

MACHINE LEARNING FOR BUSINESS: HOW TO MAKE IT A SUCCESS

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Artificial intelligence and machine learning hold a multitude of opportunities for a business – and yet many companies struggle to adopt the technology. Ralf-Dieter Wagner from AWS explains how AI/ML deployment succeeds.

Artificial intelligence is increasingly critical for success and a priority for 62 percent of companies. This is the result of the latest technology report from Rackspace. However, over a third of the participants stated great difficulty in applying AI/ML strategies to their own business. Many companies that want to use AI are still struggling with the technology. It is these companies that the latest episode of "Sparx" is made for: In his "Sparx" talk, Ralf-Dieter Wagner, Lead Go-to-Market AI ML at AWS, explains what it takes for an AI project to succeed.

[Ralf-Dieter Wagner's "Sparx" talk "Machine learning for business: how to make it a success" will be online from 22 February, 06:00 am.](#)

Indeed, AI offers countless opportunities for companies of all sizes. From personalising customer experiences to automating standardised tasks. However, as varied as the benefits are the challenges that artificial intelligence brings. In his "Sparx" talk, Wagner describes the typical hurdles and most common teething problems on the path to functioning AI.

He talks about groundbreaking technologies in the field of image and video recognition, the explainability of algorithms and how companies can make themselves structurally fit for AI. Wagner illustrates the advantages of using the cloud, gives tips on dealing with the sheer volume of data and makes clear why interdisciplinary teams are important for a smooth workflow. He draws on successful strategies of international companies and clarifies essential questions: "How can I make sure that my teams can concentrate on the essentials? How can things that don't add value be automated away, so that teams are given the freedom to do what's really relevant to the business?"

RALF-DIETER WAGNER (*1967), based in Munich, is responsible for the go-to-market of the AWS AI/ML service portfolio with a focus on the DACH region. In his role, Wagner helps customers from various industries leverage data and AI/ML for better business outcomes and shows them how to get started and scale quickly. Prior to joining AWS, Wagner was general manager EMEA for the US-based AI start-up r4, and before that was a partner at Accenture for more than 20 years.

“Sparx” – Ignites your mind. Decodes the future.

Video-Talks about IT, artificial intelligence and digital innovations

Under this visionary title, the innovative IT company Trivadis – Part of Accenture will launch the second season of its inspiring video talk series in November 2021. "Sparx" brings together some of the world's most brilliant minds in IT, who passionately share their knowledge in hands-on keynotes. Every fortnight, these experts reflect in short episodes of 10 to 30 minutes on future-relevant topics such as artificial intelligence, digital ethics or robotics, it's all about groundbreaking insights and new research trends.

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About Trivadis – Part of Accenture

Trivadis – Part of Accenture is an IT services company with headquarters in Zurich and 15 offices in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 700 employees supports its clients in making intelligent use of data and new technologies. Trivadis covers the entire spectrum: from the development and operation of data platforms and solutions to the refinement of data as well as consulting and training. Trivadis' customers include automotive companies as well as insurance companies, banks and healthcare institutions. Further information at: <https://www.trivadis.com/en>

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