



Driving Business Growth with AI and Automation

AI & IoTs Summit 2025

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Agenda



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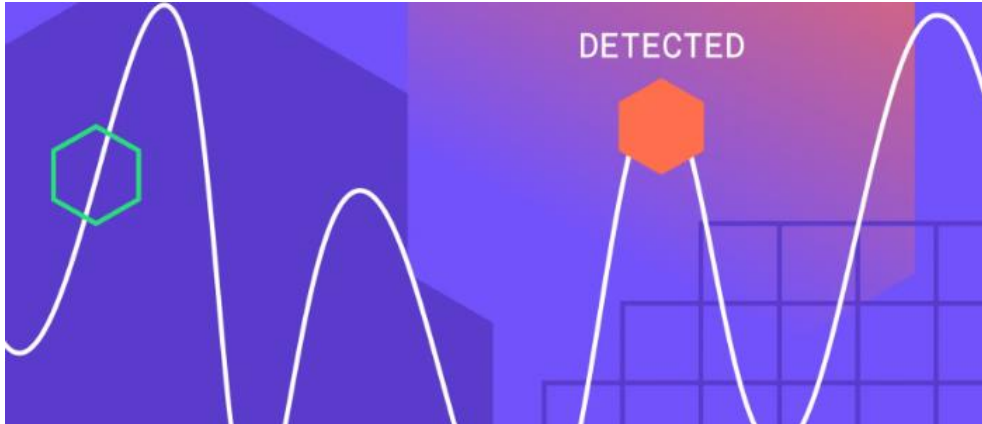
The Business Imperative for AI & Automation





AI & Automation in Action

Network Usage Anomaly Detection



Business Objective: Operation team wants to detect unusual network traffic patterns that might indicate a system failure.



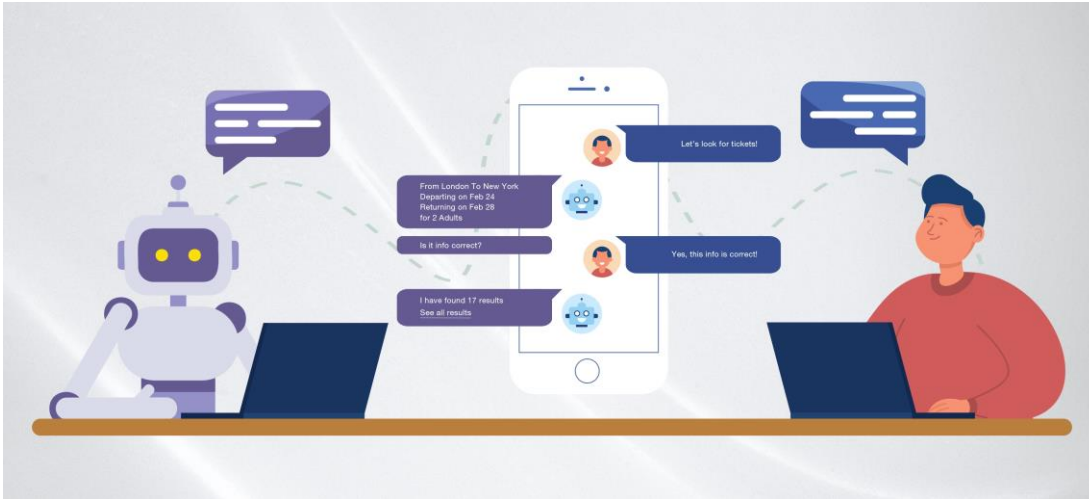
Implementations:

- Data analytics process
- Machine Learning Model: Clustering-based method, Density-based Methods, Statistical Methods

Business Outcome:

- Improved trust and safety for customers.
- Streamlined investigation processes for suspicious activities.

Personalized Customer Service (Virtual Assistants)



Business Objective: To improve customer satisfaction, reduce customer service wait times, and decrease the operational costs associated with human customer support.



Implementations:

- Natural Language Processing (NLP) Models
- **Generative AI Chatbots**

Business Outcome:

- 24/7 customer support.
- Faster resolution of common customer queries.
- Reduced workload on human agents, allowing them to focus on complex issues.
- Potential for upselling and cross-selling through intelligent recommendations.

Personalized Customer Service (Virtual Assistants)



Business Objective: To proactively identify at-risk customers so that targeted retention strategies can be implemented, reducing customer attrition.



