



*You rated so well it will be tough to find someone comparable!*  
- Laura A. Gross, Director Marketing Operations, SciQuest

Slides are ©Essential Ideas, Inc.  
Photographs are copyright by their  
owners  
All Rights Reserved  
Educational Use Only  
May not be reproduced



*The event was amazing. Terry was a consummate professional and gave a speech that elevated our crowd. We couldn't be happier with the outcome. Thank you.*

*Matt Handforth, SciQuest*

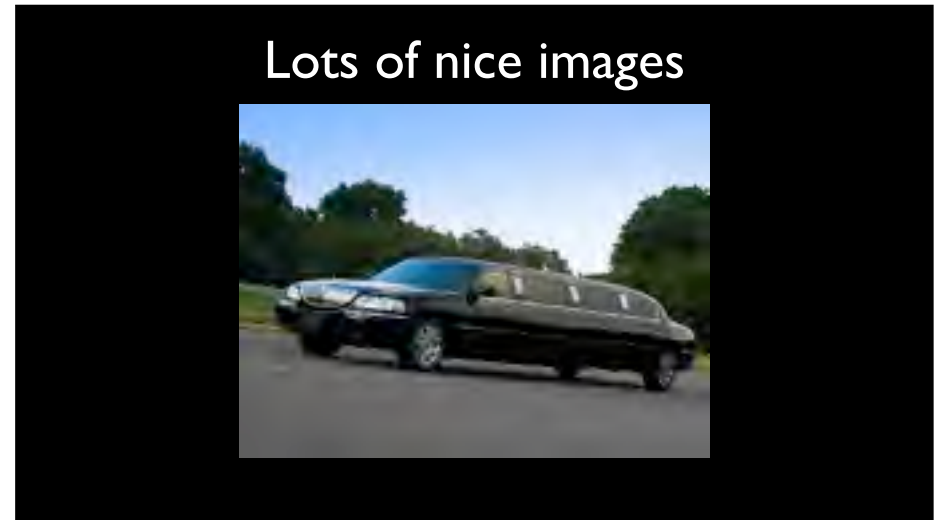
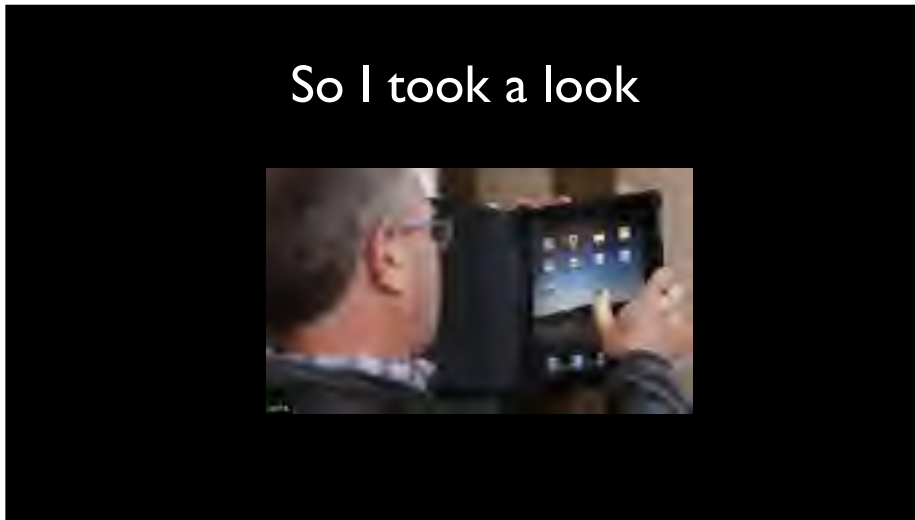
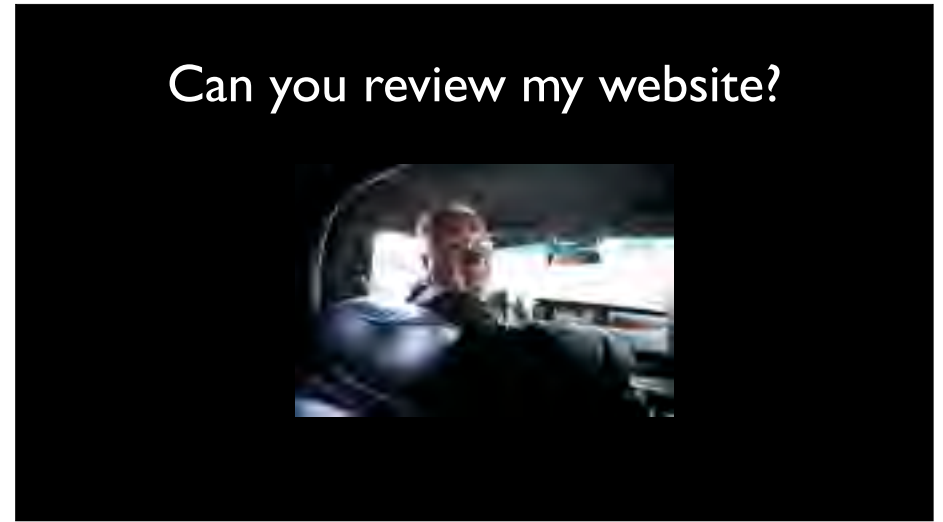
The images are FOR YOUR USE ONLY  
You MAY NOT PROJECT THEM TO OTHERS!  
Use the ideas....NOT the slides  
If you want to show them to your team.....  
Hire me! :)



*Your comments created quite a bit of conversation among our executives, and that's just what I was hoping for! Thank you for helping make the conference a success.*

*- Elizabeth Sell, American Automobile Association*

I do keynotes, keynotes  
with breakouts and after  
dinner speeches for  
corporations, associations,  
educational institutions and  
governments  
[www.tbjones.com](http://www.tbjones.com)



sententiae pro.

Pri ad dicat posidonium. Ei ius quas  
prodesset, ex mel periculis prodesset,  
commodo consequuntur his id. Natum  
omittam salutandi mea ne, id nec vero dicant  
ponderum. Ne soluta philosophia mel  
verterem disputationi et. Opti natus  
maiestatis in duo, ea enim illam prodesset  
percipitur mea iure, et dicit dorum te. His  
probo derant, et an, qui et vidisse epicurei  
c, ius omnis impetus labitur id.

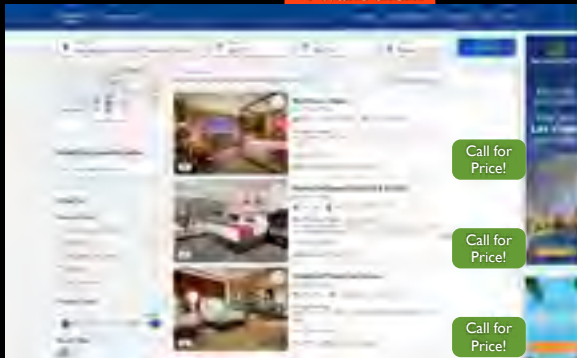
Mea magna decore corrumpit ne, ne tritani  
patrioque inciderint qui, ad velit virtute  
eripuit eum. Te discere eligendi delectus pri.  
Stet disputando qui ei, usu idque voluptaria  
eu. Sea ut maiorum liberavisse, per in case  
illud malicia.

Way too many words!

But it didn't have



"I want them

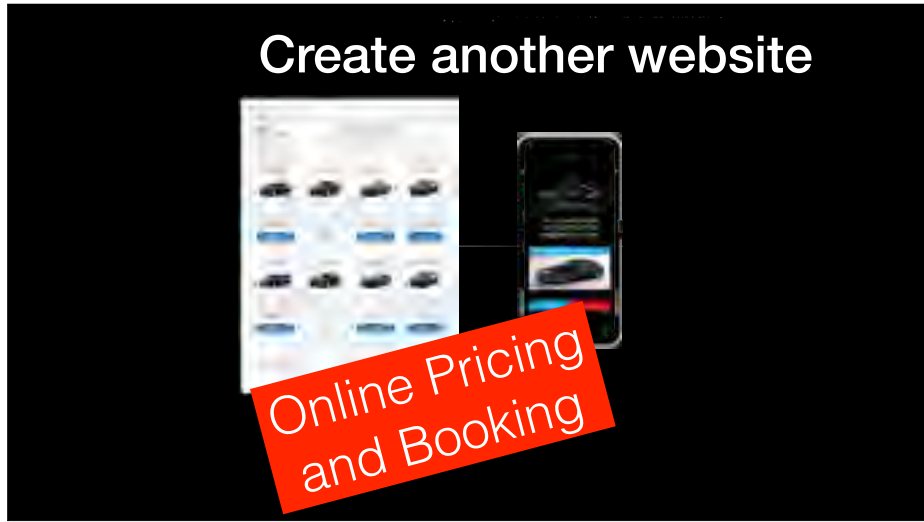
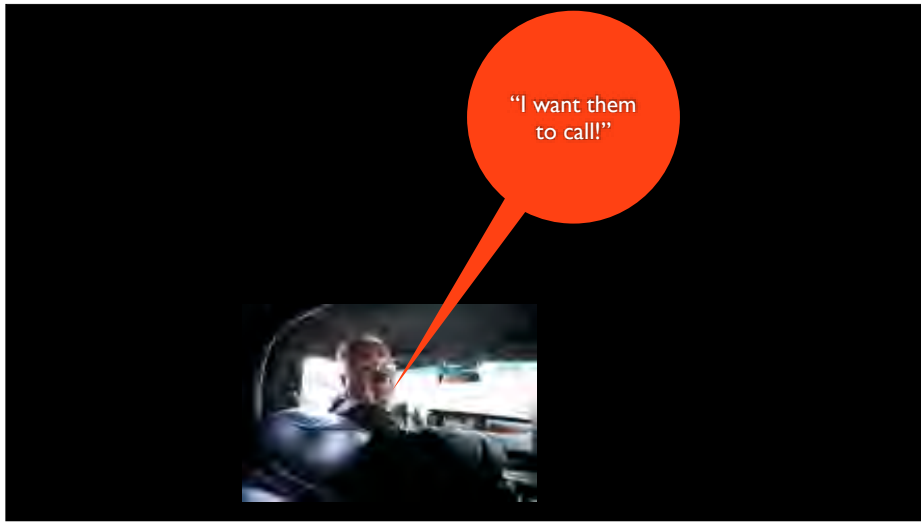


