Looking ahead

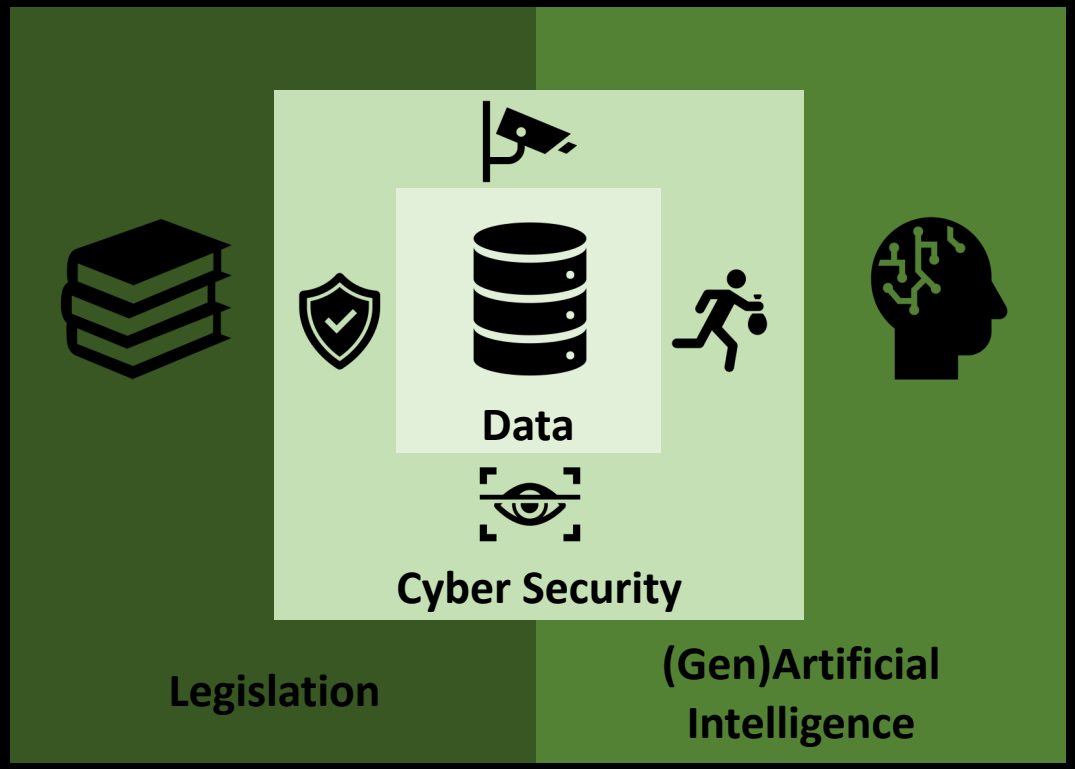
Are you ready to support your client's future?

Erik Beulen
University of Manchester & AMBS (UK) // University of Tilburg & TIAS (NL)

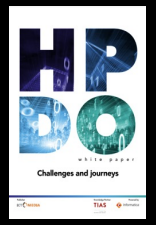
Captains Lunch
1 February 2024
Den Bosch – the Netherlands

Facilitated by ICT-Media

How will (Gen)Artificial Intelligence shape your client's future?

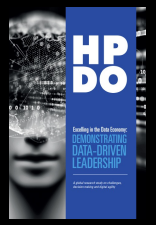


What have we learned in our studies (2017-2024)?

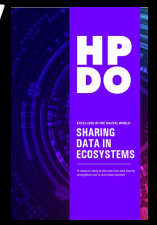


Digital transformations
- Integrate tech in offerings
- Implement CDigitalO office
- Focus on AI and ML

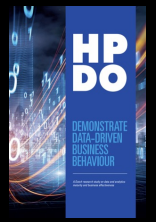
Cloud Computing
- Implement cloud CoE
- Ensure architectural rigor
- Consider multiple clouds



Data & data analytics maturity
- Improve data quality
- Implement DM tooling
- Monetise data



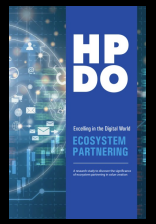
Sharing data
- Increase OM efficiencies
- Innovates BM



