



CUSTOMER
SUCCESS
SUMMIT
2025

The background of the slide features a complex network diagram. It consists of numerous small, glowing green circular nodes connected by thin, light green lines. The nodes are scattered across the frame, with some appearing more prominent than others. The overall effect is a sense of interconnectedness and digital complexity, typical of a neural network or a data network visualization.

Artificial Intelligence: What it Is, What it Isn't & Why it Matters

Tucker Stachitas
Matt Berseth

ABOUT US

EXPERIENCE



WHO WE ARE

EMPOWER

We are a client-centric professional services organization that leverages cutting-edge technology to deliver tailored solutions for the unique problems faced by our clients nationwide.

750+

**Successful Projects
Completed**

Across nearly every industry, completed for the technically advanced and technophobic alike.

150+

**Experienced
AI Experts**

Machine Learning & Software Engineers, Mathematicians & Statisticians. Together, we power successful solutions!

14+

**Years Bringing
AI to Life**

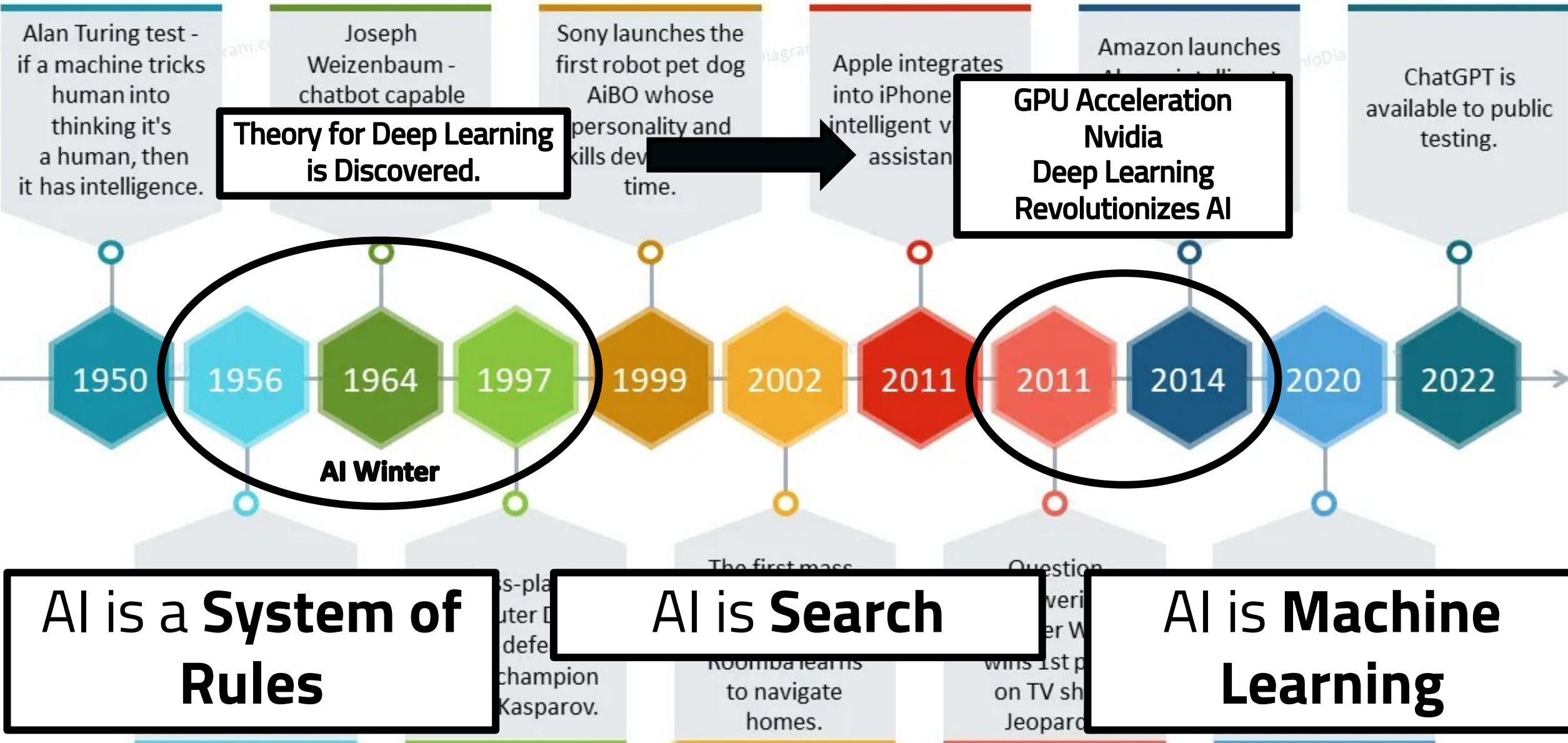
We're one of the few AI firms with long-term satisfied clients. Hey, we were AI way before AI was cool!

