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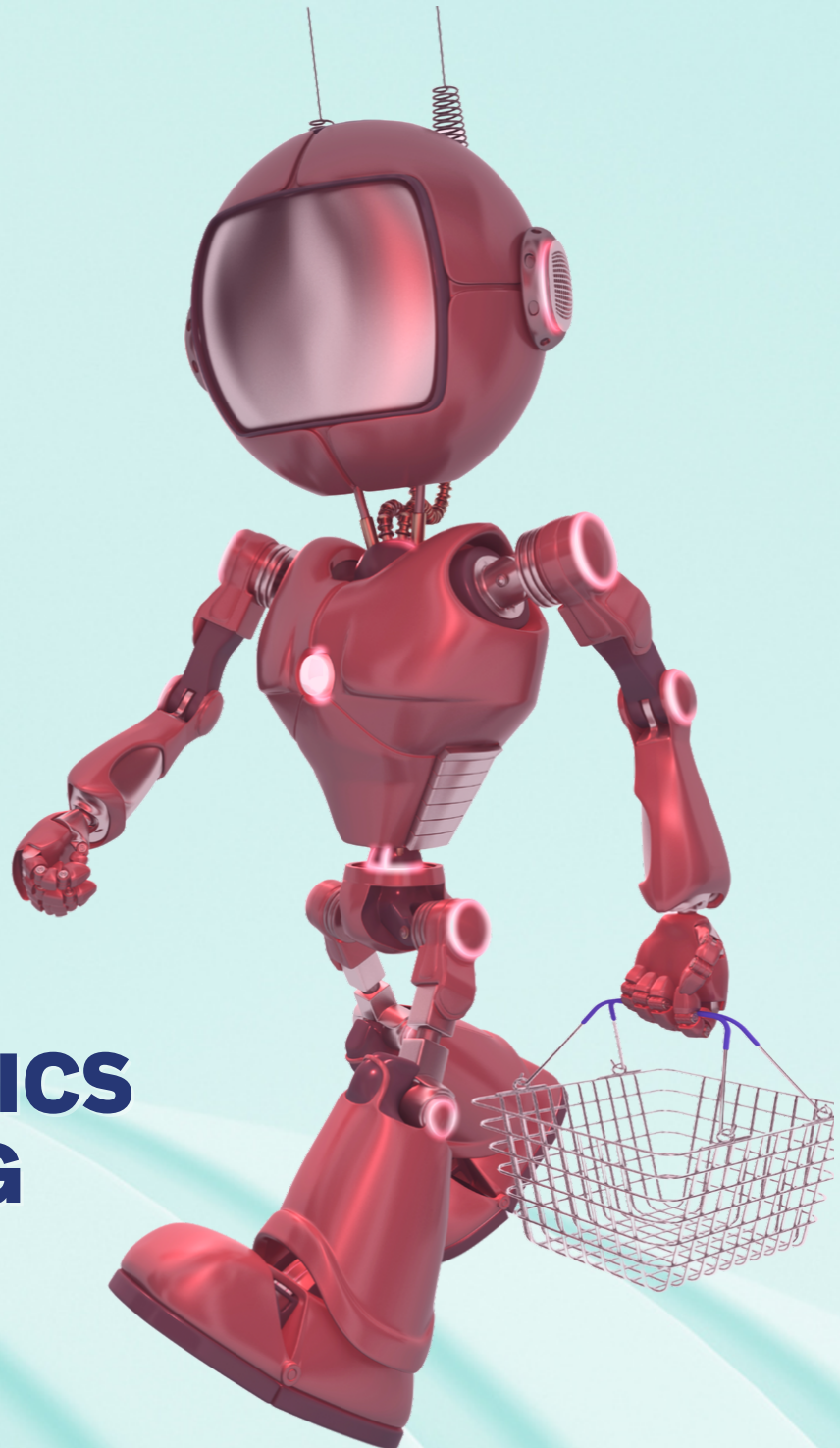
NAILING ONLINE COMMERCE: 10 E-COMMERCE TRENDS IN 2021

HEADLINE NEWS IN A FLASH

- Breakthrough in AI Cloud systems
- Samsung Takes Intel's Chip-Seller Crown, but Bigger Battle Looms
- Schneider Electric implements predictive maintenance for Nestlé's Dubai South factory
- OpenAI has a Python-based alternative for CUDA of NVIDIA
- Twitter Offers 'Bug Bounty' Contest For AI Biases

SECTOR FOCUS

DATA ANALYTICS ARE BOOSTING REGTECH'S POTENTIAL



NAILING ONLINE COMMERCE

10 E-COMMERCE TRENDS IN 2021



Chatbots Driving to the Point E-Commerce

More and more businesses should employ chatbots to improve customer service, provide faster and more accurate responses, and collect data so that they can provide a better consumer experience the next time around. You will undoubtedly gain from developing chatbots and incorporating them into your e-commerce strategy. WhatsApp, WeChat, etc now come equipped to handle commerce and payments from within the apps. This will further change the way people buy things from businesses.

