

This changes *everything*:

**The AI paradigm
and where to from here**

World Dried Fruit & Nut Congress

May 8, 2024




3 key takeaways today:

AI's moment is now

This changes everything

Start small if you must but above all, *start*



**Engineer
turned
innovator.**



**5¢ Microsoft Paint logo,
\$61bn disruption.**

Technology is the catalyst...

...but user experience is what disrupts.

LimeWire: Enabling Open Information Sharing

File View Navigation Resources Tools Help

Search Monitor Library

Results: **music** (50)

Media

Artist

Album

Name	Size	Sp...	Bit...
Outkast - Ghetto Music	6,528...	13 or ...	192
Dem Franchize Boys - On Top O...	3,425...	13 or ...	128
Musical - Rent - 52000 Minutes	3,944...	13 or ...	192
African - Because I Got High (M...	33,35...	Modern	
Jay-Z - Jay - Music Videos - Dir...	47,19...	Modern	
70s & 80s Music - Nancy			
Lil Wayne - Fireman (Mus...			
Change Right Thru Music Video (...)	38,43...	Modern	
2000 Ft. Outkast & Yel Young - ...	6,103...	T1	192
Eniners - Stan (Full Uncut Versio...	63,22...	Modern	
D1 2 & Eniners - Fight Music	6,170...	Modern	192
Techno - Abercrombie & Fitch - ...	4,044...	13 or ...	128
MC Hammer & Vanilla Ice - Play T...	4,644...	13 or ...	128
House music Techno - Dance Ka...	4,045...	13 or ...	128
DJ Tiesto - Live @ Helixen Mus...	69,7...	Classi...	

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LimeWire Media Player

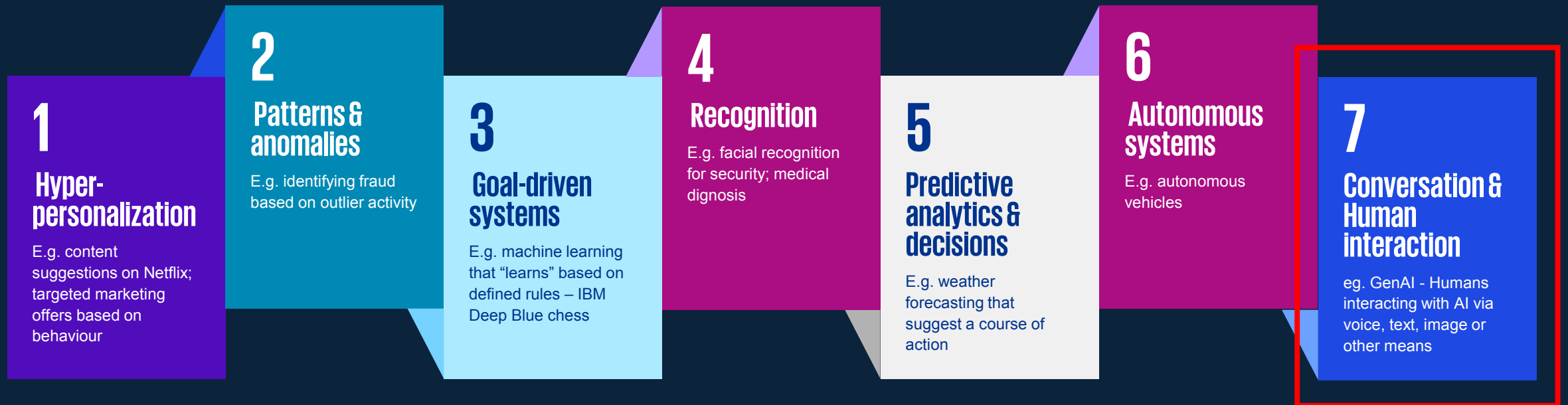
Nobody ever sees it coming.





(Gen)AI is here.

