

the
artesianTM
of the **possible**

ACCELERATE BUSINESS RELATIONSHIPS WITH AI

FIVE WAYS

ARTIFICIAL INTELLIGENCE (AI)
WILL CHANGE RELATIONSHIP
MANAGEMENT, SALES
AND MARKETING

Everywhere you turn, people are talking about Artificial Intelligence (AI). Whether it's in culture, the media, in an office or at home, you can't miss it. AI is the hot topic of 2017, with Bill Gates even referring to it as the holy grail of computer science.¹ According to McKinsey Global Institute (MGI), AI is contributing to a transformation of society happening 'ten times faster and at 300 times the scale, or roughly [with] 3,000 times the impact' of the Industrial Revolution.²

So what is AI? Where are we now? And what are the most likely (and most helpful) ways it could affect the everyday working practices of professionals in relationship management, sales and marketing?

Executive summary

In this paper, Artesian explores five key areas in AI innovation, from natural interactions and augmentation to predictive models and active engagement. For me, these are some of the most interesting applications of AI technology for business currently being developed. They have the potential to create new opportunities and boost business applications such as customer relationship management (CRM), sales support and marketing automation.

Artesian also illustrates how the changes, created by the rapid evolution of this technology within business systems, will impact traditional ways in which customers buy, and how this evolution might affect the way we sell and market our products in the future.

If you're a business leader or senior executive focused on sales, marketing or relationship management, this paper will inspire you with the possibilities of an AI-powered future by providing in-depth insights into the business implications and opportunities AI is creating for the future-focused organisation.

Charlie Muirhead

Founder and CEO, CognitionX and CogX London



¹ Recode, 'Full video: Bill & Melinda Gates Foundation CEO Susan Desmond-Hellman at Code 2016', recode.net/2016/6/14/11826706/susan-desmond-hellmann-bill-melinda-gates-full-video-code.

² SalesforceIQ, '4 Key AI Questions Every Business Leader Must Ask', salesforceiq.com/blog/4-key-ai-questions-every-business-leader-must-ask.

TABLE OF CONTENTS

Executive summary	2
ARTIFICIAL INTELLIGENCE 101	4
The current AI space: are you ready?	5
1: NATURAL INTERACTION	7
Addressing the challenges of the GUI	7
Uncovering the alternatives	7
Understanding how AI works	8
Taking AI to the sales field	8
Looking at the future of natural interactions	9
2: PREDICTION	10
Recognising the need for big-data modelling	10
Reaping the rewards of machine learning	11
3: AUGMENTATION	12
Augmenting the buying and selling experience	12
Exploring today's augmented AI	13
4: ACTIVE SEGMENTATION	14
Segmenting solutions for greater results	14
Turning data into profit	15
5: ACTIVE ENGAGEMENT	16
Responding to customer questions	16
Sharing content with contacts	17
Coaching, measuring and delivering best practice	17
Opening the door to opportunity agents	18
MACHINE JOINS THE TEAM: imagine the art of the possible!	19
ABOUT ARTESIAN	22
GET IN TOUCH	23



ARTIFICIAL INTELLIGENCE 101

The basic definitions and terminology used throughout this paper

Artificial Intelligence (AI)

The capability of a machine or computer system to imitate intelligent human behaviour.

Machine Learning (ML)

A branch of AI based on the idea that machines should be able to learn and adapt through experience, much like a human brain.

Big Data

Large volumes of structured or unstructured data that may be analysed to reveal patterns, trends and associations.

Predictive Analytics

The use of data, statistical algorithms and machine-learning techniques to identify the likelihood of future outcomes based on historical data.

Natural Language Processing (NLP)

A branch of AI that understands and analyses natural human language in order to interface with computers in both written and spoken contexts.

The current AI space: are you ready?

Until now, the hype around AI has been talked about across all industries: Will it drive the next digital disruption? Does it possess the power to really transform the way we work? Today, more and more businesses – from tech giants to start-ups – are preparing for, and investing in, AI.