Deploying Artificial Intelligence in E-Commerce

From automated marketing platforms to chatbots that reply to consumer concerns promptly, there are several AI solutions that can benefit your organization. Hence, retailers invest in areas like customer service or tailor-made buying suggestions where AI can be quite valuable. The role of AI will only grow stronger with time since it allows eRetailers to create and promote more tailored experiences for their customers.

E-Commerce Subscriptions

Did you know that during the last five years, the subscription e-commerce market has risen at a rate of more than 100 percent YoY? Customers receive products on a recurrent purchase basis with subscription e-commerce, which might include everyday things.

Need to be Mobile-First to Win in the E-Commerce Game

Mobile buying is certainly on the rise. For example, India as a country has leapfrogged the 'laptop era' and the majority of the population is going live directly via mobile. Mobile-first or mobile-only clients is improved upon. This will make you accessible to the next 500 million internet users who are coming online for the first time.

Augmented Reality (AR) is a Game-Changing Technology for E-Commerce

When it comes to e-commerce trends, the last but certainly not the least is augmented reality (AR). One of the primary concerns individuals have when shopping online is not being able to view or sample the product in person. That is why AR exists. Its technology allows internet customers to get a better visual representation of the things they're interested in.

Source: Indianretailer.com

It is essential to understand the emerging trends to gain an in-depth knowledge of the eCommerce industry.

Hyper-Personalization to Engage with Customers

According to statistics, customers spend 48 percent more on individualized experiences. Personalization has always resulted in great outcomes for marketers. Let us give you an example of custom emails. Research shows that personalized emails produce a 6x greater rate and conversion than cold emails. Now similar personalization experiences are being created for online shopping to engage the customers better and provide an awesome experience.

Sustainability and Green Consumerism Driving Brand USP

In recent years, the sustainable and active promotion of ethically made things has become a priority for businesses given several global initiatives for the protection of the environment. In e-commerce, it translates to reducing plastic waste in packaging, using more sustainable packaging materials, and also using natural ingredients to make the products that you sell. Such things tend to become USP for the brand.

Rising Social Media's Role in E-Commerce

With features like Instagram Checkout and Facebook Buy, it's evident that social media plays an important part in the e-commerce sector. Interaction with social media platforms becomes a crucial part of running a successful e-commerce business given this is where the potential consumers spend the majority of their time.

Voice and Video Commerce is on the Rise

The usage of speech in the search and purchasing process is certainly one of the most prominent e-commerce trends. One of the biggest trends in e-commerce is video-based. Platforms like Youtube are immensely popular with consumers for watching videos. Imagine being able to click on a shirt an actor is wearing and buy it right then and there. An option to do this was labeled a dream not long ago but is a possibility now and the likes of Google are doubling down on that trend. Google recently bought Simsim to enable e-commerce via video for global audiences.



BREAKTHROUGH IN AI CLOUD SYSTEMS

TU Dresden, the University of Manchester, Racyics and GlobalFoundries (GF) have announced the tapeout of the SpiNNaker2 chip, an artificial intelligence chip inspired by the human brain. The SpiNNaker infrastructure was developed by the University Manchester, while the hybrid AI architecture was created at TU Dresden and the adaptive body bias IP platform ABX by Racyics. GF's 22FDX solution was utilised to create the SpiNNaker2 - a realtime neuromorphic AI processor with unparalleled levels of efficiency and below millisecond latency for event-based systems. The SpiNNaker2 has been designed to scale up to a 70.000 chip cloud system while maintaining strict real time operation. It is a key enabler for real time AI at massive data rates. and is expected to have a disruptive impact on AI applications such as smart cities, 5G, tactile internet and autonomous driving, which are beyond current hardware because of their triple demands on low latency, high throughput, and high energy efficiency./