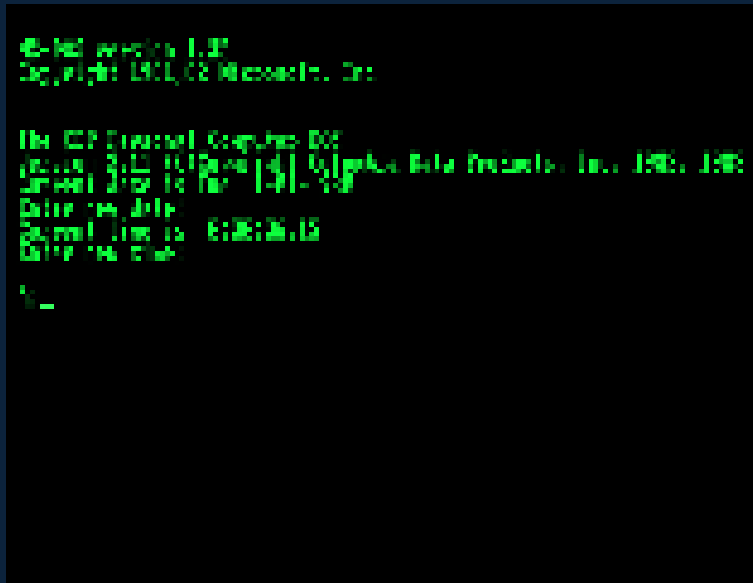
Remember: AI is not new.



We've entered a new era.

Command Line Era

Learn how the system operates and type commands



Graphical User Interface Era

See the options and choose from them



Generative Era

Tell the system what you want



So far, GenAI can:

01 Create

02 Explain

03 Edit

04 Compare

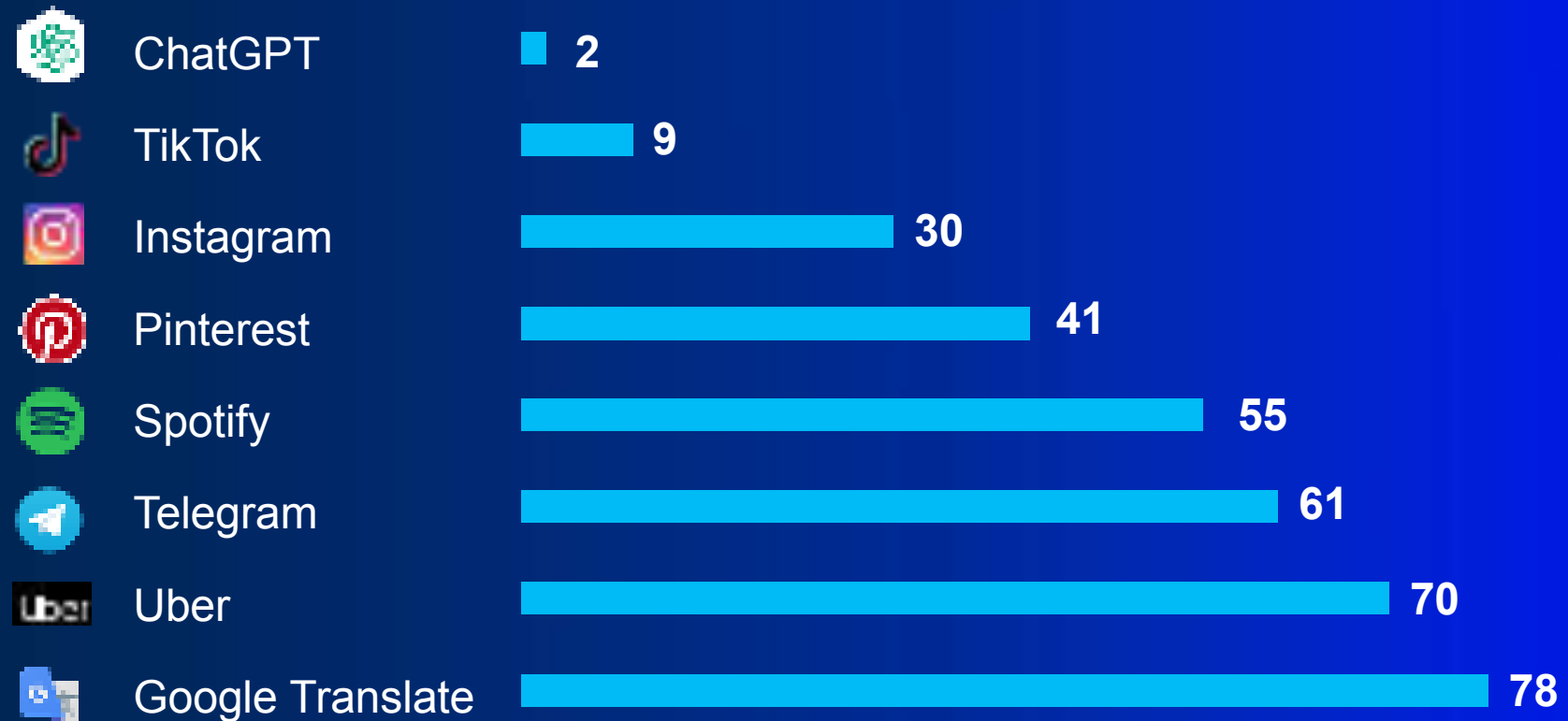
05 Coach

...

