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HOW BUSINESSES CAN TAKE ADVANTAGE OF AI TO SOLVE THEIR CHALLENGES
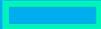
VOHKUS WHITEPAPER

AI in business:

> **How to take big steps without giant risks**

> **Artificial intelligence begins at home:**
>
> **How to unleash AI at the heart of your business**

> **Take your first steps with AI:**
>
> **How to get a rapid ROI without the risks**

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Hewlett Packard
Enterprise

AI is for every business — not just the tech giants

Artificial intelligence is all around us — whether it's Siri and Alexa answering our requests, websites adapting to our shopping tastes, or Netflix suggesting movies we'll want to watch.

But how can businesses get started with AI? What's the best way to harness machine learning and data analytics to become a smarter, more profitable company?

The good news is that it's possible to take advantage of AI without needing to spend a fortune, hire a legion of data scientists or wait an eternity for any glimpse of a ROI.

This whitepaper will help you towards taking your first steps with AI.

AI is advancing at breathtaking speed

No matter how we feel about AI, its adoption is relentless — with analysts predicting major changes ahead.

YEAR 2022	DATE	AUTHORS	COMMENTS
30% of enterprises will use conversational speech tech for customer engagement*	Spending on AI systems will reach $97.9 billion in 2023, more than 2.5 times the $37.5 billion spent in 2019**	AI-enabled user interfaces and process automation will replace one third of today's screen-based apps*	70% of companies will have adopted at least one from AI

To really understand what's going on with AI in business, we need to recognise another big change that's happening — the exponential growth of data.

Sources:
*IDC FutureScape report
**IDC: Worldwide Spending on Artificial Intelligence
***Information Age: New report from McKinsey Global Institute

AI is only as good as the data — and there's a deluge headed our way

The amount of data that companies have to manage is exploding. Not long ago, market research company IDC, came up with some eye-watering figures. Worldwide data is growing at over 60% per year — with the total stored expected to hit 175ZB by 2025.*

A zettabyte is a trillion gigabytes. "If one were able to store 175ZB onto BluRay discs, then you'd have a stack of discs that can get you to the moon 23 times."

- David Reinsel, senior vice president at IDC.

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So where's it all coming from?

Data is produced by an increasing number of networks, apps, storage systems, mobile phones and IoT (Internet of Things) devices like sensors, meters and cameras. In fact, IDC predicts the average person will have nearly 5,000 digital interactions per day by 2025.

On one level, this data glut creates a management problem for companies. But AI can turn vast quantities of data into a competitive advantage. That's the real value of AI in business.

Source:
*Network World - IDC: Expect 175 zettabytes of data worldwide by 2025
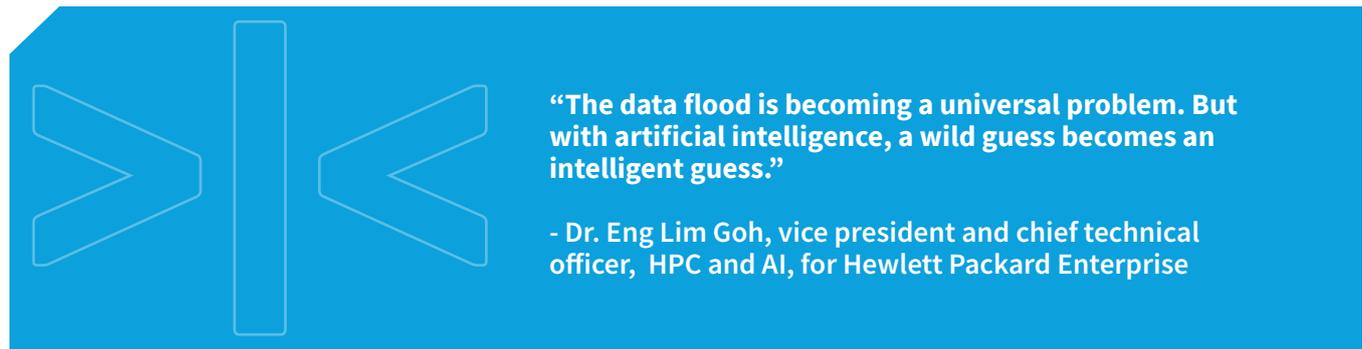
"**The data flood is becoming a universal problem. But with artificial intelligence, a wild guess becomes an intelligent guess.**"

- Dr. Eng Lim Goh, vice president and chief technical officer, HPC and AI, for Hewlett Packard Enterprise

AI extracts meaning from data — so you can spot patterns and react right away

Gathering large quantities of data is only the start. You need AI to ingest and process the data repetitively and accurately.

From this, you can identify trends and adjust your business accordingly, often by automating processes so you can react immediately.

Applications of AI in business can include:

▶ Healthcare providers using AI-powered tools for earlier diagnostics

▶ Companies automating routine processing tasks to avoid human errors

▶ Recruitment firms using AI tools to identify candidates faster

▶ Retailers recommending the right products to customers at the right moment

▶ Banks spotting fraud because of unusual behaviour with a user's account

▶ Organisations using advanced chatbots 24/7 for better customer service

▶ Map apps calculating traffic and finding the quickest routes

The list goes on. Ultimately, AI and machine learning can enable companies to become more agile and responsive, sharpening their competitive edge while saving money.

But where's the best place to get started?

