

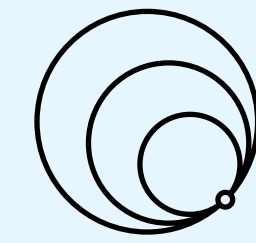
Driving Productivity and Innovation Responsible AI

Shukri Eid
General Manager, Gulf, Levant and Pakistan at IBM
 @shukriatari

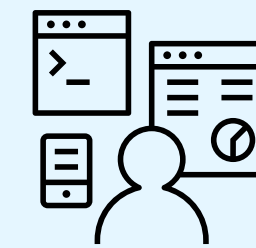


+AI → AI+

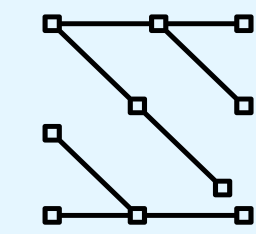
Barriers preventing organizations from benefiting from AI



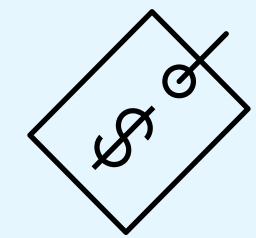
Integration and scaling challenges



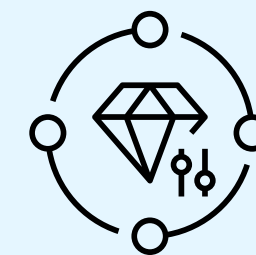
Skills



Data



Cost



Governance

AI Governance...

Is it different this time?

AI Governance...

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Widespread &
Speed of
Adoption

Risk management
& regulatory
compliance

Malicious use,
autonomous,
adaptive, scalable

Autonomy,
Complexity &
Human Control

Transparency,
trust, reputation
& credibility

Shift in economic &
social paradigms

Ethics, human
rights & societal
values

Competition &
collaboration on
global causes

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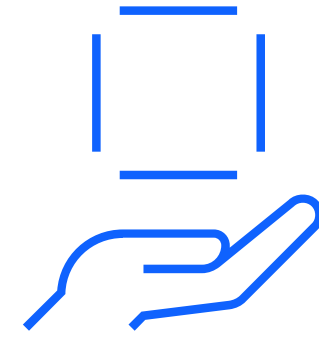
Shift in economic &
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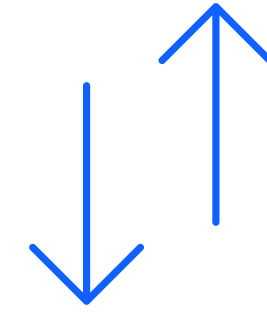
Competition &
collaboration on
global causes

Lessons learned...