What is Artificial Intelligence?

Any technique that enables computers to **mimic human intelligence**, using logic, if-else rules, decision trees, machine learning (including deep learning).

Academic Definition

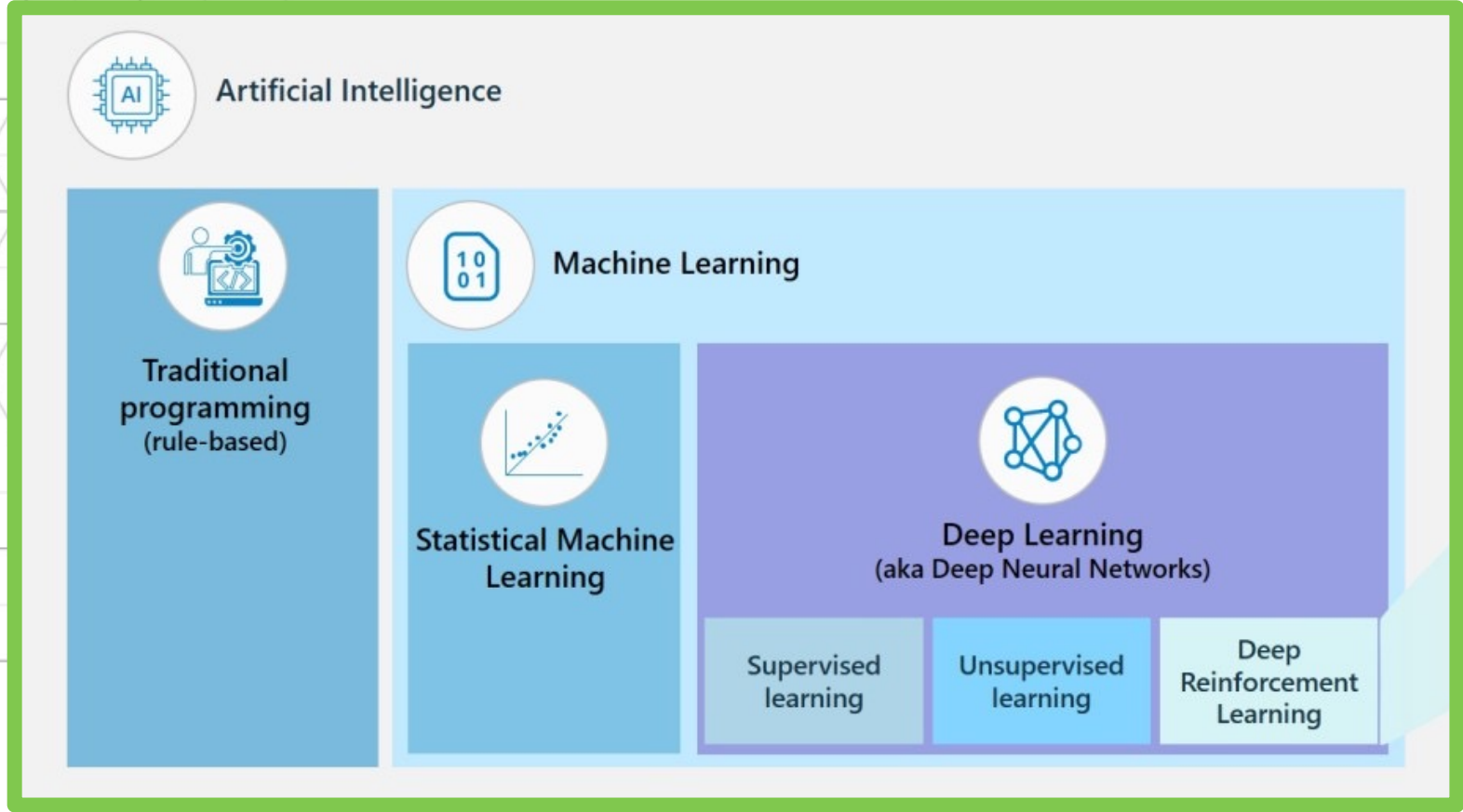
History of Artificial Intelligence – 75 Years



What is Artificial Intelligence?

