

Giovanni Miragliotta - Politecnico di Milano

La nuova economia

AI nella nuova economia

Quanto tempo abbiamo?

“Data are to this century what oil was to the last one: a driver of growth and change. Flows of data have created new infrastructures, new businesses, new monopolies, new politics and —crucially—new economics.

Digital information is unlike any previous resource; it is extracted, refined, valued, bought and sold in different ways.

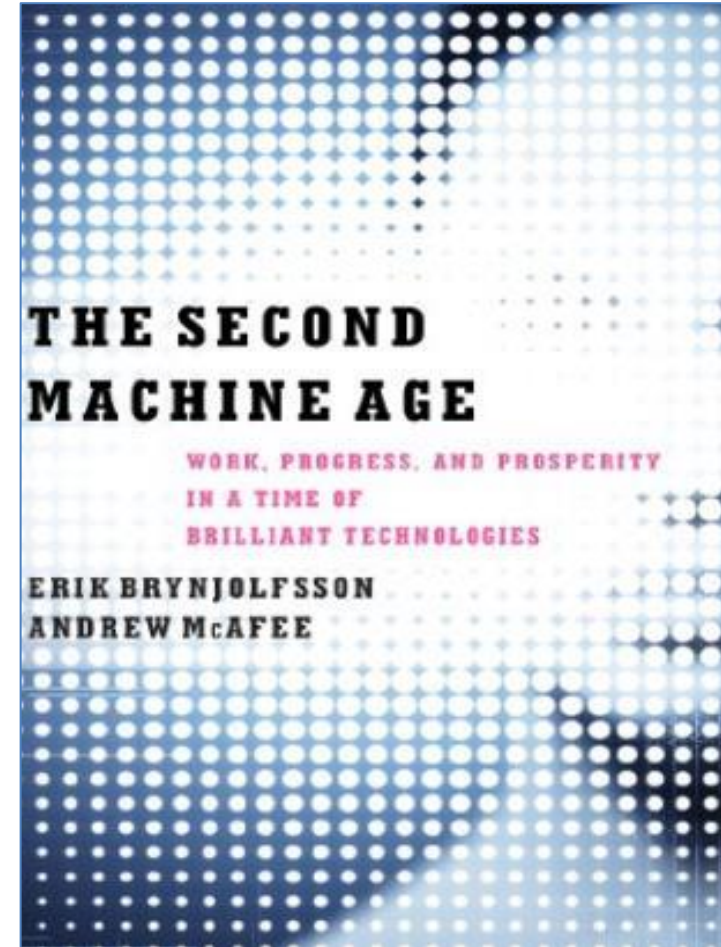
It changes the rules for markets and it demands new approaches from regulators.

Many a battle will be fought over who should own, and benefit from, data.”

May, 2017



“Instant, perfect, free” →



“Winner takes it all” ←

Winner takes it all....

Da: Emanuele

Inviato: venerdì 17 novembre 2023 10:20

Oggetto: Domanda su GenAI - Prompt Engineering

Giovanni e Tommaso Buongiorno.

Mentre si avvicina la data del nostro meeting con il management ... avrei una necessità e volevo capire se voi poteste darmi un'indicazione. Sto pensando di iscrivermi a un corso introduttivo alla materia del Prompt Engineering, in modo da arrivare più preparato all'onda della AI Generativa che è ormai pronta per investire tutti noi.

Avete idea di quali siano i migliori corsi (non estremamente tecnici, direi per end-users o quasi) disponibili ad oggi?

Vi ringrazio moltissimo e vi auguro un'ottima giornata. Emanuele

Buongiorno Emanuele,

*ti suggerisco questo corso xxxxx, tenuto da **Andrew Ng** (Stanford, co-founder di Coursera) e da una persona di **OpenAI**; dura solo un'ora, è molto utile e ben focalizzato, e per quanto dica "for Developers" nel titolo non ha dentro di fatto niente di tecnico (si vede forse un pochino di codice ma è giusto per far vedere che quello che raccontano funziona in pratica, il grosso delle cose interessanti sono legate a come scrivono i prompt per sollecitare diversi comportamenti).*

