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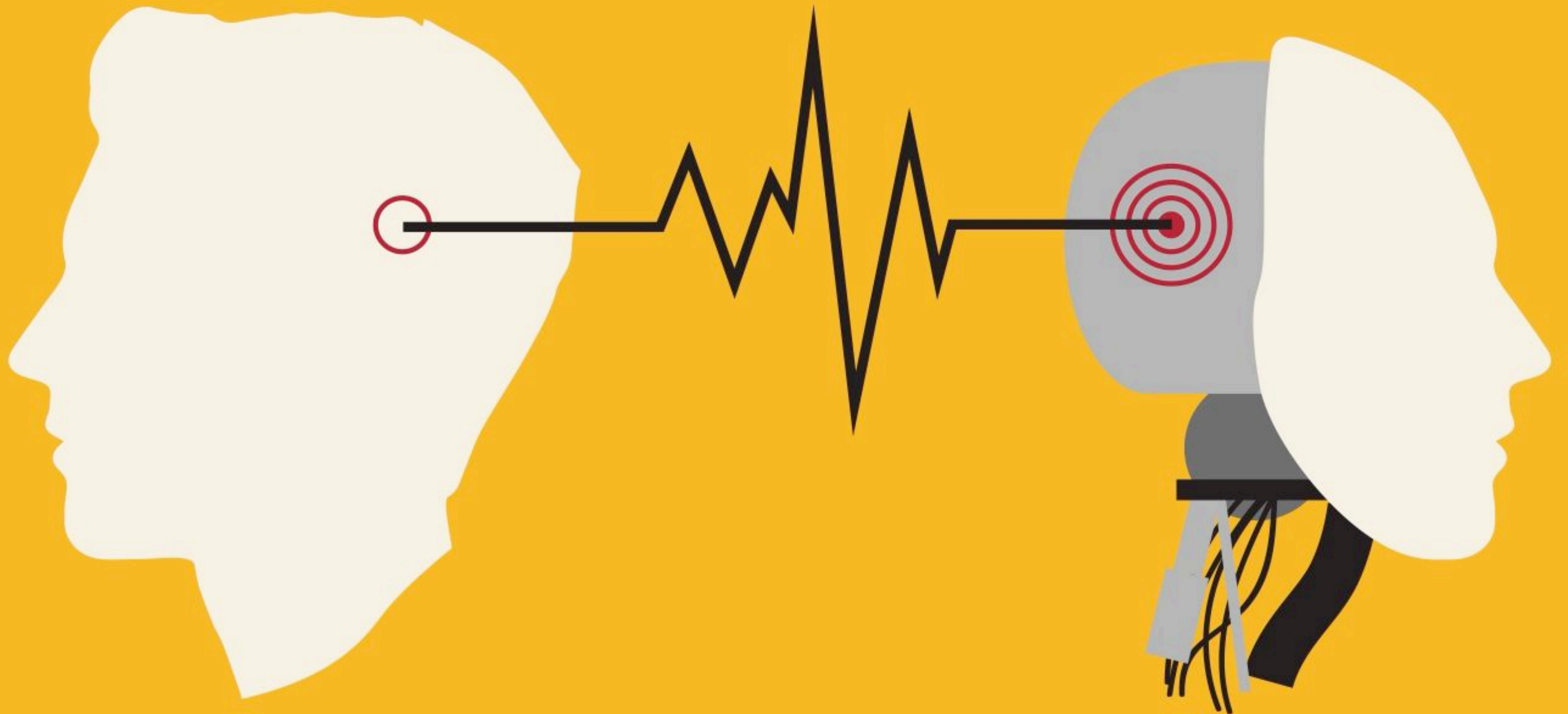
@gleonhard



futuristgerd.com

Technology & Humanity: The Future (and what it means for marketers)

Humanity ☯ Technology



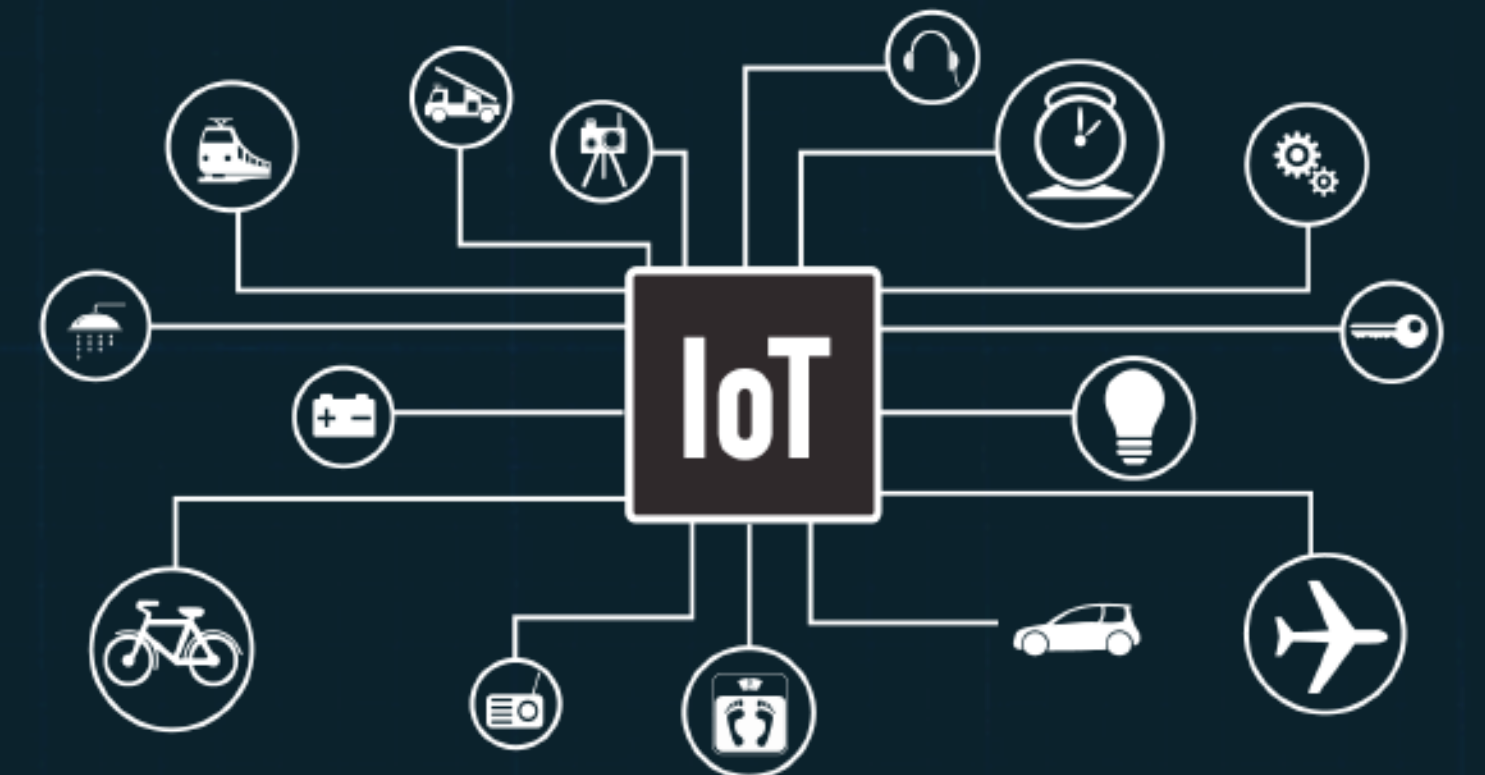
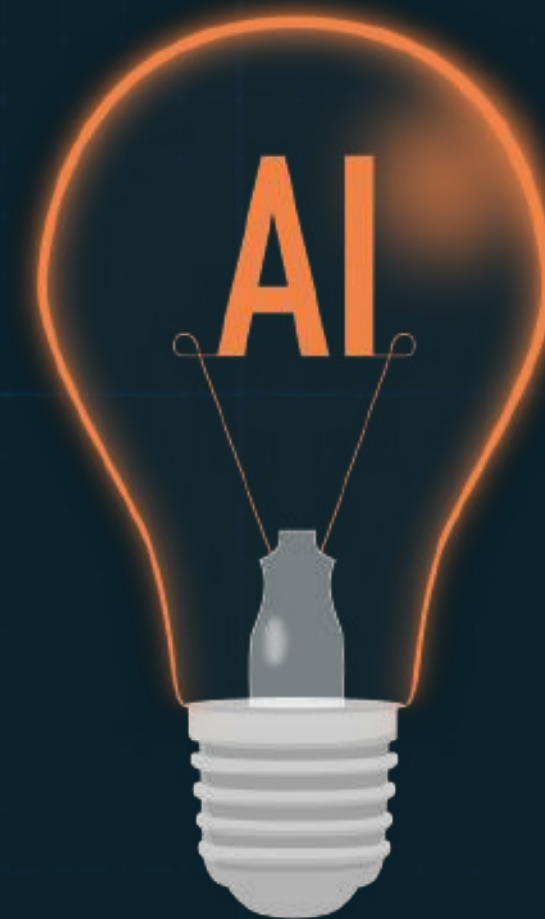
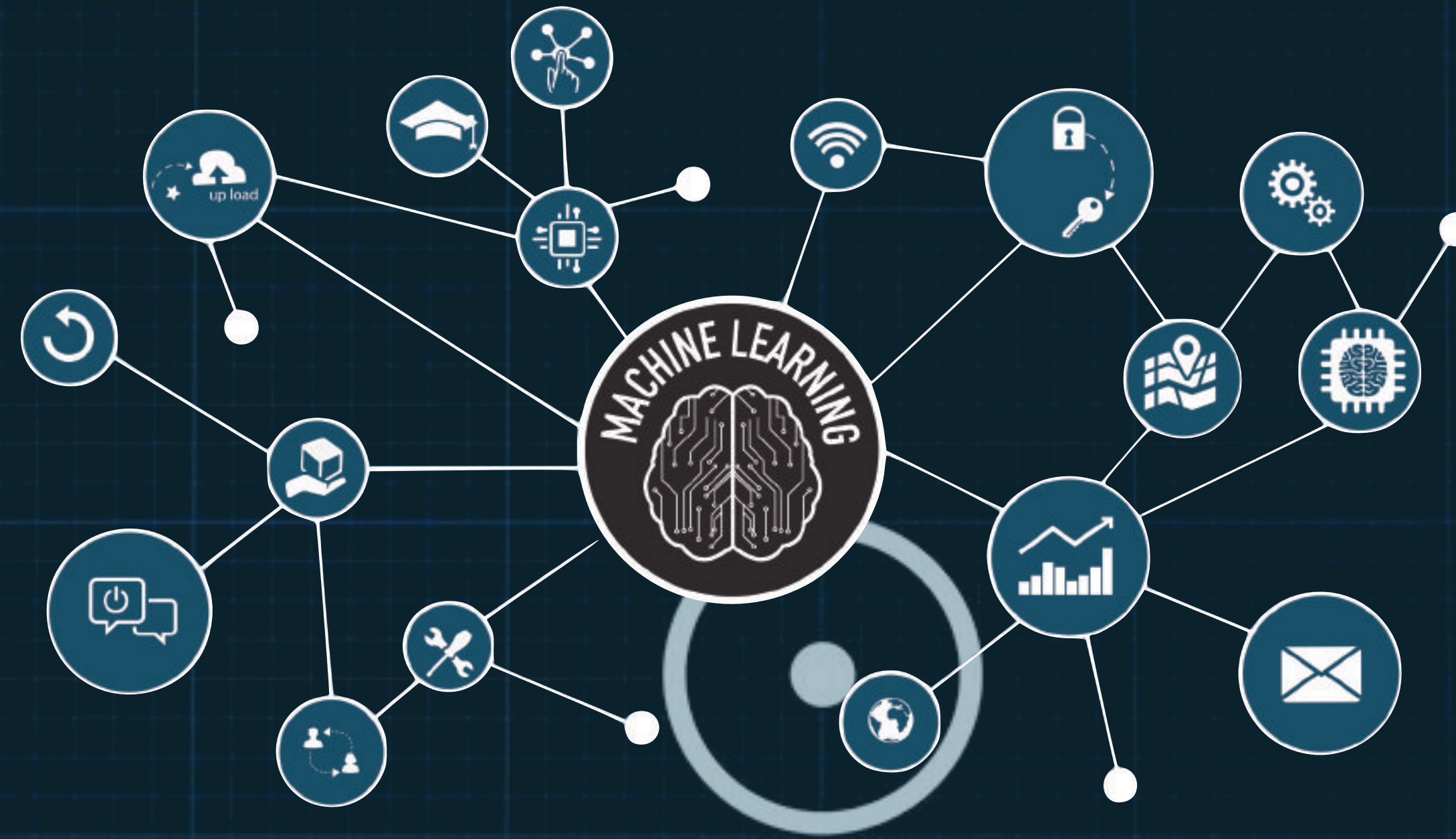
First, we augmented human MUSCLES

