

IA e seus impactos nos negócios: Uma visão pragmática e realista

Cezar Taurion

CEO – Redcore AI

Quem sou eu

- **CEO - Redcore AI (Consultoria Estratégia/ P&D IA)**
- Membro do conselho de inovação de diversas empresas
- Advisor Estratégico da Mobili Partners
- Professor convidado da FDC, PUC-RS, PUC-RJ e Saint Paul Business School

- Foi diretor de Novas Tecnologias Aplicadas da IBM Brasil
- Foi líder da prática de IT Strategy da PwC
- Atuou em Multinacionais como Shell e Chase Manhattan
- Autor de 14 livros
- Publisher da IA Magazine
- Top Voice LinkedIn
- **Primeiro projeto de IA (expert systems): final dos anos 80**



Cezar Taurion
CEO – Redcore

TECNOLOGIA
SOCIAL E
PERVASIVA

TUDO EM
TEMPO REAL

A SOCIEDADE
HIPERCONECTADA

UM NOVO
AMBIENTE DE
TRABALHO

UMA NOVA
GERAÇÃO

A hand is shown on the left side, reaching towards a futuristic digital interface. The interface features the word "AUTOMATION" in a glowing blue font at the top. Below it, there are several circular icons connected by lines, representing different aspects of automation: a group of people, a computer monitor with a line graph, a document with a pencil, a bar chart with an upward arrow, and a head with gears. The background is dark with glowing blue light effects.

**“Everything that can be
Automated will be
automated.”**

In the Age of the Smart Machine: The Future of Work and Power
Shoshana Zuboff –http://en.Wikipedia.org/wiki/shoshana_zuboff

The History of INNOVATION CYCLES

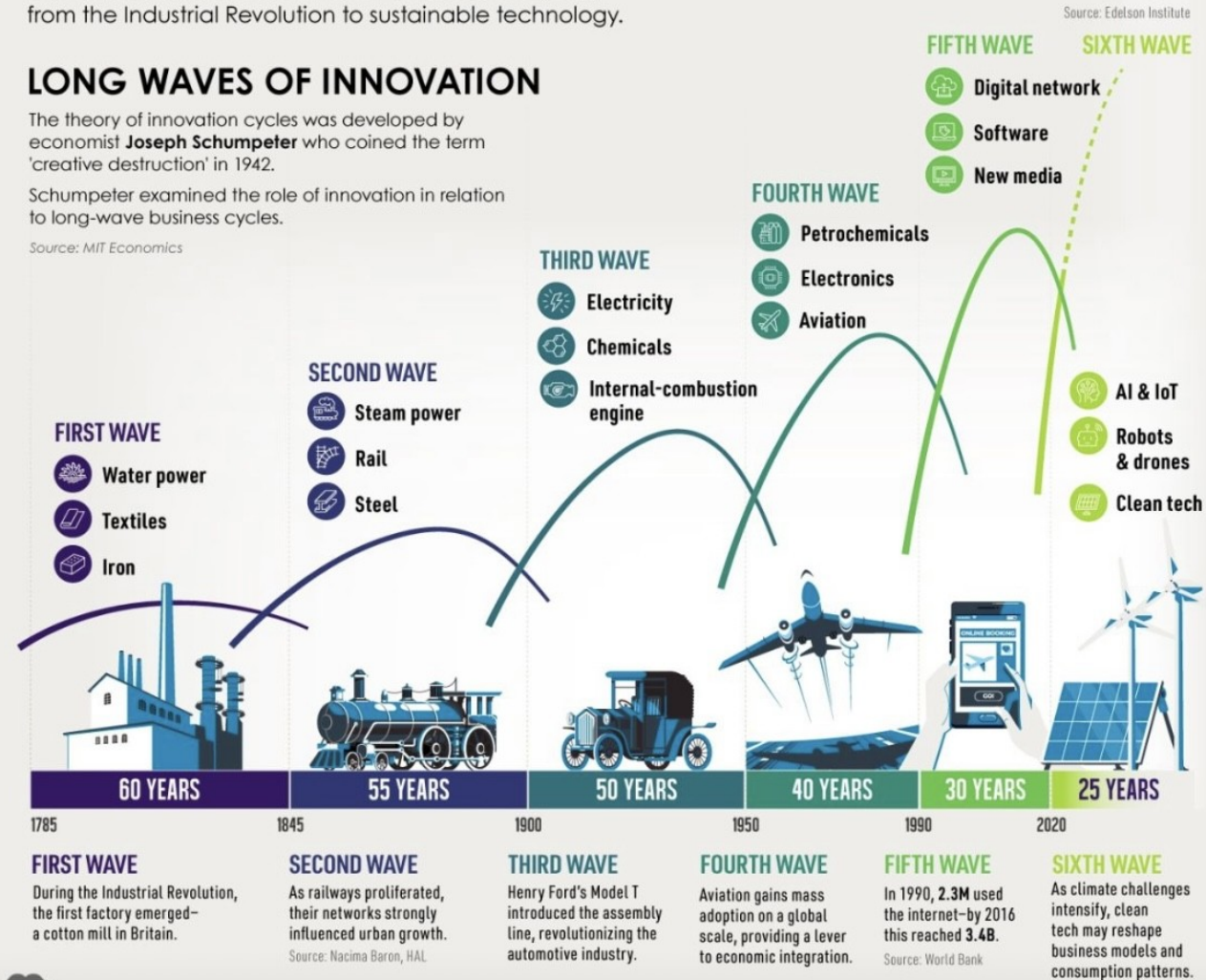
Below, we show waves of innovation across 250 years, from the Industrial Revolution to sustainable technology.

