



TECHNOLOGY

Dale's ingenious app very business savvy

**Janita Singh**

ARTIFICIAL Intelligence will form an integral part of how business functions in future, says technology entrepreneur, speaker and author Dale Beaumont.

Beaumont (pictured) says "AI" is quickly moving from the science labs and into the boardrooms of progressive companies.

AI is already part of our daily lives from self-serve check-outs to digital assistants such as Apple's Siri to make calls.

But as times change and technology improves, more businesses will rely on this type of technology to get work done more efficiently, especially when it comes to boring and repetitive processes, Beaumont says.

"Entrepreneurs are now using AI to solve amazing problems. In the not too distant future, AI will be used to read emails and suggest responses based on years of previous replies,

analyse the foot traffic of shoppers to suggest better store layout, analyse our finances to help us decide the best time to use offers and promotions ... to name a few," he says.

"This trend will continue to grow. Think of businesses like Uber and Airbnb. They are both worth tens of billions of dollars and their core income activity is generated almost entirely from software and technology.

"This said, we are probably decades away from most businesses running themselves, but right now we should see technology as a way of augmenting human workers.

"This way we can do less repetitive (boring) tasks and spend more time doing what we're designed to do, which is to create new things and problem solve."

Beaumont recently founded an AI-powered business adviser app called *BRiN*.

The app aims to provide

tailored education and support to entrepreneurs.

"Voice powered assistants are already telling us what to wear, how to navigate traffic and the results from our favourite sporting event. *BRiN* does the same," he says.

"According to Gartner Research, 85 per cent of customer interactions will be managed without a human by 2020.

"As a result, smart companies are developing Chatbots (computer programs designed to simulate conversation with people).

Beaumont predicts that businesses will also soon have voice-powered digital assistants.

"Then, thanks to Machine Learning, these digital assistants will become increasingly smarter and more capable. Within two years, they will be setting appointments for us and writing reports."



For more information go to: brin.ai