**+ New/emerging
capabilities...**

Users have voted with their feet.

of months to hit 100M monthly users:



**This.
Changes.
Everything.**



**Commercial
Effectiveness**

**Operational
Excellence**

**Dynamic Planning
& Pricing**

**Prescriptive
Analytics**

**Workforce
Optimization**

**Human
Engagement &
Experience**

**Business &
Product
Development**

**Deals &
Negotiations**

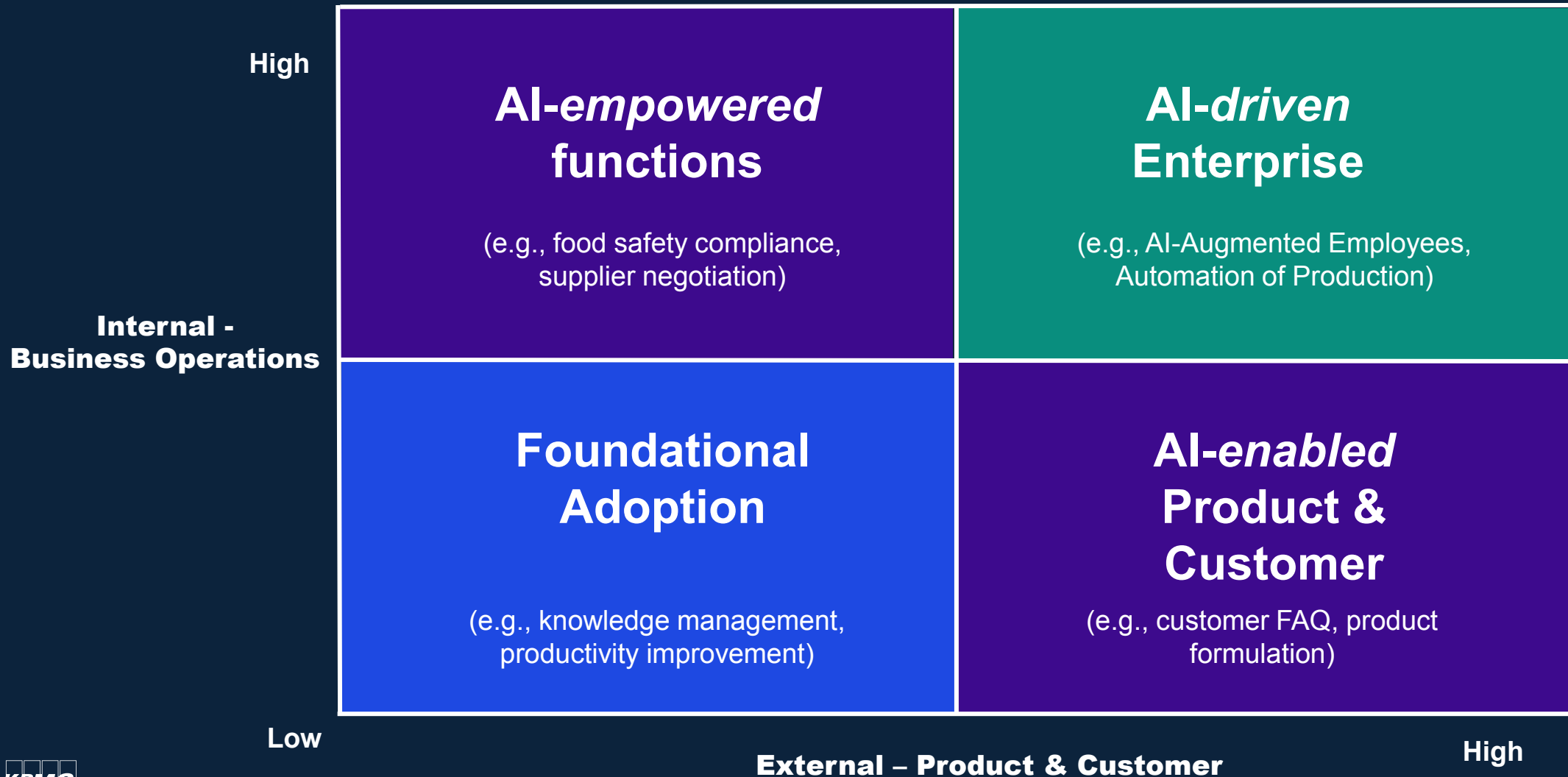
**Fraud &
Security**

**Risk Mgmt &
Compliance**

...and we've only just begun!



