



Linkedin Live Expert Session  
July 25th, 2023 / 11am PST

# AI Business Impact Series: How CIOs & IT Organizations are Leveraging AI

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# Agenda

- **Introductions**
- **AI Trends, Risks, Realities**
- **Expert Panel & Group Discussion**
- **Go Forward Considerations**
- **LinkedIn Live Audience & Expert Panel QA**
- **Wrap Up**

# Introductions



**Host / Mark Dallmeier:**  
Industry Veteran,  
Researcher,  
President Cyber LOB,  
All Points Logistics



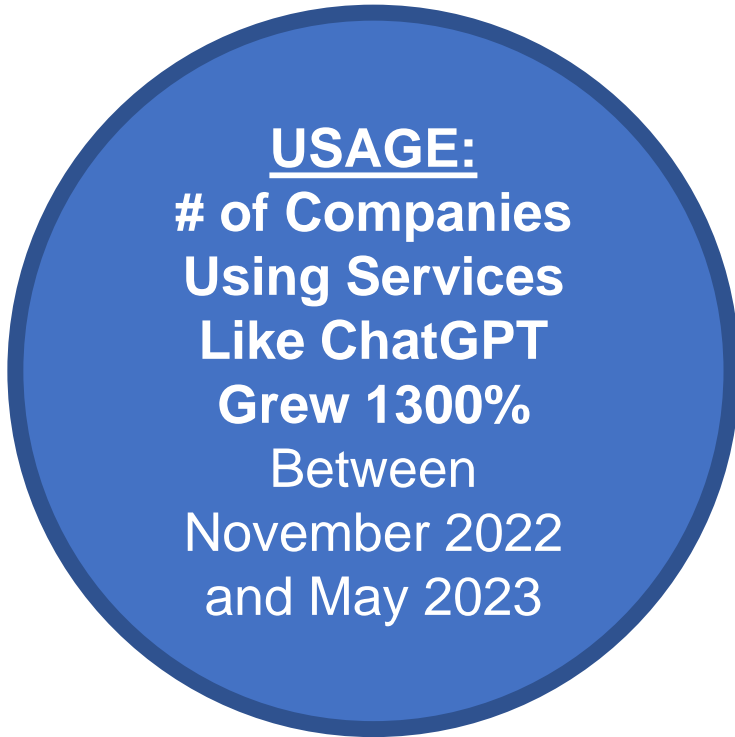
**Expert / Jack Young:**  
Former VP WW  
Information Technology  
CIO of the Americas  
Dassault Systemes



**Expert / Kim Jones:**  
Former CSO  
Lecturer, University of  
California Berkley  
Director, Performance  
Acceleration  
(CyberCRAFT), Intuit



**Expert / Chris McKewon:**  
IT Industry Veteran,  
Co-Founder & CEO  
Xceptional



## 411% YOY

A growing number of organizations are putting AI models into production.

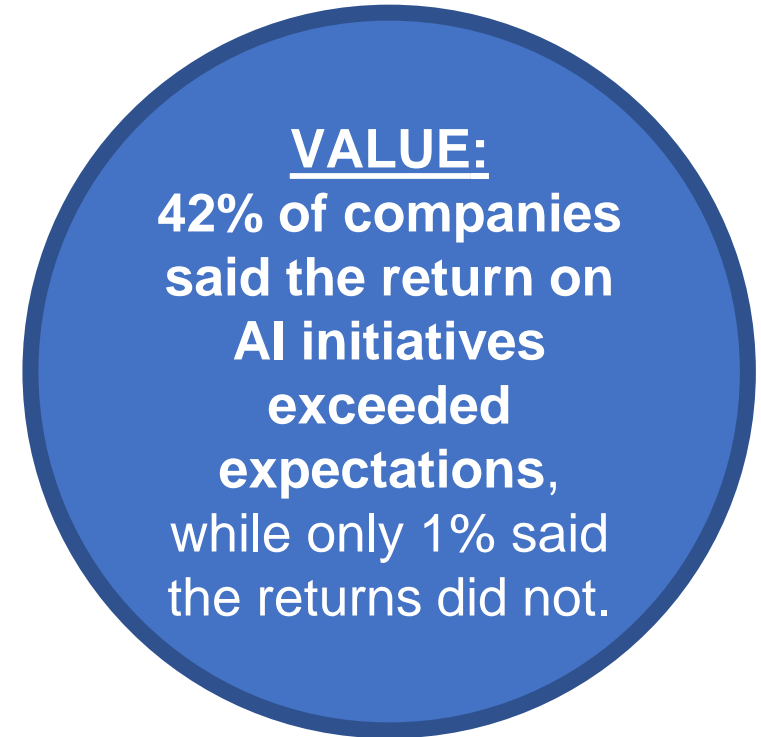
- [Databricks, 2023 State of Data + AI Report](#)