Investment in AI is growing at a high rate, but adoption in 2017 remains low

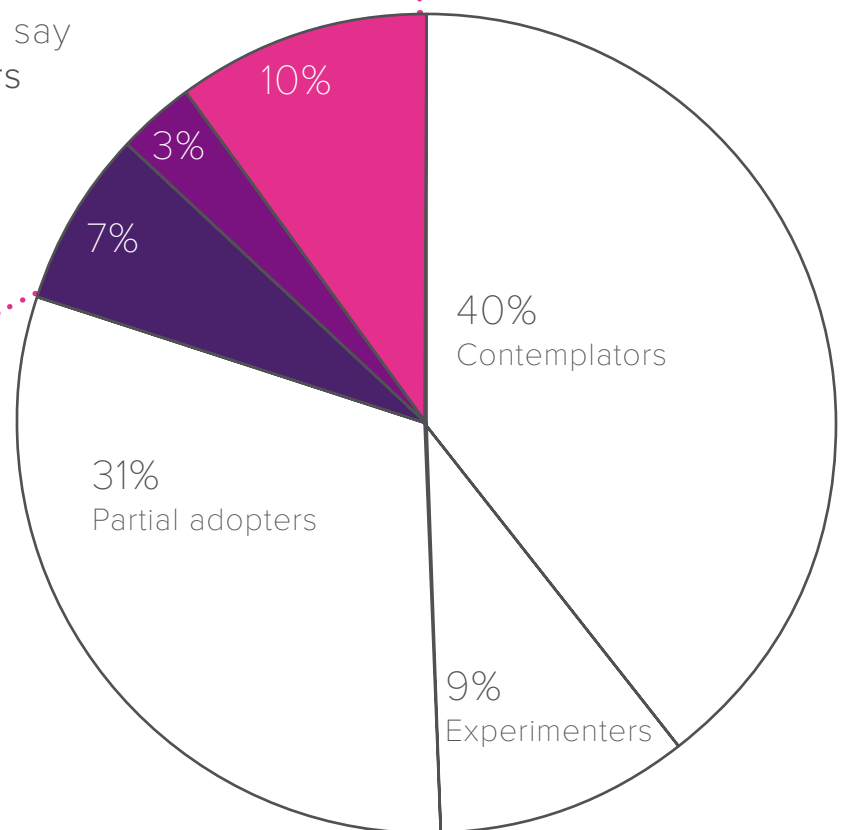
In 2016, companies invested
\$26bn to \$39bn
in artificial intelligence

3x External investment
growth since 2013

20% of AI-aware firms say they are adopters

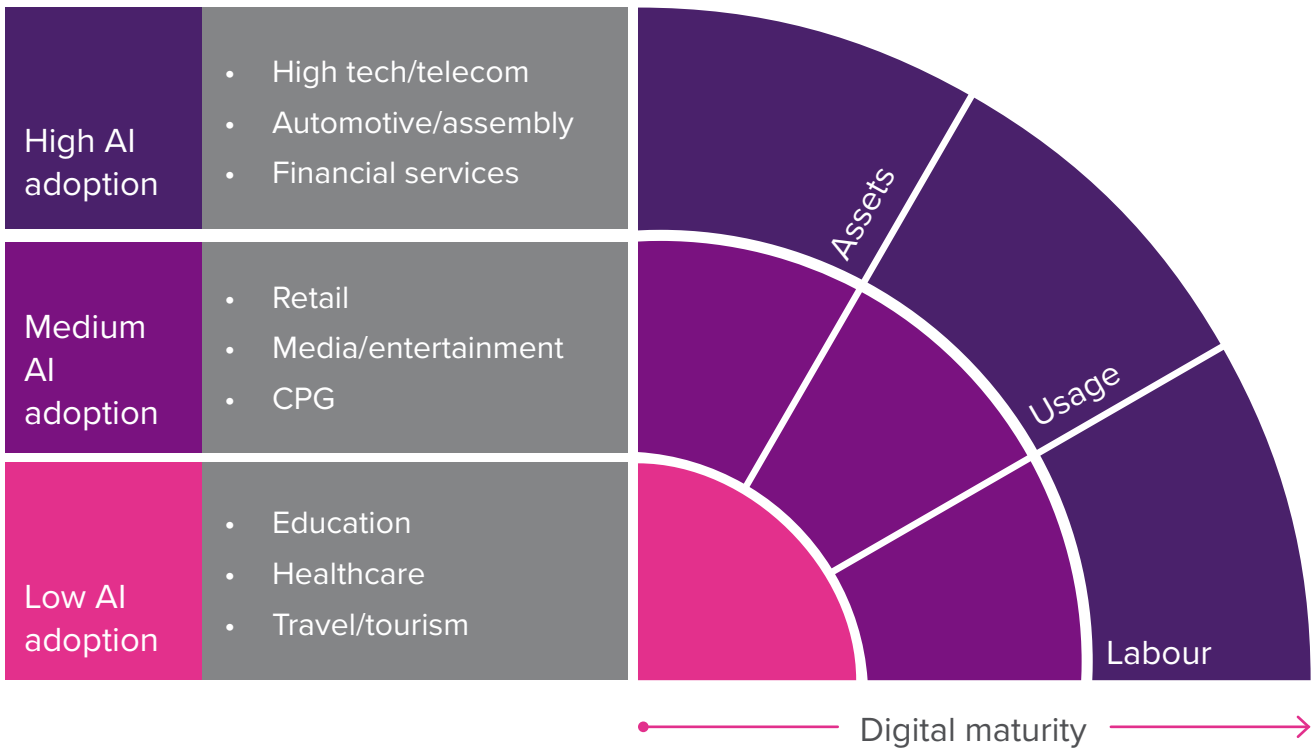
- 3+ technologies
- 2 technologies
- 1 technology