LONG WAVES OF INNOVATION

The theory of innovation cycles was developed by economist **Joseph Schumpeter** who coined the term 'creative destruction' in 1942.

Schumpeter examined the role of innovation in relation to long-wave business cycles.

Source: MIT Economics



AI is the New Electricity

Dr. Andrew Ng



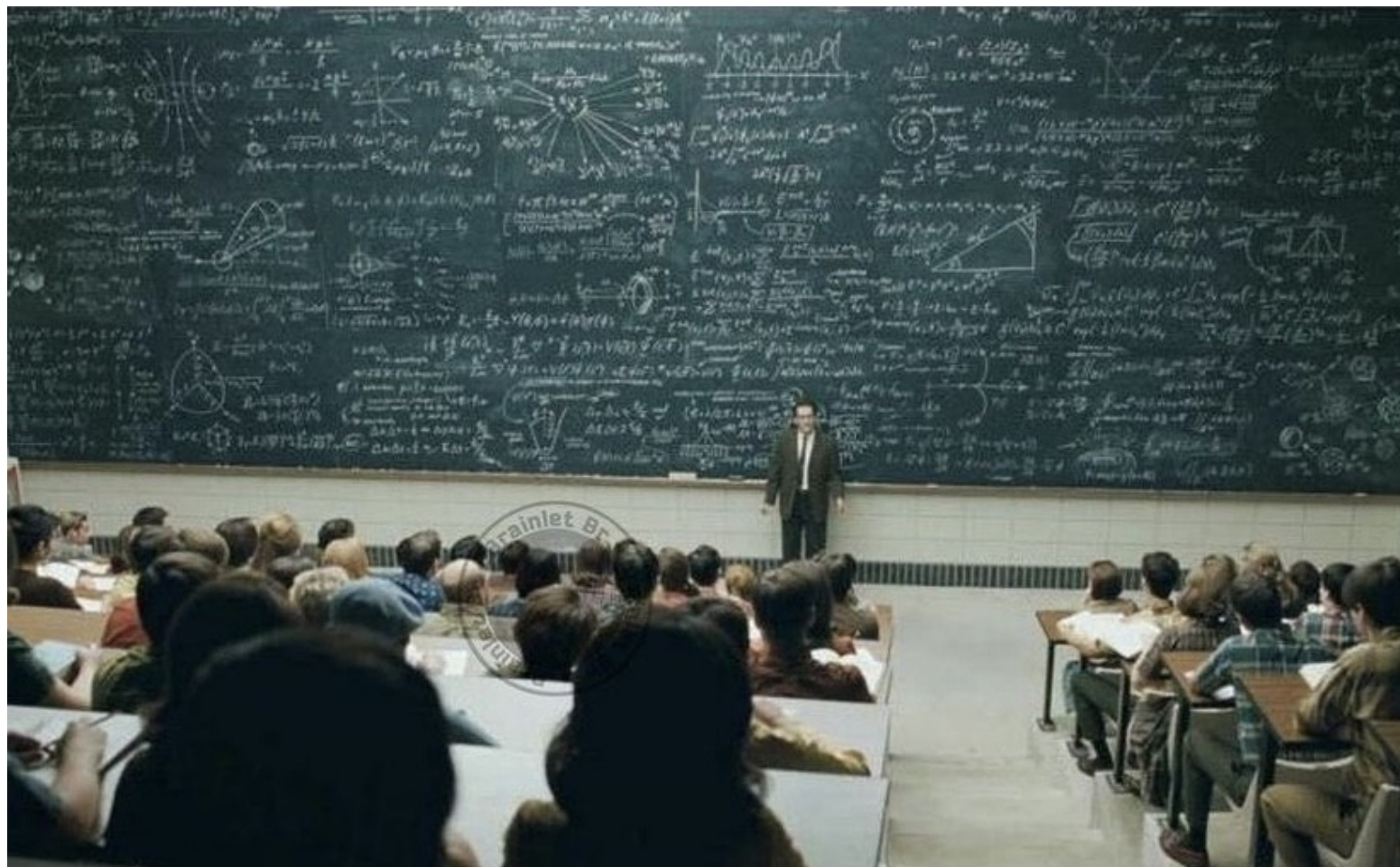


O que é IA – Inteligência Artificial?

**É a capacidade de um sistema informático
IMITAR funções cognitivas algorítmicas
humanas, como aprendizagem e resolução de
problemas.**

IA é, acima de tudo, matemática!

- É uma matemática onde o tamanho das equações e a quantidade de resultados a serem processados não são limitados pela capacidade humana de resolvê-los. É matemática como uma equação capaz de produzir milhões e até bilhões de x , y , z . E o que chamamos de "aprendizado" em IA nada mais é do que encontrar um valor equilibrado onde, para cada valor de x , encontramos instantaneamente o valor de y .

