



L'IA / AI Mythes et réalités! Forum Analytique SAS 29 novembre 2017





OFFICIAL ANALYTICS PARTNER PARTENAIRE OFFICIEL D'ANALYTIQUE



Ordre du jour

- Les ingrédients de l'IA?
- Beaucoup de startups vous dites!
- Si on catégorisait les fonctions IA!
- Un cadre d'automatisation IA
- Quelles sont les attentes des entreprises envers l'IA?
- Comment SAS compte vous aider?

« In God we trust; all others must bring data » W. Edwards Deming

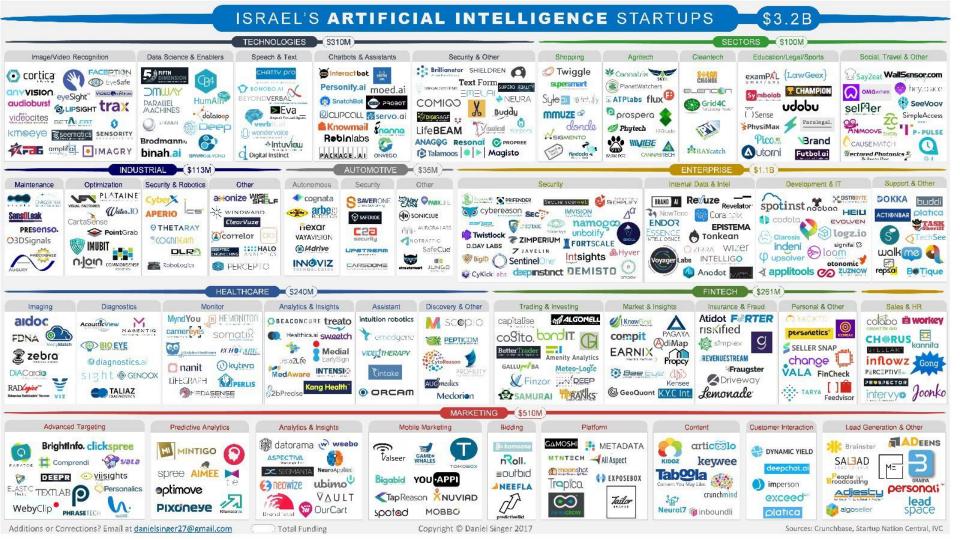




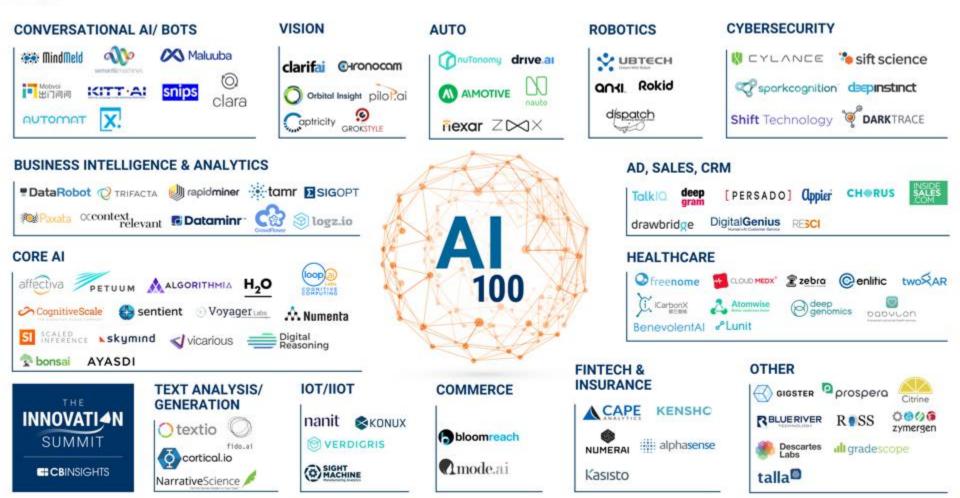
Infonuagique

« It's the science of training computers through data to perform tasks that typically require human intelligence to complete. » Puissance de traitement
Apprentissage machine & profond
Données massives





100 STARTUPS USING ARTIFICIAL INTELLIGENCE TO TRANSFORM INDUSTRIES



L'étendu des startups en IA selon Harvard Business Review The State of Machine Intelligence, 2016

