Ignition to cognition

Intelligent Automation starts here

Personal invitation for our appreciated Clients to start your Intelligent Automation journey with us

Berlin, EY wavespace
14 September 2018
As one of our honored clients, we feel thrilled to invite you to join us on an exclusive journey towards AI.

At EY, we believe that Intelligent Automation (IA) can ignite something amazing in all of us and create a leading position for each of us. This is why on **14 September 2018** we want to invite you to join our **Executive Enablement Workshop** in Berlin. The purpose of the session is to build relationships and capabilities to enable you to drive the Intelligent Automation agenda with your business, and to maximize results from that.

**Key Agenda Elements**

1. **Cognitive market overview** – trends and opportunities & AI ecosystem
2. **Cognitive in real action** – use cases including live demos; hands-on cognitive foundations
3. **The economic impact of AI** – a system change

**Date**
14 September 2018

**Schedule:**
12:00 - 13:00 Registration & lunch
13:00 - 16:00 Workshop

**Location:**
EY wavespace Berlin
Friedrichstraße 140
10117 Berlin, Germany
https://wavespace.ey.com/studios/berlin/

**With you in Berlin**

![Prof. Dr. Henning Vöpel](image1)
Hamburg Institute of International Economics (HWWI)

![Selma Turki](image2)
EY Cognitive Leader

![Klaus Ballas](image3)
EY Markets Leader

![Martin Weis](image4)
EY Robotics Leader
Cognitive computing refers to systems that learn from experience in the same way as humans do in order to perform complex tasks without human interference.

Cognitive adoption is still at a nascent stage, as only 20% of fortune 500 companies have adopted one or more Cognitive technologies.

96% in Insurance and 94% in Retail intend to invest in cognitive capabilities.

Most of you have started an automation journey with RPA. Learn from us the way to AI.

Ignition to Cognition is the cultural change we need.

Contact us

Martin Weis
Email: martin.weis@ch.ey.com
Tel.: +41 799 004 558

For an informal registration, please contact Tiziana D’Aprile (tiziana.daprile@ch.ey.com), who will provide you with further information.
About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

© 2018 EYGM Limited.
All Rights Reserved.

EYG no: 010034-18Gbl

ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax or other professional advice. Please refer to your advisors for specific advice.

The views of third parties set out in this publication are not necessarily the views of the global EY organization or its member firms. Moreover, they should be seen in the context of the time they were made.