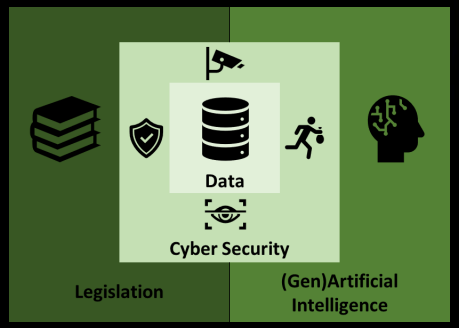
Data driven decision making
- Ensure business ownership
- Implement CDataO office
- Address ethics

SPO
Q2
2024

Sustainability
- Improve energy efficiency & life cycle management
- Leverage technology
- Certification
- Implement reporting



Ecosystems
- Face hyper dynamic
- Must share data
- Must be compliance & ethical



Cyber Security

Trends

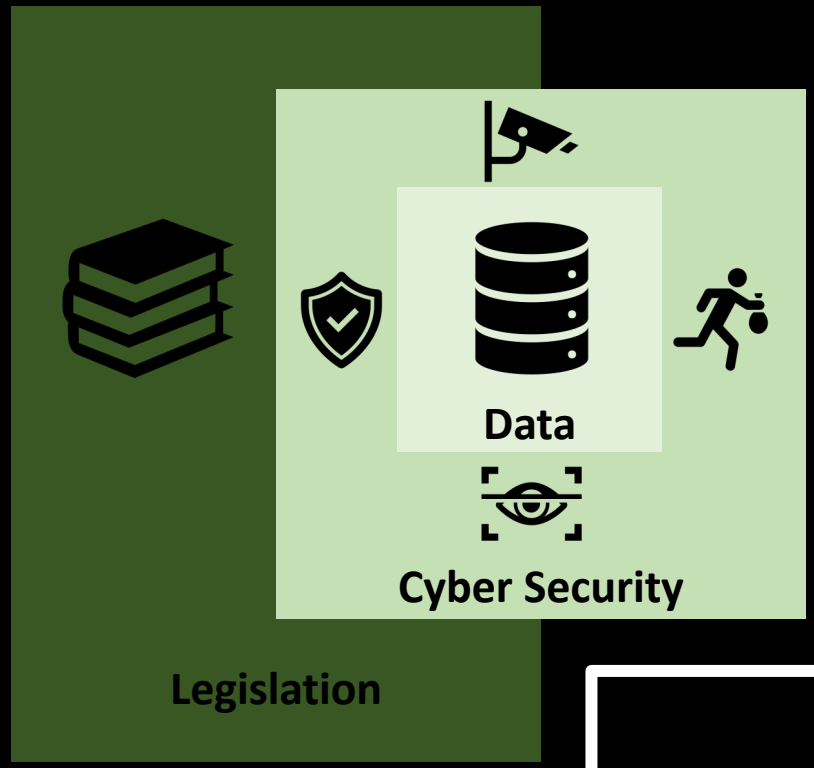
1. Threat intelligence
2. Encryption vulnerabilities
3. Air gapped operational technology
4. Vertical specific solutions
5. Zero trust