ENTERPRISE INTELLIGENCE

AUDIO Capio Clover Intelligence Expect Labs Gridspace* Mobvoi Nexidia Pop Up Archive* Quirious TalkIQ Twilio	INTERNAL DATA Alation* Arimo* Cycorp Digital Reasoning IBM Watson Kyndi Outlier Palantir Primer Sapho*	MARKET Bottlenose CB Insights DataFox Enigma Mattermark Predata Premise Quid Tracxn	SENSOR Alluvium C3 IoT GE Predix Imubit KONUX Maana Planet OS Preferred Networks Sentenai ThingWorx Uptake
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ENTERPRISE FUNCTIONS

CUSTOMER	MAR
SUPPORT	AirP
ActionIQ	Brig
Clarabridge	Cog
DigitalGenius*	Latti
Eloquent Labs	Liftly
Kasisto	Mint
Preact	msg
Wise.io	Pers
Zendesk	
	Radi

MARKETING	RECRUITING
AirPR	Entelo
BrightFunnel*	Gigster*
CogniCor	HIQ
Lattice	HireVue
LiftIgniter	SpringRole
Mintigo	Textio*
msg.ai	Textio* Unitive Wade & Wendy
Persado	Wade & Wendy
Radius	
Retention Science	

AUTONOMOUS SYSTEMS

GROUND

AdasWorks

comma.ai

Drive.ai

Google

Tesla

Uber

Zoox

Mobileye

nuTonomy

Auro Robotics

AERIAL
Airware
DJI
DroneDeploy
Lily
Pilot AI Labs
Shield AI*
Skycatch
Skydio

-		
		AGENTS
	INDUSTRIAL	PERSONAL
	Clearpath Robotics	Amazon Alexa
	Fetch Robotics	Apple Siri
	Harvest Automation	Google Now/ Allo
	Jaybridge	Facebook M
	Robotics	Microsoft
	Kindred*	Cortana
	Osaro	Replika
	Rethink	

Robotics

INDUSTRIES

VISUAL Algocian

Captricity

Clarifai

Cortica

Netra

Planet

SALES/FINANCE

6sense

AppZen

Aviso*

Clari

Collective[i]

InsideSales

Salesforce

Einstein

Zensight*

Fusemachines

Deepomatic

Orbital Insight*

DeepVision

Spaceknow

SECURITY

Cylance

Demisto

Drawbridge

Networks*

Graphistry*

SentinelOne

SignalSense

Zimperium

Alien Labs

Butter.ai

SkipFlag

Clara

Slack

Sudo

Talla

x.ai

Zoom.ai

PROFESSIONAL

LeapYear

Darktrace

Deep Instinct

AGRICULTURE Abundant Robotics AgriData **Blue River** Technology Descartes Labs Mayrx* **Pivot Bio** TerrAvion Trace Genomics Tule* UDIO

RETAIL FINANCE

Affirm Betterment Earnest Lendo Mirador Tala (fka InVenture) Wealthfront ZestFinance

EDUCATION AltSchool Content Technologies (CTI) Coursera

Knewton

TRANSPORTATION/

LOGISTICS

ClearMetal

Acerta

Marble

NAUTO

PitStop

Preteckt

Routific

Volley

Gradescope*

INVESTMENT FINANCE

AlphaSense Bloomberg Cerebellum Capital Dataminr iSentium Kensho Quandl Sentient

Beagle

Blue J Legal Everlaw Legal Robot Ravel Law ROSS Intelligence Seal

LEGAL

MATERIALS/ MANUFACTURING

Calculario Citrine Informatics **Eigen Innovations Ginkgo Bioworks** Sight Machine Zymergen

HEALTH CARE

Atomwise Color Genomics **Deep Genomics*** Grail iCarbonX Luminist Numerate Recursion Pharmaceuticals Verily Whole Biome