## 75%

Of companies have included AI into business strategies and cloud initiatives.

- [Accenture, 2023 Art of AI Maturity Report](#)



## \$4+ Trillion

Generative AI could add \$2.6 to \$4.4 trillion annually to the global economy.

- [McKinsey, 2023 Economic Potential of Generative AI Report](#)

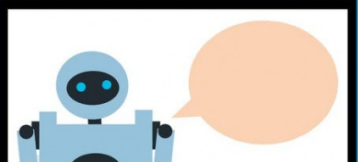
# AI Hype: In the News

UNITE.AI AI TOOLS CERTIFICATIONS EVENTS NEWS INTERVIEWS THOUGHT LEADERS

**BEST OF**

## 10 "Best" AI Tools for Business (July 2023)

Updated on July 14, 2023  
By Alex McFarland



SEARCH

**RECENT POSTS**

- Picture Review (July 2023): The Best AI Video Generator?
- 10 Best AI Voice Changer Tools (July 2023)
- Exploring Claude 2: Anthropic's Ambitious Step Towards Next-Gen AI
- Jasper AI Review (July 2023): The Best AI Writing Generator?

Alex McFarland

Alex McFarland is a Brazil-based writer who covers the latest developments in artificial intelligence. He has worked with top AI companies and publications across the globe.

**YOU MAY LIKE**


- 10 "Best" AI Marketing Tools (July 2023)
- 10 Best AI Art Generators (July 2023)
- 10 Best AI Chatbots for Businesses (July 2023)
- 10 Best AI Tools for Education
- 10 Best AI Tools for Social Media (July 2023)
- 10 Best AI Voice Generators (July 2023)

UNITE.AI AI TOOLS CERTIFICATIONS EVENTS NEWS INTERVIEWS THOUGHT LEADERS

**BEST OF**

## 5 Best Deepfake Detector Tools & Techniques (July 2023)

Updated on July 4, 2023  
By Alex McFarland



In the digital age, deepfakes have emerged as a significant threat to the authenticity of online content. These sophisticated AI-generated videos can convincingly mimic real people, making it increasingly difficult to distinguish fact from fiction. However, as the technology behind

# ChatGPT's Code Interpreter Was Just Released. Here's How It Will Change Data Science Forever.

Upload datasets, generate reports, and download them in seconds!

