



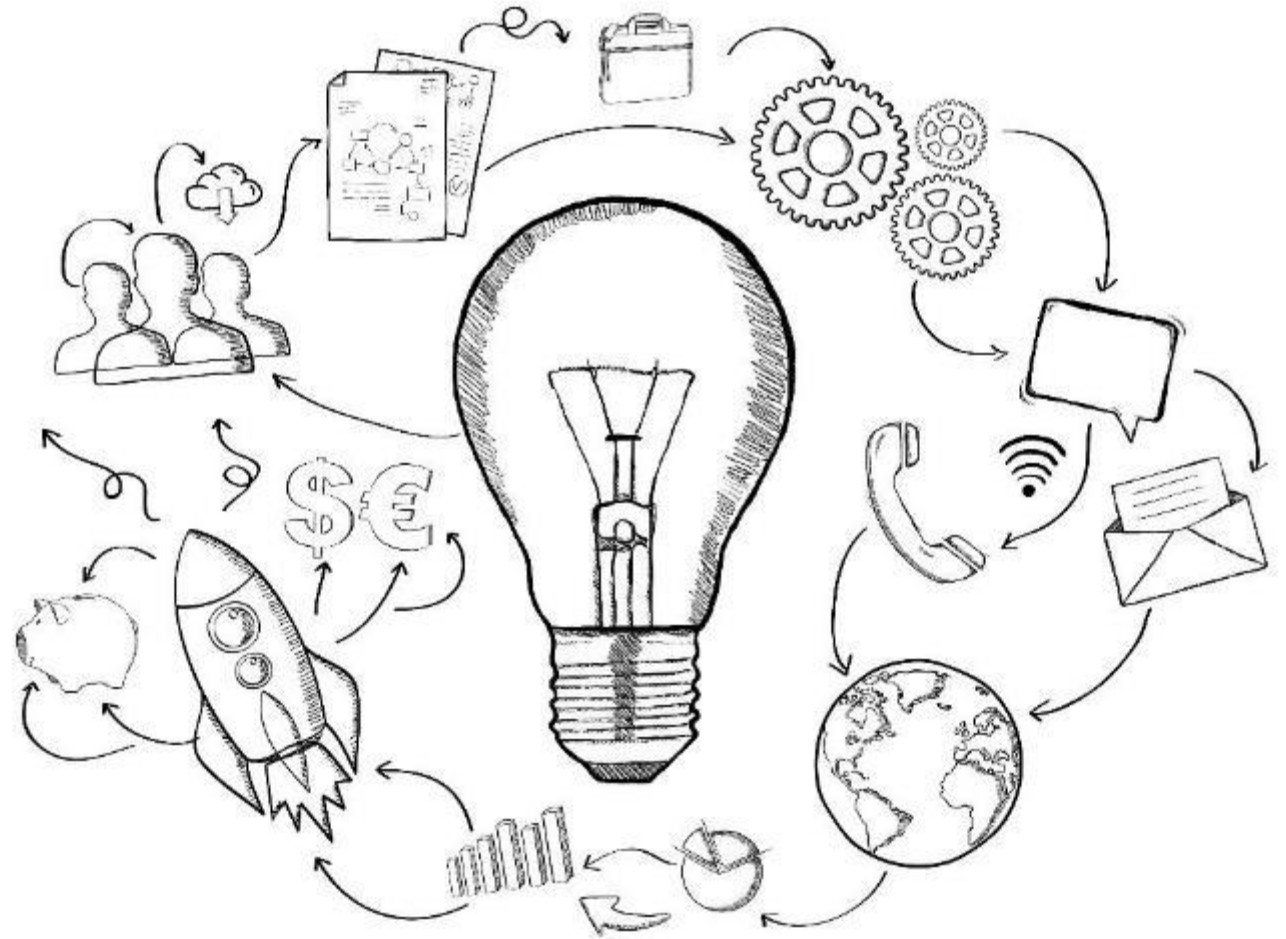
THE CORPORATE  
INTELLIGENCE

# Talk With Your Data!

Embracing the Future of AI

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Daten Strategie

Daten Management

Enterprise Information MMT

Transition Management

Digitalisierung

Innovation & Upskilling

- Change Management & Transformationsberatung
- Data Management & Data Driven Innovation
- Datenschutz und Cybersicherheit
- Data Warehousing und Business Intelligence