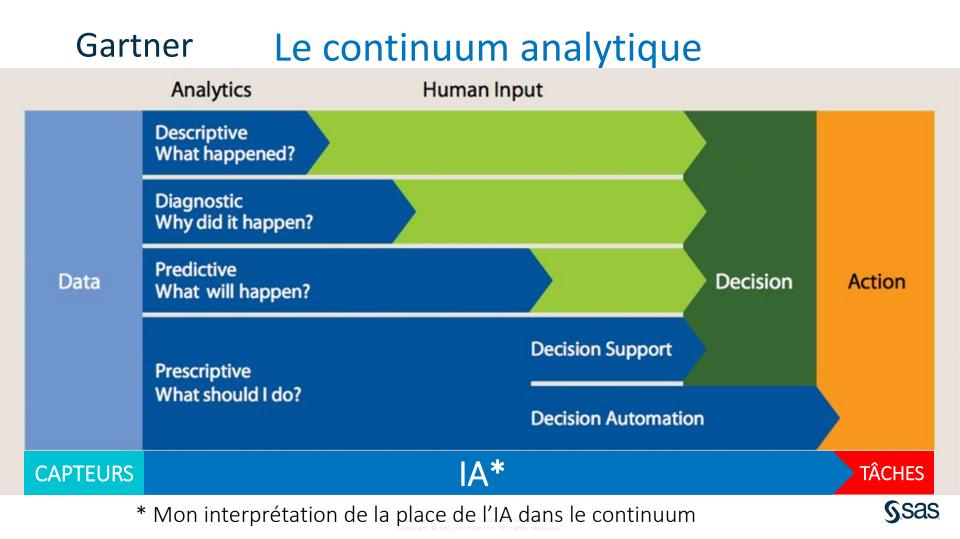
BIOLOGICAL DATA

PATIENT DATA

Atomwise CareSkore **Deep6 Analytics** IBM Watson Health Numerate Oncora Medical pulseData Sentrian Zephyr Health

IMAGE DATA

3Scan Arterys **Bay Labs** Butterfly Network Enlitic **Google DeepMind** Imagia



Diabetes prediction

Driverless cars

Fighter drones

Credit card fraud detection

Cataract surgery

Long-term trading

Spam filtering

Short-term trading

Early education support

High-frequency trading

Online advertising

« Can you entrust that decision to a robot? », Vasant Dhar, Harvard Business Review, May 17, 2016 .

THE TASKS MACHINES ARE TACKLING

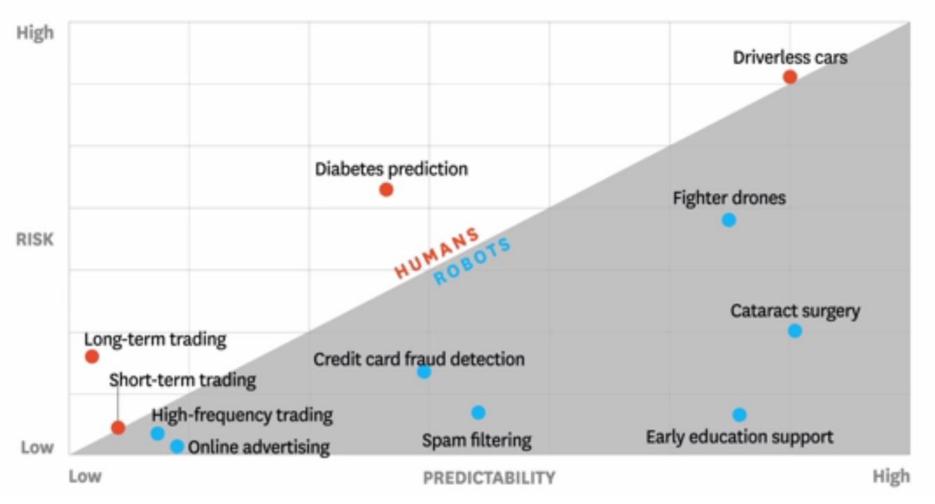




« Can you entrust that decision to a robot? », Vasant Dhar, Harvard Business, Review, May 17, 2016