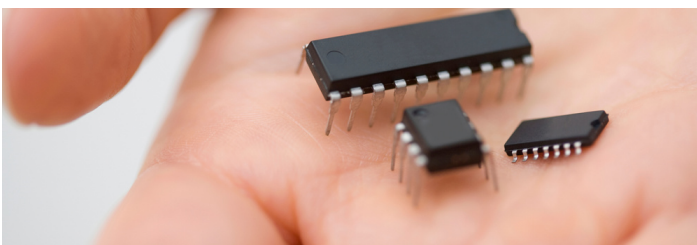
Source: newelectronics.co.uk



SAMSUNG TAKES INTEL'S CHIP-SELLER CROWN, BUT BIGGER BATTLE LOOMS

Intel Corp. aspires to chip-technology supremacy within four years. But for now, it has fallen from the industry's top spot by one key measure. In the second quarter, Samsung Electronics Co. overtook Intel as the world's top chip maker by revenue. Given divergent outlooks for their core businesses, the positioning is likely to stay that way in the near future, industry analysts say. The South Korean tech company, which specializes in memory chips, racked up 22.74 trillion won, the equivalent of \$19.7 billion, in semiconductor revenue during the April-June quarter. Total revenue for Intel, was \$19.6 billion—or \$18.5 billion after subtracting the contribution of a business unit it has agreed to sell./

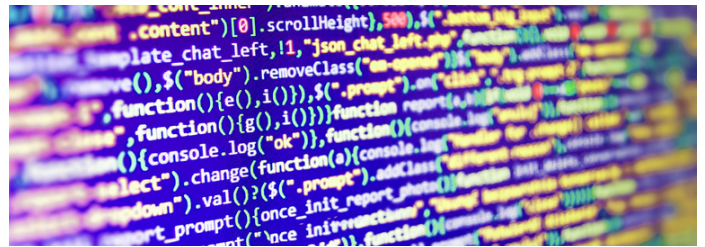
Source: Dow Jones & Company, Inc.



SCHNEIDER ELECTRIC IMPLEMENTS PREDICTIVE MAINTENANCE FOR NESTLÉ'S DUBAI SOUTH FACTORY

The Nestlé Al Maha factory in Dubai is benefiting from an innovative approach to the maintenance of its Low Voltage electrical machinery, thanks to technology from Schneider Electric. The solution is helping Nestlé's operations team monitor power management, electrical loads and temperature settings from all of the factory's connected assets, so they can address issues proactively, avoid unplanned downtime and mitigate safety risks as well as optimize electrical loads to make the facility more energy efficient. Schneider Electric's EcoStruxure technology evaluates data in real time from the plant's electrical equipment and uses cloud-based predictive analytics to identify and resolve potential faults./

Source: Korea Newswire



WANNA USE YOUR NVIDIA GPU FOR ACCELERATION BUT PUT OFF BY CUDA? OPENAI HAS A PYTHON-BASED ALTERNATIVE

OpenAI late last month released Triton, a Python-based environment that tries to help developers write and compile code to run on your Nvidia GPU much more easily without having to grapple with CUDA. "We're releasing Triton 1.0, an open-source Python-like programming language which enables researchers with no CUDA experience to write highly efficient GPU code—most of the time on par with what an expert would be able to produce," OpenAI said. "Triton makes it possible to reach peak hardware performance with relatively little effort; for example, it can be used to write FP16 matrix multiplication kernels that match the performance of cuBLAS – something that many GPU programmers can't do—in under 25 lines of code."/

Source: theregister.com

TWITTER OFFERS 'BUG BOUNTY' CONTEST FOR AI BIASES

Twitter offers 'bug bounty' contest with cash prizes of up to £2,500 to help locate biases in image-cropping algorithm amidst growing concerns around AI, Twitter has launched a contest to lure developers to help it find biases in the algorithm that automatically crops images on the service, following in the spirit of a common practice in the computer security industry. The algorithm is intended to display previews of the most relevant portion of an image in a Twitter feed. Technology companies have increasingly looked for ways to ensure the artificial intelligence systems they use behave in ethical ways, amidst concerns over the growing role of AI, algorithms and other automated systems in communications and society./

Source: NetMediaEurope

DATA ANALYTICS ARE BOOSTING REGTECH'S POTENTIAL

Source: *Independent Banker*



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Facing pressure from increasing regulation, community banks are increasingly able to use data analytics and ever-evolving regtech to make their compliance automation more effective.

If there's one area where community banks may need technology to ease their operational burden, it is in compliance. To that end, financial institutions and service providers are marrying data analytics to their regtech initiatives to further improve their efficacy and accuracy.

