

SALONE CON VISTA

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22, 23, 24 NOVEMBRE 2023



L'INTELLIGENZA ARTIFICIALE AL SERVIZIO DEI PAGAMENTI

OPPORTUNITÀ, CASISTICHE E
PROSPETTIVE FUTURE

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Automation and AI include a variety of models in constant evolution that can be combined

	Robotic Process Automation (RPA)	Artificial Intelligence			
		Traditional Machine Learning	Natural Language Processing	Neural networks/ Deep learning	Generative AI
		Complexity level			
		Low			High
What it is	<ul style="list-style-type: none"> Automation of repetitive and rules-based tasks using software robots 	<ul style="list-style-type: none"> Machines learn from data to make classifications and predictions (e.g., via logistic regression and other statistical models) 	<ul style="list-style-type: none"> Combination of computational techniques and ML enabling machines to understand and interpret human language 	<ul style="list-style-type: none"> ML mimicking the human brain via different layers / neural networks <ul style="list-style-type: none"> – Deep-learning characterized by more than 3 layers 	<ul style="list-style-type: none"> AI models that can generate new structured or unstructured data by studying the distribution of input data
Example of applications	<ul style="list-style-type: none"> Automated invoice management Monitoring and enforcement of compliance Onboarding of new hire 	<ul style="list-style-type: none"> Calculation of credit risks and identification of low/high risk individuals Identification of potentially fraudulent transactions 	<ul style="list-style-type: none"> Sentiment analysis Chatbots, and voice assistants Translation and correction software 	<ul style="list-style-type: none"> Recognition of image and speech Text classification (e.g., topic labeling) Prediction of relevant products based on clients' needs/interests 	<ul style="list-style-type: none"> Creation of new content <ul style="list-style-type: none"> – Images – Videos – Text – ...

The combination of advanced technologies and automated processes leads to hyper-automation

E.g., Fraud Mgmt: Machine and Deep Learning to analyze data and define rules to prevent frauds
+ RPA to automatically decline suspicious transactions + GenAI notify to clients

The emergence of Foundation Models and Generative AI have changed the landscape of Artificial Intelligence

A step change in Artificial Intelligence

Rise of Foundation Models:

Foundation models provide a general-purpose building block for solving unstructured data problems
Building applications on top require up to **1000x less data for tuning and maintenance**

Rise of Generative AI:

Generates new content, e.g., text, image, video, software code, synthetic data
These models **also perform traditional ML tasks such as classification and entity recognition more effectively**

Enabled by several recent breakthroughs

“Why now”

Improvements in GPU performance

Reduction in compute costs

Massive public data availability

New model architectures and training techniques

E.g., Transformers, Reinforcement Learning from Human Feedback

Growth in AI research funding

Few consolidating players in Foundation models

Language models

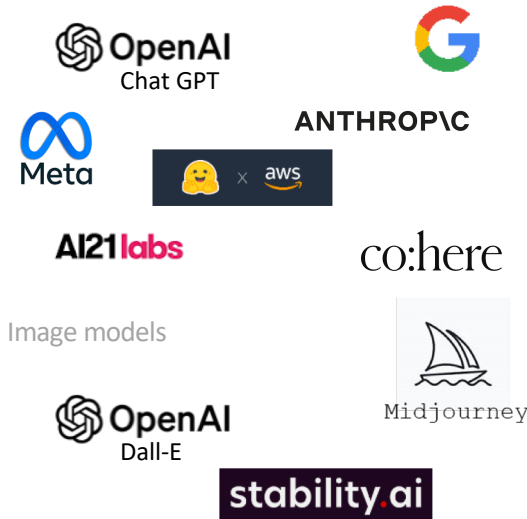
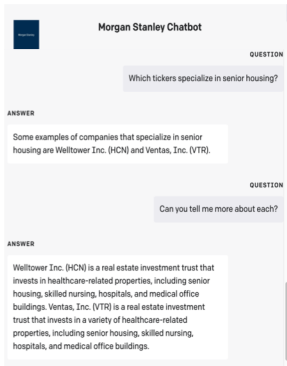


Image models

Across industries, companies are already leveraging genAI to drive new levels of innovation

Morgan Stanley

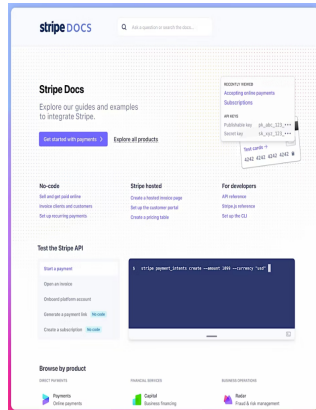
Vision to build the 'Advisor of the Future'; starting with a **knowledge assistant** for 40k financial advisors