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THE DECISION AUTOMATION MAP



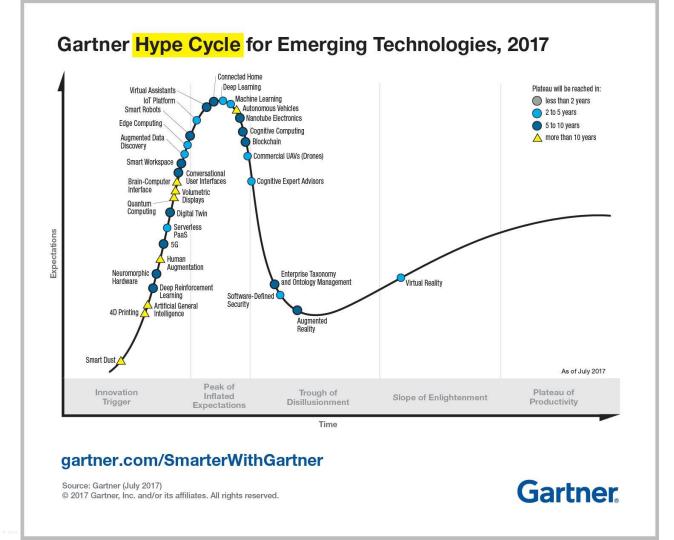
THE DECISION AUTOMATION MAP OF THE FUTURE

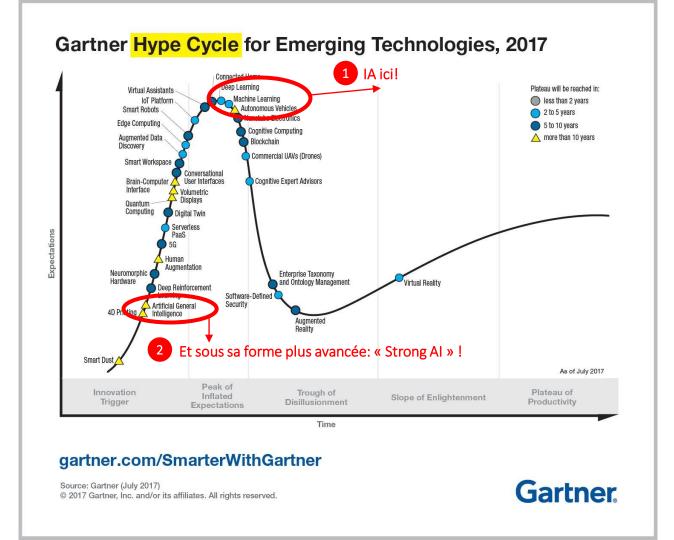


THE DECISION AUTOMATION MAP OF THE FUTURE

« Can you entrust that decision to a robot? », Vasant Dhar, Harvard Business Review, May 17, 2016 .







Ssas

SAS est le leader 1Q2017 selon Forrester Wave[™]: pour ses solutions d'analytique predictive et d'apprentissage machine



"SAS reimagines its data science portfolio"

"A key challenge is that SAS has a target on its back by the open source zealots that summarily and wrongly dismiss SAS as old school."

Forrester

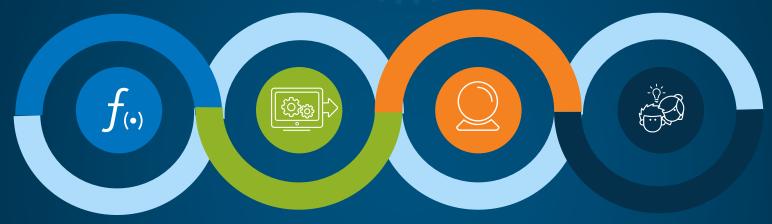
The Forrester Wave[™]: Predictive Analytics And Machine Learning Solutions, Q1 2017

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Les essentiels de l'Apprentissage Machine et du Deep Learning...



Quelles sont les attentes des organisations envers l'IA?



Better Results

- Less assumptions
- Better math
- More data
- Traceable and interpretable

Auto Magic

- Throw data at it
- Automate the process
- Remove Bias

Lower Cost and Increase Revenue

- Machines do the work
- Provides a lift from current situation
- Business Benefits
 Responsiveness

Human Interfaces

- Better UI: Zero Code
- Better interaction
- Add speech, text and images



Quel est le rôle de SAS en IA?