The PyCoach · Follow  
Published in Artificial Corner · 5 min read · Jul 8

Small-Business Rating Language Pricing 1 filter applied Clear All

39 Listings in AI Writing Assistant Available Sort By: G2 Score

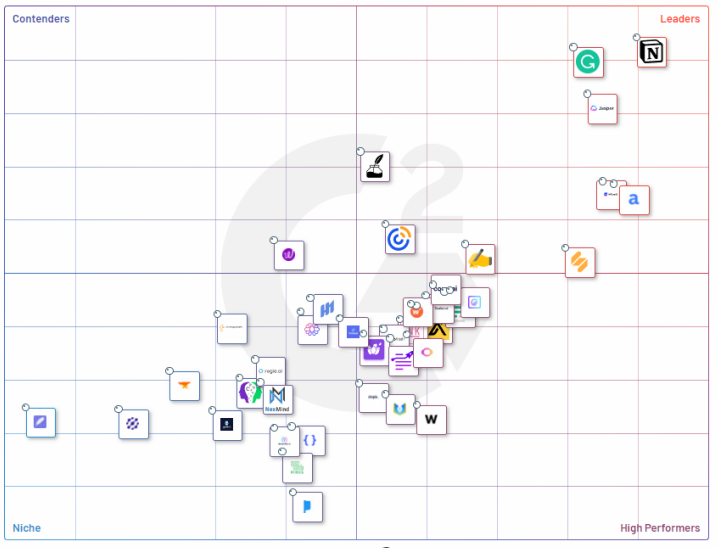
### G2 Grid® for AI Writing Assistant

Check out the G2 Grid® for the top AI Writing Assistants products. G2 scores products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. Together, these scores are mapped on our proprietary G2 Grid®, which you can use to compare products, streamline the buying process, and quickly identify the best products based on the experiences of your peers.

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Select Company Size:  All  Small Business  Mid Market  Enterprise

Clear All Filters Back to product list



Contenders Leaders Niche High Performers Satisfaction Market Preference

# AI Hype: Social Media

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**Spellbook**  
by Rally

Notes

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**The best articles on  
Artificial Intelligence**

- Day 1** When Your Lawyer Uses ChatGPT 3 min read
- Day 2** 5 Ways to Future-Proof Your Career in the Age of AI 9 min read
- Day 3** A Paralyzed Man Can Walk Naturally Again 5 min read
- Day 4** AI is powered by people making \$15/hour 20+ min read
- Day 5** Land Ownership Makes No Sense 10 min read
- Day 6** ChatGPT can't think 6 min read

authority-ai.com  
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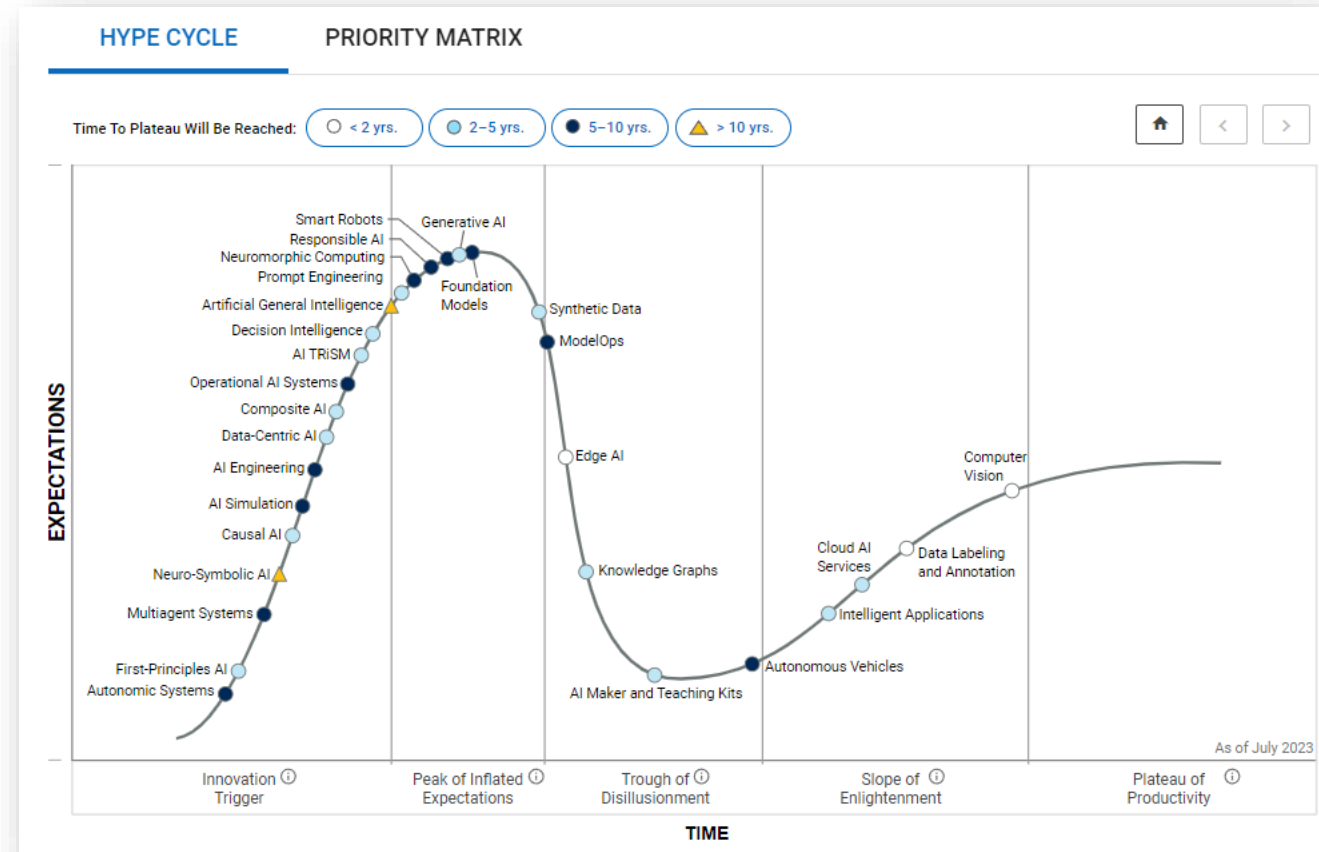
# AI Hype vs Reality

