Morning Update

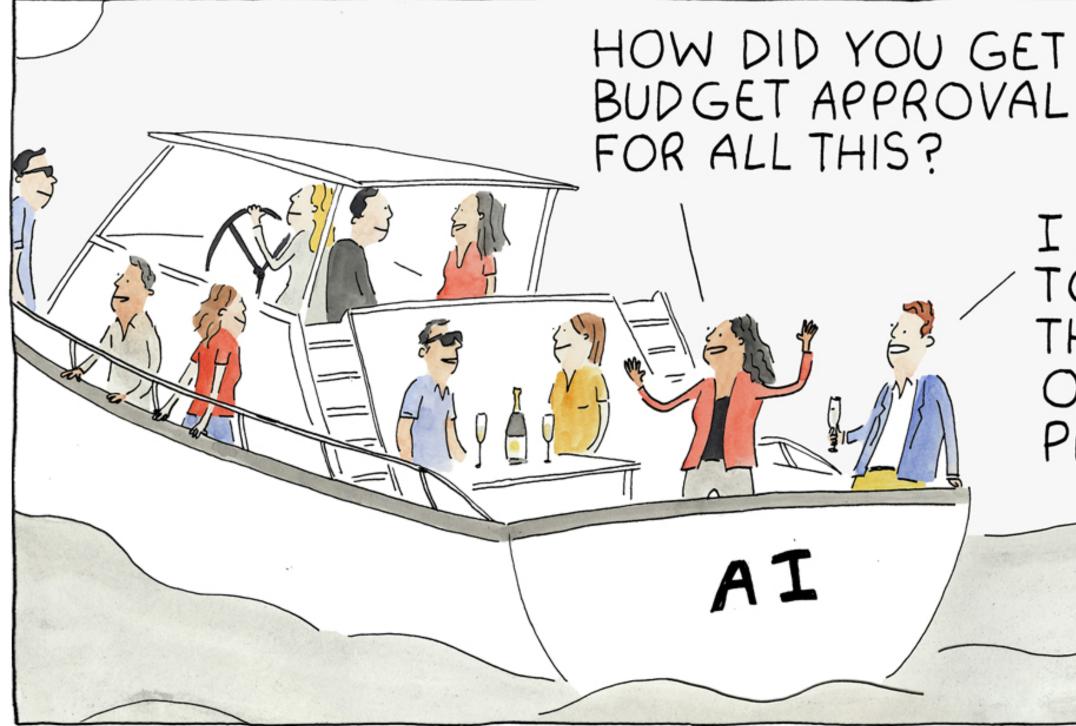## HP AI-PC's: meer dan een gewoon device

Praktische afspraken

- Vragen via chat

- Iedereen op mute

- Q&A na de presentatie

- Evaluatie met link naar de slides worden na de webinar doorgestuurd

inetum
realdolmen
Positive digital flow

Do you have experience with AI?

History of breaking inventions

FIRST
INDUSTRIAL
REVOLUTION

Mechanisation

Steam & Water
power

SECOND
INDUSTRIAL
REVOLUTION

Electrification

Mass production,
assembly lines,
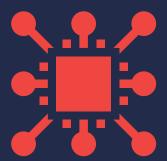electricity

THIRD
INDUSTRIAL
REVOLUTION

Digitalization

Computer
& automation

FOURTH
INDUSTRIAL
REVOLUTION

Intelligentization

Cyber physical systems,
networks, AI

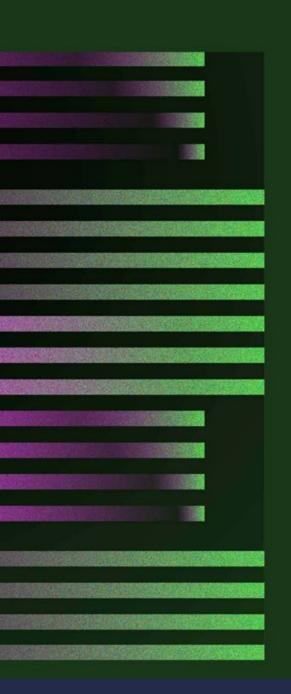PRODUCTIVITY

1800   1900   2000

AI & GenAI... Why now?

ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.

TRY CHATGPT ↗

November 30, 2022
13 minute read
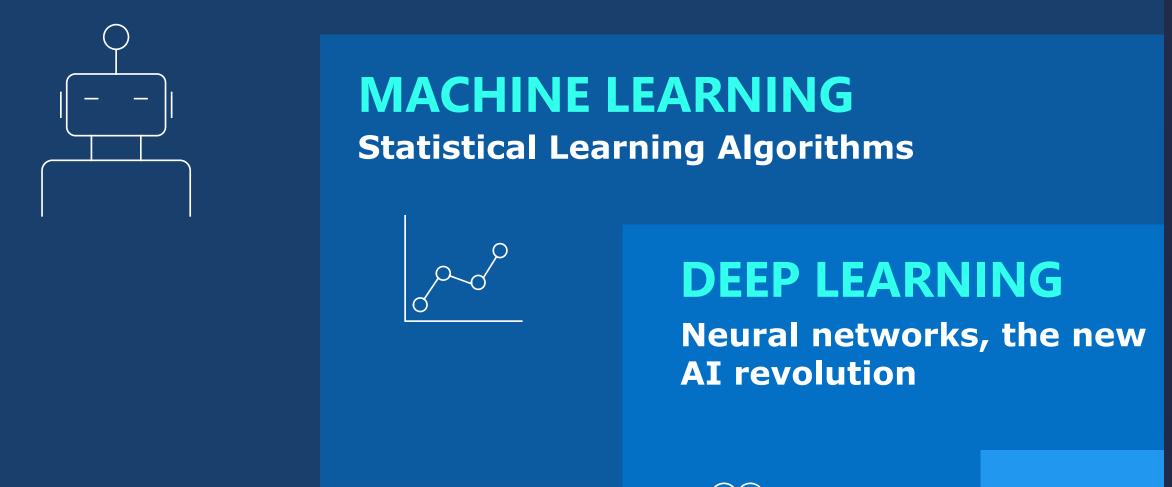
Acceleration in Innovation & AI

Fundamental challenges

Research shows that
more than 70% of the initiatives in the domain of innovation fail or miss their ultimate goal.