Intelligence driven by **machine learning** systems that can independently **learn patterns from data**, make informed decisions, and generate content without explicit human instruction.

Practical Definition



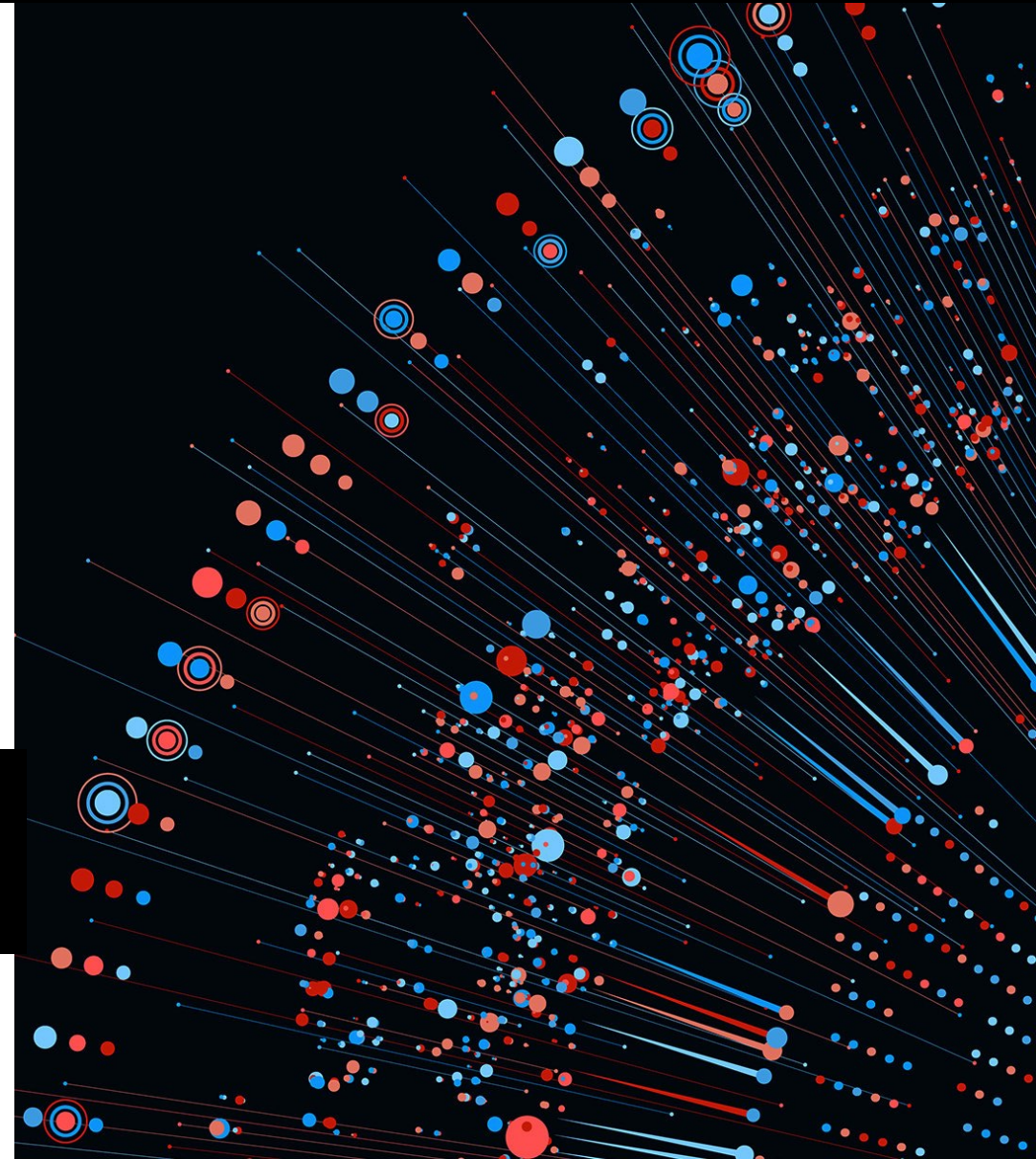
How is AI Created?