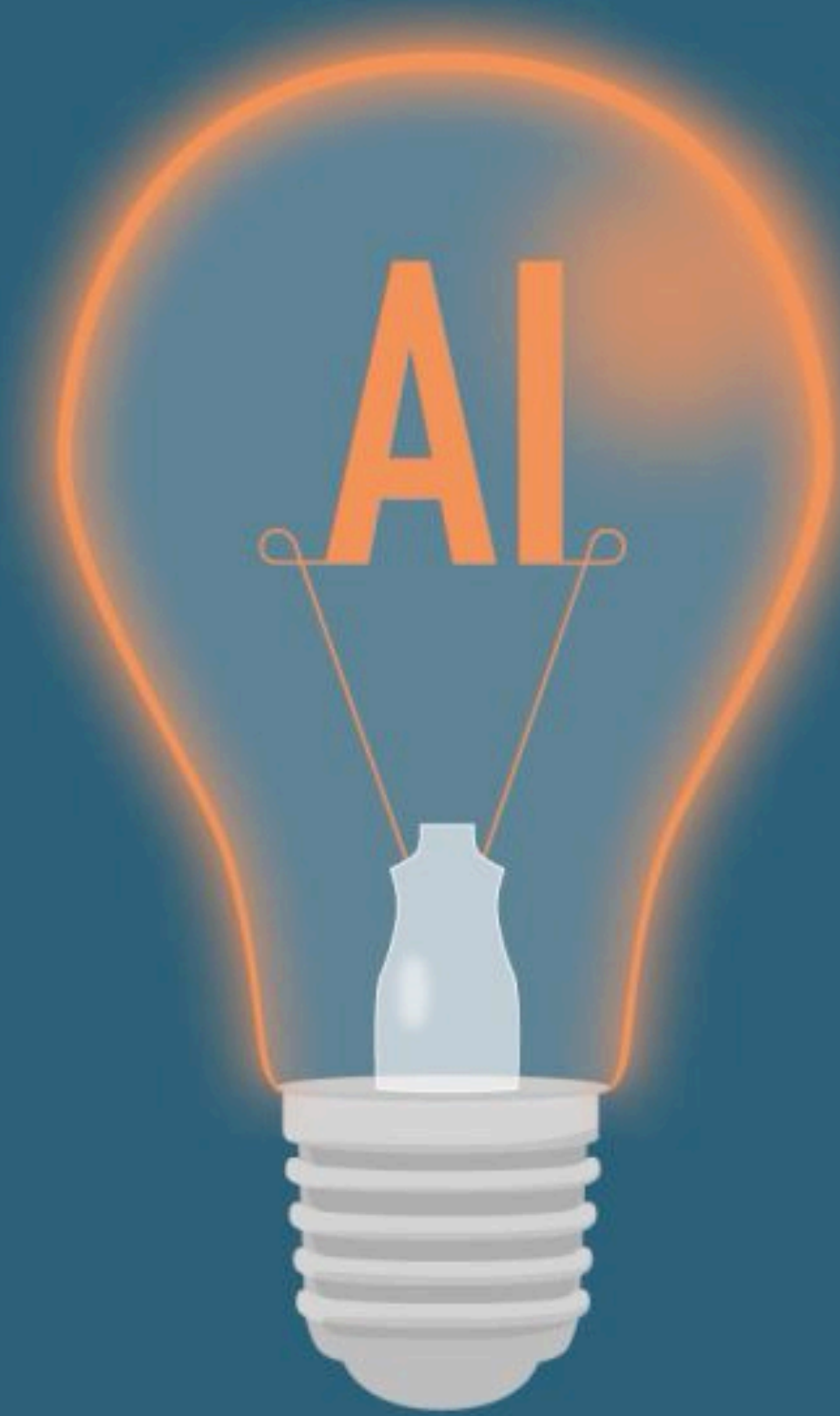


First, we augmented human MUSCLES... now we are augmenting human THINKING



We are building a new meta-intelligence

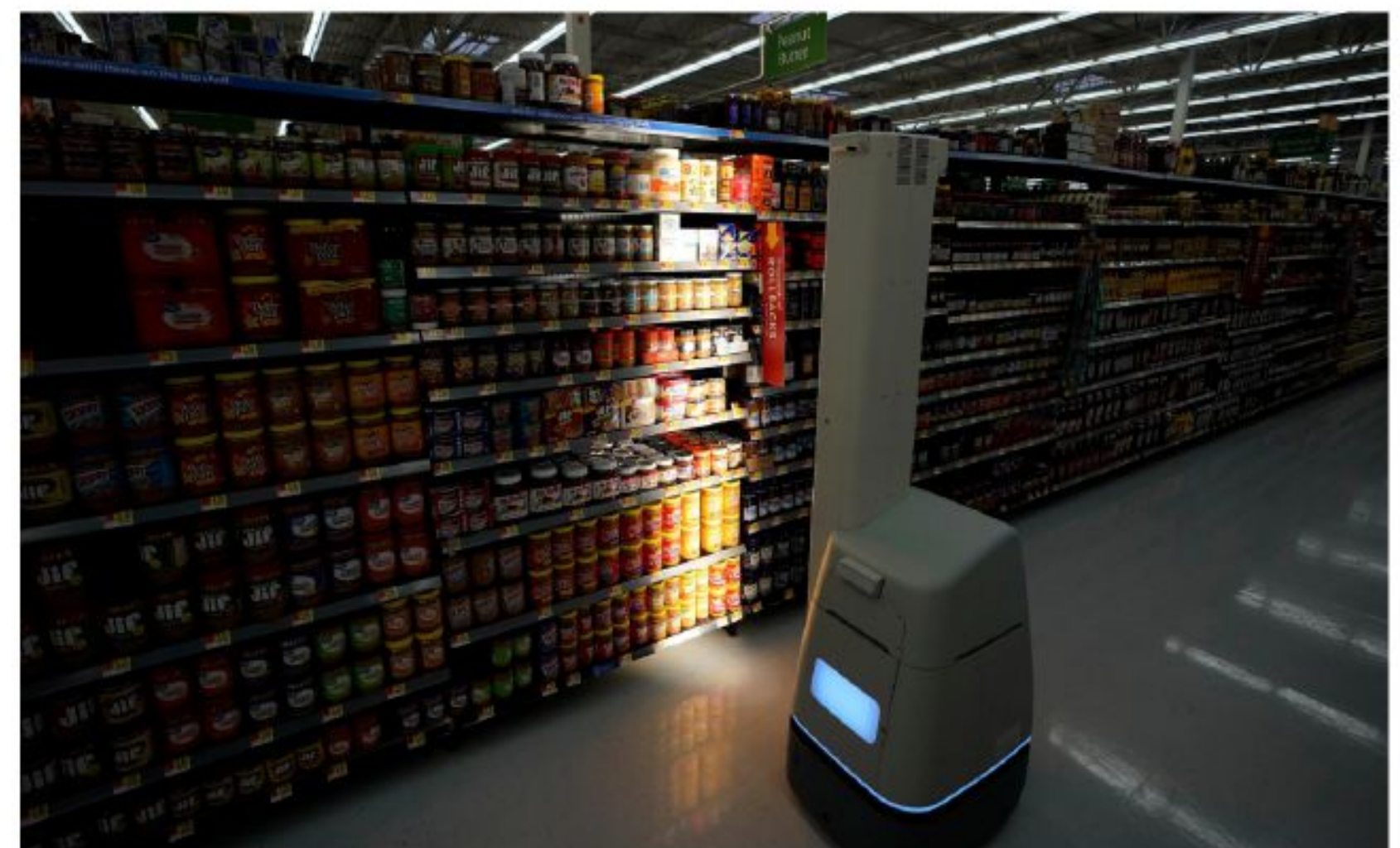




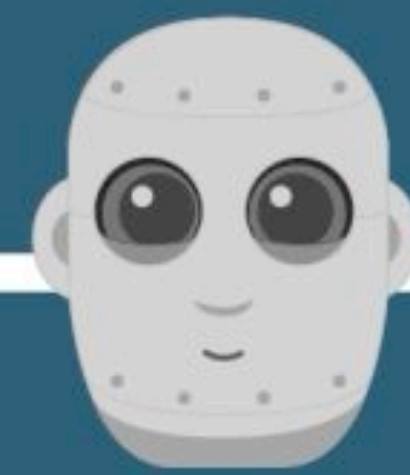
The Week in Tech: A.I.'s Threat to White-Collar Jobs

The New York Times

Some workers may be more exposed to artificial intelligence than previously thought. But worry more about automation's threat to less skilled employees.