A presto, Tommaso

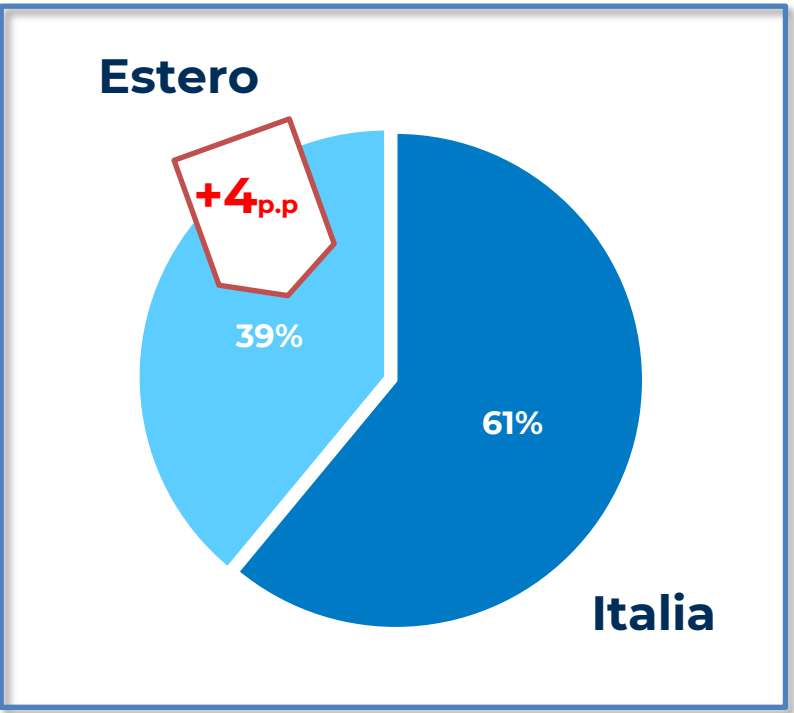
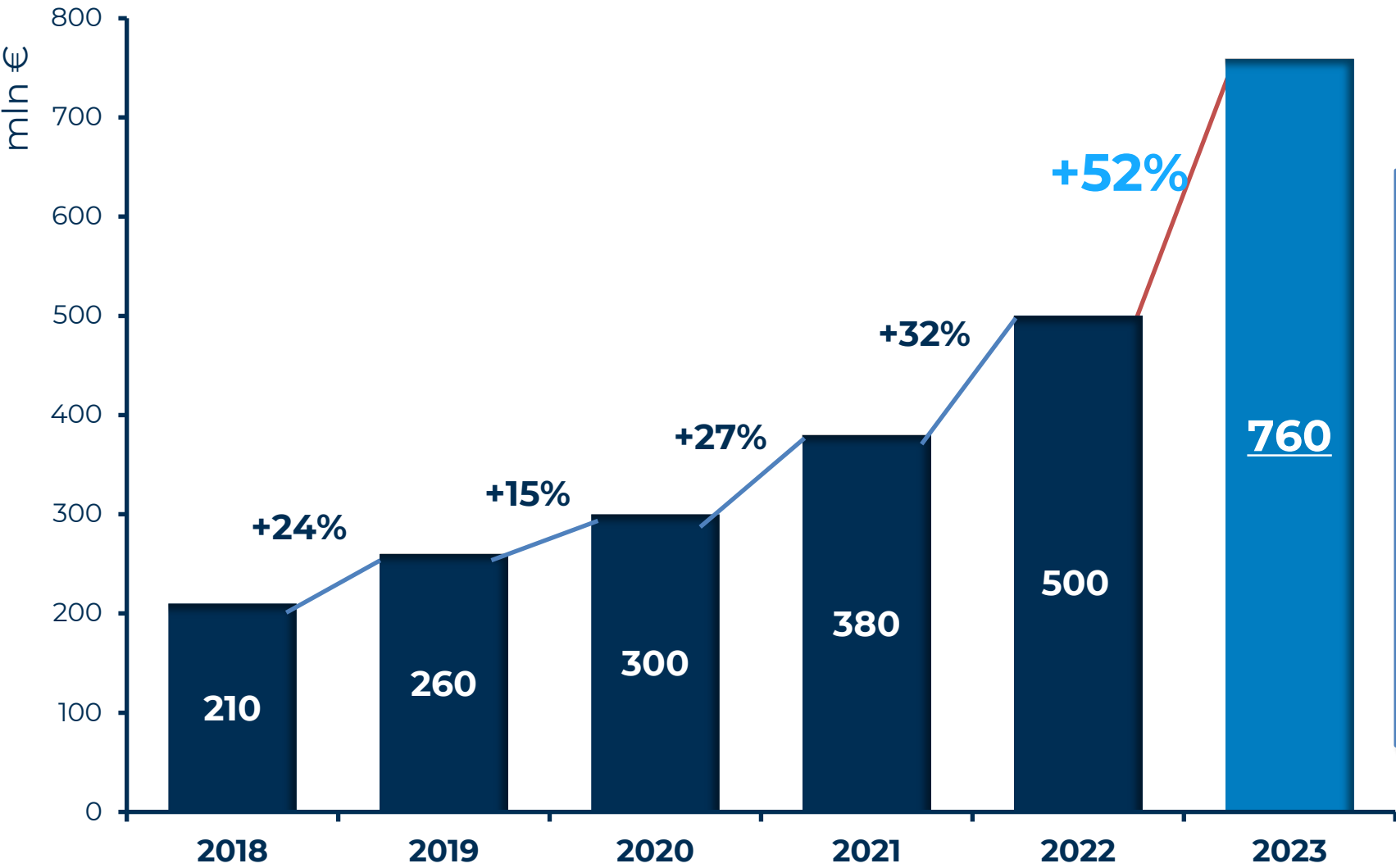
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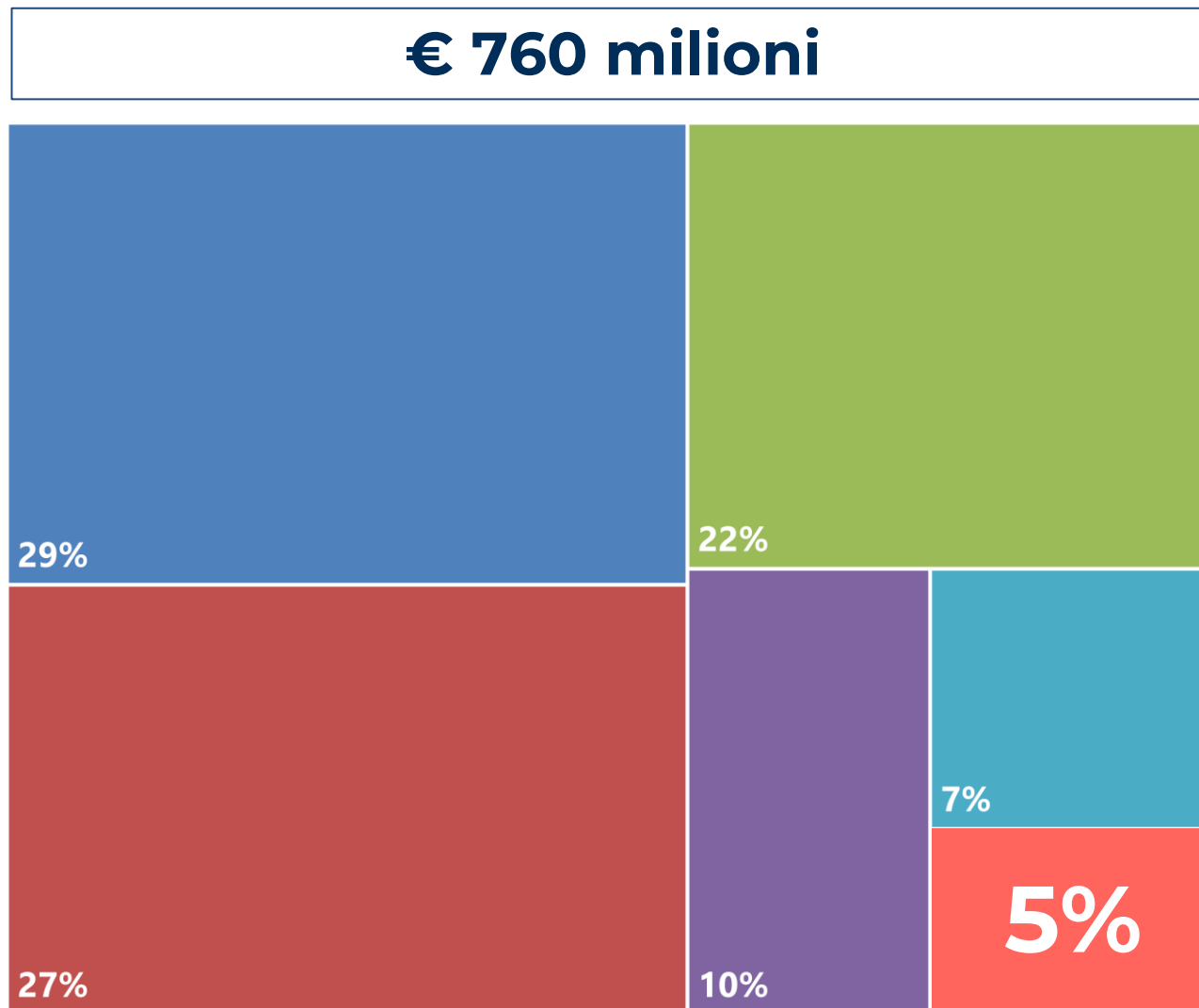
“Artificial Intelligence deals with the development of **hardware-and-software systems** endowed with **human-like capabilities**, able to **autonomously pursue** a given goal, **making decisions** that, **until that moment**, were usually assigned to humans”

