



The bridge to possible

Beyond Bias

Unlocking AI with Domain Expertise

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AIHUB-1001

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Cisco Webex App

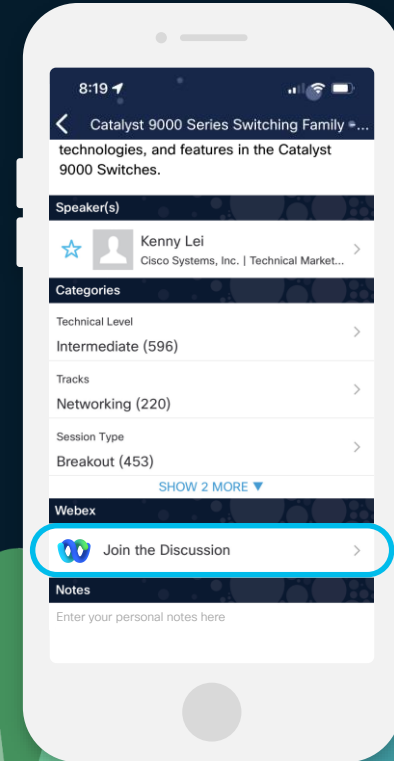
Questions?

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Agenda

- Introduction
- Lack of data and insight
- Who's who in the Zoo
- Working together Case Study
- Assessing AI Readiness
- Data Strategy
- Data Governance
- Trusted Data Use Case
- 4 Steps to unlocking power of AI

Lack of data and insight

Recall of autonomous vehicles

Air Canada's Lying Customer
Service AI Bot

AI makes false accusations

NYC government chatbot that
makes up laws.