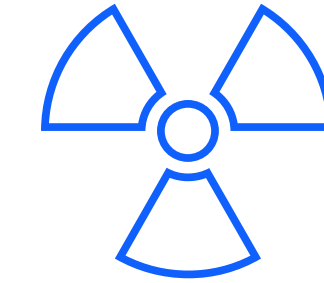
Proactive and adaptive regulations



Global standards for transparency and safety



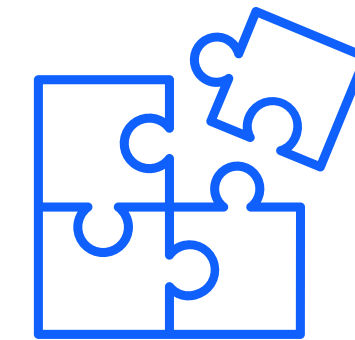
Collaboration on Transnational risks



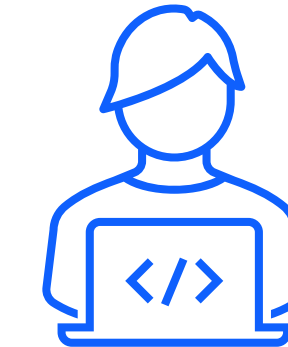
Balancing regulation & innovation



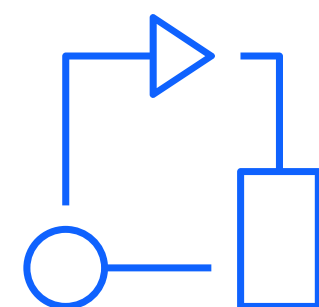
Supporting open AI innovation



Accountability mechanisms



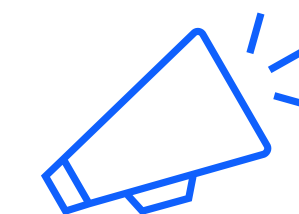
Regulations on risk industries & use cases



Human-Centric Design



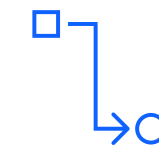
Raising public awareness



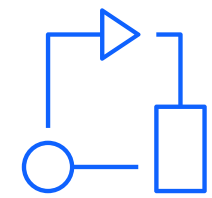
Enterprises must tackle these considerations to capture value with Responsible AI:



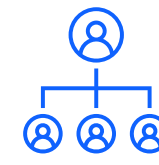
Stakeholders Sponsorship



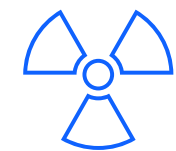
Disciplined Process



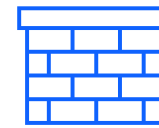
Business Goals



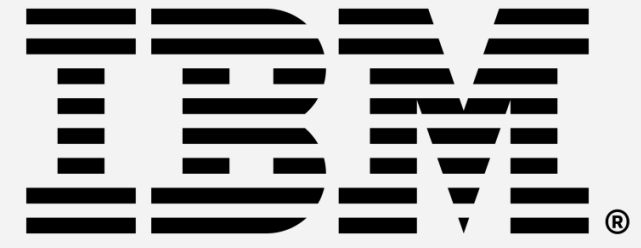
Organizational Transparency



Framework & Metrics



Responsible by Design



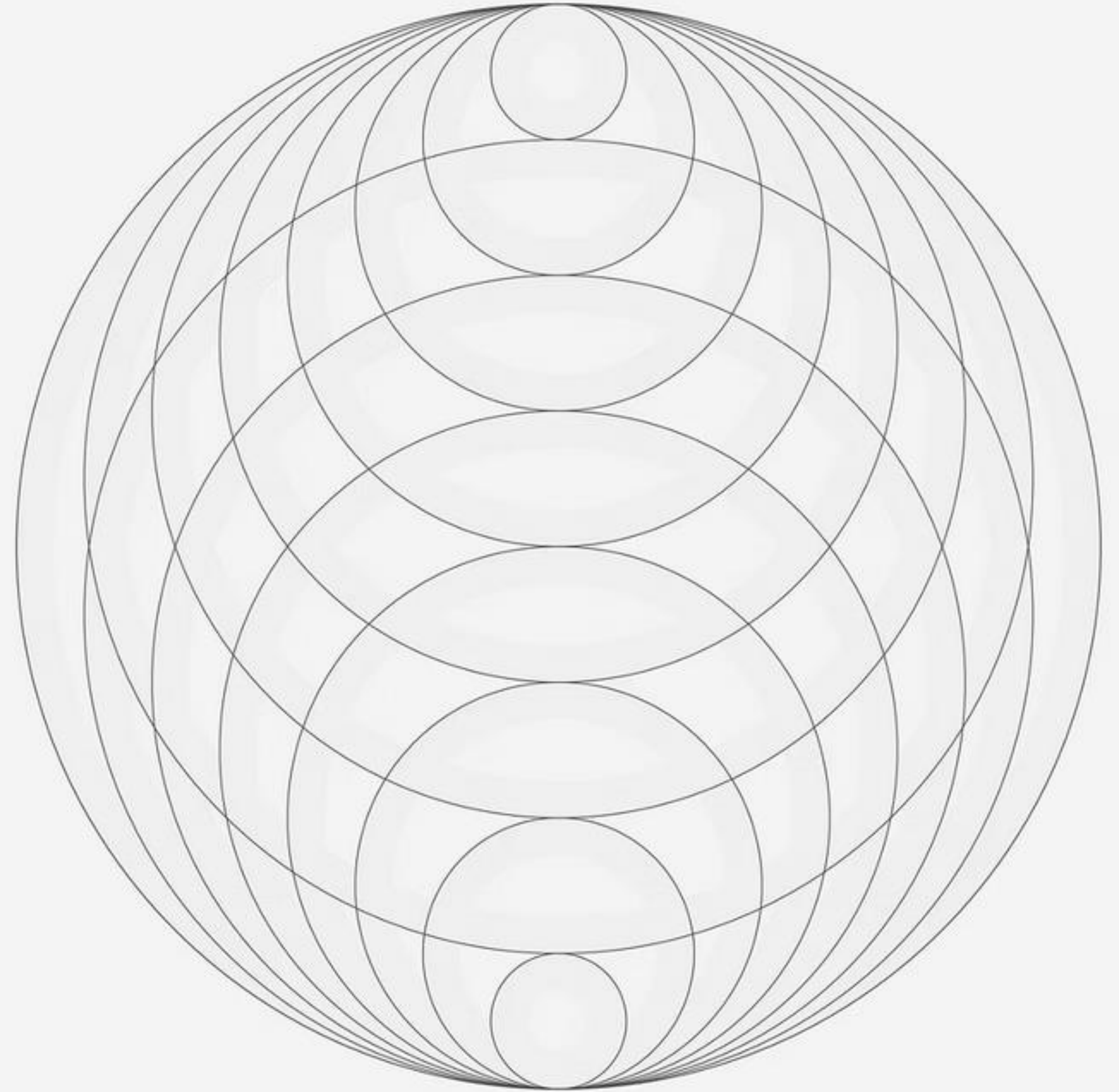
watsonx.governance

Accelerate responsible, transparent, and explainable AI workflows

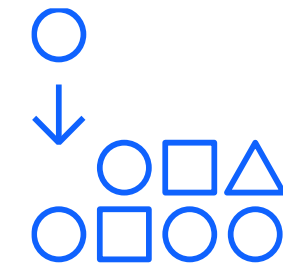
Risk management

Compliance

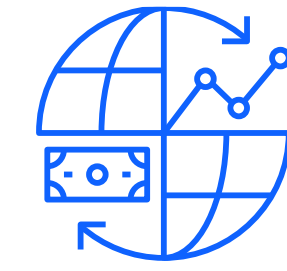
AI Lifecycle



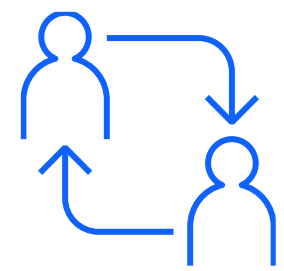
Five truths of generative AI



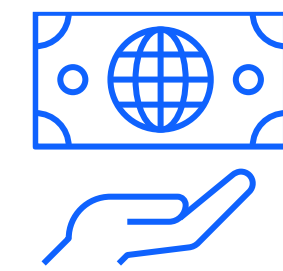
Multi-model
With commercial & open-source models



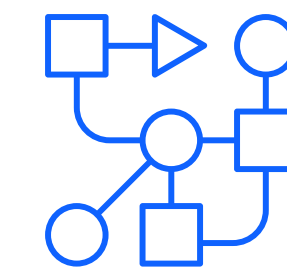
Multi | hybrid cloud
Run where the data, workflows and apps live



Governance
Ensure model and data provenance, monitor hallucination, bias, explainability



Scale for value
Pick the right use cases and deployment for ROI



Data matters
Pilots miss production due to data quality, access, and security.

Thank You



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