



Contribution ID : 15

Type : **not specified**

Developing AI for B2B Applications

Thursday, 7 October 2021 11:00 (60)

AI has made significant progress and is being used in many commercial applications today. The bulk of AI adoption so far has been in B2C consumer applications, but B2B applications offer an equally exciting opportunity for AI. Developing AI for B2B applications, however, comes with its own constraints and challenges. In particular, the availability of high-quality data and a solid understanding of the business process are crucial for success. This talk will give an overview about developing B2B AI applications and how to avoid pitfalls on the way of productizing AI models. As an example, we will have a look at natural language processing, an active sub-field of AI research which can be applied to many B2B use cases.

www.sap.com

Presenter(s) : DAHLMIEIER, Daniel (SAP)

Session Classification : Keynotes