ARTIFICIAL INTELLIGENCE

A WORLD OF DISCOVERY

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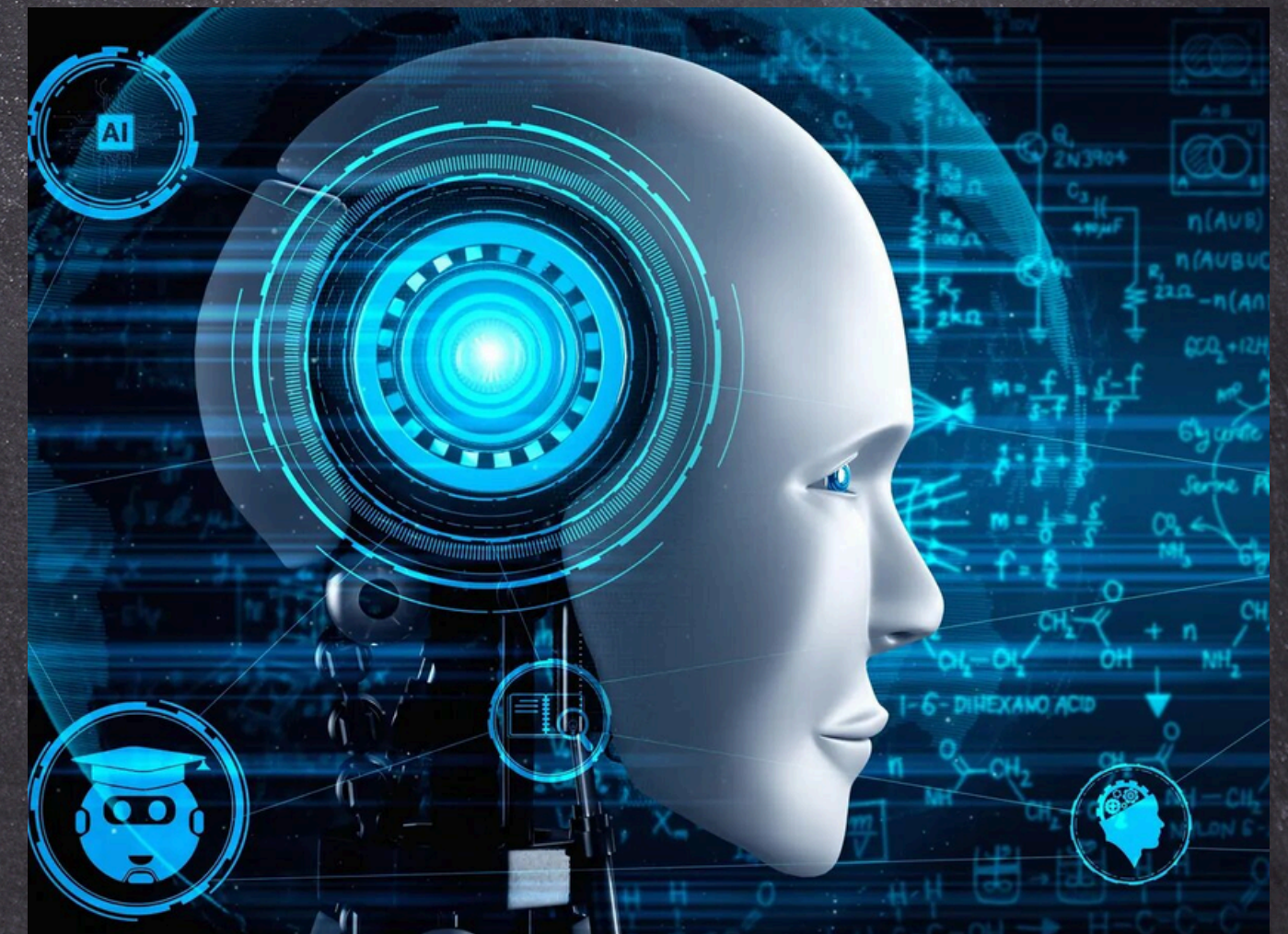
I) AI'S ROLE IN DIGITAL TRANSFORMATION

- AI revolutionizes digital landscape: innovation, customer engagement, efficiency.
- Redefines digital business models for agility in modern marketplace.
- Creates intelligent systems for learning, informed decisions, trend prediction.
- Essential AI technologies: machine learning, natural language processing, robotics.
- Integration into digital strategies emphasizes data-centric models.
- Enables new business models transcending traditional boundaries.