McKinsey research, 2021
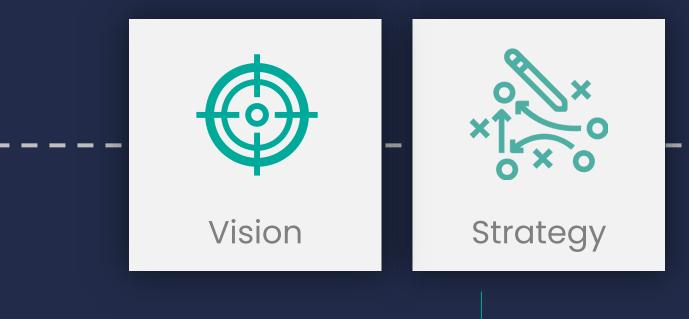
The fear that it will drastically change our work lives results in **only 7% of Belgians** also using AI at work.

16/11/2023, Deloitte research

Effective Leadership

Purpose and direction
Guides decision making
Attract customers & partners
Embrace Innovation and AI
Inspirational and future oriented
Realistic

Vision

Strategy

Effective leadership

Problems & Challenges
Objectives & KPI's
Data & Integrations
People & Resources
Privacy, Security, Compliancy & Ethics
Management Support

Effective Leadership

Purpose and direction
Guides decision making
Attract customers & partners
Embrace Innovation and AI
Inspirational and future oriented
Realistic

Maturity

Vision

Strategy

Effective leadership

Problems & Challenges
Objectives & KPI's
Data & Integrations
People & Resources
Privacy, Security, Compliancy & Ethics
Management Support

What is your AI maturity?

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AI Maturity is not only defined by your capabilities in the domain of Data & Technology ...

Transformational

Systemic

Operational

Active
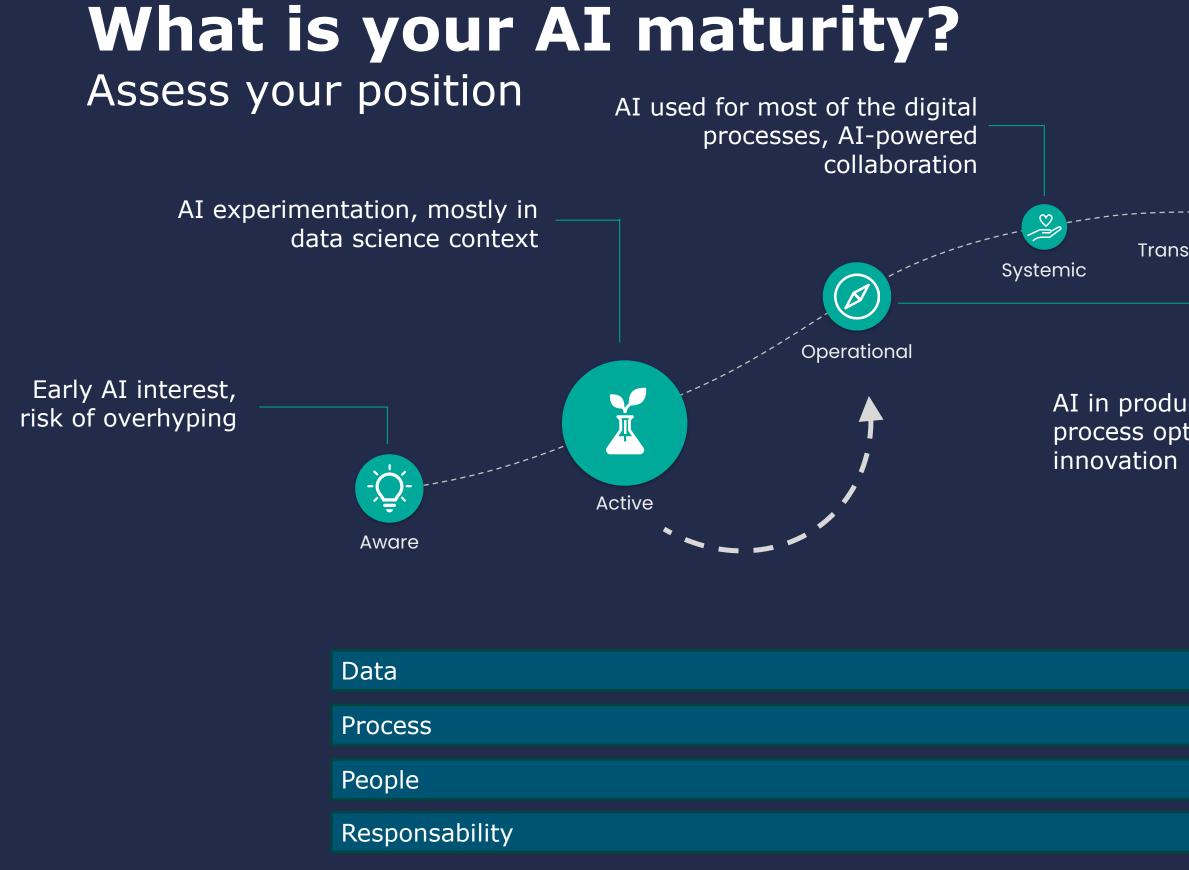
Aware

... but also, by organizational strategy, culture and talent

What is your AI maturity?

Assess your position

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AI used for most of the digital processes, AI-powered collaboration

AI is part of business DNA

AI experimentation, mostly in data science context

Systemic

Transformational

Operational

Early AI interest, risk of overhyping

AI in production, creating value through process optimization or product/service innovation

Active

Aware

Data

Process

People

Responsability

Organizational Readiness

Inspiration

Trusting environment

Autonomy

Fail fast, learn fast

Innovation team

Empower employees

Enable Change

Involvement & dialogue

Innovation Toolbox

Organizational Readiness

Future of work Powered by AI

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realdolmen
Positive digital flow

Future of work
Powered by AI

AI is changing the way humans interact with computing.

And there is a lot to learn.