A robotic scanner at a Walmart Supercenter. A new Brookings Institution report looks at artificial intelligence's future impact on "relatively well-paid managers, supervisors and analysts." David J. Phillip/Associated Press



“Lots of math, science, technology and business roles involve, say, operating a power plant to maximize energy efficiency, or running an ad campaign to minimize cost per click... And these are exactly the things that A.I. is best at”

AI: “Computer systems that turn information and data into knowledge”

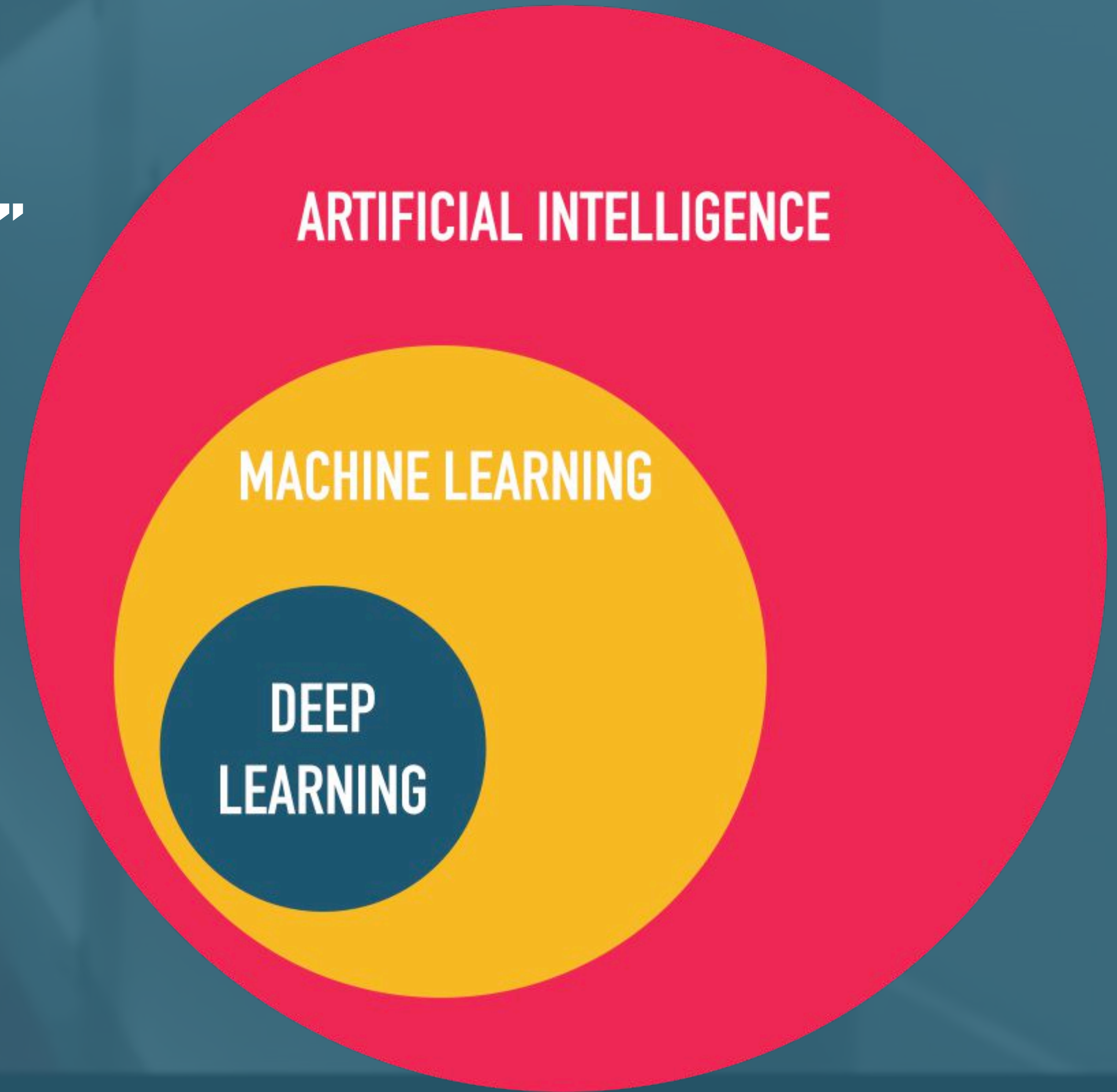
(Demis Hassabis, CEO, DeepMind)

“Machine learning is the science of giving computers the ability to **learn and find insights without explicitly programming them**”

*Wikipedia

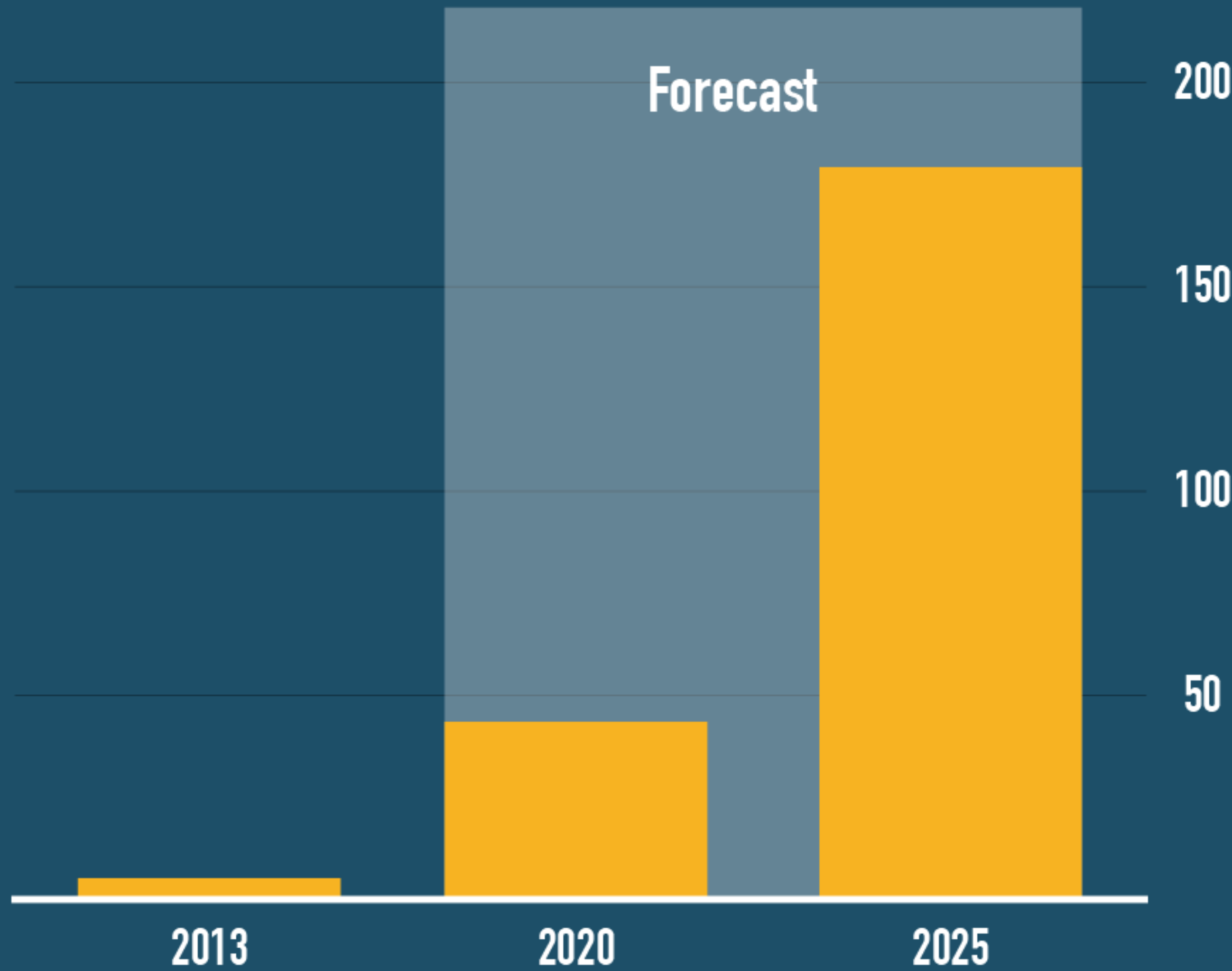
“Deep Learning is an AI function that **imitates the workings of the human brain in processing data and creating patterns for use in decision making**”