- Strategic framework aligning with organizational goals crucial for success.
- Address challenges: integration, data quality, ethical considerations.
- AI reshapes industries, redefines competitive dynamics.
- Enhances operational efficiencies, fosters innovation in products/services.
- Significant impact on business models, customer experience, market competition.
- AI indispensable for successful digital transformation journey.

II) FRAMEWORK FOR AI IN E-BUSINESS STRATEGY

Strategic use of AI in analyzing external factors enables companies to proactively respond to market changes, creating agile business models that can quickly adapt to new challenges and opportunities.

Strategic Framework for AI Integration in e-Business
- **Dual Focus: Internal Capabilities & External Market Dynamics**

-Assessing readiness for AI integration
-Identifying key areas of AI value addition
-Evaluating data infrastructure, competencies, and culture

- **Leveraging AI for Market Insights**

-Analyzing trends, customer needs, and competitors
-Identifying value creation opportunities
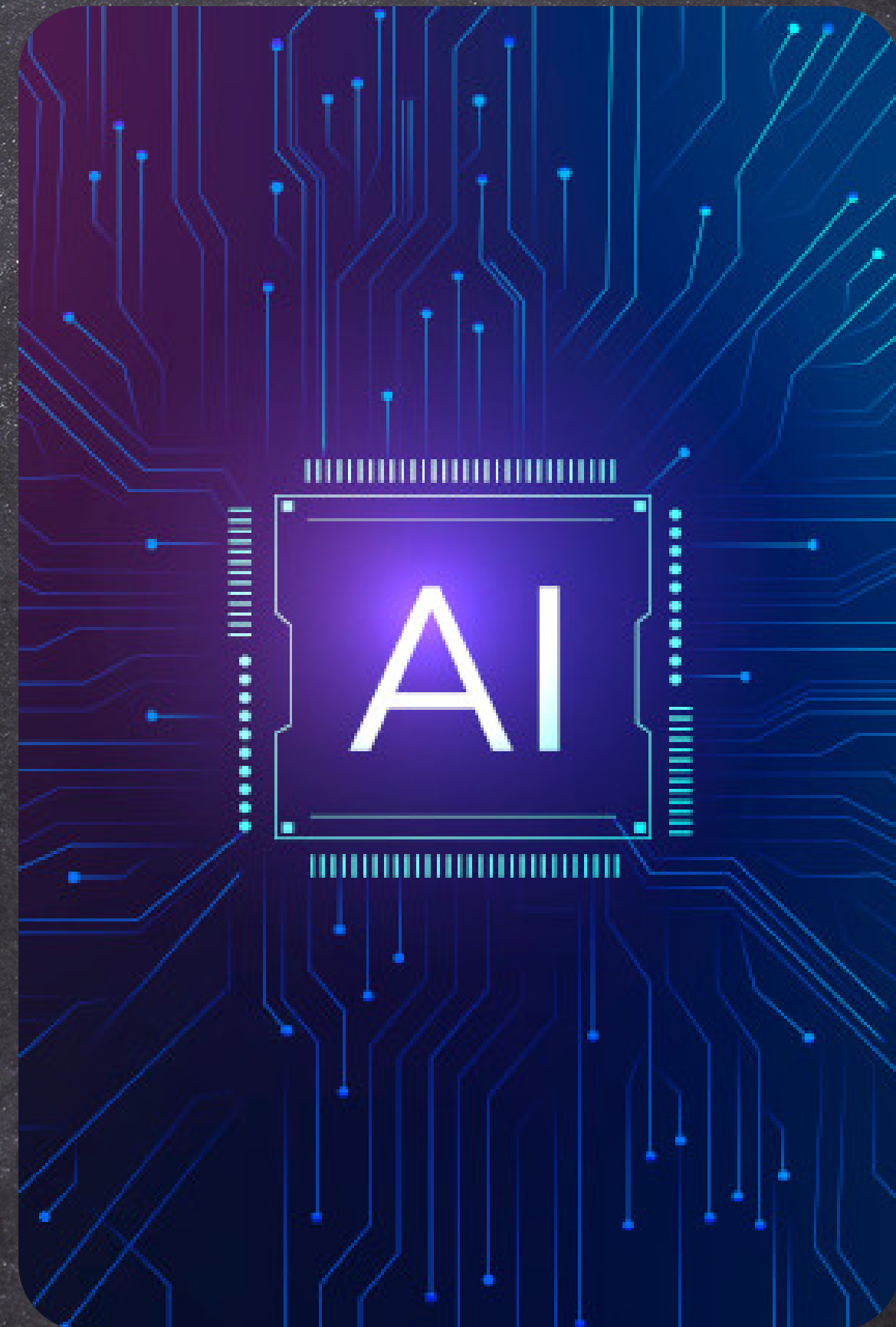-Proactively responding to market changes

