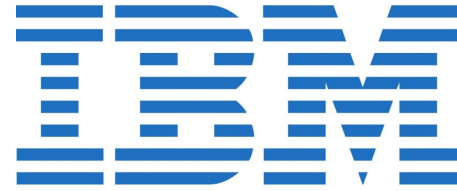# 1 Real Life AI

AI is everywhere

Alphabet Google

Self-driving cars
Play several Atari games and Go
Voice interface to make phone calls &
schedule your appointments

IBM

Man vs. machine competitions:
Deep Blue (chess)
Watson (tv quiz Jeopardy)
Debater (professional debates)

Alibaba

Predict what you buy
Generate product descriptions
Reduce traffic jams in smart cities
Monitor farming crops

amazon

Digital assistant Alexa
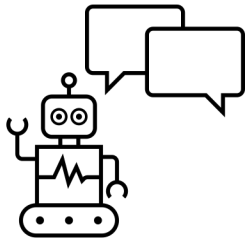Ship before you buy
Buy without checkout

NETFLIX

Content recommendations
Optimized streaming
Autogenerate personalized thumbnails

FaceID & Siri
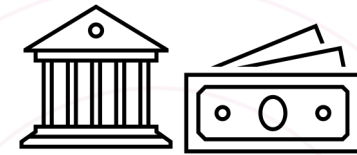Song recommendations
Navigation in Maps

Example: AI in the banking sector
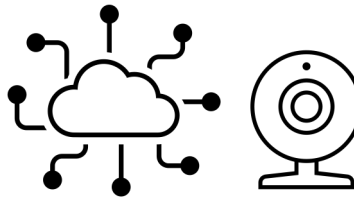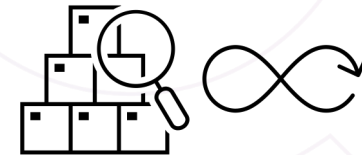
AI-powered chatbots

Mobile banking apps

Loan default prediction

Fraud detection

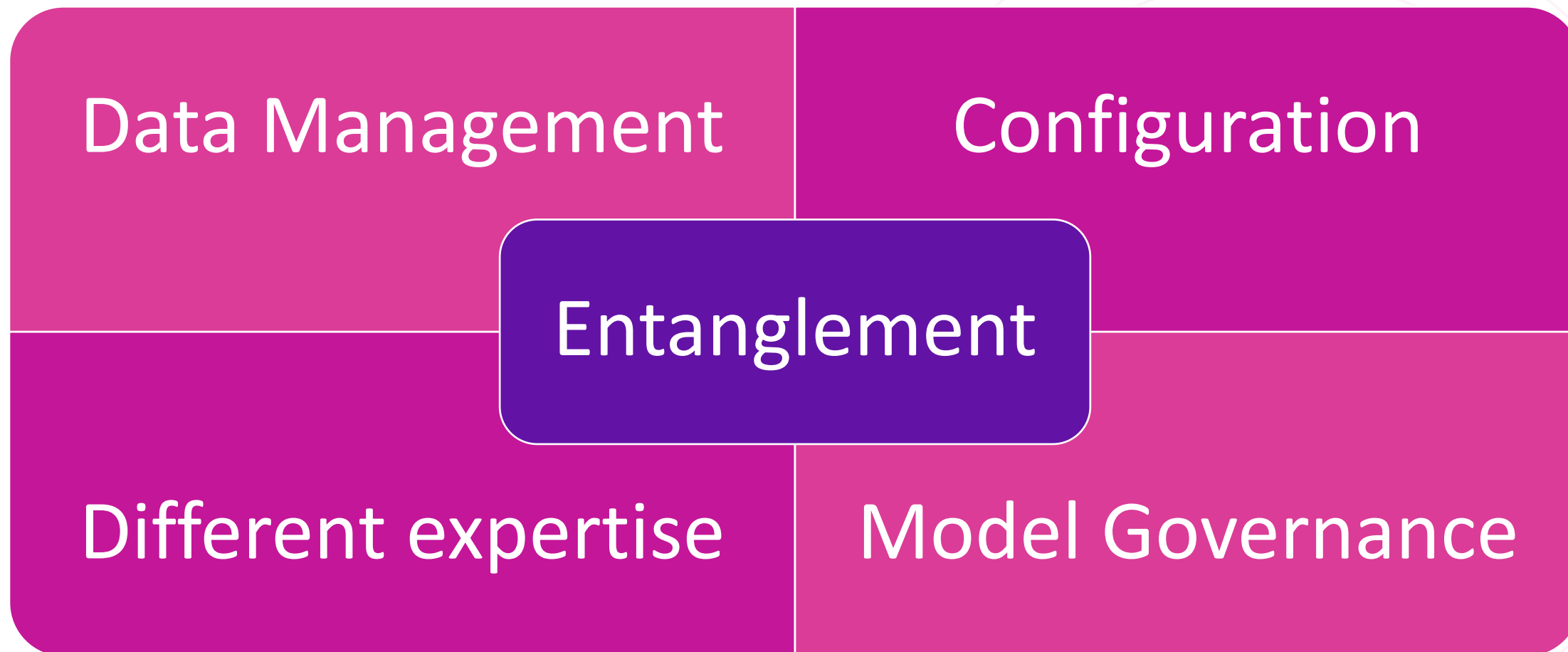Cyber-security

Product cross- or upselling

If AI systems are everywhere…

- *How easy is it to build an AI solution?*

- *What are the requirements to build an AI solution?*

- *Is building an AI solution the same as building any piece of software?*

- *What are the challenges to make my AI solution work?*

- *What kind of special tools do I need to build an AI solution?*

Why are AI solutions so difficult?

Data Management

Configuration

Entanglement

Different expertise

Model Governance

AI requires high collaboration