



# CognitiveTank Program

Wednesday September 5, 2018

← Location: Reppisch Hallen, Bergstrasse 23, 8953 Dietikon  
Hosted by Wipro



SWISSCOGNITIVE

## AI FOR ALL - SHARE FOR SUCCES

- 14:00
- WELCOME BY SWISSCOGNITIVE  
*Dalith Steiger  
Co-Founder, SwissCognitive*
  - HOST WELCOME  
*Shailesh Dixit  
Head Digital and Artificial Intelligence, Wipro*
  - AI CUSTOMER SUCCESS STORIES  
*Christian Bucher  
Principal Data & AI Solutions, Microsoft*
  - THE ELEMENTS THAT ENSURE SUCCESS IN AN AI AND AUTOMATION JOURNEY  
*Brendon Chamany  
Director Europe Geo Head, Wipro*
  - TOWARDS A DATA DRIVEN ORGANIZATION  
*François Ruf  
Head of Data, AI & Machine Learning*
- 15:35 NETWORK BREAK  
30 min.

- 16:05
- Introduction of Breakout Sessions
  - BREAKOUT SESSION TOPIC 1
  - LEVERAGING AI TO COMPLY WITH KYC REGULATIONS  
*Brendon Chamany, Shailesh Dixit  
Director Europe Geo Head, Wipro, Head Digital and Artificial Intelligence, Wipro*  
  
*We will show you how we have used our EKYC solution to solve client's problems as it provides, enhanced compliance, significant cost savings through drastic effort reduction and better KYC quality for insights and decisions. In an interactive session we will let you experience our approach to AI projects.*
  - BREAKOUT SESSION TOPIC 2
  - THE NATIONAL INVENTORY – GETTING EVERYTHING DELIVERED WITHIN MINUTES.  
*Daniel Gradenegger  
Founder, ANNANOW*  
  
*Knowing where, when, how, under which conditions, etc. a product is available locally/nationally drastically reduces the kilometers of the desired product to be driven. From central warehouses in the potato fields in the city belts, to locally available products. Together with you we find the way to absolutely efficient and world-enhancing logistics for all the products you consume. Help make the world of available products more efficient and improve the associated logistics chain with AI in our workshop. Cities and their inventory form an important pillar of a Smart City. Delivery must be sustainable, now! You don't need any knowledge of logistics to improve the world, it's enough to think and participate clearly. The world needs your active cooperation.*

- CHOOSE ONE OUT OF FOUR
- 17:00
- BREAKOUT SESSION 3
  - BUILDING TRUST – THE USER EXPERIENCE OF AI  
*Sibylle Peuker  
User Experience Architect, Zeix*  
  
*Even if you have the best data quality and a great algorithm, it might be of no use if your users don't trust your AI. In an interactive workshop, we will discuss concrete examples of how to build trust with your users by understanding what your users need, setting the right expectations, guiding the user and showing what your system is capable of.*
  - BREAKOUT SESSION 4
  - RECIPES FROM THE FIELD: HOW TO INCREASE PROBABILITY FOR YOUR AI PROJECT'S SUCCESS  
*René Balzano  
Founder, Balzano Informatics*  
  
*Diagnosing illnesses for healthcare, detecting quality flaws in manufacturing, predicting retail revenue, measuring audience happiness - during five years of being an AI-dedicated startup, our projects have faced most of the notorious challenges that the inception of cognitive services implies: Data quality and reputation, new-born markets, daring and less daring customers, creative managers and not so creative IT departments, undefined AI-immersing business processes, open legal questions. This session will present experiences and recipes from the field. Bring your favorite AI project and let's discuss its success factors*
- 17:00 NETWORK BREAK  
30 min.

- 17:30
- BREAKOUT SESSION WRAP UP  
*Andy Fittze  
Co-Founder, SwissCognitive*
  - TINDER FOR BUSINESS – UNLOCKING WORKFORCE POTENTIAL WITH AI  
*Andy Koblet, Ambros Scope  
Co-Founder, F ECTIVE, Head of Future Workforce Engineering, AXA Winterthur*
  - SOCIAL MEDIA CAMPAIGN AUTOMATION AND OPTIMIZATION USING AI-DRIVEN SIMULATIONS  
*Armando Geller  
COO, trovero*
  - RE-IMAGINING EDUCATION: THE SOLUTION TO EMBRACING ARTIFICIAL INTELLIGENCE IN OUR SOCIETY  
*Umberto Michelucci, Ivo Blohm  
Head of Innovation BICC, Helsana, Assistant Professor, HSG*
  - Wrap up  
*Dalith Steiger  
Co-Founder, SwissCognitive*
- 19:00 NETWORKING DINNER  
Open end



# WHY WAIT?

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