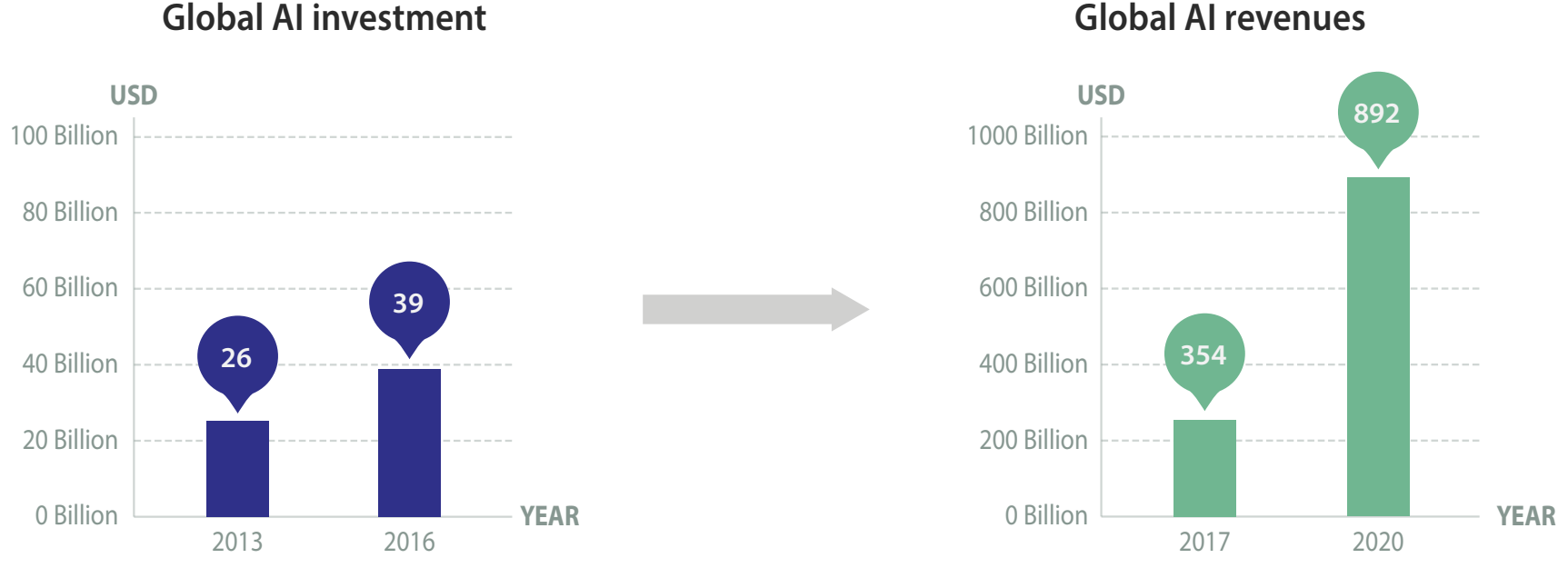


# Semantic AI

Making Artificial Intelligence Actionable for Enterprises

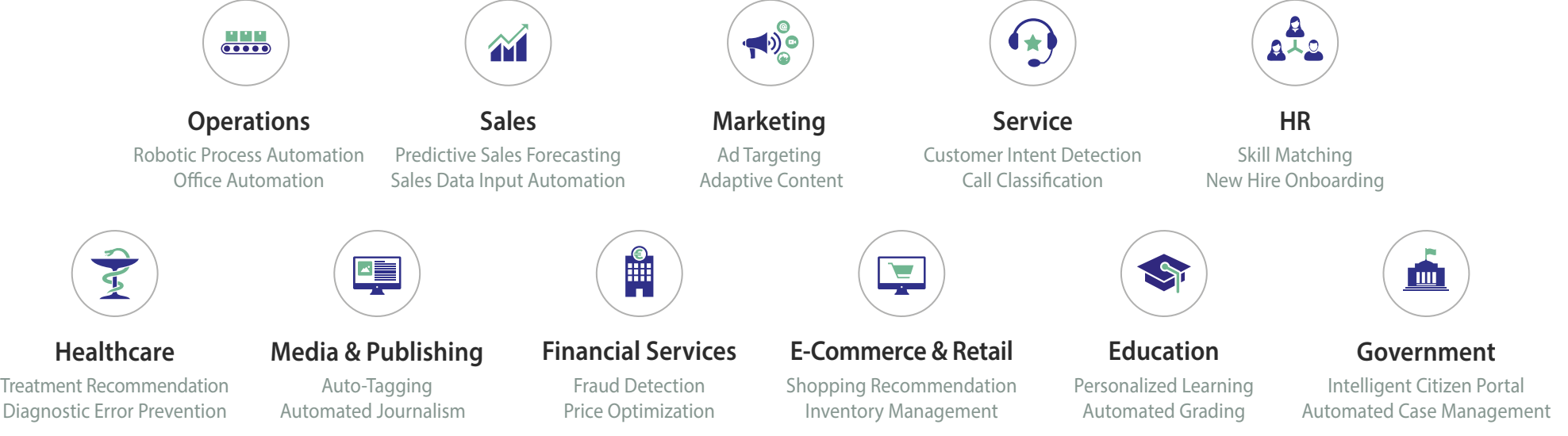
## AI DELIVERING ON THE BUSINESS PROMISE



Sources: McKinsey Global Institute (2017): Artificial Intelligence - The Next Digital Frontier  
Statista (2018): Revenues from AI market worldwide from 2015 to 2024

## A PLETHORA OF USE CASES ACROSS FUNCTIONS & INDUSTRIES

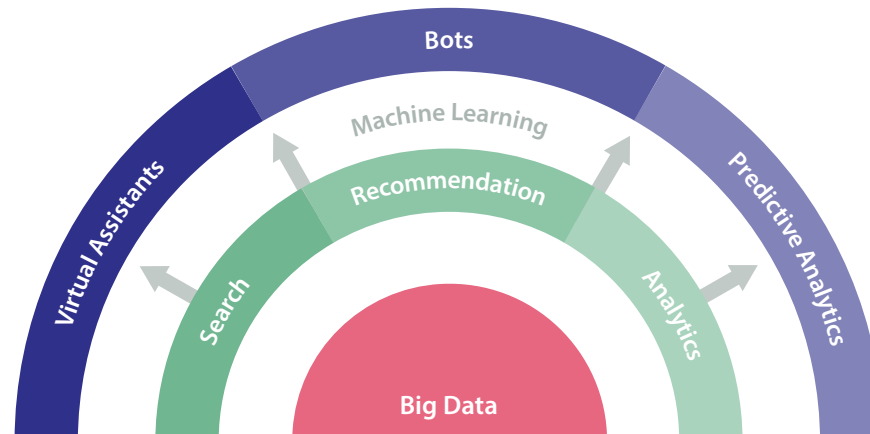
The potential of AI spans across industries and function. The digital workplace is becoming enhanced by smart applications. Business leaders have to decide where to start. They need to keep pace with the technological advancement and how their competitors embrace it.



Source: <https://appliedai.com>

## ENTERPRISE AI: IT'S AN EVOLUTION, NOT A DISRUPTION

Companies are still learning to utilize data for smart applications. With Machine Learning, we are entering a new generation of smart applications.