Scotland's Willy Wonka Fail

Google Race-
changing AI

Car Dealership adds Chatbot
that sells car for \$5

inappropriate polls

Meta AI falsely claims lawmakers
were accused of sexual
harassment

Who's who in the Zoo



'Al' the Albatross



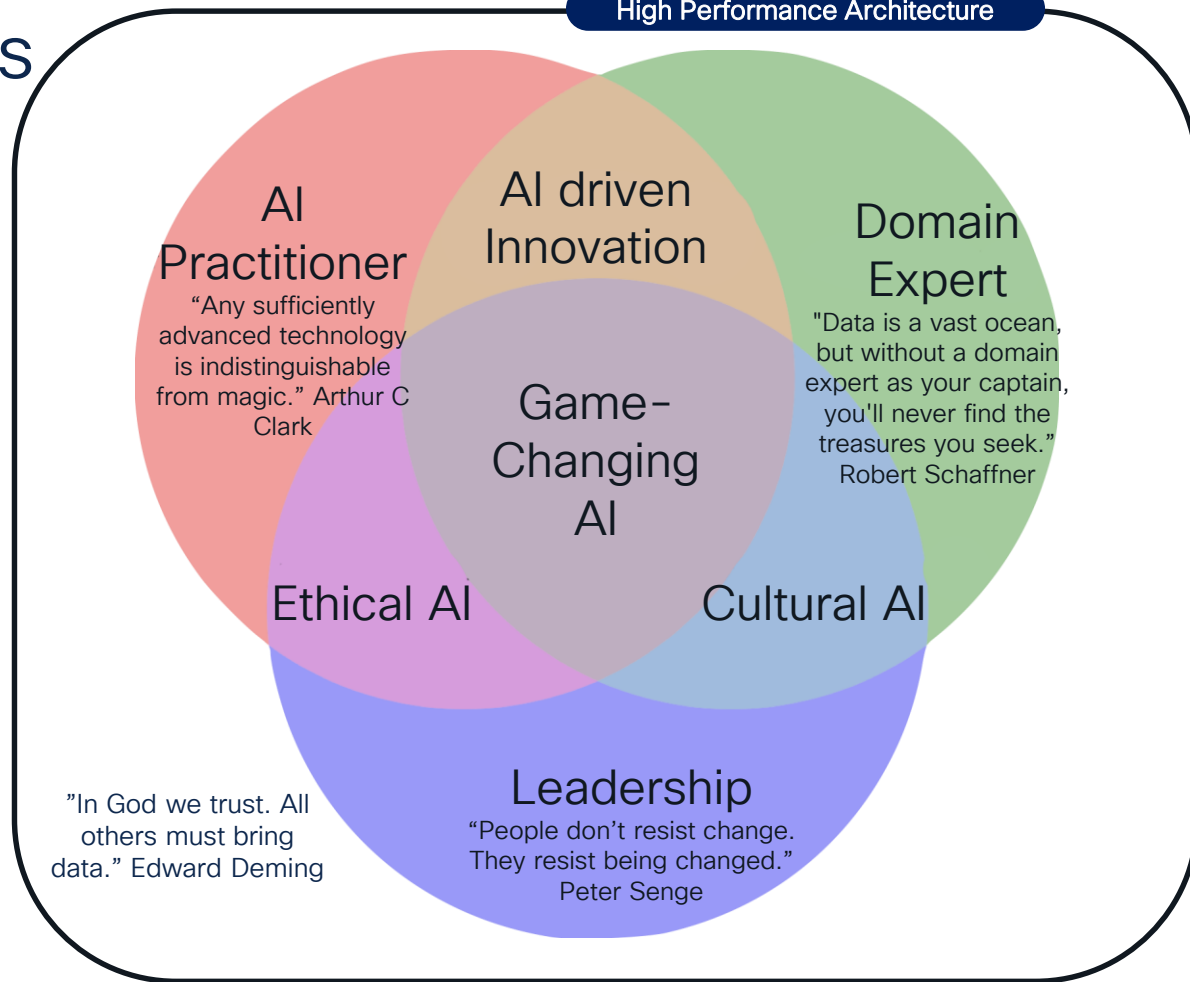
'Dom' the Dragonfly



'Leo' the Lemur

All images are generated by AI

Personas



20/1	Dornoch (E 6) 🏆						B. c. 3 KEESEP 2022 \$325k						Prime Power: 146.4 (4th)						Life: 6 3 2 - 0 \$552,275 98						Fst (110)						4 2 1 - 0 \$393,775 95																
	Own: West Paces Racing R A Hill Stable Bc						Sire: Good Magic (Curlin) \$125,000						Dam: Puka (Big Brown)						2024 2 1 - 0 - 0 \$294,875 94						Off (107)						2 1 1 - 0 \$158,500 98																
	Bright Salmon, Light Grey 'rah', Light Grey Blocks On Sleeves,						Brd: Grandview Equine (KY)						126 2023 4 2 - 2 - 0 \$257,400 98						Dis (115?)						0 0 - 0 - 0 \$0																						
	SAEZ LUIS (7 1-1-1 14%)						Trnr: Gargan Danny (0 0-0-0 0%)						CD 0 0 - 0 - 0 \$0						Trf (107)						0 0 - 0 - 0 \$0																						
																			AW						0 0 - 0 - 0 \$0																						
2024						462 15% 45% -0.56						2024						41 17% 51% -0.89						Sire Stats: AWD 7.3						16%Mud 116MudSts 2.48spi																	
JKYw/ E types						392 16% 42% -0.51						+Graded Stakes						28 18% 32% -0.80						Dam's Sire: AWD 7.3						13%Mud 1169MudSts 1.14spi																	
JKYw/ Trn L60						6 17% 33% -1.60						+3rd off layoff						27 30% 59% +0.30						Dam's Stats: Stakewnr						100%2yo 3str 3w 2sw 25.11dpi																	
+JKYw/ Routes						136 18% 46% -0.49						+Dirt starts						243 19% 54% -0.43						SoldAt: KEESEP 2022						\$325.0k (7/83) SireAvg: \$124.3k StudFee: \$35,000																	
★ 29% trainer: 3rd off layoff ★ Sharp 4F workout (Apr-27)																		● Pool Speed Figures since returning from Layoff																													
DATE TRK		DIST		RR		RACETYPE		CR		E1		E2/		LP		1c		2c		SPD		PP		ST		1C		2C		STR		FIN		JOCKEY		ODDS		Top Finishers		Comment							
06Apr24Kee ¹⁰		1 1/4 ft		:46 ²		1:10 ⁴		1:36 ³		1:50		116		BlueGras-G1		119		01		109/		76		+12		+3		94		4		3 ²		4 ²		5 ⁴		4 ⁹		SaezL ¹²³		b 2.64 SraLn ¹ JstTch ³ Epr ¹		Keen ins;ack 2nd;nobid 10			
02Mar24GP ¹⁴		1 1/4 ft		:24 ²		:48		1:11 ²		1:43 ³		115		FtnrOYlh-G2		117		81		92/		95		-8		-2		94		3		11		11		11 ³		SaezL ¹²³		b '0.20 Dmch ¹ JDomBro ⁴ FrankisEmpir ⁵		Rated pace 2nd;drvng 5					