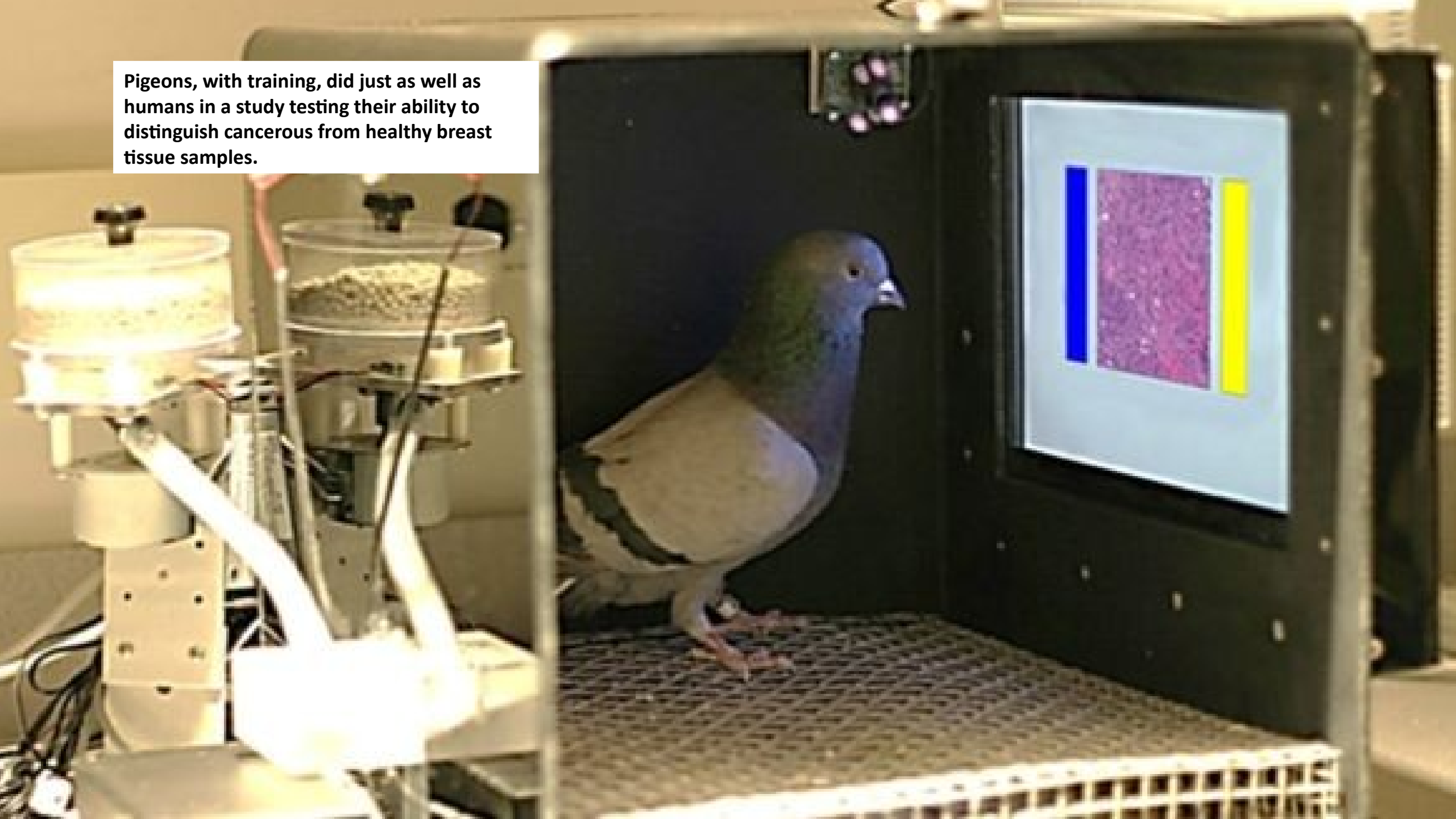


O que **não é** IA – Inteligência Artificial?

Software e robôs assassinos que ganharão vida e decidirão eliminar a raça humana, como vemos nos filmes de ficção científica.



Pigeons, with training, did just as well as humans in a study testing their ability to distinguish cancerous from healthy breast tissue samples.





