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AI and Deep
Learning 101
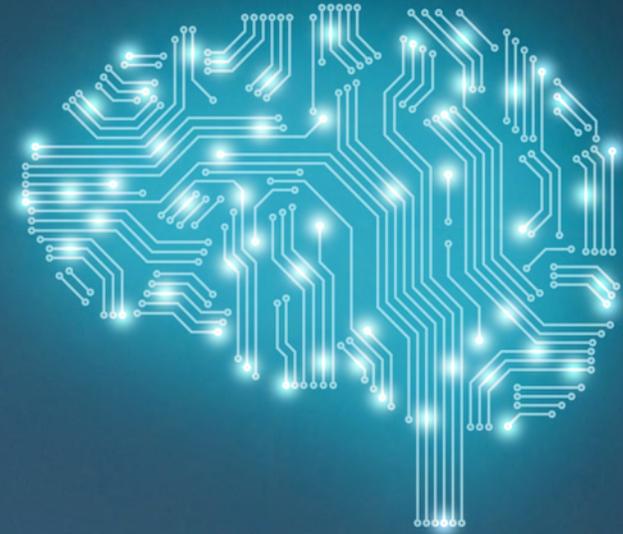
The Potential of
the future…today

What is AI?

Artificial Intelligence, or AI, is a segment of computer science that focuses on the simulation of intelligent behavior in computer systems. The goal is for a machine to imitate intelligent human behavior in specific ways. Some examples include visual perception, speech recognition, decision making or language translation. Anyone who has ever used Siri or Amazon's Alexa has used AI.

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What is the purpose of AI?

AI systems can be intelligent and efficient enough to reduce human effort in some cases, and to serve as a complement to human intelligence in others. AI can be leveraged to minimize human error in tasks that are redundant or monotonous. One area of AI, Deep Learning, can learn as it goes — storing and building cumulative knowledge that enables predictive and real-time use of data.

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What can
I do with it?

There are so many uses for AI and Deep Learning that it is impossible to list them all. But, here are a few:

Marketing: Been on social media or online recently? Did you notice that the thumbnail ads you see are things you've either recently researched or looked up? Yep – that's AI at work.

Manufacturing: AI can optimize labor, production speeds, and even let you know when certain machines are ready for a tune up.

Customer Support: If you've ever called a doctor's office and had a robot answer the phone, you've just had an experience with AI. They use voice recognition to direct you to the right people.

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Is use of
it growing?

International Data Corporation (IDC) predicts that the compound annual growth rate for global spending on AI will be 50.1 % , reaching $57.6 billion by 2021. Specifically, retail, banking, healthcare and manufacturing investments will make up over half of the worldwide spending on AI.

Also according to IDC, in healthcare specifically, 70 % of CIOs will apply data analytics and AI to their IT operations.

AI and Deep Learning can give you a competitive edge—providing you with valuable insight to make informed and swift decisions. As an NVIDIA Elite Deep Learning partner with strategic partnerships across the data analytics spectrum, with the leading providers of AI — ePlus can work with your analytics team to design and implement a solution to enable:

- Faster and more informed decisions
- Stronger relevance and relationships of your data
- Enhanced efficiency and business agility
- Reduced risk and improved compliance

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Still curious about how AI can help your organization?

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