41% of firms say they are **uncertain about the benefits** of AI



How companies are adopting AI

AI adoption is greatest in sectors that are already strong digital adopters



Six characteristics of early AI adopters

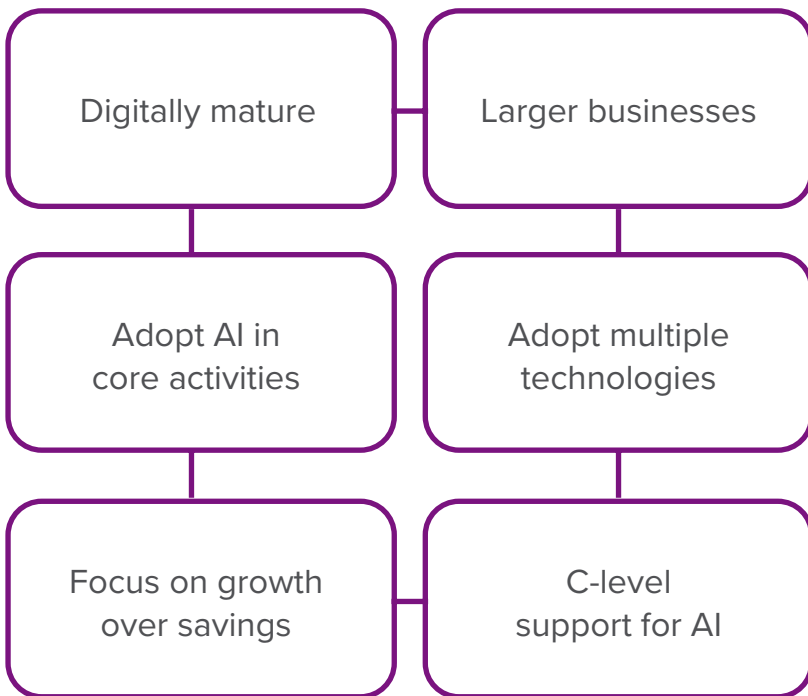


Illustration source: McKinsey & Company, 'Artificial Intelligence: The Next Digital Frontier?' McKinsey Global Institute Discussion Paper, June 2017, available from a link on this page: <http://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/how-artificial-intelligence-can-deliver-real-value-to-companies>

NATURAL INTERACTION

Early AI-powered business applications will focus on providing more natural ways of interacting with information systems during both buy and sell processes

Addressing the challenges of the GUI

Over the last 30 years, business-system users have adapted to, and become familiar with, graphical user interfaces (GUIs). A graphical way of presenting digital representations of real-world objects – like customers, contacts, leads and products – has been the preferred way of navigating, viewing and manipulating data since the demise of mainframe computers and the rise of PCs and Macs.

Whilst ubiquitous and long-standing, GUIs have significant drawbacks. Firstly, the different mechanisms need to be understood from a business perspective, which can often be less than intuitive, and learning new skills costs money and introduces adoption friction. Secondly, the navigation paths through applications and information tend to be fixed. For example, if the piece of data you want is on page four, you need to scroll through pages one, two and three before you uncover it. For those of us old enough to remember the classic but impractical cassette tape, it's a bit like searching for the track you want by fast-forwarding or rewinding those little spools (sometimes with a pencil and a little patience) and hitting stop at that precise place.

Uncovering the alternatives

Business leaders have wanted alternative options to the GUI for a long time. The advent of touchscreen technology helped somewhat, but in reality all it did was allow us to use our fingers, rather than a mouse and keyboard, to touch the buttons or tabs we were already familiar with. Sure, this was an important development in terms of natural interaction, but it didn't help to overcome the inherent challenges of fixed-navigation business applications. What users truly desire is some way of interacting directly with software using an intelligent naturalistic mechanism that allows them to navigate to the information they want without needing to memorise or follow some preordained structure. That mechanism is, of course, language.

Computerised voice recognition has been around for a while and was popularised most recently by Apple's Siri and Amazon's Alexa. But in order to fully use natural language (speech or text) when communicating with a computer or software, you not only need to translate the text and/or sounds into words, but understand what those words mean. This is where recent advances in AI come in.

Understanding how AI works

Humans interacting directly with software using an intelligent near-natural mechanism sounds like something out of science fiction (man and bot communicating and working in unison). The State of the Connected Customer research found that 79% of business buyers still want to interact with a salesperson who's a trusted advisor and can add value to their business.³

Modern AI systems are already smart and fast enough to recognise the patterns of words in typical phrases and around particular topics, and extract the intent of the words uttered and the entities being talked about (like companies, products, people and more). But how? By training algorithms on hundreds or thousands of phrases where the intent is known in advance, and then building up mathematical models capable of recognising the same or similar patterns when they're seen again – and it's important to separate these two capabilities.

First, sounds are converted into words (speech recognition). Then, they're translated into meaning and action (natural-language understanding) – allowing users to interact with (and put direct questions to) AI business models, using their voices or via text. This ability helps transform both the buying and selling experience. Here's a practical example:

You want a new shirt, but instead of visiting and trying to navigate a clunky, mobile-optimised website, you simply say, 'Show me blue t-shirts for less than 25 pounds,' and the software will filter and select products accordingly. Combine these conversational mechanisms with automated payment and billing services. The result? The ultimate frictionless purchasing experience.

The State of the Connected Customer research found that 79% of business buyers feel it's very important to interact with a salesperson who's a trusted advisor adding value to their business.³

Taking AI to the sales field

For sales, even simple things like discovering usable information about the prospect you're just about to visit will become far less onerous. Getting a direct answer to a simple question like, 'How much did Halfords' bicycle business grow by last year?' will no longer require navigating into the depths of your CRM system to interpret some semi-relevant chart, nor trawling through search engines to find the latest set of accounts and exact piece of data you require. Instead, your sales-support software will simply tell you the specific figure you want, in an instant.