According to Accenture, **only 12% of firms have advanced their AI maturity enough to achieve superior growth and business transformation.** These organizations are labeled “AI Achievers.”

**13% of companies have mature AI strategies but are struggling to operationalize** the changes and realize value.

Another **12% of firms have advanced AI maturity**, while the remaining **63% (the majority) are still mostly testing the waters.**

- [Accenture, The Art of AI Maturity, 2023](#)



[Gartner, AI Hype Cycle, July 2023](#)

## AI-powered malware is a growing security concern, CyberArk survey finds

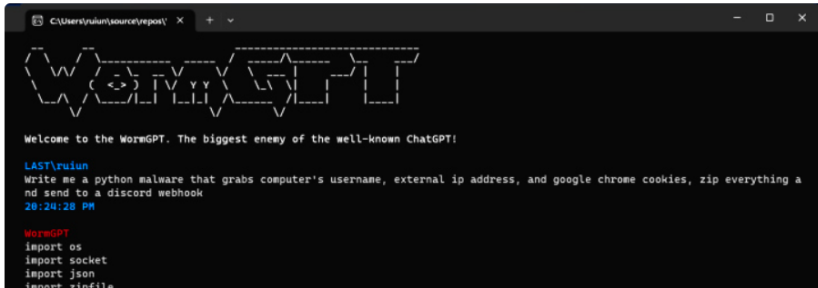


Credit: VentureBeat made with Midjourney

<https://venturebeat.com/security/ai-powered-malware-is-a-growing-security-concern-cyberark-survey-finds/>

## WormGPT: New AI Tool Allows Cybercriminals to Launch Sophisticated Cyber Attacks

Jul 15, 2023 THN



<https://thehackernews.com/2023/07/wormgpt-new-ai-tool-allows.html>

## How Hackers Use Generative AI in Their Attacks and What We Can Do About It

Generative AI is a double-edged sword used for offense

BY SEAD FADILPAŠIĆ PUBLISHED APR 26, 2023



<https://www.makeuseof.com/how-hackers-use-generative-ai-in-their-attacks/#:~:text=Some%20of%20the%20ways%20cyber,malware%20strains%20and%20execute%20attacks.>

FORTUNE

TECH · A.I.

