



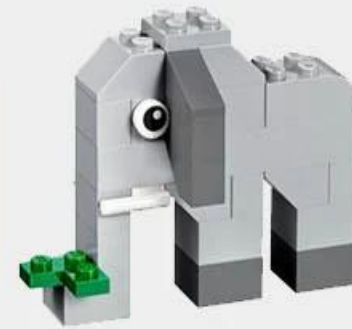
# Trust in AI!

Joost Maliepaard  
Oracle NL











# AI is everywhere



**Document Understanding**  
Extract text and tables



**Language**  
Perform sophisticated text analysis, including sentiment analysis and key phrase extraction



Would you like to know more?

**Digital Assistant**  
Help users accomplish tasks in natural language conversations



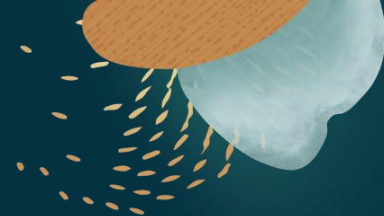
**Speech**  
Transcribe voice, create subtitles, and generate metadata



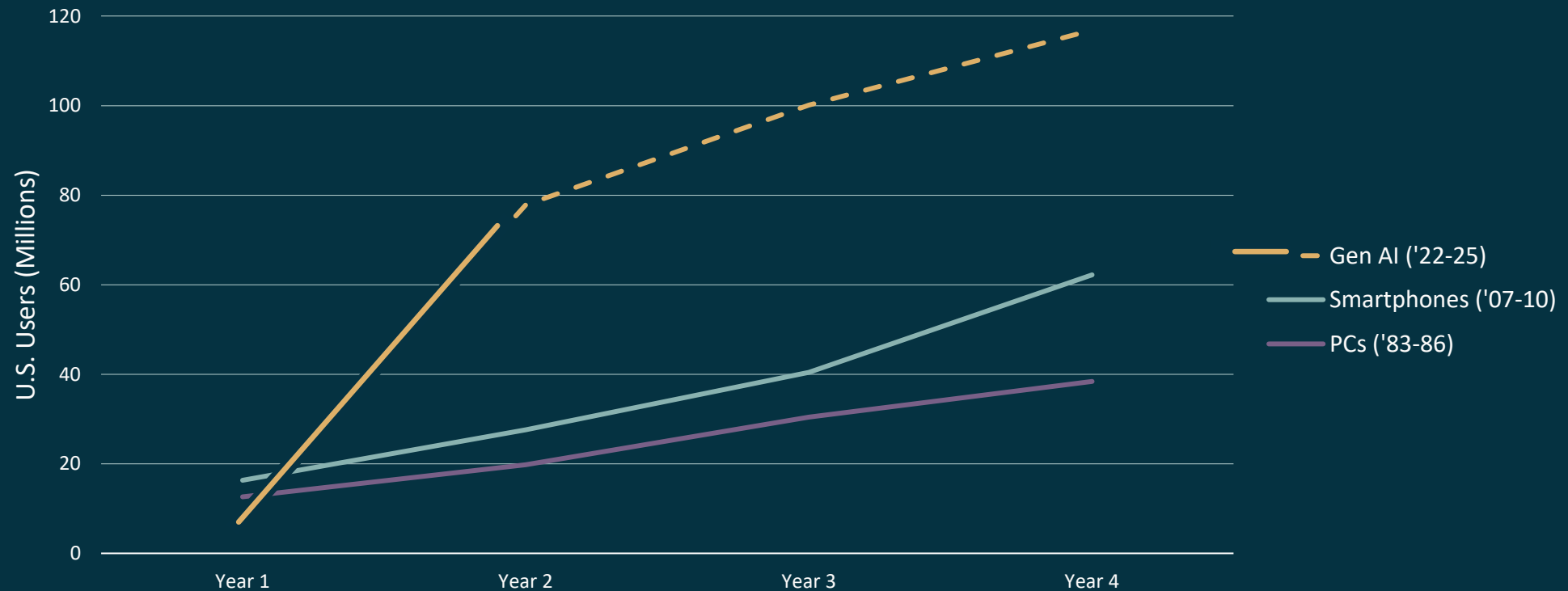
**Vision**  
Detect and classify objects in images



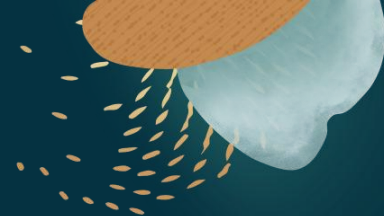
# AI adoption is growing rapidly



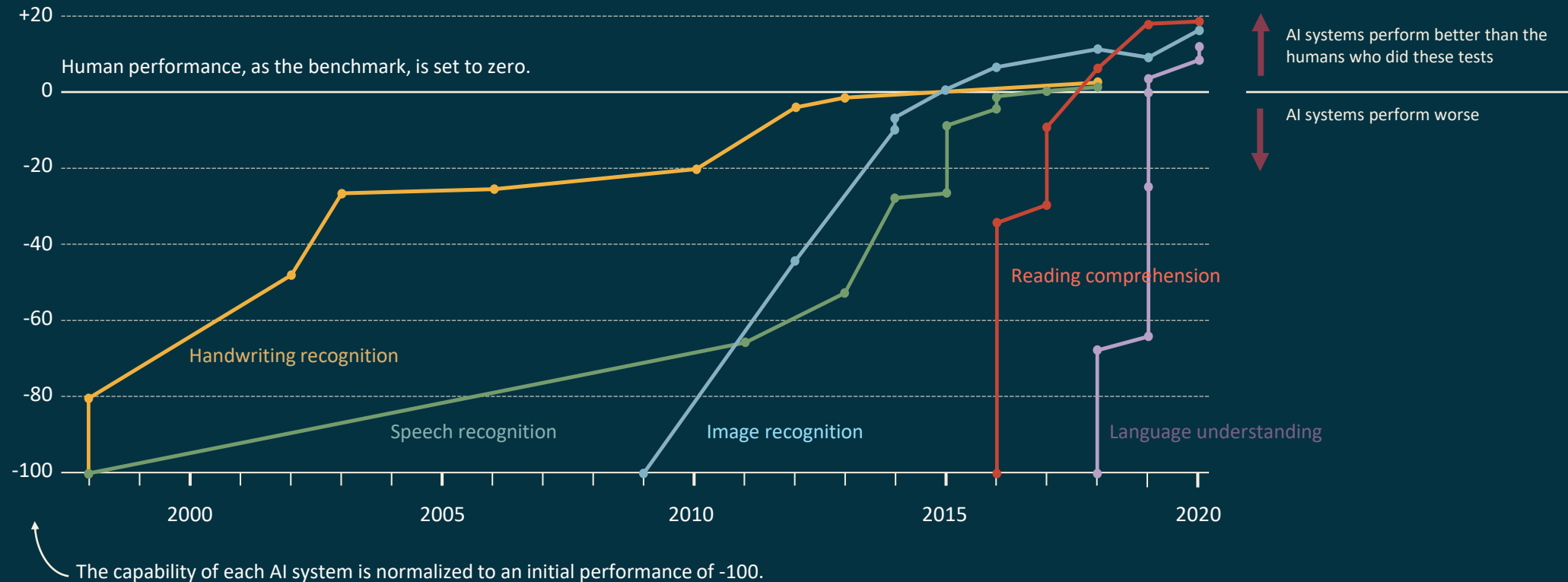
Gen AI's initial adoption curve vs other recent technologies



# AI **capability** is growing rapidly too



Test scores of the AI relative to human performance

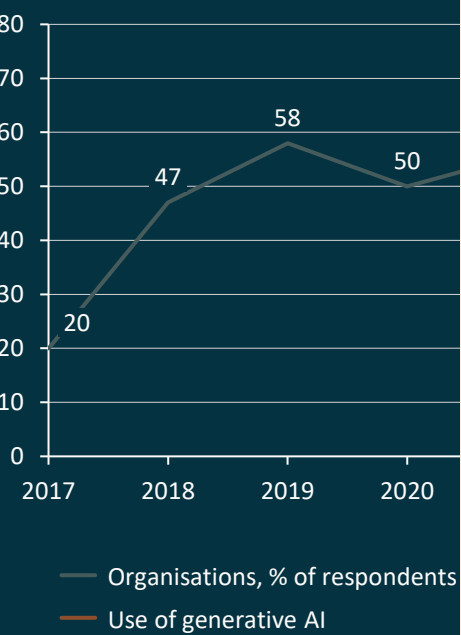


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# AI adoption worldwide has increased dramatically in the past year since the advent of Generative AI in 2023 ...