Support our customers on the factors that will make them successful in AI: data, compute, skillset



Embed Al into our own
solutions, making them more
effective and enhancing user
experience

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Provide our customers with extensible capabilities to help them meet their own Al goals



Exemple d'application SAS utilisant la NLI: AWS Alexa et la Plateforme SAS

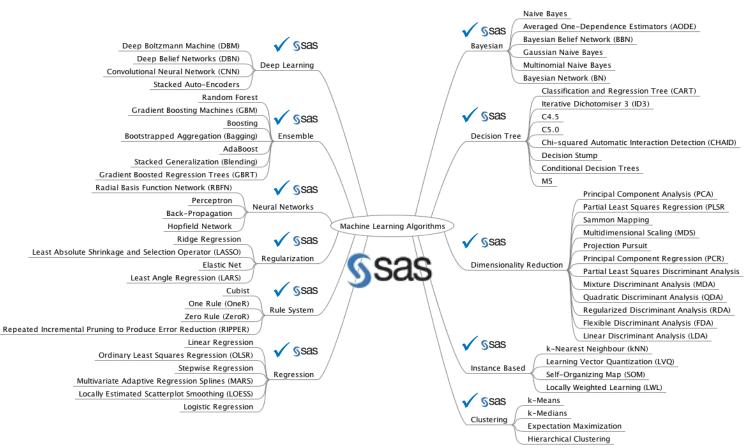
Section 2: Marketing User Interaction

Voice interface to SAS data



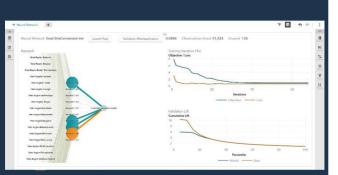
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Algorithmes d'apprentissage profond et d'apprentissage machine



«We noticed a couple of years ago, that we were not getting enough statistical lift from our traditional credit scoring methodology.»

Peter Maynard, Senior Vice President of Global Analytics at Equifax



EQUIFAX®

Challenge

- Modern machine-learning approaches such as **deep neural networks**, promised more accurate results but...
- They were not interpretable and are considered a **«black box»** Solution
- «We developed a mathematical proof that shows that we could generate a neural net solution that can be completely interpretable for regulatory purposes. »

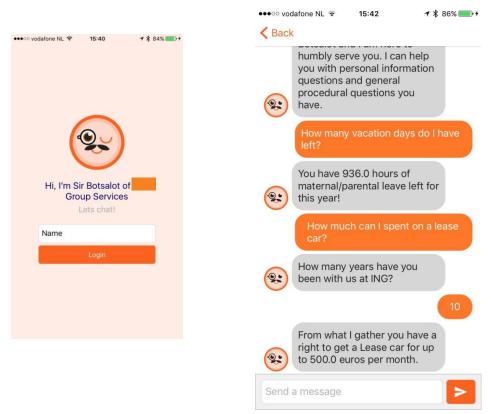
Benefits

- Modern machine learning tools provide greater access to credit.
- Analyzing two years' worth of U.S. mortgage data, Equifax determined that numerous declined loans could have been loaned safely.
- Increasing access to credit via approved mortgages.
- Peter Maynard reports that the **neural net** has improved the **predictive** ability of the **model by up to 15%**.



IA en Action

Application Chatbot pour les ressources humaines



Example AI application powered by SAS Here's what the application did:

- We collect the input from the chat as text.
- Extracted the text into its components.
- Predicted the question using these text entities and Machine Learning.
- Delivered an automated response back to user.

Source: SAS FSS Solution, July 2017



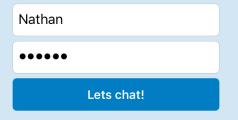
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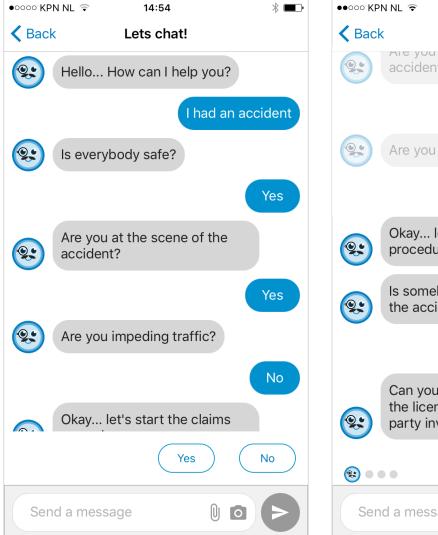