02Dec23Aq ⁹		1 1/4 mi ⁶		:46 ⁴		1:11 ²		1:37 ²		1:50 ¹		116		Remsen-G2		121		103		110/		81		+12		+12		98		3		1hd		1 1/2		2nd		1 ^{no}		SaezL ¹¹⁸		b '1.70 Dm ^{no} SiraLon ⁴ DmRlPlas ⁵		2p-ins;headed1/8;game 10			
14Oct23Kee ⁶		1 1/4 ft		:23 ²		:47 ³		1:12 ⁴		1:45		111		Mdn 100k		117		95		95/		92		+5		+0		95		2		11		1 1/2		3 rd		1 ⁶		SaezL ¹¹⁹		b '0.56 Dornoc ¹ JDiango ¹ Lat Long ²		Drewoff 3/16;left lead 9			
26Aug23Mth ⁸		1m ft		:23 ¹		:47 ³		1:12 ³		1:38 ⁴		114		SaplingL 206k		118		89		90/		84		+3		+3		86		8		4 1/2		3 rd		1 1/2		21 ³		CarmoucheK ¹¹⁹		b '1.50 Noted ¹ Dornoc ¹ Frankie's Empire ⁴		6w; bump 7/8; 3w bid 9			
29Jly23Sar ⁷		6 1/2 sy ⁶		:22 ³		:46		1:11 ¹		1:17 ⁴		113		Mdn 137k		116		87		87/		92		-6		-9		86		4		7		3 1/2		4 1/2		21 ³		SaezL ¹¹⁹		b 2.60 SizhGry ¹ Dmch ⁴ GlobalPrspct ⁵		Bump after str; willing 10			
27Apr CD 4 ft :46 ³ B 2/130 20Apr CD 4 ft :48 ¹ B 16/123																		● 30Mar Pmm 4 ft :47 ¹ B 1/36 22Mar Pmm 4 ft :50 ¹ B 8/26 16Mar Pmm 4 ft :49 ⁴ B 5/42 24Feb Pmm 4 ft :47 ⁴ B 7/90																													
16Feb Pmm 4 ft :48 ⁴ B 2/33 07Feb Pmm 4 ft :49 B 2/24																		● 30Jan Pmm 4 ft :49																													
																		16Feb Pmm 4 ft :51 ⁴ B 9/10 25Nov23 Bel 4 ft :49 ² B 5/26 17Nov23 Bel 4 ft :47 ³ B 2/27																													
3/1	Sierra Leone (S 0) 🏆						B. c. 3 FTSAUG 2022 \$2300k						Prime Power: 147.1 (3rd)						Life: 4 3 - 1 - 0 \$918,000 101						Fst (114)						2 2 - 0 - 0 \$628,000 101																
	Own: Peter M Brant Mrs John Magnier Michael B						Sire: Gun Runner (Candy Ride (ARQ)) \$250,000						Dam: Heavenly Love (Malibu Moon)						2024 2 2 - 0 - 0 \$821,250 101						Off (114)						2 1 - 1 - 0 \$290,000 98																
	Navy, Navy Cap						Brd: Debby M Oxley (KY)						126 2023 2 1 - 1 - 0 \$96,750 98						Dis (117)						0 0 - 0 - 0 \$0																						
	GAFFALIONE TYLER (10 1-1-2 10%)																		CD 0 0 - 0 - 0 \$0						Trf (111)						0 0 - 0 - 0 \$0																
																									AW						0 0 - 0 - 0 \$0																
2024						509 14% 43% -0.52						+2024						271 25% 59% -0.08						Sire Stats: AWD 7.4						24%Mud 335MudSts 3.36spi																	
JKYw/ S types						287 16% 47% -0.65						+Graded Stakes						650 20% 52% -0.19						Dam's Sire: AWD 7.1						16%Mud 3767MudSts 1.72spi																	