Data

+ Algorithms

+ Compute

Artificial Intelligence



The Many Faces of AI

AI isn't a distant technology of the future – it's already woven into the fabric of our daily lives, often working invisibly behind the scenes.



Conversational AI

ChatGPT, Grammarly, and Copilot assist in writing, coding, and creative problem-solving in real-time.



Voice Assistants

Siri, Alexa, and Google Assistant understand natural language and complete tasks through simple voice commands.



Recommendation Engines

Netflix, Spotify, and Amazon curate personalized content based on your unique preferences and behavior.



Security Systems

AI-powered fraud detection identifies suspicious transactions instantly, protecting your finances 24/7.

**Agricultural
Industrial
Internet**

**Sam Altman,
CEO of OpenAI**



**Sundar Pichai,
CEO of Google**



DALLE 3

**Marvin
Minsky, co-founder of
MIT AI Lab, Turing Award
Winner**

1970



AI isn't Magic, it is a Multiplier



AI won't replace humans – but humans who use AI will replace those who don't.

- Andrew Ng

Just as electricity transformed every industry a century ago, AI is now revolutionizing how we work, create, and solve problems. The question isn't whether to adopt AI, but how quickly we can harness its potential.

AI for your business

A network diagram consisting of numerous green circular nodes of varying sizes, connected by thin, light green lines. The nodes are scattered across the dark green background, with some appearing more prominent than others. The overall effect is a complex, interconnected web of points and lines, suggesting a digital or data network.

When Does AI Make Sense?

1. Clear Cut Answers
2. Time Consuming Tasks
3. Complex Patterns
4. Repetitive Tasks

When a human does this task...

Time Spent



Quick Tasks Done
Infrequently

I Spend Part of My
Time on This

We Have a Staff
Dedicated to This

Requires Experts

Turn Back!

Takes Some Training

Anyone Can Do It

Quick Win!

Highest ROI!

Human Expertise

Data Capture, Indexing and Routing

Problem

- UB and CMS-1500, high volume, high on-shore labor
- Requires 99% field level accuracy
- All varieties of CMS-1500 and UBs



Original Form

A scan of a CMS-1500 medical claim form. The form is filled out with handwritten text. Key fields include: 14. DATE OF CURRENT ILLNESS, INJURY, or PREGNANCY (LMP) with date 05 10 18 and QUAL 431; 15. QUAL with 431; 16. NAME OF REFERRING PROVIDER or OTHER SOURCE with DN ALASI ANTHONY; 17b. NPI with 17800; 21. DIAGNOSIS OR NATURE OF ILLNESS OR INJURY with codes M5412 and M5416.

Humans and computers struggle digitizing this CMS-1500 form.

AI Processed Form

05 10 18 431
DN ALASI ANTHONY 17800
M5412 M5416

Humans and computers perform much better when AI is used to denoise the form.



F-35 JSF

Identify optimal maintenance configuration and offer predictive maintenance

Multiple variables from a variety of datasets contribute to the optimization of the optimal order of maintenance tasks on the aircraft.

Aircraft Specifics
(Variant, Age, Parts)

Flight Data
(Hours of Flight)

Weather on Flight Paths
(Oceanside vs. Desert)

Increased False Alarm Identification by **72%**

Decreased Repair Times by **15%**

Improved 1st attempt failure resolution by **300%**

PGA TOUR



Transforming Data into Story

Sports analytics has evolved from simple statistics to rich, AI-generated narratives that bring every moment to life for fans.



PGA Tour AI Shot Commentary

The PGA Tour uses AI to generate real-time, play-by-play shot commentary – analyzing trajectory, speed, spin, and course conditions to create engaging narratives that help fans understand the skill and strategy behind every shot.

From predictive game outcomes to personalized highlight reels, AI is making sports more accessible, engaging, and data-driven than ever before.

Thank you!