*Investopedia



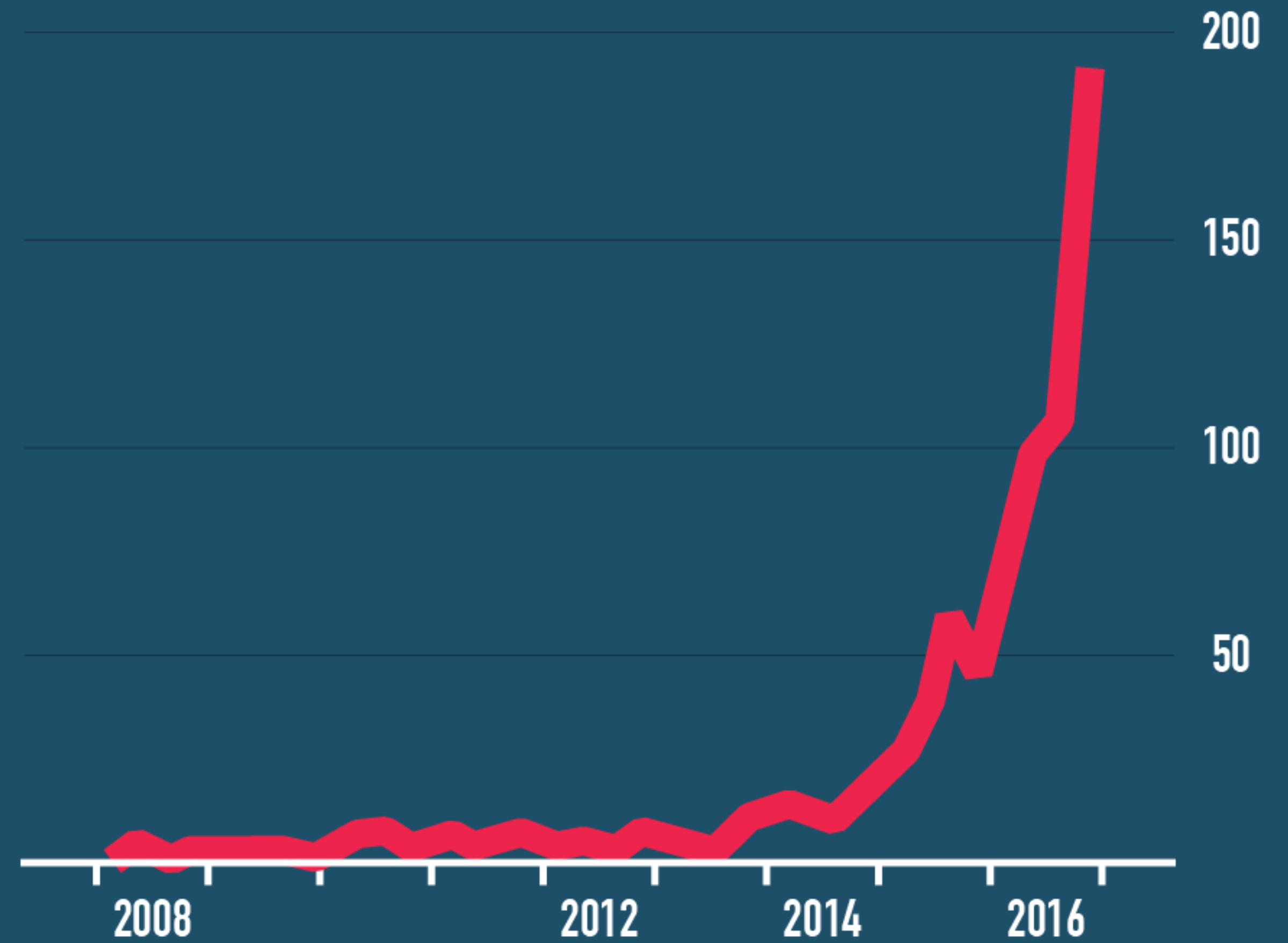
BYTE MARKS

The digital universe
Zettabytes



Source: IDC; Bloomberg

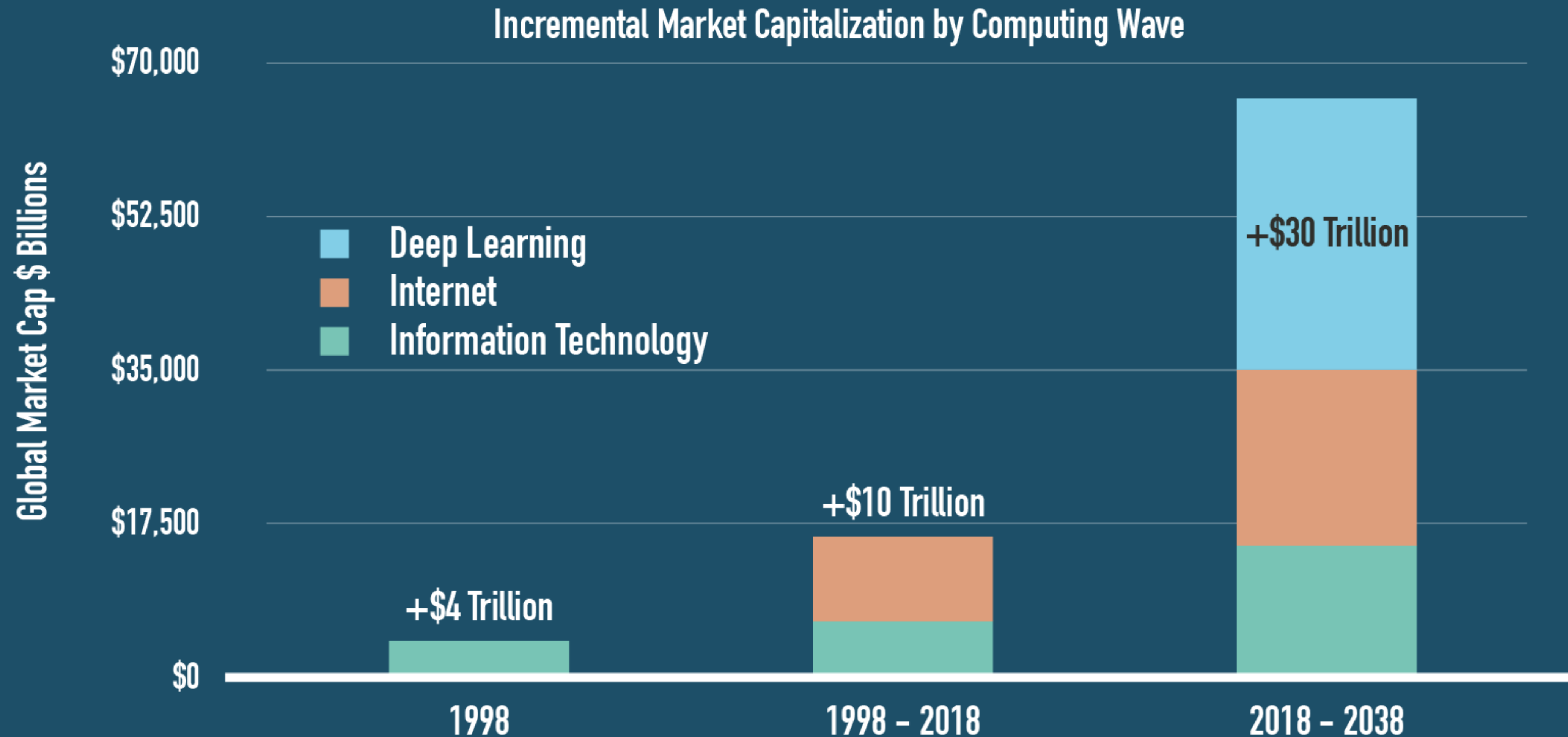
Companies mentioning AI in earnings calls



Gerd

SIZING THE OPPORTUNITY

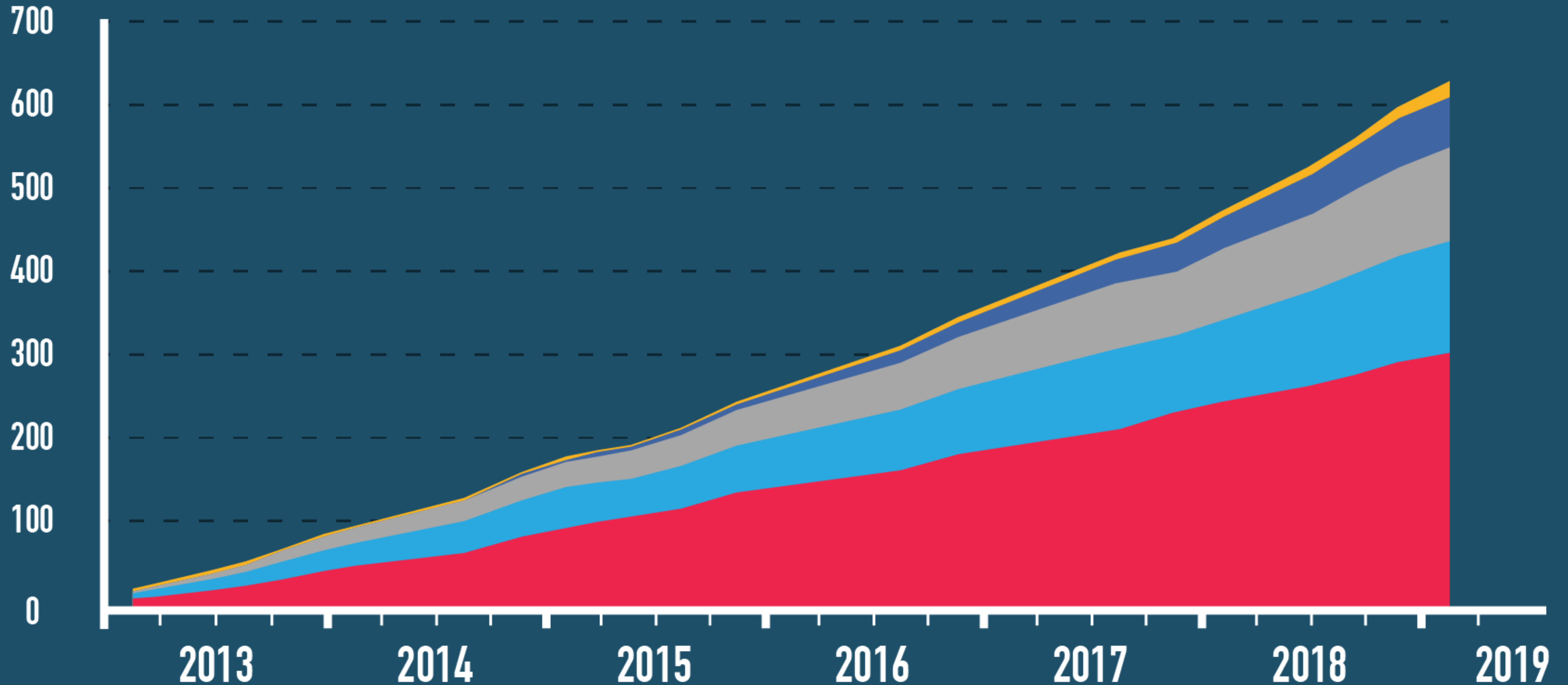
DEEP LEARNING COULD CREATE 3x THE VALUE OF THE INTERNET



REALLY BIG TECH

CUMULATIVE PROFITS SINCE Q1 2013, \$bn

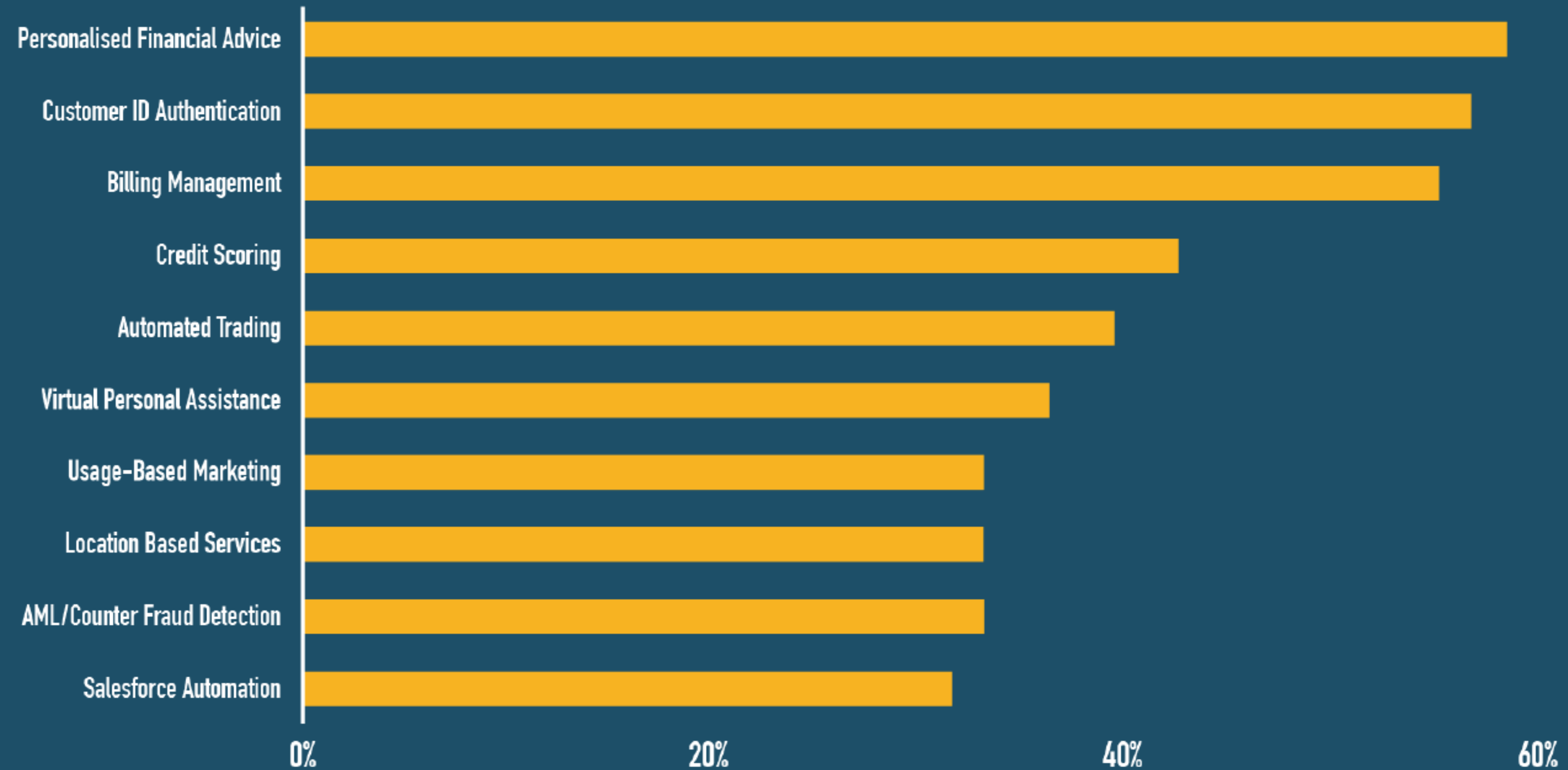
Apple Microsoft Alphabet Facebook Amazon



