

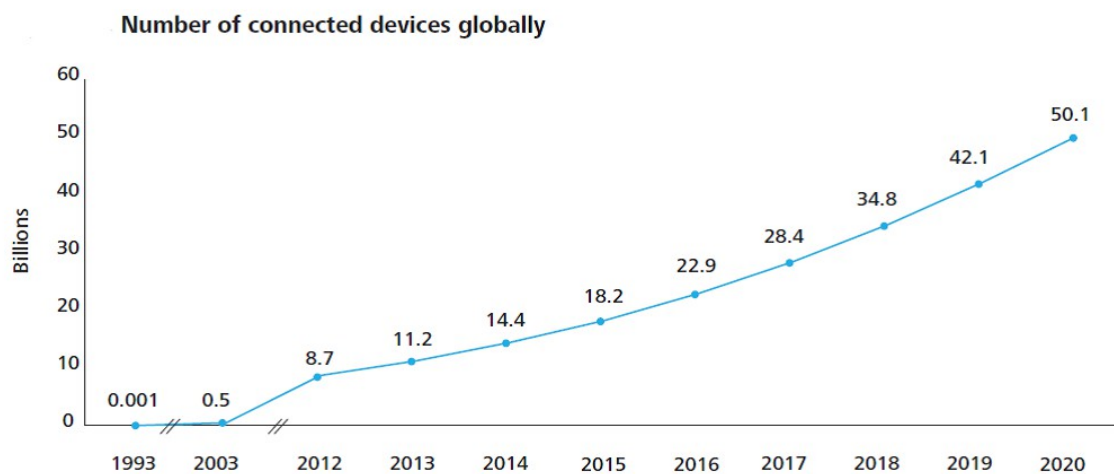
## The Era of a Collaborative Intelligence

### – Big data, IoT & AI



The possibilities that IoT brings to the table are endless. Internet of Things (IoT) is the convergence of connecting people, things, data and processes is transforming our life, business and everything in between.

The 'Internet of Things' is undoubtedly a buzzword but if you speak to anyone who's been working with this technology for a while, they'll tell you that the underlying technology isn't at all new. The ability to connect remote things and interact with them has been around for years. The Internet of Things (IoT) is emerging as the third wave in the development of the Internet. The 1990s' Internet wave connected 1 billion users while the 2000s' mobile wave connected another 2 billion. The IoT has the potential to connect 10X as many (28 billion) "things" to the Internet by 2020, ranging from bracelets to cars.



Source: National Cable & Telecommunications Association, "Broadband by the numbers," <https://www.ncta.com/broadband-by-the-numbers>, accessed April 22, 2015.

Graphic: Deloitte University Press | DUPress.com

As the rapid expansion of devices and sensors connected to the Internet of Things continues, the sheer volume of data being created by them will increase to a mind-boggling level. The billions of things that fall under the domain of IoT produce massive volumes of data, and this is where the greatest potential lies. However, big data alone means nothing. More important