+JKYw/ Trn L60						29 21% 55% -0.91						+Wnr last race						627 25% 56% -0.35						Dam's Stats: Stakewnr						100%2yo 2str 1w 1sw 31.89dpi																	
JKYw/ Routes						152 15% 49% -0.32						+Dirt starts						1125 26% 59% -0.39						SoldAt: FTSAUG 2022						\$2300.0k (1/65) SireAvg: \$444.0k StudFee: \$70,000																	
★ Won last race (KEE 04/06 9f Dirt ft BlueGras-G1) ★ Hot Trainer in last 14 days (12 4-5-1)																																															
DATE TRK		DIST		RR		RACETYPE		CR		E1		E2/		LP		1c		2c		SPD		PP		ST		1C		2C		STR		FIN		JOCKEY		ODDS		Top Finishers		Comment							
06Apr24Kee ¹⁰		1 1/4 ft		:46 ²		1:10 ⁴		1:36 ³		1:50		116		BlueGras-G1		120		87		101/		97		+12		+13		101		10		9 ³		7 ⁶		4 ²		1 1/2		1 1/2		GaffalioneT ¹²³		b '1.66 SiraLon ¹ JstTch ³ Epr ¹		Tough load;6p1/4;clear 10	
17Feb24FG ¹⁴		1 1/4 sy ⁶		:49 ³		1:14 ³		1:39 ²		1:52		115		RisenStr-G2		119		76		84/		99		0		-4		93		4		9 ⁶		9 ⁶		7 ²		4 ³		1 1/2		GaffalioneT ¹²²		b '2.70 SraLn ¹ TrcPnt ¹ CtengFrd ³		10p upcrally;shft;up 12	
02Dec23Aq ⁹		1 1/4 mi ⁶		:46 ⁴		1:11 ²		1:37 ²		1:50 ¹		116		Remsen-G2		121		78		93/		98		+12		+12		93		7		10 ¹²		10 ¹²		10 ⁸		1hd		2no		OrtizJL ¹¹⁸		4.00 Dm ^{no} SiraLon ⁴ DmRlPlas ⁵		2p1st;mdv out2nd;7w1/4 12	
04Nov23Aq ⁷		1m ft		:23 ²		:47 ¹		1:11 ⁴		1:36 ⁴		114		Mdn 85k		116		74		78/		95		-6		-2		85		5		5 1/2		6 1/2		5 1/2		4 1/2		1 1/2		FrancoM ¹¹⁹		3.20 SraLn ¹ JChnglCnd ⁴ IgntLgt ¹		Bobbld after brk;3w;5w 7	
27Apr CD 5f ft: 1:00 ¹ B 15/58 20Apr Kee 4 ft :48 ⁴ B 19/127 30Mar Pay 4 ft :49 ³ B 12/47 24Mar Pay 4 ft :49 ³ B 22/44 16Mar Pay 4 ft :48 ³ B 5/62 09Mar Pay 4 ft :49 B 5/44																		02Mar Pay 4 ft :49 B 5/52 10Feb Pay 4 ft :49 ¹ B 10/56 03Feb Pay 4 ft :48 ⁴ B 7/67 27Jan Pay 4 ft :49 ³ B 25/66 20Jan Pay 4 ft :49 ² B 13/93 13Jan Pay 4 ft :49 ² B 18/78																													
20/1	Mystik Dan (P 3) 🏆						B. c. 3						Prime Power: 140.7 (12th)						Life: 6 2 - 1 - 1 \$641,360 101						Fst (102)						5 1 - 1 - 1 \$233,360 94																
	Own: 4 Gracinglancegasawaydanielhamb						Sire: Goldencents (Into Mischief) \$10,000						Dam: Ma'am (Colonel John)						2024 3 1 - 0 - 1 \$550,050 101						Off (102)						1 1 - 0 - 0 \$408,000 101																
	Black, Green Hoops, Green Bars On Sleeves, Green Stripes						Brd: Lance Gasaway Daniel Hamby & 4GRacing LLC (KY)						126 2023 3 1 - 1 - 0 \$91,310 94						Dis (105?)						0 0 - 0 - 0 \$0																						
