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P e r s p e c t i v e s

[pə(r)'spektiv]

sense of things in proper
relationship to each other

Indiana Jones or „I dream of Jeannie“?

INTELLIGENT ANALYTICS INSTEAD OF ARTIFICIAL INTELLIGENCE

THERON SCIENCEWORCS AG

Im Fuchsbau 26

51109 Cologne

Germany

Telefon +49 221 77 181-0

Email: info@scienceworcs.com

Indiana Jones or „I dream of Jeannie“?

INTELLIGENT ANALYTICS INSTEAD OF ARTIFICIAL INTELLIGENCE

[02]

The genie in the bottle is a dream of mankind that has been cherished for ages. In Hollywood's dream, with a blink of an eye of the beauty every problem is solved within seconds, without effort and thought. The metaphor of the Lady in the Bottle embodies the mirror image of man's most boring vice - laziness. It is precisely this longing for rest that the prophets of the New Age use when they keep proclaiming the gentle promise of effortless knowledge. Their message is: 'Hand over all your data to the soul of the new machine, and miraculously Artificial Intelligence will pave your way to success“!

Far from it! By now, even the statisticians had to recognize that data is empty, as empty as the genie's bottle. Without a model of the world, without a theory of cause and effect, statistics is no more than a gravestone in the graveyard of numbers.

What follows from this insight, which cost science five hundred years of thought? Quite simply, machine learning will not even come close to achieving the efficiency of human intuition, experience, and judgment for many decades to come.

The key concept here is efficiency! With maximum computational power and sufficient time, a machine may arrive at the same result as Homo Sapiens. But we are missing time now more than ever before! Digitalization is accelerating competition almost without measure. In particular in this situation machine learning does not offer a substitute for careful thinking. It sounds paradoxical, but it is

fundamental: digitalization severely limits the benefits of Artificial Intelligence when it comes to complex decisions.

For this very reason, another path to success is way more promising. On this way, Big Data Analytics follows the treasure trove of experience and expertise. Expertise consists of strong hypotheses about reality, about the effects of certain measures. Efficient analytics is therefore always based on explicit models of reality.

We call this "Intelligent Analytics". Only "IA" can penetrate the data jungle of myriad business transactions in a fast and precise manner.

"IA" doesn't do away with your thinking - quite the opposite! Because that's where the secret of your success in reality lies. We are happy to prove it.

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SCIENCEWORCS combines the experience of more than 30 years of management consulting with the leading-edge data science techniques.

SCIENCEWORCS delivers industry-specific, reliable, and tangible results by combining industry domain expertise with the pragmatic application of practically proven data analytics methods and tools to assess and improve your business opportunities

Meet the best performing strategists in energy-dense industries.

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Germany
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