

AI, Machine Learning, and Robotic Process Automation

The Practical Truth

Presented by:
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About Holly Group



- Enabling your best decisions regarding information governance, process improvement, vendor selection, and user adoption – and everything in between

Do Information Right

- Find it when you need it
- Leverage it and protect it
- Secure it and assure it

www.hollygroup.com

About Steve Weissman



The Info Gov Guy™



- Best practices consultant, industry analyst, and instructor for 25+ years
- Member, AIIM Company of Fellows
- Honoree, AIIM Award of Merit
- Buyer/user advocate: first, last, and always
- Prominent b/vlogger and speaker
- Creator, Process Innovation Awards
- Founding Father, Information Coalition (now merged with ARMA)
- Past Board Member, BFMA International

- I AM A DESTROYER OF MYTHS, A SETTER OF EXPECTATIONS.

- ME, DESCRIBING ME



There Ain't No Magic Pill



Source: US FDA

- Not Artificial Intelligence
- Not Machine Learning
- Not Robotic Process Automation
- *And just what the heck is 'Digital Transformation' Anyway?!*

Digital Transformation?

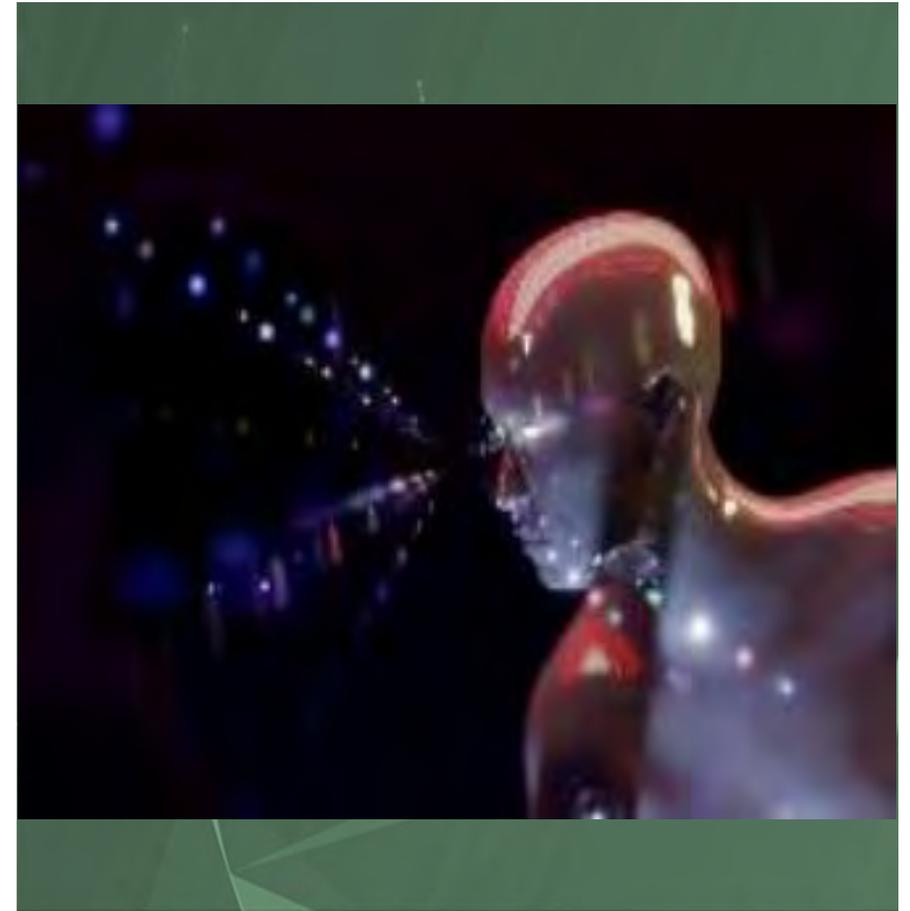


Source: Association for Talent Development

- No.
- It's *Business* Transformation (using digital technology)
- And it ain't automatic