## AI Adoption

Organisations that have adopted AI in at least 1 business function, % of respondents



### Microsoft kondigt nieuwe ontslagronde aan, focus op AI-investeringen

Van onze redacteur

Microsoft gaat opnieuw een ontslagronde doorvoeren ten koste van duizenden medewerkers, vooral in de sales. In mei schrapte het techbedrijf al ongeveer 6000 banen. Met de ingreep past het zijn personeelsbestand aan op toegenomen investeringen in kunstmatige intelligentie, meldt persbureau Bloomberg op basis van anonieme bronnen.

Microsoft heeft dit boekjaar een kapitaalinvestering van \$80 mrd gepland, waarvan het grootste deel gericht is op de uitbreiding van datacenters. Die moeten capaciteitsknelpunten voor AI-diensten verlichten.

Ook andere bedrijven houden zich bezig met het inzetten van kunstmatige intelligentie. Amazon-ceo Andy Jassy zei dinsdag dat de uitrol van generatieve AI en agents (een hulpsysteem dat zelfstandig specifieke taken uitvoert) het personeelsbestand van het bedrijf de komende jaren zal verkleinen, stelt Bloomberg.



Generative AI, led by models like GPT-4, has significantly accelerated AI adoption across industries



Generative AI is fuelling new business use cases, such as automated content creation, coding assistance, and personalized marketing



Companies are now using AI in more parts of the business.



Organizations have adopted AI in two or more business functions



Looking by industry, the biggest increase in adoption can be found in professional services

McKinsey



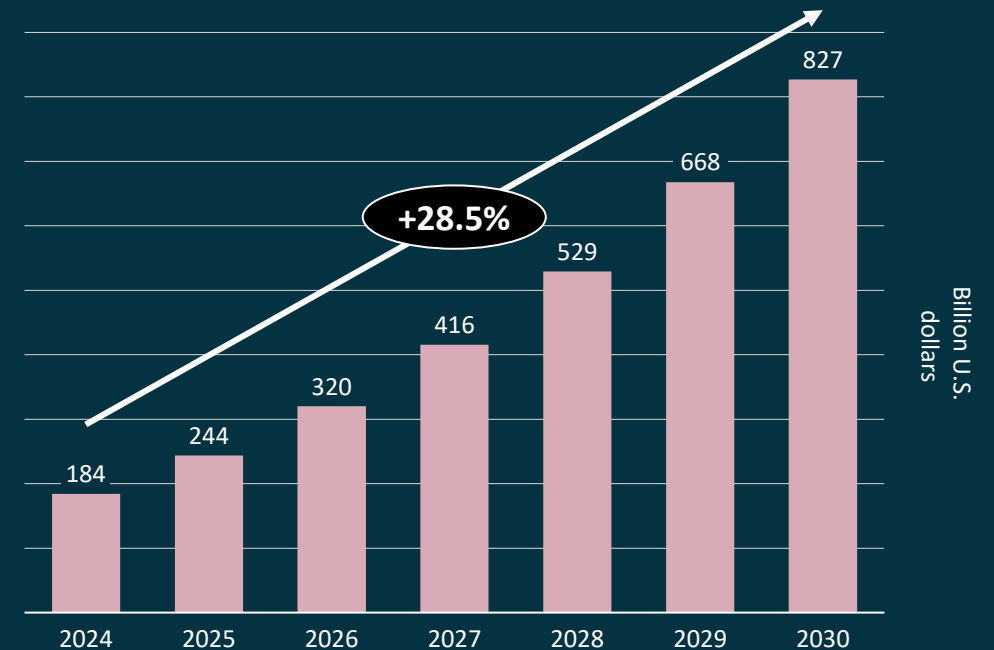
# AI is a global growth engine across industries and is expected to add \$3.2 trillion to the global economy by 2030

## AI Market Growth

- **AI is reshaping industries globally**, driving innovation in sectors such as:
  - **Healthcare:** for diagnostics, personalized medicine and workforce productivity
  - **Finance:** for fraud detection, automation and customer service management
  - **Manufacturing:** for predictive maintenance and quality control
  - **Transportation:** for autonomous vehicles, route optimization and predictive maintenance
- **Companies are leveraging AI** for marketing and sales, strategy, corporate finance, operations, automation, data analytics, and enhanced customer experiences



Artificial intelligence (AI) market size worldwide from 2024 to 2030



Sources: McKinsey - The economic potential of AI and Generative AI, Statista











# Organizations have significant questions



What are the **risks** and how do we mitigate?

- Exposure of data to 3<sup>rd</sup> Party
- Risk of hallucination
- Data privacy - confidentiality of training and fine-tuning data

What are our AI adoption challenges?

Which departments benefit most from AI?

What internal policies govern AI use?

Do we comply with the AI Act?

How can I **scale** Gen AI at an enterprise level?

Where should I get **started**?

# Challenges in AI Adoption

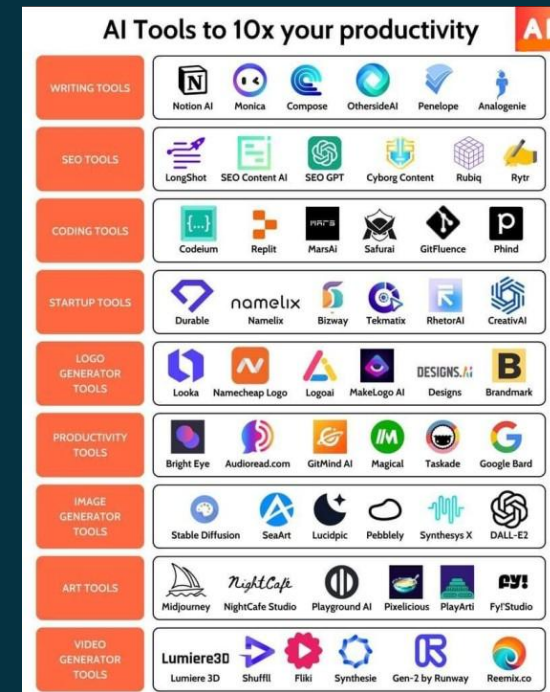
Overwhelming number of AI tools available

Lack of tailored AI strategy per use case

Uncertainty about measurable business impact

Disjointed tech and commercial team alignment

Reluctance to invest without clear payoff



Source: McKinsey - Unlocking Profitable B2B Growth through Gen AI



# The Imperative of Trust in AI

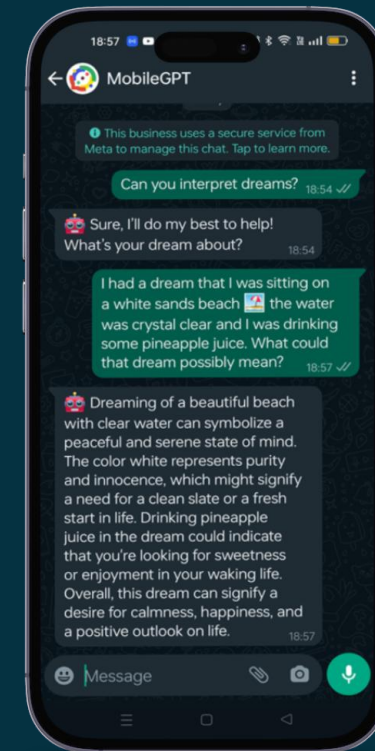
19% of B2B leaders use generative AI.