Classification: Public

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# IoT, AI & Big data



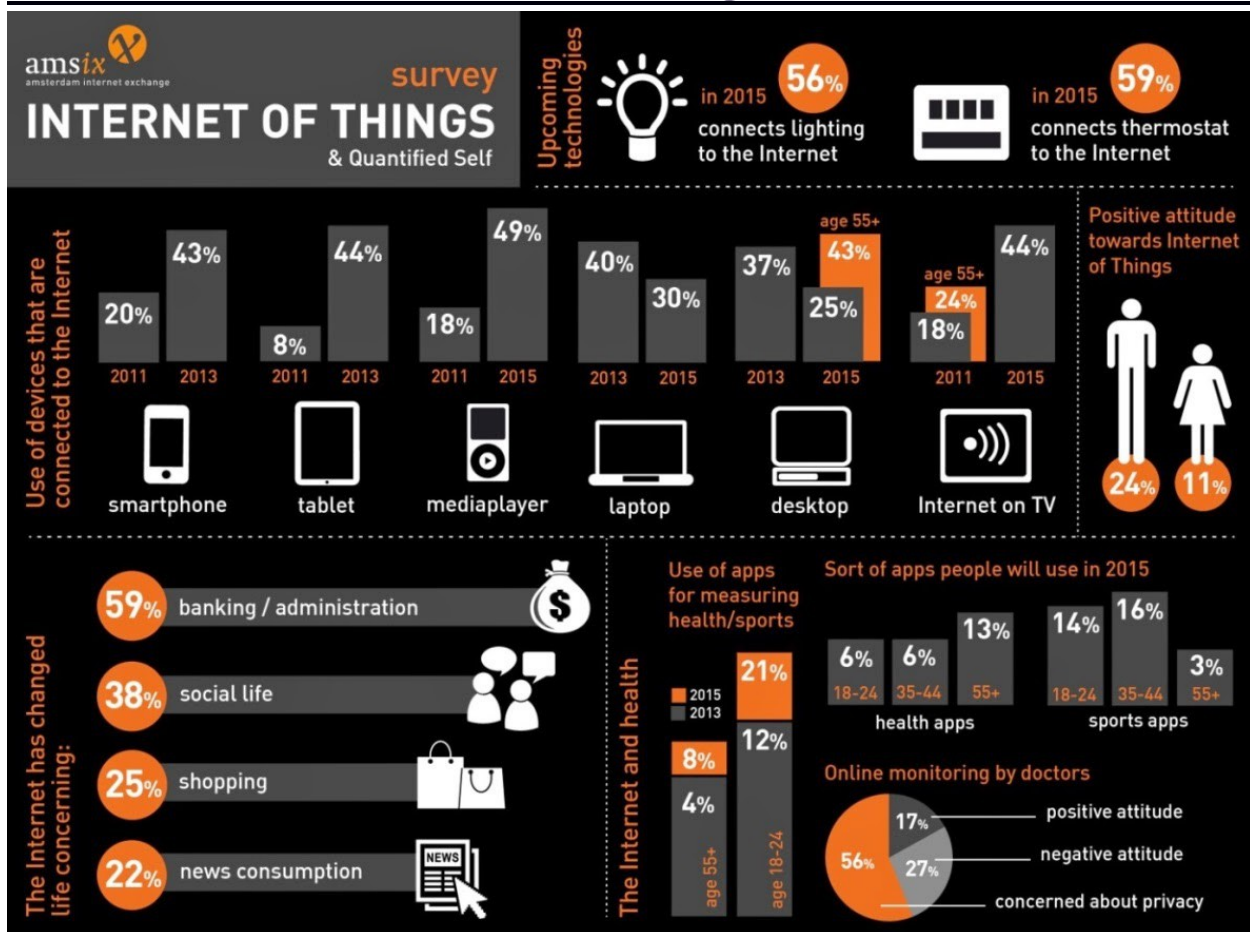
is *relevant* data & the right type of data. In order to take the full advantage of the data being derived using IoT, two important aspects needs to be improved –

1. Speed analysis of the data
2. Accuracy analysis of the data.

The only way to keep up the promise of IoT to gain the hidden insights of the data it holds is using AI (Artificial Intelligence)

Data driven decisions are guiding firms to meet customers where and in the manner they choose. In an IoT situation, AI can help companies take the billions of data points they have and boil them down to what's really meaningful. The general premise is the same as in the retail applications – review and analyze the data you've collected to find patterns or similarities that can be learned from, so that better decisions can be made.

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Artificial Intelligence provides us the framework and tools to go beyond trivial real-time decision and automation use cases for IoT.

While tremendous innovations in services have already been delivered, a different world will emerge in five years as a result of increased innovation within IoT and AI.

The availability of core AI frameworks on tap means a level playing field for startups. Now startups can leverage decades of research, apply it to data, and pipe the results directly into two major directions — extreme personalization and predictive businesses — built on intelligent process automation and

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forecasting. These technology leaps will make businesses more efficient in operations and effective in understanding customers' needs and fulfilling them in much better ways.

To reap the rich rewards from the big markets available in India, we need to create an effective ecosystem of funding, talent and cross-border collaboration.

We are at an important juncture today. Rich data is hitting businesses from all sides, advances in computation power have made making sense of this data in real time for predictive decisions a reality, and businesses the world over are competing hard to differentiate themselves. It is a real pot-pourri of several factors coming together to build a pathway for applied AI and IoT to hit mainstream adoption.