Growing Your Decision Making from BI and Analytics to AI

Answering Key Questions on the Role of AI in Decision Making

Half day workshop by
Barry Devlin

///AdeptEvents

- How to evolve today's BI and Analytics to future AI-based solutions

- Comprehensive architectural framework that spans from BI to AI

- Approaches to applying AI to decision making

- Augmentation vs. automation of decision making

- How AI, social media, and IoT impact the IT department

- New technology solutions for business applications using AI and IoT / social media

- Ethical, economic, and social considerations

LANGUAGE
English

VENUE
ONLINE

TIME
9:00 – 13:00 hours

REGISTRATION
www.adeptevents.nl

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Answering Key Questions on the Role of AI in Decision Making

As the pandemic has proven, digital transformation is possible – and at speed. Many more aspects of business operations have moved online or have enabled remote or no-touch access. This evolution has generated another growth spurt of "big data", from websites, social media, and the Internet of Things (IoT). With new customer behaviour likely to stick after the pandemic and working from home remaining an important factor, novel approaches to decision-making support are an increasingly important consideration for many organisations. In this context, the recent growth in interest in and focus on the use of artificial intelligence (AI) and machine learning (ML) across all aspects of business in every industry and government raises important questions. How can AI/ML be applied at management levels in support of decision making? What new possibilities or problems does it present? How far and how fast can businesses move to benefit? What are the downsides?

The seminar
AI, combined with big data, IoT and automation, offer both the threat and the promise of revolutionising all aspects of IT, business and, indeed, society. In this half-day session, Dr Barry Devlin explores what will enable you to take full advantage of emerging AI technology in your decision-making environment. Starting from the familiar worlds of BI and analytics, we position traditional and emerging BI and analytics tools and techniques in the practical application of AI in the business world. Extrapolating from the rapid growth of AI and IoT in the consumer world, we see where and how it will drive business decision making and likely impact IT. Based on new models of decision making at the organisational and personal levels, we examine where to apply augmentation and automation

in the roll-out of AI. Finally, we address the ethical, economic and social implications of widespread adoption of artificial intelligence.
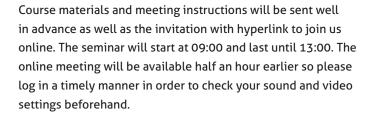
Learning goals
- A comprehensive architectural framework for decision-making support that spans from BI to AI
- A brief primer on the evolution, key concepts, and terminology of AI
- Understanding the relationship between "big data" / IoT / social media and AI /ML and how it drives business value
- Approaches to applying AI to decision making
- Augmentation vs. automation of decision making
- How AI, social media, and IoT impact the IT department
- New technology solutions for business applications using AI and IoT / social media
- How to evolve today's BI and Analytics to future AI-based solutions
- Ethical, economic, and social considerations for using AI to support decision making

Intended for you
This seminar is of interest to all IT professionals and tech-savvy businesspeople directly or indirectly involved the design, delivery, and innovative use of decision making support systems, including:
- Enterprise, systems, solutions and data architects in data warehouse, data lakes, BI and "big data"
- Systems, strategy and business intelligence managers
- Data warehouse, lake and decision support systems designers and developers
- Tech-savvy business analysts and data scientists

Course description

Course materials and meeting instructions will be sent well in advance as well as the invitation with hyperlink to join us online. The seminar will start at 09:00 and last until 13:00. The online meeting will be available half an hour earlier so please log in a timely manner in order to check your sound and video settings beforehand.

1. Architectural Framework and Models for Decision-Making Support
- Conceptual and logical architecture for information use in decision making
- How businesspeople really make decisions and take actions
- Considerations beyond rational choice theory and cognitive biases
- Organisational models for decision making / action taking
- Architectural considerations – from traditional BI to operational analytics

2. Applying AI to Decision Making: Top-Level Considerations
- A brief primer on AI terminology, techniques such as artificial neural networks, and emerging approaches
- From training to operational use – data and technology options
- Automation vs. augmentation – the key choice in applying AI
- AI considerations for operational, tactical and strategic decision-making
- Positioning AI in relation to Data Warehouses, Lakes, and other constructs

3. Applying AI to Decision Making: The Devil in the Detail
- AI in information preparation and governance
- AI in BI and analytics tools
- Model management
- Centralisation vs distributed processing approaches
- Migrating from BI to AI – key steps and options

4. Building the Future of Decision Making with AI – Key Considerations
- Ethical considerations for analytics and AI in business
- Specific ethical concerns for AI-driven decision making
- The dangers of surveillance capitalism
- Wider ethical concerns for society
- Potential and possible impacts of AI on the economy and employment

DR. BARRY DEVLIN

Dr. Barry Devlin is among the foremost authorities on business insight and one of the founders of data warehousing, having published the first architectural paper in 1988. With over 30 years of IT experience, including 20 years with IBM as a Distinguished Engineer, he is a widely respected analyst, consultant, lecturer and author of the seminal book, "Data Warehouse – from Architecture to Implementation" and numerous White Papers. His 2013 book, "Business unIntelligence – Insight and Innovation beyond Analytics and Big Data" is available in both hardcopy and e-book formats.

As founder and principal of 9sight Consulting, Barry provides strategic consulting and thought-leadership to buyers and vendors of BI solutions. He is continuously developing new architectural models for all aspects of decision-making and action-taking support.

Now returned to Europe, Barry's knowledge and expertise are in demand both locally and internationally.

Information

DATE AND TIME

The workshop will take place once or twice a year with the exact date and time available on our website. The programme starts at 9:00 am and ends at 1:00 pm. Please log in well in advance to check your video and audio settings.

VENUE

Adept Events works with several venues in and near Amersfoort and Utrecht. We strive to provide you with the location details as soon as possible. The exact venue will be on our website and in the confirmation e-mail that you will receive one week prior to the event. Always check our website prior to your departure to ensure you have the exact location and directions.

The virtual seminars and workshops will be offered through a live video stream from our video studio. The virtual classroom is equipped with multiple professional cameras and microphones and we have a two person crew available so that we can offer a similar experience to that of the traditional classroom and, more important, still offer adequate interaction with the speaker.

HOW TO REGISTER

Please register online at **www.adeptevents.nl**. For registering by print, please scan the completed registration form and send this or your Purchase Order to **seminars@adeptevents.nl**. We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

REGISTRATION FEE

Taking part in this hands-on workshop will only cost € 297 when registering 30 days beforehand and € 330 per person after the Early Bird period expires (excl. 21% Dutch VAT). This also covers documentation.

In completing your registration form you declare that you agree with our **Terms and Conditions**.

Team discounts

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice).

This cannot be used in conjunction with other discounts.

All prices are VAT excluded.

PAYMENT

Full payment is due prior to the workshop. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

Payment by credit card is available for attendees from countries outside the IBAN region. This is not an automated process via our website but requires a manual transaction by phone or Skype. For Credit Card payment please contact our office by e-mail or through our contact form mentioning your phone number to obtain your credit card information. Never mention your credit card details in our registration form, contact form or in e-mail messages.

Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the workshop and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the workshop date will be liable for the full workshop fee. Substitutions can be made at any time and at no extra charge.

Cancellation Liability

In the unlikely event of cancellation of the workshop for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the workshop.

INFORMATION

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