23% are currently implementing AI solutions

Business leaders need clarity on AI's ROI

Mistrust stems from unknown impacts and hype

Building trust accelerates value realization



Source: McKinsey - Unlocking Profitable B2B Growth through Gen AI



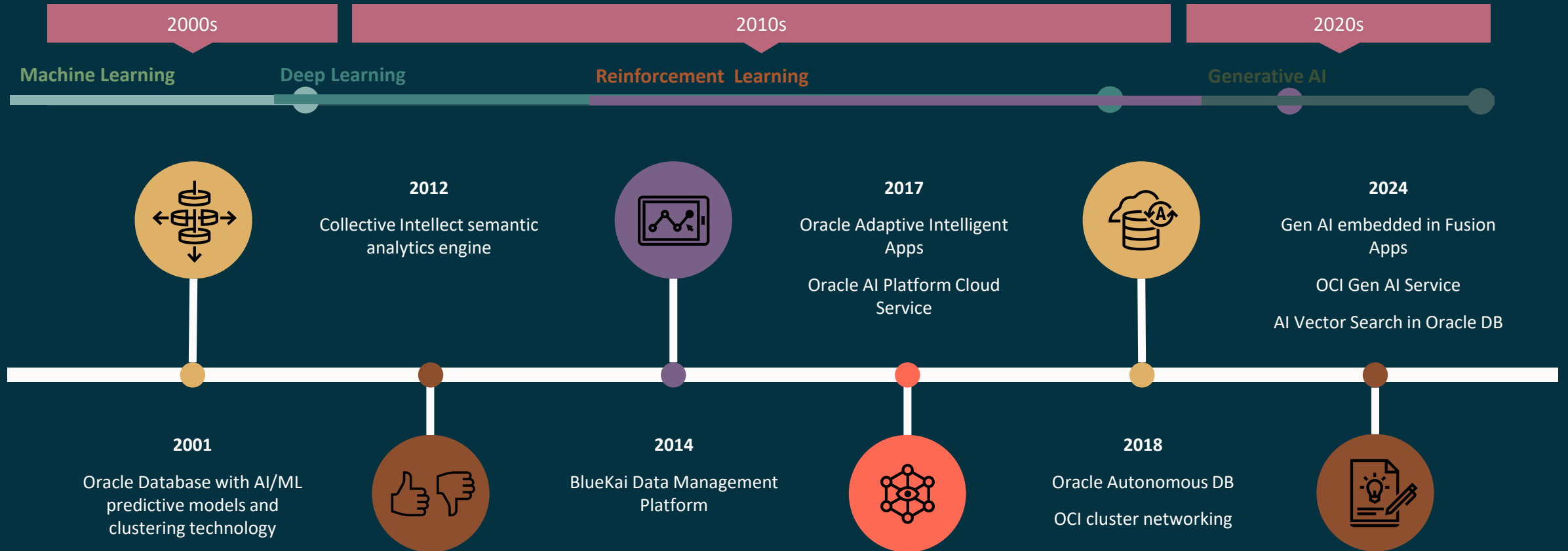
ORACLE

# Building Trust in AI for Enterprise Software



# We have been working on AI for a long time

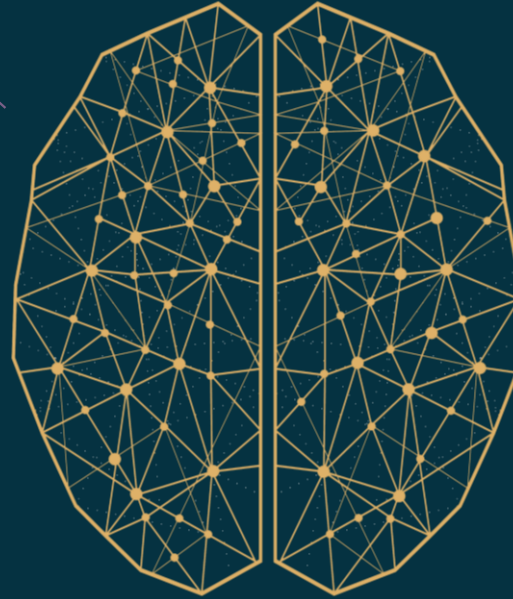
## Oracle AI Journey



# AI in Business

## Predictive AI

- Detect patterns to automate routine tasks
- Spot anomalies to improve outcomes
- Analyze data and make predictions to guide decisions



## Generative AI

- Generate narratives to tell the story of your data
- Summarize key information from multiple sources
- Line of business-specific models augment user expertise

• Make suggestions to steer your business

# Oracle AI empowers organisations to leverage AI in a way that suits their individual needs

## Built By You on Oracle technology

Bespoke AI solutions built in-house,  
leveraging Oracle's high-performance,  
secure cloud

OCI AI (Services)

OCI Generative AI

OCI Data Science



ORACLE AI

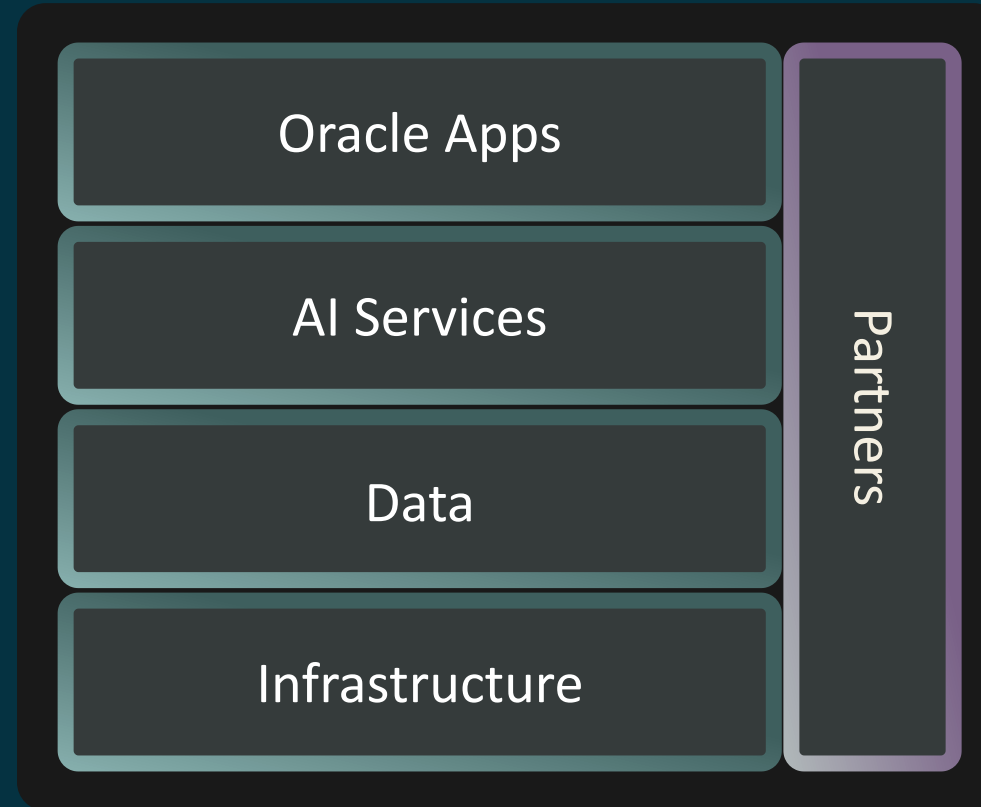
## Built By Oracle accessed via Oracle software

Pre-built, pre-trained AI-powered  
features embedded inside  
Oracle SaaS software

Oracle  
Fusion Applications  
(Fusion AI / Gen-AI)