No cheap game

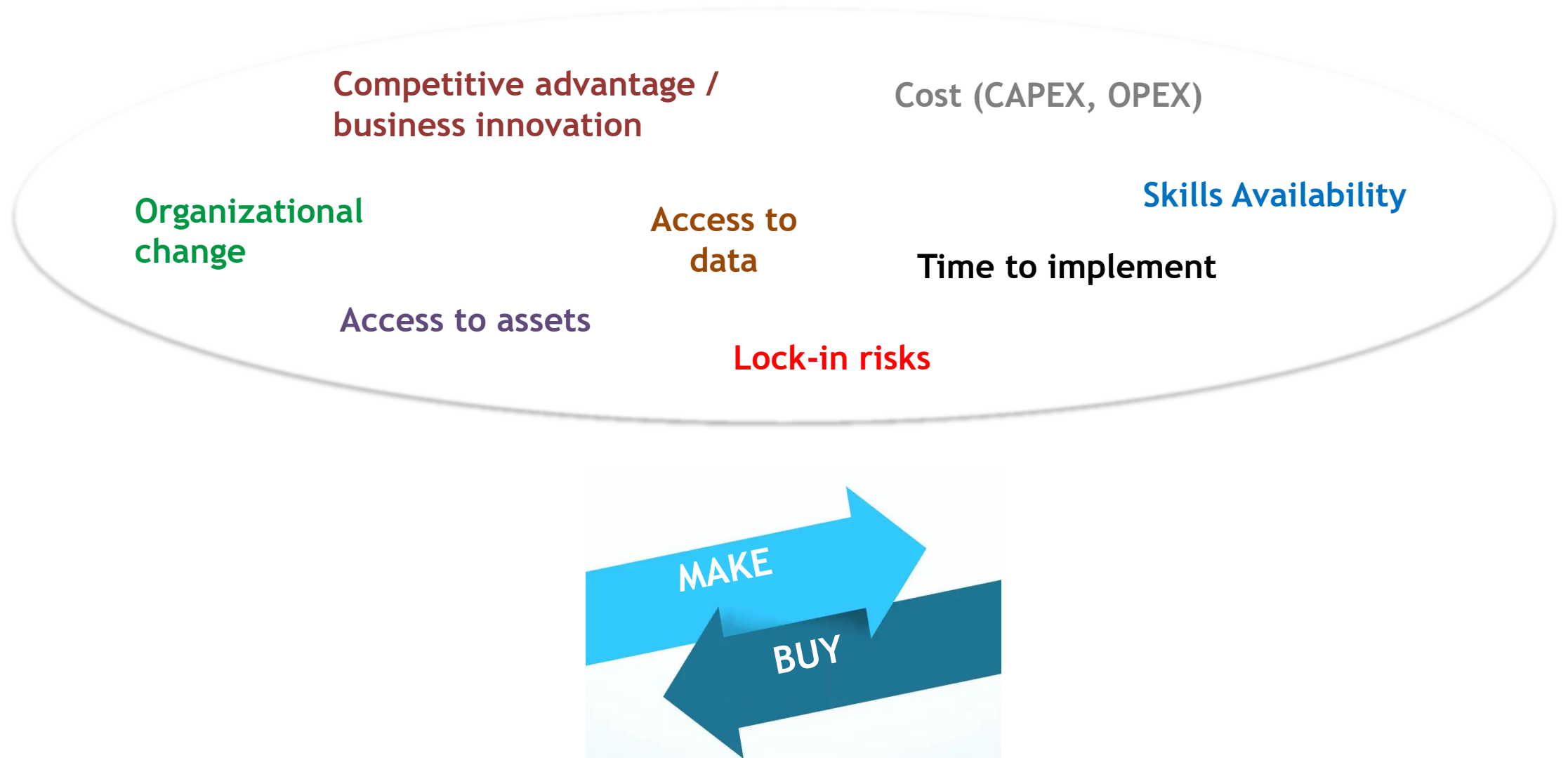


NB: Fatturato a cliente finale (esclusa IVA) registrato da imprese con sede in Italia, durante l'anno solare 2023

No one-size-fits-all



- Data Exploration & Prediction Systems; Decision Support & Optimization Systems
- Text Analysis, Classification & Conversation Systems
- Recommendation Systems
- Image & Video Analysis Systems
- Process orchestration Systems
- Generative AI