This is not a technology, it's a *paradigm* change.



We are here.



AI is a journey



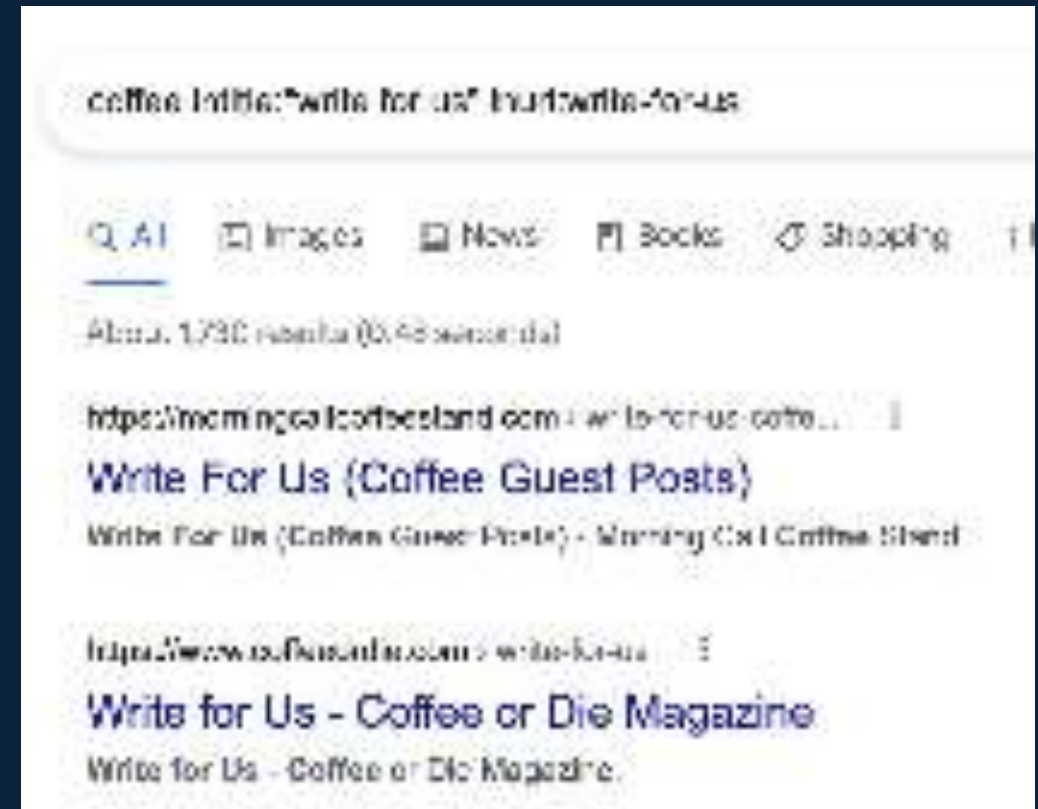


It's not (just) about the recipe.

New paradigms demand new skills & approaches.