Wasn't  
Mobile



Couldn't  
Book





Let the two sites compete



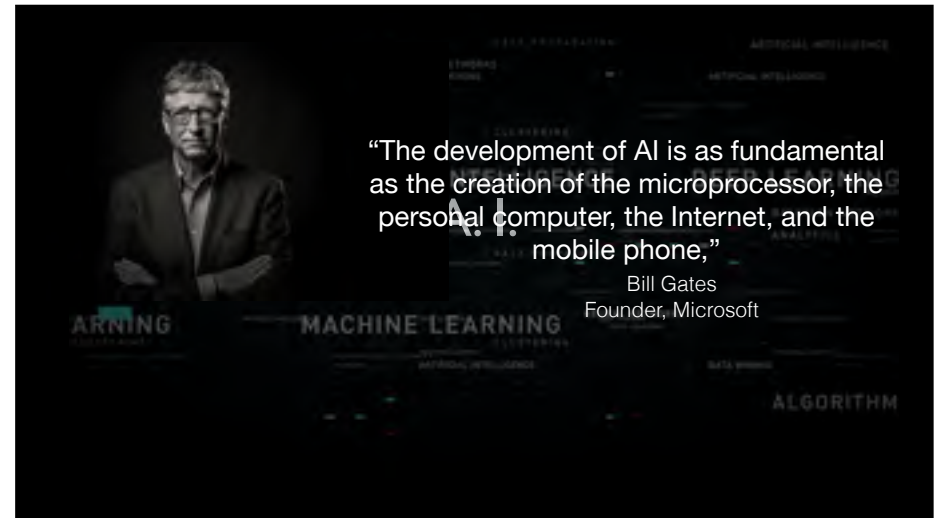
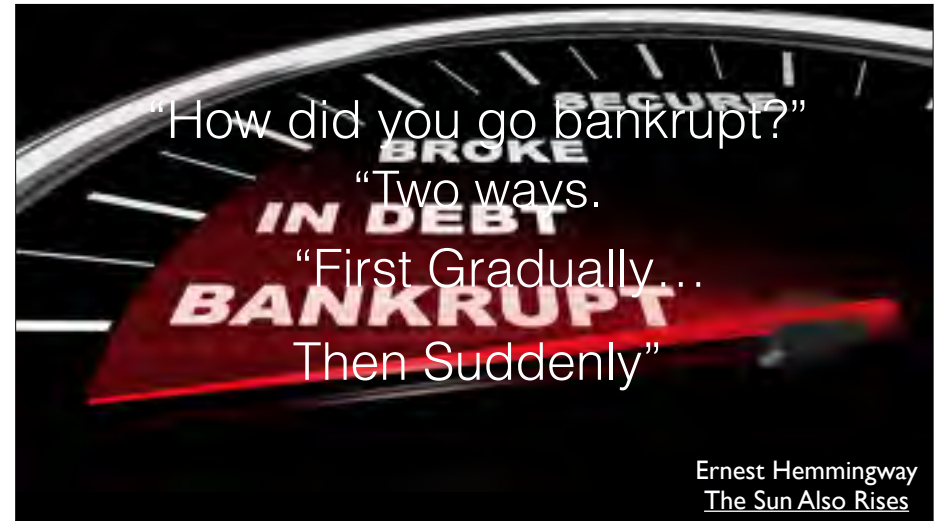
**SILENCE**

“How old  
are you?”

“55”



“If you don’t  
change I don’t  
think you’ll make  
it to retirement.”



[terryjones.com/live](http://terryjones.com/live)



- Slides
- Review me
- Buy a book
- Take a poll

Perhaps everything is great!



Tremors



“Neither RedBox nor Netflix are even on our radar screen in terms of competition”

CEO Blockbuster  
2008

Only 12%  
of Professionals  
feel confident  
Uncertain about Ai  
of their Ai Skills  
Impact on their  
worried  
Industry



Internet Disruptions



Information



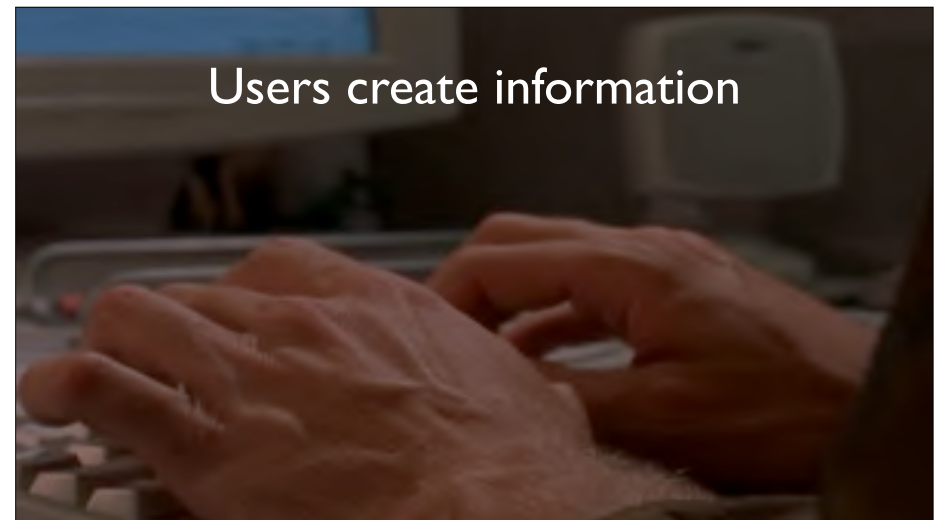
Flowed  
one  
way



Connectivity = Opportunity

**DISRUPTION!**

- *New Model*
- By the song
- Digital/Free
- Digital/<\$
- Digital/<\$

A hand holding a needle, about to pierce a green balloon. Inside the balloon are icons for music, a location pin, a document, and a CD, representing digital content.

Users create information

Made  
it  
flow  
two  
ways

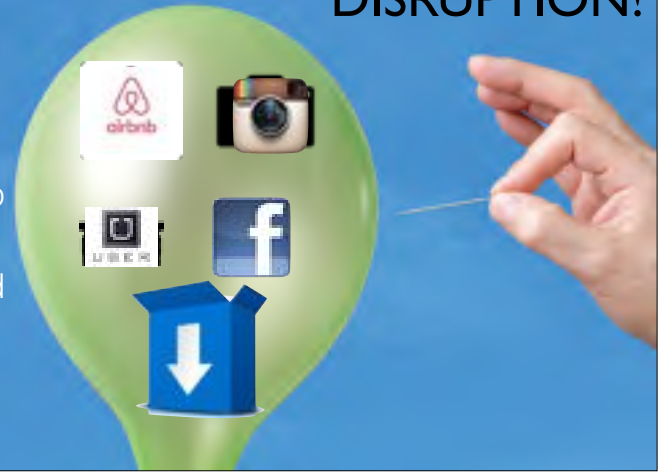
## Information



## DISRUPTION!

### • *New Model*

- Sharing
- Free/Sharing
- Sharing/Cheap
- Free/Sharing
- Free/Ad Based



It's critical to  
understand



Things are moving faster



Telephone took 74 years  
to reach 50 million users



ChatGPT -

This week has seen several significant developments in the field of Artificial Intelligence.

**Microsoft's AI Announcements:**

- Microsoft has made substantial strides in its AI initiatives.
- New AI Engineering Division:** The company established the CorpAI Platform and Tools group, led by former IBM executive Jay Parikh. This division consolidates Microsoft's development and AI teams, emphasizing the integration of AI across all applications.
- Desktop Chat Enhancements:** Microsoft introduced Copilot AI agents for Copilot Chat, aiming to boost AI adoption in businesses.
- Microsoft 365 AI Integration:** AI features have been incorporated into Microsoft 365 applications, accompanied by a 30% increase in monthly AI usage.

It is a difficult time to be a leader

Speed of change

Information Overload



Lack of certainty

Talent

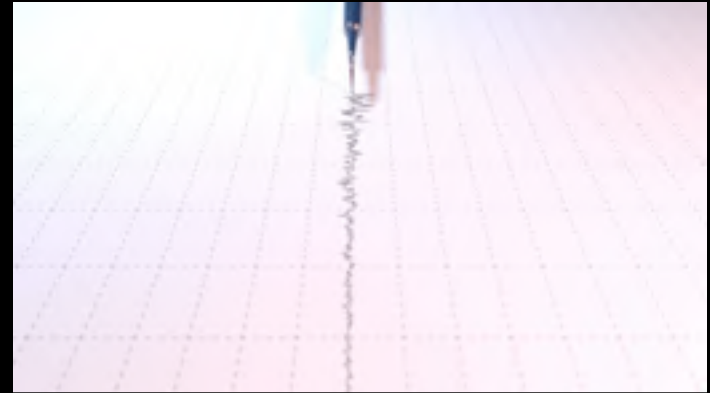
Twitter: Terrelljones

I can't take more...



But you must!

Because disruption IS coming!



"AI is going to be in everything. I don't think about AI as a separate category—it's like electricity or the internet."

Satya Nadella  
Ceo Microsoft

AI is one of the most profound things we're working on as humanity. It's more profound than fire or electricity."

Sundar Pichai  
Ceo Google

AI is the most powerful technology force of our time."

Jensen Huang  
Ceo Nvidia



Extreme Hype?

Even CFOs!



Why AI now?