Regtech, or regulatory technology, is arguably one of the hottest areas of fintech innovation, as is the use of data analytics. So, it's little surprise that banks and fintechs are combining the two.



"The regtech space is especially promising for community banks because the availability of off-the-shelf solutions can increase efficiency and lower costs, as community banks don't have the same resources as the global banks to develop in-house custom solutions for compliance issues," says K. Thomas Ko, a partner at Stroock & Stroock & Lavan in New York City.

While the most common compliance systems are used in areas like anti-money laundering (AML), Office of Foreign Assets Control (OFAC), monitoring and know your customer (KYC), Ko says that new regtech systems can provide "broader bankwide solutions in such challenging areas as monitoring and managing changes in regulation, supporting the internal audit function, credit risk, asset risk, stress testing and producing automated regulatory reports, including structural and financial reports."

Banks are also able to give their compliance efforts a data boost in the arena of vendor risk management, where Ko says, "the requirement to conduct risk assessments of third-party vendors can easily overwhelm a smaller bank, as well as their vendors, in the vendor onboarding process."

Regtech overall has been seen as a boon to banking because it takes the often tedious but necessary tasks of filtering huge amounts of customer, onboarding, employee and transactional data and sifting for possible red flags. Experts say marrying existing and emerging regtech solutions to more advanced data analysis tools, even utilizing artificial intelligence (AI) and machine learning, will leapfrog the technology ever further forward, allowing for cleaner and more accurate data to be collected from legacy or disparate systems more quickly.

COMMUNITY BANKS CAN BRANCH OUT

Many community banks that may not have considered regtech now have opportunities to embrace this growing category of fintech. "Within community banks in specific, the landscape for regtech is still at a fairly underdeveloped stage," says Gilles Ubaghs, a senior analyst for Boston-based Aite Group. Since many community banks rely on their core provider for solutions, Ubaghs says that it is only in recent months that banks "are starting to branch out and work more directly with smaller scale fintech [and] regtech providers," which might offer more advanced solutions for data analysis utilizing AI, machine learning or cloud-based delivery models. Much of this development is centered on automating onboarding and improving the customer experience, including KYC requirements, he adds.

Colin Whitmore, also a senior analyst at Aite Group, says machine learning-based data analytics is also being incorporated into financial crime compliance solutions, often involving cloud-based services through an application programming interface (API) to make implementation faster and cheaper. Assessing potential risk of all varieties, especially in terms of KYC, has been aided greatly by advanced analytic techniques such as machine learning and AI, according to Justin Gagne, the head of data science and analytics for Artis Technologies in Atlanta.

These technologies provide ML-driven services built from massive datasets collated from giants in the banking and e-commerce industries, enabling companies to have big data tools without the pain of managing big data themselves. The net effect being, for consumers of these tools, a large lift in the ability to correlate information like address, phone, email and device with a single customer.

In turn, this can help banks in their compliance efforts to connect to collaborative database systems or sync up for alert lists and global watch lists to detect if a device or email is related to a known bad actor.

"In the past, these types of KYC correlation efforts were traditionally calculated in house and with a much lower level of confidence," Gagne says, "simply because those calculations once lacked the large sample size made possible by collaborative databases provided by vendors."

But challenges remain, as is often the case. "[Community banks] understand compliance and customer onboarding are key regtech use cases, with significant potential to increase efficiencies behind the scenes," Ubaghs says, "but to-date implementing these solutions has been out of reach for many U.S. community banks."

And better data usage does not eliminate the need for human interaction and testing. Ko advises community banks not to treat automated systems as "panaceas for their compliance needs." Just as emerging KYC and AML systems do not solve all banks' concerns regarding AML compliance, he says, "systems, no matter how sophisticated, require regular human testing and monitoring."

For example, Ko says an update to an AML system may create "an error that causes certain accounts or transactions to be missed or misflagged. The compliance staff should be able to recognize the change in volume of alerts and raise a concern and test the system. Even in the absence of such change, the systems should be regularly tested."/





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Blueprint

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TRL 4 - 6

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<https://myfinb.com/caai>

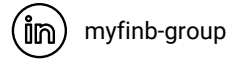


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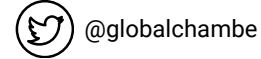
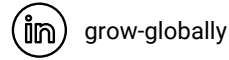
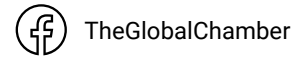
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