aws

The Data Foundation for the Age of AI

Powering AI-driven
customer experiences

In collaboration with

appian

What's the best path ahead for businesses and AI?

This summary draws upon interviews with leading business experts. All agree that while AI can transform processes, augment human capabilities, and drive innovation, success requires a strategic approach. This involves aligning AI initiatives with business goals, fostering a culture of experimentation, and providing teams with the right tools and data access.

4 predictions for the AI economy

1. **Data foundations will become more critical,** with data fabric enabling easier AI operations across the enterprise.

2. **Humans and AI will work harmoniously,** with AI augmenting human capabilities rather than replacing them.

3. **Businesses will need private AI** to safeguard data and mitigate risks around privacy breaches.

4. **Regulations will soon catch up,** requiring organizations to adapt their AI strategies and practices.

Michael Beckley, CTO and Co-Founder, Appian

> **"Organizations must have a strategic vision for mixed autonomy—in other words, how they will use AI to augment humans, rather than replace them."**
>
> Michael Beckley, CTO and Co-Founder, Appian

Mitigate risks, ensure compliance, gain competitive edge

Navigating risk

Data integrity and algorithmic bias pose significant threats, potentially creating biases and compromising the validity of how you put AI to work. Intellectual property concerns and the potential for malicious manipulation of AI systems further compound these challenges. Proactive governance, robust data strategies, and continuous monitoring are crucial to mitigating these risks and ensuring responsible adoption.

Privacy and regulatory considerations

The rapid advancement of AI has outpaced existing regulatory frameworks. Organizations need to prioritize data privacy, stay alert to evolving regulations, and collaborate with legal and security teams to evaluate AI use cases. Striking the right balance between innovation and compliance will be critical as AI permeates every industry, each with its unique set of regulatory requirements.

Reshaping the business landscape

AI is poised to disrupt our lives, unlocking new revenue streams and transforming business models. From optimizing operational efficiencies to enhancing customer experiences, AI promises substantial top-line and bottom-line growth. Organizations that embrace AI as a strategic imperative, foster a culture of innovation, and invest in AI research and development will gain a competitive edge in the AI-driven future.

> **"Start with the basics—give teams enough time and resources to experiment. Fail fast, adapt, and re-experiment. That's the best way to learn."**
>
> Piyush Bothra, Field CTO, Principal Solutions Architect, Amazon Web Services

Appian and AWS

Together, Appian and AWS help organizations drive growth by harnessing AI. This collaboration integrates Appian's low-code platform, data fabric, private AI capabilities, and AWS's advanced AI/ML services like Amazon Bedrock and Amazon SageMaker, creating a compelling enterprise solution.

Thrive in the AI economy with Appian

Learn how Appian can help your organization harness the power of AI.

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