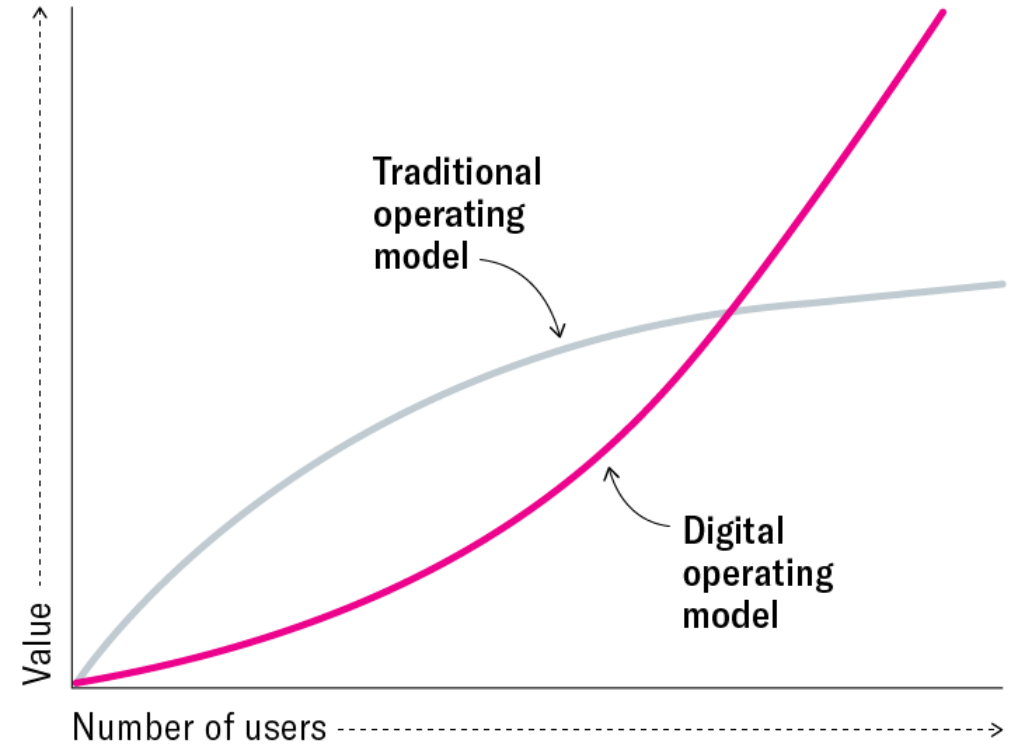




No underestimation

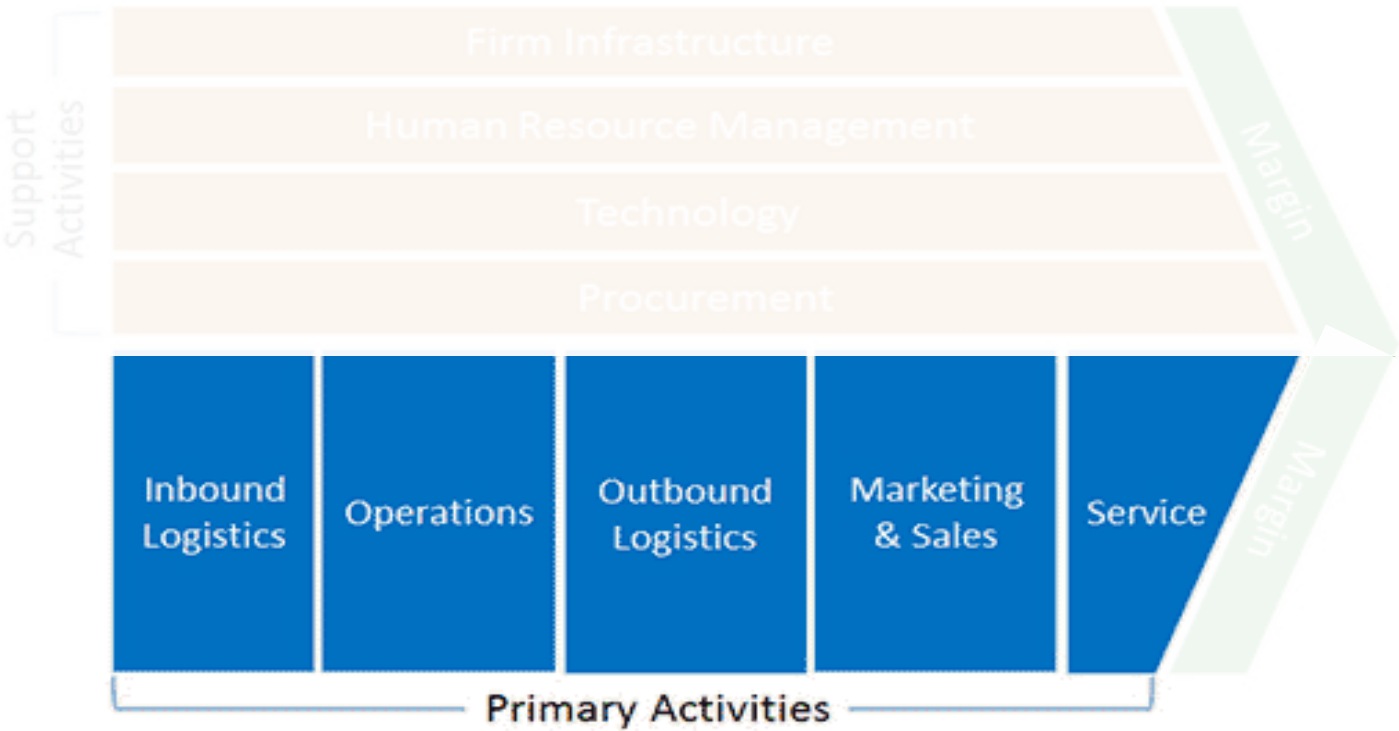
After hundreds of years of incremental improvements to the industrial model, the **digital firm is now radically changing** the scale, the scope and the learning paradigm.

AI-driven processes can be **scaled up** much more rapidly than traditional processes can, allow for **much greater scope** because they can easily be **connected with other digitized businesses**, and create incredibly powerful **opportunities for learning and improvement** – like the ability to produce ever more accurate and sophisticated customer-behavior models and then tailor services accordingly.



From: "Competing in the Age of AI," by Marco Iansiti and Karim R. Lakhani, January–February 2020

No underestimation



Four components are essential:

- The first is the **data pipeline**, the semiautomated process that gathers, cleans, integrates, and safeguards data in a systematic, sustainable, and scalable way;
- The second is **algorithms**, which generate predictions about future states or generate actions of the business.
- The third is an **experimentation platform**, on which hypotheses regarding new algorithms are tested to ensure that their suggestions are having the intended effect.
- The fourth is **infrastructure**, the systems that embed this process in software and connect it to internal and external users.