For the next 5–7 years, it's all about Intelligent Assistance (IA): assisting humans, not replacing them



BUSINESS SOLUTIONS BEING ADDRESSED BY AI IN BANKING



Source: Ecosystem

N=64

For the next 5–7 years, it's all about Intelligent Assistance (IA): assisting humans, not replacing them

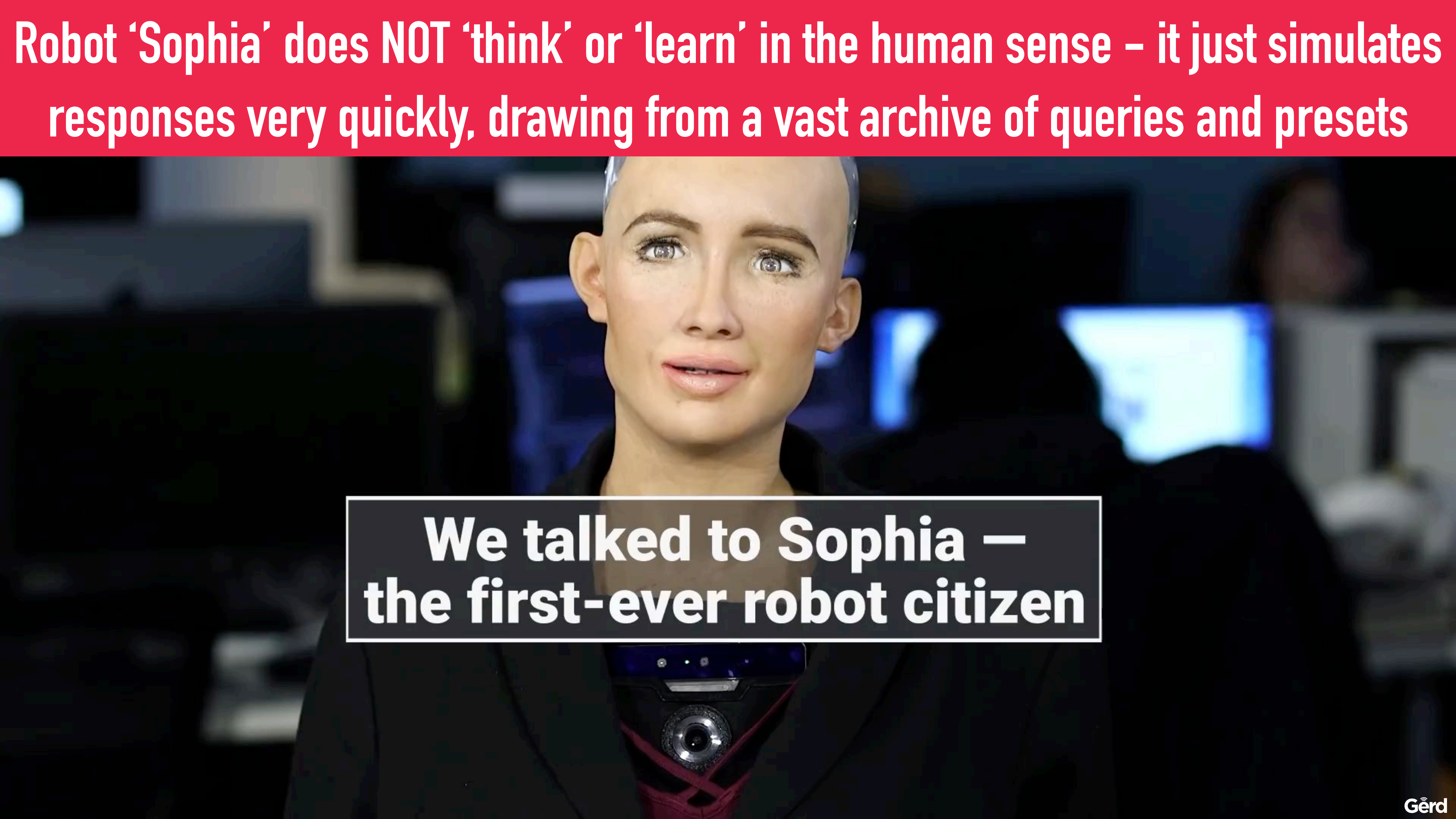


10 AI APPLICATIONS THAT COULD CHANGE HEALTH CARE

APPLICATION	POTENTIAL ANNUAL VALUE BY 2026	KEY DRIVERS FOR ADOPTION
Robot-assisted surgery	\$40B	Technological advances in robotic solutions for more types of surgery
Virtual nursing assistants	20	Increasing pressure caused by medical labor shortage
Administrative workflow	18	Easier integration with existing technology infrastructure
Fraud detection	17	Need to address increasingly complex service and payment fraud attempts
Dosage error reduction	16	Prevalence of medical errors, which leads to tangible penalties
Connected machines	14	Proliferation of connected machines/devices
Clinical trial participation	13	Patent cliff; plethora of data; outcomes-driven approach
Preliminary diagnosis	5	Interoperability/data architecture to enhance accuracy
Automated image diagnosis	3	Storage capacity; greater trust in AI technology
Cybersecurity	2	Increase in breaches; pressure to protect health data

Source: Accenture

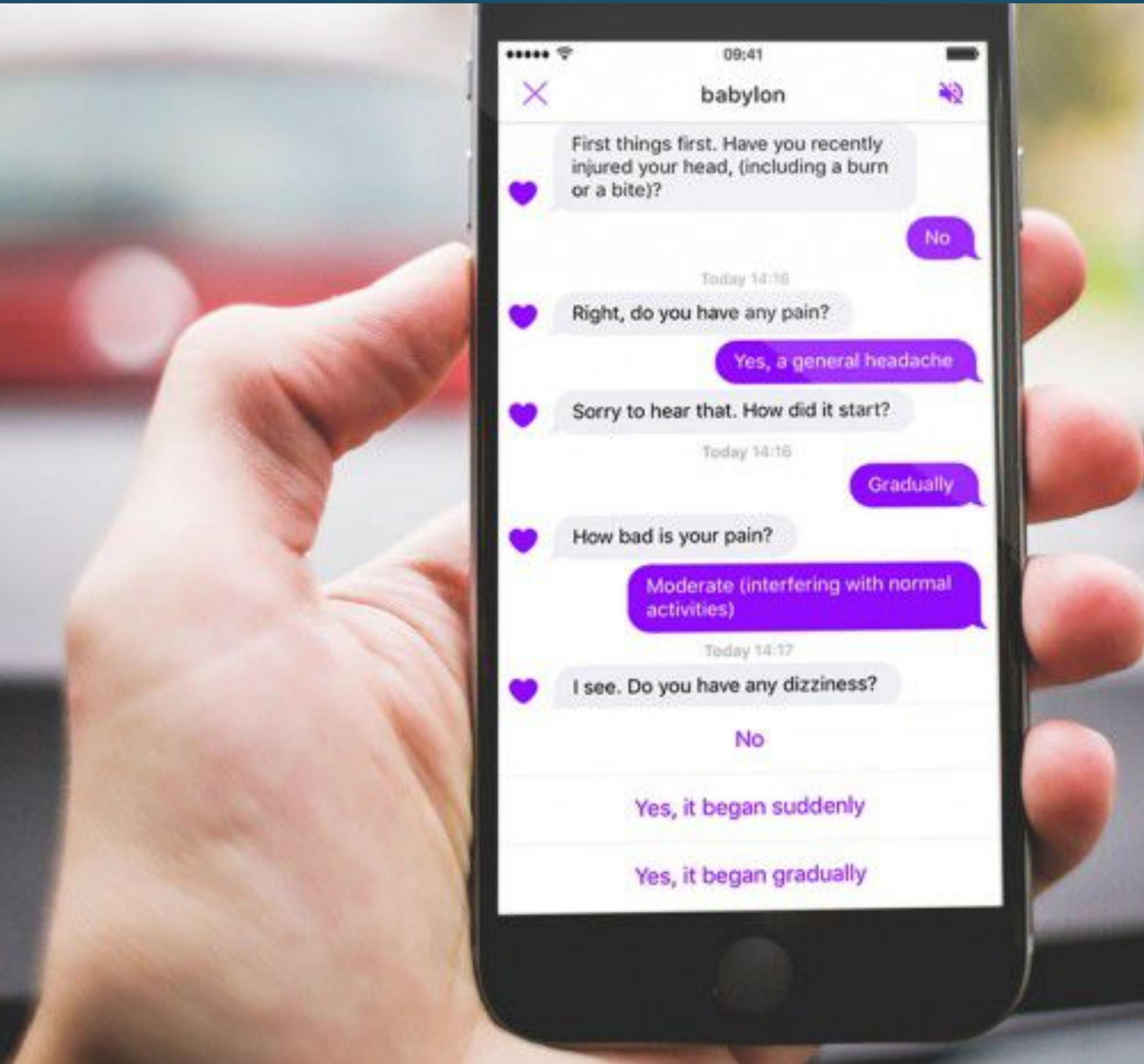
Robot 'Sophia' does NOT 'think' or 'learn' in the human sense – it just simulates responses very quickly, drawing from a vast archive of queries and presets