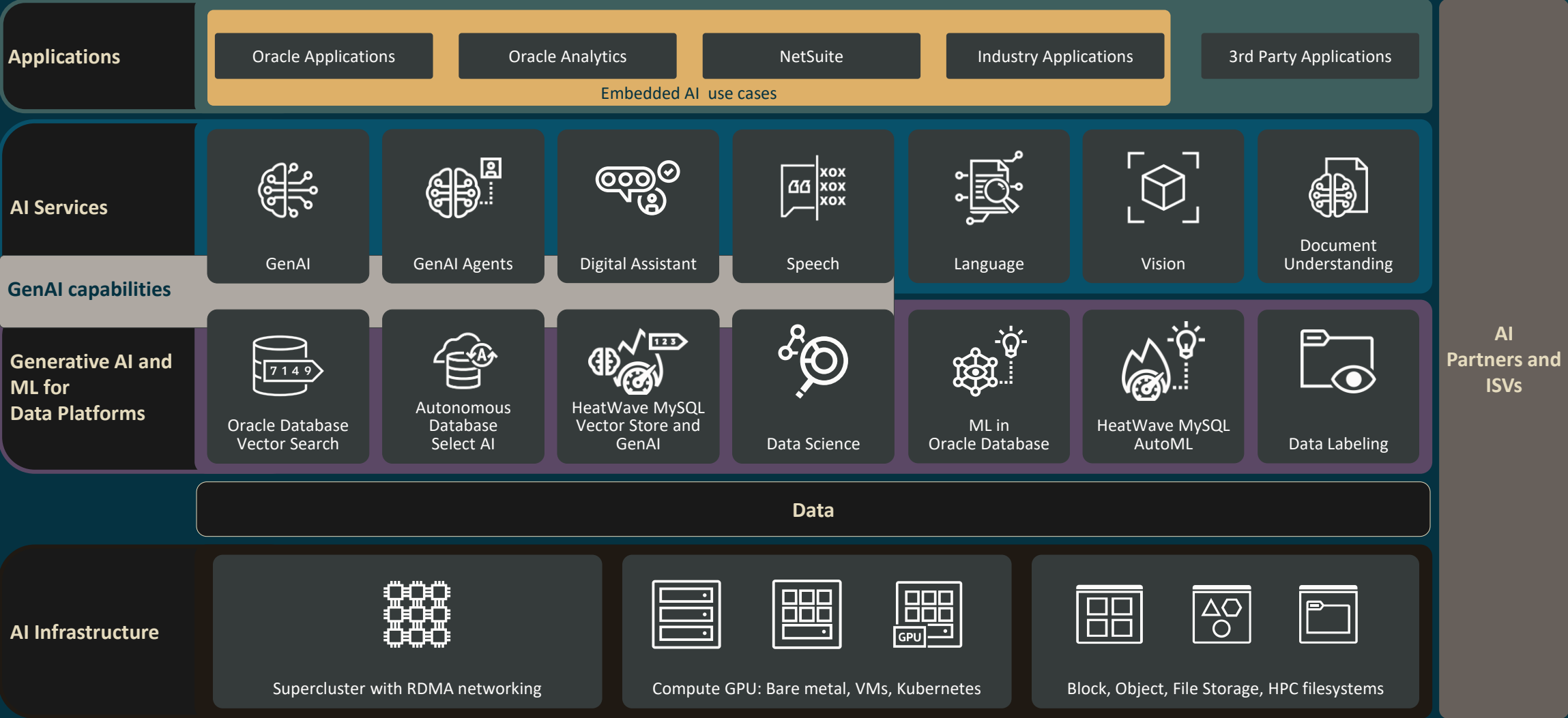


By bringing AI to  
the enterprise at  
**every layer**  
of our stack



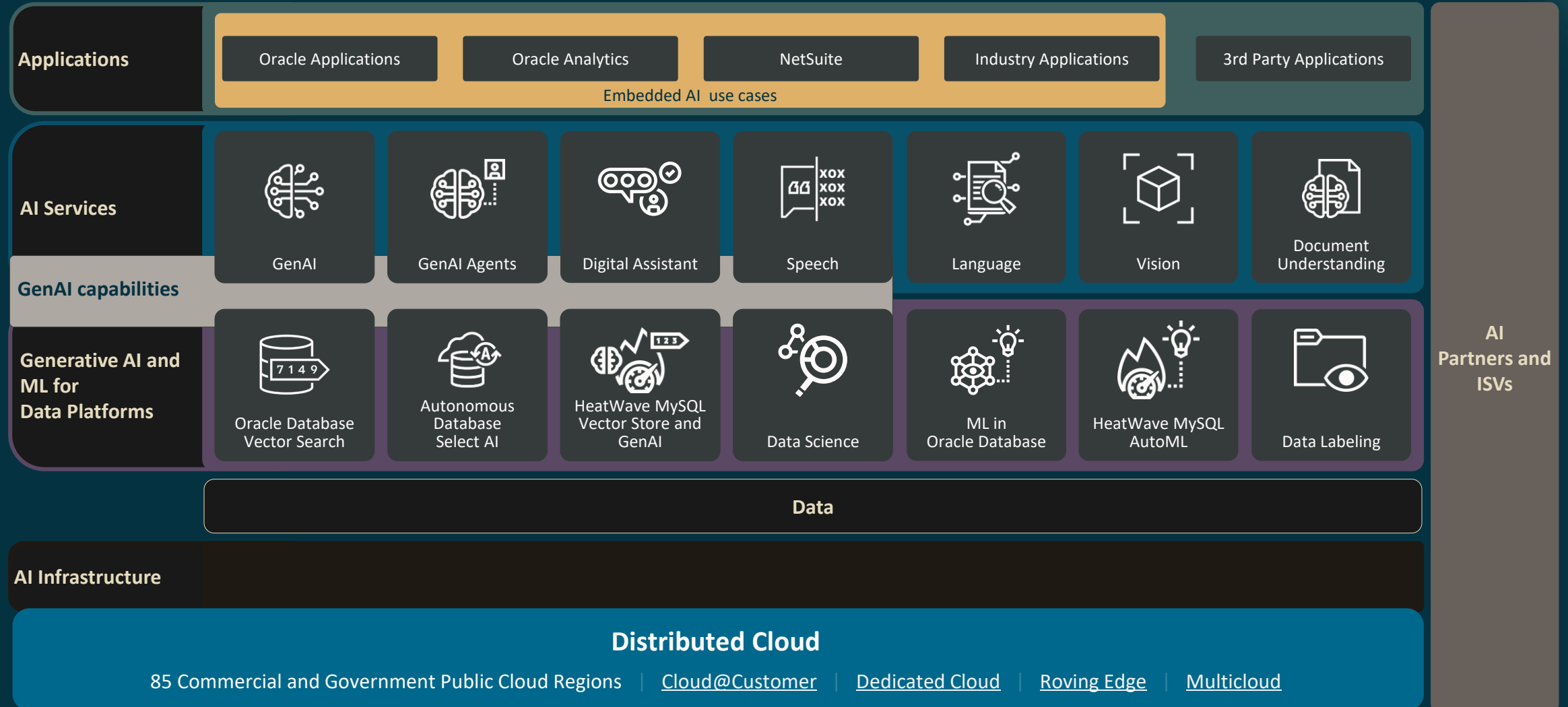
# Supported by a large number of services

Vast variety of Oracle services to leverage which are better and easier to adopt