We already use AI every day to make life easier and better

"Alexa, set my alarm for tomorrow at 8AM."

"Siri, get me directions to the nearest gas station."

Cars & Navigation

Unlocking Phones

HP AI-featured PCs & experiences available in 2023

Smart Sense[1,5]

Auto Camera Select[2]

AI Noise Reduction[3]

Intelligent Hibernate[4]

HP Dragonfly G4

Poly for meeting rooms

HP EliteOne 800 G9 AiO Desktop

AI in the press

sky news

AI 'risks up to eight million UK job losses with low-skilled worst hit', report warns

The Institute for Public Policy Research says a policy framework must be created so people do not suffer and the country benefits from generative AI tech.

James Sillars
Business reporter @SkyNewsBiz

Wednesday 27 March 2024 12:11, UK

sky news

AI and music: Billie Eilish, Sheryl Crow and Jon Bon Jovi among list of artists demanding more protection

An alliance of musicians said although artificial intelligence has "enormous potential", there are mounting concerns about privacy and the use of their work to train AI models.

NEWS

Home | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business

UK | England | N. Ireland | Scotland | Alba | Wales | Cymru | Isle of Man | Guernsey | Jersey

Elon Musk tells Rishi Sunak AI will put an end to work

3 November 2023

PA MEDIA

NEWS

Home | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business

Health

Scientists excited by AI tool that grades severity of rare cancer

1 November 2023

Tina, diagnosed with a sarcoma in June

By Fergus Walsh
Medical editor

Artificial intelligence is nearly twice of a rare form of cancer from scans

By recognising details invisible to th compared with 44% for lab analysis

Raconteur

DIGITAL TRANSFORMATION

AI: the key to productivity and time-saving in business

Generative AI can save businesses time and money while boosting creativity and productivity, but it's vital to understand its limitations to maximise its benefits

G enerative artificial intelligence (GAI) has fast become a fixture in the workplace – as well as in headlines warning of defunct human employees and the death of creativity.

The truth, in practice, does not tally with the doom-laden messaging. Instead, as demonstrated by research from Capterra UK, a business software comparison and reviews website, there are clear benefits to using GAI in terms of productivity and timesaving.

BBC COUNTRYFILE

Go outdoors ▾ | British wildlife ▾ | People ▾ | How to ▾ | Magazine ▾ | TV

Scientists are using AI to save hedgehogs. And they need your help

A ground-breaking new project combining artificial intelligence, trail cameras and volunteers will provide robust estimates of hedgehog numbers, which can be used to inform practical conservation measures.

Understanding AI

AI is . . . Prediction

Artificial intelligence (AI) is:

- The theory and development of computer systems capable of performing tasks that historically required human intelligence
  - Recognizing speech
  - Making decisions
  - Identifying patterns

- AI is an umbrella term that encompasses a range of technologies: machine learning, deep learning, and natural language processing (NLP).

AI can only do what it is programmed to do in any given field.

AI is NOT… Intelligence

Artificial intelligence (AI) is not:

- Intelligent in any kind of human intelligence way.
- Able to discern things without extensive human training.
- Capable of AGI (artificial general intelligence), which does not exist yet.
- Using the same statistical logic for how meaning is made as humans.

An AI machine designed for image recognition cannot predict the weather without being reprogrammed.

AI lingo

Python

Natural language processing

Generative AI

VPU

Neural network

Big data

Large language model

Machine learning

For a deeper dive, review these AI Term Glossaries:

- Artificial Intelligence (AI) Terms
- Data Science Terms
- AI Terms Everyone Should
- 50 AI Terms You Should Know

Understanding the basics:

Artificial intelligence:

"Artificial intelligence is a machine's ability to perform the cognitive functions we usually associate with human minds"

Machine learning:

"Machine learning is a form of artificial intelligence based on algorithms that are trained on data"

Deep learning:

"Deep learning is a type of machine learning that can process a wider range of data resources (images,..), requires even less human intervention, and can often produce more accurate results than traditional machine learning."

Generative AI
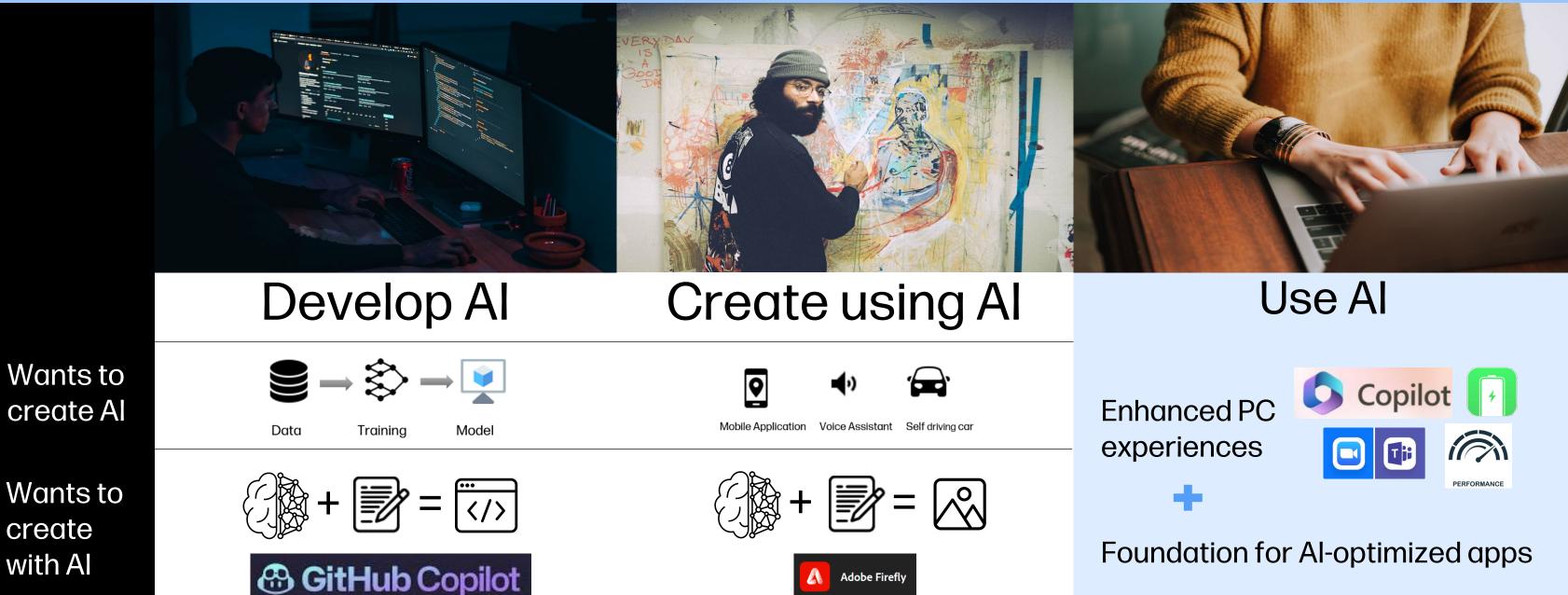
"Generative AI, or generative artificial intelligence, refers to AI systems capable of generating new content such as text, images, videos, or other data types"
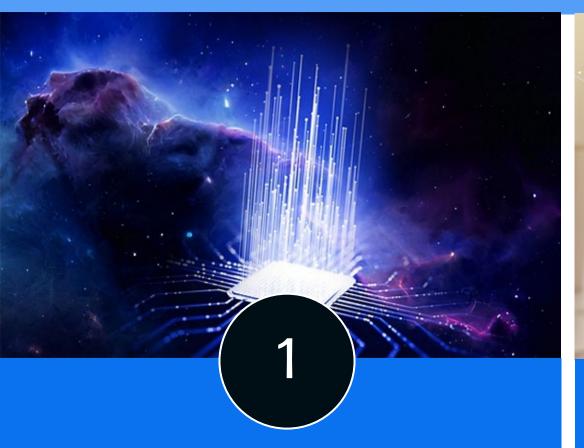
Who will be using AI?