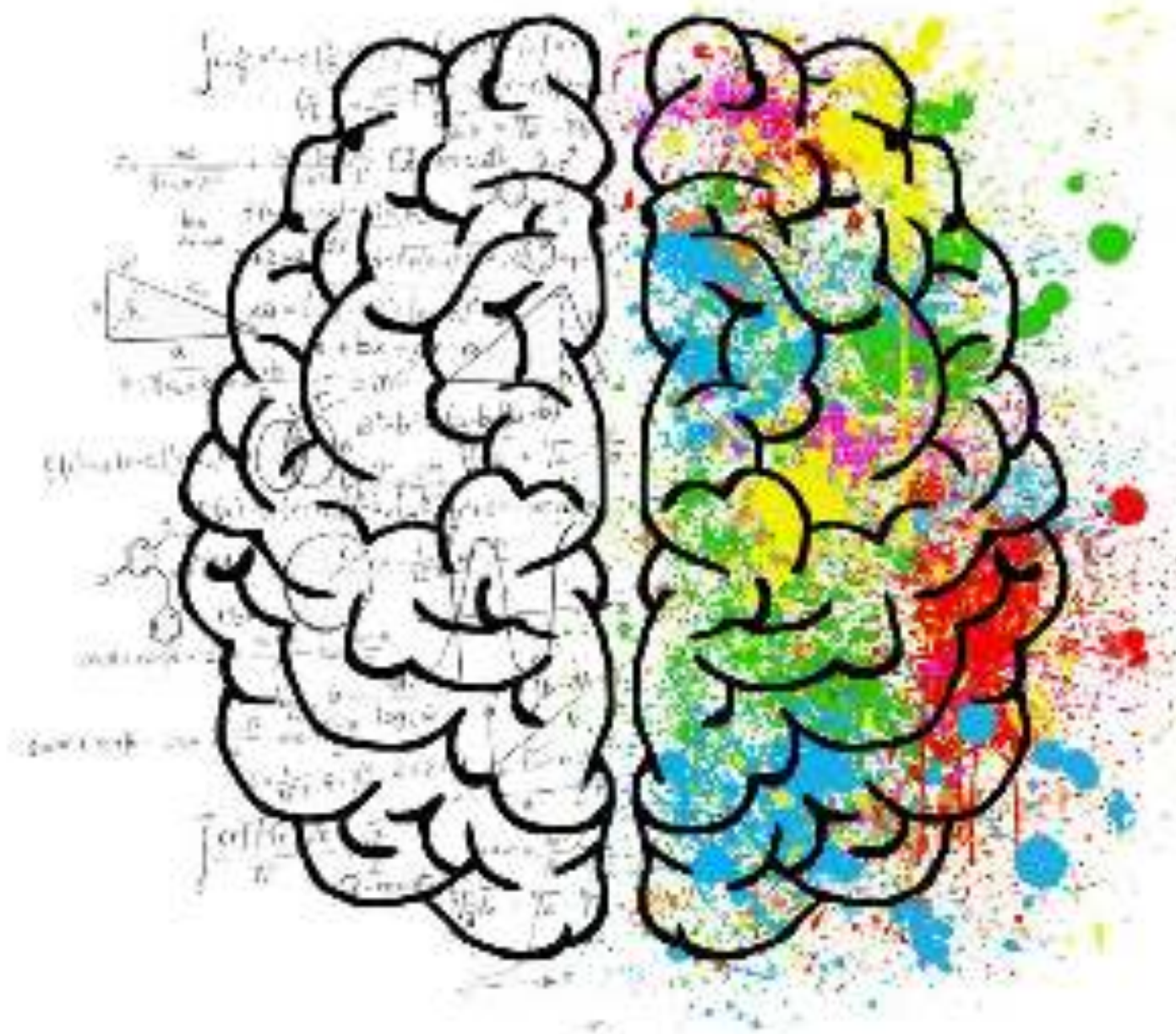
It's the difference between this:

...and this.



**GenAI =
Organizational
superpowers.**

LEVEL UP!



It's not all sunshine and roses.



Air Canada's GenAI chatbot goes off script.

CNET phones it in.

ARTICLE | INTELLIGENCE | 7004 / 411

CNET is overhauling its AI policy and updating past stories



In a memo shared today, CNET outlines how it could use AI systems in its journalism in the future. The policy promises that no stories will be entirely produced by an AI tool.