Legislation

AI Act (EU) – December 2023

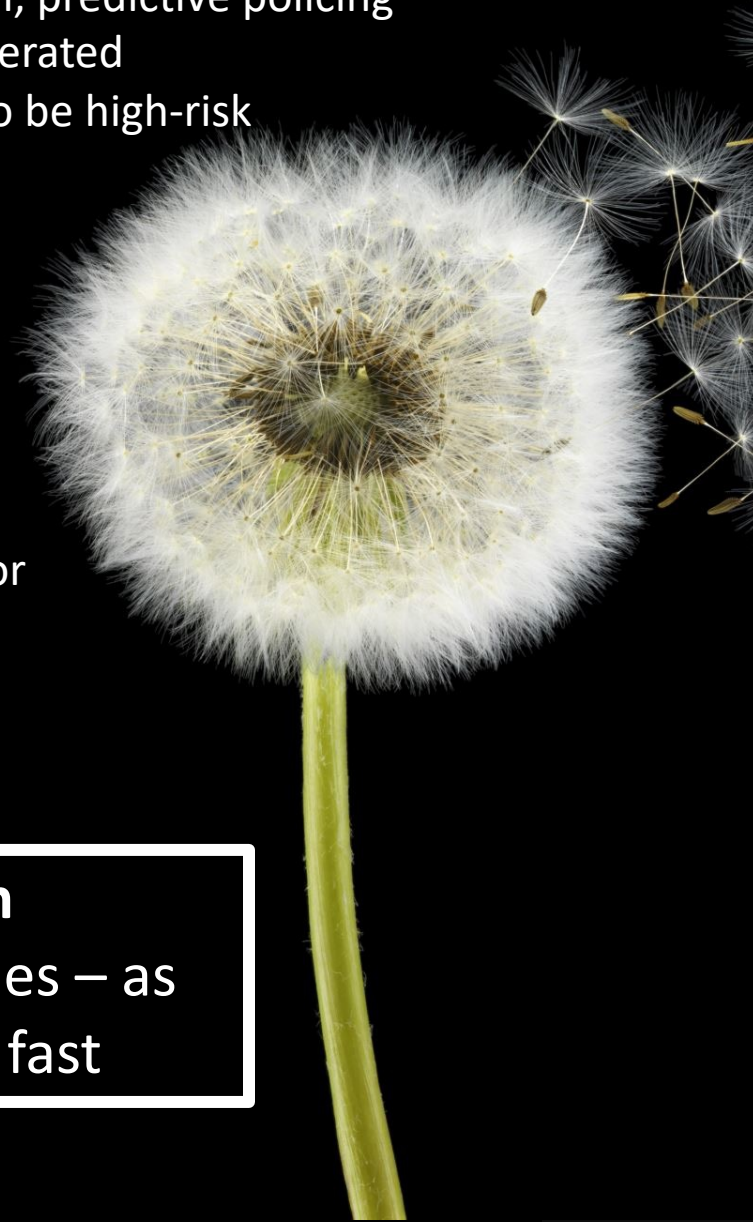
Dedicated rules for general purpose AI models that will ensure transparency along the value chain.

- Full ban on AI for biometric surveillance, emotion recognition, predictive policing
- Generative AI systems must disclose that content was AI-generated
- AI systems used to influence voters in elections considered to be high-risk