Developers	Creators	Workers

Develop AI

Create using AI

Use AI

Wants to create AI

Data → Training → Model

Mobile Application · Voice Assistant · Self driving car

Enhanced PC experiences

Wants to create with AI

🧠 + 📝 = </>

🧠 + 📝 = 🖼️

GitHub Copilot

Adobe Firefly

Foundation for AI-optimized apps

Enrique Lores
President & Chief
Executive Officer
HP Inc.

"We are in the era where a Personal Computer is becoming a Personal Companion"
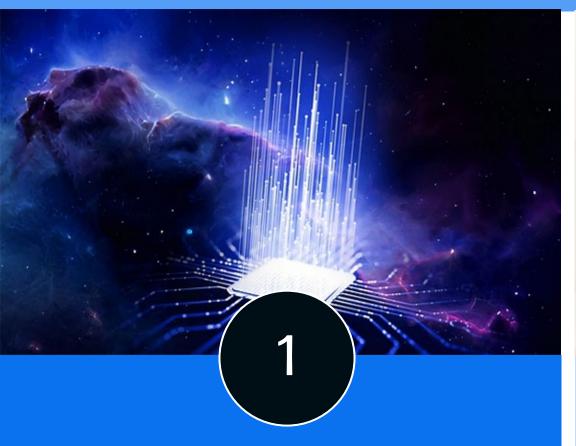
AI PC Key Trends

1 New CPUs will kick-off the AI to be done in the edge

2 New AI PCs were introduced in 2024

3 Microsoft Copilot and multiple ISV's deliver a new way of work

AI PC Key Trends
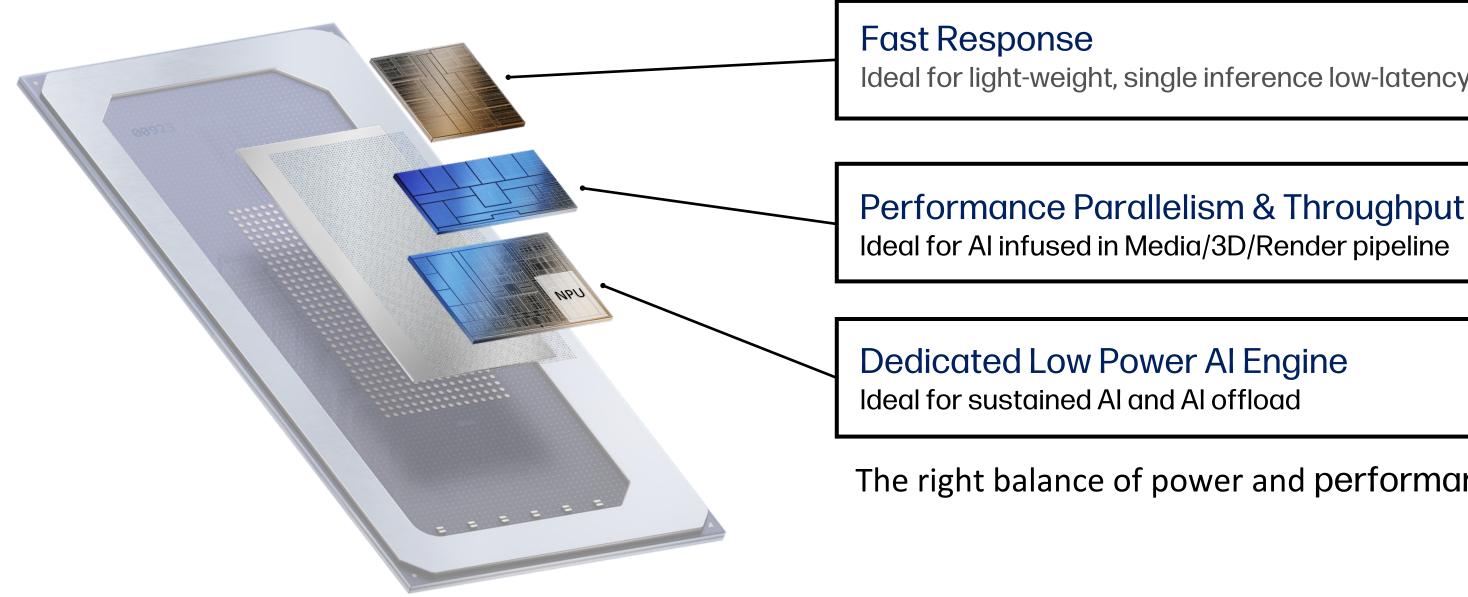
1 New CPUs will kick-off the AI to be done in the edge