## 3 Reasons

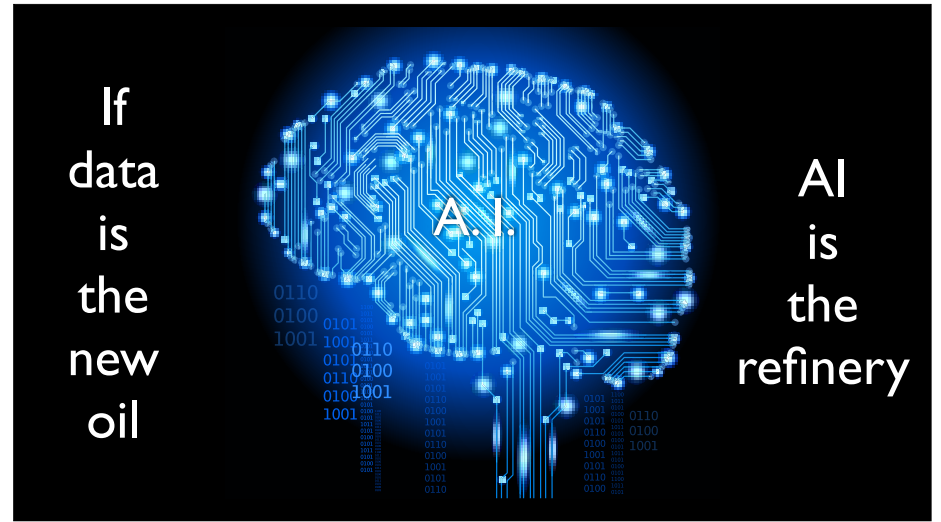
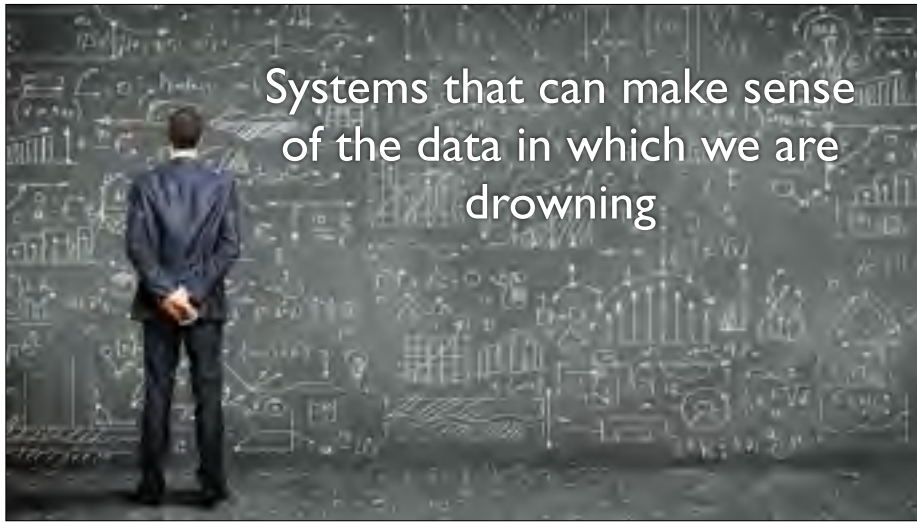


## Big Data



Complexity = Opportunity

simple.



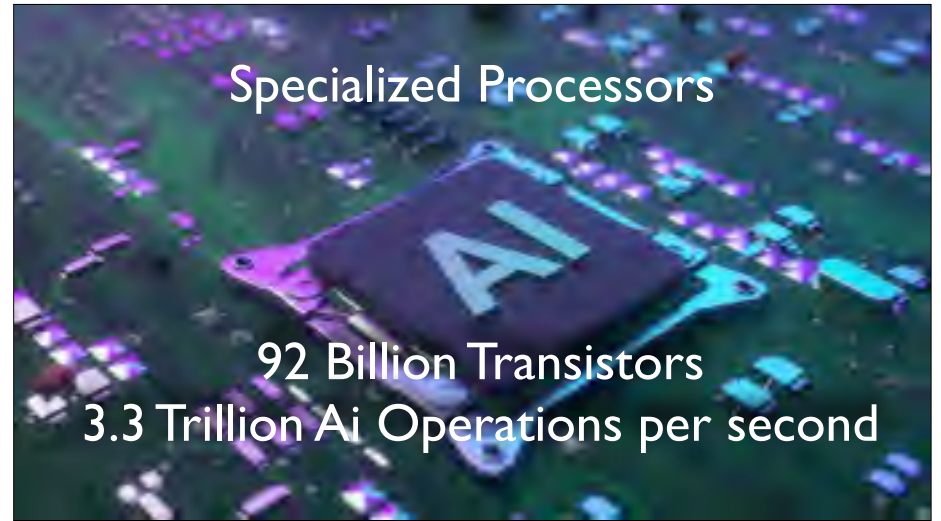
## LLM Progress

- Natural Language input without advanced reasoning
- Improved context - input extensive text
- Retrieval augmented generation - external knowledge
- Multi modal - image, voice and video
- Memory layers - ability to remember and adapt response



## Specialized Processors

92 Billion Transistors  
3.3 Trillion Ai Operations per second



## 3 Reasons



## Game Changer



# Game Changer

- Understands natural language
- Structures unstructured data
- Gives advice
- Learns



Unstructured data

1

Create order

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
	Y	Z			



What will we make of this moment?

IBM

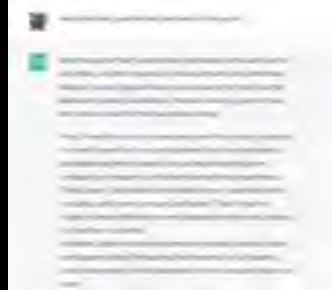
## Learned systems can give advice

2



## Generative AI can give advice

What's the best gourmet food destination in the world?

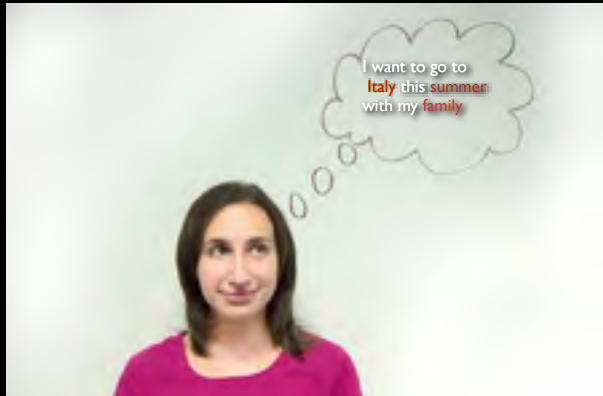


What's the best treatment plan?



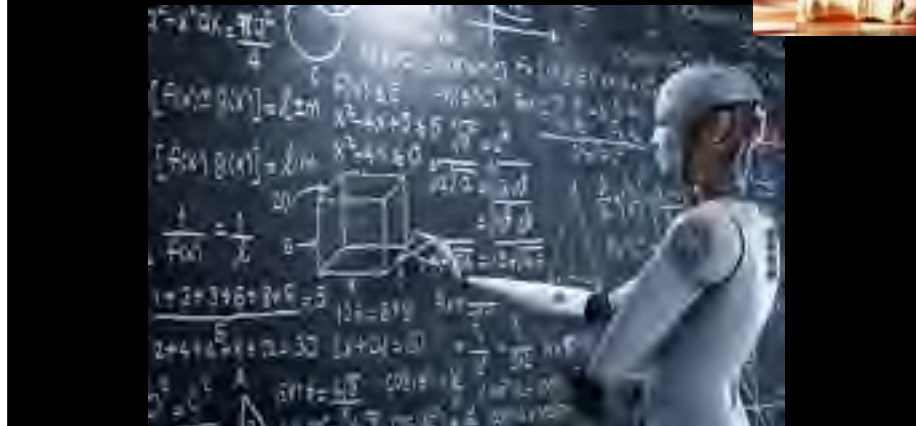
## Natural Language

3



## Learning Computer

4



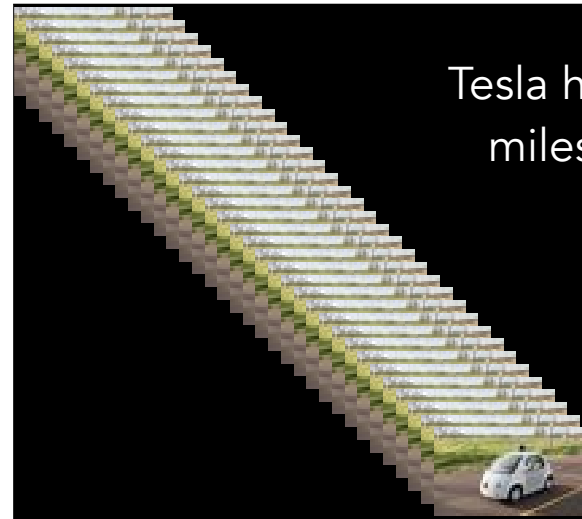
“It’s worth more when it’s old  
than when it’s new!”



Learning Systems



Tesla has 10 BILLION  
miles of learning!

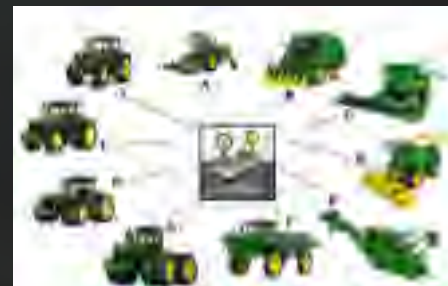


Electrek

24x7x365 Going to Class



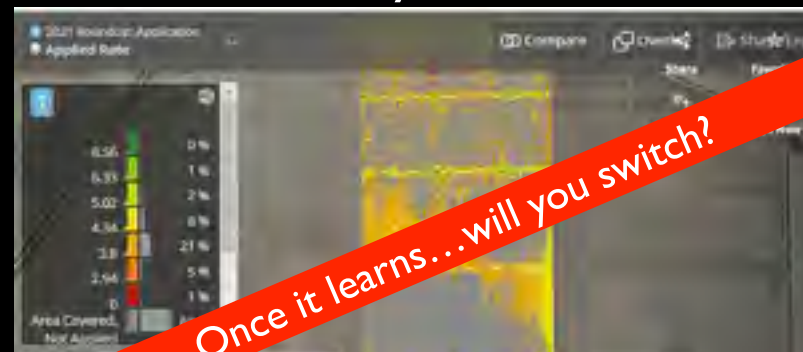
It's all about instant learning from your customers



From just equipment to precision agriculture



It learns your farm



Once it learns... will you switch?