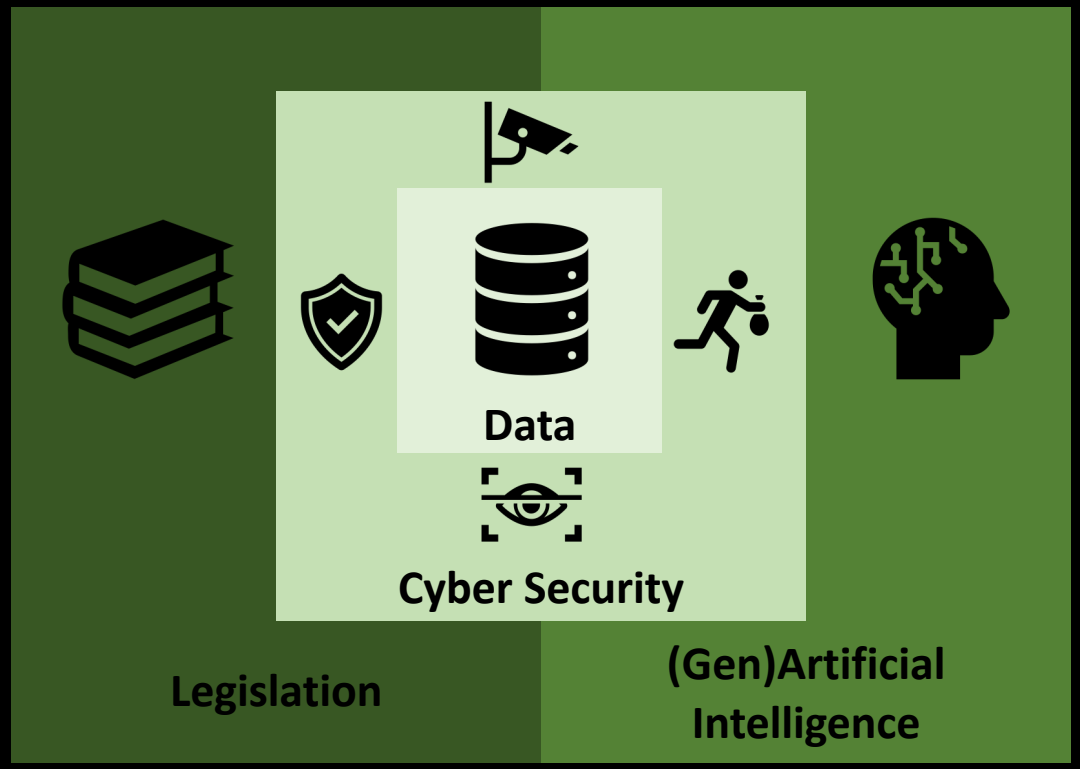
AI Bill of Rights (US) – October 2023

- Share safety test results
- Develop standards, tools, and tests
- Protect against the risks of using AI to engineer dangerous biological materials
- Establishing standards and best practices for detecting AI-generated content and authenticating official content
- Develop AI tools to find and fix vulnerabilities in critical software



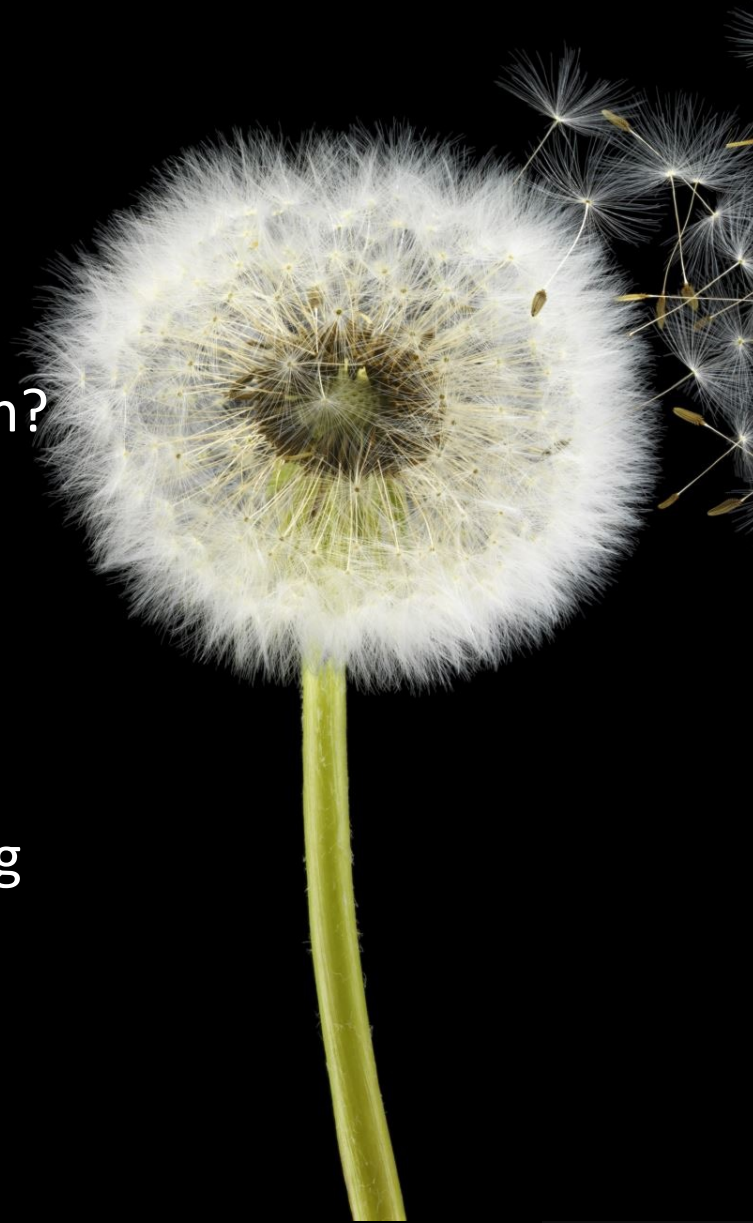
AI Act versus **Bletchley Declaration** (November 2023 – UK) – risk-based policies – as technology developments moving too fast

(Gen)AI



Three key areas

1. Embedded AI or standalone AI or both?
2. Intellectual property rights / royalties in context of GenAI?
3. (Gen)Artificial Intelligence operating model?



Are you ready to support your client's future?

Erik Beulen

7