



# Incorporate AI in Your Workflow and Reap the Benefits

Think Data, Think Transformation, Think AI!



From healthcare to tourism to entertainment, Artificial Intelligence (AI) has been a part of every other industry. The global AI market is expected to be worth about \$60 billion by the year 2025. Currently, it is one of the fastest developing markets in the world. Meanwhile, the Cloud business has also transformed from its initial hype to a widespread option for many industries. The public Cloud industry is supposed to be worth \$1,250 billion by 2025.

The present AI capabilities depend highly on Cloud computing and tremendous stores of premium data. With Cloud computing, companies worldwide are able to gather, store, process, and break down large amounts of data. Many of the companies have already established the AI and Cloud combination to flourish in their businesses and undertakings.

Though the AI industry prospered with the growth of Cloud computing, investment in AI is what drives the Cloud business forward now. Cloud computing utilizing AI is a transformative change that has been a flawless integration from the existing frameworks. By investing in AI, public Cloud providers are attracting customers to their platforms. Although still evolving in the public Cloud, AI is turning out to be an essential driver for the adoption of compute and data services.



# The Growing Significance of **AI & ML**

Machines and software applications can now seemingly mimic the cognitive functions of humans, often through training (guided learning) on rich data sets and adapting their responses as new data points are introduced. This has become possible through the adoption of predictive modeling on large data sets, building models for making future decisions based on new data points. Machine learning (ML) enables Google Maps to take you home at the end of the day and Spotify to discover music and podcasts you would like. In the future, commercial-grade autonomous vehicles will get deployed with the help of this technology.

In short, the more machines learn through smart algorithms and rich data sets. It's not quite human, but it's much more than fancy automation. Fortunately (or not), there aren't sentient robots yet, but the AI out there is already changing the way we plan, learn, work, play, and communicate. As more and more data is generated, organizations recognize the value of tapping into their troves of data to make data-driven decisions.

However, as data volumes increase, humans will struggle to keep up. Subsequently, it's becoming critical for organizations to leverage AI to harness their data and answer the questions that elevate them above their competition. AI is generating a great deal of industry buzz, but the opportunity to reap the benefits of AI continues to elude organizations. It's time to clear up the confusion so you can harness the power of AI for your organization.





# The AI Wave in IT

**T**he IT world is often home to paradox. The same business unit supporting the latest and greatest apps is often lacking in that same technology. End users get to experience a refined product or platform, while those who make it possible are still dealing with legacy solutions, thousands of alerts and poor visibility into an environment that only continues to grow in complexity. But this is finally beginning to change.

Software systems are combining big data with AI and ML to improve and replace a range of IT operations, processes, and tasks from availability and performance monitoring to event correlation and analysis to automation and IT service management. The result is gaining back time and money for the business.

The marriage of big data and machine learning in IT, also known as AIOps, makes it easier than ever to better allocate resources and execute on tasks. Organizations can get answers for past, present and future patterns of IT systems and service performance. More specifically, organizations can quickly find and solve problems with predictive analytics coupled with automated incident response and resolution.

In short, streamlining current monitoring and management workflows gives IT professionals the opportunity to be proactive in their roles.



**Avoid costly downtime and improve customer satisfaction**



**Dissolve IT silos and disjointed responses**



**Eliminate tedious and manual tasks**



**Better collaborate with peers**

# Security Perspective

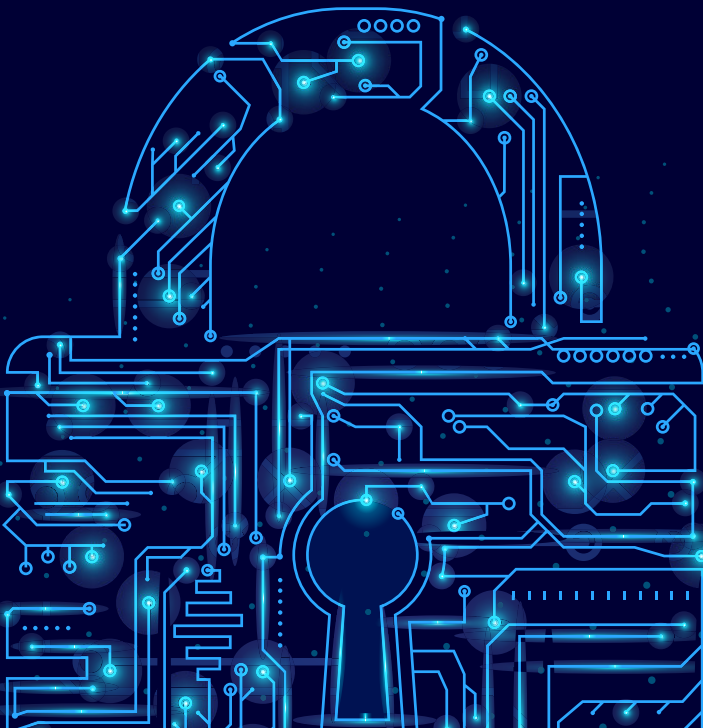
The call for AI and ML in security is not entirely new and looks promising to become mainstream within all security environments. The benefits of the transition speak for themselves. It can help organizations analyze and respond to security incidents, prepare themselves for threats and minimize the overall risks involved.