GPT 4

GPT 4

GPT 4

GPT 4

GPT 4

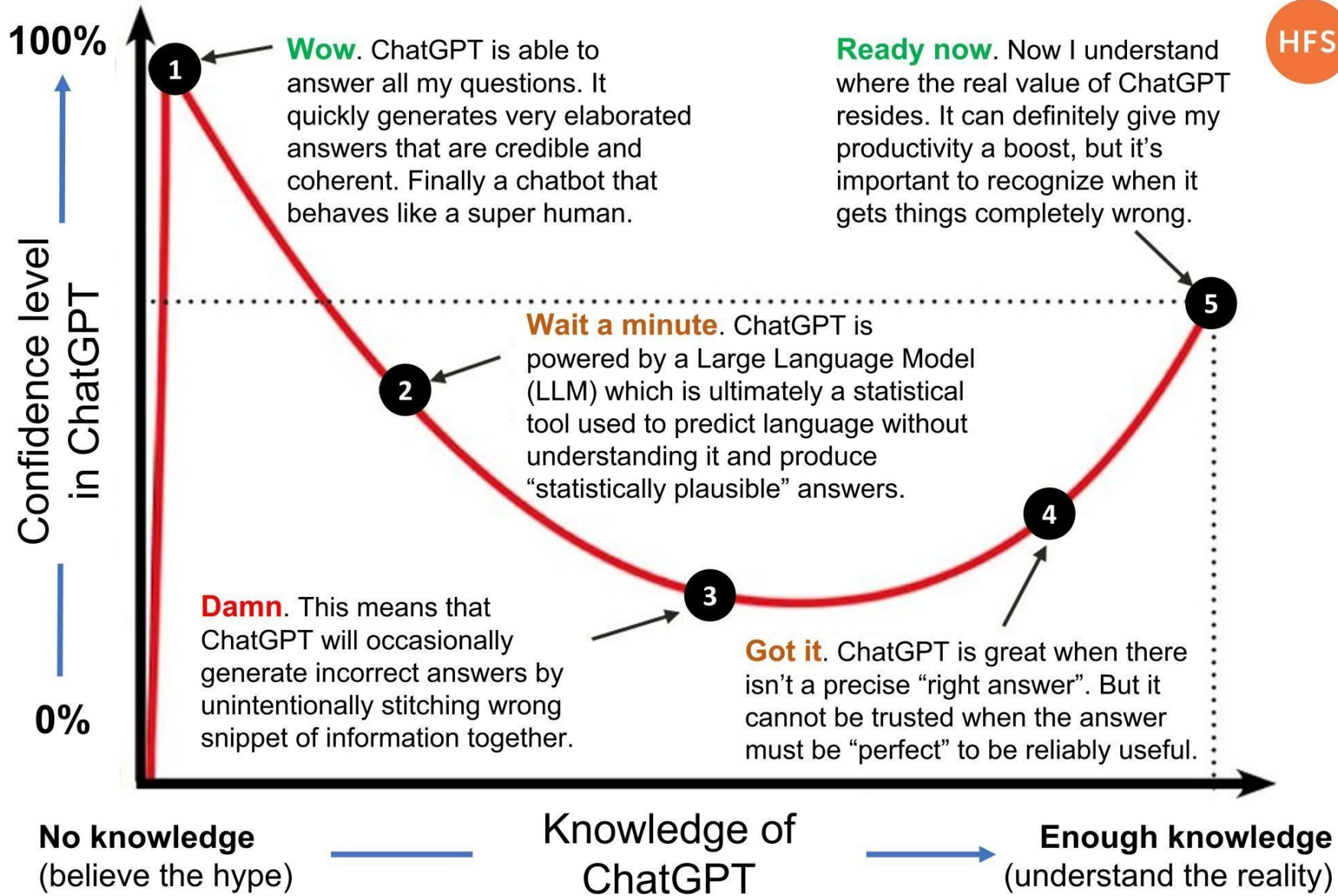
GPT 4

GPT 4

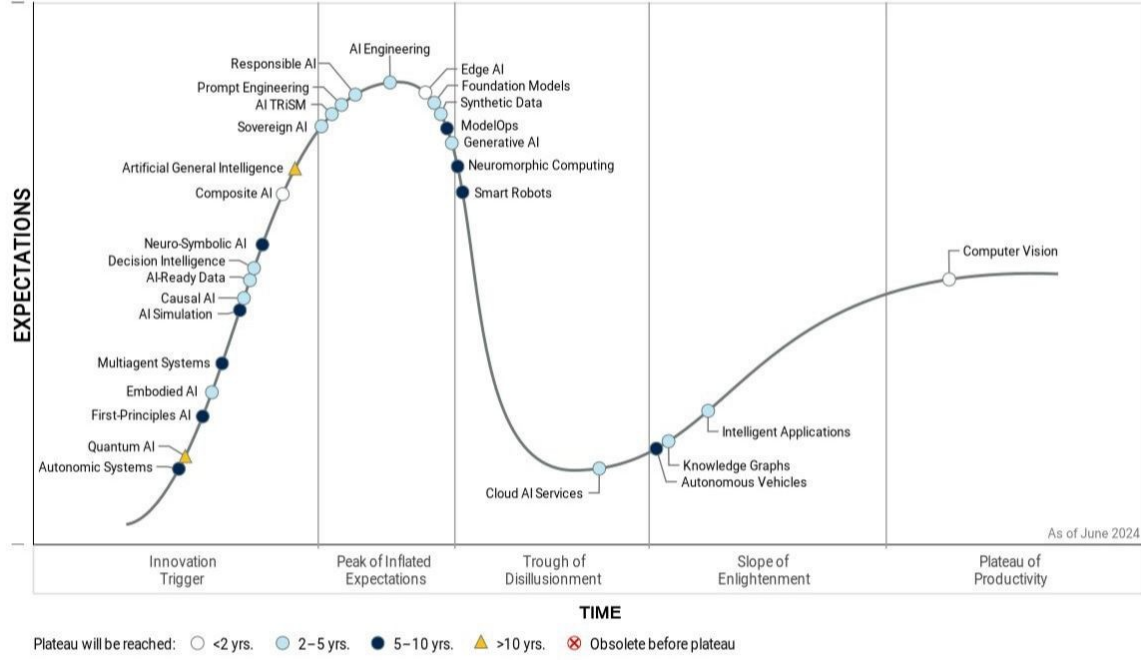
GPT 4

GPT 4?