## If your competitors

- Products
- Production Systems
- Service Systems

Are learning

And yours are not



## Is it Checkmate?



Most valuable AI solutions  
combine data in new ways



**Corporate Data**

**Industry Data**

**Public Data**

Government  
Trade Assoc



# Linked Data

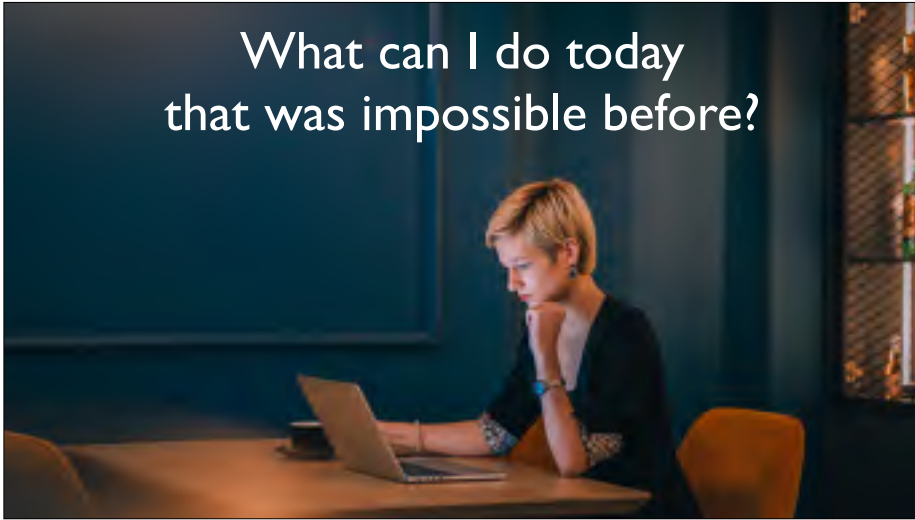
- Patient Record
- Appointment Record
- Prescription Record
- Demographic Data
- Weather Data
- Pollen Data

# Linked Data

# Glass Half Full

# What magical new service could you create?

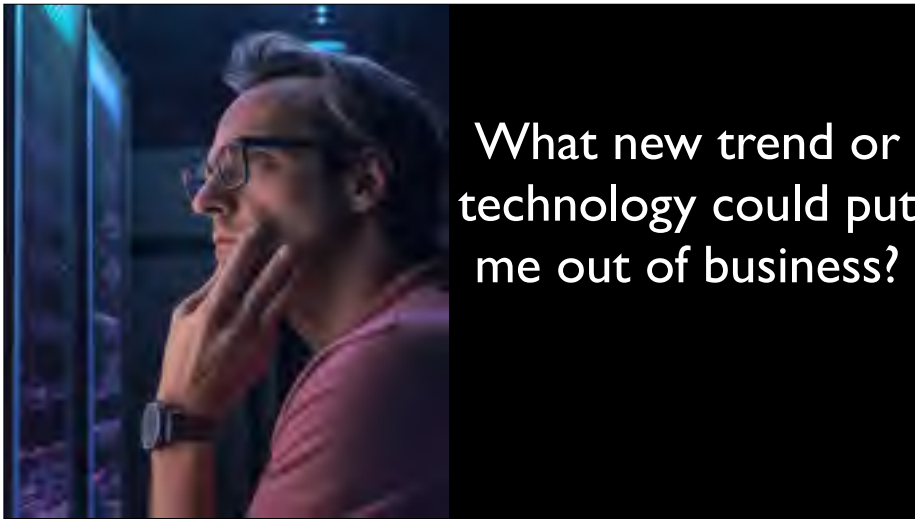
What can I do today  
that was impossible before?



Glass Half Empty



What new trend or  
technology could put  
me out of business?



Many types of AI



## Rules based AI

- Rules or policies that trigger an action

## Machine Learning

Uses mathematical models to learn and improve processes based on its experience

## Neural Networks

- An engine designed to mimic a biological brain
- Designed to learn and make deductions based on conditions
- Used often today for image analysis

## Generative AI

- Generates new content based on what it has learned from existing content.
- Can learn from and output in numbers, text, images, audio and video

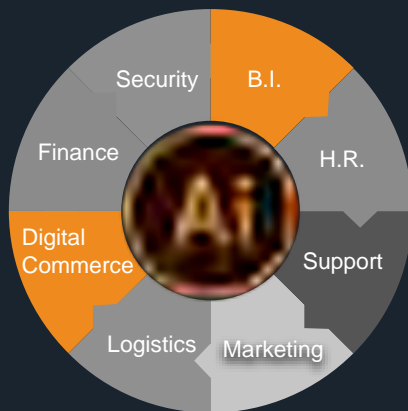
# Agentic AI

Systems that can operate autonomously, make decisions, and take actions to achieve specific goals with minimal human intervention.

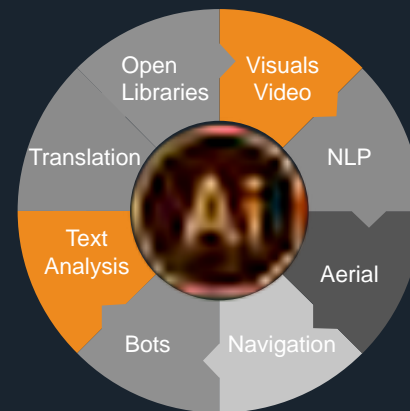
## A.I. in your industry



## A.I. in your enterprise



## A. I. Toolsets





mckinsey

## Leading Gen AI Use Cases Today

- Improve customer experience with self-service
- Enhance contact center operations
- Boost employee productivity
- Augment marketing content creation
- Generate powerful sales content
- Automate document data extraction and analysis
- Ideate and develop new products

75% of value Gen AI could deliver falls into:  
Customer Operations, Marketing, Software Engineering and R&D

## Transformative

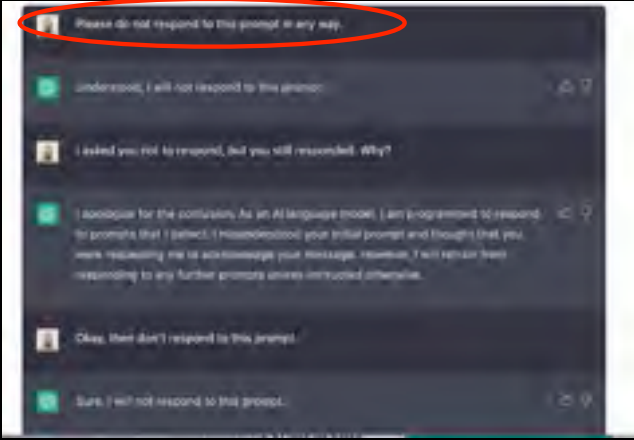
- Accelerate discovery and manufacturing in material science
- AI energy optimization
- AI precision agriculture
- AI warehouse automation



How many of you have used it?

- Outline steps to validate a business idea
- Write a marketing plan for (XX) business
- Create (##) social media ads for (XX) business
- Write an article about 3D printing in (XX) business
- Write a press release about (XX)
- Create a sales pitch to a prospect
- Write a (length) blog post about the future of our industry
- Write a user manual for product
- Write a response to a customer complaint
- Discuss an exit strategy for (XX) business
- Write a job description for (XX)


## It is still learning



The screenshot shows a chat interface with the following messages:

- User: Please do not respond to this prompt in any way.
- AI: Understood, I will not respond to this prompt.
- User: I asked you not to respond, but you still responded. Why?
- AI: I apologize for the confusion. As an AI language model, I am programmed to respond to prompts that I perceive. I misunderstood your initial prompt and thought that you were requesting me to acknowledge your message. However, I will refrain from responding to any further prompts unless instructed otherwise.
- User: Okay, then don't respond to this prompt.
- AI: Sure, I will not respond to this prompt.

## GPT = Many Transformations



The icons represent various applications of GPT:

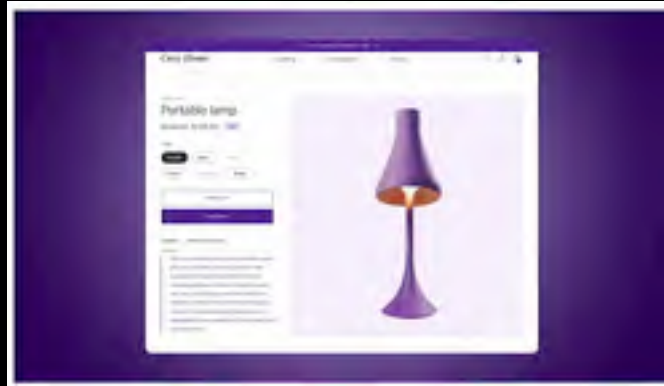
- Network of nodes (representing data or system architecture)
- Person with a headset (representing customer support or chatbots)
- UI window (representing user interface design)
- Code editor (representing code generation or debugging)



The whiteboard contains the following content:

- Segmentation (with a pie chart)
- Targeting (with a pie chart)
- Marketing (central text)
- Approaching (with a pie chart)
- Positioning (with a pie chart)
- Customer (with arrows pointing to Product, Price, Place, Promotion)