Machine learning, in particular, has taken great strides in security, becoming a great fit for advanced threat detection and stopping insider threats, which require a more nuanced monitoring and response system. Advanced attacks that involve lateral movement within a network, compromised privileged users, and accidental access to sensitive information by unwitting users can be addressed by ML-powered anomaly detection.

Organizations often need more than their existing security tools when dealing with sophisticated attacks. For small organizations, it may mean deploying deeper network defense or endpoint protection. For large and mid-sized organizations, it may translate into deploying tools and technology to collect, filter, integrate, and link diverse types of security events to gain a more comprehensive view of their security posture.

Machine learning addresses these needs with a single “source of truth” for security insights; analysts and SOC teams can analyze all machine data, including log and event data from applications, endpoints, and network devices with the help of smart technology. They can find meaningful insights, determine the root cause of an incident, draw on historical trends, perform rapid investigations, and share findings without having to deal with multiple alerts and false alarms.

This helps organizations minimize the negative impact of threats by allowing them to actively manage their security posture—from continuous monitoring to deep forensic analysis and automated response.





# Adoption of AI: A Data-Centric Approach

Data is at the heart of what makes AI and ML work. To predict future outcomes, detect anomalies and cluster important events while filtering out noise, ML relies on historical and real-time data to detect patterns. However, this is often where organizations get stuck. They fail to realize the value of AI, as they're deterred by the time and manual effort spent refining large volumes of data. This includes having to move, aggregate, and correlate data from disparate tools and systems, leading to the loss of precious time, resources, and opportunities.

**B**ut it's not a step that can be skipped, as leveraging dirty or unrefined data for AI and ML leads to flawed outcomes. Conversely, effective data prep can provide powerful fuel for AI and ML, delivering critical business insights, including helping to pinpoint where things went wrong, optimizing customer experience and detecting traces of fraud.

To do this effectively, organizations require a solution that both prepares data for analysis and applies machine learning to the said data. With this type of approach, the more data you have, the better.

Effective AI and ML implementation do not make you bogged down by data; you get elevated by it. More data and complexity creates a greater context that helps calibrate and feed your models, leading to richer insights.

The result is an environment that saves organizations time and resources while maximizing the output using ML-driven insights that inform how to predict and respond to business events in real time.

# AI + Cloud: The Future Survival Kit

While it's not in the immediate future for AI capabilities to mature enough to match human skills and capacity, AI and ML can go a long way to help organizations make decisions based on their mountains of data.

This is just the beginning. The future of AI and ML is bright. Soon, we should expect end-to-end AI instead of piecemeal models that work together to perform a function. Self-configuration is something that will quickly take hold to relieve human handlers from architecting or validating. And trained, open-source models will soon be readily available as reusable components serving a variety of use cases.

With AI's growing role in self-managing and self-optimizing, organizations gain the ability to

automate and accelerate tasks more efficiently. Currently, there is a great need to increase the pace of innovation and incorporate intelligent ways to manage IT infrastructure.

Cloud computing and AI are bound to melt into one another in the near future. As AI evolves, Cloud platforms will soon transition from basic support for AI to a model in which AI programs are widely supported. AI and DevOps, along with Cloud, will continue to move up in the technology stack value chain. Cloud-based platforms can help organizations benefit from AI technologies, even if they lack the expertise to train their systems or manage all the data on their own. With customized AI-based Cloud solutions, companies can accelerate their key processes with minimal human intervention.

Azure's native AI/ML modules allow companies to connect and automate the necessary tools, processes and data elements. With AMADIS Optimizer, no resources are wasted in driving your business forward.

Are you ready to  
dive into the  
future?

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