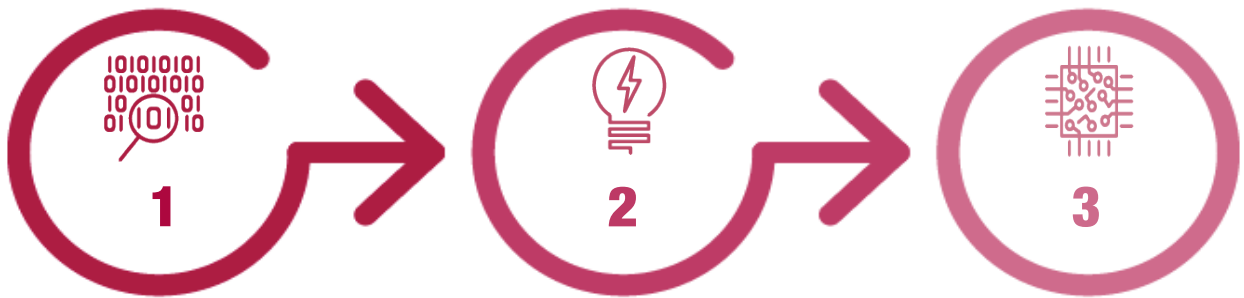


# AI for Real

## 3 Steps to Jumpstart AI.

Time to get real with AI. It can elevate operational efficiency, uncover new revenue streams, upgrade efficiency, make decisions accurate, and take over boring tasks (because machines don't get bored). Get to know AI in person with these three steps.



### // Understand

#### Why AI Matters

**Changes everything.** AI fundamentally reshapes how people and technology work to together and do more and differently.

#### What AI Is Not

**Not a single technology.** It is a huge multi-verse of technologies and techniques that is constantly expanding.

#### When to Start AI

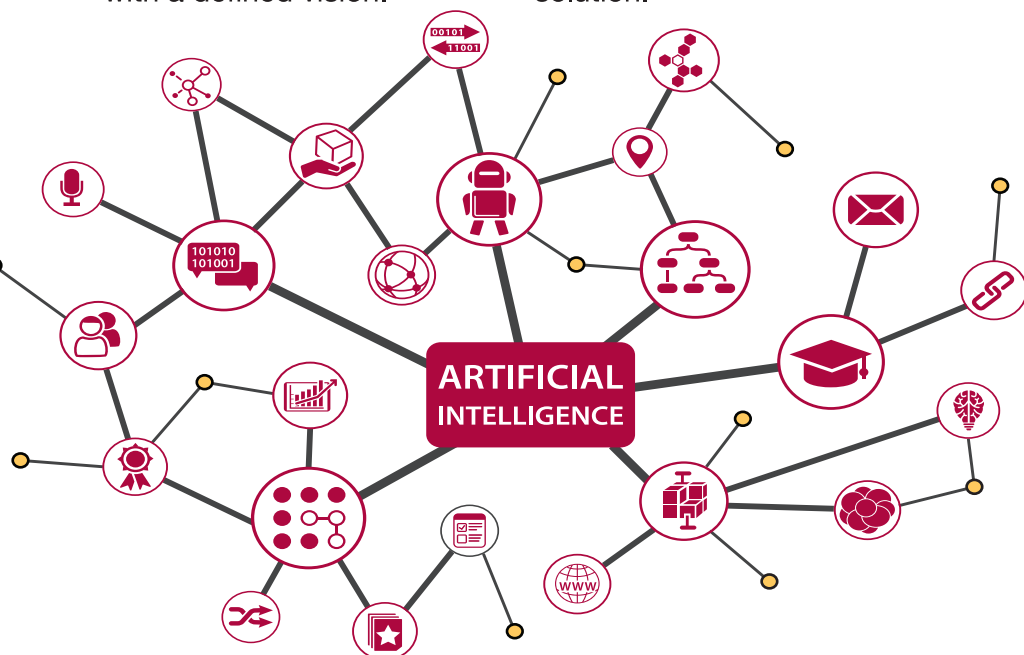
**Now.** AI is always evolving, but it requires time to learn. AI is not just another tool and impacts how your business works.

### (Define)

AI can solve many problems but not all. There are also a wide variety of AI solutions that use different technologies and learning methods. Easier to choose the right path with a defined vision.

### >>> Solve

AI is constantly evolving. No single vendor has it all. So HKBN JOS is building an AI ecosphere with leading partners and innovators, backed by our expertise and services, to give a best-of-breed solution.



**Ready for AI? Take the next step with HKBN JOS 4As for AI. Turn overleaf to learn why leading companies use it .**

# 4As for AI

## Making AI Real for Your Business.

HKBN JOS best-of-breed approach to AI includes ecosystems, domain knowledge, best practices, open architectures, holistic view of customer needs and renowned support. We call it 4As for AI.

### 4As Explained

What do you want your AI to do - Ask, Answer, Advice or Action? We bring together leading AI vendors to create the right answer.



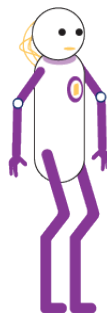
### 4As in Practice: Transforming the Chatbot

Good AI needs good foundations. 4As for AI allows you to expand your AI and maximize your cognitive advantage.



#### Common Chatbots

Most companies start their AI journey with a **Chatbot UI** connected to a **ChatBot Server** for FAQ and simple queries.



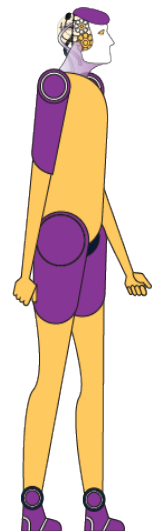
#### With HKBN JOS

Integrating **database** and **Content Management System** allows chatbots learn better and handle sophisticated queries.



#### With HKBN JOS + Ecosystem

**HKBN JOS Orchestration Server** and **APIs** connect solutions, add **Cognitive Reasoning**, and use **RPA** to anticipate queries.



#### Futureproof

Easily add new technologies and data sources to transform chatbots into personal assistants that can change work.

Contact HKBN JOS at [connect@jos.com](mailto:connect@jos.com) or +852 2565 2011 to learn which AI architecture best fits your business.