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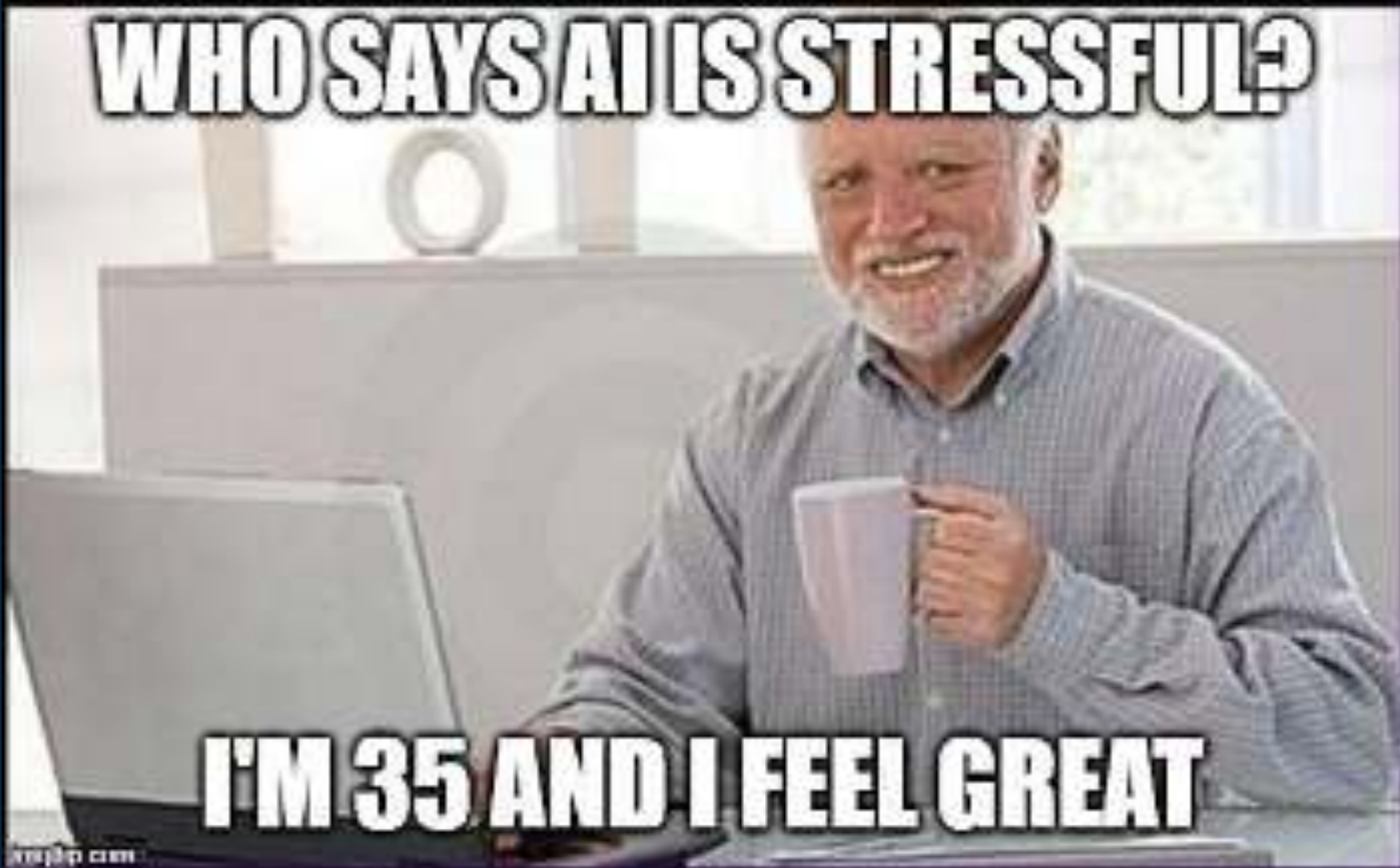
[Comment \(3\)](#)

The \$500mm+ Debacle at Zillow Offers – What Went Wrong with the AI Models?

November 14, 2021 | Web | [View Article](#) | [Contact Us](#)