**“If all you have is a GenAI hammer,
everything looks like a GenAI use-case
nail.”**

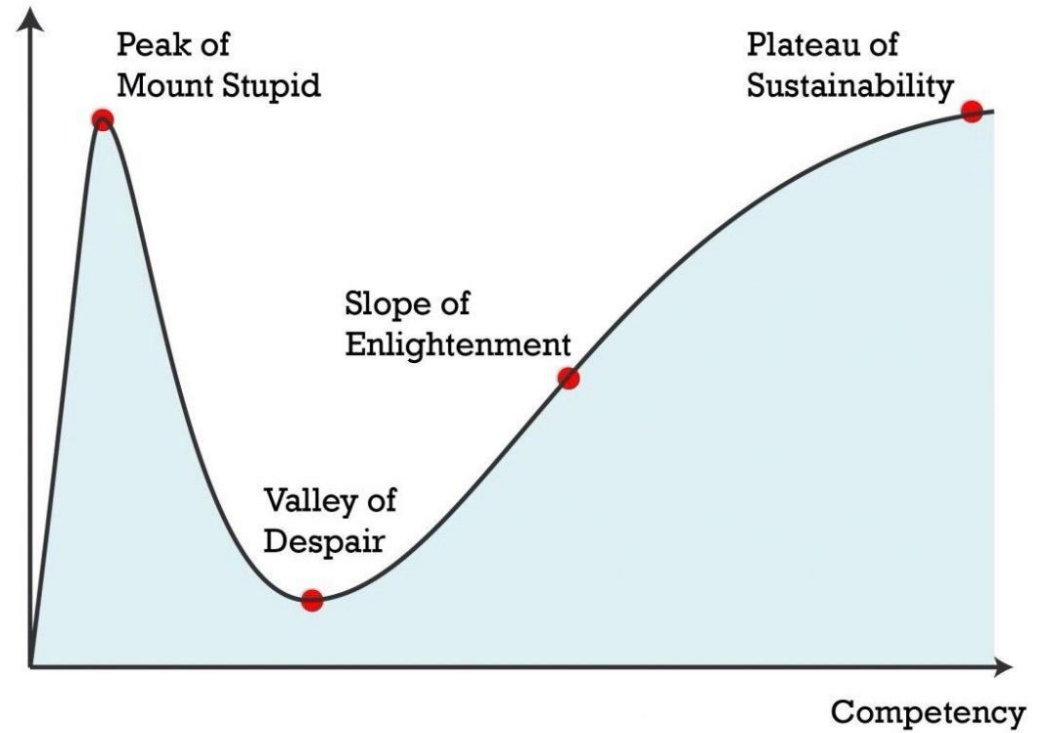


Hype Cycle for Artificial Intelligence, 2024



Gartner

Confidence

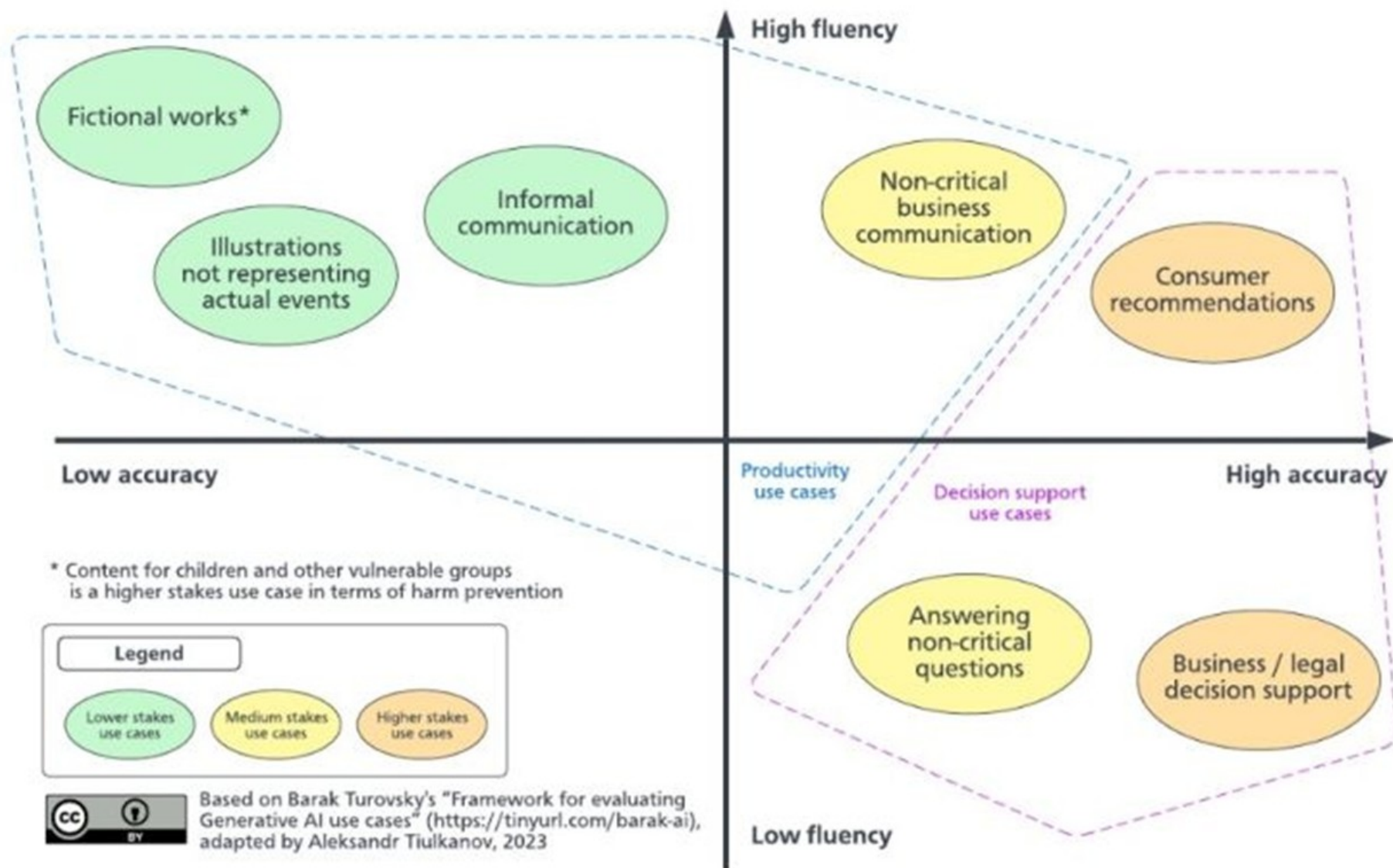


dreamendstate.com

ROBERT J. MARKS

redcore.ai

Assessing generative AI use cases



When Generative AI Is and Is Not Effective

Use-case family	Generative models' current usefulness	Example use cases
Prediction/forecasting	Low	Risk prediction, customer churn prediction, sales/demand forecasting
Decision intelligence	Low	Decision support, augmentation, automation
Segmentation/classification	Medium	Clustering, customer segmentation, object classification
Recommendation systems	Medium	Recommendation engine, personalized advice, next best action
Content generation	High	Text generation, image and video generation, synthetic data
Conversational user interfaces	High	Virtual assistant, chatbot, digital worker



Computer Science > Computation and Language

arXiv:2401.11817 (cs)

[Submitted on 22 Jan 2024]

Hallucination is Inevitable: An Innate Limitation of Large Language Models

Ziwei Xu, Sanjay Jain, Mohan Kankanhalli

[Download PDF](#)

Hallucination has been widely recognized to be a significant drawback for large language models (LLMs). There have been many works that attempt to reduce the extent of hallucination. These efforts have mostly been empirical so far, which cannot answer the fundamental question whether it can be completely eliminated. In this paper, we formalize the problem and show that it is impossible to eliminate hallucination in LLMs. Specifically, we define a formal world where hallucination is defined as inconsistencies between a computable LLM and a computable ground truth function. By employing results from learning theory, we show that

The text LLMs generate is all the same, an illusion of communication that creates an illusion of intelligence



POLICY / CIVILIZATION & DISCONTENTS

Air Canada must honor refund policy invented by airline's chatbot

Air Canada appears to have quietly killed its costly chatbot support.

by Ashley Belanger - Feb 16, 2024 2:12pm ART

262



Start your engines! Driving leads Canada's... your article continues below

Pickup Trucks / Crash, Bang, Wow

GM dealer chatbot talked into selling Chevy Tahoe for \$1

Chevrolet of Watsonville quickly tweaked its ChatGPT-powered virtual assistant—but not before it recommended a Ford F-150 to one shopper