Source: Company websites; Lit. search

stripe

Transformed user experience with **support personalization**, **ease of searching documentation**, and **fraud detection** on community platforms



Coca-Cola

'Create Real Magic' AI platform based on GPT-4 and DALL-E to create artwork using company archives

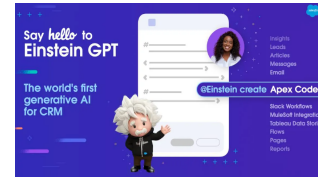


We're excited to unleash the next generation of creativity offered by this rapidly emerging technology [...] opportunities to enhance our marketing through cutting-edge AI, along with exploring ways to improve our business operations and capabilities.

JAMES QUINCEY,
CEO COCA-COLA

salesforce

SaaS player integrating **OpenAI**: Einstein GPT delivers custom, AI-created content for CRM across Salesforce clouds

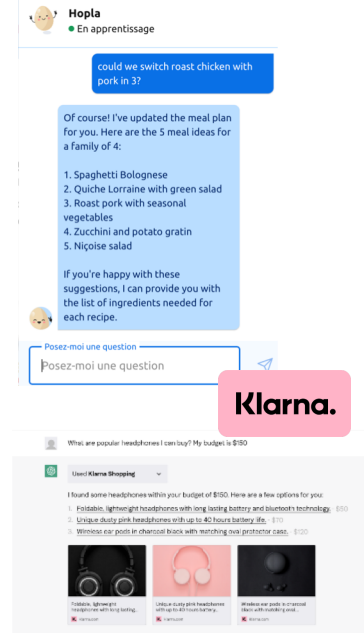


Einstein GPT[...] is another way we are opening the door to the AI future for all our customers, and we'll be integrating with OpenAI at launch.

MARC BENIOFF,
CEO OF
SALESFORCE

Carrefour

Product data management
Purchasing assistant solution
Conversational **grocery shopping chatbot**



Many genAI use cases fall under a set of technical archetypes

Content generation

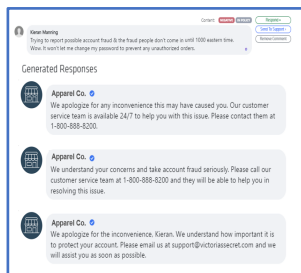


EXAMPLE

Generate **personalized marketing assets** (document generation, blog posts, newsletter, tailored product description, summaries)

Generate **personalized content** (newsletter, e-mail)

Advanced analytics

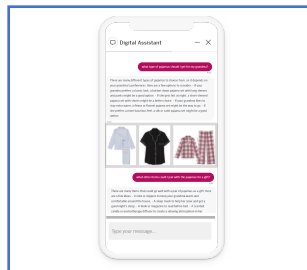


EXAMPLE

Classify and group items (customers, products, ...) into consistent and relevant categories

Group sentences using **sentiment analysis** (e.g., positive vs. negative social media messages) and generate a range of recommended or automated responses

Personalized chatbot



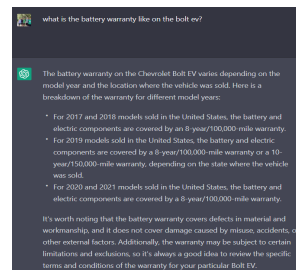
EXAMPLE

Answer customer questions about product offerings and inquiries

Suggest and enable orders with personalized suitable products

Provide **advice** on products to buy

Information retrieval

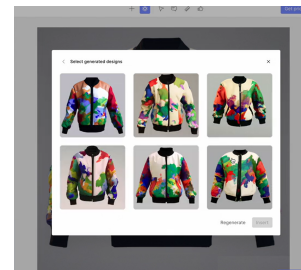


EXAMPLE

Generate synthesized key points, FAQs, etc., from **structured** (e.g., internal documentation) or **unstructured input** (e.g., emails from employees)

Respond to **specific requests & questions** related to policies, products, services, etc.

+ more to come



EXAMPLE

Establish a deep understanding of a new topic instantly

Generate **common or standardized materials**

Design/ develop new **product opportunities** based on wide range of inputs

What does the Gen AI shift mean for the industry?



Tech

Tech **barriers to entry** have vanished

AI is now available as a **commercial product**

Tech play is over, time for **use case play**



Industries

Tech is mature and **business-ready**

AI race starts now in **every industry**

Size doesn't matter, insurgents are ahead



Companies

Proprietary data is key

Seek best opportunities to **combine** AI products with your company data

Decision: **first mover** vs. **fast follower**



Change

Need to **(re)think** your AI operating model

Exploratory process & willingness to take risks

Accelerate with **external expertise**

New regulation?

Tavola rotonda