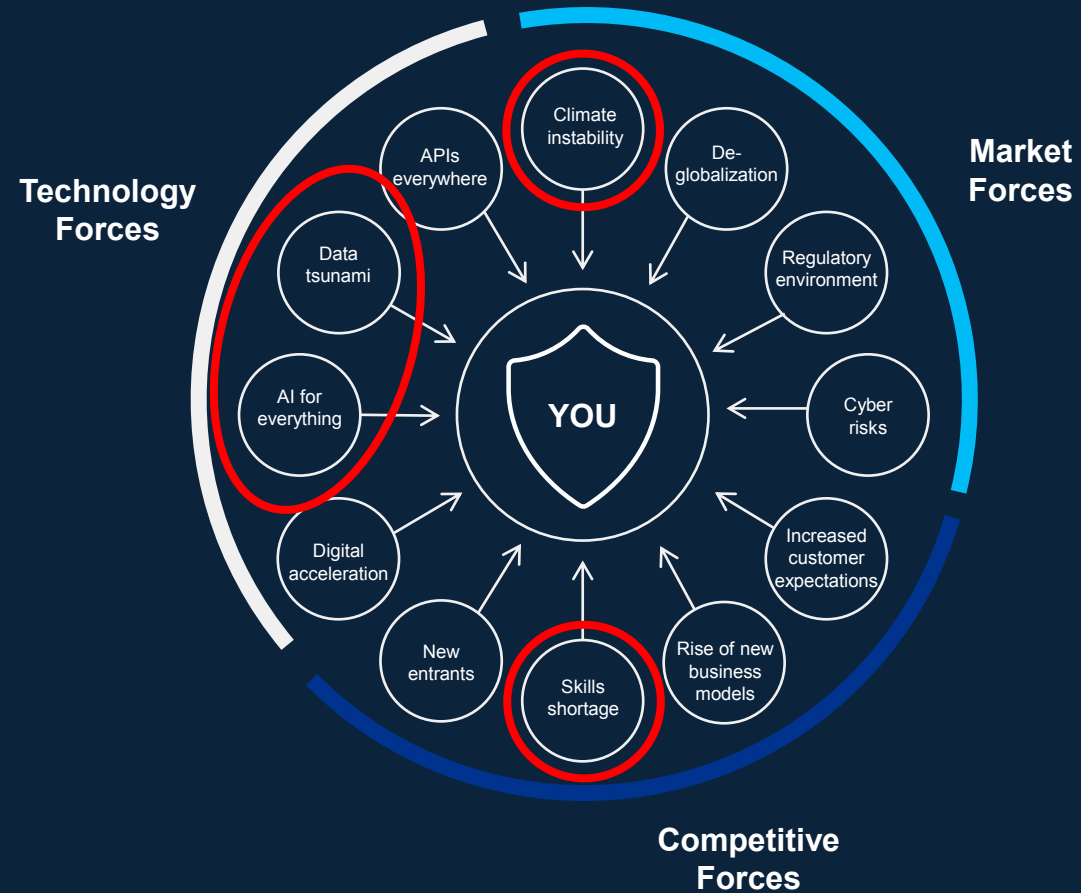
Zillow's AI model costs them \$500m



We've seen this movie before.



Everything has changed.



