The Digital Professional

Ai & Data Analytics

Presentation by
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EFAA Conference, Brussels
June 21, 2018

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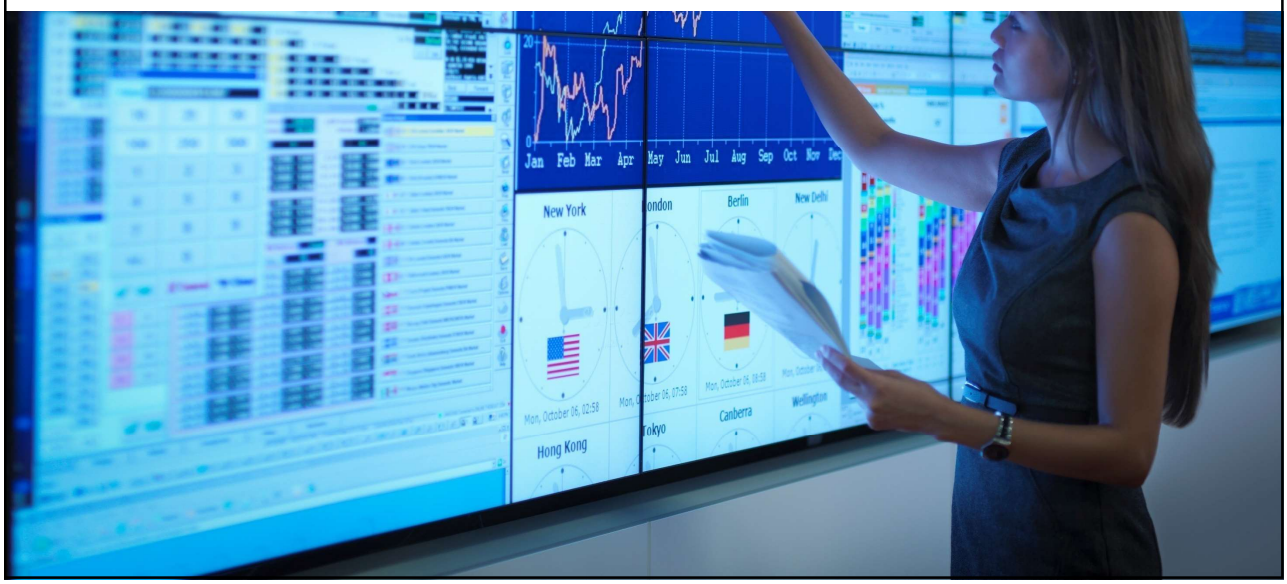
Building a better working world

The Future of our Profession



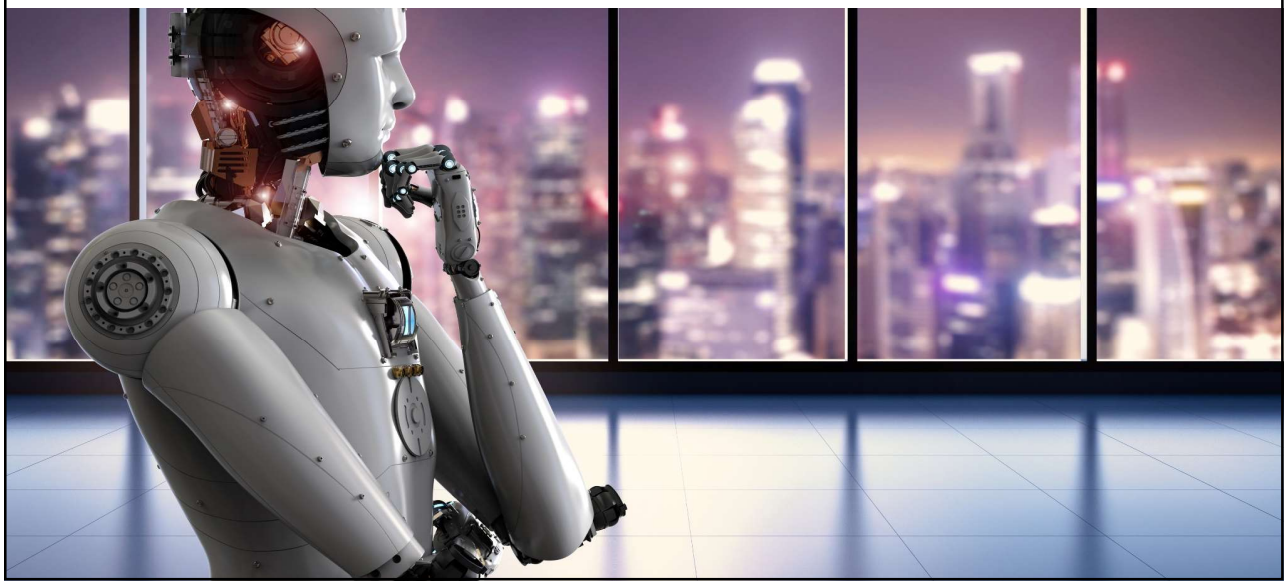
Agenda for today

- ✓ Introduction
- ✓ 2 ready-to-use examples using Artificial intelligence & advanced Data-analytics