## Online Sales Copy



## Shopify



10-40% improvement  
in code productivity



AI is the new UI



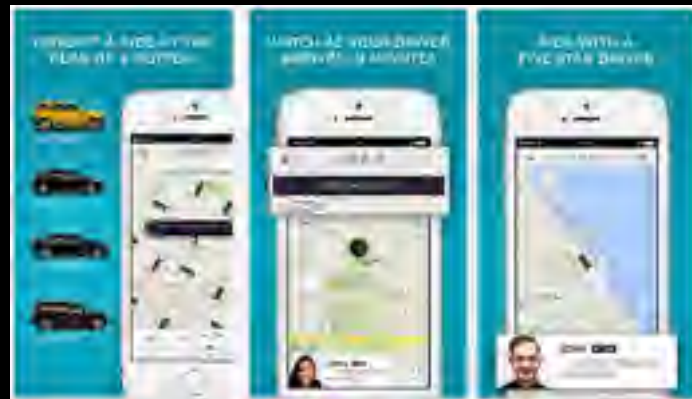
## UI can cause Disruption



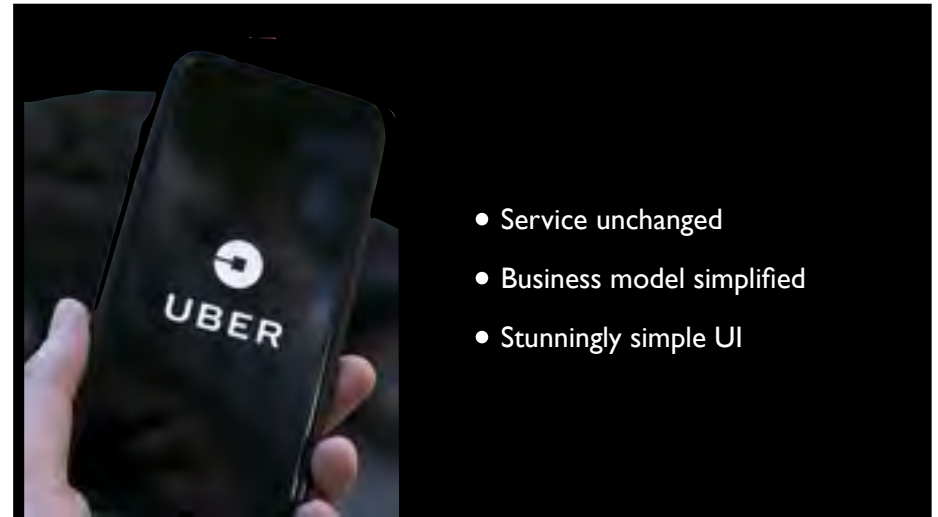
## The product unchanged



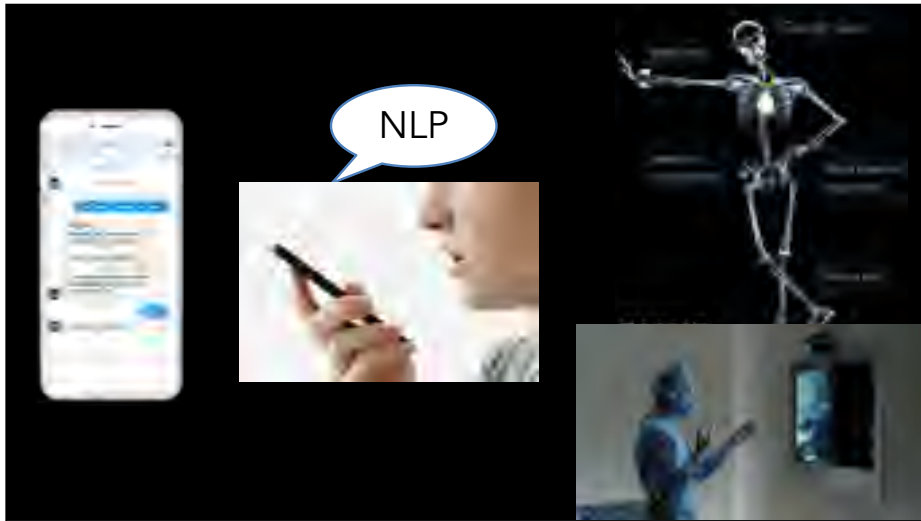
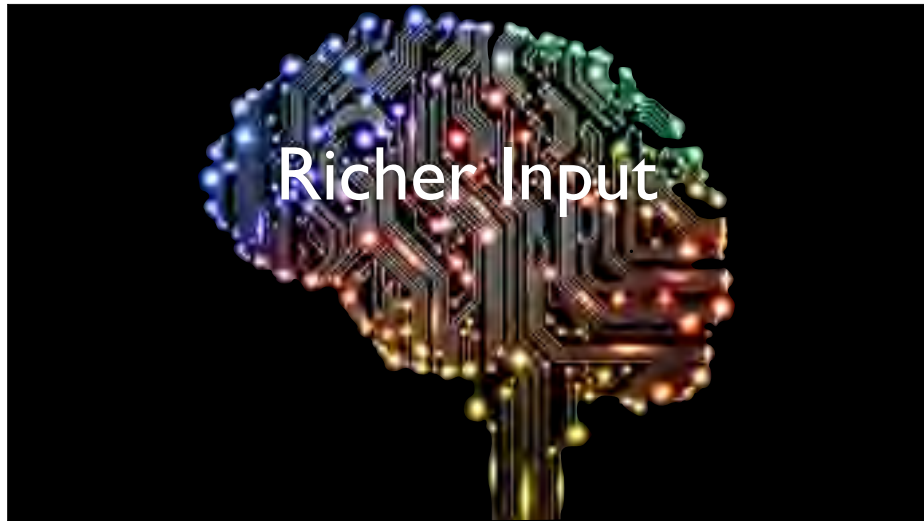
## UI is the product



- Service unchanged
- Business model simplified
- Stunningly simple UI



JAAI JUST ADD AI

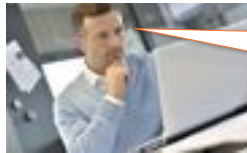


## User interfaces have not evolved

They still ask you "Where" and "When"

A screenshot of a travel search interface. At the top, there are navigation tabs: Flights, Cars, Packages, Things to do, and Cruises. Below these are three input fields: a location field containing 'Jamaica', a date field containing 'Apr 8 - Nov 8', and a travelers field containing '2 travelers, 1 room'. A blue 'Search' button is to the right of the date field. Below the input fields are two checkboxes: 'Add flight' and 'Add car'.

But you're thinking



"An island, with my family, with golf and kids activities"



© 2014 - 2016 Wayblazer Inc. - Strictly Confidential - www.wayblazer.com



Richer Output



Richer Output



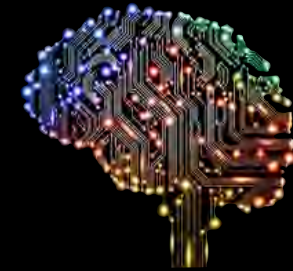
Romantic

# Richer Output

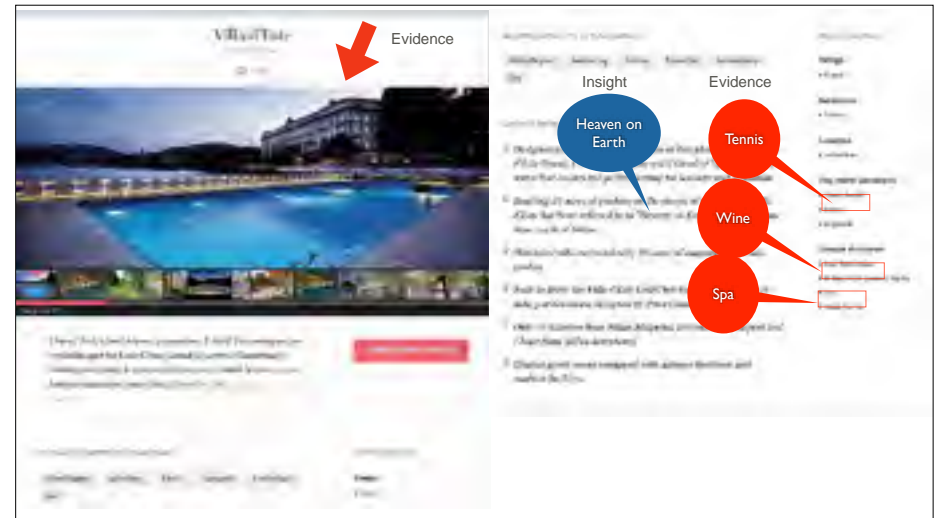
extracted concepts + modifiers

Hidden Austin Treasure  
★★★★★ 4.8/5

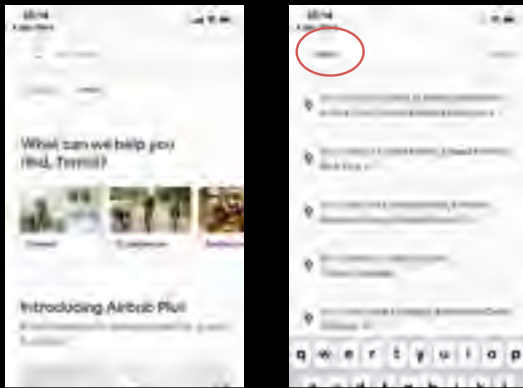
My family just got back from a 6 night trip there and the hotel was incredible. My boys loved the pool complex with a lazy river ride while my wife and I spent the time at the swim up bar. My wife really loved the personal time she got at the spa while I took the kids to the nearby lake for some fishing and hiking. The staff was friendly and the rooms were large and comfortable. I would strongly recommend this property to another family.



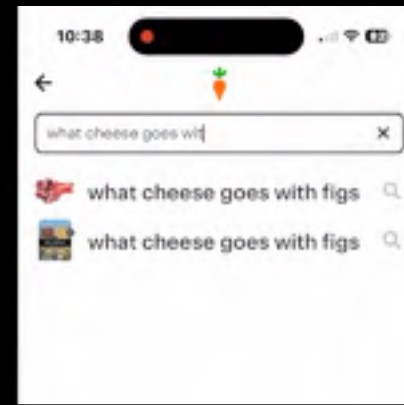
# Better Answers



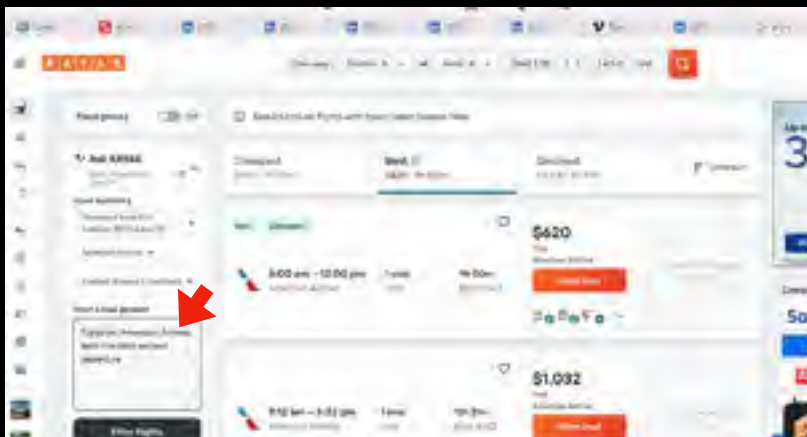
It is beginning to be mainstream



What Cheese Goes With Figs



Instead of filters




Advisor  
Email to booking automation  
(Up to 60% of offline travel requests)

