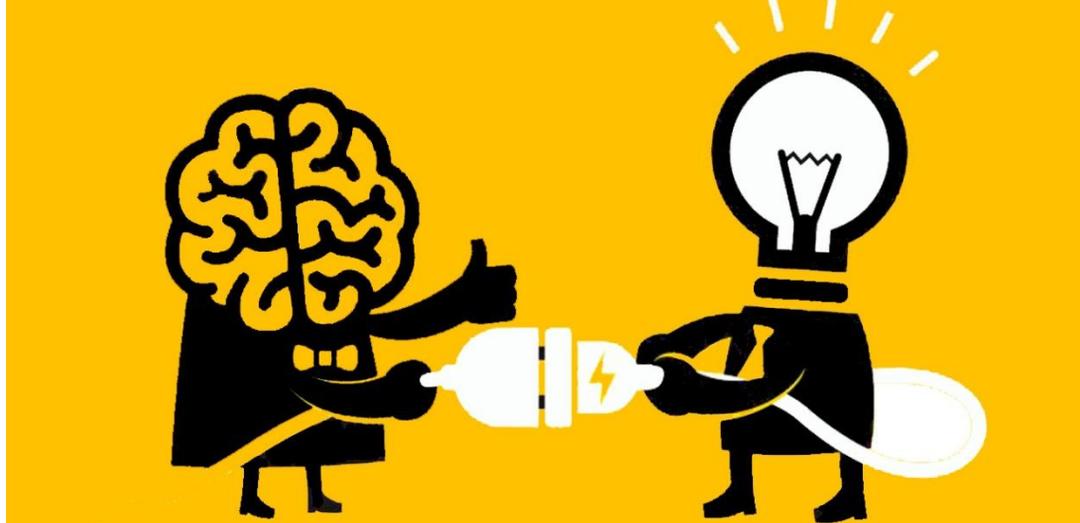


Artificial Collective Intelligence



Toward an efficient AI:

Common good and collective intelligence to achieve a trusted ethic AI.



As many brain studies explain you cannot understand brain understanding isolated neuron behavior. As you cannot understand one image or picture from a single pixel. Therefore, can any organization (people, enterprises, team, entrepreneurs, citizens...) that chooses to ignore the insights of employees, customers and business partners expect to thrive? Or, can any system, as complex as you can imagine that use deep learning to solve complex human problems, or, can any algorithm solve problems only with a unique source of information?

For many, **the answer is no.** In a global environment where innovation cycles are shrinking, customer expectations are rising and talent is becoming more distributed, companies are seeing the need to more effectively apply the knowledge and experience of individuals, regardless of their vocation, affiliation or organization status.

Fortunately, the opportunity to more effectively apply **Artificial Collective Intelligence** – the aggregated knowledge, insight and expertise of a diverse group, and optimal intelligence of complementary knowledge plus experience – has become a reality.

Collective Intelligence is not only aggregated knowledge (not only the add knowledge of the parts). Intelligence require optimal and common aims. As individuals become more adept and comfortable sharing thoughts and ideas in virtual spaces, companies can use these insights to address critical business challenges.

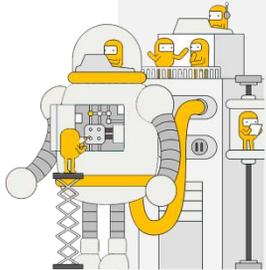
Harnessing Collective Intelligence with common good can play an important role in generating new ideas, solving age-old problems, disaggregating, optimal distributing work and efficient aims in new and innovative ways, and making better, more informed and smart decisions about the future. Moreover, Ethic Engines must be part of the AI collective tools involves over smart and efficient decisions.

