already using AI.

*It's not the jobs of the gardeners and the cooks that are at risk with AI, it's the people making predictions of what will happen in the future.

5	**BITE INTO AI**

We've all heard the view that "the easiest way to eat an elephant is one bite at a time." AI is a lot like this. If you get too focused on what AI is TOTALLY capable of, you'll miss what YOU CAN do with it. Find your own individual use for AI, which is typically solving for a routine task or making some prediction, and then go with it. That's the best starting point.

---

bChannels uses AI to predict the propensity of channel partners to have success selling different offerings of technology vendors, their products, services, and hot emerging technologies. We use modeling and machine learning to identify the 'best' partner options for the Top-20 technology vendors. **It's a cool process, successful, and getting smarter.**

Think about AI for YOUR business. Consider AI in its most personalized sense and what individual experiences, or learned predictors can do for your customers, then set up an AI routine to deliver on that experience. You'll be a step closer to taking advantage of the really sophisticated solutions it can provide.

Reference: Deckchair Data

About bChannels

bChannels is the global specialist in Channel and Partner Networks. We provide Market Intelligence, manage Channel Marketing, and drive Sales Acceleration. Our experience and successful outcome driven methodologies benefit 18 of the top 20 Global Technology vendors and many of the leading industry disrupters.

bChannels is identified as one of London Stock Exchange Group's 1000 Companies to inspire Britain internationally.

Find more information at https://www.bchannels.com   info@bchannels.com
Contact the author at   Vaughn.Mordecai@bchannels.com
   https://www.linkedin.com/in/vaughnmordecai

Market Intelligence

Channel Marketing

Sales Acceleration

1000 COMPANIES TO INSPIRE BRITAIN 2018