	HERNANDEZ, JR. BRIAN J (0 0-0-0 0%)																		CD 2 1 - 0 - 0 \$72,810 94						Trf (102)						0 0 - 0 - 0 \$0																
																									AW						0 0 - 0 - 0 \$0																
2024						254 17% 42% +0.15						2024						249 14% 42% 0.00						Sire Stats: AWD 6.5						12%Mud 1139MudSts 0.99spi																	
JKYw/ P types						243 14% 44% -0.82						Shipper						457 15% 40% -0.35						Dam's Sire: AWD 7.1						16%Mud 1134MudSts 1.01spi																	
+JKYw/ Trn L60						50 20% 50% +1.48						Graded Stakes						220 10% 36% -0.58						Dam's Stats: Winner						100%2yo 1str 1w 1sw 14.60dpi																	
+JKYw/ Routes						100 22% 46% +1.12						Dirt starts						1342 16% 46% -0.27																													
★ Finished 3rd in last race																																															
DATE TRK		DIST		RR		RACETYPE		CR		E1		E2/		LP		1c		2c		SPD		PP		ST		1C		2C		STR		FIN		JOCKEY		ODDS		Top Finishers		Comment							
03Mar24OP ¹²		1 1/4 ft		:47 ²		1:12 ¹		1:37 ¹		1:49 ²		116		ArkDerby-G1		117		81		90/		91		-1		-3		92		9		83		8 ¹		7 ³		4 ³		3 ⁶		HernandezJB ¹²⁴		4.00 Mth ¹ JustSteel ⁴ JmystikDan ¹		Bothr4w3/4;4w2nd;cup 3rd 10	
03Feb24OP ¹¹		1 1/4 mi ⁶		:23 ²		:47 ¹		1:31 ¹		1:43 ³		115		Southwest-G3		121		85		86/		112		-8		-11		101		5		6 ³		4 ²		21		21		2nd		HernandezJB ¹¹⁸		Patience;riddn out 11			
01Jan24OP ⁹		1 1/4 ft		:23		:47		1:12 ¹		1:44 ³		114		SmrtyJnst-300k		115		93		93/		77		+8		+5		85		4		2 ³		21		21		2nd		5 ³		LeparouxJR ¹¹⁷		Brk out early;w bay bwn 9			
25Nov23CD ⁷		1m ft		:22 ²		:45 ²		1:11 ¹		1:37 ⁴		112		OC100k/n1x-N		114		96		96/		64		+14		+10		77		8		31		5 ²		21		41		5 ⁸		HernandezJB ¹²⁰		2:14 WhoDey ¹ JBergerJnformedPatrio ³		2w-ins;rail bd1/4;tire 11	
12Nov23CD ⁴		5 1/2 ft		:22 ²		:45 ⁴		:57 ¹		1:03 ¹		112		Mdn 120k		116		90		96/		93		+4		-6		94		7		1		2nd		1hd		14		17 ³		HernandezJB ¹¹⁹		0:82 MystikDan ¹ EesebomEvrnOnEth ³		2wd;ridden out 10	
22Oct23Kee ⁸		6 1/2 ft		:22		:46 ¹		1:11 ²		1:18 ¹		113		Mdn 100k		116		99		94/		83		+5		-3		85		4		3		1 ³		1 ³		21 ³		HernandezJB ¹¹⁹		Ins;shk clear;bd17/16 11					
27Apr CD 5f ft: 1:01 ¹ B 35/58 20Apr CD 5f ft: 5:52 B 1/71 13Apr CD 4 ft :48 B 14/123 23Mar FG 5f ft: 1:01 ⁴ B 20/36 16Mar FG 5f ft: 1:00 B 10/42 10Mar FG 4 ft :48 ³ B 22/110																		03Mar FG 4 ft :48 ¹ B 7/35 27Feb FG 4 ft :49 B 38/102 27Jan FG 4 ft :49 ⁴ B 2/18 20Jan FG 5f ft: 1:02 ¹ B 25/56 12Jan Op 4 ft :52 B 38/47 29Dec23 OP 3f ft :47 ³ B 12/17																													