Perhaps it's not quantitative data that you need, but rather an interesting nugget of information to kick-start a new conversation. Research indicates that 95% of businesses that are skilled at using big data to solve challenges or gain new insights also use AI technologies, and this figure has risen from 59% in 2015.⁴ The combination of big data and AI offers the opportunity to collate, safely store and analyse relevant content from millions of sources whilst you're sitting in the car park about to meet your contact. How? By simply issuing a voice command into your phone like, 'What were the last couple of topics Jane Tweeted about?' or 'Are there any risks impacting the growth of this company I should know about?' A smart AI-powered system will be able to deliver usable insights at exactly the moment you need them.

³ SalesforceIQ, '3 Inside Sales Lessons Learned From Top Teams: Adaptability, AI, And Analytics', salesforceiq.com/blog/3-inside-sales-lessons-learned-from-top-teams-adaptability-ai-and-analytics.

⁴ Forbes, 'Artificial Intelligence Rapidly Adopted By Enterprises, Survey Says', forbes.com/sites/gilpress/2016/07/20/artificial-intelligence-rapidly-adopted-by-enterprises-survey-says/ - 2a0db48312da.

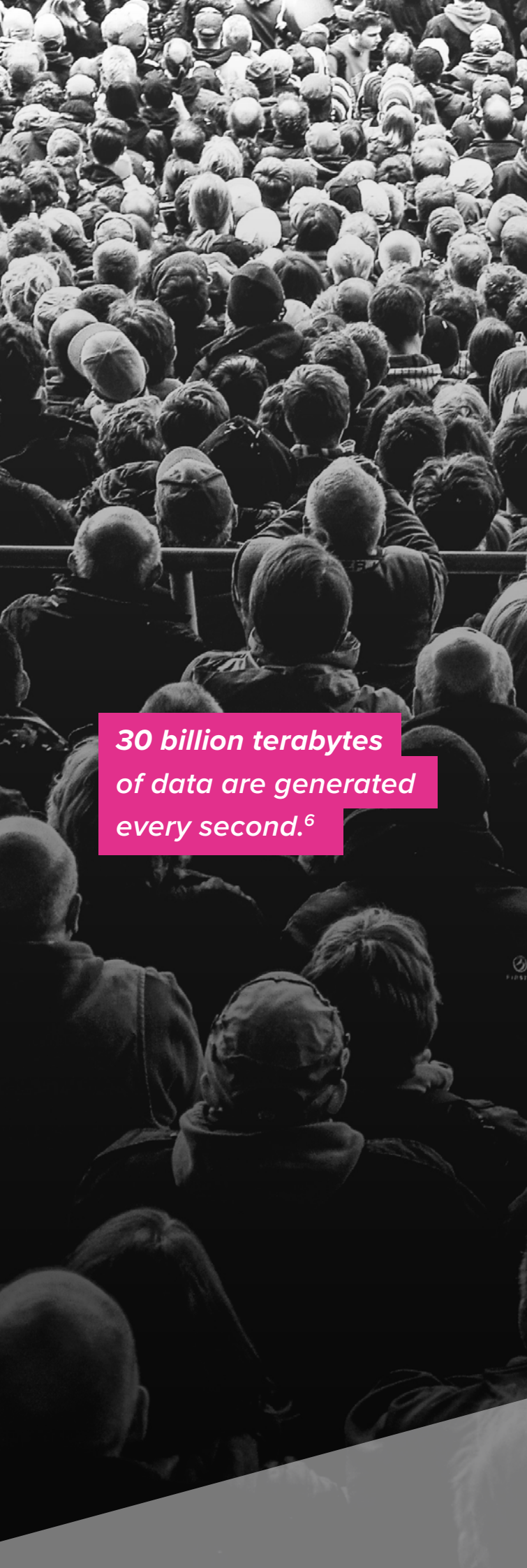
Looking at the future of natural interactions

Interacting with technology using natural mechanisms like voice and text will transform the way we communicate with computer systems, making previously tedious, complex and hard-to-remember GUI designs obsolete. The winners in this space will be those software vendors and systems that are able to achieve frictionless access to the most commercially valuable insights (both quantitative and qualitative) in the most intuitive and natural ways possible: ask a question, get an answer; prompt an action, get a response.

When humans find a natural way of interacting with machines, suddenly everything gets easier. For commercial teams, this means instant access to the highest-value information – golden

insights that improve understanding of the customer or prospect and their drivers at any given moment, delivered in the most human way possible for swift, empathetic and direct action. In time, these AI-powered applications may even act as a proxy, communicating with customers directly in human-like ways – answering their questions, delivering content and generating leads. Sounds a little far-fetched perhaps, but AI is on the horizon, and it's closer than you think. Just two years ago, Gartner predicted that by 2018, digital assistants would be able to 'mimic human conversations through listening and speaking, [with] a sense of history, in-the-moment context, tone, and the ability to respond'.⁵ Now, it's looking increasingly likely that their prediction is soon to become reality.