Through our more than 8 years of research and development, extensive client experience, several sources of knowledge (weather, social networks, competitors...), new algorithm releases and addons, and in-depth conversations with a broad range of academics, vendors and companies that have explored with Collective Intelligence techniques, we see three areas of guidance for organizations:



Artificial Collective Intelligence can enhance business outcomes and costs reductions by improving how organizations access the untapped knowledge and experience of their processes and networks to:

- Discover and share new ideas
- Augment skills and distribute workload
- Optimized goals
- Improve forecasting effectiveness
- Improve cross processes efficient



Central to the success of Collective Intelligence initiatives is the ability to target and motivate the right participants with their right motivations, considering the need for:

- Knowledge – contextual awareness of the problem to be solved
- Diversity – sufficient breadth of experience to bring a range of perspectives and views
- Disruption – willingness to challenge current thinking
- Complementarities – what you know that we don't know
- Motivations - what causes a person (group) to want to repeat a behavior, a set of force that acts behind the motives
- Goals - idea of the future or desired result that a person or a group of people envisions, plans and commits to achieve



Key study findings indicate that successful Collective Intelligence efforts need to:

- Use common good goals provide an optimum solution of collective acts and potential
- Address sources of resistance, including operational challenges, conflict with existing charters, perceived loss of control, and shifting roles and responsibilities
- Integrate Collective Intelligence into the work environment, both technologically, and culturally
- Act on what is discovered, communicating value and outcomes to both the organization and the individual
- Consider Ethic Rules and Strategic Plans to be aligned with



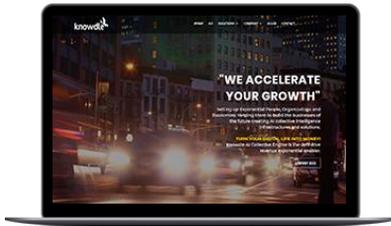
Artificial Collective Intelligence is a powerful autonomous resource for creating top-line growth, driving efficiency, improving quality and excellence, and building a better stakeholder's climate. Due high complex organizations sceneries, any decision can be good for one kpi and be a disaster on other. Moreover, average good results can hide efficient problems. Organizations considering adding Artificial Collective Intelligence as an autonomous business capability need to ask themselves the following questions:

Regardless of the approach taken to infusing Artificial Collective Intelligence into the fabric of an organization, it represents a new approach and opportunity for companies to create value using the experiences and insights of vast numbers of people around the world.



- What are our strategic business objectives, and what types of insight can help us compete or differentiate ourselves in the market?
- Considering the audiences we may want to involve in a Collective Intelligence project, how can we motivate them to share their insights with the organization?
- How do we capture knowledge and connect individuals in new and cost-effective ways?
- What technology tools do we need to support this capability, and who is best positioned to help us take advantage of these tools?
- How do we increase sales on our customers increasing what they love and we don't know?
- How do we find new unknown customers that will love our products and we don't know?
- What technology tools do we need to be able to act at the same time over reduction cost and increasing sales?





Why KNOWDLE.

Knowdle (pronounced /'nɒd(ə)l/) provides companies with exponential and autonomous collective intelligence solutions which delivers real-time business intelligence and sustainable competitive advantages. Knowdle platform is scalable (access and analyze data at massive scale), and adaptable to all sort of companies and business challenges.

The KNOWDLE KWS Platform allows companies of all sizes to gain real-time operational and business intelligence from real streaming and historical data, in-cloud or on-prem.

KNOWDLE ingests operational or streaming data, regardless of source - IT infrastructure, sensors, business applications, clickstream, IoT devices, network traffic, web servers, CRMs. If it is involved in running your business, KNOWDLE can collect, monitor, analyze and visualize your data, and moreover, can help your organization to take more efficient decisions.



About KNOWDLE

Knowdle delivers near real-time artificial collective intelligent operational and business insights from analytics on streaming and historical data to operations, IT, security and business teams at the world's largest organizations. The KNOWDLE KWS Platform collects, enhances and analyzes machine, business and operational knowledge, at scale, from across the enterprise.

For more information about KNOWDLE WISDOM SERVICES and SOLUTIONS, visit our resources section on www.knowdle.ai

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