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3 Microsoft Copilot and multiple ISV's deliver a new way of work

NPU's - Neural processor units
A different "class" of PCs supporting Client AI

Fast Response
Ideal for light-weight, single inference low-latency AI tasks

Performance Parallelism & Throughput
Ideal for AI infused in Media/3D/Render pipeline

Dedicated Low Power AI Engine
Ideal for sustained AI and AI offload

The right balance of power and performance for AI

Cloud | Hybrid | Client AI

Cloud AI	Hybrid AI NEW	Client AI NEW
Remote devices connect to an AI in the cloud	Iterate locally or at the edge and move to the cloud as needed	Compute is done at the device and uses real-time, locally acquired data
Can have higher latency rate as data is transmitted to a remote location for processing	Able to better manage and predict cloud related costs	Data is not transmitted to be analyzed in the cloud
Less secure than Client device	Choose what data or projects are worked in the cloud	Critical control point, less latency and more secure

AI PC Key Trends

1

New CPUs will kick-off the AI to be done in the edge

2

New AI PCs were introduced in 2024

3

Microsoft Copilot and multiple ISV's deliver a new way of work

Microsoft's requirements for an AI PC

Microsoft & industry category alignment

What is an AI PC?

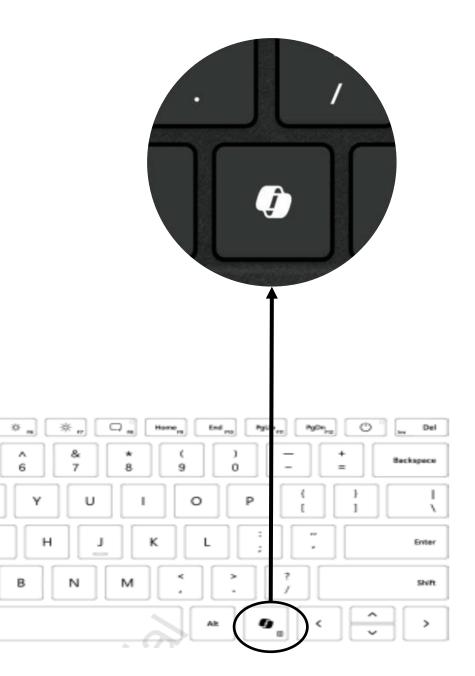Comes with Copilot in Windows

Has the Copilot key

Comes with new NPU, CPU, and GPU powered silicon

It has been 30 years since a new key was introduced

This is evidence of how hard CoPilot will change the way we interact with our notebooks

Replace the right Ctrl key with the Copilot Key

Integrated Microsoft Copilot[52] key opens the prompt window so your AI assistant is at your fingertips.

US 104

AI PC today

- Any NPU
- Copilot Key

Next-Gen AI PC

- Meets Microsoft Next-Gen PC standards
- 40+ TOPS NPU
- Copilot Key

Next-Gen AI Compute

Next-generation devices designed specially for AI

Copilot

HP's First
Next-Gen AI PC[1]

Power to use AI locally with Qualcomm® Snapdragon® X Elite Platform processor[3] and 40+ TOPS NPU[23]

Ultra thin. Ultra light. Ultra mobile Next-Gen AI PC

Freedom to work on the go with long battery life

poly camera pro   Optimal conferencing experience with Poly Studio[11]

HP EliteBook Ultra
G1q AI PC

AI PC Key Trends

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Microsoft Copilot and multiple ISV's deliver a new way of work
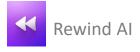
Commercial AI experiences delivered thru ISV engagements

Video Collaboration
Look Better & Sound Better
- MEP & ISV AI Effects
- Auto-Framing, Eye Correction
- Background Segmentation
- Noise Suppression

Creation
Photo, Video, & Music Editing
- Faster & Smarter Content Creation
- Super Res, Inpainting, Transcription, …
- Music/Mix Editing, Remove Vocals

Stable Diffusion
Text to Image Generation
- Smart Segmentation, Super Res
- Object Removal, Inpainting

Productivity
Personal Assistants
- Microsoft Copilot
- Rewind AI Running on Client
- PC Assistants Running on Client
- "Put me in Best Battery Life Mode"

Microsoft 365 Copilot

Rewind AI

Security
AI Based Threat Detection
- Intel Threat Detection Technology
- AI Ransomware Detection
- On Client – lower latency/cost
- CPU → GPU → NPU

Microsoft Defender for Endpoint

CROWDSTRIKE

Education
Democratizing Education
- Moving learning Experiences to the Client
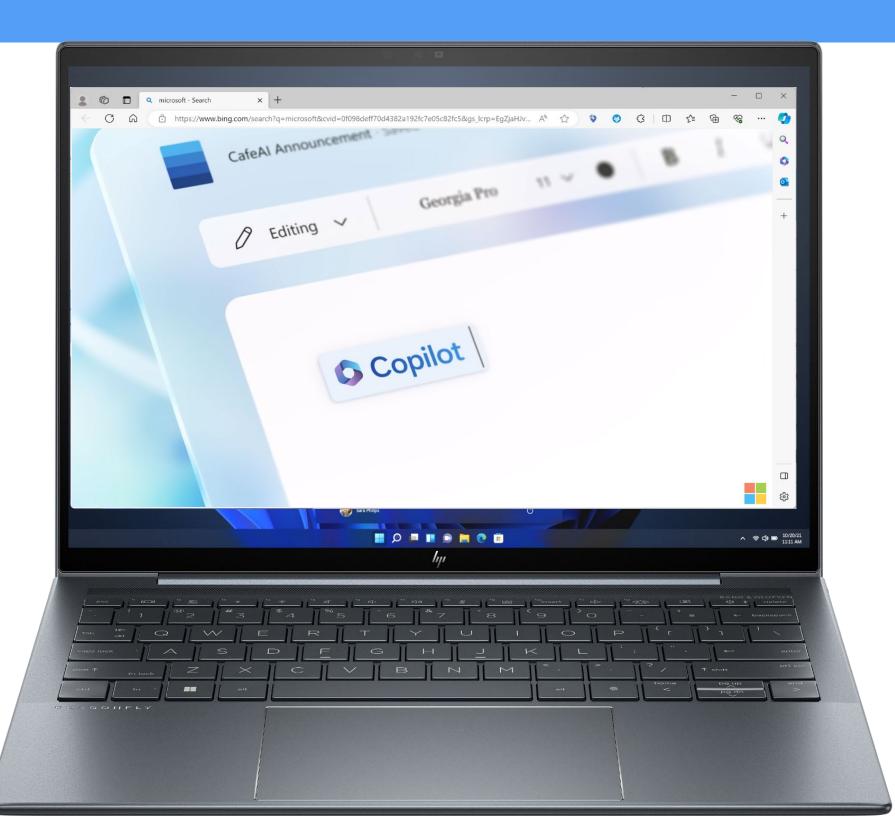- Speech to Text on Student PCs