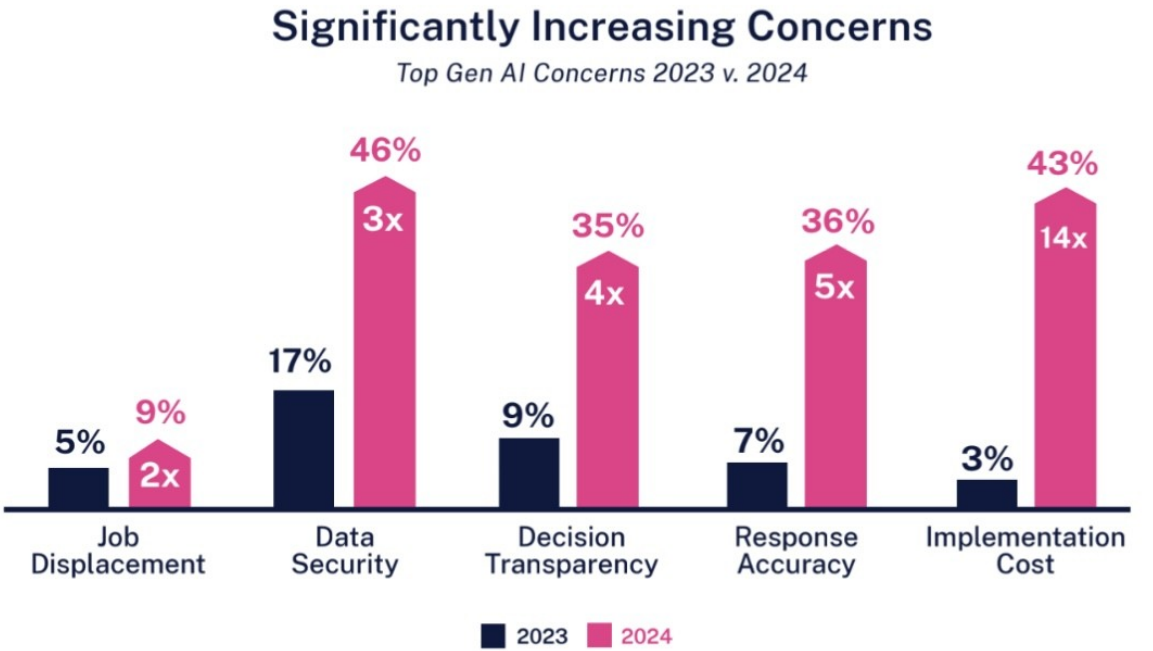
Matthew Guy

Published Dec 18, 2023 • Last Updated Dec 19, 2023 • 2 minute read



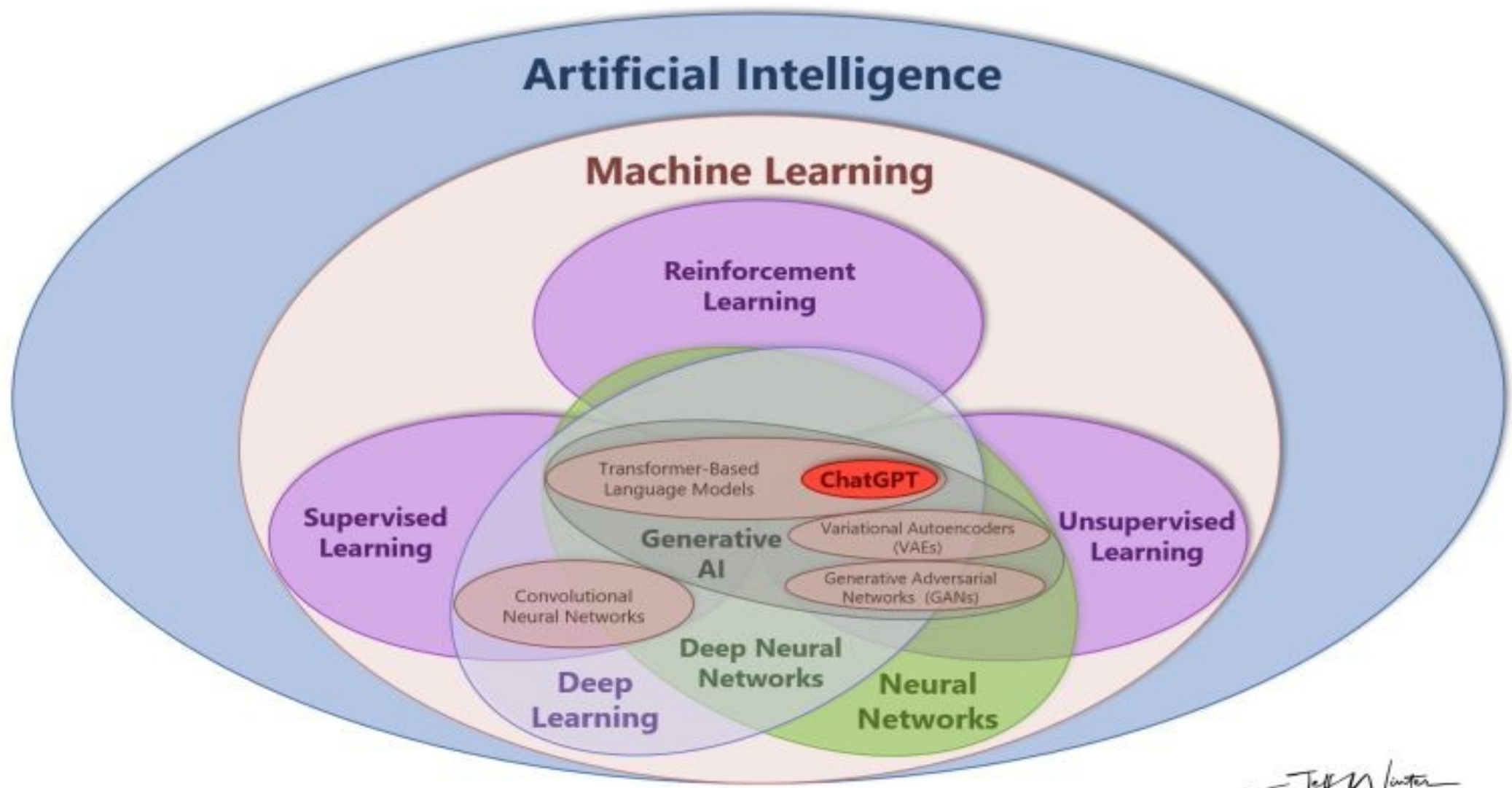


2024 State of Generative AI in Global Business



2024 State of Generative AI in Global Business





Jeff Winter

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AI Isn't a Solution to All Our Problems

It's simply a tool—and hardly a perfect one

By Griffin McCutcheon, John Malloy, Caitlyn Hall, Nivedita Mahesh on January 24, 2020




Francesco Pochetti

@Fra_Pochetti



All ML projects which turned into a disaster in my career have a single common point:

 I didn't understand the business context first, got over-excited about the tech, and jumped into coding too early.