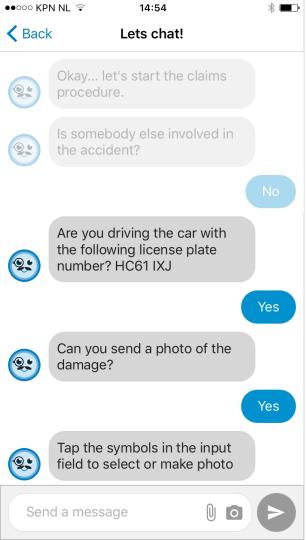
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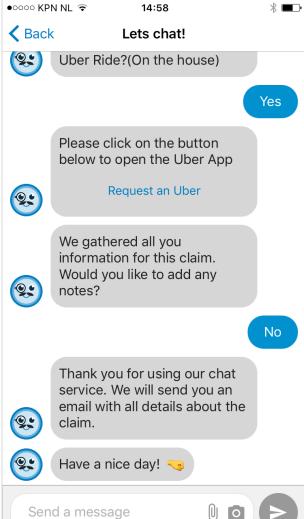




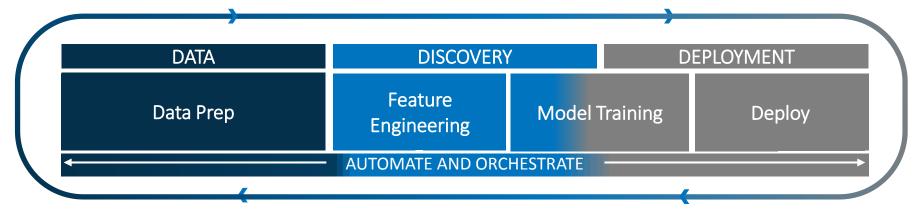
16:14 Lets chat! ALE YOU AL LITE SCELLE OF LITE Are you impeding traffic? Okay... let's start the claims procedure. Is somebody else involved in the accident? Yes Can you give the name and the license plate of the other party involved? Bob 34-GUR-324 U Send a message 0

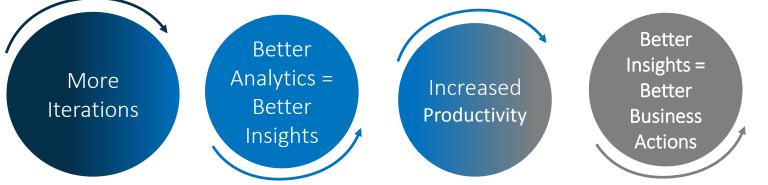






Vous souvenez-vous du processus analytique? L'automatisation ajoute de la valeur



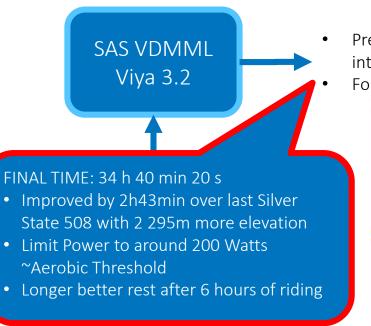




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Sport IoT Experiment Performance Improvement



• **IK** • WITH POWER METERS

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Predict Fatigue and recovery and food intake pause time of a solo rider Forecast finishing time of the solo rider