# And our Distributed Cloud Architecture

To control your data and meet business and regulatory requirements





ORACLE

— Why Would this be of interest  
— for you?

Who knows this village?

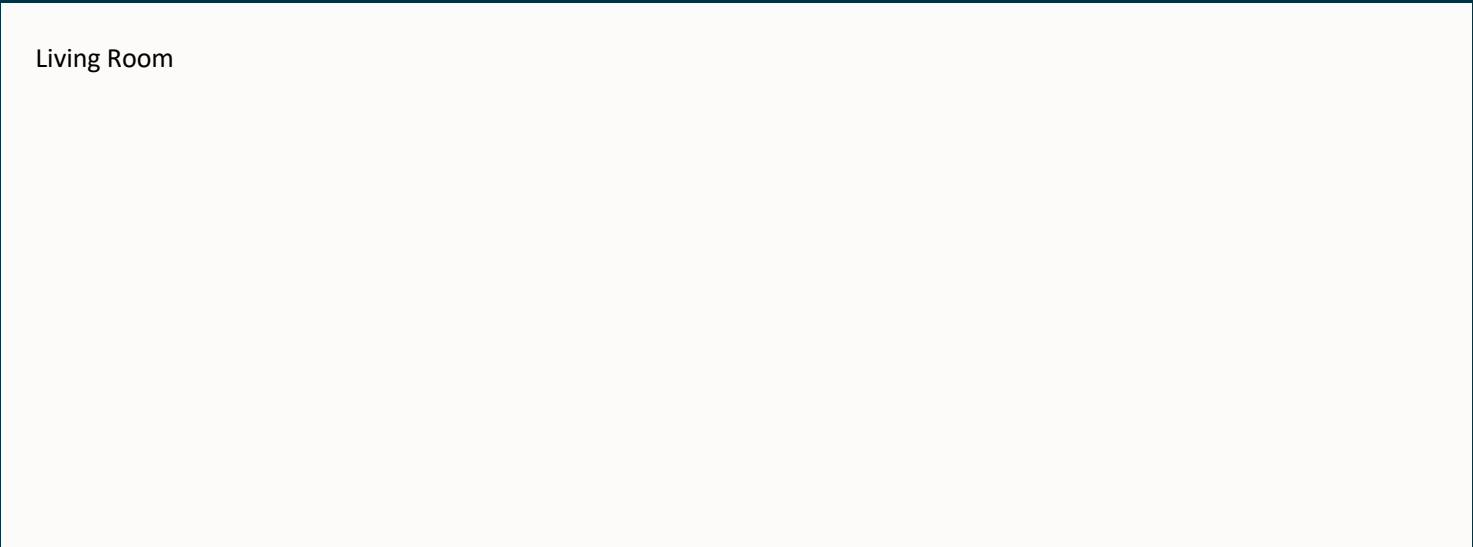
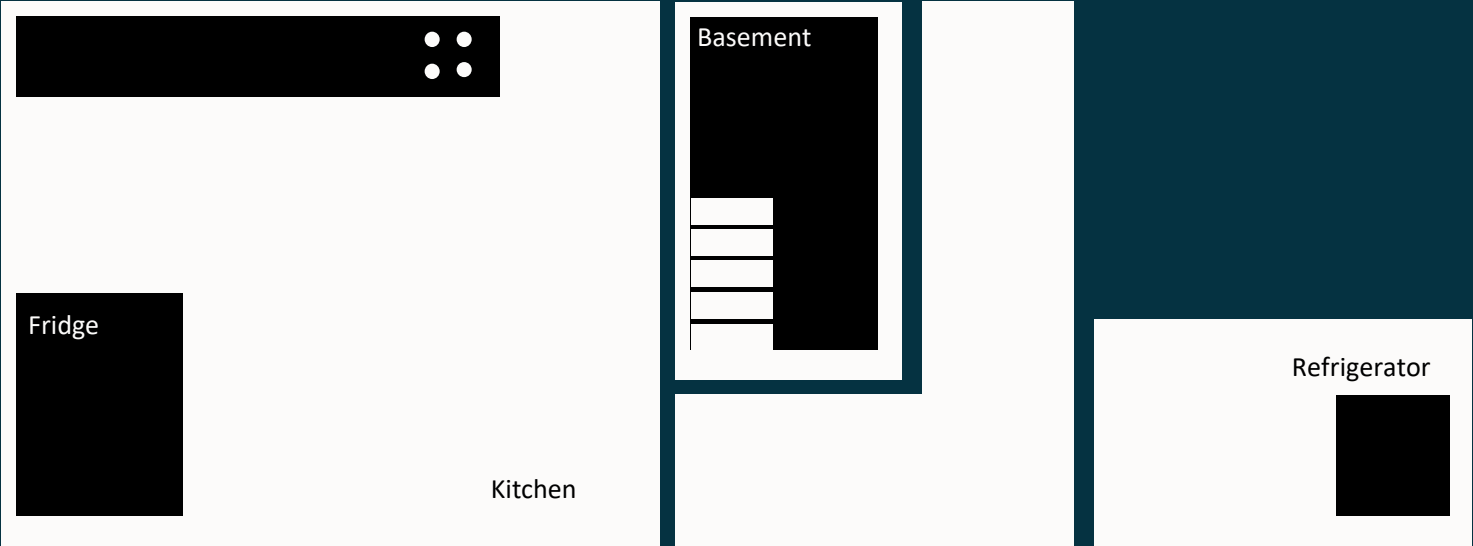