⁵ Gartner, 'Gartner Predicts Our Digital Future', [gartner.com/smarterwithgartner/gartner-predicts-our-digital-future/](https://www.gartner.com/smarterwithgartner/gartner-predicts-our-digital-future/).



**30 billion terabytes
of data are generated
every second.⁶**

PREDICTION

Predictive models will become more widespread, embedded and highly accurate

Recognising the need for big-data modelling

Mathematical modelling and predictive systems have been key components of industrial innovation for many years; we wouldn't get very far in today's advanced construction industry without first modelling the tolerances of materials. Likewise, scientific applications have long been using prognostic modelling techniques in the advancement of healthcare. But what's changed recently are the types of scenario that can be modelled and, because of the volumes of new data available, the types of modelling that can be conducted in fields far outside science and engineering.

In the past few years, as more and more information, opinions and hard data have been generated and held in a vast myriad of places – Facebook, Twitter, LinkedIn, blogs, newsfeeds and websites – it's possible to find out just about anything on anyone. However, the sheer volume and diversity of information can be overwhelming, making it more difficult than ever to keep pace, let alone predict future needs. In fact, it's estimated that over 30 billion terabytes of data are generated every second,⁶ and that 90% of today's global data has been created in the last year alone.⁷

⁶ Reduxio, 'The World's Data', reduxio.com/the-worlds-data.

⁷ SalesforceIQ, 'How AI Is Changing The Day-To-Day Work Of Sales Teams', salesforceiq.com/blog/ai-sales-teams.

To track and analyse such a vast amount of data requires far more compute power than any human brain is capable of, and this has led to many technology companies providing aggregation and summarisation services that help gather and filter information. But it's not the collection of this big data in itself that's useful; it's what you can ultimately do with it.

As AI and mathematical modelling technologies have matured, they've focused on these ever-growing pools of data, and as AI collides with big data, we're potentially able to answer business and commercial questions that have previously gone unanswered. So how might predictive modelling and machine learning affect the productivity of sales and marketing teams?

Reaping the rewards of machine learning

Today, many B2B sales and marketing teams' lead-generation activities consist of buying lists of companies and/or contacts before attempting some kind of outreach campaign. A resulting quantified opportunity then enters the top of a sales-funnel process and progresses through engagement stages (usually inside a CRM system) – emerging as either won or lost. Moving forward with machine learning, businesses will be able to construct predictive models from the results of these processes (and the data associated with them) to look for patterns of event types and customer attributes that correlate more or less with eventual success. When we know exactly what our next steps are, we can better predict success and avoid failure, resulting in more sophisticated sales strategies, campaigns, and product or service development.

As time goes by and the volume of data improves precision and predictive capacity, these models will advance, enabling faster and more accurate predictions of customer needs, pain, market challenges and opportunities – before customers themselves even realise what lies ahead.



AUGMENTATION

AI-driven systems will rapidly augment the buying and selling experience with in-the-moment information critical to those processes

Augmenting the buying and selling experience

When we talk about augmented reality, you might think about games like Pokémon Go, which took 2016 by storm; mobile apps that translate foreign-language signs in real time; or even the head-up displays (HUD) appearing in the latest cars. It's a highly sought-after technology that business leaders want to get their hands on, with Gartner predicting that by 2020, 30% of all companies will employ AI to augment at least one of their primary sales processes.⁸ However, augmented reality can mean something much more understated, but equally as impressive.

Today's customers increasingly expect an immediate response to their queries, and demand one-on-one conversations with companies. So it's no surprise Gartner predicts that, by 2020, 75% of customer interactions will be managed by AI.⁹

75%
*by 2020
of customer interactions
will be managed by AI.⁹*

After all, information is power, and perhaps more importantly, the right information at the right time is the most powerful of all. Using AI techniques, it will be possible to bring together a number of virtual entities (those things that only exist within machines) and layer them onto real-world activities (such as meetings, phone calls, live chats or briefings) in order to augment them with just the right mix of fact and opinion to make any sales, marketing or customer-success professional look the part.

Take the everyday tasks of attending meetings or making calls, for example. How many times have you wished you were better informed or felt out of the loop from what's happening in your customer's world? Being able to marshal exactly the right facts at the right time can make the difference between success and failure. With that in mind, how great would it be if you could augment sales calls by throwing in a contextual anecdote at a vital moment; or capture and hold the attention of the room by having a constant supply of precise and real-time insight about everyone sitting around the table at an event – their sentiments, where they are in the sales cycle, and their expectations? No doubt the end result would be a greater feeling of confidence and readiness to deliver your best performance to date.

⁸ Gartner, 'Gartner Predicts a Digital Future for CRM Sales Technology', blogs.gartner.com/tad-travis/2016/10/31/gartner-predicts-a-digital-future-for-crm-sales-technology/.

⁹ SalesforceIQ, '4 Key AI Questions Every Business Leader Must Ask', salesforceiq.com/blog/4-key-ai-questions-every-business-leader-must-ask.