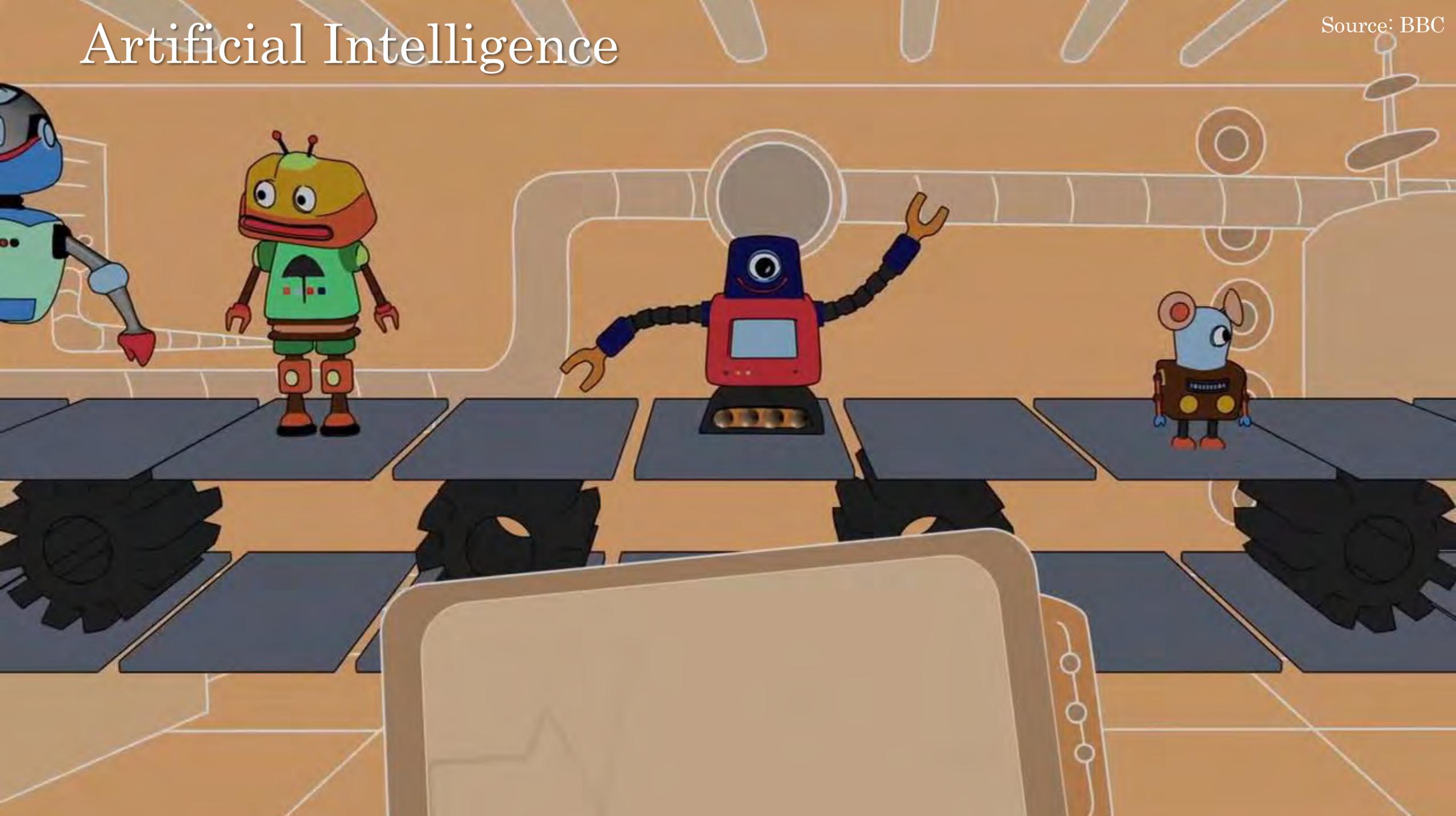
Artificial Intelligence

- The mimicking by machines of "cognitive" functions that humans associate with human minds, such as "learning" and "problem solving"



Artificial Intelligence

Source: BBC



AI \neq Evil (Necessarily)

Source: Disney



Machine Learning



- Progressively improving the performance of machines on a specific task with data, without having to be being explicitly programmed

Learning by Example

Source: Google

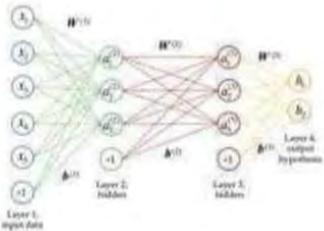


It Works For Documents, Too

Source: Holly Group



Temper Your Expectations

	A parrot 	Machine learning algorithm 
Learns random phrases	✓	✓
Doesn't understand \$#! about what it learns	✓	✓
Occasionally speaks nonsense	✓	✓
Is a cute birdie parrot	✓	✗

- Machine learning really works!
- But it's not panacea
- And it's not AI (and vice versa)

Do Not Conflate!