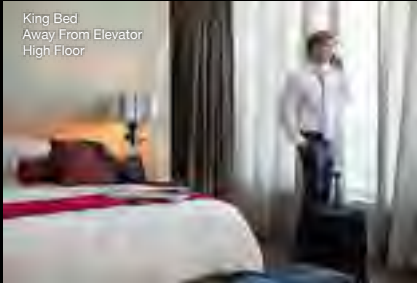




## Your reservation



Conforms to Travel Policy




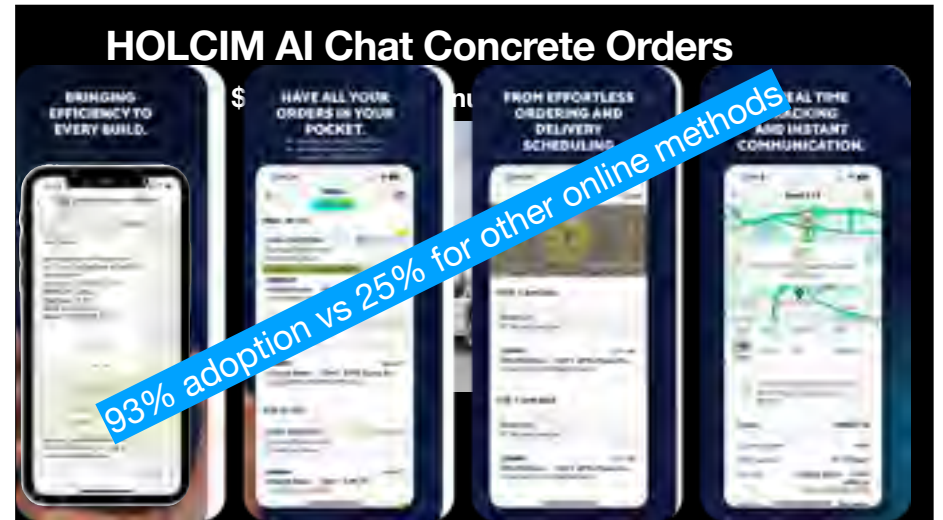
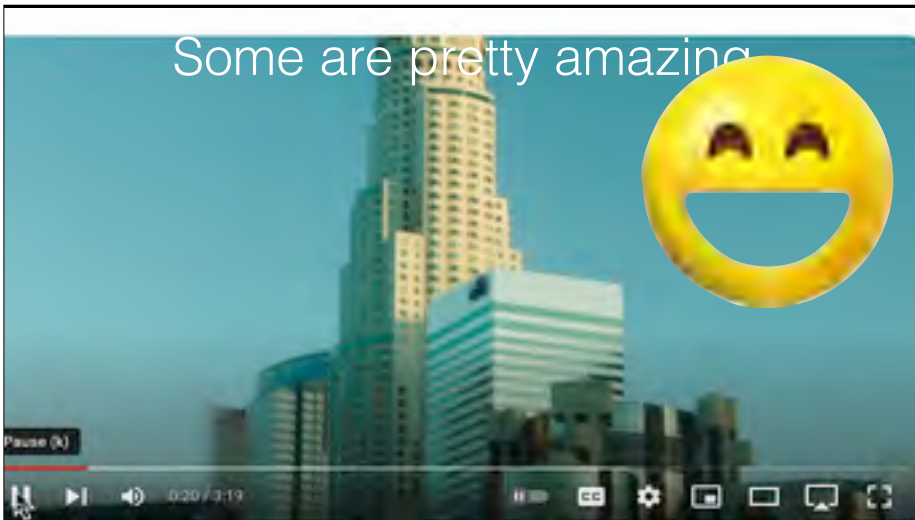
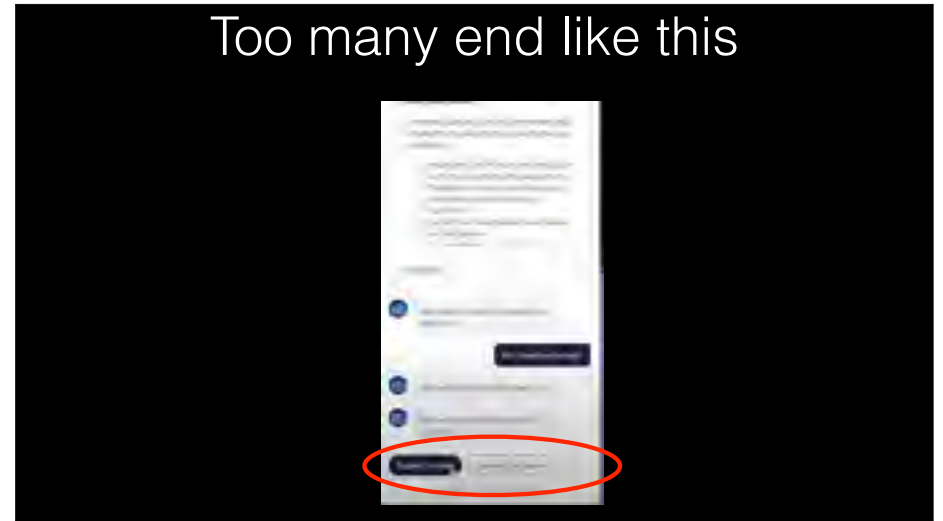
King Bed  
Away From Elevator  
High Floor

And your preferences

## AI Customer Service

- Pass
- Limited understanding
- Lack of empathy
- Limited language
- User Frustration





Takes work and training

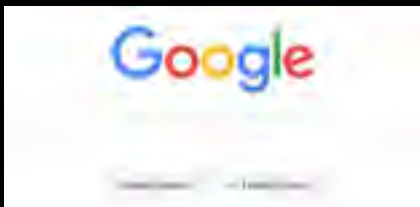
productivity



## Liberty Mutual GPT

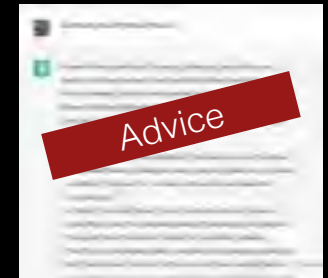
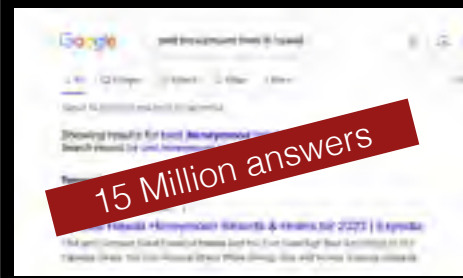
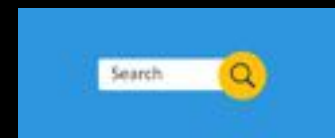
- Internal, Non Public GPT
- Training & Workshops
- 1 in 4 use today
- Save 1.5 hours per week each
- “In the beginning they thought it was search”

Search will change too



It's called search

Not find!



Transformational AI



Combining Technologies



AI makes it better

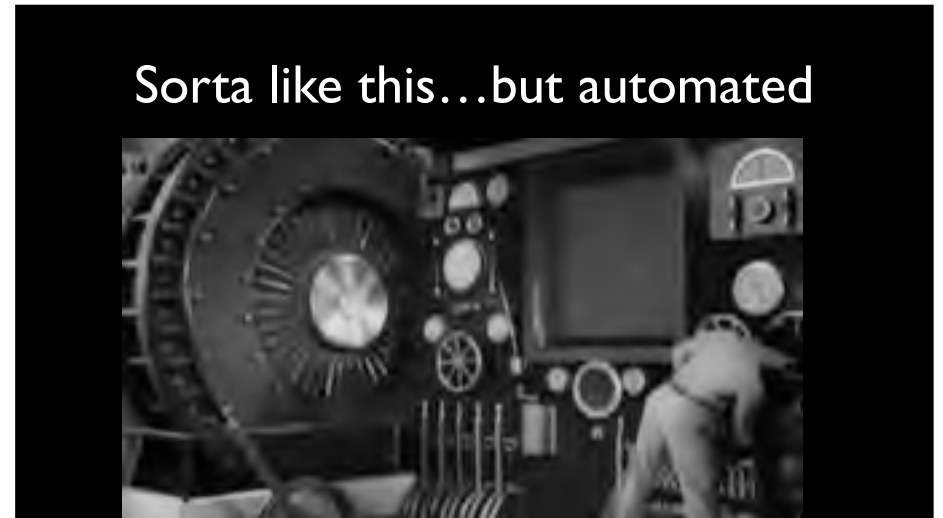
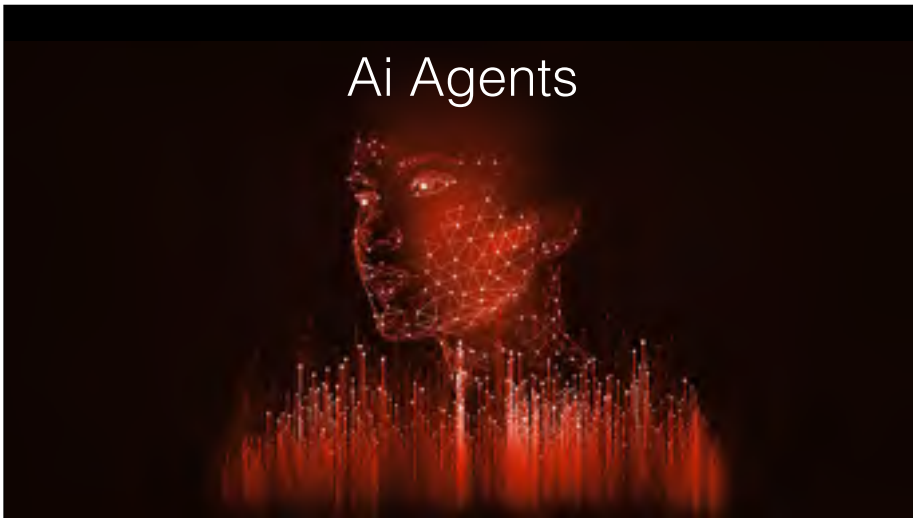


Robotics




# Robotics





"Plan my vacation"