Exploring today's augmented AI

AI will play many parts in such a story. It will help to navigate the big-data swamp by automatically locating the most relevant content (from the millions of possible usable fragments) and ranking and triaging it based on where that particular customer is in the sales cycle, as well as the people involved. It will use past learnings from previous engagements, and take into account the fiscal, educational or motivational goals of the meeting itself. It may also play a part in the presentation of the information, converting data into more recognisable mediums (such as natural language or perhaps other more visual forms of representation) according to preference or the requirement of that moment. For example, you may not want your phone to actually speak to you during a customer meeting, but a text message might do the job.

Advances in the performance and accuracy of AI technologies present many new opportunities to augment real-world activities with virtual sophistication.



4 ACTIVE SEGMENTATION

Segmentation will become more precise, driven by real-world events and experiences rather than cold, static data

Segmenting solutions for greater results

For several years now, software-savvy sales teams have been using prospecting tools and lead-scoring software to help them find and triage leads more successfully. Until the advent of big data, these systems could only realistically create lists and scores based on known quantitative data (sometimes called firmographics) around the size, industry, job title and geography of companies or contacts. More sophisticated solutions have been combining this data with information from the company's own sales experiences (usually from their CRM system), such as looking at whether they've sold to a company before.

Whilst this approach is adequate in providing low-quality results, when you think about the quantity of insights and current news-related information not included in such calculations, you begin to realise how impressive the segmentation of prospects could potentially be. The financial and competitive advantages for the insight-driven business are huge, with Forrester estimating that by 2020, those adopting these

technologies will steal \$1.2 trillion per annum from their less-informed peers.¹⁰ Companies inevitably leave a digital trail of announcements, blogs posts, social media, follower history, customer comments, product launches, growth stories, financial results and so on. The challenge is that much of it may be irrelevant, but no one has the time to read and extract the most valuable insights. Even if you do read it, by the time you're done, it'll probably be out of date (tax returns and profit/loss figures being prime examples). Software companies are beginning to process, analyse and feed these big-data sets into AI models to seamlessly augment static, cold data with real-time insights and real-world events. Why? Because even if your firmographic data is bang up to date, opportunities can often be missed by simply not reading between the lines. That's why 61% of organisations with innovation strategies are applying AI to their data – helping to uncover previously missed opportunities like new revenue streams.¹¹

¹⁰ Forrester, 'Predictions 2017: Artificial Intelligence Will Drive The Insights Revolution', forrester.com/report/Predictions+2017+Artificial+Intelligence+Will+Drive+The+Insights+Revolution/-/E-RES133325.

¹¹ Forbes, 'Artificial Intelligence Rapidly Adopted By Enterprises, Survey Says', forbes.com/sites/gilpress/2016/07/20/artificial-intelligence-rapidly-adopted-by-enterprises-survey-says/-2a0db48312da.

Turning data into profit

Ask yourself: can you really understand from just a balance sheet what's actually going on inside a company, in their markets and with their customers? Gaining an understanding of experiential factors from the news, views and opinions the company has been generating will deliver a valuable 360-degree view of their ecosystem. The result is a much more targeted and accurate set of measures and triggers that can be used to perfect segmentation, lead generation and execution.

If, for example, a company is mentioned significantly within news stories about redundancies and closures, chances are there may be a future problem looming; a problem that may not show up in any firmographic data for at

least 12 months. Alternatively, another company may be generating lots of expansion stories about their launch into new territories or product segments. These contrasting facts give you an excellent measure of whether to prioritise sales activities around the latter rather than the former. This may sound obvious, but how many of your sales team have the time to conduct this sort of comparison manually for every deal?

61%

of organisations with innovation strategies are applying AI to their data.¹¹



ACTIVE ENGAGEMENT

AI systems will gradually become actors in the sales process itself

In today's business environments, where resources are ever more squeezed, it's timely execution of actionable data that sometimes lets the side down. But as sophistication, performance and integration levels of AI technology increase over time, it will open up a whole new world of possibilities for automation, by making the machine an active participant in the team.

Responding to customer questions

Over the last few years, we've all witnessed the rise in popularity of the automated assistant or chatbot. Websites and service-oriented applications frequently feature mechanisms that allow us as customers to interact directly with software – like those little boxes that pop up at the side of the screen asking if you need any help. Sometimes this interaction is through text or instant message, and others use voice. But the aim is nearly always the same: to perform very simple tasks associated with service and support such as booking appointments, logging tech-support calls or asking and answering specific product or customer-experience questions in the manner of a basic automated FAQ.

As AI business applications become more common, customers will expect the functionality of these applications to extend and cover simple sales and support interactions. Take a request for information (RFI) and a request for purpose (RFP) for example; a necessary evil for those whose products dictate a complex sale. There's no reason why we couldn't ask our AI assistant to populate these for us in real time based on its deeper, complex understanding and knowledge base.

Sharing content with contacts

AI represents a versatile and varied set of methods and ideas from which skilled software engineers will undoubtedly design and develop new and innovative business applications. However, the most transformative solutions will probably emerge from the combinations and interactions of these applications.

A prime example of such layering can already be seen with sales-support systems that use AI and MBL techniques not only to identify relevant news content, but also to correlate patterns of sharing with customers and prospects, and actual open rates to predict how likely it is an individual will be interested in receiving similar content. Such assemblage of AI and behavioural-learning mechanisms could enable the software to completely automate such tasks – finding interesting content and automatically sharing it with the most relevant prospects, partners and customers, with no need for salespeople to intervene.