If you were a betting or handicap expert in horse racing, what would you ask?

Domain Expert Question

Can you provide the average 1st quarter and 2nd quarter times for E or EP horses in all races except for maiden races?

AI Response

The average 1st quarter time is approximately 23.8 seconds, and the average 2nd quarter time is approximately 47.8 seconds.

Donnell (E) Face Rating & A11 State Be				K&E - KEEPING GOOD STATE				Prime Power: 146 (14.0) %				Life: 3-2-1-0-1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100																																																																																																																																																																																																																																																																																																																																																																																																																																																
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Assessing AI Readiness

Responsible, Secure, & Sustainable AI

AI Readiness Considerations



Strategic Goals, Use Cases and Outcomes

Approaches and Building blocks for successful AI outcomes. Aligning AI initiatives with the organization's overall business objectives and strategic goals



People and Culture

Organizational structure and Center of Excellence (CoE). Building a team with the necessary AI domain expertise



Data Foundations & Governance

Data strategy and engineering, security, privacy, and compliance needs



Technology & Architecture

High Performance Architecture, application frameworks, and tools to power the AI outcomes



Delivery and Process

Considerations around the efforts required for moving workloads into production

Data Landscape - Statistics



78%

Data silos

A survey found that **78% of companies** struggle with data silos, which can hinder collaboration, decision-making, and innovation

\$15 million/year



Data quality issues

According to Gartner, poor data quality costs organizations an average of **\$15 million per year**.