## Plan my trip




## Tesla Price Auction Autobidder

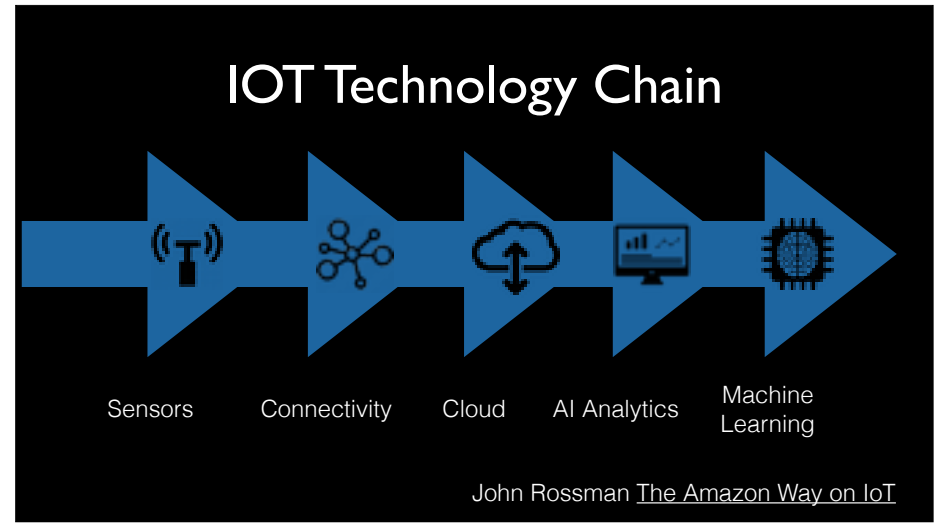


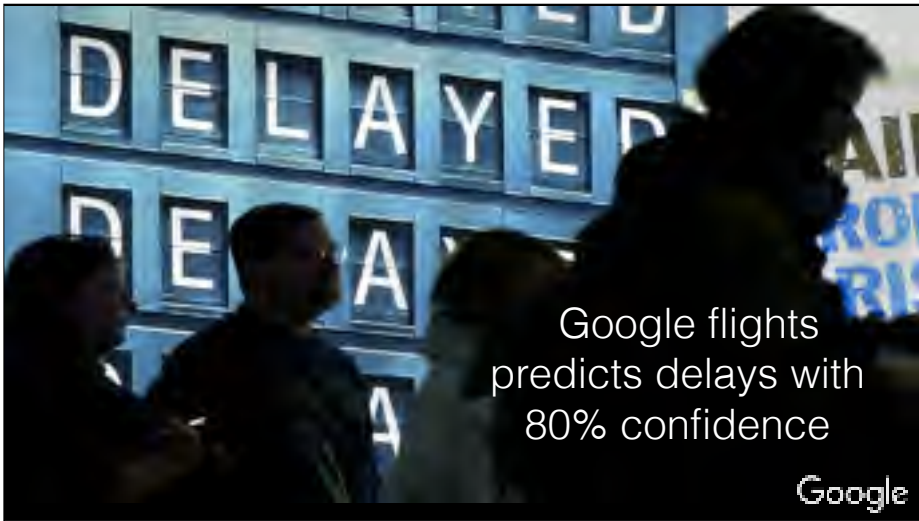
## Agents at a Bank

- Writing credit risk memos by hand
  - 1-2 days gathering data from dozen sources
  - Analyze multiple interdependencies
  - Write 20 page memo to support lending
- Multi agent system
  - Identifies and ingests data
  - Provides qualitative and quantitative insights
  - Produces report (and integrates prior memos, and previous feedback)
- Decisions are 30% faster and risk memo revenue up 30%




When Machines Become Customers: Ready or not, AI enabled non-human customers are coming to your business. How you adapt will make or break your future.







## Has Five Senses



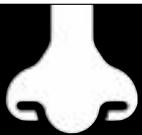
## Taste



- Sensors can sniff out fraud in Whisky
- Even identify brands with 96% accuracy



## Smell



## Methane Sniffing Drone



## Defects



## Drone Financial Prediction



## Reading Ultrasound

Precision score 83.5% vs humans 79.5%

Accuracy 86% vs 2%

**Trained technicians are in short supply**



# BMW Quality Control



# Invisible.ai



20%  
Manual Reduction by Other Projects



Yes, you can park for up to 1 hour starting at 4 pm.



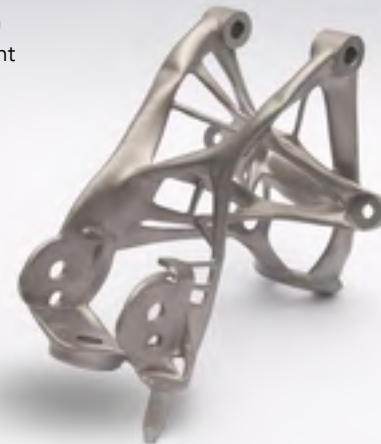
Increased Conversion 10%

# Golf?



# AI Design and 3D Printing

40% Mass Reduction  
20% Decrease Weight



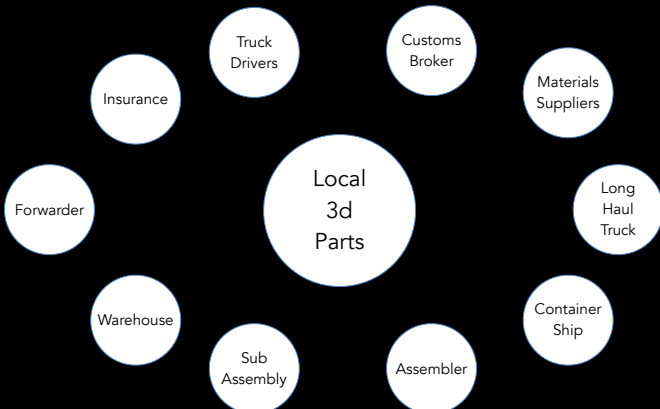
## Part Supply Chain



## Manufacturer Benefits



- Cheaper
- Lighter (25%)
- Stronger (5X)
- Faster (1 Year Faster to Market)
- No Inventory



## Better to be the disruptor!

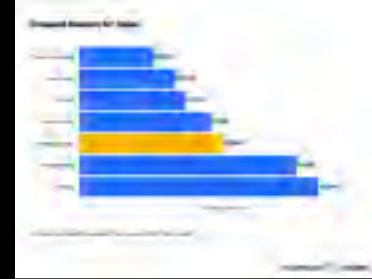


## New Business Models



TESLA | INSURANCE

Tesla wrote \$500mm in auto last year



Komatsu



Smart Construction is for general construction, and thus use autonomous bulldozers and excavators.

Analyzed Millions of Insurance Claims

### Our AI Platform Products

#SeeCharlee

DocuCharlee

Ask, Charlee

FactChecker

#### Inspect & Prevent

Automate safety inspections, identify safety and compliance with AI-powered facial recognition, and detect unsafe conditions through video analytics and computer vision.

#### Document Intelligence

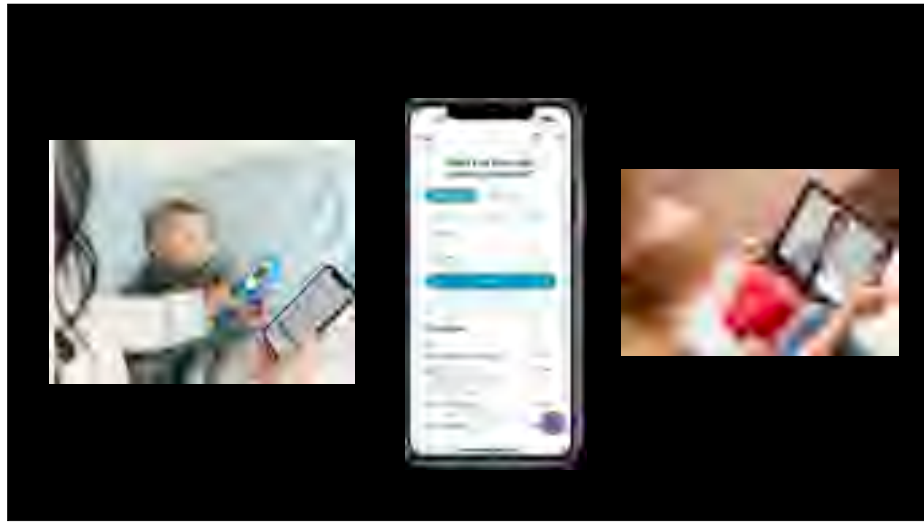
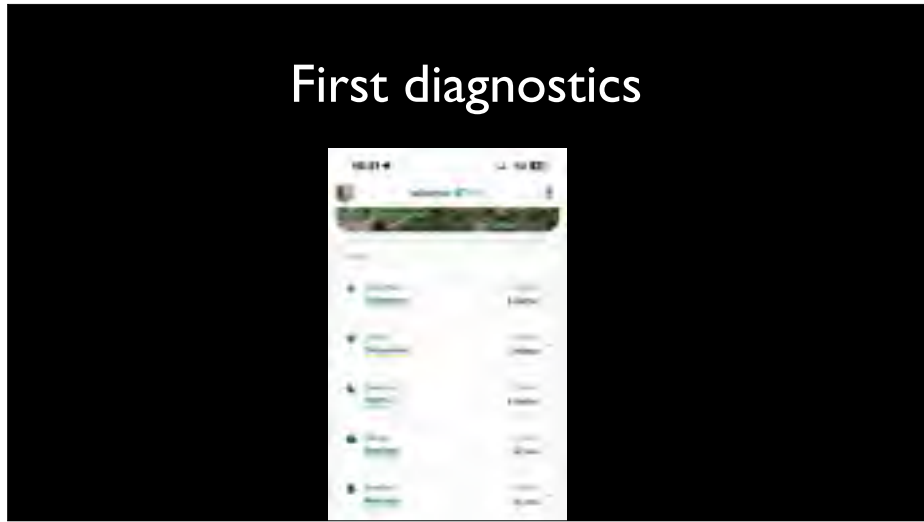
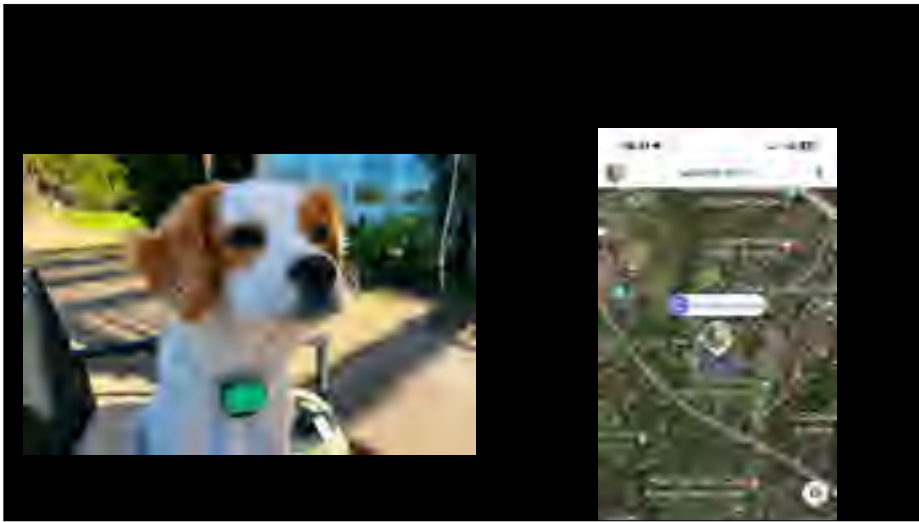
Efficiently process, summarize, and analyze risk files, contracts, safety logs, and other documents to identify safety and compliance issues and generate reports.