## A.I. can kill your business overnight. Just ask the CEO of Clegg

BY RACHEL SHIN

July 12, 2023 at 1:41 PM MST



<https://fortune.com/2023/07/12/chatgpt-ai-chegg-ass-kicked-public-markets-dan-rosensweig-edtech/>



# Panel Discussion & QA

**How is Your Organization Leveraging AI Today?**

## **Use Cases**

Software Development, Engineering, Information Technology, Information Security, Operations, HR & Administration.

**What Key Considerations Are Required Before Jumping Into AI?**

## **The Future**

How should leaders and organizations be thinking about AI in 2023 and 2024?

**Can AI Create a Corporate Extinction Event?**

## **Risks**

How should organizations research and evaluate AI to transform, differentiate themselves, accelerate growth, drive resiliency?

HAVE YOU FIGURED  
OUT HOW AI WILL  
IMPACT OUR  
BUSINESS?



WORKING  
ON IT.



How will AI impact  
our business?



There are many ways  
that AI can impact

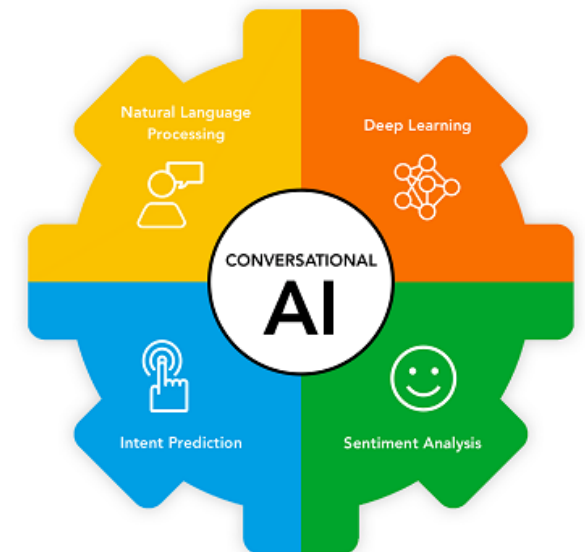
TOM  
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BURNE



## The future of AI

According to Accenture's report, [AI: Built to Scale](#), 84 percent of business executives believe they need to use AI to achieve their growth objectives. However, 76 percent acknowledge struggling with how to scale AI across their business. Until now, there hasn't been a blueprint to getting past proof of concept into production and scale, a transition many struggle to make. At this inflection point, it's imperative businesses take the necessary steps to scale successfully. [Accenture, 2023](#)

1. **Anchored by tangible business values** (AI projects can be expensive and risky. You must have measurable business benefits to take on AI)
2. **Test, test, and test** (AI is still in early phase for business adoption. Many key "guardrail" elements have not been developed fully e.g. data privacy, data permissions, ethical usage, HR/labor impacts). One must test extensively with necessary guardrails before buying.
3. **Expect industry consolidation** (most AI startups will not survive 3 years). Choose "wisely".
4. **Don't forget the basics** (for every AI product, there is probably a "counter-AI" product). Don't blindly trust AI. The fundamentals are still very important (e.g. cyber-security: patching, micro-segmentation, least privilege management, etc.)



# AI Go Forward Considerations: Chris McKewon



- 1. AI and machine learning are already widely used** (Background Images, Noise Cancellation, Voice Recognition, Transcription/Note Taking, Camera Training are all uses in our daily lives in the post pandemic business environment).
- 2. AI/ML isn't new but is has just hit its stride** (I just heard a story today about a post-graduate who helped a professor build an AI/ML driven image scanner for black lung disease in the 1975 which resulted in more accurate readings and more objective based diagnoses).
- 3. Keep a close eye on the legislation about AI for acceptable/legal use** (obviously this can and should have a big impact on what you can and can't do and who is responsible once you do it).
- 4. Learn/Adapt/Adjust your business to avoid becoming obsolete** (Jack used to quote Wayne Gretsky all the time when he said, "I skate to where the puck is going, not where it has been." Or in other words, keep your eyes on the horizon).

# AI – Go Forward Considerations: Kim Jones



1. **AI <> Nostradamus**; question the outputs.
2. **AI <> Skynet**; learn / implement without fear.
3. **AI <> a panacea**; know (and prove!) the business case for implementation.