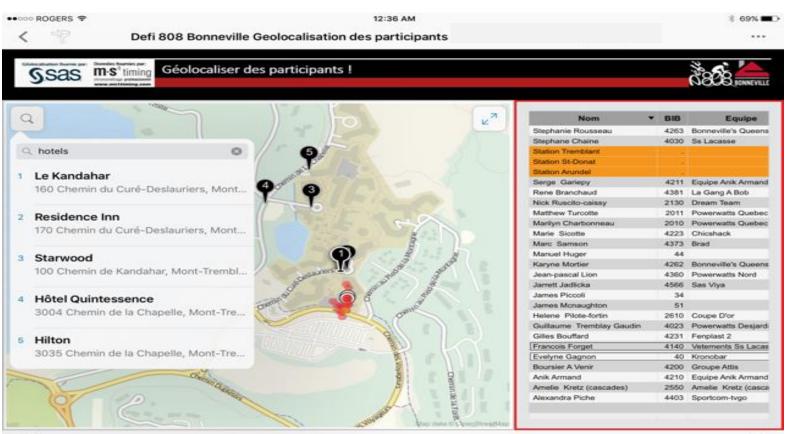




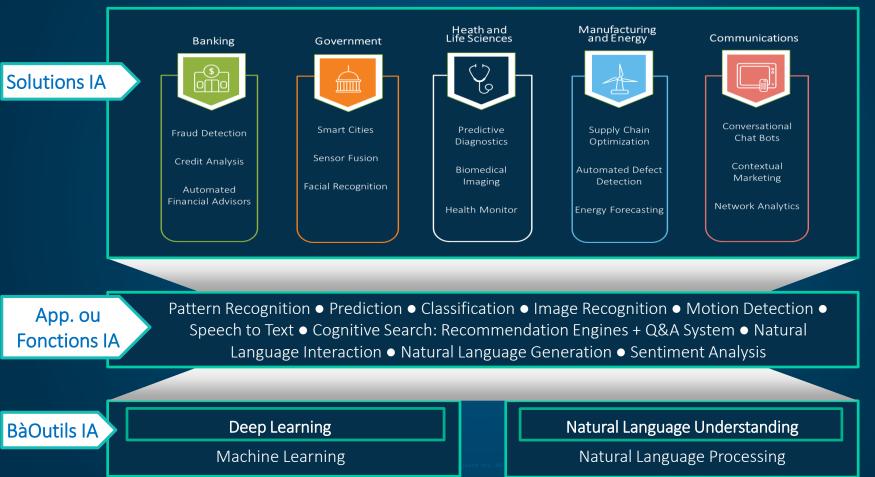


Fans, Family, Team and Participants CX

« Where is my teammate, friend, family member, preferred athlete and support vehicle ? »



L'approche SAS à l'IA





«With all things being equal, the simplest explanation tends to be the right one.»

Guillaume d'Ockham





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Merci!

Q&R?

Questions?

sas.com



Suite de l'étendu en IA selon le HBR

MACHINE LEARNING TECHNOLOGY STACK

AGENTS AND CONVERSATIONAL INTERFACES (AGENT ENABLERS)

Automat	Kasisto	OpenAl Gym
Facebook	KITT.AI	Semantic
CommAl	Maluuba	Machines
Howdy*	Octane Al	

DATA SCIENCE

Ayasdi BigML Dataiku DataRobot Domino Data Lab* Kaggle* RapidMiner

MACHINE LEARNING

Bonsai deepsense.io CognitiveScale Geometric Intelligence Context Relevant* Ha0.ai HyperScience Cycorp Datacratic Loop AI Labs

minds.ai Nara Logics Reactive Scaled Inference Skymind SparkCognition

Seldon

Yhat

Yseop

SparkBeyond

NATURAL LANGUAGE

Lexalytics

Luminoso

Kite

Layer 6 Al

Rainforest

Lobe.ai

Agolo AYLIEN Cortical.io

MonkeyLearn Loop AI Labs Narrative Science spaCy

DEVELOPMENT

AnOdot Bonsai Fuzzy.ai Hyperopt SigOpt SignifAI

DATA CAPTURE AND ENRICHMENT

Amazon	DataSift	Paxata
Mechanical Turk	Diffbot*	Trifacta
CrowdAl	Enigma	WorkFusion
CrowdFlower	Import.io	
Datalogue	imporcio	

OPEN SOURCE LIBRARIES

Amazon	DeepLearning4j	Nervana Neon
Apache Spark	H2O.ai Keras	scikit-learn TensorFlow
MLlib Baidu PaddlePaddle	Microsoft Azure ML	Theano Torch7
Caffe Chainer	Microsoft CNTK Microsoft DMTK MXNet	Weka