- Data Science und Analytics, Big Data
- Reporting und Regulatorik
- ESG – Environment, Social, Governance
- Programm- und Projektmanagement
- Geschäftsmodelle und -prozesse
- Technologieevaluierung- und Produktauswahl
- Architekturen (funktional und technisch)
- Master- / Metadata Management
- Life Cycle Management

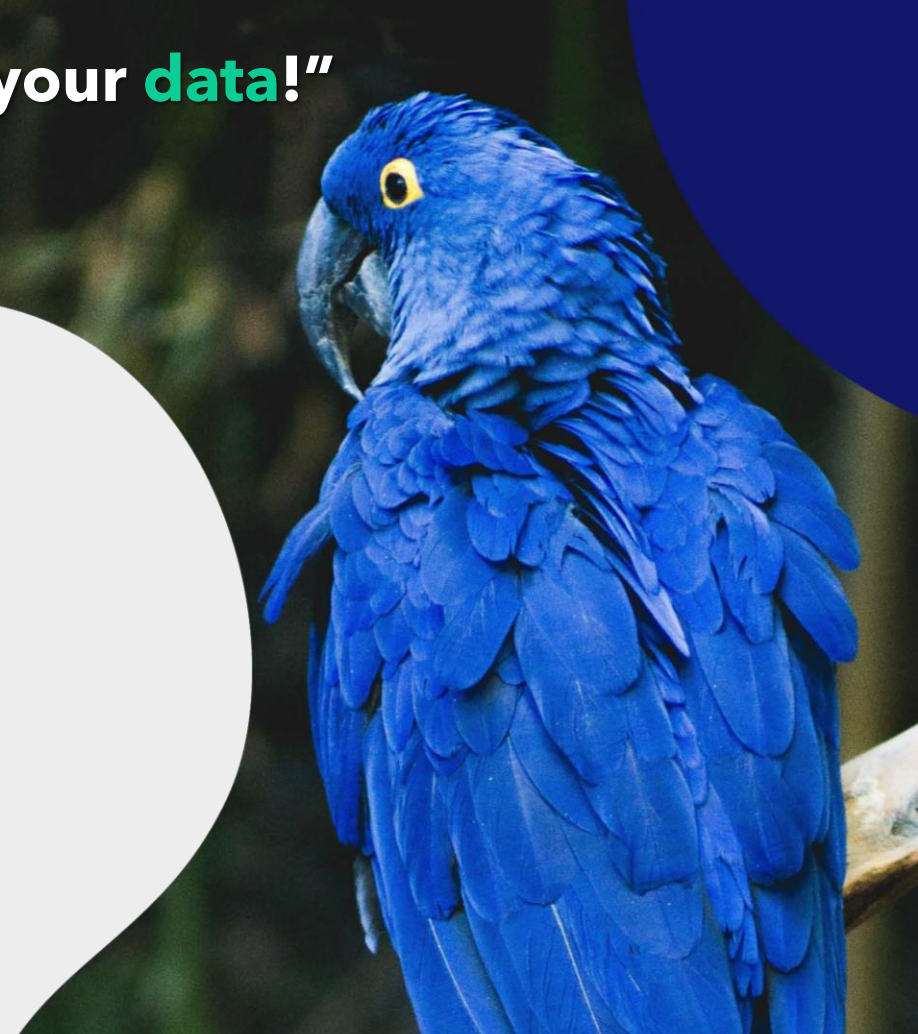
# More than a Coworking Space

*“The Ecosystem Platform for Innovative Companies in the Analytics Space.”*



“Talk with your **data!**”