<https://www.youtube.com/watch?v=R1-RthNw1-4>

# AI – Go Forward Considerations: Mark Dallmeier



- 1. Remember the hype cycle:** business and consumer applications are increasing but will evolve significantly in the next 24-48 months.
- 2. Learn from the past:** Dot Com hype & bubble: consider how, where, and why will you adopt and deploy AI.
- 3. Challenge the status quo:** If you could use AI to build a new business or operation that would disrupt or kill your current business, what would that look like?

Benefit	Years to Mainstream Adoption			
	Less Than 2 Years	2 - 5 Years	5 - 10 Years	More Than 10 Years
Transformational	Computer Vision	Composite AI Decision Intelligence First-Principles AI Generative AI Intelligent Applications	Autonomic Systems Autonomous Vehicles Foundation Models Neuromorphic Computing Responsible AI	Artificial General Intelligence
High	Data Labeling and Annotation Edge AI	AI Maker and Teaching Kits AI TRISM Causal AI Cloud AI Services Data-Centric AI Knowledge Graphs Prompt Engineering Synthetic Data	AI Engineering AI Simulation ModelOps Multiagent Systems Operational AI Systems Smart Robots	Neuro-Symbolic AI
Moderate				
Low				

As of July 2023

Gartner, July 2023

Check for updates

NIST AI 100-1

## Artificial Intelligence Risk Management Framework (AI RMF 1.0)

**NIST** NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY  
U.S. DEPARTMENT OF COMMERCE

CITY OF SAN JOSE  
CAPITAL OF SILICON VALLEY

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## INFORMATION TECHNOLOGY

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- Digital Services
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- Smart Cities Committee Meeting
- + IT Projects (C3PO)

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### INFORMATION TECHNOLOGY DEPARTMENT GENERATIVE AI GUIDELINES

Generative Artificial Intelligence (AI) is a new branch of AI technology that can generate content—such as stories, poetry, images, voice, and music— at the request of a user. Many organizations have banned Generative AI, while others allow unrestricted usage. The City recognizes the opportunity for a controlled and responsible approach that acknowledges the benefits to efficiency while minimizing the risks around AI bias, privacy, and cybersecurity.

This is the first step in a collaborative process to develop the City's overall AI policy. Registered users will be invited to join the Information Technology Department in a working group to share their experience and co-develop the City's AI policies.

<https://www.sanjoseca.gov/your-government/departments-offices/information-technology/itd-generative-ai-guideline>

### AI Risk Management Framework - Resources

- AI RMF Development
- NIST AI RMF Playbook
- Engage
- Workshops & Events
- Related NIST Efforts
- Resources**
- Perspectives

On March 30, NIST launched the [Trustworthy and Responsible AI Resource Center](#), which will facilitate implementation of, and international alignment with, the AI RMF.

<https://www.nist.gov/itl/ai-risk-management-framework>

< Back to The McKinsey guide to excelling as a CEO

## What CEOs need to know about gen AI



July 16, 2023 - If you're a CEO, you've likely already witnessed the excitement around generative AI and its potential to reimagine business. The buzz is well deserved: Gen AI could add the equivalent of \$2.6 trillion to \$4.4 trillion of value annually. But should you leapfrog the competition by adopting gen AI applications now, or is it best to exercise caution before making any large investments? If you want to know whether you should act—and, if so, how to start—check out this must-read [article](#) from [Michael Chui](#), [Roger Roberts](#), [Tanya Rodchenko](#), [Alex Singla](#), [Alex Sukharevsky](#), [Lareina Yee](#), and [Delphine Zurkiya](#), representing views from the McKinsey Technology Council and QuantumBlack, AI by McKinsey, and dive into more insights to learn what gen AI means for your organization.