HARDWARE

1026 Labs Cadence Cirrascale Google TPU

KNUPATH	Qualcomm
Intel (Nervana)	Tenstorrent
Isocline	
NVIDIA DGX-1/Titan X	

Cogitai	NNAISENSE	Vicarious
Kimera	Numenta	
Knoggin	OpenAl	

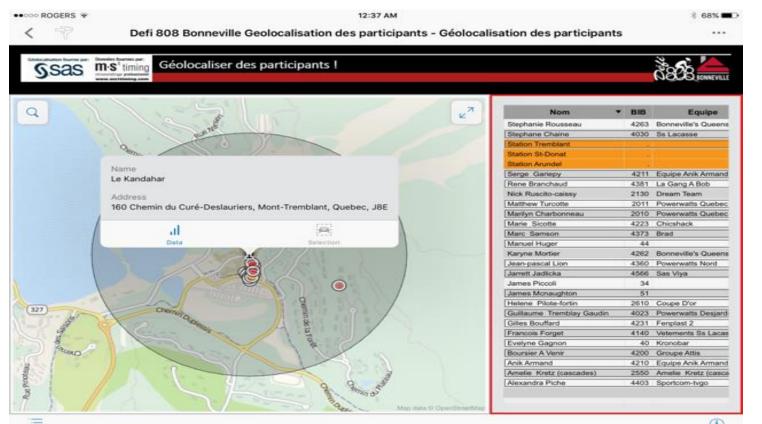


Tensilica

RESEARCH Cogitai

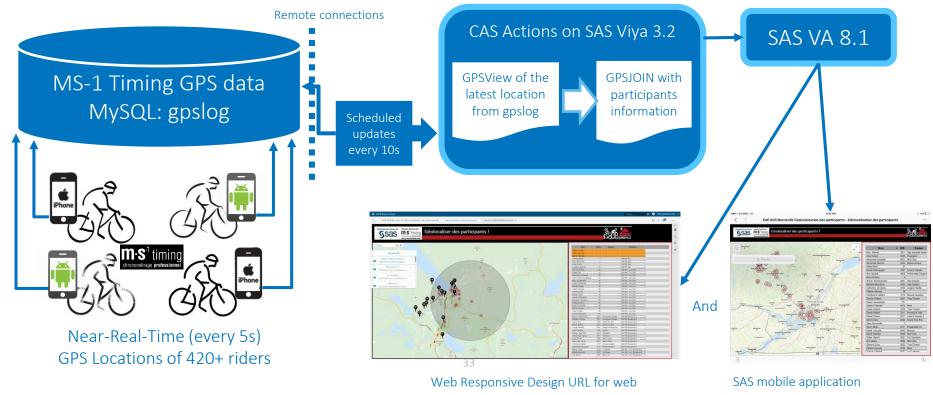
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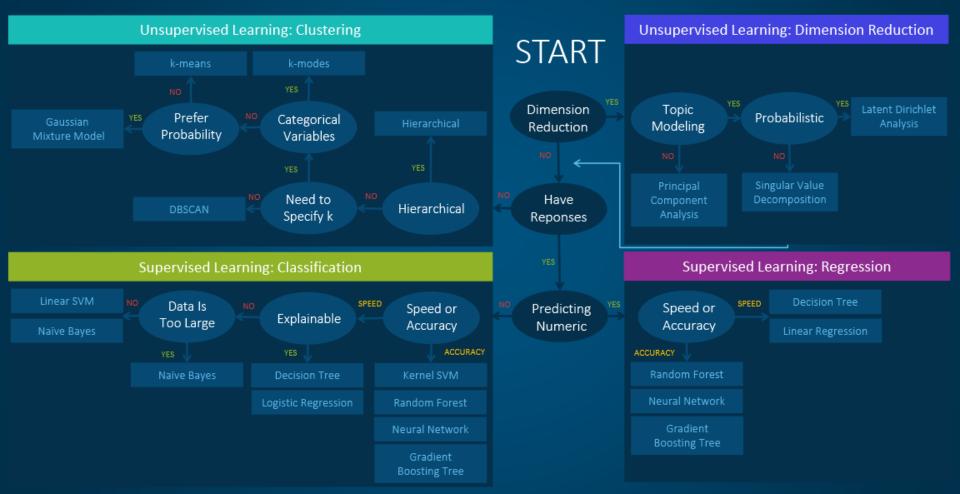
Fans and Participants CX

Architecture Overview diagram





Machine Learning Algorithms Cheat Sheet



Qui a dit que l'IA était difficile à interpréter?