# THE RISE OF VALUE DRIVEN INTELLIGENCE



**Global  
Data Excellence**

Create sustainable businesses  
with a true AI you can talk with



THE CORPORATE  
INTELLIGENCE

**Dr. Walid el ABED - CEO**

Global Data Excellence

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# DIGITAL WORLD CONTEXT

## A PARADIGM SHIFT IS NEEDED FOR THE ACCELERATION OF VALUE CREATION

- New challenges for **Artificial Intelligence, governance and the enterprise data management**
- Many platforms and solutions exist (ERP, CRM, MDM, SRM, BI...) but the current approach of handling data is **fragmented** due to isolated tools working in the different area of the organisation
- The use of analytic AI (NLP and ML) based on **existing data disconnected from knowledge and human** wisdom ignoring the social contexts by **analysing past transactions** and interactions with probabilistic predictions into potential futures generating **huge energy and costs**

**ORGANISATION MISS OUT ON VALUE GENERATION AND GROWTH OPPORTUNITIES  
AS THEY STRUGGLE TO CENTRALISE, CONNECT, AND INTERPRET DATA**





# WHAT IS ARTIFICIAL INTELLIGENCE?

- **Artificial intelligence:** (AI, also machine intelligence, MI) is intelligence demonstrated by machines, in contrast to the natural intelligence (NI) displayed by humans and other animals
- Colloquially, the term “Artificial intelligence” is applied when a machine mimics “**cognitive**” functions that humans associate with other human minds, such as “**learning**” and “**problem solving**”
- **Type of AI:** machine learning, analytics and statistics driven
- **Role:** visual perception, voice recognition, decision-making, translation, communication, task automation, the ability to learn new things and the ability to abstract or associate with new knowledge based on already established knowledge



# CONVENTIONAL AND ANALYTIC AI VS. LINGUISTIC AND VALUE DRIVEN AI

## CONVENTIONAL AND ANALYTIC AI

- NLP does not handle semantics
  - language dependent (syntax, grammar and morphology)
  - Relies on statistics and dictionaries words found in a similar environment of words that are «the same». They must therefore mean the same thing more or less
- Machine learning recognises complex, multi-dimensional patterns
  - No meaning is associated to any of the underlying elements
- Communications with an AI system (SIRI) are always limited by a single context

## LINGUISTIC AND VALUE DRIVEN AI

- Linguistics AI handles semantics
  - embeds a Semantic Meta Model SMM (language and data structure independent)
  - what words mean (WORD<>SEME<>ATTRIBUTE<>COLUMN)
  - How they relate semantically to each other in a context (dynamic semantic network)
- It «understands» words and sentences within context
- Examples:
  - ✓ All employees in a technical position must have a technical degree
  - ✓ No product should contain contaminants of type X without an explicit label on the package
- A Human can talk using standard vocabulary in any language

# THE IDEAL AI

## LINGUISTIC AND VALUE DRIVEN AI

- A new kind of AI that enables the **connection and coordination** between human and machine using semantics and knowledge modeling to standardise, enrich and gain insights from data
- **Highly cost-efficient**: an AI capable of **integrating the existing infrastructure and all databases and their senses** instantly without human intervention while respecting the **data ownership**, leaving them at their source
- Integrated knowledge based
- **Compliant** with any regulations such as GDPR, FINMA and many more
- **Key Value Indicator (KVI)** measures future value created by business units
- **Easy** to deploy, fast results to show benefits
- **Transparent and visible** algorithms and system generated by the AI