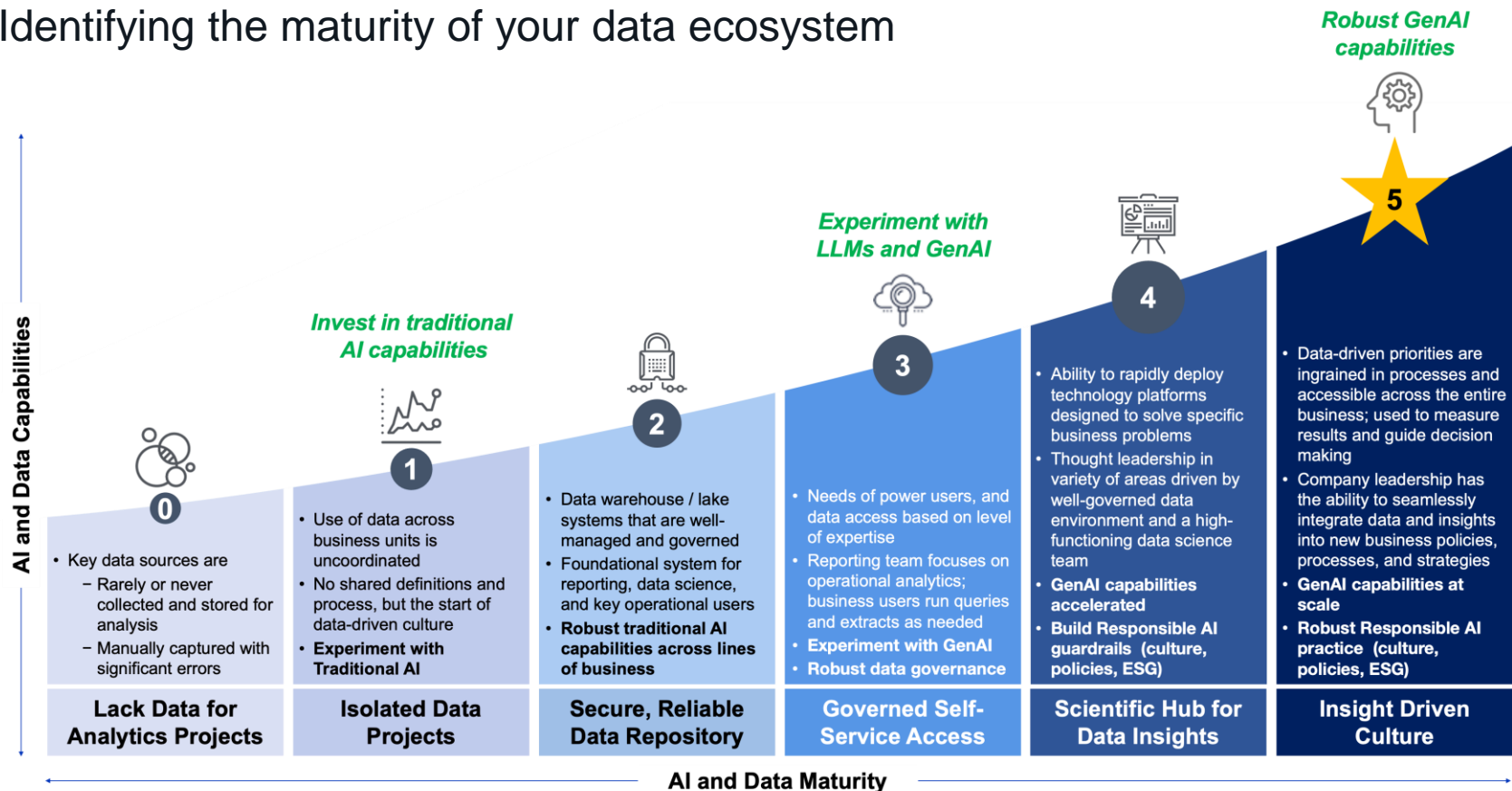
50%

Inefficient data access

A study by Accenture revealed that data professionals **spend 50%** of their time searching for and preparing data, rather than analyzing it

Developing a strong AI and Data strategy

Identifying the maturity of your data ecosystem



Key Elements of an Effective Data Strategy



Data Governance drives value and outcomes

Enabling engineering, data science and insights, placing business at the center of data

Data built around company

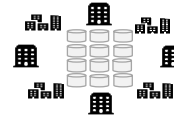


- Older company with legacy systems and manual processes
- Data-rich, insight-poor
- Data used for apps and basic, siloed reporting, but no discovery or AI/ML
- Limited organizational structure and resources focused on data ecosystem

*Accelerated
through
Data Governance*



Company built around data



- Heavy digital / internet presence
- Strong governance and resource support of the data ecosystem
- Ability to leverage data for AI/ML and discovery
- Sophisticated data pipelines to drive consumption
- Improved bi-directional data exchange with enterprise applications

Deliberate business oversight and guidance within data processes and environments

Establishment of durable and deliberate policies for data usage, sharing and compliance

Curation of consistent definitions, documented data lineage, established critical data elements

Data-related questions to consider when approaching generative AI solutions include:

- Does your organization have a [data governance policy](#) or [data management strategy](#)? ★
- Are the principles of [ethical impact](#), [governance](#), [stewardship](#) being considered?
- Are [teams and stakeholders aligned](#) on the critical role of clean, consistent and accurate data in advancing sustainability initiatives? ★
- Are the data being analyzed of high-quality and trustworthy?
- Is the data representative of the [real world](#) or the [specific domain](#) we're targeting? ★
- How will we ensure the [quality](#) of the generated outputs?
- Does your organization have the appropriate [data infrastructure](#) to support the data environment ? ★