Funny

Dude Trolls Self-Driving Car By Wearing a Stop Sign T-Shirt

Cathybara Published 5 minutes ago



Amazon Ditches 'Just Walk Out' Checkouts at Its Grocery Stores

Amazon Fresh is moving away from a feature of its grocery stores where customers could skip checkout altogether.

By **Maxwell Zeff**

Published Yesterday | Updated Yesterday

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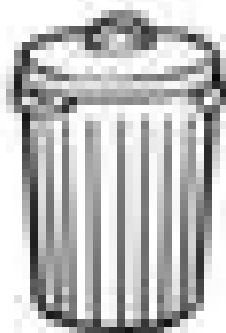


Photo: Leon Neal (Getty Images)



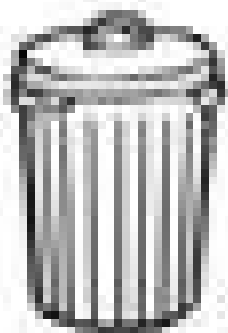
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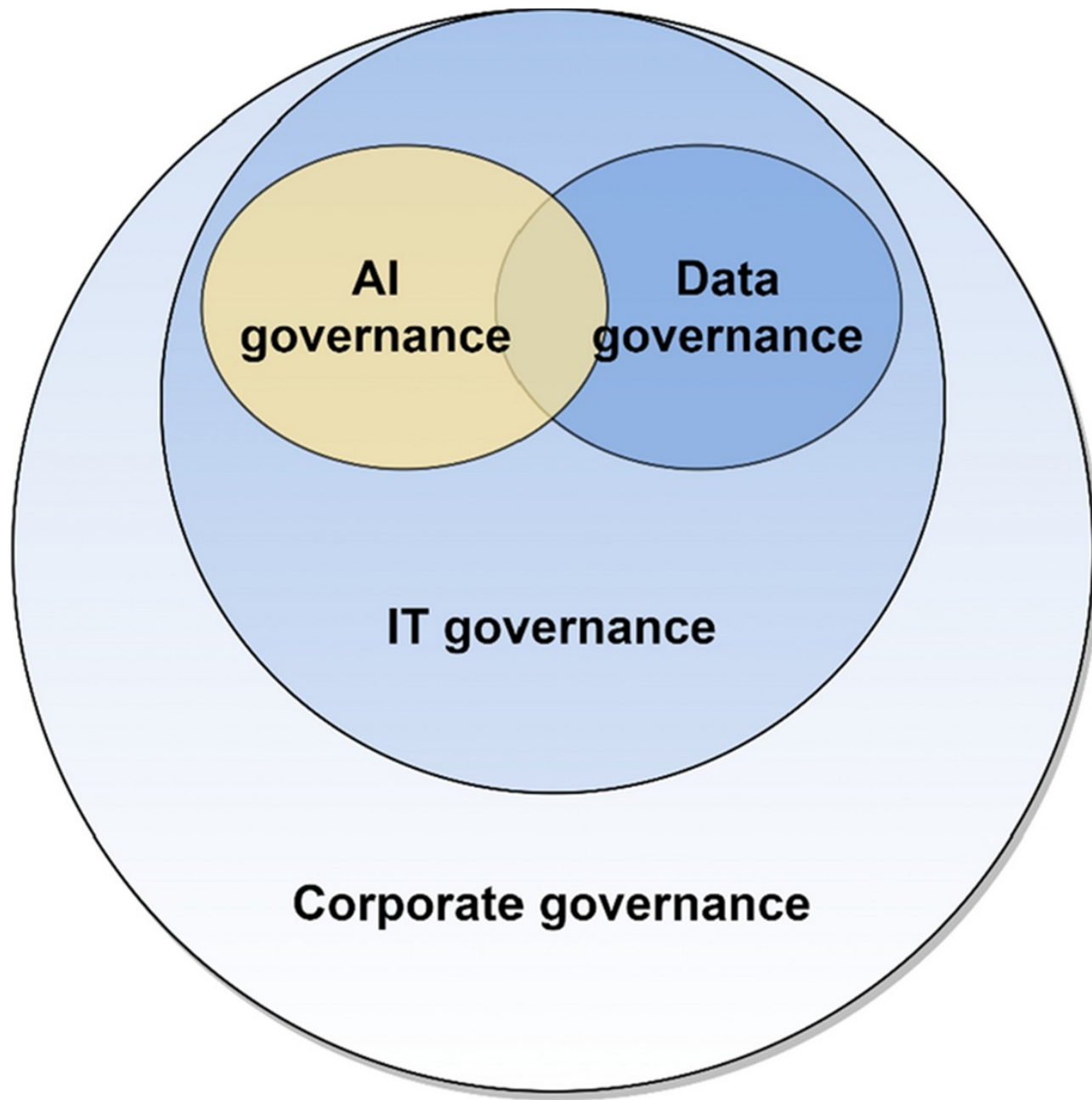
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Recomendações

Incorpore IA
na Estratégia
de Negócio

Tenha
objetivos
claros para os
projetos de IA

Evangelize os
executivos
seniores

Implemente
governança
de dados

Crie um
Comitê de
Ética &
Governança
de IA

Mitigue
vieses e
atenção ao
compliance

Valide sua
infraestrutura
tecnológica

Busque e
retenha
talentos
adequados



Obrigado

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