Khan Academy

All product plans and roadmaps subject to change without notice.

Introducing Copilot

Windows 11

Achieve more in less time and with less effort using Copilot in Windows

Let's try out using Co-Pilot

[Copilot (microsoft.com)](microsoft.com)

	For Individuals		For Organizations	
	Copilot	Copilot Pro	Copilot	Copilot for Microsoft 365
	Free	$20	Free	$30
Foundational Capabilities	●	●	●	●
Web Grounding	●	●	●	●
Commercial Data Protection		●	●	●
Priority Model Access		●		●
Copilot in Outlook, Word, Excel, PowerPoint, and OneNote		●		●
Copilot in Teams				●
Microsoft Graph Grounding				●
Enterprise-Grade Data Protection				●
Customization		Copilot GPT Builder		Copilot Studio

Commercial Data Protection applies when users are signed into their work account using their organization's Entra ID.

To help business and educational organizations protect corporate data, Copilot adds commercial data protection when eligible users sign in with their work or school accounts (Entra ID).

AI is a journey that starts TODAY

and we have a clear strategy

Long Term Strategy

Lead
in new
"Productivity"
Solutions

- New Hybrid Experiences
- AI Tech stack
- New Form Factors

Shift
to Services &
Subscriptions

- Security
- Design for Circularity
- Next 2B

Drive
High Velocity
Core

- AI PC New Differentiations
- Smart Buy
- Operations

AI positive impact on the market outlook

Commercial PC Market Shipments (Mu)

Legend: Traditional PC (blue), AI PC (green)

+4%

CAGR CY24-27

Year	Total	AI PC %	Traditional PC %
2023	142	6%	94%
2024	147	18%	82%
2025	160	40%	60%
2026	164	52%	48%
2027	164	64%	36%

-21%
60%

Commercial PC Market Revenue ($B)

Legend: Traditional PC (blue), AI PC (green)

+6%

CAGR CY24-27

Year	Total	AI PC %	Traditional PC %
2023	$102	12%	88%
2024	$108	34%	66%
2025	$122	59%	41%
2026	$126	69%	31%
2027	$130	79%	21%

-27%
40%

Commercial AI PC category growing 15X faster than total

More than 50% of PCs will be AI PCs by 2026.

Our customers AI journey's will vary

	Progressives *FIRST TO ADOPT*	Explorers	Consistents *LAST TO ADOPT*
Approach to Innovation/ Risk/ IT	Already in Windows 11 Deployed Hybrid for most employees See AI as an opportunity	Have not fully migrated to Windows 11 Have not deployed hybrid work strategies AI to be explored	
Type of company/ Industry	SMBs Freelancers Technology/Mktg	Enterprise	Regulated Public Sector
User Types/ Personas	Modern Leaders Road Warriors	Creative Experts Technical Experts	Office Independent Office ollaborator Remote Collaborator

Every company wants to use AI to help them accomplish 3 outcomes

1 Improve **internal operations capitalizing on the power of AI**

2 **Empowering employees** by unlocking creativity and productivity

3 Improve the **hybrid work experience**

. . . all to deliver better products and solutions.

We are AI-Ready! Time to transition is NOW

Unleash the next-level of experiences with G11 EliteBooks

Windows 11

Time to replace those 2- or 3-year-old PCs to unlock the power of AI and Copilot with better performance & power

Hybrid Work

Lead in hybrid work where AI enables authentic collaboration and inventive ways of working

Next-level Productivity

Give people the tools they need to be productive, and the solutions that unlock the possibilities

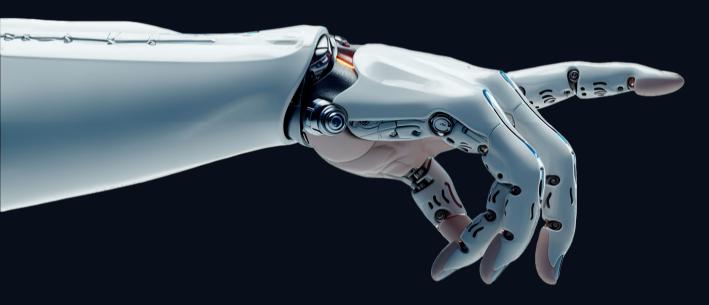EMPOWERING FUTURE-READY WORKFORCE

poly studio　　**Windows 11**　　Copilot　　NPU

Processes

Impact of the process

IDEA

PRODUCT

What is your AI maturity?