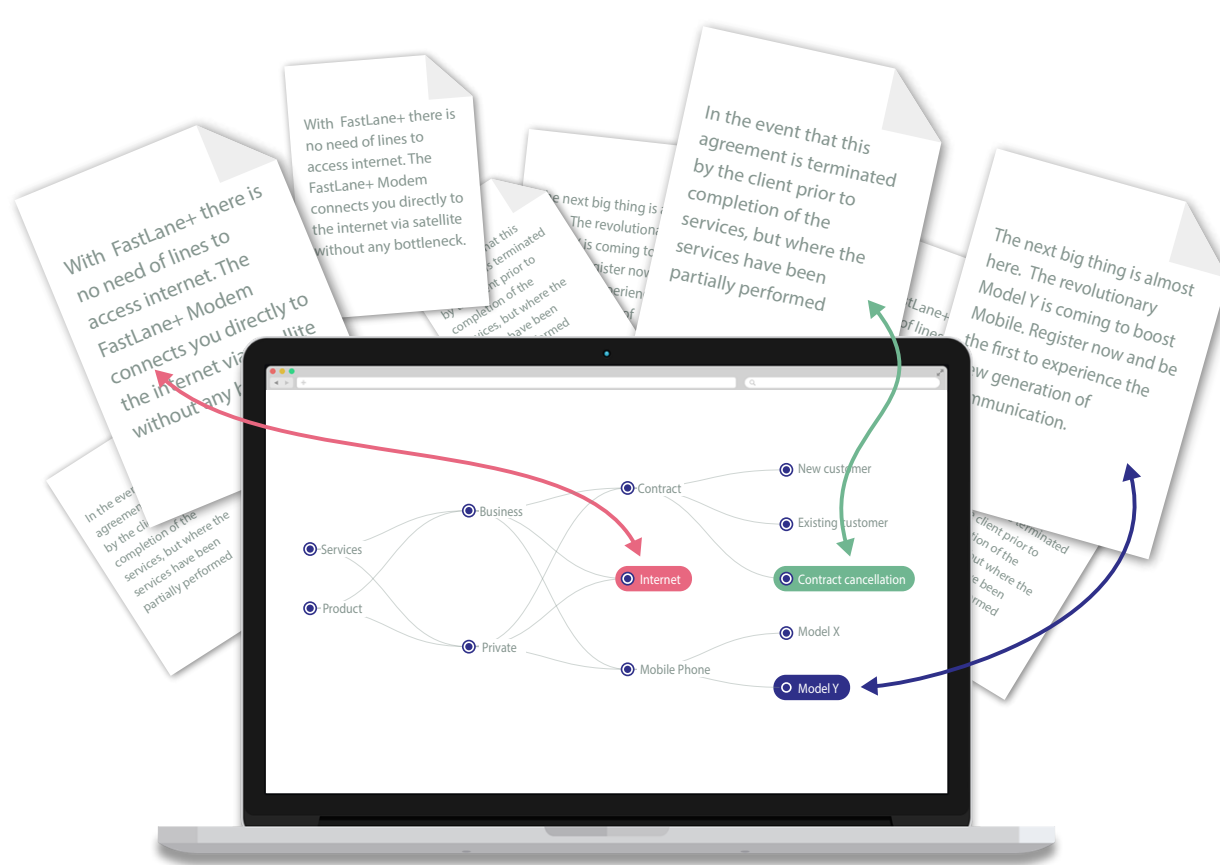
## REACHING ENTERPRISE GOALS WITH THE LINKED DATA LIFECYCLE

Companies have to treat data as first class citizens, as all applications depend on high quality data. Linking data and enriching it with semantic metadata enables companies to build smart applications that perform along the whole data lifecycle.



## THE KNOWLEDGE GRAPH AS TURBOCHARGER FOR SEMANTIC AI

A knowledge graph represents a domain on a metalevel and defines which metadata should be used to enrich available data repositories. It significantly increases data quality and allows to discover new insights due to extensively linked data. A knowledge graph also helps interdisciplinary stakeholders to work together on AI use cases as data organization becomes visible.



## SEMANTIC AI: CONNECTING STANDARDS-BASED TECHNOLOGY WITH PEOPLE

Successful Enterprise AI adoption depends on highly specialized and talented professionals, who can train machines and leverage data to generate value. Sustainable AI needs to be created with management and subject matter experts together. Semantic AI provides access and transparency to the underlying data models of AI-driven applications. A knowledge graph boosts data quality and provides a solid foundation for AI strategy and execution.