**We talked to Sophia —
the first-ever robot citizen**

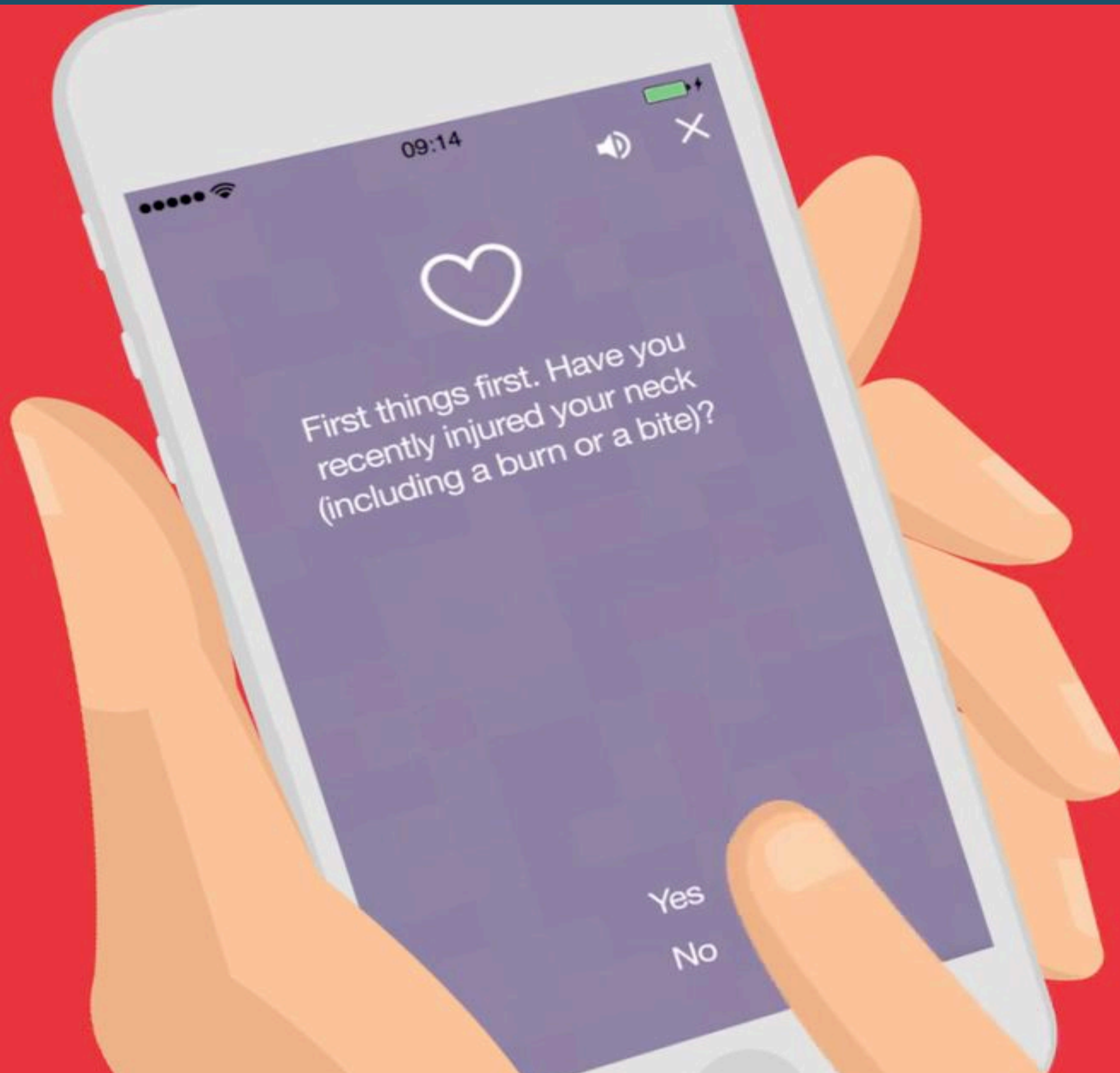


The Chatbot revolution: great tools for commodity tasks!





The Chatbot revolution: great tools for commodity tasks!



Fancy watching a
romantic film?

He likes
action movies



But who will you TRUST with all this 'insider information' ?

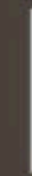




How dependent on technology would you want to become?



AUTONOMY? FREE WILL?



Coarse





We are a lot more than data

It's not either/or, its BOTH: Data (Science) + Intuition (Art)

Algorithms

**“When it comes to really
important decisions
data trumps intuition
every time”**

Androrithms

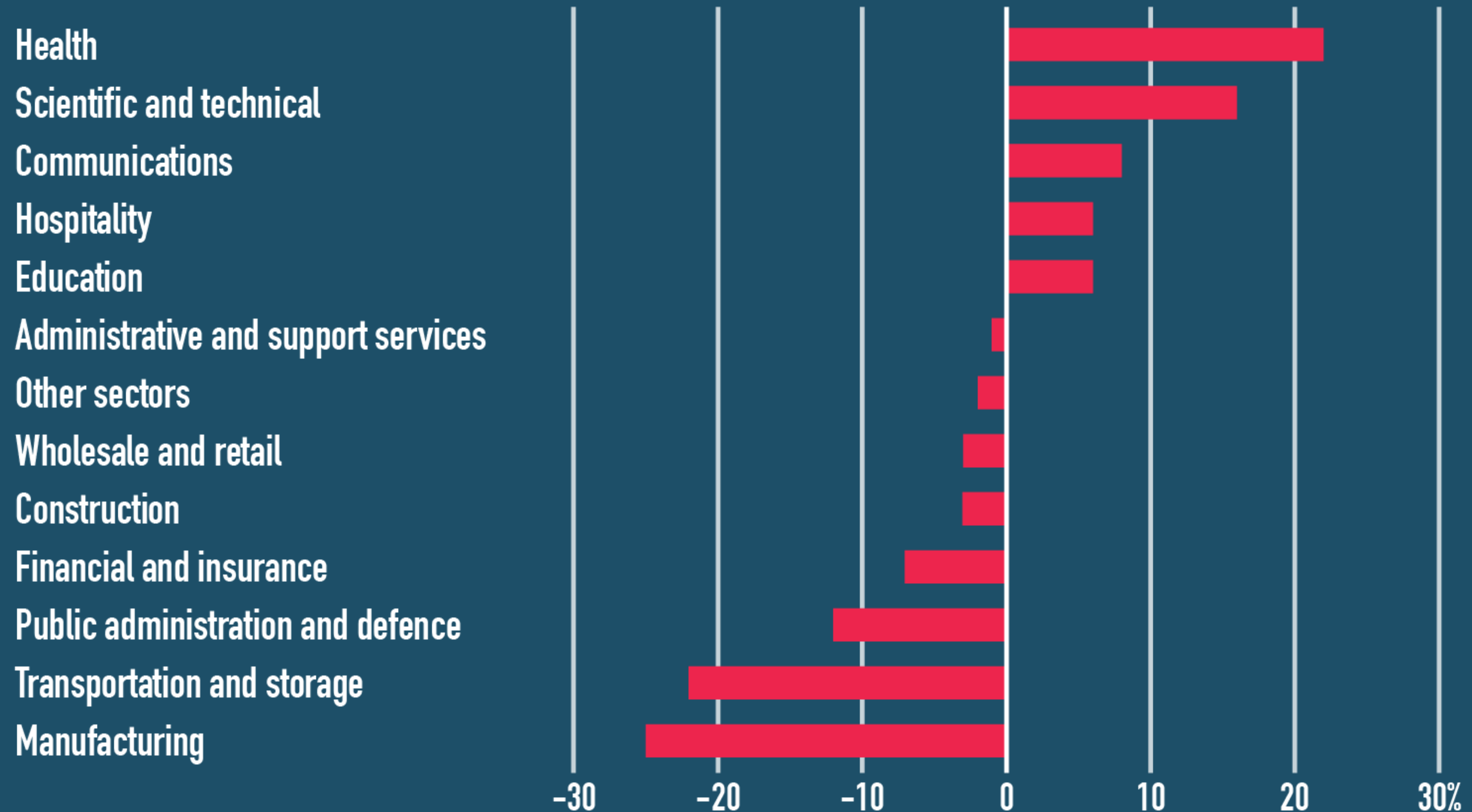
**“All of my best
decisions in
business and life
have been made with
heart, intuition,
guts . . . not analysis”**