- **Ethical Considerations and Compliance**
  - Ensuring transparency, fairness, and privacy
  - Building trust with stakeholders

- **Holistic AI Integration Across Functions**
  - Optimizing supply chains, enhancing customer service, innovating product development.

III) CASE STUDIES: AI INNOVATION AND VALUE CREATION
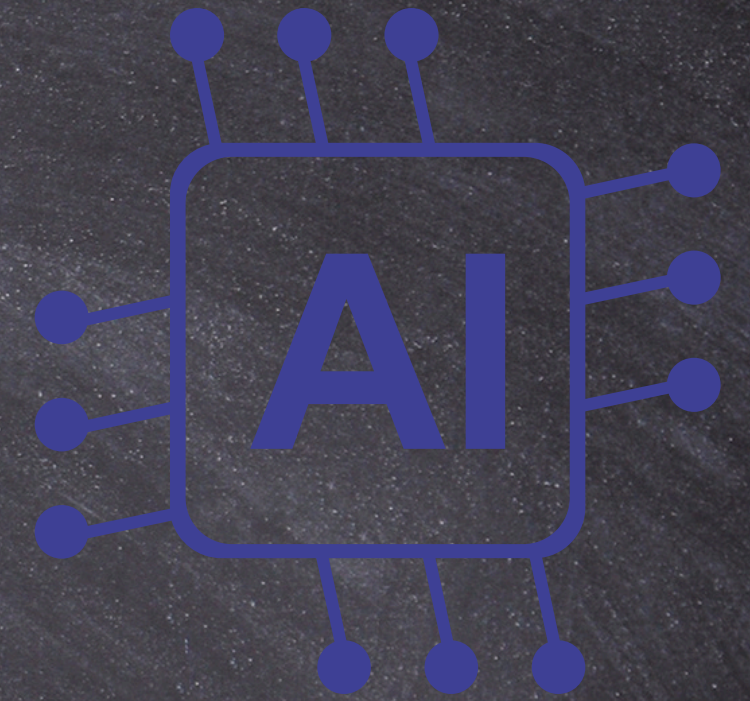
 personnalized recommandation for online retailer

 fraud detection to protect transaction for financial firm

 predictive analytics for healthcare provider

CONCLUSION

Seamless, enhancing operations, experiences

Innovation, ethics, competitiveness crucial

Holistic AI integration for e-commerce

THANK YOU VERY MUCH!