The Intelligent Automation journey in our profession

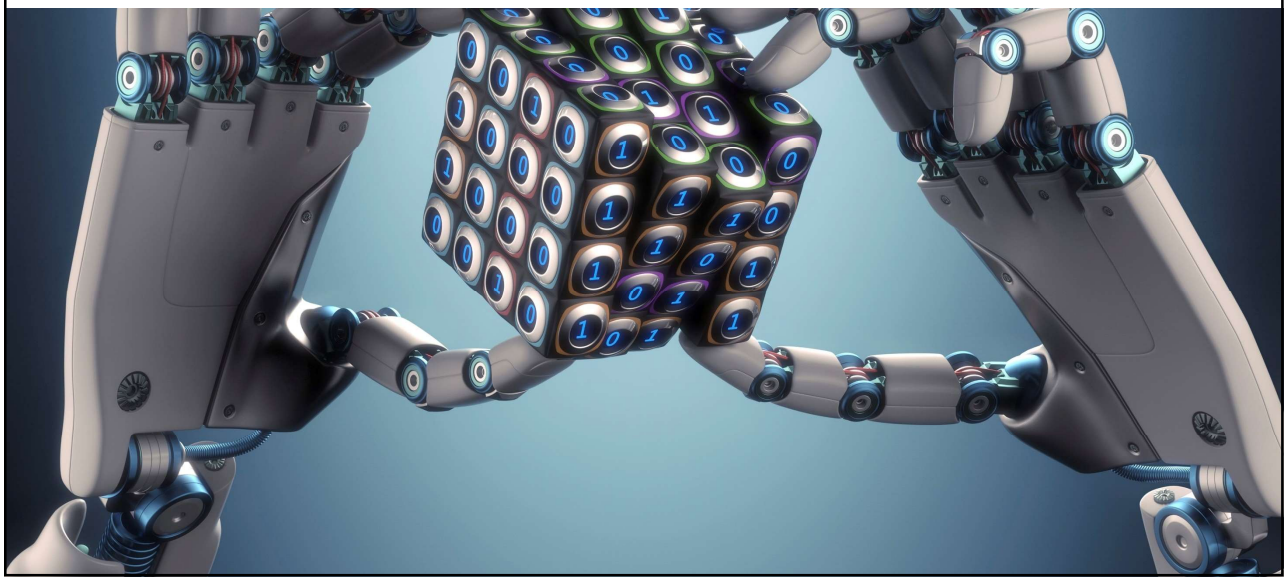
4		**Artificial intelligence**	Data analytics, insights, decision-making
3		**Intelligent chatbots**	Interaction with users (internal or external)
2		**RPA cognitive**	Manage unstructured data through machine learning & natural language processing
1		**Robotic process automation (RPA) traditional**	Repetitive, rule based, high volume activities

Example 1: MindBridge Ai Auditor



Example 2: Continuous Auditor (Cygnus Atratus)

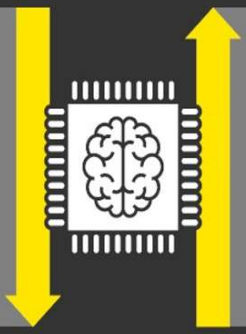
Putting Artificial intelligence & Data analytics to work



Putting to Ai to work: top down or bottom up? Both!

Top down

- Identify a business problem with an "intelligence gap"
- Measure the value of a perfect solution
- Determine "how good is good enough" to get the most value
- Access technical feasibility



- Identify an AI technology
- Look for business problems to solve
- Measure the value a solution might deliver
- Experiment to determine what value can be provided

Bottom up

For more information visit: ey.com/innovation

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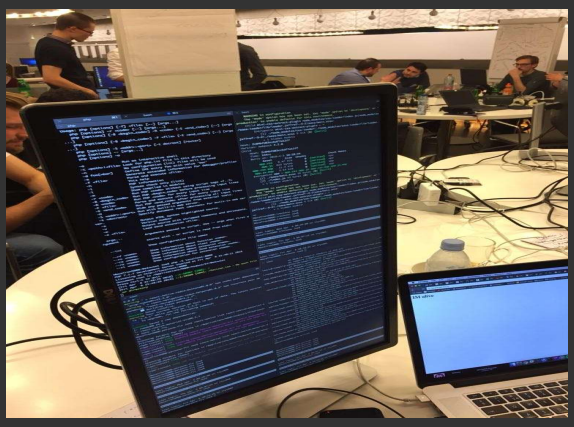
Nice things are happening....
Entrepreneurial mindset, learning by doing..

HATCH
INNOVATING EY FROM WITHIN

Innovation & Technology coming together



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Think about this ....
Concerns about using Ai (towards deep learning)

- Opportunities
- Challenges

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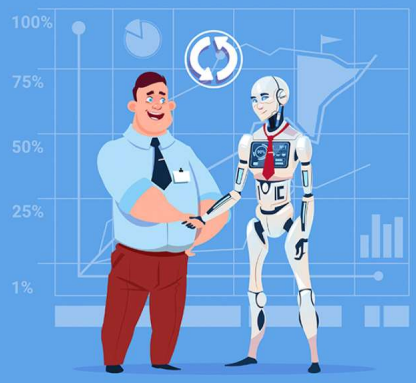

Audit / Accounting professionals and Machines Working Together

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Thank You!

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