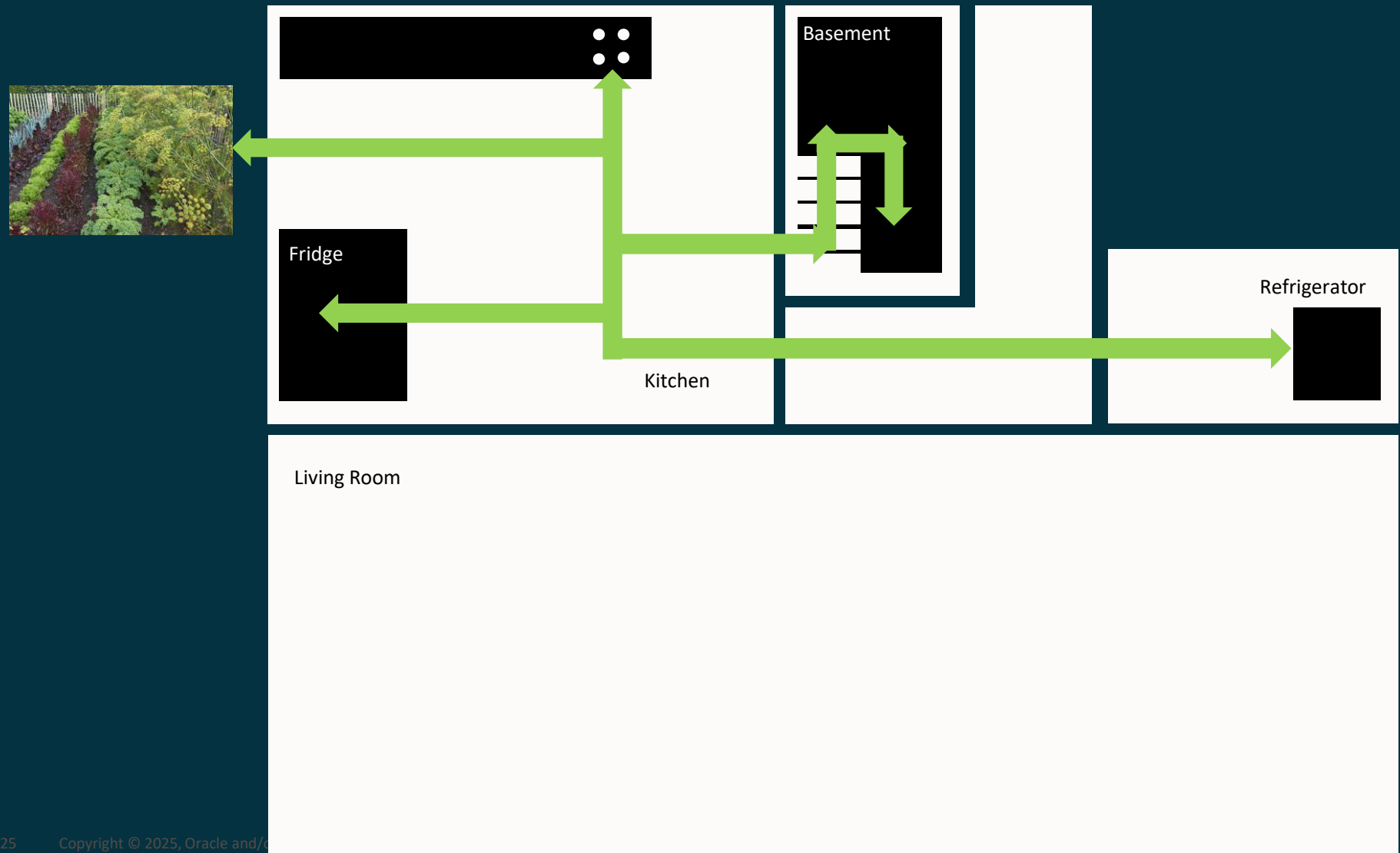




# My Grandparents House

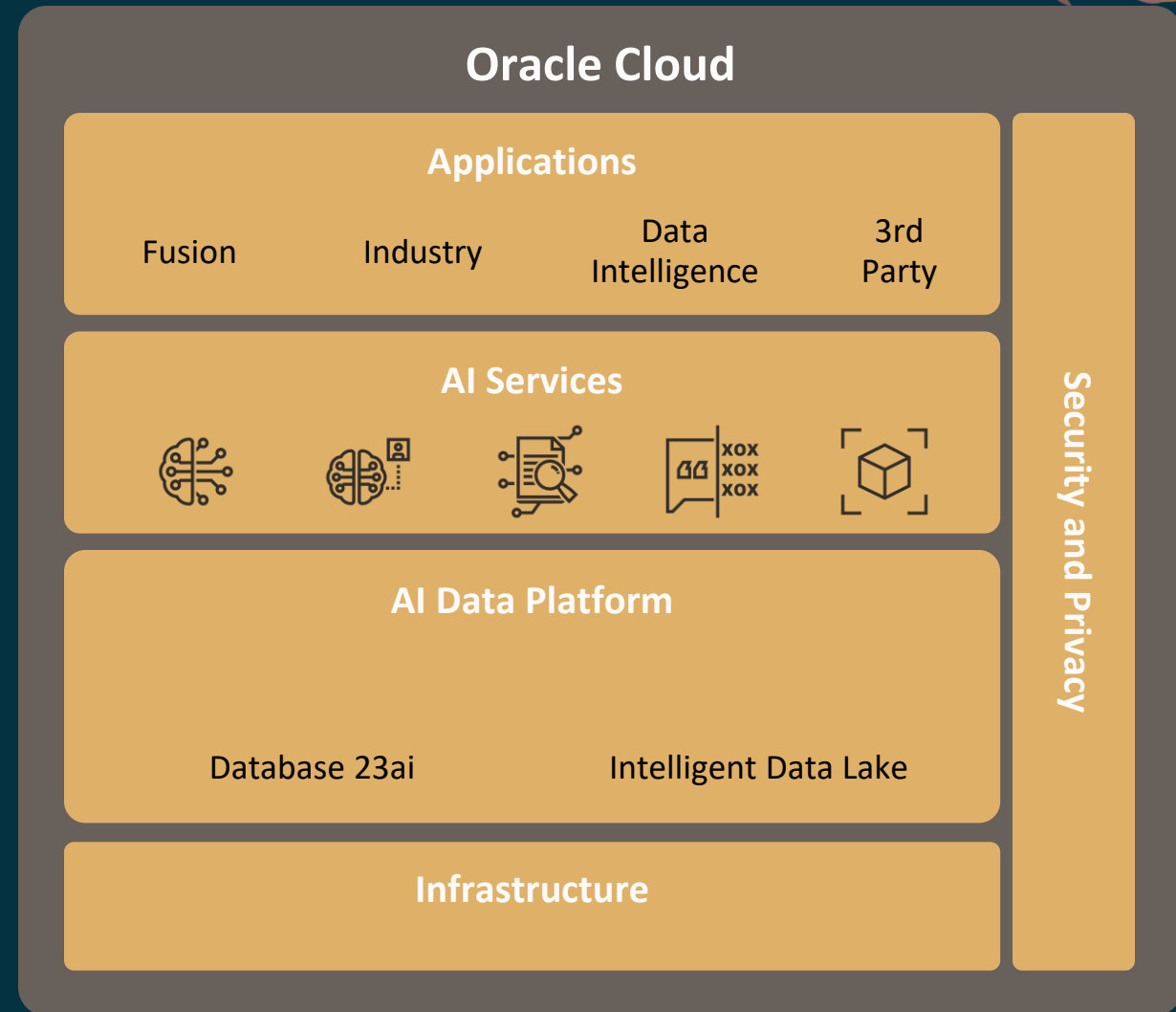


# My Grandmother's Cooking Process



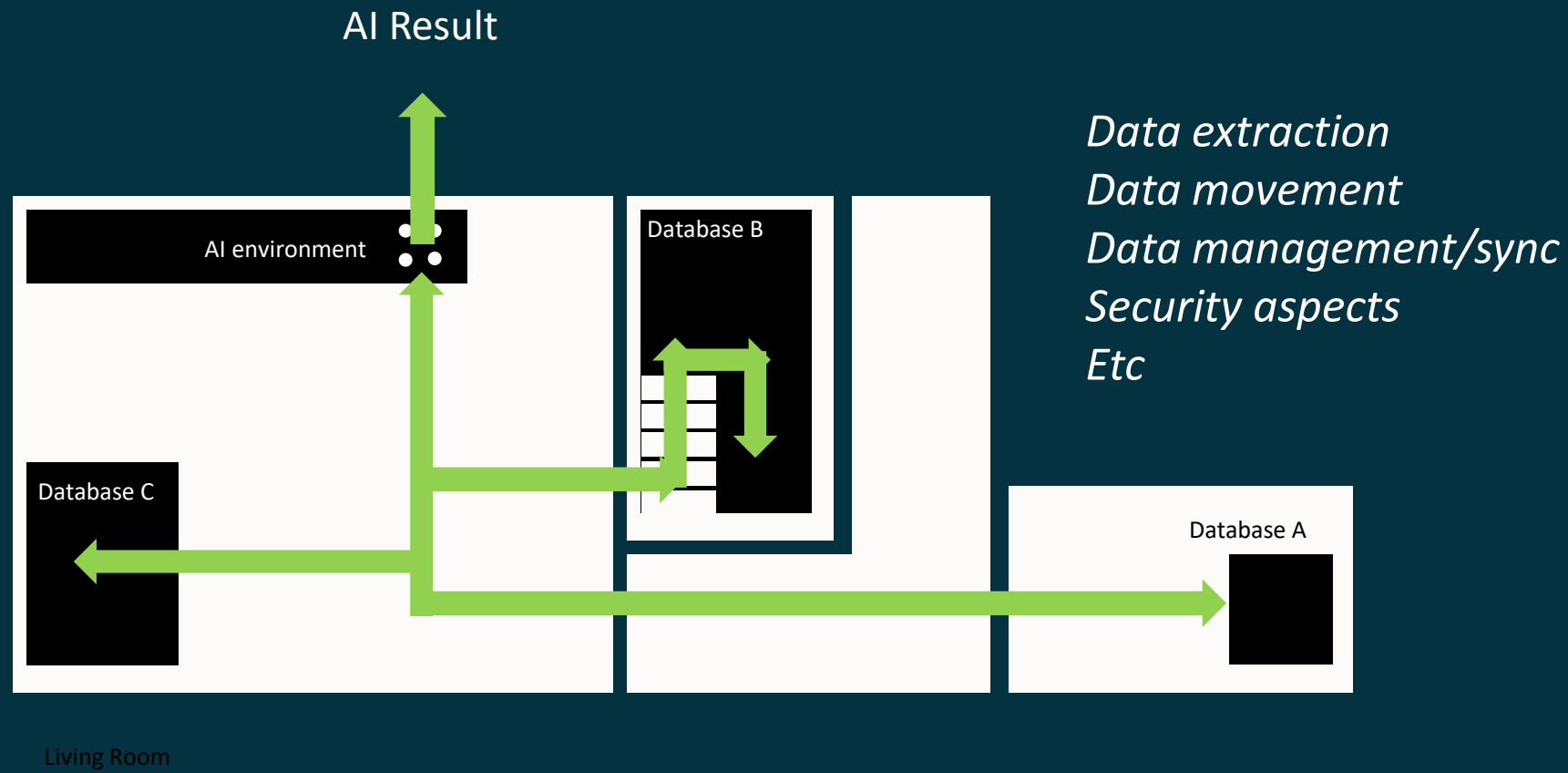
# Data are the ingredients that fuel the AI recipes

When data is in one place, AI understands how your business works.