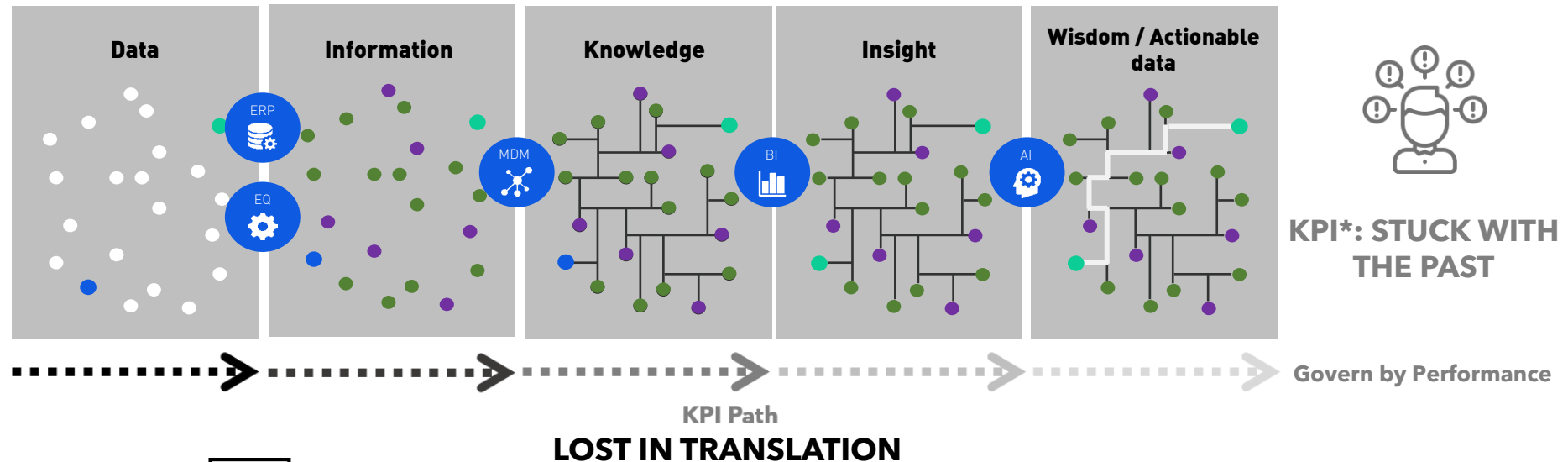
# A PARADIGM SHIFT TOWARDS LINGUISTICS AND VALUE DRIVEN AI

## FROM ANALYTICAL TO VALUE DRIVEN AI

### Governance and communication