By automating social gestures, like sharing interesting news and comments with prospects, software becomes a true actor in a pivotal part of the sales process – maintaining a touch point with the client and ensuring a level of attentiveness across an entire portfolio of people and businesses that would be very difficult to do manually.

Coaching, measuring and delivering best practice

AI and MBL concepts provide an ideal set of techniques that analyse and model the actions (or inactions) and outcomes of the thousands of users of sales and marketing applications – helping to understand best practices and the behaviours that deliver the most successful results.

Once you're aware of the sales scenario, people, products and human-interaction patterns that best represent the most likely successful outcomes, it's a relatively small step to compute the opposite actions (or inactions) that typically lead to failure. Having done so, it then becomes possible for the software to proactively intervene – facilitating coaching or suggesting course corrections to people who may be underperforming.

This shift between business applications that simply record the qualitative and quantitative facts of a sales engagement, and AI-grounded applications that constantly analyse action or inaction will mark a huge advance in emphasis and capability over the coming years.

Opening the door to opportunity agents

Unlike humans, computers never sleep. This simple fact means that if artificially intelligent systems can be developed to see the world in similar ways to us, we'll eventually be able to rely on them to keep the administrative plates spinning when the limitations of our physiology mean we can't, or while we focus on more valuable human tasks like building relationships over the phone or face-to-face.

A key task AI systems will be able to perform for us is searching and finding new opportunities. By applying advanced analytical techniques when processing vast amounts of news and social-media content, AI software can spot relevant sales opportunities and notify marketing teams and salespeople of these potential leads via a channel of their choice. But what if your software were able to go one step further, unpicking the conceptual meaning tied up within a story?

Imagine you're a salesperson working for a technology company and you need to sell a particular kind of software, product or service. You'll almost certainly have some specific trigger events that, if you find them in the news, suggest organisations may be open to some kind of outbound engagement. So let's say you sold

software to monitor datacentre activity; in that case, stories about application outages would definitely be of interest as they would suggest those involved in the story may be receptive to a timely call. Examples such as this are fairly obvious, but the more the software is able to unpick the conceptual meaning wrapped up in a story, the better it will be at taking appropriate (and more nuanced) action.

Now let's say that the news story is still about an outage, but is historical – talking about a major outage that happened six months ago. Whilst this sort of story is interesting, it's probably not a live sales trigger. However, depending on the sales landscape you find yourself in, the story may represent an opportunity six months down the line when the organisations involved may well be reviewing the remedial action they took at the time of the original outage.

This kind of insight and forward planning is very powerful and something that it's only currently feasible for humans to achieve. But humans aren't great at performing these processes at scale. AI and intelligent software will make it feasible to spot opportunities, understand the context of them and then direct the best course of action – perhaps even reaching out with a templated communication at a suitable time.



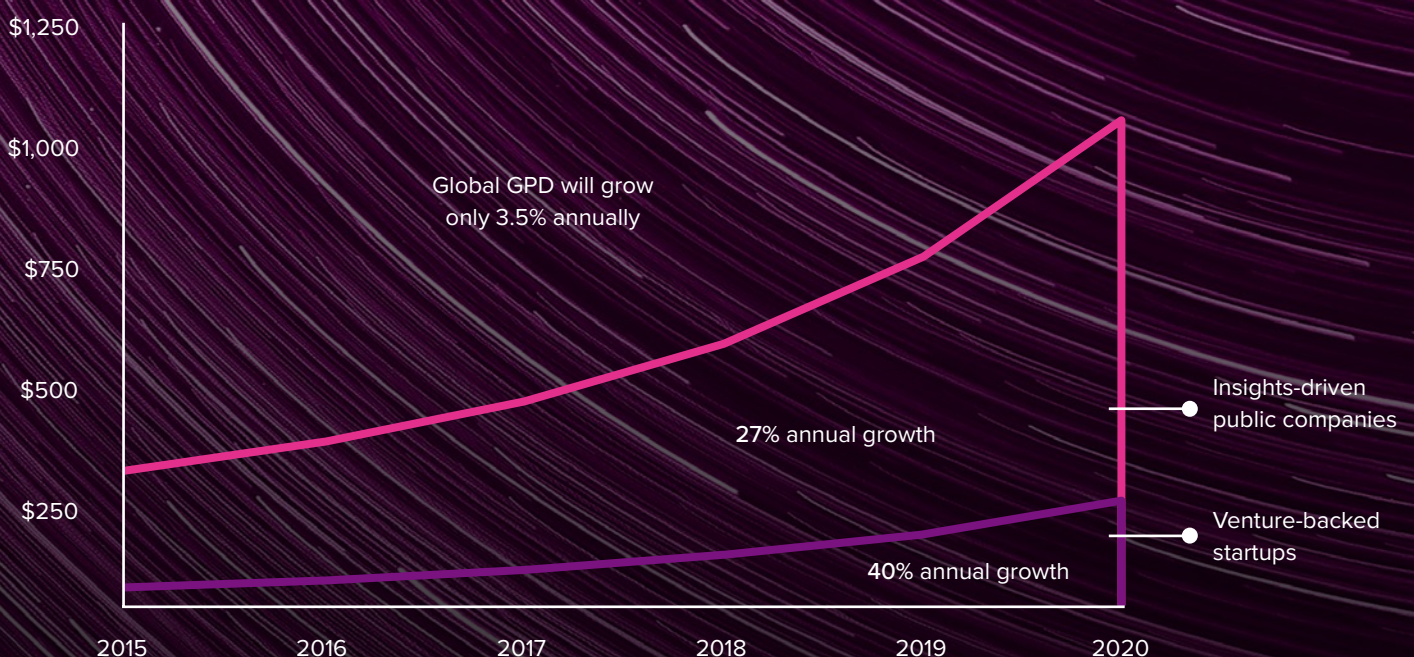
MACHINE JOINS THE TEAM: IMAGINE THE ART OF THE POSSIBLE!