Financial Services Industry Case Study

Case Study

Machine Learning to Reduce Call Volume at Call Centers

CHALLENGE

- Poor visibility into the transaction process and associated data due to limited data governance and documentation
- Limited client experience in building cutting edge AI/ML necessary for complex estimation
- Inadequate data platforms to compile and process data and models

SOLUTION

- Strained data real-time into a modern data warehouse solution
- AI/ML models that predict transaction completion times in real time
- Enacted a single platform for automating data pipelines for clean, reliable, and timely data across the enterprise.
- Integrated predictions from AI/ML models into associates' digital experience



BUSINESS OUTCOMES

2 ensemble AI/ML models for real time prediction

Faster model development and deployment by **automating data preparation, feature engineering, and model training**

Reduced operational costs by automating routine tasks and streamlining processes

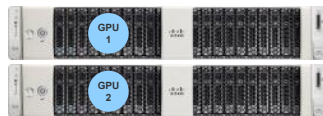
Increased collaboration by providing tools and processes for sharing code, data, and models in a controlled and secure manner

AIPG: Cisco UCS Reference Architecture for Generative AI with NVIDIA

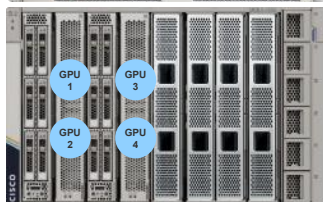
6536 Fabric Interconnects



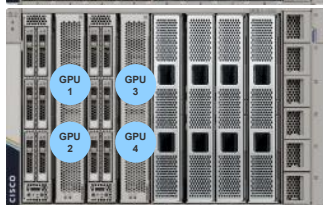
2x UCS C245 M8 (AMD)
1x NVIDIA L40S



2x UCS-X X210C M7 (Intel)
4x NVIDIA H100



2x UCS-X X210C M7 (Intel)
4x NVIDIA L40S



Generative AI Models

LLama2

HuggingFace

NeMo GPT

AI / ML Platform Tools

Red Hat OpenShift AI

Container Platform

Red Hat OpenShift
Kubernetes Control Plane

Kubernetes Workers

GPU Operator

Network Operator

Container Runtime

Red Hat Core OS

Networking

Cisco Nexus 9332C
100GbE

Compute

UCS C245 M8
& X210 M7
Servers





UCS-X Blade Solution
X210c / 9416 X-Fabric /
x440P GPU Blades

Storage

Pure Storage
FlashBlade

Unlocking the power of AI in your organization

4-step approach

-  **Establish and Communicate organizational Shared Vision and Goals**
 - Identifying the **use cases** and **business outcomes** you want AI to achieve.
 - **Goal:** Priority given to solutions that help achieve **critical business objectives** & best return on investment
-  **Establish a Governance and Management strategy**
 - Framework, governing policies and data capabilities to bolster data as an asset
-  **Get your data AI-ready**
 - Integrate and automate Intelligent Data Pipelines
 - **Goal:** Business units will work with data throughout the enterprise in a coordinated fashion
-  **Build a High Performance Architecture (HPA) that is AI-ready**
 - Traditional architecture is ill-equipped for AI workloads
 - **Goal:** Purpose built, Performant, Scalable, and Modular

Complete Your Session Evaluations



Complete a minimum of 4 session surveys and the Overall Event Survey to be entered in a drawing to **win 1 of 5 full conference passes** to Cisco Live 2025.



Earn 100 points per survey completed and compete on the Cisco Live Challenge leaderboard.



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<https://ebooks.cisco.com/story/partner-program-ai/page/1>
- Visit the WWT AI Proving Ground
<https://www.wwt.com/atc/ai-proving-ground/overview>
- Expand your knowledge
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The bridge to possible

Thank you

CISCO *Live!*

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