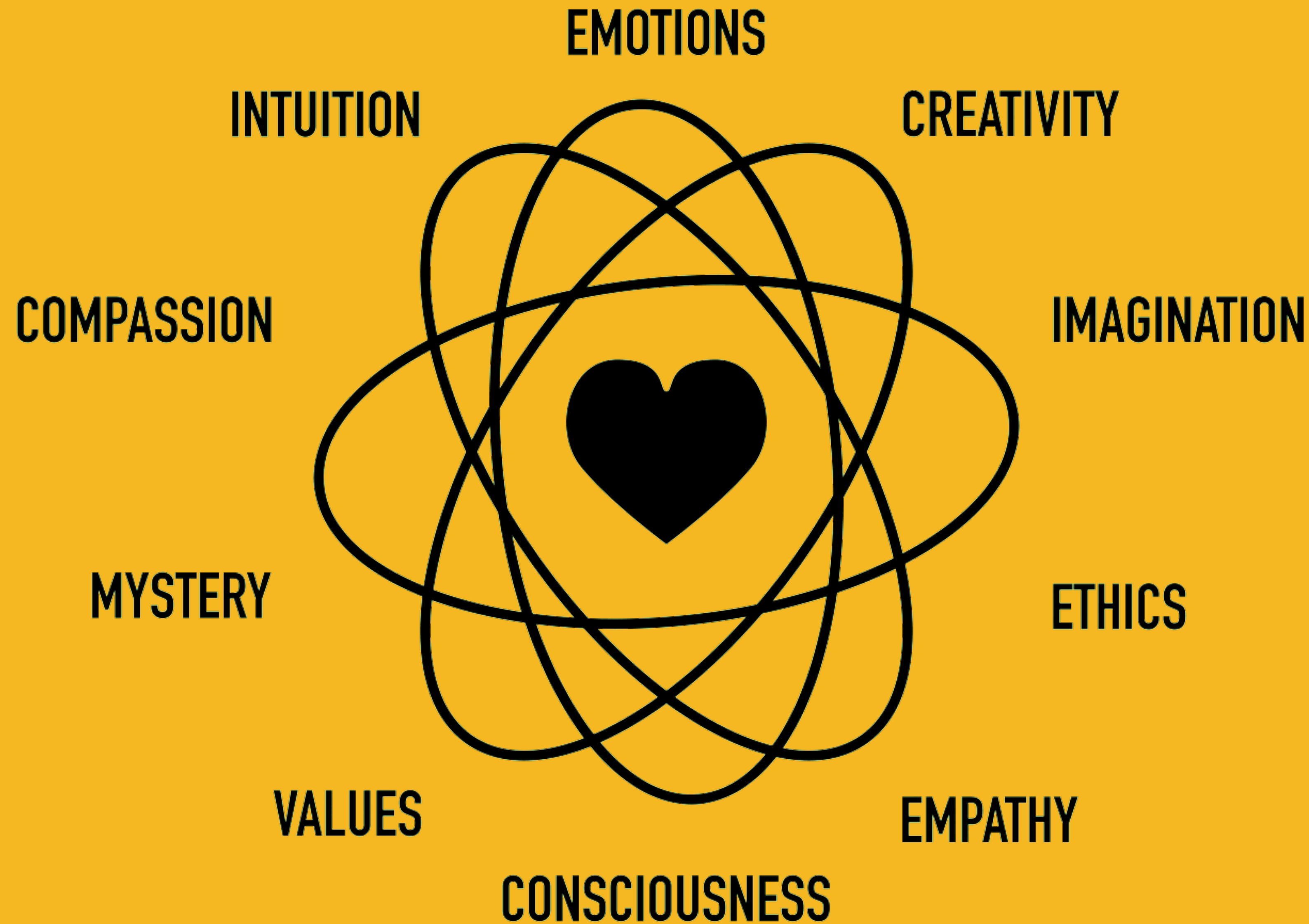


**Machines don't do
relationships –
and relationships are at
the core of great
marketing!**

Your ultimate job is to be . . . HUMAN

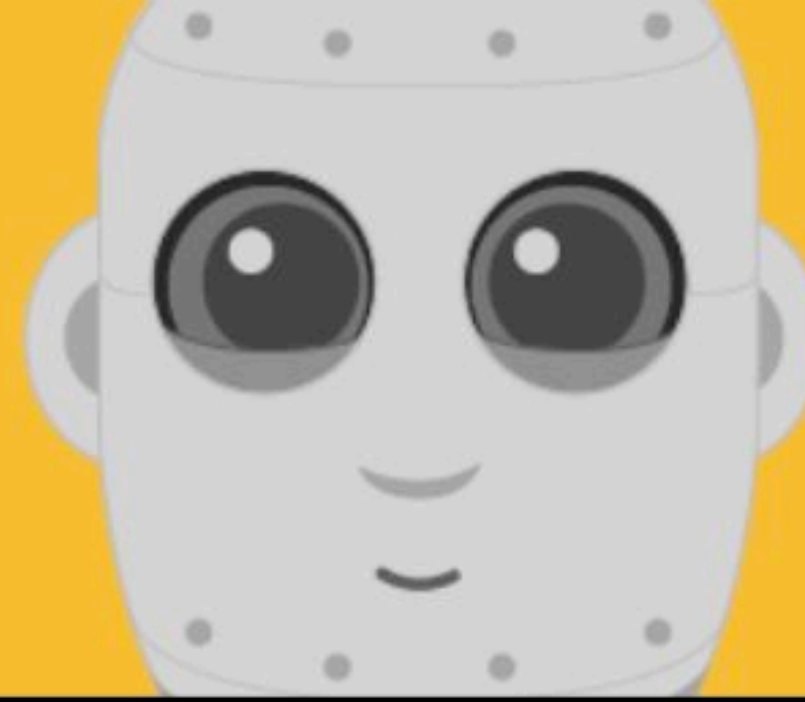


Anything that **CANNOT** be digitised or automated becomes extremely valuable









4 News

OM3 ONLINE
MARKETING
ROCKSTARS

Alexander Nix
Chief Executive, Cambridge Analytica

“The social-media
meltdown results
from optimizing the
wrong objective on
a global scale with
fairly unintelligent
algorithms”

Stuart Russell in ‘Human Compatible’



**We already require powerful companies in other industries to have a LICENSE TO OPERATE –
Platforms & global technology companies should need a license, as well!**

TRUST LINE DO NOT CROSS

TRUST LINE DO NOT CROSS

TRUST LINE DO NOT CROSS

MARK ZUCKERBERG
FACEBOOK CEO

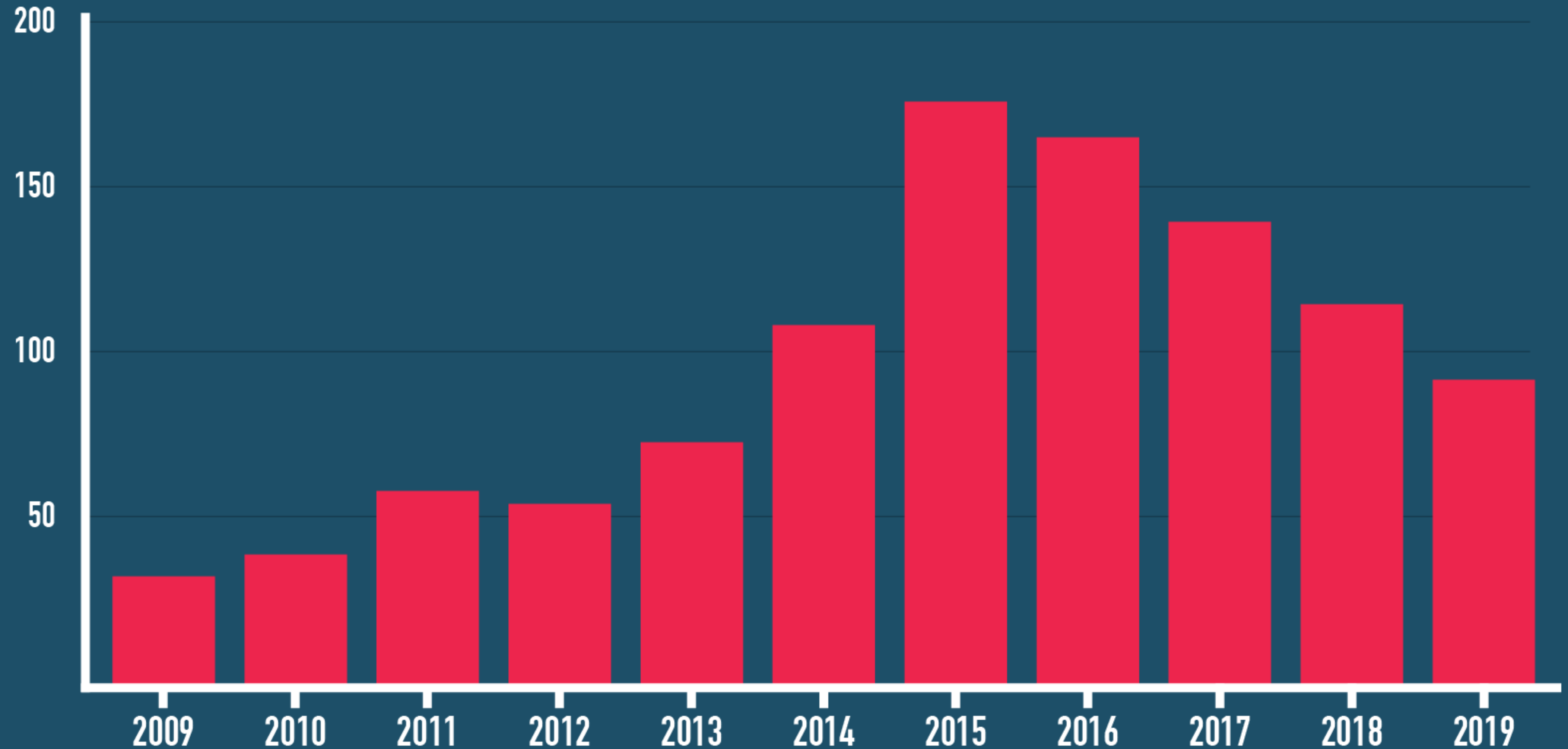
THE
DEBATE



#Techlash is real and becoming a global movement



AVERAGE NUMBER OF SOCIAL SHARES PER POST



“Technology can do great things, but it doesn’t want to great things. It doesn’t want anything”
Tim Cook (Apple)



A focus on PRIVACY and ETHICS is now a huge competitive advantage

Privacy. That's iPhone.



We've made the decision to stop all political advertising on Twitter globally. We believe political message reach should be earned, not bought. Why? A few reasons... 🧵

9:05 PM · Oct 30, 2019 · [Twitter for iPhone](#)

104.2K Retweets **430.1K** Likes



Humanism | Collectiveness | Equality | Balance



Is European Data Sovereignty a solution?

UNITED STATES OF EUROPE

European Cloud Project Draws Backlash From U.S. Tech Giants

Move toward 'digital sovereignty' will restrict data services along national borders in a global economy, Amazon and Microsoft say



German Economy Minister Peter Altmaier at a digital conference in Dortmund, Germany, where the Gaia-X project was announced. PHOTO: BERND THISSEN/ASSOCIATED PRESS

Angela Merkel urges EU to seize control of data from US tech titans

German chancellor says bloc should claim 'digital sovereignty' in battle with Silicon Valley



Angela Merkel: 'So many companies have just outsourced all their data to US companies' © FELIPE TRUEBA/EPA-EFE/REX/Shutterstock

Europe's dream to claim its 'digital sovereignty' could be the next big challenge for US tech giants

PUBLISHED WED, NOV 20 2019-1:14 AM EST | UPDATED WED, NOV 20 2019-1:47 AM EST

Silvia Amaro
@SILVIA_AMARO

KEY POINTS

- Digital sovereignty encompasses the idea that users, being citizens or companies, have control over their data.
- According to Andrea Renda, senior fellow at the think tank CEPS, about 94% of data in the Western world is stored in the U.S.
- Despite Europe's efforts and ambitions, some believe it will take time before it can be digitally sovereign.



ISTOCK.COM/MAISONIA

Germany is connecting Europe digitally—against the U.S.

BY JOSUÉ MICHELS • SEPTEMBER 18

Cloud computing connects the world. In recent years, governments and companies have grown dependent on this development for sharing applications, data and other computer system resources. Thus far, Google, Microsoft and Amazon have been among the main providers of these services for Europe's government agencies and companies. But Germany has been pushing to create a European cloud to not only rival the supremacy of the United States, but also advance European industries.

DIGITAL TRANSFORMATION

DEHUMANIZATION

RE-HUMANIZATION

If?

How?

e^x
Why?

Who?



human
inside

A new renaissance: People over Data!