Imagine a world where you have a virtual assistant; one that doesn't just capture and crunch data, but communicates with you, directs activity and undertakes manual tasks on your behalf. You become free to undertake more strategic decision-making and human-touch relationship-building tasks with greater clarity and a more proactive and holistic customer-experience approach. No touch point left unturned, no engagement opportunity missed. It's no wonder the Economist Intelligence Unit reported that 75% of business executives

believe AI will be actively implemented in their companies within the next three years,¹² thanks to its ability to improve decision-making and customer service – enhancing operational efficiency and boosting sales revenue.

Now is the time to take advantage of AI and become an insights-driven business; one that's expected to gain \$1.2 trillion annually by 2020.¹³

Revenue forecast of insights-driven businesses
(\$ billions)



¹² Economist Intelligence Unit, 'Artificial Intelligence in the Real World', January 2017
<https://www.eiuperspectives.economist.com/technology-innovation/artificial-intelligence-real-world-0>

¹³ Techemergence, 'Valuing the Artificial Intelligence Market, Graphs and Predictions', techemergence.com/valuing-the-artificial-intelligence-market-graphs-and-predictions/

AUTHOR



Steve Borthwick
CTO and co-founder, Artesian

Steve has over 30 years' experience in the software and IT services industries. Prior to founding Artesian, he was CTO of an MRM software start-up called Then-UK, which was successfully acquired by US firm Aprimo. He was also CTO of analytics software vendor WhiteLight, helping design and develop a market-leading product that was later acquired by SunGard; and he previously worked in a number of senior roles for Canadian software firm Cognos.

At Artesian, Steve is responsible for helping shape and implement the company's strategic business goals through the design, development and roll-out of innovative and industry-leading software products.

CONTRIBUTORS



Charlie Muirhead

CEO and founder, CognitionX and CogX London

Charlie is a serial entrepreneur who founded Orchestream, which floated on the LSE and NASDAQ in 2000 and achieved market capitalization of £1 billion before being acquired by Oracle. He's also founded seven companies with three IPOs and two trade sales, as well as cloud-provisioning pioneer Nexagent, which was acquired by EDS.

Charlie's latest ventures, CognitionX (the AI market-intelligence service) and CogX AI events, bring clarity (and help ensure a safe and responsible transition) to today's complex, fast-paced world of AI. CognitionX provides users with comprehensive coverage of the AI market, tracking 10,000 AI-powered products and services. CogX is a unique series of events focused on 'The Impact of AI on Industry, Government and Society', now seen as one of the world's must-attend conferences.

ABOUT ARTESIAN

The changing landscape of B2B sales

The B2B game has changed and companies need to keep pace. Every day, over 30 billion terabytes of data are created, making it more difficult than ever to track and analyse information. So how can sales and relationship-management professionals gain intelligence and insight to interact effectively with their customers and boost revenue?

It's impossible for B2B teams to ignore AI as it continues to evolve and have a real impact across all industries. Artesian is making it possible to take advantage of this pioneering technology – helping relationship managers and salespeople to uncover new opportunities and exploit endless possibilities through the power of data.

Those quickest to embrace and invest in AI are able to accelerate sales and gain significant competitive advantage, and Artesian is pushing commercial teams towards achieving these goals.

How it works

With the use of AI technology layered on top of company information, data and news, Artesian helps you uncover opportunities, build relationships and accelerate deals.

Artesian gathers data on industries, organisations, individuals and topics from millions of online sources, using sophisticated algorithms to filter and transform information into commercially valuable insights.

With Artesian, you can track your customers, prospects, competitors and partners; spot and capitalise on business opportunities; and manage risks in your pipeline.

Artesian helps drive customer alignment, credibility, competitiveness and client satisfaction.



<http://www.artesian.co/>



<http://www.artesian.co/solutions/>

Share this



the
artesianTM
of the **possible**

ACCELERATE BUSINESS RELATIONSHIPS WITH AI

If you're looking to learn more about the future of AI, as well as the impact it's having right now on client-facing teams, we'd love to help.

 Get in touch at ai@artesian.co

 or feel free to give us a call on **0330 321 0101**

artesianTM

© 2017 Artesian Solutions Ltd.