**Expect the
unexpected.**





**Bringing data to
life creates
competitive
advantage.**

**Your future co-worker
will almost certainly
look different.**



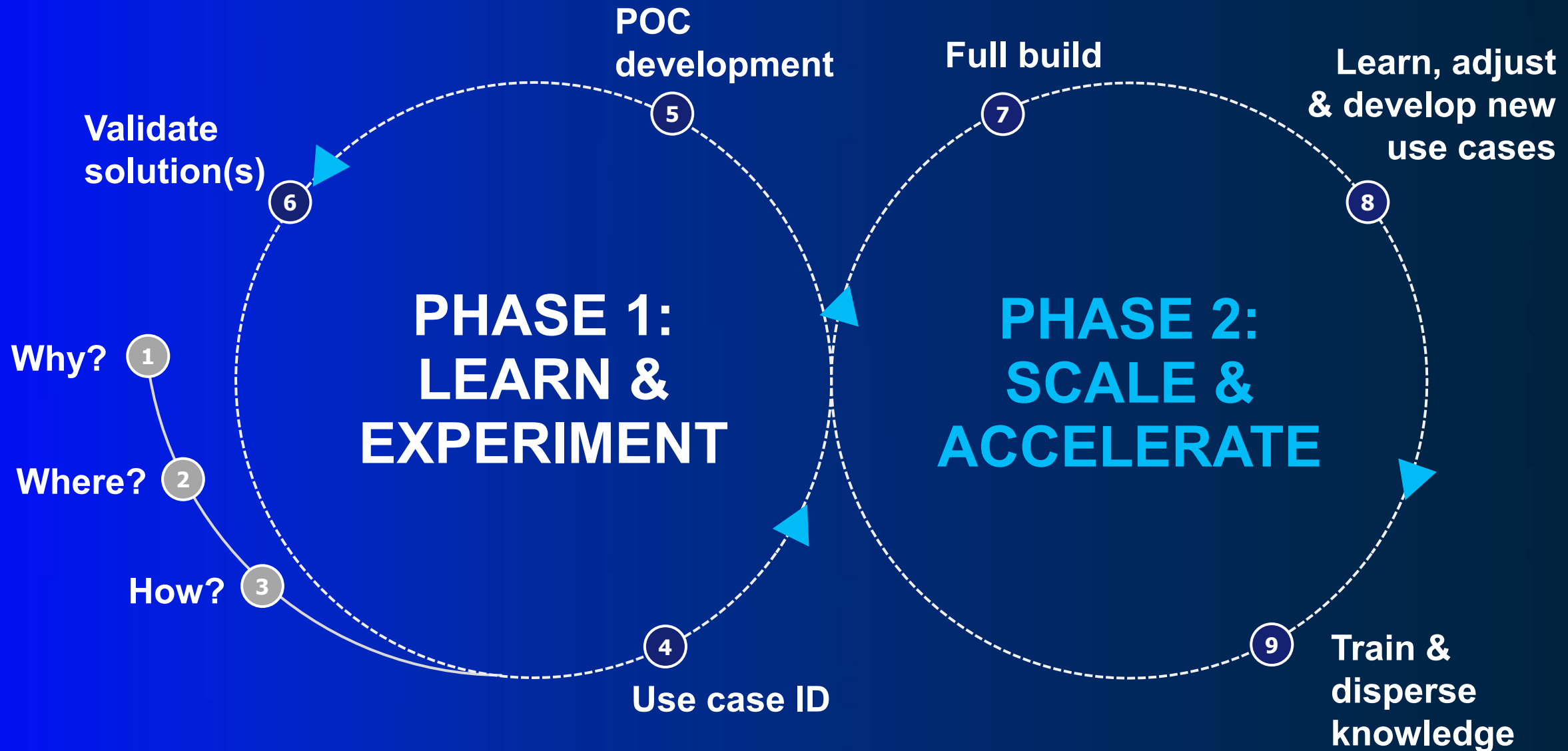


Some caution is warranted.

Trust will be key to adoption, security & risk management.

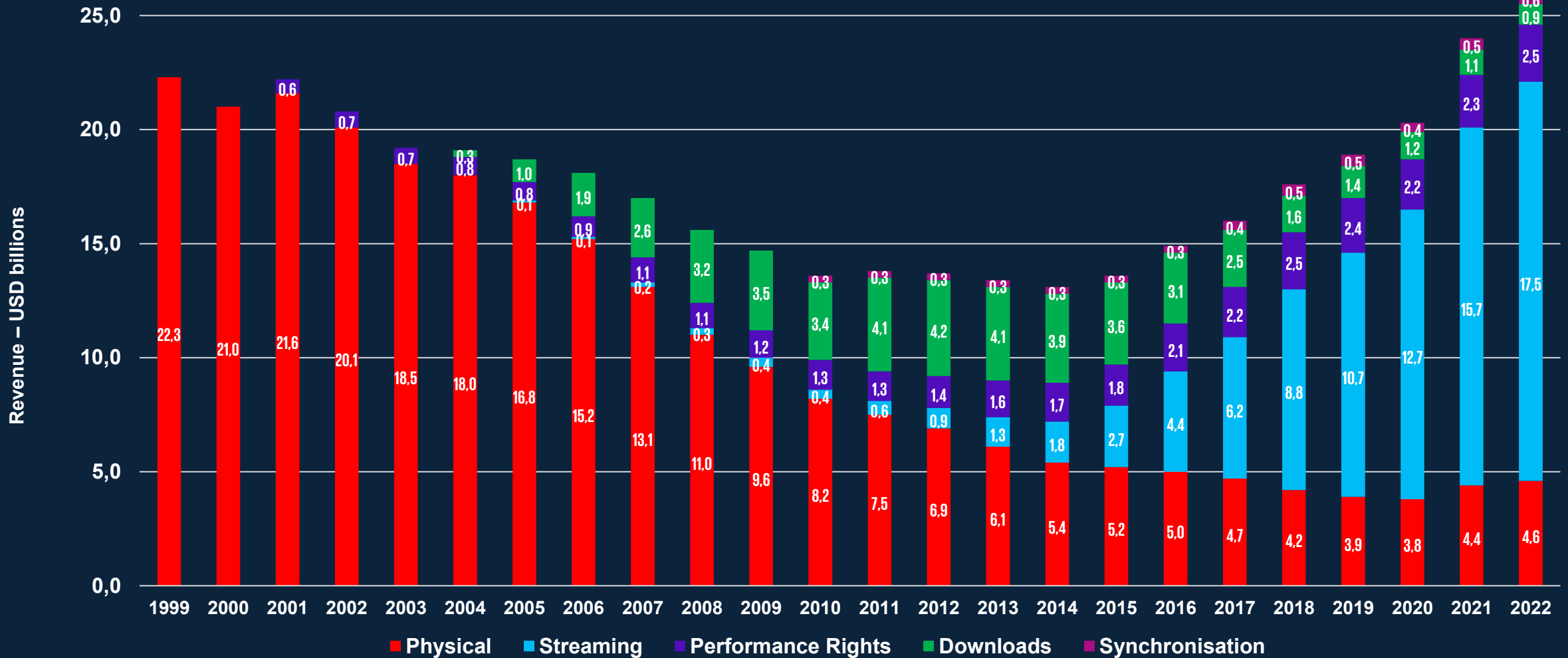


Start slow if you must, but *start*.



Change ≠ Extinction

Total U.S. music industry revenue - USD billions





Where will *you* go next?

Thank you!



Marc Low

**Director: Innovation &
Emerging Technology**

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