Marco Iansiti, Karim R. Lakhani, Competing in the Age of AI, HBR, Jan-Feb 2020

At the core of the new firm is a decision factory – what we call the “AI factory.”

“Oddly enough, the AI that can drive the explosive growth of a digital firm often **isn’t even all that sophisticated**. To bring about dramatic change, AI doesn’t need to be the stuff of science fiction – indistinguishable from human behavior or simulating human reasoning, a capability sometimes referred to as “strong AI.”

You need only a computer system to **be able to perform tasks traditionally handled by** people – what is often referred to as “**weak AI.**”



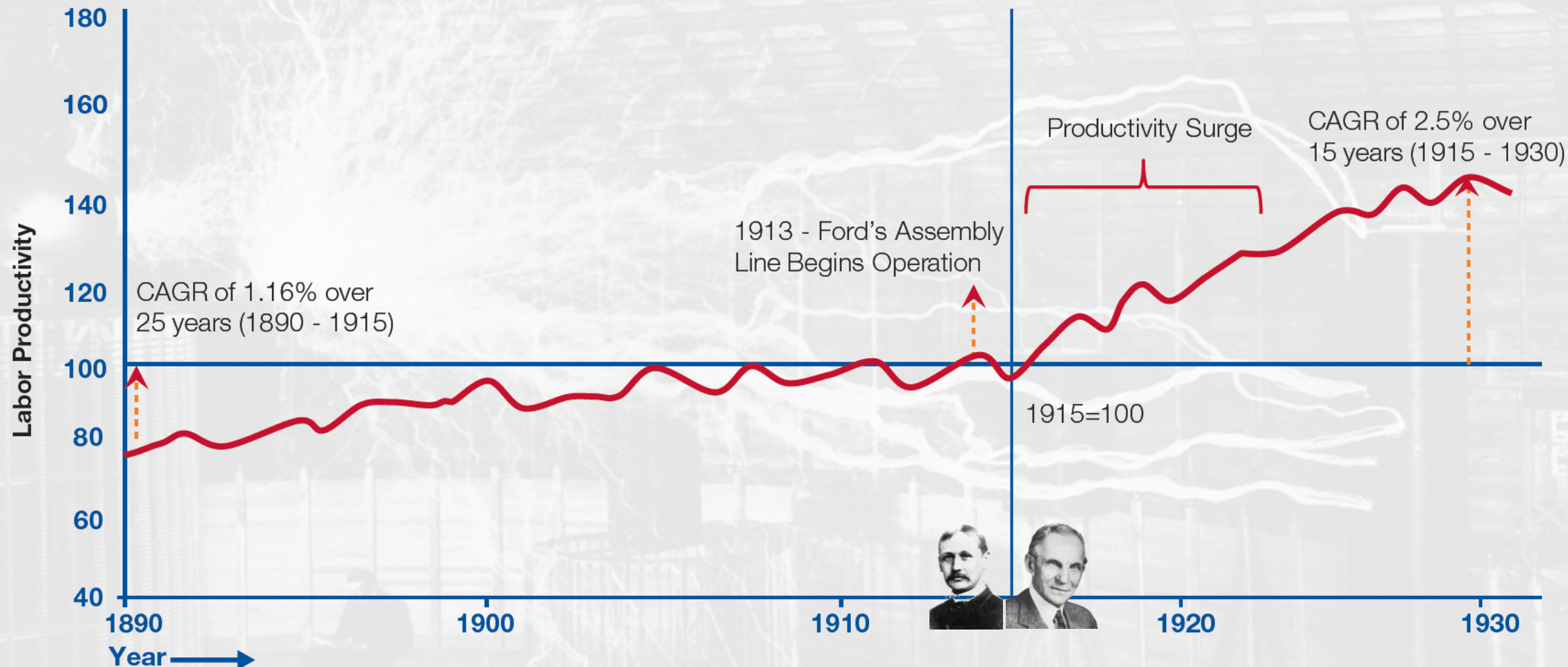
Marco Iansiti, Karim R. Lakhani, Competing in the Age of AI, HBR, Jan-Feb 2020

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Due notizie, una buona...



... e una cattiva.