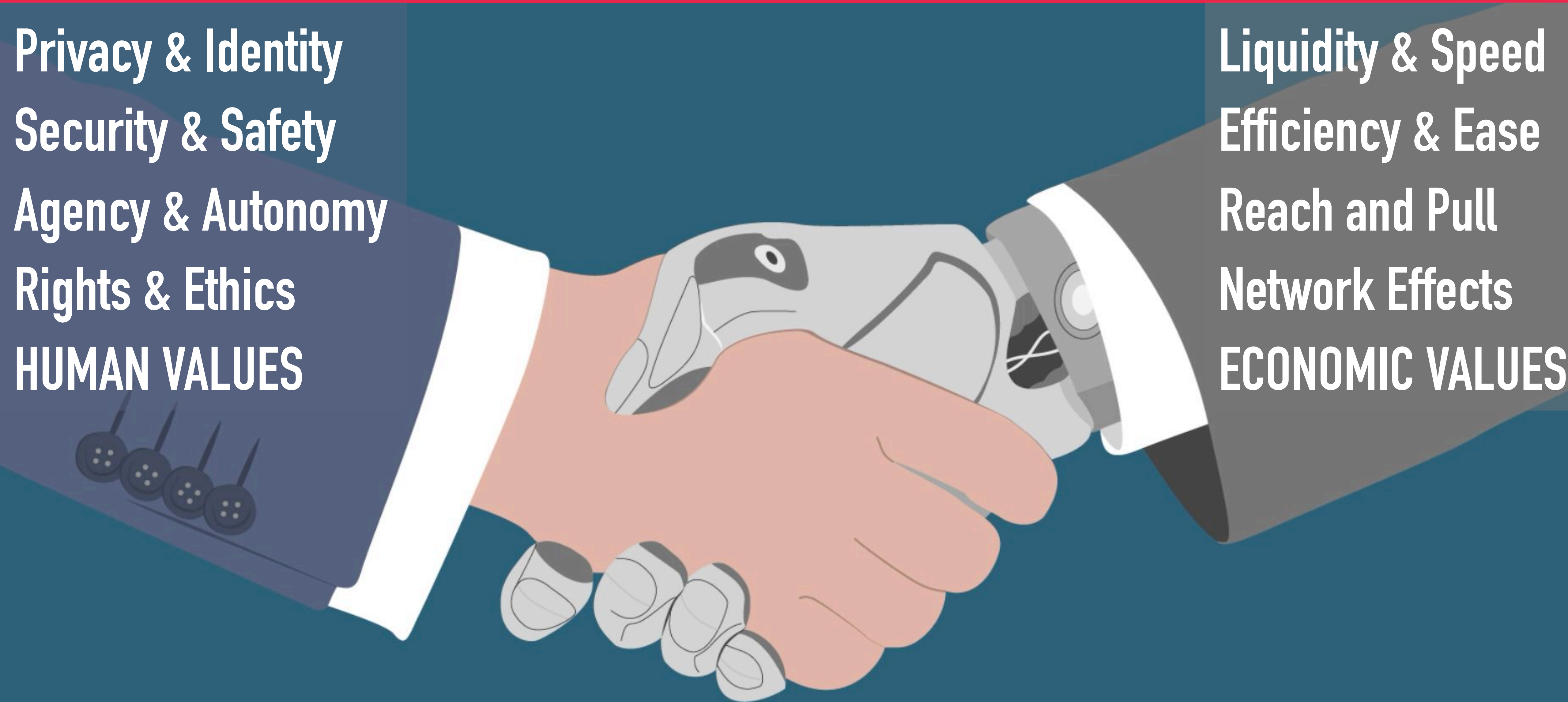
Technology is very good at giving us what we WANT but not so good at giving us what we NEED*



Getting this balance right is essential to the future of marketing

Privacy & Identity
Security & Safety
Agency & Autonomy
Rights & Ethics
HUMAN VALUES

Liquidity & Speed
Efficiency & Ease
Reach and Pull
Network Effects
ECONOMIC VALUES



Datamining



Go for great narratives, build relationships, be WANTED.

DATA MYning

MY Insurance



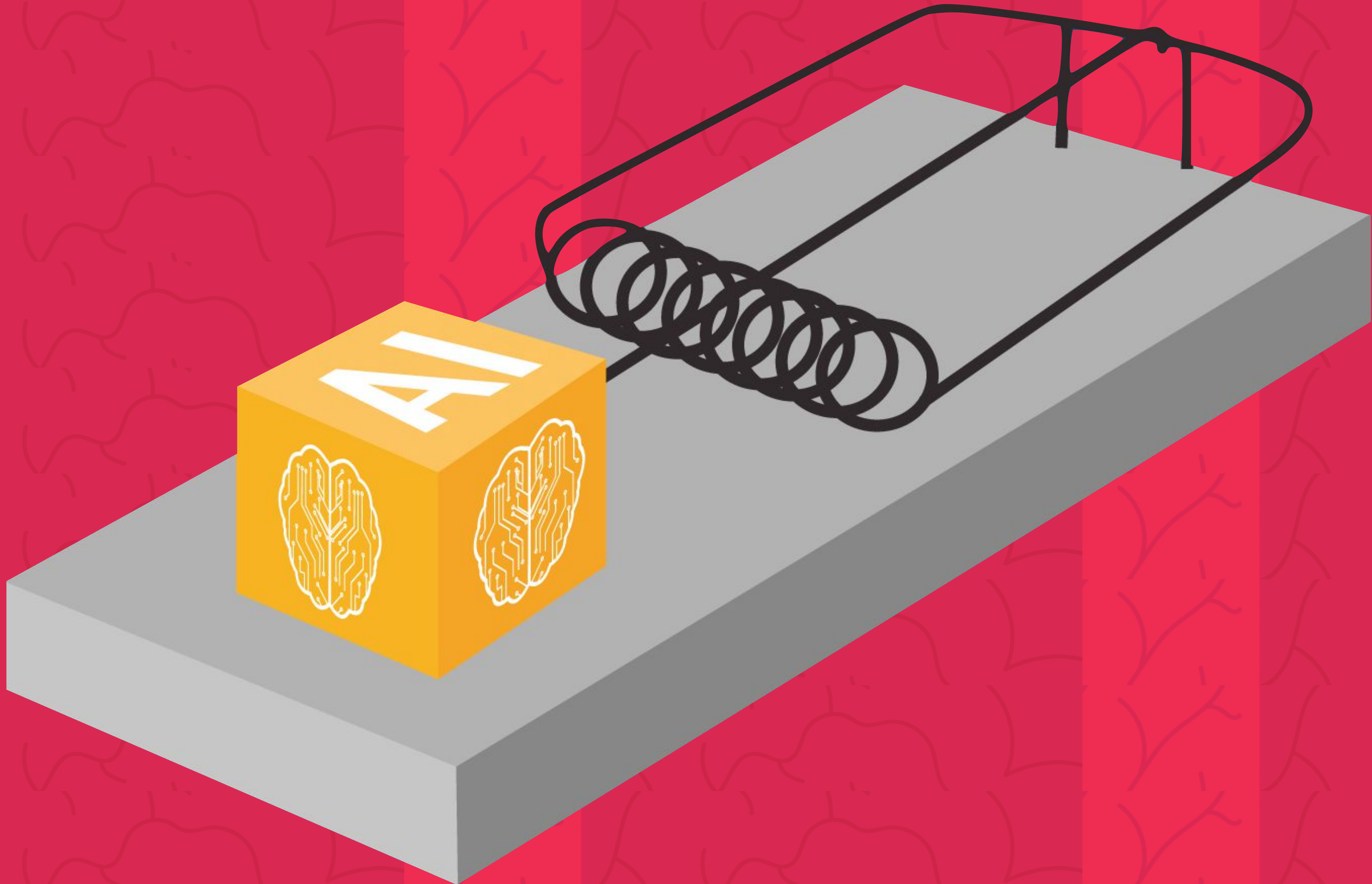
MY Finances



MY Communications



RESIST: Build relationships not mousetraps!



AdTech: focus on magic, discourage manic, ban the toxic!

#DigitalEthics



MAGIC



MANIC

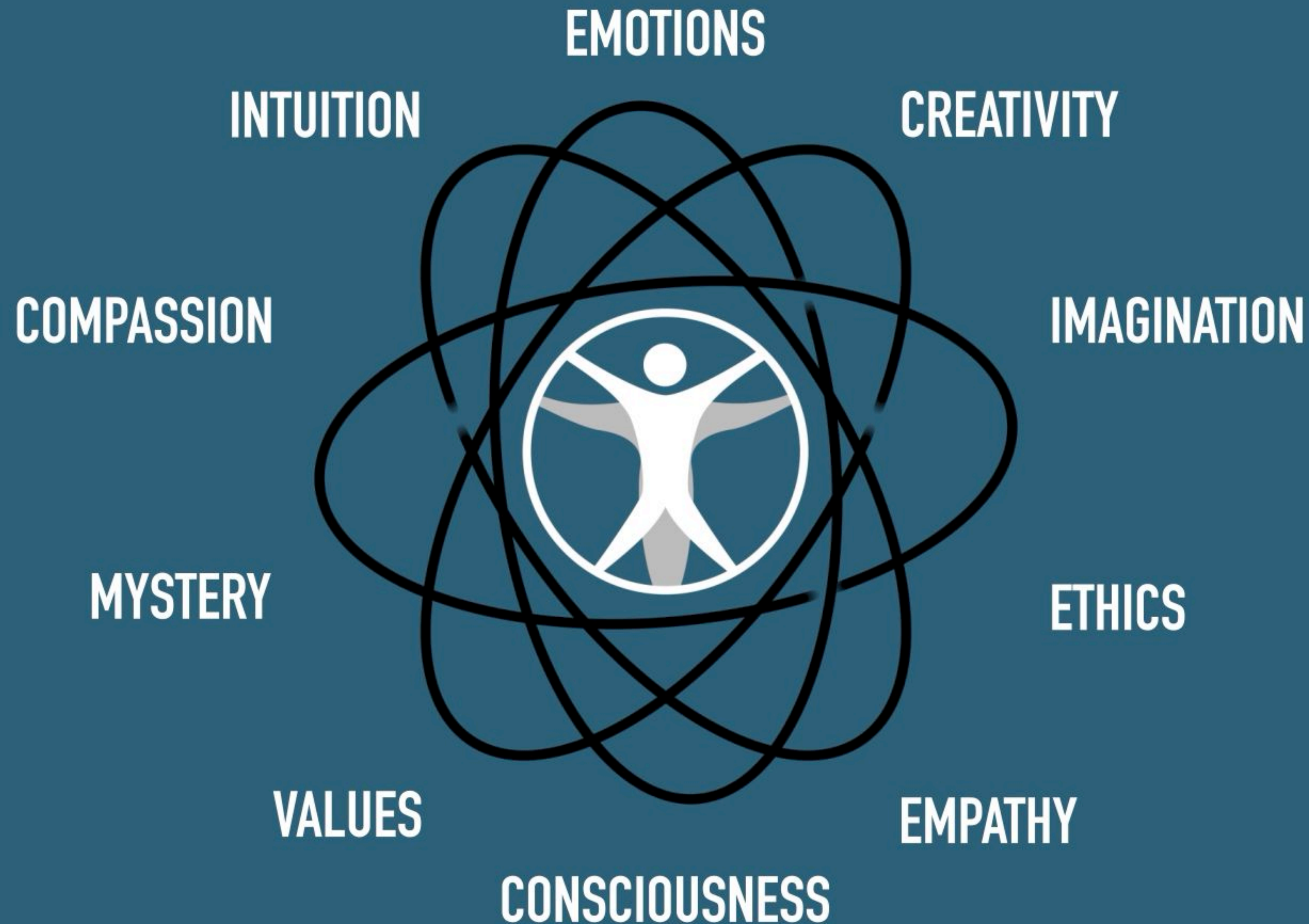


TOXIC

As everything moves into the cloud, HUMAN VALUE will be determined by relevance, purpose, relationship, meaning and experience and no longer by TECHNOLOGY



The Future: Awesome humans on-top of amazing technology !





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futuristgerd.com

**THANK YOU
FOR YOUR TIME**



amazon.com