Assess your position

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AI used for most of the digital processes, AI-powered collaboration

AI is part of business DNA

AI experimentation, mostly in data science context

(Gen)AI Governance

Transformational

Proof Of Concept – GenAI, Chatbot

Systemic

Operational

Early AI interest, risk of overhyping

AI in production, creating value through process optimization or product/service innovation

Do You Speak (Gen)AI

Active
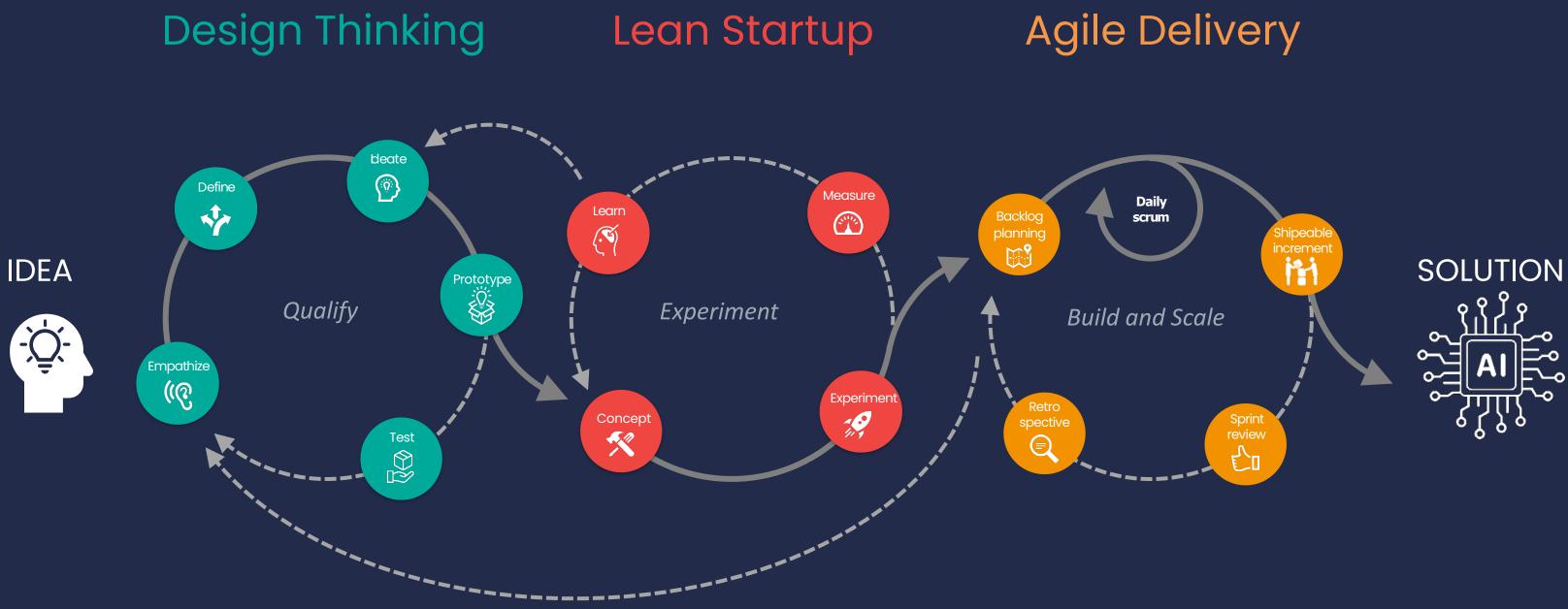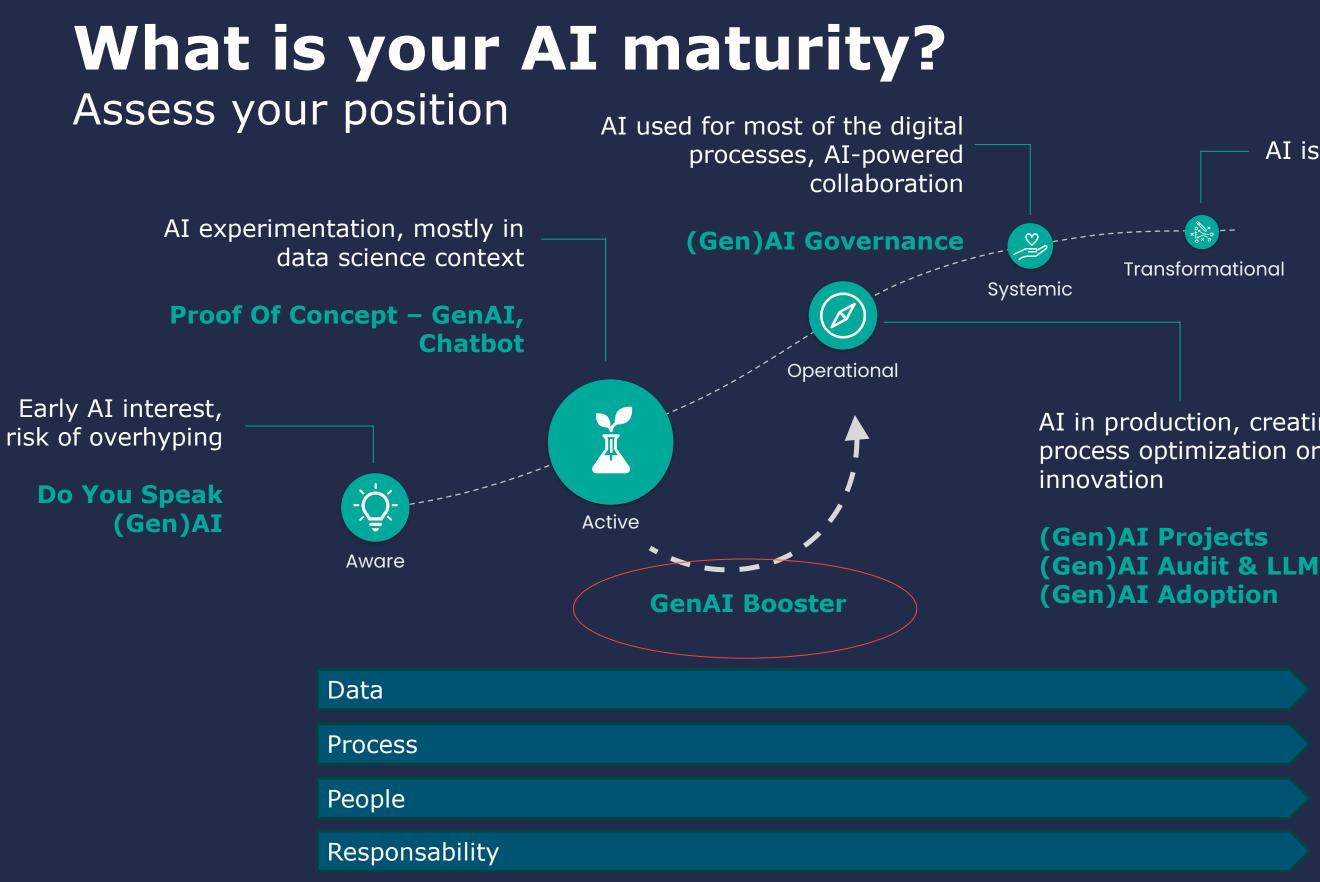
(Gen)AI Projects
(Gen)AI Audit & LLM Benchmarking
(Gen)AI Adoption