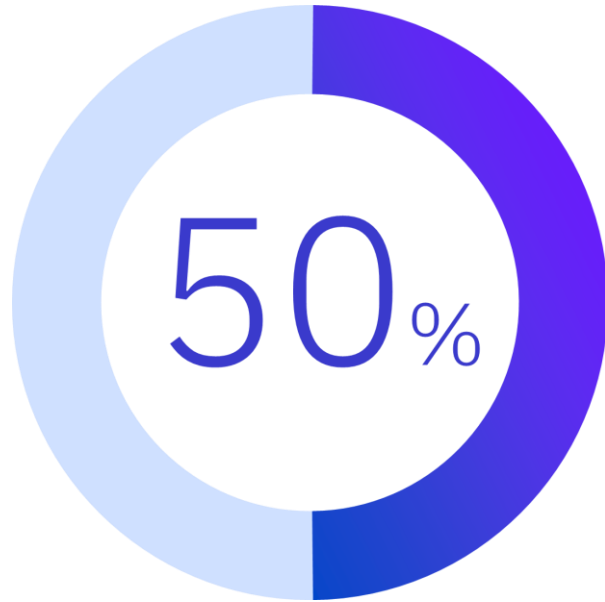
Implementations:

- Classification Model

Business Outcome:

- Optimized marketing spend on retention campaigns.
- Improved customer satisfaction through personalized interventions.

From General-Purpose to Domain-Specific AI



of AI models in
production will be
domain-specific by
2027*

(up from 1% in 2023)



Retail



Supercharge the Ferrari F1 Digital Experience with AI

g^oable





Becoming A Data Driven Company

Quick Wins & ROI Considerations

Quick Wins

low-risk

High Impact Area

ROI Considerations

Saved Time

Reduced Costs

Improved Accuracy

Build Momentum by Sharing Internal Success Stories

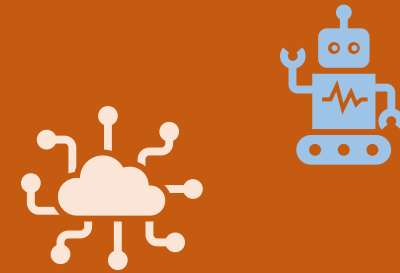
Data-Driven Company

Relying on information to make decisions and shape strategies



Data is accessible for everyone

Teams adopt the usage of Data



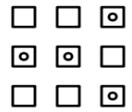
Build AI Literacy

Data Analytics Platform: Use cases and Tools for organization

Data Readiness, Centralization, Consistency, Accuracy

Clear policies and procedures for data collection, storage, security, and access

Generative AI capabilities



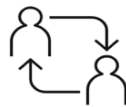
Foundation
model library



Prompt Lab

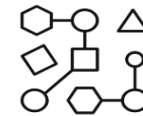


Tuning Studio*

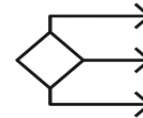


Team collaboration and data preparation

Plus, a proven studio for machine learning



ModelOps



Automated
development



Decision
optimization

watsonx.ai caters to different types of AI builders



Data Scientists

- Data scientists leverage **watsonx.ai** to work with data, generative AI, and traditional machine learning (ML) to solve business problems.
- **Key responsibilities:**
- Data scientists help to figure out business problems and determine what data is applicable to solving those problems.
- They sometimes retrieve and clean data.
- They work with AI models to solve problems – creating traditional ML models, as well as working with foundation models to prompt engineers and tune models.
- They sometimes deploy AI models and monitor their lifecycle.



Developers

- Developers leverage **watsonx.ai** to work with foundation models and create prompts – enabling them to grab production-ready code they can put to use in an application.
- **Key responsibilities:**
- Developers develop and deploy software with high-quality and compliant code.
- They automate processes with the use of generative AI to avoid repetitive and menial work.
- Previously developers were not often able to work with ML, but generative AI enables developers to now work with foundation models.



Analysts

- Analysts leverage **watsonx.ai** to work with generative AI to automate their workflow. They also ensure that AI models accurately generate outputs that reflect their specific domain.
- **Key responsibilities:**
- Analysts review generative AI model outputs to ensure that the foundation model is generating accurate responses relevant to the business context.
- They use various tools to showcase and share reports, including AI tools that help automate their workflow.
- Their reports cover actionable business insights that are guiding others in making decisions for their company.
- They support others to assess the data available, understanding the existing processes, and resolving data issues.

Thank you !

Driving Business Growth with AI and Automation

For more information visit us

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