# The AI Cooking Process

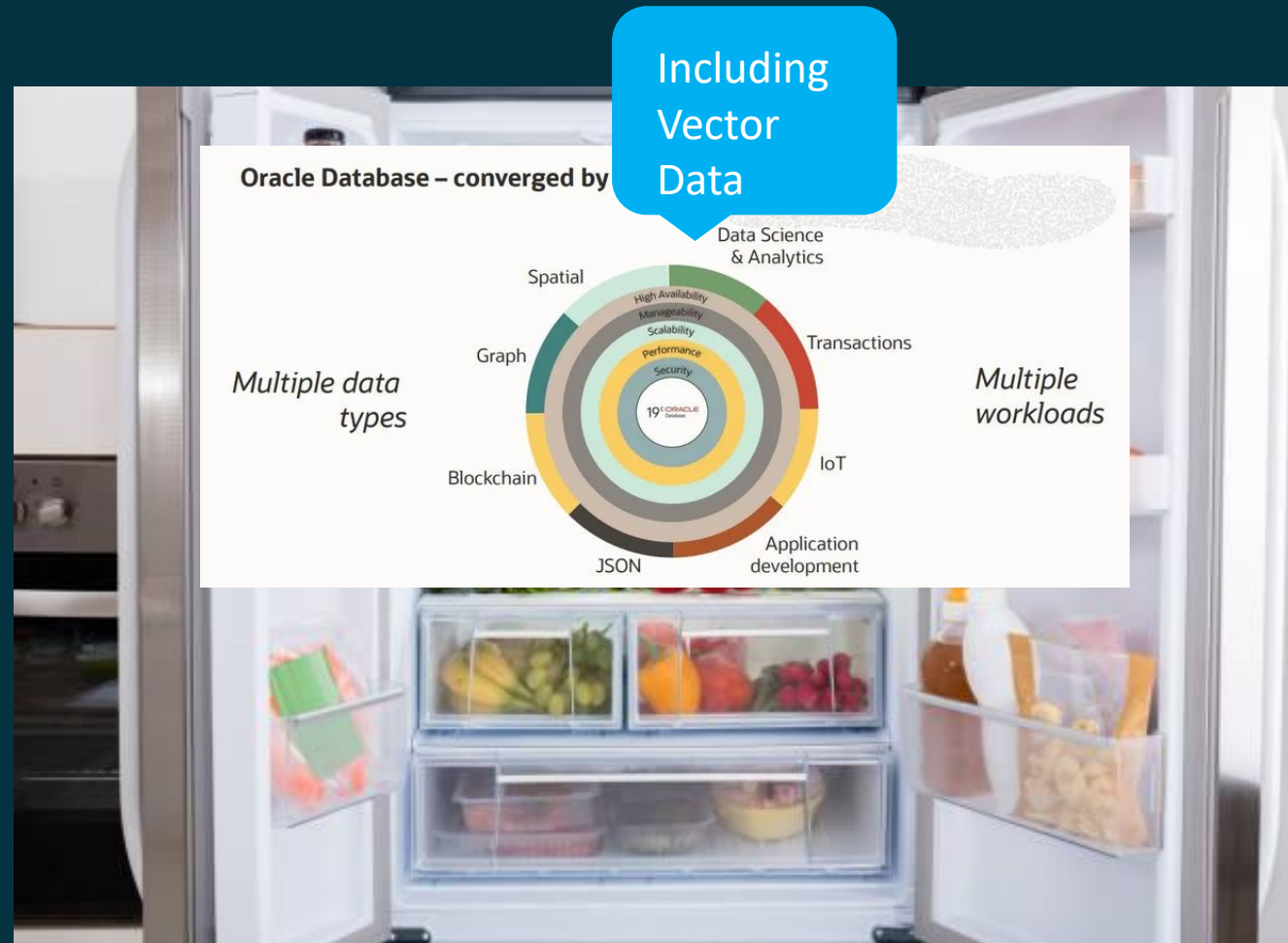


# The Modern Integrated Kitchen

*All the Food & the Tools where you need them*



# If you would open the fridge most of your data is stored in an Oracle Database that supports all data types and multiple workloads







# Your data is safe with us

## OCI achieved the highest security level for US secret classified data

- OCI is now available at all US Department of Defense and Intelligence classification levels, including Impact Level 6
- This enables OCI to secure US Secret and Top Secret classified Data
- We've taken what was needed to build a cloud capable of securing the world's most sensitive data, and made it available across all OCI clouds:

**Cloud hardware with multiple security layers**

**Least privilege access and MFA by default**

**All data encrypted by default at rest and in motion**

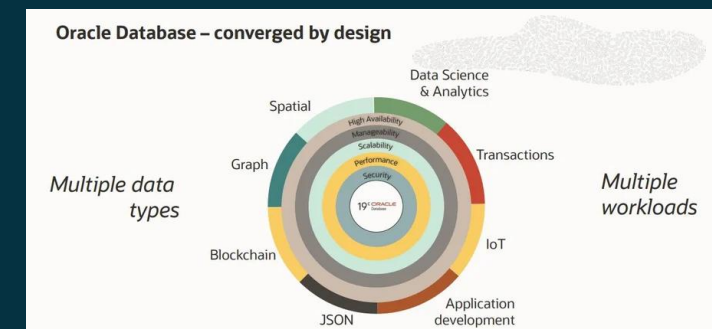
**All resources monitored and logged by default**

**Automated patching without intervention or downtime**

**Regular audits for global, regional, industry standards**

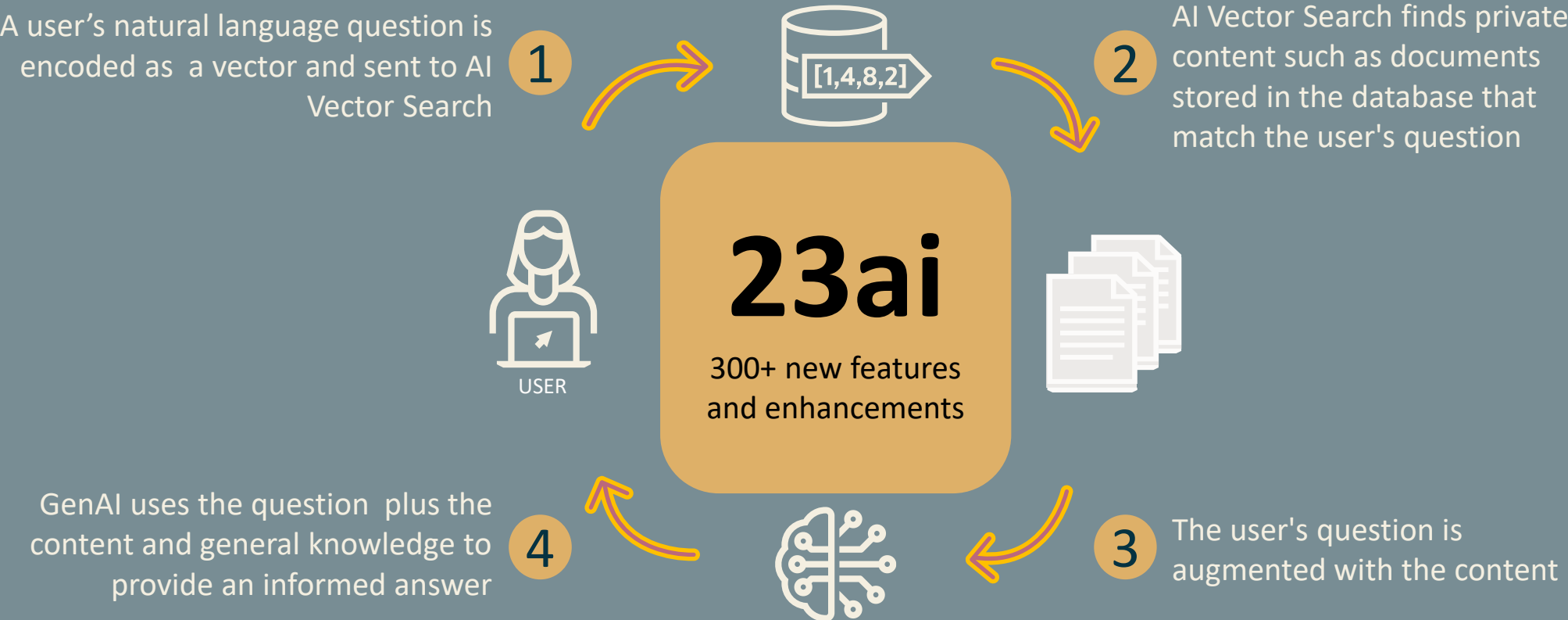
# And the Oracle Database enables you to bring AI to your data rather than data to your AI

- ✓ Speed & Performance
  - ✓ Less data movement between platforms
  - ✓ 30+ algorithms that are optimized to run in Oracle DB
  - ✓ Data parallelism and task parallelism execution using in database parallel processing capabilities to train and score models faster
  - ✓ With Vector Search running on Exadata you can push down most the computation to the storage cells to improve performance
- ✓ Cost
  - ✓ Oracle Machine Learning is included in-database at no extra cost
  - ✓ No data movement
  - ✓ Avoid risk for egress charges
- ✓ Secure as we need to move fewer data





# Rertrieval Augmented Generation (RAG) combines YOUR DATA with Oracle AI to move your business forward



## And also safety features support you to build trust in AI – Example *AI Guardrails to OCI Generative AI Model Endpoints*

- Content Moderation Filters
  - AI guardrails aim to classify harmful content, including hate speech, harassment, violence, and explicit material. These filters can be applied to user queries and AI responses
- Prompt Injection and Jailbreak Prevention
  - AI guardrails help in detecting attempts to override AI safety instructions through prompt injection attacks
- Privacy & PII Protection
  - AI guardrails aim to identify personally identifiable information (PII) in both inputs and outputs
- API-Based Guardrail Enforcement
  - Adding guardrails to an endpoint, integrates the guardrails directly into the OCI Generative AI models through secure API-based guardrail enforcement. Supports real-time moderation
- Safety mode
  - Adds a safety instruction to the model's generated responses



# Building Trust in AI



## 1 Transparency and Explain ability:

- Be transparent about how AI systems work
  - Explain the algorithms, data used, and decision-making processes to users and stakeholders
- Promote explainable AI (XAI)
  - Make AI outputs understandable and interpretable, especially in high-risk scenarios
- Provide clear documentation
  - Offer detailed explanations of how AI systems function and their potential limitations.



## 2. Ethical Development and Governance:

- Develop ethical AI guidelines
  - Ensure AI systems are developed and deployed in a way that aligns with ethical principles, such as beneficence, non-maleficence, and fairness
- Address potential biases
  - Identify and mitigate biases in data and algorithms to ensure fairness and prevent discrimination
- Establish strong governance frameworks
  - Implement clear rules, policies, and oversight mechanisms to ensure responsible AI development and deployment.