Self-Learning



Self-Teaching

Often marketed as a single concept – but they're not the same thing!

Think Of It This Way



Computer Facts @computerfact · Mar 15

concerned parent: if all your friends jumped off a bridge would you follow them?
machine learning algorithm: yes.

One More Thing



Source: City of Santa Clara

- There's no such thing as an AI application in information governance today.
- Hint: they're all machine learning!

Robotic Process Automation

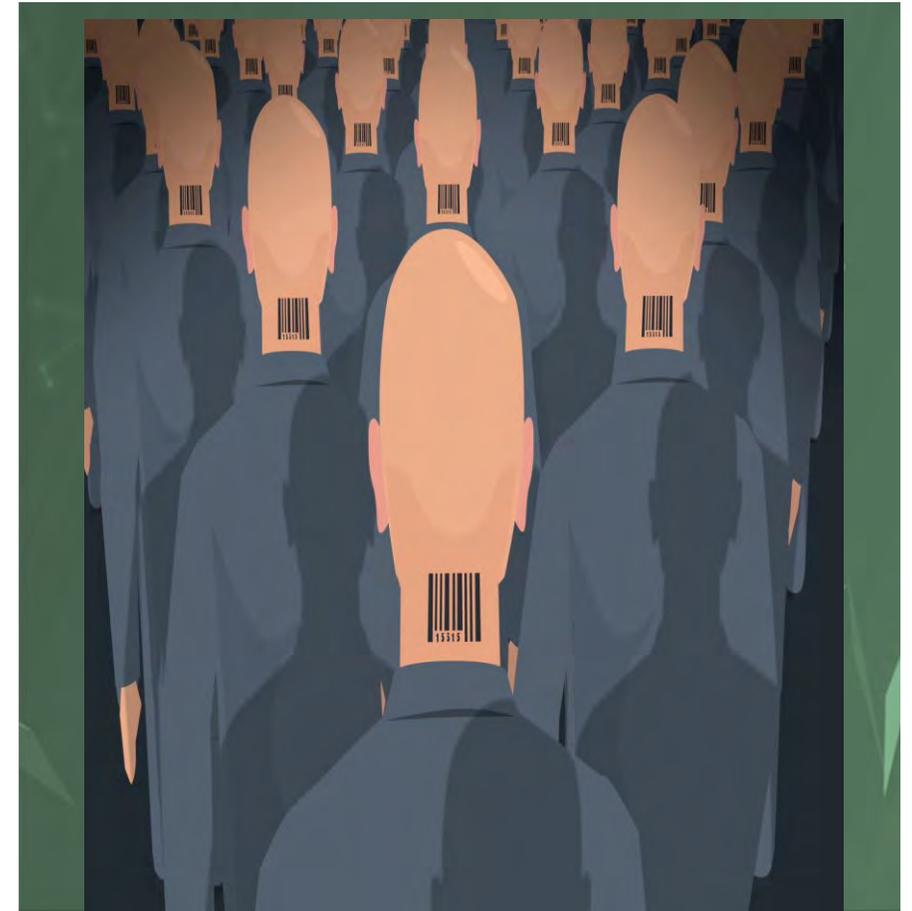
Source: TechTarget

RPA: All Brawn, No Brain

- Perfect for repetitive, rule-based, pre-built processes that usually require human interaction with multiple business systems* ...
... and not much else**

*source: KnowledgeLake

**source: me!



And We're Back To Where We Started



- There Ain't No Magic Pill
 - But there is a magic question:

**What business problem(s)
are you trying to solve?**

The rest is just details.

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Thank You!