problem unsolved:

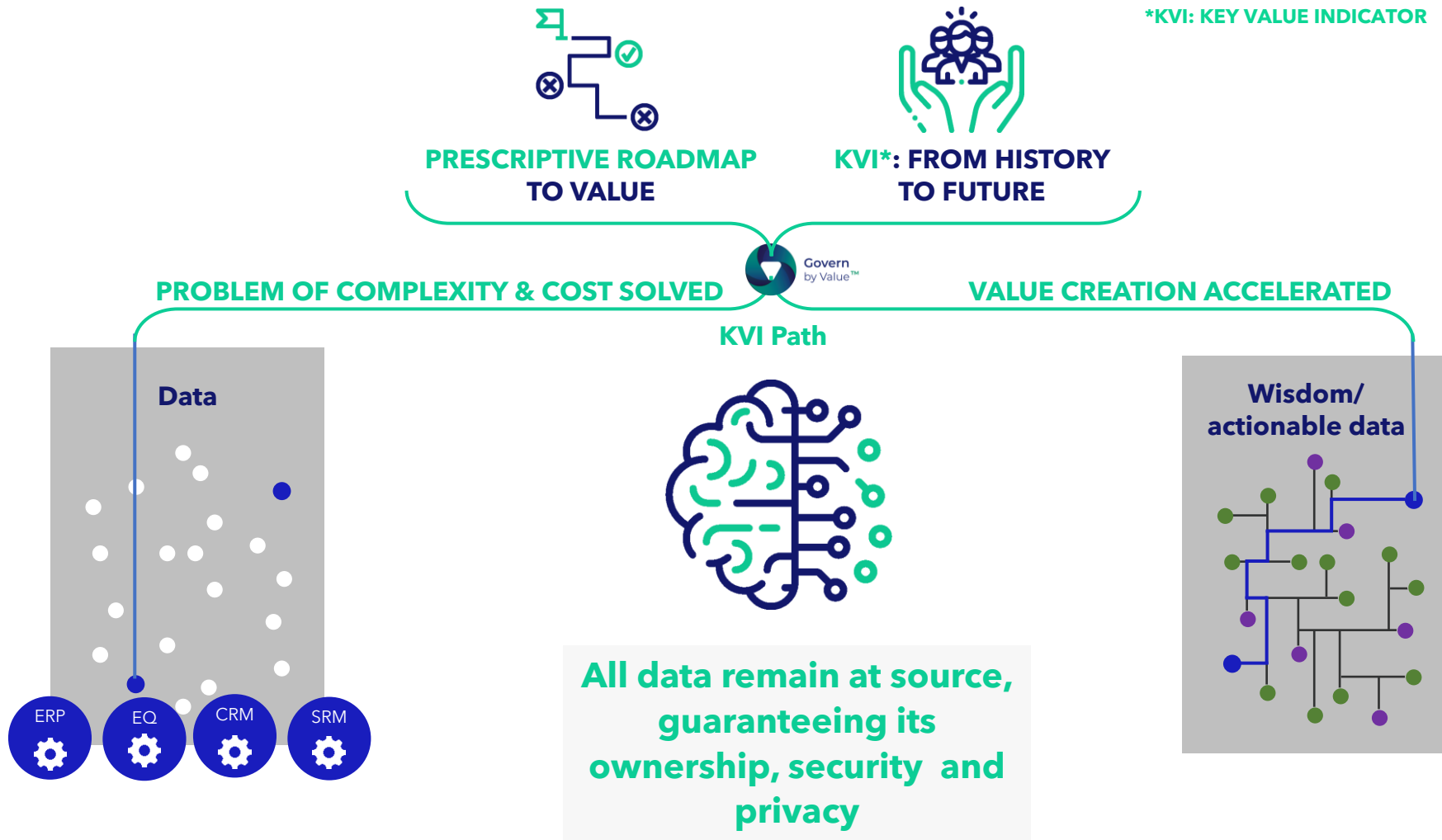
Organisational complexity - Tsunami of data and rules combined with data privacy and ownership challenges