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AI ... begins at home

It's possible to unleash AI at the heart of your organisation — and get an instant payback without the usual risks. If you're thinking about how to manage your growing application and data needs more effectively, then your own IT could become the test bed for AI.

Companies of all sizes are choosing HPE ProLiant Servers because they are ideal for today's hybrid cloud infrastructures, offering outstanding flexibility, reliability, value and performance.

But that's not all. You get AI baked in.

HPE ProLiant systems come with HPE InfoSight as standard. This gives you a cloud-based analytics tool that predicts and prevents problems before your business is impacted.

So how does the AI get to work within your infrastructure?

How many hours would you like win back?

Avoiding application disruption and downtime can be almost unavoidable for organisations with virtualised infrastructures.

Teams can spend hours reacting to unexpected issue after issue with limited visibility across complex, siloed infrastructures, trying to interpret logs, and opting for manual tuning and guesswork with every workload change. But it doesn't have to be that way.

Imagine if your tech was self managing, self healing and self optimising?

That's AI genius of HPE InfoSight.

It delivers AI-powered autonomous operations that ensure your environment is always-on, always-fast, and always-agile. Behind the scenes, it uses cloud-based machine learning to predict and prevent problems across the infrastructure stack, while ensuring optimal performance and efficient resource use.

Put simply, HPE InfoSight takes the guesswork out of managing infrastructure. It tells you how to improve performance, optimise your resources, and plan for the future. That's the power of AI in business.

The facts speak for themselves ....

When AI gets involved, IT management is transformed

Infrastructure powered by AI using HPE InfoSight delivers a significant ROI for forward-thinking companies. The impact is huge.

In tests, 86% of problems are predicted and resolved automatically before customers even realise there's an issue.*

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THE BENEFITS CAN BE FELT ACROSS IT**:

79%
lower storage operational expenses

73%
fewer trouble tickets in the environment

85%
less time spent resolving storage-related trouble tickets

69%
faster time to resolution for events that require Level 3 support

By harnessing AI, teams can now effortlessly:

▶ Pinpoint abnormal performance issues across complex, virtualised environments

▶ Identify opportunities to optimise resources automatically

▶ Size new infrastructure accurately by simulating multiple what-if scenarios

Getting smarter by the moment

Every second, HPE InfoSight collects and analyses data from more than 100,000 systems worldwide and uses that intelligence to make every system smarter and more self-sufficient. Since 2010, HPE InfoSight has analysed more than 1,250 trillion data points and saved enterprises more than 1.5 million hours of lost productivity.

So how would you use the extra time you win back?

Sources:
*HPE: AI-driven management with HPE InfoSight
** Based on Enterprise Strategy Group research from hundreds of HPE and third party customers

With a huge burden lifted off your IT team, you can now take your AI adventure to the next level

When it comes to AI, HPE InfoSight is a great learning experience for your team.

It's proven technology that's fast and easy to deploy. It also places AI at the core of your operation, so you're getting things right from the ground up.

But crucially, it also means you can free up your IT team to explore the wider benefits of AI for your company and its customers.

With the right approach to AI, you'll get the answers you need...

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AI in business: Five steps to using artificial intelligence more widely

Figuring out how best to use AI will be different for each company — and it doesn't have to be daunting.

Once your IT infrastructure is managed by AI, it's time to look for other ways to innovate.

Follow these five steps and you'll be on the right track:

1. Identify key challenges and opportunities facing your business

What are the processes where your business seems to struggle? Which tasks are slow, costly and fraught with errors? What insights would be really useful, so you could plan better and sell more? These issues may be within your production cycle, day-to-day operations or perhaps around customer relationships.

2. Think about your data. It's key to your AI success

Are there streams of data that relate to the issues you've just identified? Does underutilized data exist within your company? Maybe this is from your ERP, sales applications and business archives or it's arriving in real-time from IoT systems? This data might fuel the killer AI applications that deliver fresh insights, automated processes, and sharpen your competitive edge.

3. Consider flexible AI platforms and applications that exist already

You often don't need to work from scratch. You can save time and money by using out-of-the box AI solutions. These are ideal for companies that want to the test the waters or build full-fledged systems. Take a look at services such as Amazon SageMaker, Microsoft's Azure-based AI platform offerings, and Cloud AutoML from Google.

4. Start small and scale up at the right moment

AI requires lots of experimentation, modelling and fine tuning. Start with a proof of concept and see if it delivers any business value — before you go headlong into a large-scale deployment. Consider flexible consumption services for HPE infrastructure. This saves you from over-provisioning and increases cost savings, so you can scale as needed.

5. Weave AI into your thinking about … everything

AI can enhance your business strategy, product development, customer support, logistics, and marketing. One successful project can lead to another. Just be mindful that you'll need technology such as HPE ProLiant Servers armed with HPE InfoSight to give you the underlying performance to process increasing amounts of data. Then you'll have the firm foundation to proceed with confidence.

Need some advice along the way?

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Get a trusted partner alongside - for your journey with AI

Let's talk about your ideas for AI in business. It's a fast-changing field with so many possibilities.

As a first step, think about putting AI at the heart of your infrastructure today.

HPE ProLiant Servers and HPE InfoSight can be your springboard to AI success.

Take a look at what's available today

Get a free consultation with Vohkus, taiored to your needs, to learn more about HPE InfoSight and how we could transform your IT storage infrastructure with cloud-based AI.

The rewards of AI could be withing easier reach than you ever imagined.

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https://www.vohkus.com/partners/hpe/infosight-solution

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