Leveraging Artificial Intelligence Expertise

Unlocking Knowledge Transfer Webinar Series

October 2020

In October's edition of Knowledge Transfer Ireland's *Unlocking Knowledge Transfer* webinar series, attendees heard from experts on the rapidly advancing and society changing technology that is artificial intelligence (AI). The session was moderated by KTI's Siobhan Horan and the panel included two experts on AI, Edward McDonnell, Director of CeADAR which is Ireland's national centre for Applied Data Analytics & AI, and; Roberto Magnani, Watson Health Leader for the EMEA region from IBM Ireland.

In a nod to the growing importance placed upon AI and machine learning among Irish business, Siobhan kicked off the conversation by describing how AI has been a consistently requested topic throughout the *Unlocking Knowledge Transfer* series.

Edward talked through the centre's role in bringing the benefits of AI to businesses through cutting edge research and how it is delivered to member companies. Recently named as one of the European Union's Digital Innovation Hubs for AI, Edward described how the 87 member companies of CeADAR can gain a competitive advantage through embracing AI to tackle real-world problems they face. Edward pointed out the collaborative nature in which CeADAR works with businesses, indeed this collaboration focused strategy has been a mainstay from companies represented during the Unlocking Knowledge Transfer series.

Open innovation is a central tactic CeADAR uses to get AI into companies who may not have the expertise to do it themselves, and this is done through a twice yearly call for proposals from their member companies to address real-world problems they are facing within their business. The proposals are then shortlisted to 12 which are actioned, called 'demonstrators' – with solutions available in 6 months. Edward rounded out the discussion with some examples of previous demonstrators, including one covering the growing field of text and natural language processing with a project which sought to analyse large amounts of text for differences and similarities.

Roberto Magnani continued the conversation through a healthcare lens and described the considerable pressure the healthcare industry is facing in terms of resource challenges, consumer expectations and regulatory uncertainty. A key takeaway from his contribution was that AI is a tool in alleviating those pressures by helping maximise the use of underutilised data. Roberto was also keen to point out that while healthcare was the example he was using, AI's use was hugely applicable in other industries. Roberto talk through how AI can assist with a move towards a more personalised approach, and individual medicine, through gathering and integrating physical, biological and digital data to inform treatment and lifestyle choices. Wearable technology such as smart watches were offered as an example of this, with the question posed as to what effect that type of technology would have had in tracking and monitoring COVID-19 symptoms at a mass level.

Closer to home for many attendees was Roberto's final example of how AI can be a useful tool in returning employees to the workplace. Through things like special planning and productivity in an office setting, to the remote monitoring of symptoms and contacts should an employee be required to work from home AI can be used by businesses to effectively plan.

Siobhan wrapped up the webinar by answering some of the questions posed, including on the funding options available to businesses – a confirmation that the audience saw the potential in AI for their business.

The next *Unlocking Knowledge Transfer* webinar will be held on Tuesday November 3rd and will delve into a less well-known form of Intellectual Property right, Trade Secrets. The panel will consist of Raymond Hegarty, CEO of IP Strategy Sandbox; Ian Hutchinson, Technical Manager with Nutribio; and Joe Doyle, Enterprise Ireland's IP Manager. You can register for this webinar here.