### SILOED INSTINCTIVES DECISIONS LEADING TO CONSIDERABLE MONEY, TIME AND TRUST LOSS



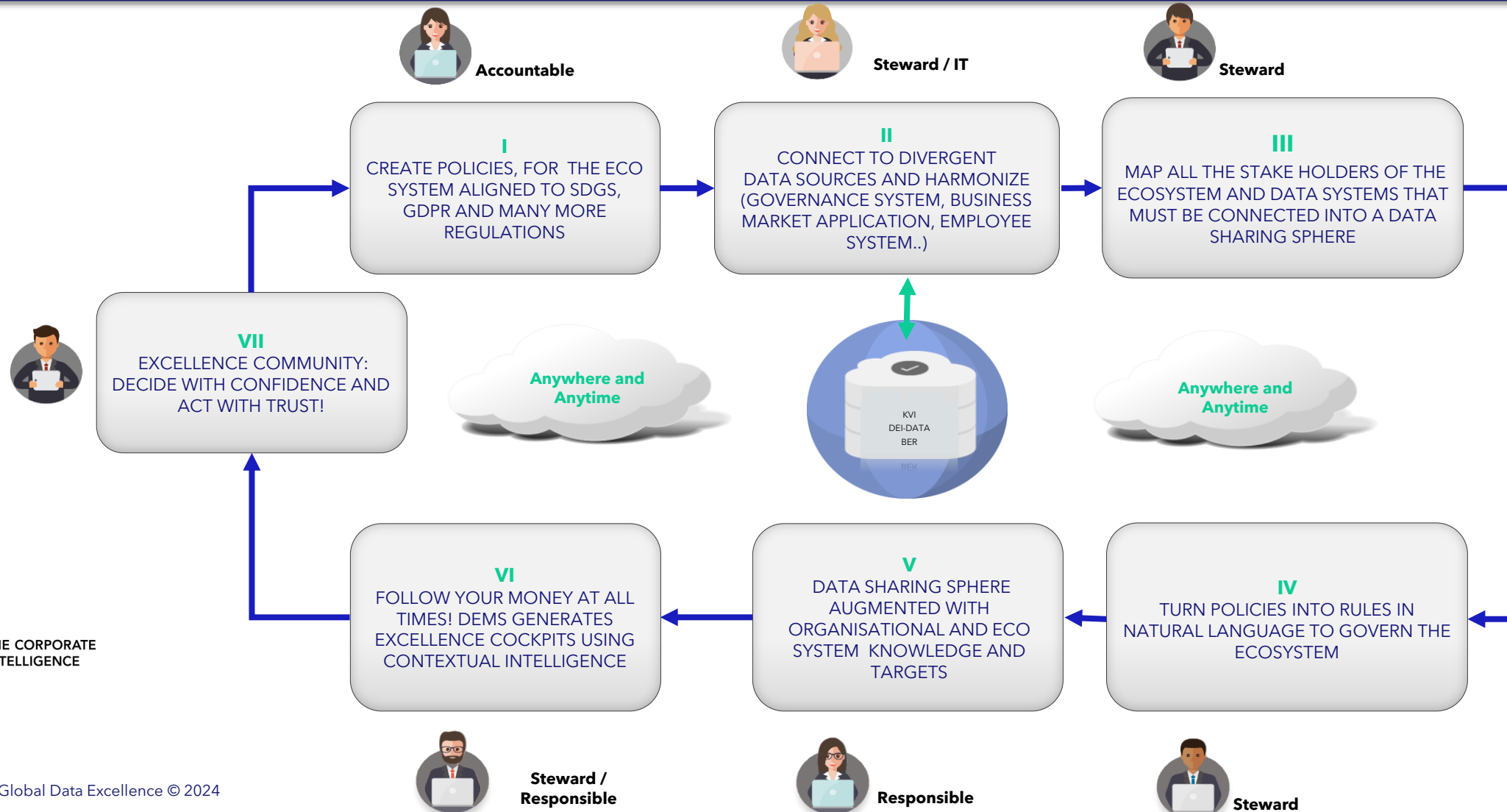
# MOVE FROM KPI TO KVI\*

## DYNAMIC DIALOG BETWEEN DATA AND HUMAN WISDOM

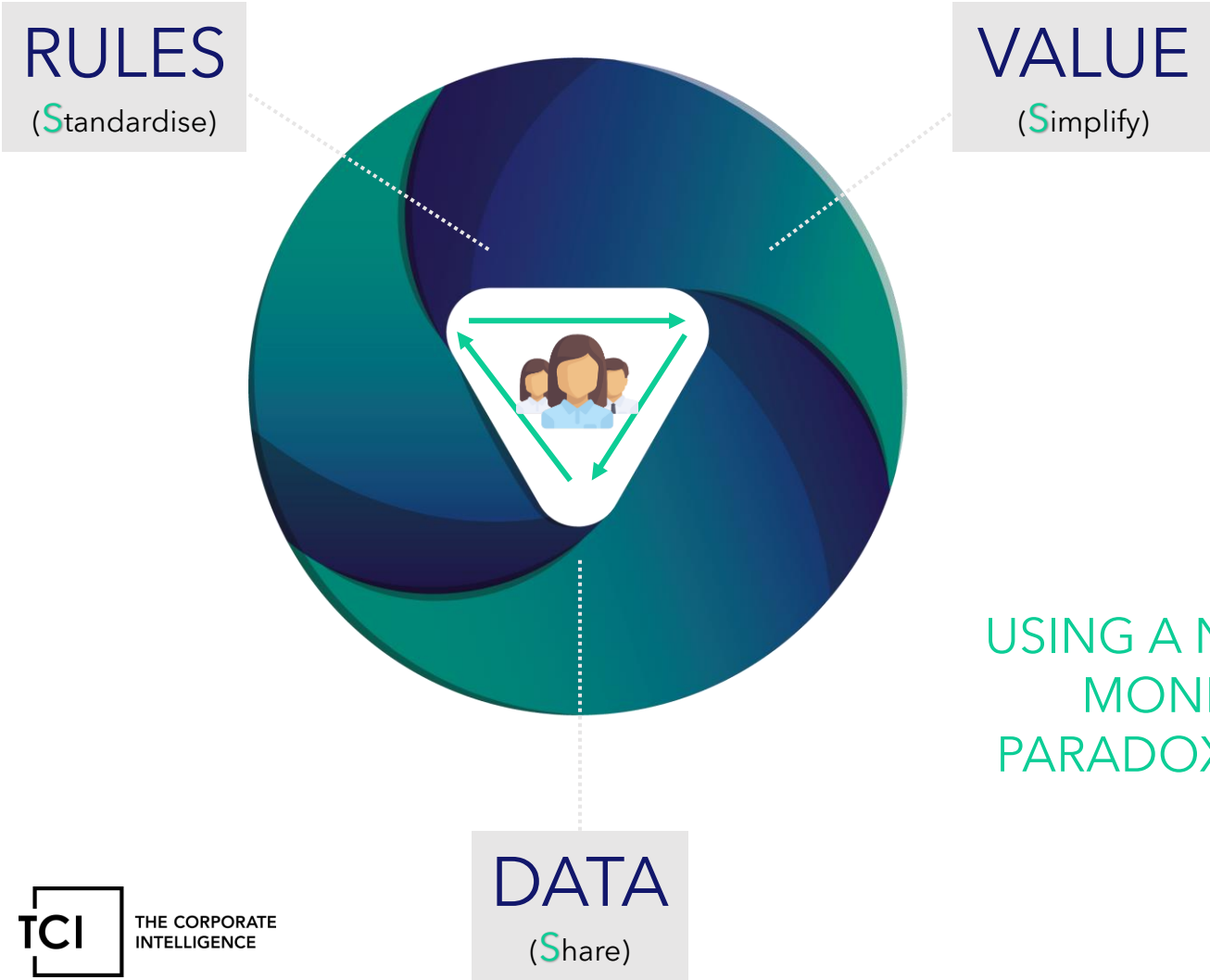


# CONNECT BRAINS ACROSS THE VALUE ECOSYSTEM

BUILD YOUR ECOSYSTEM AND COMMUNITIES  
ANTICIPATE YOUR FUTURE AND GOVERN BY VALUE



# THE SECRET TO THE VALUE DRIVEN AI



USING A NEW AI TO SOLVE THE  
MONEY-POWER-VALUE  
PARADOX: MYTH OR REALITY?



“Talk with your **data!**”

# THANK YOU!

- CONTACT US -

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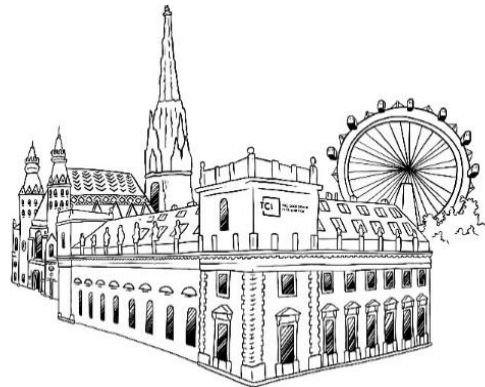
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