Aware

GenAI Booster

Data

Process

People

Responsability

Accelerate your productivity
Our GenAI Booster

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From challenge to action plan in
5 steps

Intake

↓

Define objectives & challenges → **GenAI Inspiration** → **GenAI Ideation** → **Use Case Roadmap**

Define objectives & challenges	GenAI Inspiration	GenAI Ideation	Use Case Roadmap
How Might We	Lightning demo	Use Case Definition	Impact – Effort
Prioritise	Tools & examples	Prioritise	data, process, people, responsible AI
The Sailboat	GenAI Concepts & Prompting basics	Use Case Canvas	Action Plan

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GenAI Booster

5 steps
8 exercises
7 days expert support

9 participants (max)
1 facilitator

1 challenge
Relevant use cases

Why?

Most organizations recognize the potential of GenAI, either through experimentation over the past year or with plans to begin initial testing in the coming months. However, many find themselves at a crossroads, unsure of where to begin or how to effectively organize their efforts. The challenge is not only the understanding of the technology itself, but also the unravelling of where the greatest value can be found. This uncertainty can hinder progress and prevent organizations from realizing the full benefits of GenAI. That's where guidance and support can be invaluable.

How?

To enable the adoption of GenAI as a new technology that will boost your productivity, you need to fully understand what it is and how GenAI can bring structural added value in your organisation. We will help you to define one main challenge and the specific GenAI use cases that are most valuable for you to focus on.
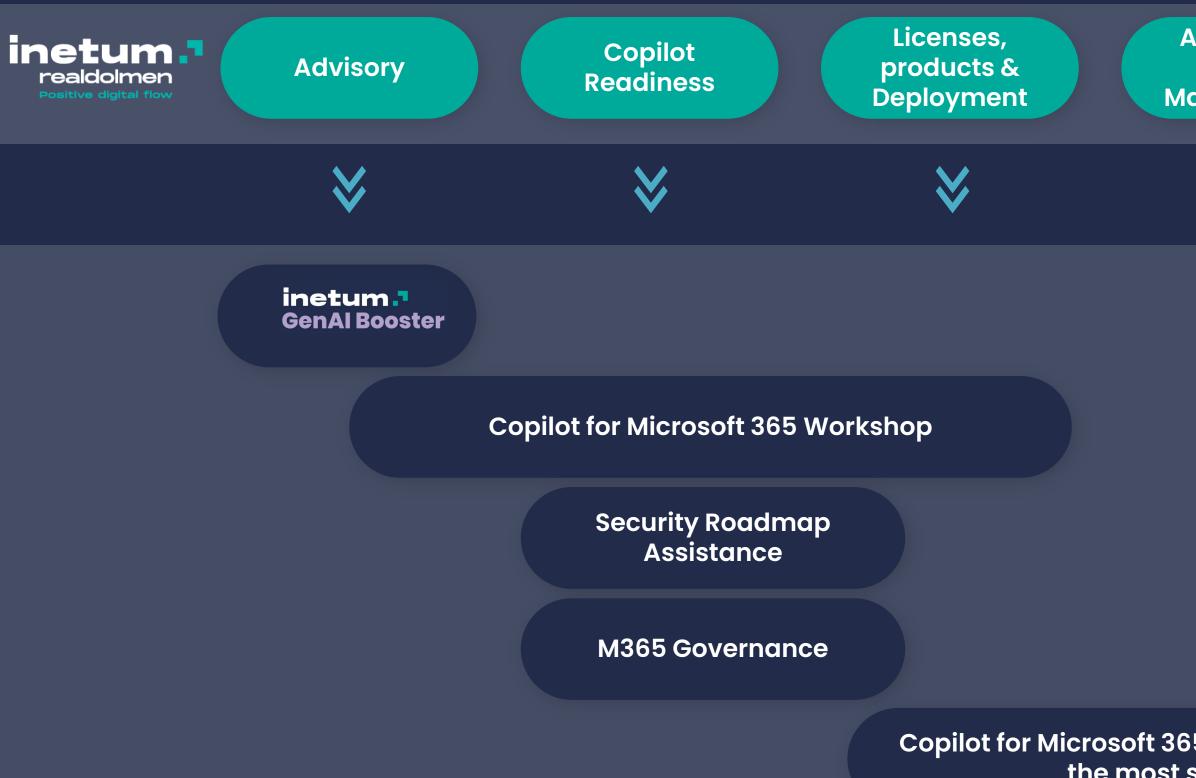
What?

How we can help you ?

Advisory	Copilot Readiness	Licenses, products & Deployment	Adoption & Change Management	Extensibility & Ongoing Services

inetum GenAI Booster

Copilot for Microsoft 365 Workshop

Security Roadmap Assistance

M365 Governance

Copilot for Microsoft 365 Implementation & Adoption with the most suitable technologies

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FRANCE | SPAIN | PORTUGAL | BELGIUM | SWITZERLAND | LUXEMBOURG | ENGLAND |
POLAND | ROMANIA | MOROCCO | TUNISIA | SENEGAL | CÔTE D'IVOIRE | ANGOLA |
CAMEROON | USA | BRAZIL | COLOMBIA | MEXICO | RP OF PANAMA | PERU | CHILI |
COSTA RICA | DOMINICAN REPUBLIC | ARGENTINA | SINGAPORE | UAE