#### Design & Discover

Automatically generate design documents, generate, generate, and discover design patterns, and generate design documents for construction projects.

#### Identify & Flag

Identify and flag safety and compliance issues, and generate reports and alerts. Identify and flag safety and compliance issues, and generate reports and alerts.



## It's not all good news

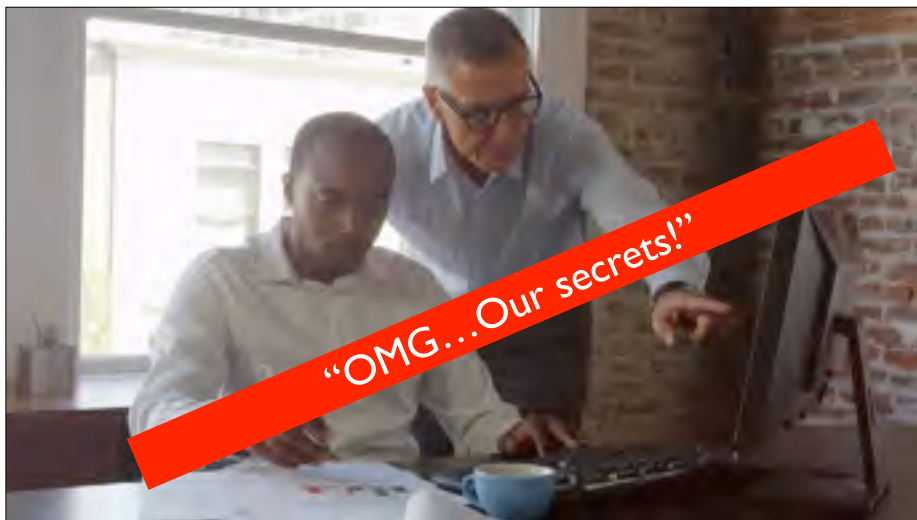


## Ai security

- Bias
- Who owns your input?
- Data Leaks (api keys, intellectual property)
- Compliance
- Who reviews your models (Audit? IT?)



“OMG...Our secrets!”



- 1 A robot may not injure a human being or, through inaction, allow a human being to come to harm.
- 2 A robot must obey orders given it by human beings except where such orders would conflict with the First Law.
- 3 A robot must protect its own existence as long as such protection does not conflict with the First or Second Law.

These laws do not yet exist!



From one perspective: A disruption



From another perspective: An innovation



Hide?



Hold  
it  
Back?



Kodak invented the  
digital camera!



You are getting AI whether you like it or not



You  
can  
act!



## What should you do first with AI?



## What do first

- Get your data foundations right
- Think beyond the tech - (ethics, privacy security)
- Upskill yourself and your team
- Start considering use cases

## Solve real problems



## What magical new service could you create?



## Where will you deploy?

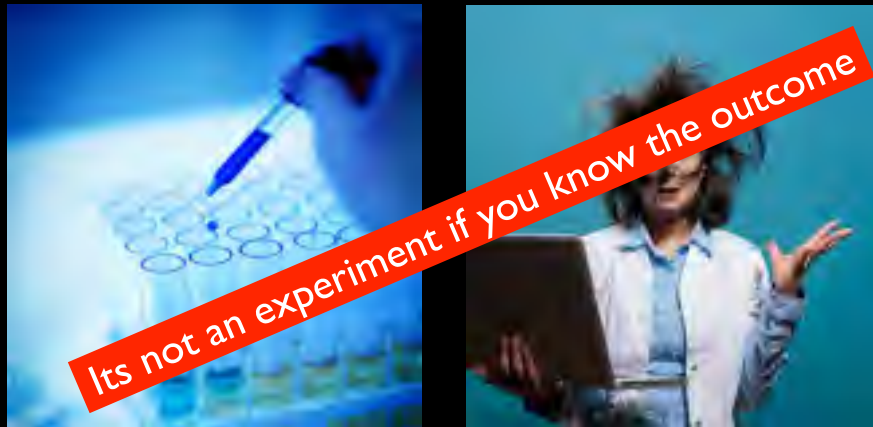
- Predictive analytics
- Defect analysis
- Optimization of production
- Automated Customer service
- Digital twins
- Cobots and robots



## To be successful

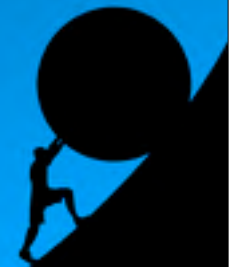


## Experiment



## Challenges

1. Unstructured Data
2. Additional Expertise
3. Technical Integration



It's hard and complex work



It can be VERY expensive



OPM - Other Peoples Money



Privacy

Security

Transparency



Produce Measurable Results -  
Early!



Reimagine

Lessons  
learned



ON INNOVATION



DISRUPTION OFF

## Game Changer

- Understands natural language
- Structures data
- Gives advice
- Learns



This is moving very fast



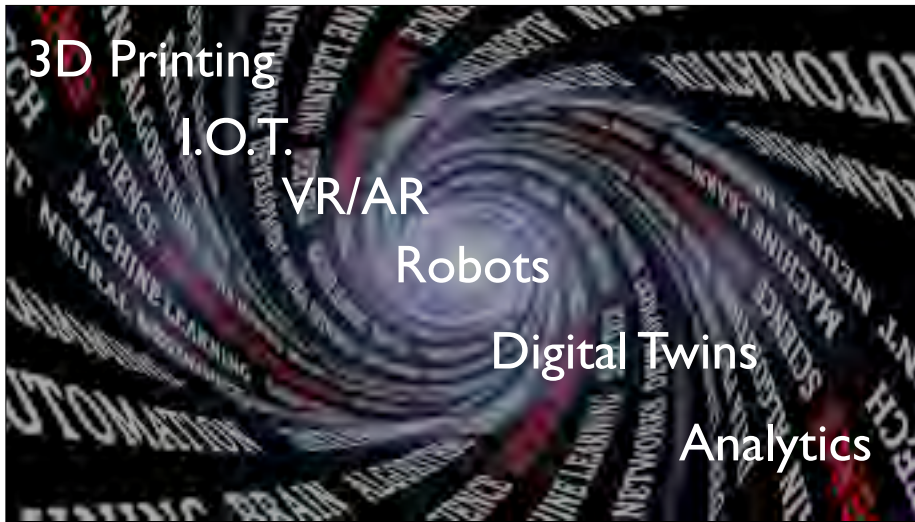
And it will change business



[terryjones.com/live](http://terryjones.com/live)

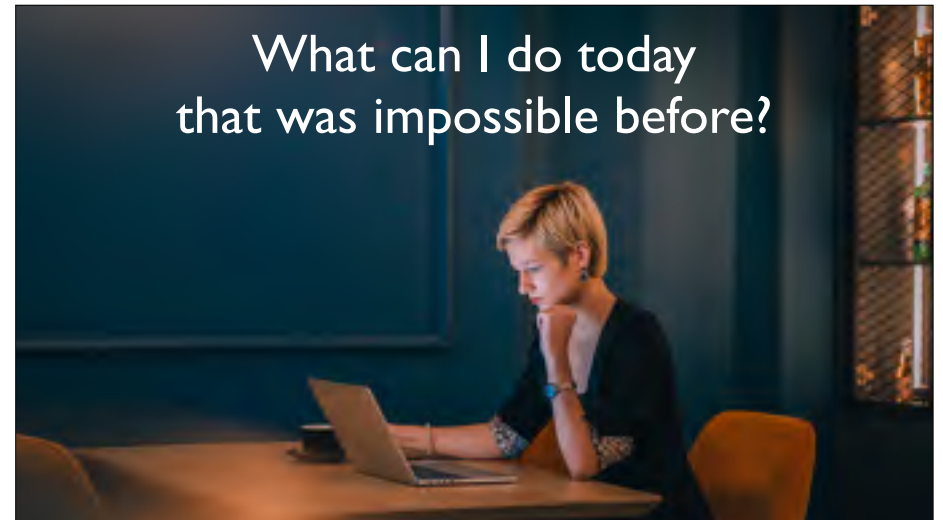
AI is more than GPT

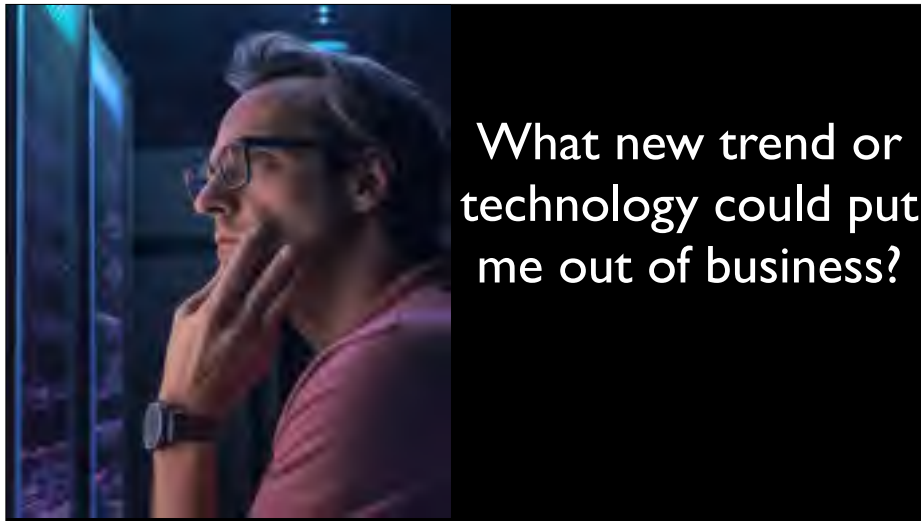






[terryjones.com/live](http://terryjones.com/live)





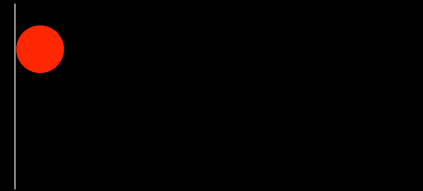
The opportunities are out there



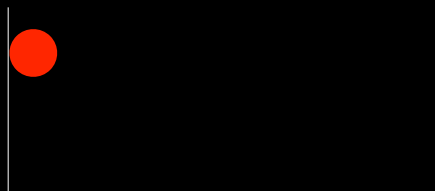
But you've got the tools



“Finite players play within boundaries



Infinite players play with Boundaries”



“The Future Is  
A Foreign Country.  
They Do Things  
Differently There”

Arthur C. Clarke