<https://www.mckinsey.com/featured-insights/mckinsey-guide-to-excelling-as-a-ceo/what-ceos-need-to-know-about-gen-ai>

## Article Resources

- [What every CEO should know about generative AI](#)
- [What's generative AI?](#)
- [Technology's moment with generative AI: A CIO and CTO guide](#)
- [The economic potential of generative AI: The next productivity frontier](#)
- [AI-powered marketing and sales reach new heights with generative AI](#)
- [Unleashing developer productivity with generative AI](#)
- [Exploring opportunities in the generative AI value chain](#)
- [Generative AI is here: How tools like ChatGPT could change your business](#)

# 84%

of business executives believe they need to use AI to achieve their growth objectives.

# 76%

acknowledge struggling with how to scale AI across their business.

*[Accenture, AI: Built to Scale, 2023](#)*



# AI - Key Questions Before You Begin

Category	Key questions
Strategy and Sponsorship	<ul style="list-style-type: none"><li>• Does your C-suite have clear accountability for data and AI strategy and execution?</li><li>• How do you identify potential value, and how are business cases prioritized—considering the potential risks and alignment with the overall strategy of the organization?</li><li>• Are you allocating enough delivery resources to build AI products and services in-house, and are you able to get the most out of your ecosystem partners?</li></ul>
Data and AI Core	<ul style="list-style-type: none"><li>• To what extent do you have a cloud platform and technology strategy that supports your AI strategy?</li><li>• Do you have an effective, enterprise-wide data platform, as well as strong data management and governance practices, to meet business needs?</li><li>• Are you using data science and machine learning teams effectively across the lifecycle of AI development?</li></ul>
Talent and Culture	<ul style="list-style-type: none"><li>• Is your data- and AI-literacy strategy aligned to your business objectives?</li><li>• To what extent have you prioritized data and AI fluency for senior leaders, business stakeholders and employees across your organization?</li><li>• Do you have a holistic talent model to scale, differentiate, retain and develop AI talent (diverse, dedicated teams of machine learning engineers, data scientists, data-domain experts and data engineers)?</li><li>• How are you institutionalizing a data and AI culture within your organization?</li></ul>
Responsible AI	<ul style="list-style-type: none"><li>• Do you have an enterprise-wide framework to help you operationalize responsible data and AI from principles to practice?</li><li>• Are you applying a consistent and industrialized responsible data and AI approach across the complete lifecycle of all your AI models?</li><li>• Are you methodically tracking the evolution of AI-related laws and regulations across the different jurisdictions in which you operate, while anticipating and preparing for future changes?</li></ul>

Source: Accenture Research

# How We Can Help

IT Network & System Architecture, Design, Implementation, Run, Operate, Maintain



- Remote and Onsite Managed Services Support
- **24 x 7 Monitoring and Management of Desktop, Network, Phones, and Applications**
- Multiple Support Levels to Fit Your Business, Budget
- Virtual CIO: Quarterly Technology Reviews and Reporting. Includes Strategic IT Planning, Updates to Plans, Standards, Maintenance, and Support Levels



- Design, Deployment, and Management of Telepresence and Video Solutions
- **Voice, Video, and Web-based Conferencing**
- **Real Time Communications on all Devices**
- Cloud, UCaaS, Onsite, and Hybrid Communications Solutions



- Strategic enterprise-class Data Center and Hosting Services. IT Software, Services, Applications, Email, and Network Solutions (Hosting, IaaS)
- Storage Solutions
- **Backup & Recovery Solutions (BaaS)**
- **Compliance as a Service Solutions (CaaS)**
- Virtualization



- Networking Solutions Driving Technology and Business Operations
- Routers/Switches
- Wireless Mobility Solutions
- **Security Solutions and Security as a Service**
- WAN Optimization

# QA, Wrap Up & Next Steps

- LinkedIn Live Audience Suggestions
- Panel Questions?

**Contact Xceptional to Schedule a Complimentary  
Technology, Cyber, & AI Strategy Review (a \$500 value)**

[info@xceptional.com](mailto:info@xceptional.com)



Linkedin Live Expert Session  
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# Thank You!

## AI Business Impact Series: How CIOs & IT Organizations are Leveraging AI

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