

Cubent 
improving the business



Artificial Intelligence

Cubent and Artificial Intelligence

No doubt, Technology plays a vital role, but it is not technology that creates success, it is people who uses the technology & makes it successful. Technology needs data, on the basis of the most accurate data that technology provides the leaders of the businesses take the right decision. In addition, the success of organization is to keep the businesses updated that is only possible to move from the old to new technologies.

New technology leaps happened from time to time throughout history. We are in the era of game changer; this game changer has many names like technical revolution, digitalization, era of machine learning and artificial intelligence.

I planned to write first blog of Cubent about Artificial Intelligence (AI). AI is the key feature of Cubent Services Ltd, it will not be wrong to say that AI and Machine Learning are the backbones of Cubent. Dedicated team of Cubent is doing research and development on AI and Machine Learning on daily basis.

You have heard a lot about AI, so what is Artificial intelligence

Artificial intelligence refers to a machine's ability to imitate human cognitive abilities like problem solving and learning. These skills also require an understanding of language, speech and strategic thinking. We already encounter numerous applications of artificial intelligence on daily basis. For example, asking Siri for directions, when driving past Google's autonomous vehicles, using self-parking or cruise control features, they all use AI applications. With AI, we can predict the mistakes, before they happen.

When I started to write about Artificial Intelligence, and came across these three types of AI, maybe there will be more categories of AI in future, but I found following three common ones and thought to write about them.

1. Artificial Narrow Intelligence
2. Artificial General Intelligence
3. Artificial Super Intelligence



Role of Artificial Intelligence in Future Finance

Nowadays, AI is the largest growing technology in every sector of life. AI has a transformative impact on the modern economy and revolutionized the financial services industry. In finance sector, AI is used rapidly that automates repetitive tasks, improves the work efficiency and augment the human decision making. Artificial Intelligence in finance is transforming the way of interacting with the money. AI is helping the financial industry to optimize the processes from credit decisions to quantitative trading and financial risk management. Almost every company in the financial technology sector has already started using AI to save time, reduce costs and add value in their products.

Finance Industry adopting AI

89% of European banks have started working with Artificial Intelligence. Finance professionals strongly believe that AI can be used to manage and control the finance in better way. We already see that finance professionals believe in AI's capabilities in their domain.



How AI is driving Revolution in Agriculture

Agriculture and farming is one of the oldest and the most important key professions in the world. Humanity has covered a long way over the time to know how we farm and grow crops with the introduction of various technologies. The use of artificial Intelligence in agriculture helps the farmers to understand the data insights such as temperature, precipitation, wind speed, and solar radiation. The best part of implementing AI in agriculture is that it will not eliminate the jobs of human farmers rather it will improve their processes. AI provides the most efficient ways to produce harvest and sell essential crops.

- Sometimes the cultivation becomes worse by sudden weather change, pesticide use, and monocropping. Farmers are using artificial Intelligence techniques to overcome these issues and grow food crops by fighting against diseases and pests.
- AI drones and other robots equipped with computer vision are using in agriculture sector; they collect data points from the farm's existing crops.
- Through machine learning models and AI techniques, farmers can monitor crops' nutrient levels, also protect them from unpredictable and damaging elements.
- AI technology detects defective crops and improves the potential for healthy crop production.
- The development in Artificial Intelligence has strengthened agro-based business to run more efficiently. AI is used in applications such as automated machine adjustment for weather forecasting and disease or pest identification. It is assumed that AI can identify crops disease with 98% accuracy. AI technology is rapidly correcting the problems rise in agriculture sector, it recommends specific actions which are required to overcome these problems. AI monitors the information to find solutions quickly.
- AI also helps farmers to monitor the fruit and vegetables by adjusting the light to accelerate production.

How Artificial SuperIntelligence could Shape the Future

The role of Artificial Intelligence' techniques and tools in business and in the global economy is a hot topic. Artificial Intelligence / machine intelligence enhances the productivity of the businesses and the quality of life in their communities. A single day does not go by without a news and article reporting some remarkable development in artificial intelligence.

Artificial Intelligence will be better than human intelligence in many intellectual tasks, like scientific creativity, general wisdom, social skills and many more.

If machine brains one day come to surpass human brains in general intelligence, what will be next? With the amazing progress made in the field of AI over the last decade, it is the most important than ever to make sure that the technology that we are developing has a beneficial impact on humanity. In this regard, Artificial Superintelligence [ASI] marks the beginning of a new era. "ASI's aim is to capture enough of the computationally functional properties of the human brain to enable the resultant emulation to perform intellectual work" (Nick Bostrom).

Bostrom claims that there is possibility that Superintelligent machines might be so much more intelligent than humans that they may not be tools any more. They will have their own goals. This might be possible that SuperIntelligent machines' goals will not be compatible with humans' goals and with the continued existence of humans.



How Artificial Intelligence can play a role for safer and secured cashless society

Transaction banking characterizes a large number of methods, supports a large number of customer interactions for day-to-day banking, generates large volumes of data and that potentially makes transaction banking an excellent use case for AI. Artificial Intelligence presents significant opportunities in areas such as fraud detection and prevention. AI techniques identify automated fraud, anti-money laundering methods and cyber-security quickly than any other technology. Conversational AI chatbots that deals directly with customers for rapid and real-time banking transactions and resolutions. AI tools bring an early warning systems, that will not only deduct digital fraud, but also stimulate rare fraudulent

Artificial Intelligence helps to prevent and detect fraud by flagging up unusual transactions, for example, whenever there is transaction of the big amount, or the transaction was opened by someone unexpected, or where the organisation has never previously transacted with the destination company or country who receives the payment. Additionally, AI tools can detect and monitor unusual behaviors in staff, such as logging on to banking systems out of hours or another place. Transaction may happen

How AI is Accelerating Digital Marketing and Social Media Marketing

AI and Digital Marketing

In the world of digital marketing, AI streamlines and optimizes marketing campaigns and activities. AI technology also eliminates the chance of human error. While much of the digital marketing world is much hooked in to human ingenuity, an AI program could ready to generate a report using nothing but data.

Artificial Intelligence changes the face of Digital Marketing:

From Google's searches to Voice search, personalized recommendations by Amazon, AI changed the face of the Digital landscape. AI includes a deeper understanding and analysis of information and input AI is seizing the human role in identifying marketing trends. Marketers and brands are incorporating Machine Learning and Artificial Intelligence to save lots of time and resources.

It helps you to understand your business audience better, as AI analyzes the information by the buying behaviors and decisions of the target market that gives an improved opportunity to the purchasers what they really need. With AI's data-driven analysis, you will now create simpler marketing strategies for your business

What is Social Media Marketing?

Social Media is that platform where the people socialize with one and other over internet without physical presence. Within passage of your time, and specifically after Covid-19, use of social media platforms is enormously increased. This Social Media Platform provides opportunity to the businesses to interact directly with customers and build awareness of their brands.



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