Source: McKinsey, Benchmark 6 Sigma, Nature, Babl AI, Salesforce and others

# Building Trust in AI



## 3. Human Oversight and Collaboration:

- Promote human-AI collaboration
  - Encourage a partnership between humans and AI systems, leveraging the strengths of both
- Maintain human oversight
  - Ensure humans are involved in critical decision-making processes and have the ability to intervene when necessary
- Foster a culture of accountability
  - Establish clear lines of responsibility for AI systems and their outcomes



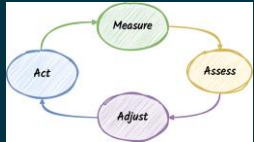
## 4. Data Quality and Security:

- Prioritize data quality
  - Ensure the data used to train AI models is accurate, relevant, and representative
- Protect sensitive data
  - Implement robust security measures to protect personal information and prevent data breaches
- Obtain necessary permissions
  - Ensure transparency and obtain consent when using personal data for AI training and development

Source: McKinsey, Benchmark 6 Sigma, Nature, Babl AI, Salesforce and others



# Building Trust in AI



## 5. Continuous Improvement and Feedback:

- Monitor AI performance
  - Continuously evaluate and monitor the performance of AI systems to identify areas for improvement
- Solicit and act on feedback
  - Encourage users to provide feedback on AI systems and use this feedback to refine and improve performance
- Adapt to changing needs
  - Continuously update and adapt AI systems to meet evolving user needs and societal expectations



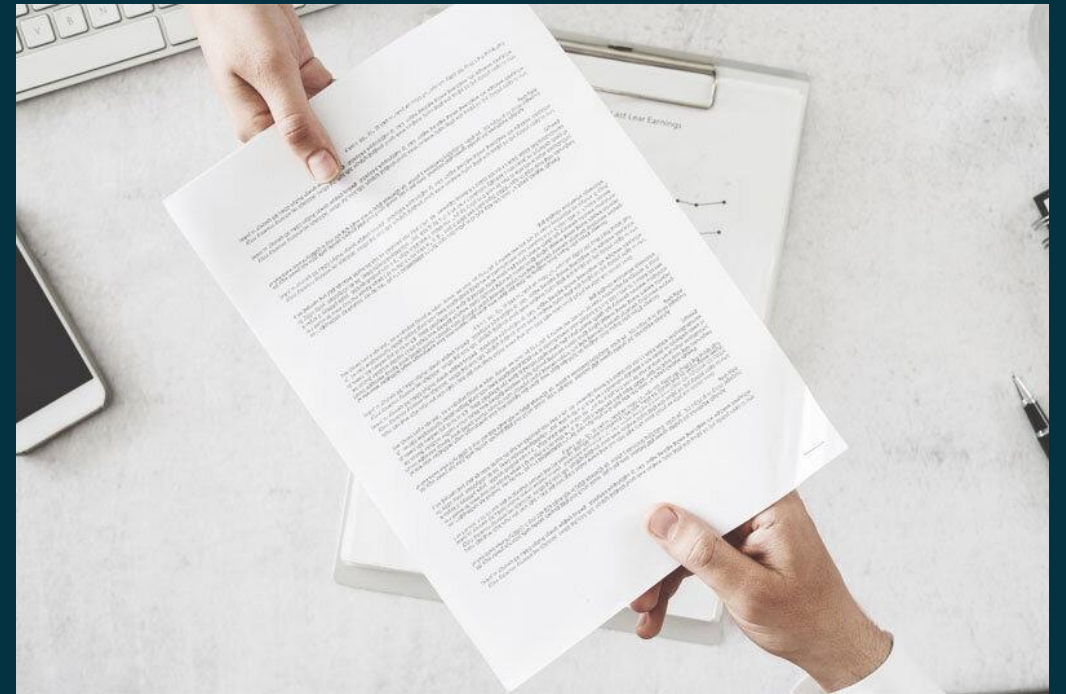
## 6. Education and Awareness:

- Educate users about AI
  - Provide users with the knowledge and understanding they need to interact with and trust AI systems
- Promote awareness of potential risks
  - Educate users about the potential risks associated with AI and how to mitigate them
- Foster a culture of responsible AI adoption
  - Encourage organizations and individuals to adopt AI systems responsibly and ethically

Source: McKinsey, Benchmark 6 Sigma, Nature, Babl AI, Salesforce and others

## Case Study – AI in B2B Sales (BCG)

Telecom used GenAI for client proposals  
Custom responses generated in minutes  
Sales reps reported increased satisfaction  
Boost in proposal quality and speed  
Trust in AI grew through positive ROI



Source: BCG - What If B2B Companies Trusted Sales Intelligence

# Start using generative AI today with AI Solutions Hub

- ✓ Quick start AI solutions
- ✓ Replicate in your own OCI tenancy
- ✓ Each AI Solution includes:
  - Sample code
  - Quick start guide
  - Tutorial video
- ✓ New solutions continuously added

The screenshot shows the Oracle Cloud AI Solutions Hub page. At the top is the Oracle Cloud navigation bar with links for About, Services, Solutions, Pricing, Partners, and Resources, along with a search icon, a flag icon, and a 'Sign in to Oracle Cloud' button. Below the navigation bar is a breadcrumb trail: 'Cloud > Artificial Intelligence >'. The main heading is 'AI Solutions Hub', followed by a subheading: 'Enter a new era of productivity with generative AI solutions for your business. Leverage AI, embedded as you need it, across the full stack.' Below this are two buttons: 'Learn more about Oracle AI' and 'Speak to an AI expert'. The section 'AI solutions' follows, featuring three solution cards. Each card has a video thumbnail, a title, a brief description, and a list of resources (Sample code, Quick start guide, Tutorial). The first card is 'Enhance customer engagement by automating content creation', the second is 'Improve efficiency and save time by summarizing data from any source', and the third is 'Streamline quality control in manufacturing with Object Detection'. A 'Talk to sales' button is located in the bottom right corner.

OCI About Services Solutions Pricing Partners Resources

Cloud > Artificial Intelligence >

## AI Solutions Hub

Enter a new era of productivity with generative AI solutions for your business. Leverage AI, embedded as you need it, across the full stack.

[Learn more about Oracle AI](#) [Speak to an AI expert](#)

### AI solutions

**Enhance customer engagement by automating content creation**  
Use a simple, web-based UI to harness the power of generative AI.

- [Sample code](#)
- [Quick start guide](#)
- [Tutorial \(11:26\)](#)

**Improve efficiency and save time by summarizing data from any source**  
Quickly extract content from web sources and summarize it using Oracle Cloud Infrastructure (OCI) Generative AI.

- [Sample code](#)
- [Quick start guide](#)
- [Tutorial \(11:43\)](#)

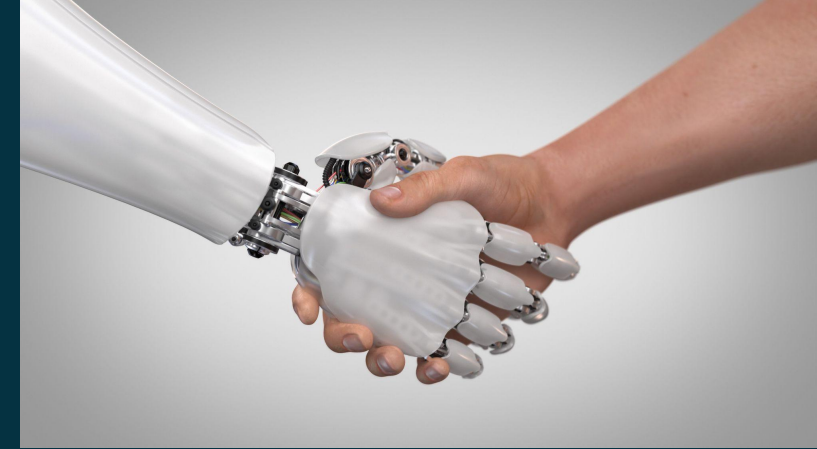
**Streamline quality control in manufacturing with Object Detection**  
Develop an AI-infused application with the help of OCI Vision and get detection results.

- [Sample code](#)
- [Quick start guide](#)
- [Tutorial \(16:21\)](#)

[Talk to sales](#)



## Key Takeaways & Conclusion



Trust is vital for enterprise AI success

Transparency and governance build confidence

Real-world use cases accelerate buy-in

Large part of your enterprise data is stored in an Oracle database

Our distributed strategy and secure use of AI enable you to control your data

We enable you to leverage your data to improve time-to-project, reduce cost and security

And together with our partners we are happy to help!





# Thank You